**NAME; DIKE REBECCA**

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**LEVEL; 200 LEVEL**

**COURSE; CONSUMER BEHAVIOUR**

In not less than 2000 words. Explain explicitly how the pandemic(COVID-19) has affected consumer buying behaviour.

What is COVID-19

With this recent outbreak of a disease that has placed everyone on lockdown and made the whole world in a sate of panic and unrest. The corona virus stated in a small village “Wuhan” located in the country, “China”.it is an infections disease that causes respiratory illness (like the flu) with symptoms such as cough, fever and in more severe cases, difficulty breathing. The corona virus spreads through contact with an infected person when they cough or sneeze. It also spreads when a person touches a surface or object that has the virus on it, then touch their eyes, nose or mouth.

This virus isn’t just causing fear and panic all around the world but also affecting all other aspects of the world. It has had an impact on the global markets, economy and our markets.

The rate and mode of contacting this deadly virus is so high and the government all around the world has made it mandatory for people to stay instead, some of the world’s government have gone to extreme measures to make sure that the citizens do stay inside like depositing lions to roam around the city in Russia, beating people when they are found on the streets in most countries and some cities have even taken it a step further by killing people. There have been threats by some military personnel that they would rape ladies that are found roaming around the streets.

Most cities are on lockdown, no body enters and no body leaves. And the numbers of people contacting thus virus is increasing on a daily basis causing more panic across the world.

This has given rise for disaster artists to use this period to even create more panic.

**Who are the consumers?**

According to the Oxford American writer’s Thersarus, a consumer is simply a purchaser while the new oxford American dictionary describes a consumer as a person who purchases goods and services for personal use. Consumers are people or organizations that purchase products or services for final consumption. A “consumer” and “costumer” sometimes are used interchangeably but do not necessarily mean the same thing.

A customer is a person or a legal entity who buys goods or services from a business or a shop, he may not necessarily be the final consumer as he may plan to sell it, give it out or maybe do something else with it apart from using the services or product he has purchased. It is therefore safe to say that not all costumers are consumers.

**What is the relationship between the corona virus and the consumers**

 The corona virus has created fear of being outside and the need to maintain social distancing. In a bid to maintain this social distancing, many market has been on lockdown, even states have restricted assess to their states making it impossible for importation and exportation of goods within states also indirectly affecting the selling and buying relationship between the seller and the customer. This has made it almost impossible for the practice of buying and selling in public places such as local markets, supermarkets and even roadside stalls, these has made buying and selling have lesser options of purchasing goods. Leaving the option of delivers and online shopping.

In the global stock market world, most stock have been on a decrease, Dow Jones Industrial Average, S&P 500, Apple Inc., Berkshire Hathaway Inc., the Walt Disney Company, General Electric Company, the Home Depot Inc., NIKE Inc., Starbucks Corporation and other are just part of the other corporations and institutions running decrease in their stocks this period.

The virus, has brought about fear and social isolation, thereby affecting other parts of human life. One of it being our consumer life. According to the definition if a consumer, we could basically say that the corona virus (COVID-19) is affecting our buying behaviour. We do have factors that influence our buying behaviour and one of it was an environmental factor, this could be described that we are affected by the environment we are in, we are affected and influenced to spend on certain products and services due to the place and environment we find our self. This corona virus has created an unstable environment for the consumers as there is the factor of fear and certain bans on movement that has made buying behaviour more restricted. The fear of this virus as some media influencers would say is the beginning of wisdom and when this is put in place, coupled with the restrictions that have been put in place to avoid the virus, buying and selling has now be limited to almost nothing.

We cant go out anymore to buy products, some instagram sellers has also decided to stop selling or restrictions has been placed on where goods could be delivered, and also the time delivery for most goods has also been elongated because of the hurdles faced when trying to deliver these goods.

Also, the price of much goods have been inflated, and coupled with the stay at home quarantine imposed on all citizens of the world, most people cant go out to make money leading to the issue of money restriction and seeing how selling is the income of most merchant and sellers, prices have inflated leading to inaccessibility of goods either because of non-existence of the goods within your area, inaccessibility of a means of transportation to obtain the goods or services or price attached to this goods or services. Therefore, we can definitely see that the COVID-19 is affecting our buying behaviour as consumers in more ways than one.

Adding to the fact that there is fear of contacting the virus through the one on one buying in public places, people still find it skeptical to buy from online platform as they are scared of contacting the virus through the delivery personnel who would at the long run deliver the goods.

With the advert of the imposed quarantine, most people are jobless, and there is a saying that goes;” *An idle man is the devil’s workshop”*, this has become a proven fact according the news our national news televisions are carrying. On the 14th, April, 2020 in the evening news of Channels television, some criminals were apprehended with arms with the intention of robbing Nigerian citizens. Also, the day after being the 15th of April, 2020, people where lamenting on the streets of Lagos and Port-Hacourt how robbers have now being breaking into their house and shops to look for food to the extent that some men in the community had to form a vigilante group to protect themselves. A woman who was involved in selling food popularly known as “mama put” was lamenting about how some men broke into her shop at night and how she was left with evidence of their breaking in by the plates and the dirty pot they had used to cook rice to eat with her stew. This has also affected the mentality and behaviour of consumers as most people have realized that this time is a period where by most people are prone to scam through this online platforms. Most scammers provide realist looking opportunities both in selling of goods and services and investing in opportunities and there has been news about this going online enlightening citizens thereby making it much more difficult for the business of online platforms to thrive.

Most mothers, because of whatsapp massages have also refused their family from getting things delivered to their home based on some false news going on that people who have the virus but what to spread it could be going from house to house with the bid of spreading it to unsuspecting citizens under the guise of being a delivery man.

Just the corona virus is bad enough to cause panic and affect the daily lives of individuals, but now, there are also bad news coupling with the consiparacy artist an messengers of doom who are invoking more fear within people, doubling the effect this virus who have had on people, the society and the world at large.

The corona virus epidemic has also evoke the feeling of religious urgency, people are of the view this are tell signs of the end time and have started seeing earthly possessions as vanity upon vanity, thereby affecting there buying behaviour or in better words invoking the lack of buying behaviour among these citizens. Some citizens and inhabitants of the world have been seeing videos of mass burials especially in Italy and have decided that they could also be part of those dead tomorrow and have no desired to get or involve themselves in the business of buying and selling. This has not only affected the sellers but also the people around them as individuals who are not of the same group of thinking with them are constantly being lectured by them on how their view is correct, thereby leading to the depression of this individuals and also decrease in buying behaviour.

Most people are trying to make profits and still establish a market with the panic and anxiety going on, but for the hunger and lack of working experiences, coupled with the closure of bank, most individuals don’t have enough to feed themselves not to talk about engaging themselves in a seller-consumer relationship.

This pandemic has affected our lives not just in our buying behaviour but in every aspect also. It has also affected our lives as consumer in view that it has affected almost all factor of our views when buying things.

Environmentally concerned, it has posed as a threat to all individuals, not in purchasing items to suit our environment needs but in fear of the transmission of this disease that has plagued the world.

Social media and even our family members even different groups we belong to as individuals have made it a task that must be fulfilled to lecture individuals about this deadly disease and has also provided for distancing from human beings and surfaces that has not been clean thoroughly and there is no way the relationship of a seller and his consumer would be completed without being touched either directly( skin-skim touch) or indirectly( through the product with is not certifiably clean and disease free)

We as consumer also have one factor of influence on our buying behaviors as consumers in the aspect of price. This has led inflation especially in food products and anti-sceptic product which are the main aspects of our society that can still stand ad-mist these pandemic and the effects it has brought upon our world

Not only has this virus affected our buying behaviour, it has also decrease our appetite in engaging in business. A study is being conducted on how business can still thrive under this kind of pressure brought on by the corona-virus( COVID-19). this study has faced a lot of hurdles, not just because of the lack of information on what major manufacturers and businessmen and women are doing to still keep business thriving and attractive to consumers but also lack of willingness on the consumers to air their view on what we need.

Yes, this virus has affected us in more ways one, not just as citizens but also as consumers and we can do something about it. Some people have argued that the deadly Ebola that plagued Africa is much more deadly than the new virus not just in terms of the probability of an infected person getting healed but also on the mode of contacting the diseases. Most said that by touch people contacted Ebola and most times we can prevent touch of individuals even with our clothes buy covering up well and also disposing of such clothing once we return from where ever we went during the day but we cannot purify our air without he expensive air purifiers and we were also advised by the W.H.O. to stop wearing masks for a long period of time because it will restrict air causing our brains not to receive enough oxygen leading to their Shutdown. Markets could be opened for shorter periods of times and with the compulsory law on masks just to enable sellers and buyers to be safe and also to avoid wearing this mask for a long period of time as wear have controlled air and not full assess to oxygen. Delivered products could also be left out in the sun for a minimum of 2 hours as we have heard that this virus cannot thrive on heat.

All the things mentioned above are explicit ways this virus has affected consumer buying behaviour and yes, this virus is affecting the world but it will end.

We will beat this.

#stayhomestaysafe