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***HOW CORONAVIRUS AFFECTS CONSUMER BEHAVIOUR***

Coronavirus is a pandemic and virus thawent viral in 2019 – 2020. The cure to the virus has not be founded yet.

Coronavirus has affected consumer behaviour in separate ways.

The widespread outbreak of coronavirus , which causes the disease covid19, is now a global pandemic.

Coronavirus has affected consumer behaviour especially in the amid uncertainty for social distancing, some industries will be affected more than others . Restaurants are particularly vulnerable as well as event spaces and retail stores. At the same time consumers are shifting their spending habits and some companies and products category are actually growing .

1. **Grocery are going up :** in the US online purchases of shelf-stable grocery items have grown.
2. **Sales of medical supplies are soaring**: due to Covid 19 the supply of medical equipment has increased in the society in which the people will have to buy , in order to prevent covid19.
3. **Purchasing trends are changing :**  most consumers are no longer considering the purchase of big-tickets items like homes cars etc. Consumers are more focusing on survival tier.
4. **Fast food is thriving:** consumers have been visiting quick service restaurants in few weeks as an alternative to sit down restaurant.
5. **Delayed purchase:** it is clear that purchasing habit could take a long time to return to normal. Over 40% of consumers say they will buy major purchases only When the heartbreak decreases or ends in their country.
6. **Consumer struggle:** many of us are now familiar with the sight of empty supermarket shelves
7. The onus is on brands to do more

More than ever before, consumers are expecting brands to take action. As we covered recently, brands are being put to test to see how they respond and consumers are taking note.

### **Shoppers settle into new normal as product shortages and stock-up behaviors decline**

The most frequently cited impact on shopping behavior continues to be product shortages, but the number of consumers reporting this impact declined for the first time this week. For the second week in a row, we also saw a decline in stock-up behaviors. Additionally, over half of consumers said they are delaying purchases of non-essential goods or services, and more than a third said stores they would otherwise go to are closed. All of these behaviors are indicative of the new — albeit temporary— normal in which we see consumers stepping back from non-essential activities and purchases.

### 1 in **in 3 individuals are “very concerned” about Coronavirus**

Nearly all individuals surveyed indicated a level of concern regarding Coronavirus, with 90% rating themselves as at least “somewhat concerned (5/10).” The balance from week-to-week continues to shift higher; those who rated themselves as “very concerned (10/10)” jumped to 34% this week from 26% last week and 15% the week before.

### **While overall concern grows, specific concerns center around physical and economic health**

The top concerns this week were impact on the economy, inability to see friends and family, and becoming infected— self/member of household first, followed by , when looking specifically at what individuals cited as their “primary” concern, becoming infected, economic impact.

**/ Ease the transition.** Make it as seamless as possible for consumers to switch to online shopping. For example, by providing flexibility with payment options and making it easy for them to easily find what they need. This is especially true for consumers who are moving to emerging e-commerce categories, such as groceries, for the first time.

**/ Manage expectations.** Display accurate stock level information especially for sought-after goods. This includes communicating realistic estimates for delivery and even re-evaluating display ads so that consumers don’t feel misled by services you can’t provide.

**/ Foster comfort.** Ensure that customers feel confident that their goods will be delivered on time. Encourage them to sign up for subscription services, whether through preferential pricing or other promos to help them feel safe that they will receive their products without delays.

**/ Leverage promos and loyalty programs.** In times of crisis, consumers are not very price sensitive. However, making price discounts and promotions available, like free shipping, helps nurture goodwill. Increasing loyalty points and rewards programs encourages customers to stay long term.

**/ Prioritize customer care.** Increase communication to foster a relationship with your customers, as they may feel isolated at this time. Set up a hotline to address any questions or concerns, as well as make sure their comments or reviews online are heard, to maintain a lasting positive image with consumers. Remember that consumers are spending more time online and rely on reviews to make purchasing decisions.

It’s still too early to tell how much consumer behavior will change due to the COVID-19 pandemic. We’ll learn more and more about the immediate impact on stores and e-commerce as soon as additional countries move through the different stages and into restrictive living. However, it will be a while until we know if these changes in consumer behavior will be long term. In the meantime, retailers and Direct to Consumer manufacturers should strive to maintain higher levels of e-commerce sales to mitigate the impact of store closures. Manufacturers that haven’t yet adopted a Direct to Consumer approach must carefully follow how all this is unfolding. They must decide now whether to jump in and create Direct to Consumer channels to lessen the impact of the pandemic on their sales before it’s too late.

In the recent weeks, research has shown that 33% of consumers have largely changed their purchasing behavior. It also shows that there have been over 59% of school closures, travel bans and series of celebrity announcements that they have been affected by corona virus and this has also added to the urgency of the situations and influenced the shopping behavior of many citizens.

Nigerians been very extra in their actions tend to purchase in bulk materials such as face masks, hand gloves and hand sanitizers in this period mostly as there has been restriction of movement and supply and the fact that they don’t know how long this pandemic may take before it is resolved.