**How has the current case of coronavirus affected the consumer buying behavior?**

Since the year beginning, there has been an out an outbreak of a virus known as the coronavirus which is shortened to be the covid-19. It is a virus that has been spreading from continent to continents, country to country and state to state. This virus is known to be easily contracted from one human being to another human being. It can also be contracted from non-living things withing the time range of twenty-four to seventy-two hours. This virus is also know to have a high death possibility, that is; it is a very deadly virus if not well taken care of or not diagnosed on time, so due to the massive and fast spread of the virus, individuals around the world are being advised to go on a general lockdown to reduce and avoid the spread of the virus because of this advice the rate at which consumers buy their good have reduced because no one can go outside again. In the pat months from late February to March, the rate of goods consumption by individuals have reduced and that is what this essay is about but before I get into it, I’ll explain what consumer behavior is all about, but first, who is referred to as a consumer? The simplest and lame man definition of a consumer would be that a consumer is “a consumer is someone that consumes goods”. A consumer is an individual who purchases produced or finished goods or services for his or her personal use and not for manufacturing or resale. A consumer is also a decision maker if or not to buy an item at the store for someone who is influenced by advertisement or marketing of a product. A consumer can also be defined as an individual who pays some amount of money for the things required to consume goods and services. A consumer is a person or group of people who intends to order goods and services or use purchased goods, products or services primarily for personal, family, social, households or similar or related needs not directly or closely related to entrepreneurial or business activities so basically consumers play a huge and vital role in the economic system of a nation because without a consumer, there wouldn’t be consumer demands which means producers would lack one of the key motivation to produce and sell to the consumer, with this definitions of who a consumer is it would be related to what is consumer behavior? This is basically and literally the consuming or purchasing behavior of and individual(consumer). When put together, we get consumer behavior which forms a topic on its own. Consumers have very different reasons buying, it could be to satisfy varieties of need and these needs differ from each other based on different factors according to markets, societies, economics, situational perception. The most currently marketing abstraction ideas where by the marketers tries to understand the consumer in his own context with his required products and services and once this is understood the marketers is able to assist by giving the manufacturer advise on what to produce so as to please the consumers, this gives the consumer the upper hand because the marketers’ failure or success depends on the consumers wants to buy or not and the marketer can only be satisfied when the transaction is made. This brings us to what consumer behavior is. It is literally the consumer’s interactions with the products.

Consumer behavior can hereby be defined as the study of how consumers select, purchase, use and dispose of goods and services to satisfy personal needs, household needs or industrial needs. It can also be referred to the buying behavior of the ultimate consumer. It is seen as those acts of individuals and organizations directly involved in obtaining and using economic goods and services including the decision processes that follow and determines the acts. This motion encompasses those acts of before purchase and after sales of both intermediate and final users. one other definition of consumer behavior is a body of knowledge or discipline and the study of decision-making process and all the acts of both immediate and final users in the purchase and consumption of goods and services. The American Marketing Association defines consumer behavior as the dynamic inter function of effects and cognition, behavior and environment by which beings to conduct the exchange aspect of their lives and in other word understanding the consumer’s behavior when interacting with goods and services. It is also accepted and the thought and feelings of people’s experience and the action they exhibit, perform during the process of consumption in order to fully understand consumer behavior, the factor that influences it have to be tackled. Some of these factors are, the consumers personal mind e.g. their own thinking, feeling and desire for the said product and environmental factors which includes personal or reference group, culture, family, social influence, opinion leaders psychological and perception. Culture is defined s the set of values, beliefs, ideas, norms and attitude that holds a certain group of people or society together, and it can be transmitted down to the generation and its dynamic, the simplest definition of culture is ‘the way of life’. It is an umbrella term which encompasses the social behavior and norms found in a human society as well as the knowledge, belief, are, laws, custom, capabilities, and habits of the individual in these groups. The best definition of culture so far is an integrated pattern of human knowledge, belief, behavior, attitude and beliefs and custom shared by the society, it is a widely known concept in a large society in which smaller concept are built within and one in subculture. What is subculture? It can be defined as consisting of small specifications of a big culture which includes diverse people with the same nationality, religion racial group and geographical area. It can also be defined as the small groups in the society that have their own model of behavior defined by their ethnicity, race, religion, age, region, gender, social class or profession. Culture comes in when the marketers have reached the point where they must come up with more design specific marketing strategies to satisfy them because strategies that prove successful in one society or country often cannot be extended to another country and expect the same success. A type of strategy could be in design specialized goods and programs to suit their taste and demands. Social class can be indicated by one’s occupation, level of income, wealth, education, achievement. Every single consumer belongs to a social class. The earliest form of social class starts with the family people within the same class tend to act or behave more alike than person from different than persons from different group than persons from different group or social class. This is called Group membership, and this is what influences ones buying behavior. The membership and individual in the group must adhere and cooperate to the groups’ norms, values, and behavior by buying what the group asks of them and adhere to the group and this affects consumer behavior. These are some of the factors affecting consumer buying behavior.

Now to the main topic of the essay, that is how the global pandemic also known as the coronavirus (covid-19) has affected consumer’s buying behavior. Relating to the past explanations on the coronavirus (covid-19), consumers, consumer behavior and consumer buying behavior could be put together to understand why the consumer buying behavior has been affected by the pandemic which is the coronavirus (covid-19). From my explanation about the corona virus (covid-19) and the lockdown and social distancing advise which has now been turned to a governmental policy that must be adhered, this is a very easily contacted virus not only by the human body but also by droplets from the body through talking, coughing, sneezing thou a droplet on a normal day does not travel and it falls on the floor or on any surface the virus cannot survive on air so it is not air borne that is why individuals have been asked to practice the act of social distancing. The virus spreads around the body really fast, it goes to the lungs and affects the respiratory system and affects one breathing, the well know symptoms are the flu that is cold difficulty in breathing in breathing, Fever. Symptoms like this are noticed after 14 days of being exposed to the virus. Related this to consumer buying behavior, most individuals regardless of the advice or policy to go on the general lockdown or social distancing are being extra careful and cautious, they decided to try and stock up before the lock down so they have no reason to go outside for items and they have also decided to suspend all kinds of purchases including ordering goods online, due to the virus individuals that lack some supplies are not able to go out and get the things that they are in need o and would have to manage and make use of what they have at the moment; these are some of the minor issues from the part of the consumers. From the part of the government, the government or the political moguls around the world has advised the stores around to forcefully and immediately shut down and take a pause or hold in their business that is to suspend all their business activities which has affected and prevented from getting the things that they need. From the part of the sellers, due to the fact that most or all the stores are closed down because of the policy given by the government because of the virus this has restricted customer (consumers) who are willing to risk the possibility of getting the virus and step outside fully covered and body protected to go outside and get the items or goods that they lack in their house. Like I said earlier the virus spreads from one continent to another continent, from one country to another country and from one state to another state now individuals (consumers) that would want to order goods from a different continent, country or state cannot do so because the boarders are closed and goods do not leave or come into the country especially in countries or state when cases have not being discovered yet, where they have quick acting governments and they placed rules immediately the news about the spread of the virus came about, they have stopped all intake and outtake of goods to prevent contacting the virus or bringing it into the country. People are quarantined and a concurrent decline in products. The challenges facing the world right now are shaking up global economic, pushing the healthcare system to their limits and upheaving people’s daily lives. Even with the negative social and economic impacts, the outbreak quickly led to an adjustment in people’s behavior; from fear to action in cope with the unexpected situation and moving the daily activities of individuals from offline to online. The similar carried out as such for schools such as school closure, travel bans and the need for social distancing that are impacted communities nationwide. Celebrity announcements sharing that they have contracted the coronavirus (covid-19) have also added to the urgency of the situation and influenced the shopping behavior of the majority. Currently more than one third of the world’s population is under some form of lockdown. To put it there is simply isn’t a business, government or person that hasn’t felt the effect of the coronavirus (covid-19) even to some degree. The most noticeable impact of the outbreak is its influenced how and what people purchase. This is having a knock-on effect on various industries and the key group. Globally purchasing behavior are changing amid the crisis and what this means for brands. Most if not all of us are now familiar with the empty supermarkets’ shelves, devoid of the essentials we usually buy. Fear has undoubtedly taken over consumer’s usual shopping behaviors. Due to the virus situations would not get better except way or means would be brought about to fix or substitute the consumer behavior towards the virus