

The Changing Context of Consumer Behaviour in the Post Pandemic Period

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Abstract:

COVID-19 has proven to be a truly global pandemic. As social distancing becomes the new normal due to the COVID-19 pandemic, consumer habits are adapting in real-time to the new environment and circumstances. As concern regarding Corona virus grows, impact on consumer behavior begins to slow or stabilize in many regards. With the majority of the country are under stay-at-home orders due to the COVID-19 pandemic. Consumers are settling into a “temporary normal” that includes regular trips/online orders to replenish necessities and little else. Although most non-essential businesses have closed their doors, consumers are still holding tight to some familiar behaviours, including eating out - though restaurant traffic is down significantly, the majority of consumers are still making occasional take-out or delivery orders to supplement their in home eating behavior. One of the responses we have seen that how consumers are approaching this period of isolation and uncertainty is in huge overnight changes to their shopping behaviour. From bulk-buying to online shopping, people are changing what they’re buying, when, and how and customers are generally avoiding public places. Limiting shopping for all but necessary essentials is becoming a new normal. Brands have to adapt and be flexible to meet changing needs. So, this paper may provide an important insight that consumer’s buying behaviour and their purchase patterns are changing drastically after COVID-19 pandemic.

Key Words:

Impact of Covid-19, Changes on Consumer Behaviour and Purchase Patterns in Post Pandemic

1. INTRODUCTION

One of the responses we’ve seen to how consumers are approaching this period of isolation and uncertainty is in huge overnight changes to their shopping behaviors. From bulk-buying to online shopping, people are changing what they’re buying, when, and how. As more cities are going under lockdowns, nonessential businesses are being ordered to close, and customers are generally avoiding public places. Limiting shopping for all but necessary essentials is becoming a new normal. Brands have to adapt and be flexible to

meet changing needs. To assist businessmen to determine what choices businessmen can make for their business, researcher gathered some facts around how consumer behaviours are changing, which products people are buying, and which industries are feeling the strain.

2. OBJECTIVES OF THE STUDY

1. To know how shopping behaviour is evolving in Post Pandemic Period.
2. To identify that consumers are considering new forms of entertainment.
3. To know what kind of mobile Apps are people using most.
4. To find out how brands are being held to a new standard.
5. To identify consumer's behaviour and their habits in Post Pandemic Period.

3. NATURE OF THE STUDY

The nature of the study is based on descriptive research study.

4. CHANGING CONSUMER BEHAVIOUR IN THE POST PANDEMIC PERIOD

Here are some of those key patterns, what the implications are for brands and organizations, and highlight which behaviours have staying power.

4.1. Shopping behavior is evolving in Post Pandemic Period

Consumers prefer to spend less and are only buying what they need given the current landscape. What we have seen is a shift in where consumers are spending, with a dramatic shift towards e-commerce. Brand loyalty is a low priority for consumers as product availability is of the highest importance. Consumers say that they are purchasing from a less familiar brand if their first choice is not available rather than wait until the product is restocked.

4.2. Consumers are considering new forms of entertainment

Consumers are turning to new forms of entertainment such as subscriptions services like Netflix, Disney+ and Amazon Prime, Spotify. Consumers are also spending more time viewing different media, specifically online video content such as YouTube and Mx Player, etc.

4.3. Brands are being held to a new standard

Canadians have indicated that they want to hear from brands about how they are operating during these uncertain times and, it's clear that current and future consumer buying decisions will be affected by how brands respond to the COVID-19 crisis. Consumers expect from brands to shift their business priorities and resources to properly respond and adapt to current challenges, even if it translates to suffering significant economic losses. Unsurprisingly, consumers expect from brands to produce products that aid consumers with today's challenges and communicate transparently to their stakeholders. Beyond these

expectations, consumers are also want that companies need to further support the crisis by donating a portion of sales to local hospitals and/or partnering with other brands to maximize the impact of their efforts.

4.4. Mostly Various Mobile Apps are using by the consumers

People are turning to their smart phones to stay connected and to adapt to the pandemic. As a result, mobile engagement has surged across various categories. There are kinds of mobile apps usage like, Social media & communication, News & Gaming Apps, Digital payment Apps, Online Shopping Apps, Educative Apps, and Hotels & Restaurants Apps, Health Advising Apps, Entertaining Apps, Insurance Apps, Banking Apps, Governmental Apps and so on.

4.5. Consumer's Behaviour & Habits in Post Pandemic Period

- Online buying is starting to be a prominent channel for consumer buying going forward. Brands and organizations that haven't historically been easily available online must rapidly adapt to the "new normal" or they won't survive.
- Consumers are shifting to delivery services for restaurant and grocery food items. People are adapting to spending more time at home and it is predicted they will eat out less in the immediate future but still support their local favorites.
- Luxury purchases decline significantly as consumers continue to reduce their discretionary spending. However, people are spending above-average amounts on products related to disease prevention, pandemic prevention such as: Face Mask, Sanitizer, Gloves, Hand Wash, etc., life & health Insurance, healthcare & household hygiene, food and medicine.
- Greater media consumption, especially online video content, is staying power in post-pandemic period. Brands should consider new ways to reach audiences online, such as through Facebook, Instagram, Twitter or YouTube, depending on target audience demographics.
- Out-of-home campaigns and in-person events decline for months to come. So marketers will need to consider adapting their media mix or promotion mix going forward.

4.6. Other Impacts or changes in consumer's Behaviour

Consumer's hobbies are rising in the post pandemic period – Hobbies like, painting, photography, cooking, dancing, music, writing, reading books, joining online courses & other educative activities, searching, stitching, creative art & crafts, Gardening, Caring for pets and pets are helping people through Corona Virus So, pets and animals trending up. Consumers continue to celebrate special events "Virtually". So, all the things are done on digital platform.

5. SIGNIFICANCE OF THE STUDY

- Through this study we can know the buying behaviour of the consumers is developing after pandemic period. Now a day's Brand loyalty is a low priority for consumers as product availability is of the highest importance.
- We can know that Consumers are finding new forms and ways of their entertainment which are very much in trends/craze in all over the market.
- Through this study we can understand that due to covid-19 pandemic consumers expect from the brands to produce products that aid consumers with today's challenges and communicate transparently to their stakeholders.
- In the post pandemic period, consumers' uses of various Mobile Apps are increasing day by day.
- Online buying behaviour is rising among the people after pandemic period.
- People are spending their income on products related to disease prevention, pandemic prevention such as: Face Mask, Sanitizer, Gloves, Hand Wash, etc., life & health Insurance, healthcare & household hygiene, food and medicine, etc.
- Consumer's hobbies are rising and their buying behavior and habits are also changing or developing in the post pandemic period.
- This study is helpful for the Business owners or top level management, Marketers, and other stakeholders such as, Employees, Investors, Suppliers, Customers, Society, Government, Creditors, etc.

6. CONCLUSION

The customers are trying their best to adapt to strange times without a lot of footholds and shifting their behaviour as a result. As a business owner, they are facing much of the same uncertainty, while trying to support their customers' needs and their own. Depending on their industry and audience, the response to the ever-evolving situation will change. Business owner know their customers better than anyone. So business owners can continue to serve their customers as best they can.

7. SUGGESTIONS

- Business owners should convert this challenge into opportunities by using social networking sites.
- Marketers should grab this opportunity to promote their products & services.
- Shopkeepers or marketers should maintain valuable long term relationship with their current customers and build new relationship with prospects through customer relationship management software.
- Marketers should keep their eyes on the market what is going on in the current situation.

- Business owners and top management should keep their eyes on whatever operations going on in the production department and take record of those operations.
- Business Owners should maintain good relationship with their suppliers and also make new contacts for the fulfillment of the current requirements.
- Top Management should also consider the capital management of the company to meet day to day transactions.
- Top management & Business owners should consider & maintain good relations with their stakeholders - Employees, Investors, Suppliers, Customers, Society, Government, Creditors, etc.
- The marketers and business owners need to study the health trends over the recent years. Because today's consumers are environmentally aware and now they become more health conscious. So the gathered information can be utilized for product innovations. In future, marketers need to serve their consumers with natural and healthier offerings.

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