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Question

In not less than 2000 words, Explain explicitly how the Pandemic (COVID 19) has affected consumer buying behavior.

**How the Pandemic (COVID 19) has affected consumer buying behavior**

By way of introduction, the Pandemic (COVID 19) which is also known as corona virus, has affected virtually almost all the nations of the world. This virus has led to the lockdown of countries, banning on social gatherings in places like schools; banks; churches; markets; business enterprises; conferences, seminars. It has also led to social distancing, affected the standard of living of individuals, affected nation’s economy, making laws that people should stay at home in order to prevent its spread and also it has affected consumers buying behavior. This work aims to explain how this Corona Virus pandemic has affected consumers buying behavior.

Corona virus is referred to as a global pandemic. Pandemic are epidemics that cross international boundaries and affect a large number of people worldwide. Due to corona virus increasing widespread in nations it is referred to as a pandemic. The corona virus disease is said to have emanated from China and has been in existence since, but it was in 2019 that this disease Corona virus became prominent, infectious and plaguing a lot of countries which has led to High Mortality rate in various countries especially in Italy and the United States of America. The Corona Virus disease is an infectious disease virus which spreads primarily through droplets of saliva or discharge from the nose when an infected person coughs or sneezes. Also, when a person comes in contact with a surface or objects that has the virus on it and then uses that hand to touch their eyes, nose, or mouth. This disease, corona virus, causes respiratory illness (like the flu) with symptoms of cough, fever, tiredness and in more severe cases difficulty in breathing. People however, may be sick with the virus for 1 to 14 days before developing symptoms of the disease.

In Nigeria, various states especially in Lagos, Ogun and Abuja, the federal government enforced compulsory lockdown on these states as the case of corona virus is very prevalent there. According to the Nigeria Centre for Disease Control (NCDC), a government agency with the mandate to coordinate the surveillance, detection and response to infectious disease outbreak, the first reported case of corona virus in Nigeria was on 27th Feburary, 2020 when an Italian citizen in Lagos tested positive of the virus. Presently, the number of confirmed cases in Nigeria is 542, the number of people discharged is 166 and the number of deaths recorded is 19. In Lagos there are 306 cases, Abuja has 81 cases, Kano has 37 cases, Osun has 20 cases, Oyo has 16 cases, Edo has 15 cases, Ogun has 12 cases, Kwara has 9 cases, Katsina has 9 cases, Bauchi has 6 cases, Akwa Ibom has 6 cases, Kaduna has 6 cases, Delta has 4 cases, Ekiti has 4 cases, Ondo has 3 cases, Enugu has 2 cases, Rivers state has 2 cases, Niger has 2 cases, Benue has 1 case, and Anambara has 1 case.

At this time, there are no specific vaccines or treatments for COVID-19. However, there are many ongoing clinical trials evaluating potential treatments. People infected with the COVID-19 virus will experience mild to moderate respiratory illness and recover without requiring special treatment.  Most people (about 80%) recover from the disease without needing special treatment and the disease can be serious and even fatal for older people, and those with underlying medical problems like cardiovascular disease, diabetes, chronic respiratory disease, and cancer are more likely to develop serious illness and this is due to Immunosupression.

**How Corona Virus has affected consumers buying behavior**

Consumer’s behaviour is the study of how consumers select, purchase, use and dispose of goods and services to satisfy personal needs, household needs and industrial needs. It is also the study of how people make decisions about what they buy, want, need, or act in regards to a product, service, or company. It deals with how individual customers, groups or organizations select, buy, use, and dispose ideas, goods, and services to satisfy their needs and wants. Consumers buying behaviour is based on the actions of the consumers in the marketplace and the underlying motives for those actions. The factors that influence consumer’s choices and buying decisions are their thinking, feeling, and desire for products and also environmental factors which relates to social influences from culture, family, opinion leaders, advertisement and pressure groups. The corona virus pandemic has affected consumer buying behaviour all over the world as their buying behaviour has been forced to change on a massive scale. The covid19 also known as the corona virus has affected consumers buying behaviour in the following ways:

1. **It has led to Impulse buying by consumers**: Impulse buying or impulse purchase is an unplanned decision to buy a product or service, made just before a purchase. As countries are on lock down and markets are also shut down until when the government directs the markets to open for example, in Lagos state markets there opens every two days and in Rivers State where markets opens only on Tuesday and Wednesday, people will tend to buy the available goods they see especially food items in order to avoid hunger and starvation so they buy things unplanned which will lead to impulse buying. For example, if one goes to the market when it is ordered to open and sees products like fish, meat, towels, chicken, rice, beans, plates, brooms, packers, belts, and mops are available, he or she might buy everything which he/she may not have planned for.
2. **It has led to scarcity of foods which has affected consumers buying behaviour**: Scarcity is the limited availability of a commodity, which may be in demand in the market or by the commons. Due to the pandemic, in order to ensure the adherence to social distancing, business places, churches, schools, banks and markets have been ordered to close down. This has led to a decrease in the production rates in companies which have led to scarcity of certain goods. As markets are shutdown, there are limited food items which have reduced the availability of food in Countries. This will affect food security which means when all people, at all times, have physical and economic access to sufficient, safe and nutritious food to meet their dietary needs and food preferences for an active and healthy life. People will now be buying in bulk food items.
3. **It has led to bulk buying**: Bulk buying is the purchase of goods or products in larger quantities than the usual, for a unit price that is lower than the usual. Concerns about the availability of goods have encouraged panic buying of items in bulk. Food items are in high demand due to the lockdown so people will now buy foods and stock it in their house. Consumers are seen now stockpiling food and other essential items, while isolating themselves from crowds as they stay at home.
4. **It has led to high demand of certain products**: Demand is the quantity of goods and services a consumer is willing and able to buy at a given price and time. The law of demand states that “the higher the price the lower the quantity demanded or the lower the price the higher the quantity demanded”. There are certain factors that however affects demand which are the income of the consumer, price, Increase in population growth, government policy, weather and climate. For example, the type of clothes one wears during a particular season like in rainy season, the demand for sweaters, coats will increase. The corona virus pandemic has also affected demand. It has led to an increase in price of goods and people will have to buy necessary goods as they have no choice in this situation. The corona virus pandemic has led to high demand of certain items like food stuffs, sanitizers, thermometer, face masks and gloves. As the demand for this goods are high and rising, it has led to an increase in the price of the product.
5. **There is a Price increase in goods and commodities which has affected consumers buying behaviour:** The price of a commodity affects demand as the law of demand states “the higher the price the lower the quantity demanded or the lower the price the higher the quantity demanded”. As the price of goods, commodities and services increases, it affects people’s purchasing power and people will now buy goods necessary or important and forgo the others which is the persons opportunity cost.
6. **It has led to proactive health-minded buying:** People tend to be conscious of buying health facilities or products that will fight against or prevent them from contacting the corona virus disease. There is an increased interest in the acquisition of products that maintain well-being or health. Examples of these healthy products people tend to purchase are sanitizers, tissues, thermometer, antiseptic soap, face masks and gloves etc.
7. **It has led to limited market opportunities which have affected consumers buying behaviour severely:** Business and market opportunities have decreased as markets and business ventures have shutdown. There will now be restricted production and it now becomes difficult to identify consumer’s needs and wants and be able to sight a good market opportunity. This has affected the consumers buying behaviour.
8. **There is buying restrictions which have affected consumers buying behaviour:** Due to the country’s lockdown as business ventures, shops, markets, industries are shut down; consumers will not be free to go anytime to the market place to purchase a commodity or service. They will only go to the market when it is ordered to open like in Lagos state where markets opens every two days and in Rivers State where market opens only on Tuesday and Wednesday. Consumers will now only have to go to the markets when it is authorized by the government that markets should open on a certain day. Thereby affecting consumers buying behaviour.
9. **It has reduced the production of alternative brands to a product which has affected consumers buying behaviour**: Due to the corona virus also known as covid19, as some industries, business ventures, markets, factories have shutdown when markets are opened, there is a decrease of alternative to a particular products, thereby making consumers purchase what is available and not been able to make a choice between two different brands that serve the same purpose which of them will be better to use, consume and satisfy the consumers needs and interest more.
10. **There is a decrease in purchase of certain items, “non essential items” such as shoes, cars, and make up, jewelry, bags, and travel accessories**: The demand for these goods has fallen in this period of corona virus as people are staying at home and not going anywhere. People tend to be purchasing items based on their needs to protect, entertain and connect.

Going further, the spread of this corona virus disease can be reduced and prevented. The best way to prevent and slow down transmission of this corona virus is to be well informed about the COVID-19 virus, the disease, its causes and how it spreads. One can protect himself from catching corona virus by washing his/her hands regularly by using soap and water or an alcohol based rub frequently, applying sanitizers to your hand, stay indoors, maintain social distancing from people, observing personal hygiene, cleaning surfaces regularly, stay away from people unwell and avoid touching your face, eyes and nose with unwashed hands. People who have already been infected with this virus should be quarantined. One can boost his/her immune system to fight against corona virus by exercising and stay active, watching your diet, eating healthy foods and balanced diet especially those rich in calcium, iron and vitamins, get enough sleep, fast intermittently and try reducing stress.

In conclusion, this corona virus disease pandemic is not something one will wish for. One should try his/ her best to observe the preventive measures against corona virus as prevention is better than cure and to be forewarned is to be forearmed. People should stay home and stay safe and pray for God’s divine intervention in this situation that a cure should come out as quickly as possible.

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