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Answer

In order to really grasp what the question which states that I should explain explicitly how the Pandemic Covid l9 has affected consumer buying behavior. Firstly I’d define the following words for more comprehension and understanding of what I want to explain in subsequent paragraphs and those terms are: pandemic, covid19 and consumer behavior and further explai how it has affected consumer buying behavior.

WHAT IS A PANDEMIC?

 A pandemic is a disease that is prevalent all over the whole country in the world. It means all the states in the world in one way or the other are being affected by this disease. It is an outbreak of disease that spreads quickly and affects many individuals at the same time.

WHAT IS COVID 19?

 The full name of covid 19 is Corona Virus Disease. This is an infectious disease caused by a virus and this can be transmitted by fluid from the infected person by entering into the eyes, nose, mouth or even face. Below I’d be explaining the history of covid19 for more understanding of how it can and has affected consumer buying behavior. On 31 December 2019, a cluster of cases of unknown aetiology was reported in Wuhan, Hubei Province, China. On 9 January 2020, China CDC reported a novel coronavirus as the causative agent of this outbreak, coronavirus disease 2019 (COVID-19).Robust estimates for the COVID-19 case fatality rate are still lacking and potentially biased by incomplete outcome data and differences in testing policies.The absolute number of deaths was higher among those aged over 65 years. Persons aged 65–79 years accounted for 44% of all deaths and those aged 80 years and above for 46%. Similarly, age-specific estimates of crude case-fatality for Germany, Italy and Spain increased with age, particularly among those aged over 65 year. The male-to-female ratio for deaths was 2There were more deaths among males overall for all age-groups where the outcome of cases was reported.1 and the highest male-to-female ratio among deaths was observed for 50–65 year-olds (3.9). The virus is mainly spread between people during close contact,often via small droplets produced during coughing,sneezing, or talking.While these droplets are produced when breathing out, they usually fall to the ground or surfaces rather than being infectious over large distances.People may also become infected by touching a contaminated surface and then their face. The virus can survive on surfaces for up to 72 hours. Coronavirus is most contagious during the first three days after onset of symptoms, although spread may be possible before symptoms appear and in later stages of the disease.Recommended measures to prevent infection include frequent hand washing, maintaining physical distance from others (especially from those with symptoms), covering coughs and sneezes with a tissue or inner elbow and keeping unwashed hands away from the face.The use of masks is recommended for those who suspect they have the virus and their caregivers.Recommendations for mask use by the general public vary, with some authorities recommending against their use, some recommending their use and others requiring their use.Currently, there is no vaccine or specific antiviral treatment for COVID-19.Management involves treatment of symptoms, supportive care, isolation and experimental measures.

The earliest reported infection has been unofficially reported to have occurred on 17 November 2019 in Wuhan, China. A study of the first 41 cases of confirmed COVID-19, published in January 2020 in The Lancet, revealed the earliest date of onset of symptoms as 1 December 2019.Official publications from the WHO reported the earliest onset of symptoms as 8 December 2019.During the initial outbreak in Wuhan, China, the virus and disease were commonly referred to as "coronavirus" and "Wuhan coronavirus". In January 2020, WHO recommended 2019-nCov and 2019-nCoV acute respiratory disease as interim names for the virus and disease in accordance with 2015 guidance against using locations in disease and virus names.The official names COVID-19 and SARS-CoV-2 were issued on 11 February 2020. The World Health Organization announced in February 2020 that COVID-19 is the official name of the disease. World Health Organisation chief Tedros Adhanom Ghebreyesus explained that CO stands for corona, VI for virus and D for disease, while 19 is for when the outbreak was first identified: 31 December 2019.The name had been chosen to avoid references to a specific geographical location (e.g. China), animal species or group of people, in line with international recommendations for naming aimed at preventing stigmatisation.The first confirmed case of the pandemic of coronavirus disease 2019 in Nigeria was announced on 27 February 2020, when an Italian citizen in Lagos tested positive for the virus, caused by SARS-CoV-2.On 9 March 2020, a second case of the virus was reported in Ewekoro, Ogun State, a Nigerian citizen who had contact with the Italian citizen.up until this date,8/04/2020 the value stands at 318 infected person In the country, including the chief of staff to the president AbbA Kyari and other dignified personnel.

WHAT IS CONSUMER BEHAVIOR?

 Consumer behavior can be defined as the study of how individual customers, groups or organizations select, buy, use, and dispose ideas, goods, and services to satisfy their needs and wants at home or in industries. According to Louden and Bitta, ‘consumer behaviour is the decision process and physical activity, which individuals engage in when evaluating, acquiring, using or disposing of goods and services’.

 Now I’d be explaining how the pandemic Covid19 has affected consumers selection,buying and use of those goods and services brought. As government an organization continues to work toward containing Covid19 and stemming the growing of humanitarian toll it is exacting consumers globally are feeling its effects.

 As the covid-19 pandemic continues to spread, customer buying behavior and spending patterns are dramatically changing. Today customers are trying to stave up for lack of uncertainties by buying food and utility supplies. Lately in countries like United States, their toiletries got finished completely. There were videos of people fighting each other just to stock up toiletries. this [pandemic](https://www.pymnts.com/tag/coronavirus/%22%20%5Ct%20%22_blank), 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. The pandemic has caused a big boost to online grocery shopping, especially the household staples and health-related goods, such as bottled water, hand sanitizer, toilet paper, face masks, and much more. However, customer buying behavior and spending trends for health-related goods and emergency pantry items differ. For example the prices for the inferred thermometer used for checking temperature has increased and are now sold at a very high price. Below are ways of how Covid 19 has affected the consumer buying behavior and they are

1. Consumers are doing bulk shopping: because of the unpredictable nature of the virus outbreak it is compelling shoppers to stock up and buy in bulk. Like wise the consumers. Consumers are also buying in bulk. For example the case of people living in places like Abuja and Lagos, consumers are buying in bulk Incase there is later a complete lock-down where there would be no more movement. As a result, the trend of placing large orders seems to be on the rise. Consumers are universally and dramatically pulling back on most of precipitous decline include restaurants, apparel, foot wear, accessories, travel,and entertainment out of home. This behavior is inconsistent with large-scale- shelter in a place orders around the globe as well as consumers stated expectations of reduced spending.

2. Spike in shelf-stable products and depleting markets for fresh and exotic food : now the demand for fresh and exotic food items are declining and there is a rising demand for packaged or canned food products. This is because customers are not willing to take the risks of consuming items that may have travelled long distances and exchanged many hands with little or no way to prove their hygiene quotient. Instead, consumers are increasingly opting for packaged food items which are risk-free.

Owing to this changing customer buying behavior, retailers will need to conduct thorough market research and gather data-driven insights to efficiently make their next moves. Also, analyzing customer buying behavior, spending patterns, and usage is a way forward for businesses to gain a competitive advantage in the long run.

3. Proactive health minded buying: Since the pandemic started, there has been increased interest in acquiring products that maintain the health as wellbeing of the consumers. Of late so many consumers have started buying Vitamin C because of the believe that it is needed for the body during this pandemic. Now people also mind the things they buy and people prefer to buy things that have good health impact on them.

4. Reactive health management: For sometime now, i.e after the outbreak of this infection, people have prioritization of products that helps in the containment of this infection. For example there been higher demand of face masks, hand gloves, hand sanitizers, inferred thermometer for checking temperature e.t.c.

5. Higher purchase of goods that can be stored for a long time: most consumers tend to buy products that can be stored for a very long time so they buy in bulk and they keep in their pantry to prevent them from coming out of the house so as to be safe from the infection since it can be easily contacted. Also consumers are buy in bulk incase there may be a lockdown and restricted movement.

6. Quarantine living preparations: The pandemic covid 19 has affected consumer buying behavior through quarantine or restricted living preparation as there has been increased online shopping and there has been decreased store visits and this is a visible impact of covid19 on consumer buying behavior.

7. Increase in prices of goods: the pandemic has lead or the increase in prices of goods because boarders are closed and there is no more transportation of goods, seller have started increasing the prices of goods as there is scarcity now and they want to make enough profit while some others hoard goods so they can increase the prices of goods and this has affecuted consumer buying behavior because some consumers who cannot afford buy less or sometimes go for the lesser ones without quality so they can buy in bulk too.

8. Management of goods: the pandemic has affected consumer buying behavior because now people tend to manage the available products even though that is not what they normally use or that’s not what they want to buy. Also in households parents advice children to manage the food stuff available so it can last them for a longer period of time since the prices of goods must have increased.

9. Unemployment of some consumer has affected consumer buying behavior: Duting this pandemic some people have lost their jobs as production has stopped. Many consumer are now unemployed and there is no money available to even get the things they would need and as such unemployment has affected consumer buying behavior.

10. Level of manufacturing has reduced and as such products are not available for consumers to buy the pandemic has affected consumer buying behavior because even manufacturing has also decreased drastically because if the lock down all over the world in different places for example China. Some manufacturers have stopped so there is also scarcity of some goods which has also affected consumer buying behavior.

 Conclusively, in-line buying had jumped almost everywhere, but that shift has come close to offsetting the over all reduction in spending. Higher-income individuals shopped more online, while those earning less ,just didn’t do much shopping at all. Fdjsdhd d for. Steered df d d s d f s did f f f f s s f f. D d fr s g h d s f f s d f d s f d s d f d e f d. R t d s d f g g d s. W d. D d d f f r d s s ddhddnxhdhxhxssjsjhdddchdhshdhxdhddh. S. F d f d d f. Dd f f. G de d ff f f. Dhhxhdhdhdhdhsjsjdhssshdhdhshdxhshhhdhdhfjfjjdjdjddhfffddjfhfhdjxjcjdjxjxjsjdhchdhdhdhdh