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Coronavirus disease (COVID-19) is an infectious disease caused by a newly discovered coronavirus.

Most people who fall sick with COVID-19 will experience mild to moderate symptoms and recover without special treatment.

The virus that causes COVID-19 is mainly transmitted through droplets generated when an infected person coughs, sneezes, or exhales. These droplets are too heavy to hang in the air, and quickly fall on floors or surfaces.

As viruses know no borders, the impacts will continue to spread. In fact, 94 percent of the Fortune 1000 across the globe, and businesses in Nigeria have been impacted and are already seeing COVID-19 disruptions. We expect that the COVID-19 threat will eventually fade, as the Ebola, Zika, and Severe Acute Respiratory Syndrome (SARS) viruses have in recent years. However, social-economic impact will still be felt long after virus fades.

You can be infected by breathing in the virus if you are within close proximity of someone who has COVID-19, or by touching a contaminated surface and then your eyes, nose or mouth.

The widespread outbreak of coronavirus, which causes the disease COVID-19, is now a global pandemic.

coronavirus is shaking up business and consumer behavior on a massive scale. Currently, more than [one-third](https://www.businessinsider.com/more-people-under-lockdown-than-alive-during-world-war-ii-2020-3?r=US&IR=T) of the world’s population is under some form of lockdown. To put it simply: there isn’t a business, government, or person that hasn’t felt the effects of coronavirus, 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. For brands operating in China, this presents a serious blow as this country currently dominates the luxury purchases market and in fact.

*Both the public and private sectors are scrambling to slow the spread of the illness and contain COVID-19 infections. Where consumers are buying their products has also changed. Over the last two weeks, consumers are beginning to fear crowding and lack of inventory, and said they are shopping less at wholesale and big box retailers. In the online purchases of shelf-stable grocery items have grown substantially in the last few days, including Rice , Flour, Canned & Jarred Vegetables, Canned & Prepared Beans, and Canned & Dry Milk compared to the first four weeks of January. The coronavirus is causing consumers to make a number of lifestyle changes in response to the pandemic. Most obviously, respondents said that they are washing their hands more frequently or for a longer period of time.*

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.

In countries heavily impacted by COVID-19, consumers are stockpiling food and other essential items, while isolating themselves from crowds. During the week of March 2, 2020, [COVID-19](https://securecdn.pymnts.com/wp-content/uploads/2020/03/COVID-19-Infographic-16.03.2020.jpg) got up close and personal. That week, we saw the disease begin to rout financial markets and rock nearly every aspect of daily life.

In Italy, people prepared to take good care of themselves at home after a partial lockdown on February 25th. Sales of Medical Supplies spiked in early March. France, which has enacted a country-wide quarantine, saw sales of medical supplies outpace even food products in early march

*For this first week, any behavioral changes were self-imposed — it was largely business as usual across most of the , despite reports that the contagion was escalating.*

Businesses were still open, people were still going to work and having meetings, planes were still flying, gyms and movie theatres were still open, sports teams were still playing in arenas (at least that week), and stores were still operating at normal business hours, as were bars and restaurants.

All that said, consumers had begun to do things differently.

This study, the first of many we will publish over the course of this [pandemic](https://www.pymnts.com/tag/coronavirus/), provides an important baseline of the consumer’s psyche, sentiment and behaviors across those connected economy pillars while those decisions were still theirs to make.

*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.*

All consumers reported eating out less, particularly at restaurants with table service, and said they used delivery aggregators, bought prepared foods at grocery stores and used mobile order-ahead less than they did before that week.

Even before March Madness was canceled and sports teams pushed pause (or stop) on live events, consumers had put social distance between themselves and sports arenas, as well as movie theatres.

Consumers just said no to getting on planes — especially if those trips were to New York or any international destination for work or pleasure. The same held true for booking vacation rentals and B&Bs and using public transportation, and to a lesser degree for getting into Ubers — in part because they didn't need to and in part because they didn't want to.

Consumers go as far as stocking their homes with food stuff that will build up their immune system and are health. They try to be as careful as possible when going out to get foodstuffs, the cover their faces for contamination and wear protective gloves. Because of the pause in our economy, prices of items are on the rise and consumers tend to stock their houses with food items so that they wont be lacking in the necessary items.

Due to the pandemic, consumers tend to do more of online shopping because they see it to be more safer than going out and mingling with people but this tend to break the chain of supply.

However, due to the pandemic, older generations are starting to see online shopping as a valid and safe option to obtain groceries.

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.

As the population of most countries starts to move from quarantine preparations to restricted living, online fulfillment will be challenging due to strains in the supply chain. This has prompted many consumers to turn to Direct to Consumer manufacturers to order and receive goods within a normal timeframe.

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Consumers have already changed the way they spend, consume, travel, play, etc. because of the fear of contacting the virus. Those changes in behavior were more or less aligned with the consumer’s level of concern over their perceived risk of contracting the virus, and those changes were more or less done of their own volition.

Consumers voluntarily put themselves under partial quarantine by working from home and by commuting via car rather than using public transit if they were going to work. They also made decisions to cancel work-related gatherings and leisurely plans of all sorts, from attending sports events and concerts to watching films in theaters.

In theory, online stores of all sizes stand to benefit from the switch of consumer behavior to online shopping since they are already well-positioned to serve the increasing demand for goods and services.

However, there are challenges. Ecommerce is not a magic bullet in itself, (especially amongst lower-income consumers) as a dampening effect against any uplift in sales. There are also issues with the [supply-chain](https://hbr.org/2020/02/how-coronavirus-could-impact-the-global-supply-chain-by-mid-march) and product delivery, with companies already starting to be clever about resolving them through innovation.

Perhaps an even more limiting factor for businesses will be the level of readiness of their ecommerce offering. If their online platform is not capable of offering a competitive user experience, the chances are it will fail to entice, impress or retain customers.

Ensuring that your ecommerce site or app is optimized and ready will be critical in the success of your online offering, and how competitive you can be in an increasingly competitive landscape.

Many of us are now familiar with the sight of empty supermarket shelves, devoid of the essentials we 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 43% say they have purchased extra household supplies such as toilet rolls, tissues, and cleaning supplies. Many retailers say they have [enough](https://www.bbc.co.uk/news/business-51737030) food supplies, but they’re struggling to get items into stores as fast as consumers are purchasing them.

Face masks (45%) and hand sanitizer gel (30%) are the top items globally that consumers are struggling to purchase.

By country, Japan sees the highest struggle to buy face masks at 78%, while the Philippines struggles the most to purchase hand sanitizer gel at 70%. This is a common occurrence across most countries. There are some countries that are overwhelmingly in favor of brands closing non-essential stores, such as Italy, Spain, and France. In the worst and second worst hit countries in Europe, Italy and Spain, 93% of consumers in both markets agree that brands should close non-essential stores.

 Nigeria, like all the nations of the world, is navigating uncertain times. However, for Nigeria, as an oil-dependent economy, this is a Twin Shock: COVID-19 Pandemic Global & Domestic Shock, and Oil Price Shock.

Nigeria’s vulnerabilities to the impact of these external shocks can be adduced to increased dependencies on global economies for fiscal revenues, foreign exchange inflows, fiscal deficit funding and capital flows required to sustain the nation’s economic activities.

The Twin Shocks are expected to impact the economy through three channels: supply, demand and financial.

In 2019, Nigeria’s imports from China was N4.3trillion (25 percent of total imports), while imported manufactured goods took up about 70 percent of total imports. This is likely to be affected as China and the rest of the world have resorted to closing down factories, imposing travel bans and even total country lock-downs, as they struggle to contain the spread of the virus. This could put more pressure on inflation numbers (12.2 percent year on year as at February 2020) going forward as cost of local production goes up.

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Measures for protecting workers from exposure to, and infection with, SARS-CoV-2, the virus that causes Coronavirus Disease 2019 (COVID-19), depend on the type of work being performed and exposure risk, including potential for interaction with people with suspected or confirmed COVID-19 and contamination of the work environment. Employers should adapt infection control strategies based on a thorough [hazard assessment](https://www.osha.gov/SLTC/covid-19/hazardrecognition.html), using appropriate combinations of engineering and administrative controls, safe work practices, and personal protective equipment (PPE) to prevent worker exposures. Some OSHA standards that apply to preventing occupational exposure to SARS-CoV-2 also require employers to train workers on elements of infection prevention.

* Frequently wash your hands with soap and water for at least 20 seconds. When soap and running water are unavailable, use an alcohol-based hand rub with at least 60% alcohol. Always wash hands that are visibly soiled.
* Avoid touching your eyes, nose, or mouth with unwashed hands.
* Practice good respiratory etiquette, including covering coughs and sneezes.
* Avoid close contact with people who are sick.
* Stay home if sick.