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IN NOT LESS THAN 2000 WORDS, EXPLAIN EXPLICITLY HOW THE PANDEMIC (COVOID 19) HAS AFFECTED CONSUMER BUYING BEHAVIOUR.

 Consumer behaviour is the study of individuals, groups or organizations and all the activities associated with the purchase, use and disposal of goods and services, including the consumers emotional mental and behavioural responses that precede or follow these activities.it also the study of how individual customers, groups or organization select, buy, use and dispose ideas, goods and services to satisfy their needs and wants. It refers to the actions of the consumers in the market place and the underlying motives for those actions

 Corona virus is family of hundreds of viruses that can cause fever, respiratory problems and sometimes gastrointestinal symptoms too.

The outbreak of the COVOID -19 viruses has had a major impact on daily life and consumer behaviour in Nigeria. when the epidemic peaked in Nigeria at the beginning of march it led to the lockdown of region and cities with a total population of 500 million people quarantined and despite the negative social and economic impact the outbreak quickly led to an adjustment in people’s behaviour from fear to action to cope with the unexpected situation and a shift in daily activities from offline to online a concurrent decline is production.

**THE EFFECTS OF LOCKDOWN ARE VISIBLE**

in order to stop the spread of the covid -19 outbreak many countries across the world have started implementing very tough measures countries and world capital have been put under strict lockdown bringing a total halt to major industrial production chains. The challenges facing the world right now are shaking up global economies, pushing health care systems to their limits and up heaving people’s daily lives. Currently more than one third of the world’s population is under some form of lockdown .to put it simply there is not a business, government or person that hasn’t felt the effects of corona virus even to some degree. One very noticeable impact of the outbreak is its influence on how and what people purchase this is having a knock on effect on various industries and key groups. Corona virus is shaking up business and consumer behaviour in a massive scale. Both the public and private sectors are scrambling and to slow the spread of the illness and contain COVID-19 that the effects that the virus and the drastic measures being taken to contain it. Currently the distribution of COVID 19 in china is beginning to stagnate and that of Nigeria is spiking up each passing day. Consequently first lesson can now be drawn from its effects and impacts.

The widespread outbreak of coronavirus, which causes the disease COVID-19, is now a global pandemic. Our data includes insights drawn from across 80+ countries and two billion active monthly shoppers spending around $900 billion annually across approximately 20,000 ecommerce sites.From that massive data set, we’re able to see trends happening globally as well as across regions—Asia-Pacific, Europe, and the Americas. Amid all the uncertainty and calls for [social distancing](https://www.criteo.com/insights/coronavirus-retail-trends/), some industries will be affected more than others. Restaurants and bars are particularly vulnerable, as well as event spaces and retail stores. At the same time, consumers are [shifting their spending habits](https://www.criteo.com/insights/coronavirus-consumer-trends/) and some companies and [product categories](https://www.criteo.com/insights/coronavirus-shopping-trends/) are actually growing. While circumstances continue to evolve each day, according to Criteo research, more than half (52%) of Americans say they will shop online more in the next two weeks as a result of COVID-19, and 51% say they’ll buy more groceries online.

 **Grocery sales are going up.** In the US online purchases of shelf-stable grocery items have grown substantially in the last few days, including Rice (+432%), Flour (+423%), Canned & Jarred Vegetables (+337%), Canned & Prepared Beans (+433%), and Canned & Dry Milk (+378%) compared to the first four weeks of January. And it makes sense: These items are made for tough times when people may need to hunker down. They have a long shelf life, are versatile, and are frequently offered in large formats, making it easy to stock up on ingredients that last. No surprise: Sales of facemasks and household cleaning supplies, which can be used to reduce the chance of contracting or spreading the virus, also shot up in early March compared to the first week in January—before running out of stock

 **In Southern Europe, sales of medical supplies are soaring.** In Italy, people prepared to take good care of them at home after a partial lockdown on February 25th. Sales of Medical Supplies spiked by +286% in early March. France, which has enacted a country-wide quarantine, saw sales of medical supplies outpace even food products in early March, rising by nearly +600%.

 **The United Kingdom favors non-perishable milk and fruit.** In the UK, sales of Canned & Dry Milk spiked by more than +350% last week, while Canned & Jarred Fruits were up by +297%. Flour sales skyrocketed to +623%. **Online transactions in Fashion & Luxury remain above 2019.**Since the top of the year, online transactions in the Fashion & Luxury category—which includes items like designer clothes, watches, jewelry, and handbags—have largely stayed above their 2019 numbers. The growth trend that we saw in January 2020 continues unabated, even in the face of a worsening COVID-19 outbreak in the US .

 **Home furnishing sales stay high.** As offices close and employees are encouraged to work from home, many may be outfitting their spaces with items that let them work comfortably and efficiently. In the US, sales of home improvement, gardening, and interior design products—which includes things like office furniture, lamps, and area rugs—were up +13% in early March and still up by +8% last week, compared to January 2019.

As it is in the world right now, corona virus, otherwise known as Covid-19 has become a household term, as the whole world is currently dealing with the effects this virus. Primarily spread through close contact with an infected individual, it is necessary for governments to order a shut down as a way of curbing this virus. People are expected to stay indoors, wash their hands, sanitize properly, only come out when extremely necessary and try as much as possible to avoid large gatherings when they do so. This preventive measure, while ensuring that we live, took a toll on consumer behavior. Consumer behavior refers to the actions of the consumers in the marketplace and the underlying motives for those actions. In this essay, this writer would explicitly address how the pandemic has affected consumer buying behaviour.

Before the lockdown caused by the pandemic, there has been in existence, stages of the consumer buying process. However, with the lockdown, these stages have become almost non-existent as consumers have begun to engage in what is termed as "panic buying". Panic buying occurs when consumers buy unusually large amounts of a product in anticipation of, or after, a disaster or perceived disaster, or in anticipation of a large price increase or shortage. Consumers now buy in bulk both what they need and what they do not need. This panic buying has caused not only shortage but also inflation of prices. Some sectors are however are booming from this shift in the consumer buying behaviour.

The first sector to be examined is the oil and gas sector. This sector has really been adversely affected during this period. Prior to the lockdown, most people got moved around their rescpective cities with automobiles which relied on fuel. With the current lockdown, movements have been limited leading to a decline in the need for fuel. With the decline in the need for fuel came the decline in the purchase of fuels which have adversely affected the oil and gas sector. In a country like Nigeria, where our economy dwells largely on the success of the oil and gas sector, this poses as a major problem. While discussing automobiles, on a global scale, manufacturing a car requires dozens of parts, some of which are sourced from China. But amidst the pandemic, the global supply chain is not functioning smoothly and there have been some delays in shipping. Even though Tesla has factories in the United States, some parts are sourced from Gigafactory Shangai, which was closed for around ten days. If the virus is not brought under control, further delays might affect the manufacturing process of Tesla cars.

The pharmaceutical sector is the next sector to be examined. A usually overlooked sector is now at the forefront of all sectors as consumers are now demanding for more health related products. The high demand of these products came hand in hand with the shortage as well as inflation of prices of these products. This owes largely to the bulk buying and consistent demands of these items. Sanitizers that were initially bought at 200 to 300 naira are now going for a price of 1200 to 1500 naira, face masks regularly sold at 150 are now going for around 1000 and so many more.

The next sector is the technology sector. The lockdown involves closing of borders and this has affected the technology sector. Apple has announced that both supply and demand for its products have been affected due to the coronavirus. Even though the iPhone manufacturing factories aren’t located in Wuhan, the center of the outbreak, workers around China have been on a break for obvious reasons. Microsoft, Apple’s age-old competitor, witnessed a 62 billion dollar decrease in its market value. Even Facebook’s business has been affected and they don’t even sell physical products. Facebook, one of the few long-lasting tech giants, cancelled a 5000-person business conference because of the pandemic. Directly or indirectly, it’s clear that tech companies are having a hard time because of the virus because right now, consumers are more interested in directing their monies towards things that will help them survive the quarantine.

The airline sector is the following sector to be discussed. The travel ban to and from China is old news now. In recent news, British Airways, easyJet, and Turkish Airways are taking a break from Italian destinations. The UAE also banned flights to and from Iran and the same type of ban has also affected South Korea. Bans have even been placed on interstate travel. It is unclear how long this ban will last for, but airlines are undoubtedly losing hundreds of thousands of dollars.

The telecommunication sector is really booming during this period. Consumers are staying indoors probably all day and so are requiring services from the telecommunication industry more often.

Consumers are now familiar with the sight of empty supermarket shelves, devoid of the essentials they usually buy. Fear has undoubtedly taken over consumer’s usual shopping behaviors. Pasta, toilet rolls, hand sanitizer, and other long-life foods are just some of the products that consumers have been loading up on in recent weeks. While price-conscious consumers are spending less, self-defined savers are spending more, probably even more than impulse buyers, in fact. It could be that this stockpiling buying is thought of as a kind of investment. Retailers are facing the level of demand that’s typically seen around Christmas time, which unlike now, is expected and they have time to plan for. Many retailers claim they have enough food supplies, but they’re struggling to get items into stores as fast as consumers are purchasing them.

The question that has come up is whether these changes would be long term or not. Whether or not the short term changes the overall market and millennials are undergoing will become long-term trends that can only be known by monitoring the consumer over time. However, certain lifestyle changes that are being expressed during this period should be noted. For example:

* More Millennials are focused more on needs than wants.
* More Millennials have become more practical and realistic in what they purchase.
* Are focused more on “experiences” than buying stuff.

Overall, a major effect of coronavirus is inflation. This inflation will affect consumer behavior in that it:

* Erodes Purchasing Power

Inflation will result in a decrease in the purchasing power of currency due to a rise in prices across the economy.

* Encourages Spending, Investing

A predictable response to declining purchasing power is to buy now, rather than later. Cash will only lose value, so it is better to get your shopping out of the way and stock up on things that probably won't lose value. For consumers, that means filling up gas tanks, stuffing the freezer, buying shoes in the next size up for the kids, and so on. For businesses, it means making capital investments that, under different circumstances, might be put off until later.

This aggressive panic buying may lead to some short-term bumps in sales, but could create some real problems for manufacturers and suppliers down the supply chain that overproduce the raw ingredients for the most popular goods such as toilet paper, hand sanitizer and bleach.

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