IMPACT OF PANDEMICS ON CONSUMER BEHAVIOR

Name

Subject

Date

**Introduction**

Consumer behavior refers to the study of the activities related to buying of goods and services, their disposals, and how choice, preferences, attitudes and emotions of consumers affect buying behavior. Consumer behavior involves selection, decision and using goods and services. The influx of pandemic causes slight changes on consumer’s behavior either negatively or positively.

It led to panic buying and revenge buying. Panic buying occurs when consumers are purchasing more goods exceeding the normal, because of stress and anxiety from the surrounding. Essential goods like food and hygienically products increase steadily. It was found that consumption habits of consumers went a sea change and they were spending on essentials only. (Muellbauer, 2020). Revenge buying occurs after lockdown where consumers purchased luxuries. This was a way of compensating negative emotions they had during lockdown period.

It has led to improvisation. Consumers have learnt how to survive at times of constraints. During pandemic new ideas on consumption are adapted while discarding the existing ones. These new ideas became so difficult for others to adopt, thus lowering their living standards. The outbreak triggered considerable levels of switching behaviors among customers with markets losing most of their customers. (Li, Hallsworth, & Coca-Stefaniak, 2020). On the other hand, the new ideas have led to innovation hence embracing digital technology. The corona virus pandemic also has done away with consumer’s resilience on traditions activities like funeral and wedding services.

Disruption of consumer habits, Consumers have specific places of buying their goods. Due to restrictions, the consumers social interaction was disrupted since most of them experienced geographical mobility. Consumers found it difficult to create new relationship with new sellers in the new places

**Conclusion**

Even though, pandemic affect consumer behavior in the essence that it has negative impacts it has also helps in some situation like bringing things to inline which fastens business and hence reducing the transportation cost.

References

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