



# THE IMPACT OF COVID-19 PANDEMIC ON CONSUMER BEHAVIOR

SHAHED ATIF ELHASIA 2186



Faculty of Business Administration/Libyan International Medical University

Approved By: Dr. Sabri Elkrghli

## Keywords:

COVID-19.  
Consumer Behavior.  
Consumer habits.

## Research Abstract:

- The COVID-19 pandemic and the lockdown and social distancing mandates have disrupted both the buying and shopping habits of consumers.
- Consumers are learning to improvise and learn new habits. For example, consumer can't go to the store, so the store comes to home. Although consumers go back to old habits, the way customers shop and purchase goods and services is likely to be affected by new legislation and procedures.

## Research Objectives:

This research studies the impact of Covid -19 pandemic on consumer behavior and how consumer habits could develop or remain the same as old habits.

## Results

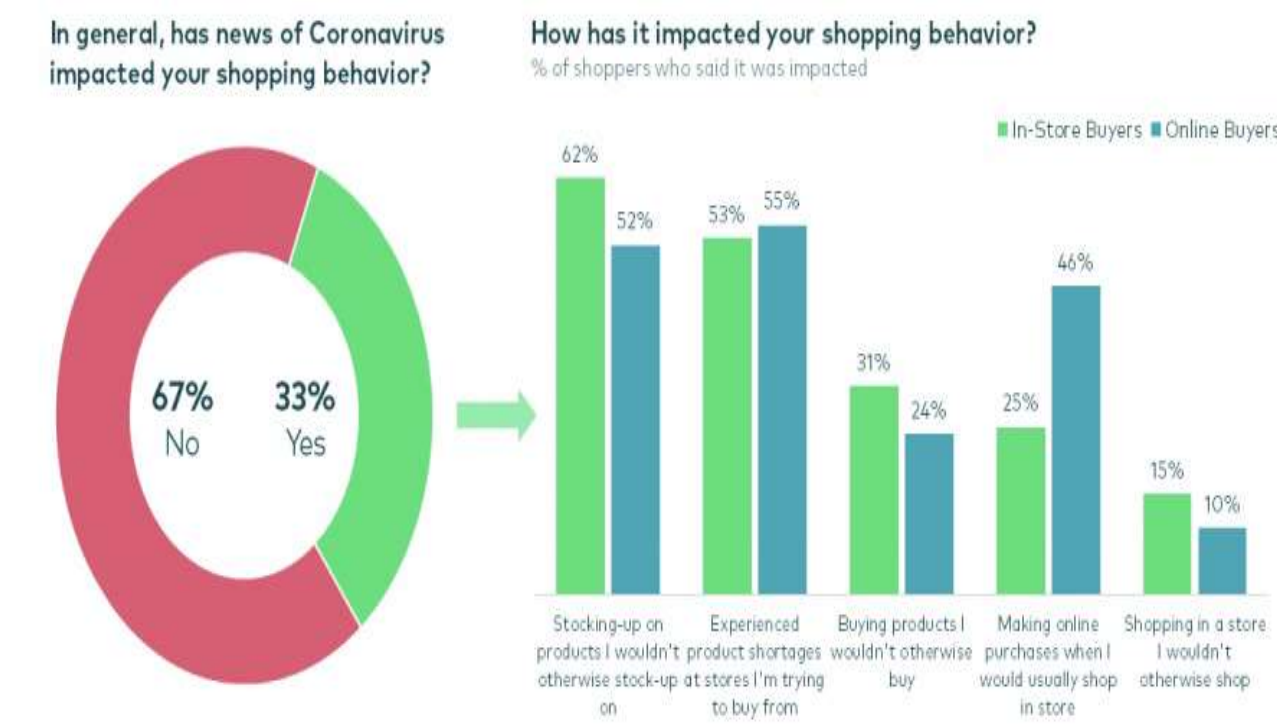
When customers adapt for a prolonged period of time to house arrest, they are likely to embrace new innovations that promote work, research and consumption in a more convenient way.

- Covid 19 Pandemic has completely changed the world and how it functions nowadays; from Colleges switching online, retailers closing their doors, and many other changes. With these adjustments, consumer behavior has changed too, and people are approaching buying things differently.
- Consumers have been reacting differently to this pandemic, where some people were stacking up on hygiene and sanitary products out of anxiety and fear. Different buying strategies for consumers were implemented to adjust with the pandemic, and online shopping has never been more convenient.



## Methodology

- All consumption is related to place and time. Over time , consumers develop patterns about what to eat, when and where (Sheth, 2020a, Sheth, 2020b).
- This is not confined to consumption, of course. It is also true for shopping, data searching and waste disposal after use. Consumer behavior is highly predictable, and on the basis of past repeated purchasing behavior at the person level, and there are several strong forecasting models and consumer insights.



## Conclusion

All consumption is time-limited and limited by venue. Consumers have learned to improvise in imaginative and inventive ways, with time versatility but position rigidity. When people work at home, study at home, and relax at home, the work-life lines are now blurred. Since the customer is unable to go to the supermarket, the buyer has to come to the shop.

## References

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