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**Matric no: 18/law01/107**

**Course Title: Consumer Behavior II**

**Course Code: BUS 208**

**Introduction**

**What is Coronavirus Disease?**

Coronavirus Disease also commonly known as COVID-19 is a pandemic disease caused by a newly discovered virus. this virus spreads primarily through droplets of saliva or discharge from the nose when an infected person coughs or sneezes which makes it an airborne disease. It mostly affects old people and those with underlying medical problems like cardiovascular disease, diabetes l, chronic respiratory disease and cancer. It does not also exclude the young ones.

As a pandemic, that posits that it is prevalent over a whole country or the world, but apparently the world is suffering from this disease. It has been recorded in countries like China (where it originated from), America, Italy, Ghana, Nigeria, among many others.

The sudden pandemic has affected most part of human activities especially in the area of “consumer buying behavior” which has been affected greatly.

Since the event of this pandemic in the world, various countries have decided to prevent the wildfire spread of this virus by instituting “isolation” in parts of the country or the whole country at large. Several measures taken by the Government to prevent the spread of the disease and most importantly to also provide a cure of the disease has caused a great effect on the “consumer buying behavior”. This pandemic has a knock on effect on various groups and industries.

**The following are effects of the Coronavirus disease COVID-19 on consumer buying behavior.**

**Travel purchases are taking the brunt**

most expensive purchases and those that involve travel, are the most likely to be delayed while the outbreak is still ongoing. For example: 41% of the global consumers have delayed purchasing vacations and holidays l. In China, more than 51% have delayed vacations and holidays since the country has been on lock down for over 8 weeks.

**Purchasing trends are changing**

More than fifty-four percent of consumers are no longer considering the purchase of big-ticket items such as houses, cars, trips, luxury goods, etc. people are actually looking forward to buying more of what would be of great importance to them as they are at home in this isolation period and not even having a clue of when this pandemic would come to an end.

Where consumers are buying their products have 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 ( at a decrease rate of 33 percent and 35 percent respectively).

Meanwhile, despite concerns about the delivery of packages, online shopping has increased by 31 % in the past two weeks; visits to local grocery store have increased by 28 percent.

**Fast Food is thriving now**

Interestingly, 38 percent of consumers said that they have been visiting quick service restaurants more in the past week, possibly as an alternative to sit down restaurants where they would be likely a handful of customers there.

Franchises with the highest increase in visits include:

1. McDonald’s: 58 percent

2. Dunkin’ Donuts: 40 percent

3. Burger Ling: 38 percent

4. Starbucks: 36 percent

5. Wendy’s: 35 percent and many others with increased percent rates.

However, this might not be the case for long as many customers don’t trust the safer of these foods.

**Government favors non-perishable foods**

Sales of canned and dry milk spiked by more than +350% while canned and jarred fruits were up to +297%. Floor sales skyrocketed to +623%.

**Home furnishing sales stay high**

As offices close and employees are encouraged to work from home, many may be outfitting their spaces with items that let them work comfortably and efficiently. In some countries, sales of home interiors design products, improvements and gardening. Which includes things like office furniture, lamps, area rugs, were up in sales.

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. Over half of the consumers said that they’re delaying purchases of non essential goods and more than a third said stores they would otherwise go to are closed.

**Increase in transport expenses**

Transport expenses have tripled in the past weeks due to the pandemic, especially the high rising price of flight tickets as no country would really want the occurrence of migration at this crucial point in time or really want even their citizens coming back as no one knows a carrier of the dreadful disease. Even transportation within the countries, Nigeria to be precise, with the extention of the isolation period and restrictions on movement, the few who come out to make use of public transport are suffering from the height rise of transport fare. There’s an increase in the price of transport services because the rate at which people are using the public transport services have reduced drastically as no one wants to contact the dreadful disease.

**Food scarcity**

In Nigeria, the rate of food scarcity is increasing gradually as government has placed most states on a lockdown thereby restricting movement from one state to the other. States transport certain food to other states and those states transport certain foods which those states don’t produce in return. Now because of the lockdown on states, many states are lacking necessary food items that would have otherwise been imported leaving the people who consume them dry.

**Miscellaneous buying**

Before the isolation series or the lockdown started , people who were working had little time or rather paid less attention to eating properly or having the supposed three square meal a day. But now with this lockdown in the country many families find themselves consuming more than how they usually do and this causes them to buy more food stuffs so they could keep up. Now not forgetting the fact that we’re on a lockdown which also stops most people from working and on the other hand gradual stoppage of incoming salaries and if the lockdown continues, in some states of Nigeria for example the government might stop payment of salary totally.

**In Nigeria specifically,** the Coronavirus continues to spread, there is fear and trepidation among real estate community especially as travel and other economic activity has slowed or stopped. Their apprehension also rose that several sectors have taken a heavy beating, except real estate and with social distancing, house showings may slow down while pullback by buyers will take more momentum out of the market, which could see some price falls. The leading real estate experts further revealed that with the stock market crashing and layoffs ramping up. Real estate sales will take a hit over the coming weeks and months. They say there might be declining interest from home buyers as a result of the Coronavirus outbreak. According to them, the Coronavirus will take out a group of buyers- those adopting a wait and see approach or those simply unable to buy due to reduced income. But there’s another group of buyers, those who are in jobs but face uncertainty about how Coronavirus will affect their pay or whether they will keep their job at all.

The Nigerian property market has been weak for some time and rents have fallen drastically in major cities such as Abuja, Lagos and Port Harcourt for quite a while now. There appear to be signs it could be stabilizing but the pandemic threatens that notion. Specifically, industry watchers say that except the government takes necessary steps to strengthen the economy, the pandemic will push the Nigerian economy. Into another recession. There will be negative effects on employment as it will be a short, shock to the economy.

The practitioners are already divided on the impact it would have on real estate and house prices. While some argue that it will be negative- prices will go down. Others believe the property market will develop a momentum., with the interest rate cuts and the easing of credit conditions.

The Chairman, Nigeria Integrated Social Housing Cooperative Society Limited, Yemi Adelakun said m, one of the immediate impact of Coronavirus is delay in investment generally and real estate in particular. In the US, people offloaded their stocks due to uncertainties. Similarly, decision to buy or develop properties will be negatively affected.

Adelakun said: ‘affordability may also be eroded in the event of depreciation of Naira value against US dollars.

**In conclusion**, this pandemic so far has had a great effect on every of the human activity and most importantly on the consumer buying behavior in the world at large and the effects are relatively of more harm than good.