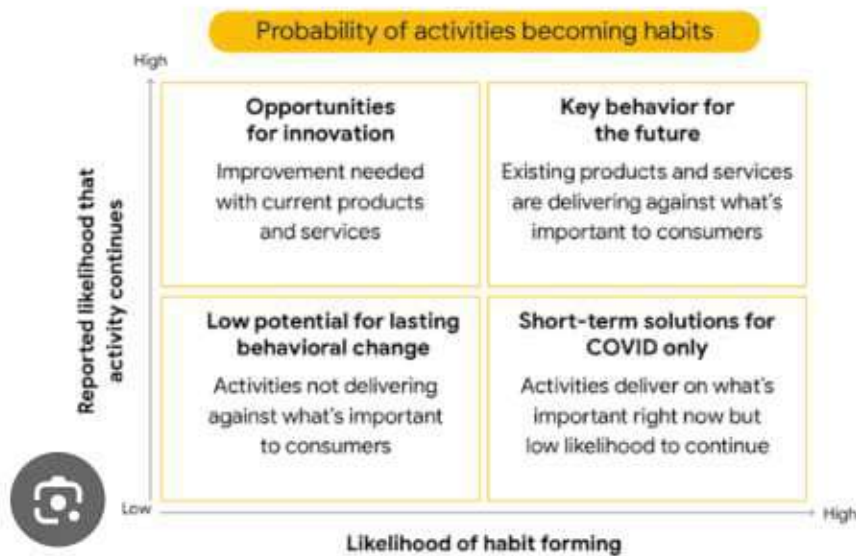




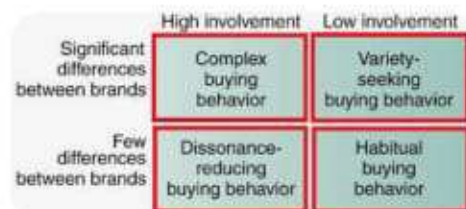
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Post-pandemic consumer behavior and habits - Think with Google...

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Types of Consumer Buyin...



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Consumer behaviour mat...

Advantages	Disadvantages
Easier IT use and adoption	Lack of process control
Employee availability and connectivity	Security issues
Employee productivity*	Support complexity
User autonomy and flexibility	Stress and work overload
Work satisfaction	Upfront investments*

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Advantages and disadva...



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Consumer Behavior Matri...

Activists	Advantage Seekers
Consumers seek immediate solutions	Consumers seek opportunities for

Leichowsky (1991)	Sheth, Gardner, Research Eff
Exemplar	Research Eff



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driving new business...

Published Feb 14, 2023

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Changes In Consumer Behavior Brought On By The Pandemic

Jia Rizvi Contributor

Entrepreneur and documentary filmmaker

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Jan 31, 2021, 02:53pm EST

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Consumer behavior is always changing and evolving, however the changes seen recently have altered the business world significantly. There has been an acceleration in the shift to online shopping, an increased need for omni-channel, and major changes in consumer shopping habits – all brought on by the pandemic.

Shift To Shopping Online

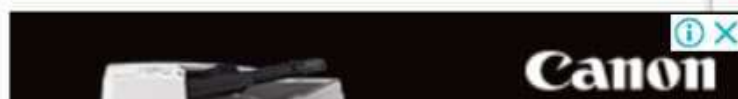
People have been forced to live differently, and as a result they are also shopping differently and spending their time differently. Staying indoors has naturally increased the need for online shopping, and we have seen rapid changes in behavior that would have otherwise taken years. One example is how quickly people have adapted to purchasing groceries online. This is one category of goods that was not frequently purchased via the web. Customers are also purchasing more essentials and household cleaning supplies online.

Value-Based Purchasing

The instability of jobs, fear and stress brought on by COVID-19, and people stocking essentials at home, there has also been more of a focus on value-based purchasing.

A [McKinsey & Company study](#) stated, “Given consumers’ price sensitivity, value remains the primary reason for consumers to try new brands as well as new places to shop. Aside from value, convenience and availability are most often cited as top drivers of consumers’ decisions about where to shop, while quality and purpose (desire to support local businesses, for example) are the more important considerations when choosing new brands.”

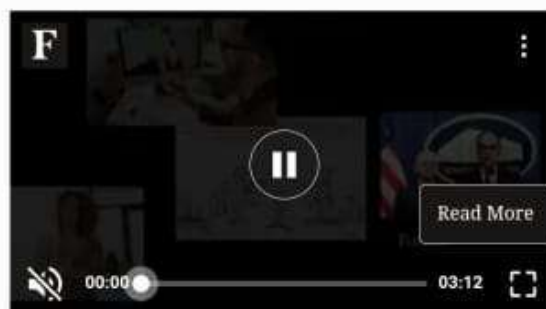
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Spending More Time On Leisure Activities

Behaviors have notably changed, whether we look at the amount of time people are spending on self-care, mental health and physical wellness, or the amount of time spent watching television at home, we can see a significant shift in day-to-day actions.

For the first time in ten years, the amount of time people [spend watching television](#) is up, and there is an increased demand for digital wellness, as people opt to stay home and are dealing with increased stress and mental health awareness. More time is also being spent reading the news and taking up hobbies. All of these behavioral changes are leading to a shift in spending habits – as people are spending more on experiences and less on material things. And more on their health versus things that were very popular pre-pandemic, such as clothing and other fashion items. With the closures of spas and salons, purchases of self-care items have also been on the rise, giving some beauty retailers a much-needed sales boost, considering that cosmetic sales were [down in the double digits](#) in the first half of 2020.



Value-Based Purchasing

The instability of jobs, fear and st





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Life cycle stage
The life cycle stage of a consumer is determined by their age and income level.

5 Factors Influencing Consumer Behavior



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Introduction

The COVID-19 outbreak has abruptly disrupted the global political and economic order (Fernandes, 2020), significantly impacting consumer services sectors such as retailing, hospitality, and tourism (Pantano et al., 2020). The pandemic has resulted in unprecedentedly large-scale lockdowns across the world (Kuckertz et al., 2020), severely restricting people's daily activities. As a result, more consumer services companies are experimenting with new technologies and platforms in order to meet the changing consumer demands, leading to new consumption patterns. To cope with the restrictions, some consumer services companies have developed alternative business models, such as "contactless delivery" and "social cinema."

The government's strict restriction on population movement has led to seismic shifts in people's livelihoods and daily lives. More people are suffering from depression and loneliness, and some have resorted to alcohol, drugs, or even self-harm for relief (Alsukah et al., 2020). These unhealthy emotions and behaviors have caused quite shifts in individuals' consumption psychology: people in a dire circumstance may develop a "nothing to lose" mentality and become more prone to risk-taking, resulting in more impulse purchases (Hill et al., 1997; Harris et al., 2002); they might also develop post-traumatic stress disorder (PTSD) and future anxiety, resulting in fewer purchases to increase



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1.3.3 The Consequences of Ignoring Consumer Behaviours and Trends

Ignoring changing consumer behaviours and trends can result in a loss of market share and reduced profitability for businesses. Companies that fail to adapt to changing consumer behaviours risk becoming irrelevant and losing their customer base to competitors who are more in touch with current market demands.

In conclusion, changing consumer behaviours and trends play a significant role in the success of a business in today's dynamic market. To stay relevant and competitive, businesses must stay on top of changing consumer behaviours and trends, understanding their target audience, and adapting their marketing strategies accordingly.



Reported likelihood that
activity continues

High

Probability of activities becoming habits

Opportunities for innovation

Improvement needed
with current products
and services

Key behavior for the future

Existing products and services
are delivering against what's
important to consumers

Low potential for lasting behavioral change

Activities not delivering
against what's important
to consumers

Short-term solutions for COVID only

Activities deliver on what's
important right now but
low likelihood to continue

Low

Likelihood of habit forming

High



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Psychological factors

- Motivation
- Perception
- Learning
- Attitudes and Beliefs

01

02

Social Factors

- Family
- Reference Groups
- Roles and Status

Cultural Factors

- Culture
- Subculture
- Social Class

03

04

Personal Factors

- Age
- Income
- Occupation
- Lifestyle

Economic Factors

- Personal Income
- Family Income
- Income Expectations
- Consumer Credit
- Liquid Assets

05