

The Evolution of Consumer Behavior in the Post-Pandemic Era: Shifts in Online Shopping Trends and Preferences

Olawale C. Olawore

University of People, Pasadena, California, United States of America

Tati Maryati

Chairwoman of Wise Smart Consumer, LPH Hidayatullah, Jakarta Timur, Indonesia

Amrita M A

Associate Professor, University of the People, Pasadena, California, United States of America

Manisha Srivastava

Professor, University of the People, Pasadena, California, United States of America

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Abstract

As the coronavirus, also known as COVID-19, is about to hit, this unforeseen infection has the potential to change the world in terms of its effects on health, the economy, and mankind. The manufacture of supplements has come to a standstill, and with the closure of retail locations, customers' offline buying habits have changed. Not only does one's mindset change during a pandemic, but this applies to more than just purchasing. It's obvious that people are looking for items and brands in new ways, and that they're also developing new habits. Most of the time, when people shop online, they are buying necessities. Additionally, and most concerning, the anti-COVID-19 virus has not been found, and the government's order to remain at home and work has hampered production and halted trade. Responding to current issues and future possibilities requires a wide range of interests, preferences, and habits from individuals and organizations. Bundled items are more likely to appeal to offline shoppers, whereas food commodities are more often sold in this format. When opposed to dining out, eating at home gives guaranteed sanitary advantages, therefore it's a good choice. Because there are so many advantages to staying in touch virtually, the novelty of keeping in touch with relatives or colleagues in different areas will be seriously explored more often. Problems of working from home are more intriguing to consider than those in the office since they are more amenable to solution and may lead to more fruitful results. A shift in consumer behavior is necessary to appease the many parties with a vested interest in seeing that the supply and demand sides of an economy remain stable, whether that be individuals, organizations, or governments.

Keywords: Post-epidemic era; consumer behavior; life-stream

1. Introduction

The current flu pandemic, also known as the Coronavirus, has impacted people's health, the economy, and the world. Because they are social beings able to communicate with one another, the rate of propagation of the COVID-19 virus is accelerated. There is a technique to reduce the

rapid spread of the Coronavirus; the general population is encouraged to stay home and only leave the house for necessary errands, and even then, they should adhere to all health protocols. Everything Has Changed Due to COVID-19 (particularly for Accenture) | The Stanislav Sokolov Blog. He made note of the fact that manufacturing had stopped, several stores stayed closed, and the supply chain was stunned. The way it is known to us. However, as a pandemic changes its shopping habits, it also changes its lifestyle and its way of thinking. Brands and goods are seen differently by consumers in this society. Online shopping has so emerged as a viable option to meet basic needs. Nowadays, even the most basic goods that people need to live may be purchased online. The concept of buying online is not new to the community, but it has evolved somewhat. Currently, people shop online mostly to acquire necessities, not for fun or pleasure. As a result of the pandemic, consumers prioritize value and quality over price. As a result, they buy only what they need and what they perceive as good quality or value. As a result, supplies are reduced, slowed down, or even stopped altogether, driving up prices. On the other side, people want to save money so they can buy supplementary products like vacation packages, mobile phones, or hobby distribution products (www.jurnal.id). While purchasing goods online has many advantages over traditional methods of shopping, it also has some drawbacks. For example, customers often have to wait for their orders to be shipped, and there's no guarantee that the products they want will be available in the color, style, or quality that they want. In order to prevent future incidents of this kind, the government strictly monitors any data pertaining to customer complaints about online transactions, such as the disclosure of customer data on certain e-commerce platforms. To curb this new trend, authorities are formulating new rules and expanding upon existing ones. It is the responsibility of the government to ensure that its citizens have access to items of high quality and safety. Consequently, people look on companies to have a positive impact on society. A recent survey found that consumers believe corporations have greater influence than governments in tackling social problems. [12]

2. Consumer behavior summary

The consumer behavior cycle begins when the customer sees an unfamiliar product, has an emotional connection to it, and then decides (after considering factors like impulsive and compulsive buying) [1] whether to buy the product. Others may choose to look for a different product or brand of this item. Consumer behavior encompasses the whole process and is not limited to only making purchases [2]. It is important to include a few more factors while studying customer behavior traits in the age of big data. "The so-called internet superstar who pulls in millions of dollars is really simply a typical compliance psychologist at work amid all this hoopla. People seem to be putting themselves out there for everyone to see. Being different may be a scary thing for some people. There are occasions when people don't eat the items they enjoy since they don't necessarily like them. Public approval is also included in their calculations.

3. Consumer behavior's influence factor

A number of characteristics, both internal and external, impact consumer behavior. Culture, subculture, and social class are examples of cultural factors; social factors include people's awareness of and concern for their health and the availability of various products; and environmental factors include people's fears of disease and feelings of isolation over the past three years. In addition, one's age, lifestyle, profession, level of education, financial status, and psychological aspects including motivation, perception, learning, belief, attitude, self-concept,

and personality might be considered internal determinants [2]. The steps involved in making a purchase, including any mention of impulsive or compulsive purchases. There has to be a thorough examination and explanation of consumer behavior after a purchase.

Personality, gender, and habits are cited in the study as factors that might influence their purchase behavior. Some individuals drink beer for certain reasons; for example, while we're hanging out with pals, we drink beer.

As shown in figure 1 below, out of the 388 questionnaires that were received, 51.5% were filled out by women and 48.5% by males

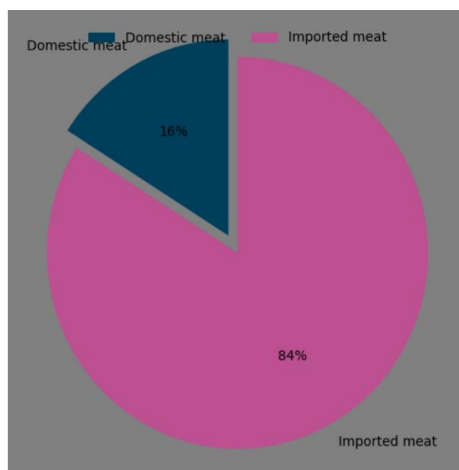


Figure 1. Frequency of beer consumption by Czech consumers

In the form, consumer behavior depends on attributes like gender age, and so on. Indeed, the variety causes many differences between different people [3]. However, the growth in internet e-commerce since the start of the new century has boosted consumption further, let consumers decide and purchase whatever they want without going outside. Nevertheless, some consumers opt for the offline purchase. Given the Internet constraints, buyers can only view shadow, or black-and-white images of products; can listen and feel nothing; cannot taste the food products. These factors will influence the willingness of consumers [5].

One consumer is not the same as the other; he or she has different needs. The purchasing power by different families will also vary; hence, the purchase of meat will equally vary. Those who claim for better quality will opt to buy imported meat. But they have higher consumption level, that too they are limited in numbers only. Many just warrant the quality of meat without a hitch which is illustrated in the Fig. 2.

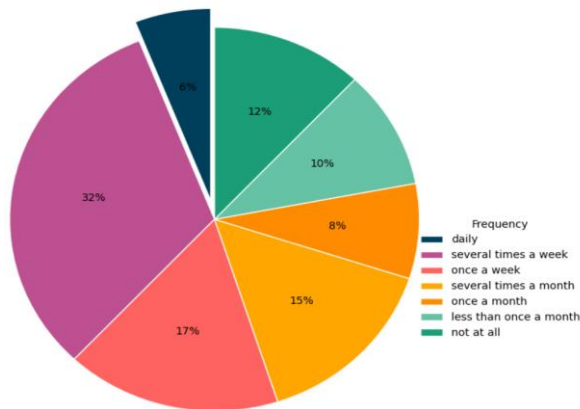


Figure 2. Consumption of domestic and imported meat products

Imported meat may cost more than domestically raised meat. The fact that it is exclusive to one location means that consumers are promising themselves option diversity, which means that the profit may be bigger despite the higher cost. The segmentation and highlighted consumption notion may prove to be more successful throughout the sales process. Families with a high consumption capacity may satisfy their daily demands by increasing their imports of meat products. Additionally, it could be suggested for households with medium consumption capabilities. Imported beef is something the typical household wants to buy every once in a while as well. Consequently, when selling, it's important to pay close attention to both the words used and the content of those words, as well as to clearly identifying and meeting the needs of buyers. Because of the rise of live broadcasts including items on the main platforms, the celebrity effect is another crucial factor.

Customer love for one's family is, thus, an ever-present tendency. So, fans will have faith in the accessories and things this celebrity uses because of how much they admire this star. There are a lot of fans that buy things on a whim just so the celebrity may have better outcomes, and it's not always sensible. Superstars stealing merchandise is a problem that consumers should reasonably assess before making a purchase. Customers have the option to stop for three to five seconds to confirm they really need the goods before completing the purchase, according to some of them [6].

4. Suggestions on marketing strategies for consumer behavior research

4.1.Strengthen the construction of independent brands

According to the findings, buyers would prioritize trustworthiness while using the items. Brand qualities linked with a well-established and successful unbranded mass brand may instill customer trust in the product's quality [7]. From time to time, it turns into a method of repairing consumer goods and preventing the customer group from building their brand. To illustrate the point, LVMH is well-known as a global marketer of high-end goods. The consumption upgrade is a defining feature of its localization, targeting customers who have high consumption or high aspirations for quality of life. They usually can't afford to take advantage of a sale or price reduction due to the benefits it would bring to their brand. Numerous sub-brands, some of which may have a specific positioning, are often established by luxury companies.

4.2.Improve consumer environment

The way people shop will have a major impact on their spending habits [7]. Concurrently, the store's aesthetics, the placement of the counter, the arrangement of products, and the store's geographic location will have the most significant impact. As a whole, the environment has been impacted by the pandemic in recent years, which has gradually shifted the focus away from traffic as the main factor influencing consumption. Regarding the shops, the percentage of push locations and the amount of time it takes for push notifications to go out both rose gradually as long as the businesses were registered online. On the other hand, it's worth mentioning that certain firms will run promotions and deals to try to boost consumption.

4.3.Take advantage of consumers' preference for discount

Legal holiday promotions provide an opportunity to raise our company's profile while simultaneously lowering the prices of certain items in the retail sector. Consumables will continue to attract customers' second consumption as long as their rights and interests are safeguarded, product quality is continuously enhanced, and users enjoy a satisfying consuming experience [8]. To keep the celebration spirit alive and boost consumption rates, the items shown may be manufactured using little festival keepsakes.

5. Covid-19 Impact

Concerning consequences of the COVID-19 pandemic on health, the economy, and other areas are cause for grave concern. People in some parts of the world ignore official warnings to stay indoors and carry on with their daily lives as usual. For example, many people still make the journey home for religious holidays even though there are obstacles in their way. After losing his employment in the city where he worked, he was forced to return to having their babies at home or somewhere else. Despite repeated government advisories against leaving the area in order to prevent the coronavirus from spreading, individuals have continued to travel. The government's task is obviously not an easy one. Just so they can self-organise and follow directions, this nation punishes its citizens for stepping outdoors for insignificant reasons.

For traditional market vendors in low-income communities, going to the market is essential to making a living; many are opposed to the idea of working from home or remaining in. Companies in the manufacturing sector often have to shut down production when faced with a number of challenges, such as disruptions in the supply of raw materials or the inability of their employees to work remotely due to the nature of the machinery they operate. Businesses had to send their employees home without pay as a result, which impacted practical activity.[15] The government is prioritising basics because of the potential for shortages and production halts, which might lead to frantic buying. If this is the case, the limitations imposed by staple foods are likely to cause a great deal of uncertainty. Concerns about security were voiced once again in cases when inmates were released from jail. Comprehensively, It We have established that the world is predisposed to pandemics, and that what comes after them is known as the "New Normal," a condition that was clearly not normal before. The following is a synopsis of the study showing that, on an individual level, 64% are worried about health difficulties, while 88% are worried about the economy on a societal level, and 82% are worried about the health of others, which is higher than the fear of health or safety on the job.[12]



Figure 3: Consumer's fear for themselves along with the broader society

Sourced from April 2-6, 2019 Accenture Covid-19 Consumer Research. Uncertainty is the root source of these worries, and consumers are actively working to address them. Questions like "why should I buy this?" "what should I buy?" and "how do I buy it?" occur often.[15] The preceding suggests that consumers' focus has switched from basic essentials, such as clean water and toilet paper, where demand has skyrocketed, to less essential things, like clothing and accessories. Everyone in the community was taken aback by the sudden appearance of the novel Corona Virus, or COVID-19. In an effort to alleviate their fears, people started searching online for protective gear, such as cleaning supplies and hand sanitiser, as well as food items from well-known manufacturers. Products made to fulfil the standards of well-known brands will thus attract the remaining customers, as shown in FIG (2).

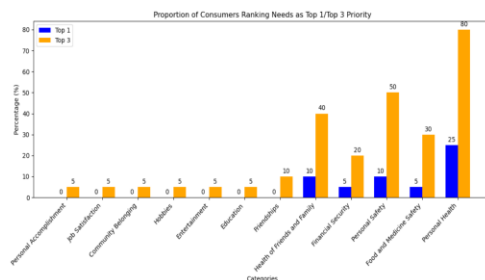


Figure 4: Basic needs are top of mind consumers versus self-fulfillment

Using data collected from the Accenture Covid-19 Consumer Survey on April 2, 4, and 6, etc. The reason for this is the consumer's rapidly evolving journey. Meanwhile, as shown in Figure 3, the study findings from Nielsen showed that food sales moved more offline while non-food sales migrated more online (3).

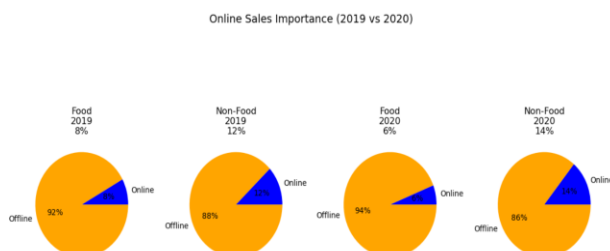


Figure 5: Non-food sales moved more to online and food sales moved more to offline.

Updated after COVID-19: Consumers' acceptance of the new normal (www.nielsen.com) Online sales accounted for 6% of Singapore's Fast Moving Consumer Goods (FMCG) sales in 2019. The illness was highly contagious but under control when the illness Outbreak Response System Condition was orange; online sales of fast-moving consumer goods were 8%. The non-food category, which had dropped from 12% in 2019 to 14% according to the COVID-19 period, was the most affected by this. However, physical shops and hypermarkets had a larger part in the food category's shift towards offline sales; e-commerce accounted for 8% of sales in 2019 but only 6% in 2020 (source: www.nielsen.com). Food goods are required to carry a variety of certifications and information on their labels, including HALAL, GMP, HACCP, ISO 22000, and serving dosage regulations, lab test results, and expiration dates. The visual look of fresh products is particularly important.[16]

6. What Are Consumers Spending Time When Pandemic

As far as everyone's desires and natures vary, some people go out for various activities every day and only ever stay home to sleep, others hate going out but never get bored at home, and yet others are perfectly content staying home because they don't like to act in the outside world and because being at home means a lot to them. Some of these people were living regularly before the pandemic". Obviously, this is different from a pandemic, in which case everyone is supposed to remain at home and work remotely. Obviously, this has created an uncomfortable situation for a group of individuals who often leave the home to do errands or just hang around. Because they were housebound, it seemed like they were prisoners. But you do know that there's no getting around the rules; you have to observe them. The touchable opacity may be adjusted by retrieving the "know" field. There seems to have been a change in the norm of dining out; now, individuals are testing the waters at home to see whether they can recreate their favorite dishes. Definitely, cooking alone is more about cleanliness, so if you're sick of cooking, at least sometimes place an online order.

While everyone is at home, family time increases, and there is closeness in the conversations, prayers, and worship that take place. Many big families also use video conferencing solutions since their members live in various parts of the world. People go to television and internet interfaces to enjoy life by watching films and news. In spite of these limitations, online meetings have emerged as a solution for business and other professional purposes. The key innovation here is that all meeting-related tasks are now carried out online. In addition to meetings, seminar activities that need a particular location and many participants are also held utilizing webinars. Also, to the best of our knowledge, these online meetings may really bring together geographically separated personnel, such as those in the central office and those in the branches, making for a lot more productive and enjoyable gathering overall. This finding lends credence to the idea that telecommuting might boost productivity as workers save the time it would take to travel to and from their homes. Working remotely may be more fun with this habit [14].

7. Are We Going To Have A Work Revolution

Edited thereafter. Author: Accenture The Covid-19 Consumer Study, conducted by Accenture Global, surveyed individuals who were engaged in remote work from April 2nd

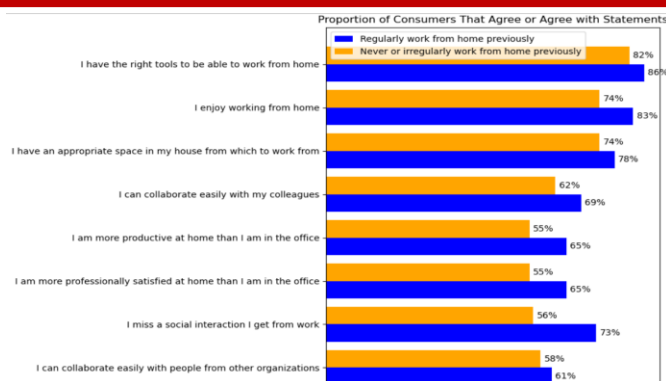


Figure 6: Both regular remote workers and those new to working from home find benefits.

Those who work from home often have the following characteristics: the ability to do so, a preference for doing so, a designated workspace within the house, and a higher level of productivity when working from home than when commuting to an office. The remaining employees are used to traditional office settings, have no trouble forming relationships with coworkers, and miss interacting with coworkers and other acquaintances.

No one can see into the future or possess a magic stone, as stated before. Everyone knows that no one foresaw the arrival of the COVID-19 pandemic. From a consumer perspective, at least, we can adjust to the new normal by gratifying those who feel they lost out during the pandemic while simultaneously helping those who feel they gained a lot. For example, some organizations control the supply of products, or maybe we'll figure out how to stockpile hand sanitizer and other necessities.

Conclusion

One way to understand their conduct after the Internet age is to look at how their consumption habits have been shaped by their condition of consumption. Disparities in economic power, social standing, familial ties, and sex all play a role in shaping consumer choices. Meeting consumer expectations and desires for consumption—as well as improving sales performance, contributing to the growth of the social economy, and creating jobs for some of the unemployed who have lost their jobs due to the epidemic—can be achieved through research into consumer behavior patterns. Companies in the post-epidemic phase of development should play to their strengths, increase the quality of their products and services, build their brands, win back the confidence of their customers, and come up with appropriate common responses.[4] With the advent of big data online, companies will be able to better connect with customers and lessen the impact of physical distance. Organizations should seize the opportunity presented by the fast-paced evolution of our times and effectively use the tools at their disposal, particularly the Internet. Different consumer habits emerge during a pandemic. Those who adapt well to the new norms established during the epidemic, thanks to their perceived utility, are more likely to maintain these habits after the crisis has passed. During the pandemic, consumers tended to buy and consume only non-essential goods, such as those that were necessary for hobbies or complementary goods. They also converted local produce or brands that were classified as having assurances of availability, convenience, and quality, and they used digital technologies to shop. Even if the Pandemic continues, it offers numerous advantages, such as cheap cost, quick time, ease, safety, and

minimum danger. It can be done frequently. Groups are more likely to keep or expand it in the post-pandemic era since it saves time and money while reaching more people and the workplace doesn't have to offer adequate space for workers to work..

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