

Impact of COVID on Shopping Habits in my Home

LET'S TAKE A LOOK ON MY FAMILY MEMBERS' PERSPECTIVES



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• Period Devisions

Before COVID-19

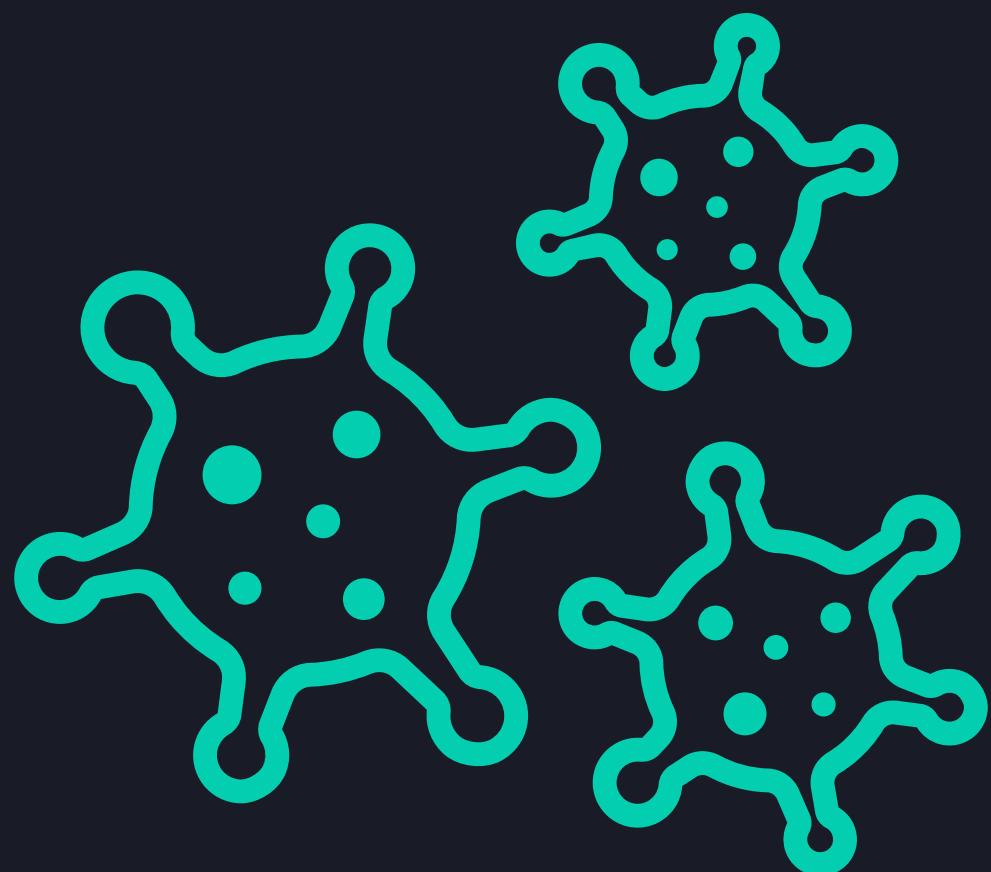
Period before March 2020

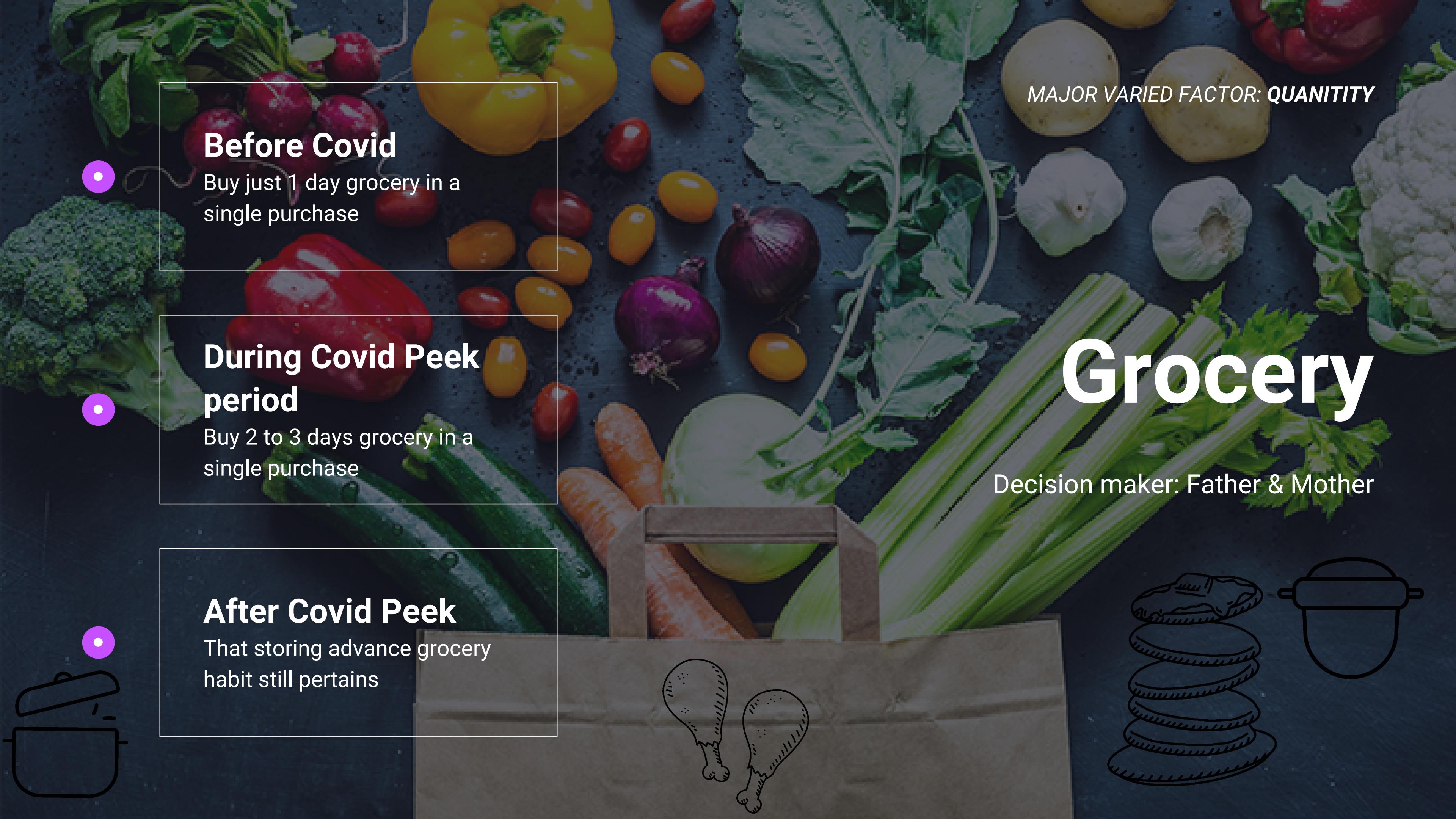
During COVID-19

Period from March 2020 to May 2021

After COVID-19

Period after May 2021





MAJOR VARIED FACTOR: QUANTITY

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Before Covid

Buy just 1 day grocery in a single purchase

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During Covid Peek period

Buy 2 to 3 days grocery in a single purchase

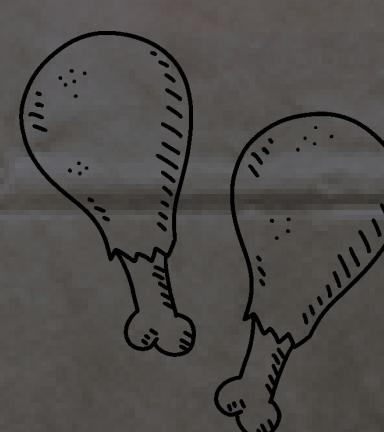
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After Covid Peek

That storing advance grocery habit still pertains

Grocery

Decision maker: Father & Mother





MAJOR VARIED FACTOR: FREQUENCY

Clothing



Decision Maker: Whole family



Before Covid

7 to 8 times per year



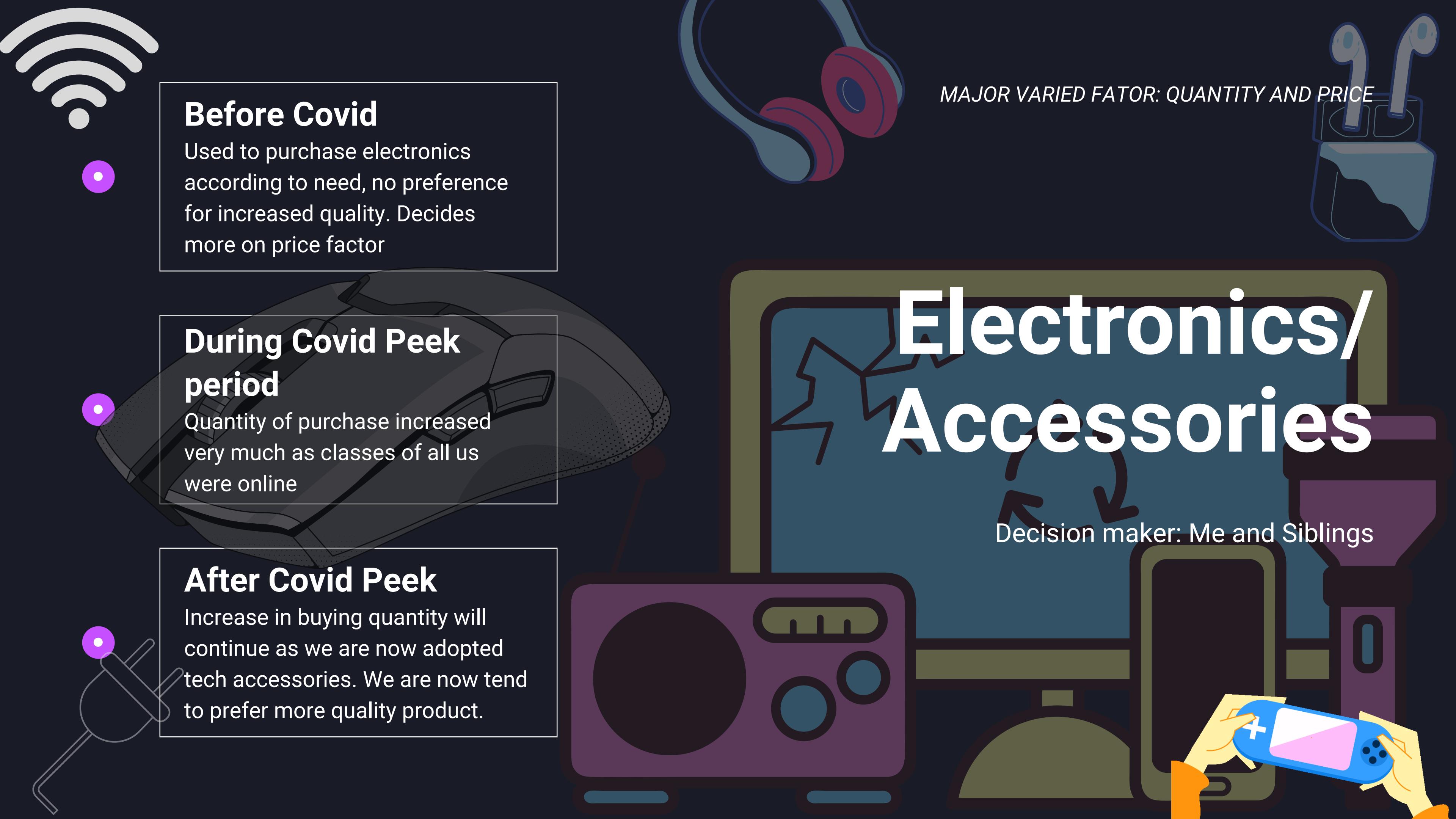
During Covid Peek period

3 to 4 times in 2020



After Covid Peek

5 to 6 times per year



MAJOR VARIED FATOR: QUANTITY AND PRICE

Before Covid

Used to purchase electronics according to need, no preference for increased quality. Decides more on price factor

During Covid Peek period

Quantity of purchase increased very much as classes of all us were online

After Covid Peek

Increase in buying quantity will continue as we are now adopted tech accessories. We are now tend to prefer more quality product.

Electronics/ Accessories

Decision maker: Me and Siblings

MAJOR VARIED FACTOR: FREQUENCY

Toys

Decision Maker: Younger brothers



Before Covid

Purchase usually on Eid and other events

During Covid Peak period

Frequency of purchase has increased as schools were closed

After Covid Peak

After schools opened, frequency of purchase has restored to the pre-Covid time