

Consumer Behavior Changes Post Pandemic Covid-19

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ABSTRACT

The Corona virus or Covid-19 which is unexpected will come to us, has an impact on health, economy and also humanity throughout the world and is able to fundamentally change the world. Supplements are disrupted because production is stopped, retail stores close, causing consumers to change their behavior, which had previously gone offline shopping. Not just shopping, when a pandemic, the way of thinking becomes different. Consumers around the world are looking for products and brands through new ways and new habits are formed. Online transactions focus more on basic products to make ends meet. The fact that Covid-19's anti-virus has not been found raises concerns about disrupted health and the Government's regulation to work and stay at home also raises concerns about disrupted businesses. Differences from habits and interests or preferences that are different for each person, provide different responses to the problems faced and solutions for the future. The habit of shopping offline has a tendency to continue for complementary products while food products are more directed towards offline. The rest eating habits at home can be continued because it provides more hygiene guarantees. The new habit of holding online meetings with distant relatives or colleagues will be increasingly considered given the many more positive things that can be obtained. Likewise with work problems, working from home is more interesting to consider because it is more efficient and effective and the results can be more productive. This new consumer behavior is adjusted to provide satisfaction for many parties, with the assistance of institutions or governments that oversee the security of supply and demand and maintain the stability of both.

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1. Introduction

Corona Virus outbreak or Covid-19 that hit the world has an impact on health, economy and also humanity. Humans are social creatures that allow direct interaction with each other thus accelerating the spread of the Covid-19 pandemic. One way to inhibit or reduce the level of spread of the Corona virus is classified as fast, the public is asked to Work From Home (WFH) and Stay at home unless there are things that are very important that must be done outside the home and even then must follow the health protocol. The COVID-19 pandemic has fundamentally changed the world (www.accenture.com). The supply chain was shocked, because production stopped, retail shops were closed. As we know it. When a pandemic lives differently, shop differently, and think differently. Consumers around the world are looking for products and brands in new ways. New habits are formed. To meet daily needs, alternative options have been developed, by shopping

online. Online transactions are now more focused on basic products to meet the needs of life. Shopping online is not new for the community at this time, but shopping online now is rather different because it is done by almost everyone to get daily necessities for the purpose of survival is not to fancy or fun. Consumers when the Pandemic occurs will tend to ignore prices and pay more attention to value / quality, and when this happens the price becomes high because only the products needed and that are of good quality or have good value will be bought by consumers, while supplies are reduced due to stalled production. On the other hand, consumers also try to hold their money to buy complementary products such as vacation packages, cellphones, or goods to distribute hobbies. (www.jurnal.id). Although it is preferred now, shopping online certainly has limitations, such as limitations in getting products that are suitable for the buyer in a number of ways such as quality, color, style, requires time to wait for shipping and others. Information related to consumer complaints when online transaction, such as leaking of consumer data in certain e-commerce sites, receives special attention from the Government so that things like this do not happen again. Regulators try to create new rules and complement / implement existing ones, in order to respond to this new habit. The consumer's need to get these good quality and safe products is the right of consumers who need to get protection from the Government. Consumers hope that brands can contribute to our social welfare. A recent survey reported that the majority of consumers believe that brands are stronger than the government in terms of dealing with social problems. (www.Forbes.com).

2. Covid-19 Impact

The impact of COVID-19, on health, the economy and humanity is very worrying. In some places in various countries, it seems that people do not follow the government's recommendation to stay at home, but they still carry out their activities, such as during religious holidays many people still insist on going to their hometowns even though some roads have been closed. Or there are also people who return to their hometowns because in the city where he works, he has lost his job. Even though the Government has forbidden them not to go anywhere to break the chain of transmission of Covid-19 transmission. Of course this is not an easy job for the Government. Even in a country to impose sanctions on citizens who leave the house with goals that are not too important, just so that people can comply with regulations and discipline.

In lower economic societies, sellers in traditional markets reject the rules for work from home or stay at home, arguing they must go to the market in order to sell their merchandise, if they do not do so, they will not get an income. In large industries, business people are forced to stop production for various reasons, such as the supply of raw materials that are disrupted, employees who are required to work at home, even though not all work can be done at home like factory employees who use large machinery. Business was disrupted and forced to lay off employees.

The limited supply and the cessation of production, can cause a rush, the supply of staples is really a priority thinking of the Government. If this happens, there is a big possibility that chaos can occur because of the limitations of basic food. Concern increased again when there were prisoners released from prison, the threat of security increased. Concern People throughout the world are not only pandemic but also the time after that is called New Normal which is a normal state which is certainly not the same as normal before. According to the research, Personally, health concerns are as great as economic concerns, which are 64%, while socially, 88% are consumers' concerns about the economy, and 82% are concerned about the health of others, outpacing fear of personal health or safety personal work, as shown in Fig (1).

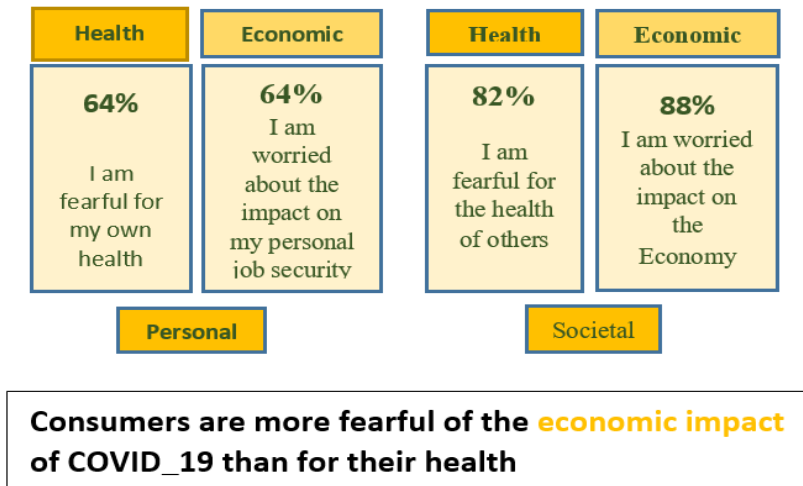


Fig.1 Consumer’s fear for themselves along with the broader society

Modified after Accenture Covid-19 Consumer Research, conducted April 2–6. Proportion of consumers that agree or significantly agree (www.accenture.com).

Such concerns are caused by uncertainties and consumers try to overcome these uncertainties. Some questions such as why should I buy, what should I buy and how do I buy. As stated above, the priority of consumers has been focused on the most basic needs, such as hygiene products and basic needs, where both products have increased demand soaring and the needs of other products such as clothing / fashion dropped dramatically. At the beginning of the pandemic, the whole community felt shocked by the presence of this unexpected Corona Virus or Covid-19, consumers immediately hunted for cleaning products and sanitizers to protect themselves from being exposed to Covid-19 transmission and staple food products, through online from producers that consumers are familiar with, just to reduce their worries. The rest consumers will choose products that are manufactured in accordance with recognized brands, as illustrated in Fig. (2).

The research proves consumers are very focused on their basic need at present

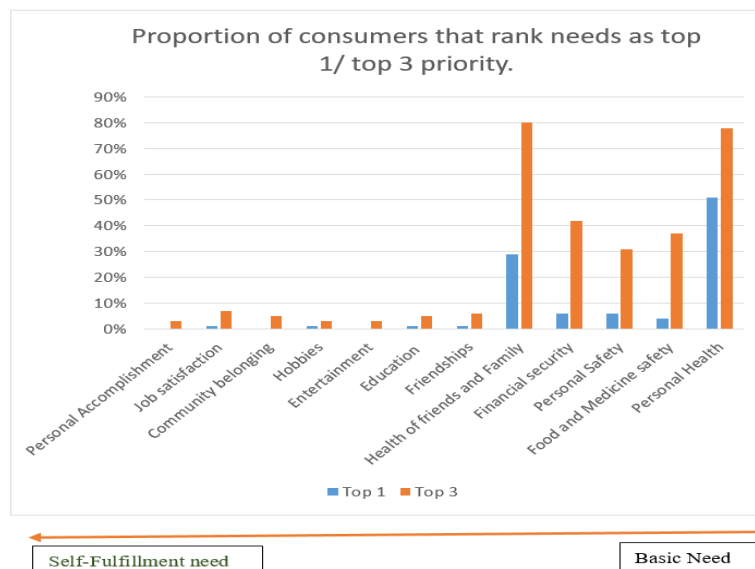


Fig.2 Basic needs are top of mind consumers versus self-fulfillment.

Modified after Accenture.com. Accenture Covid-19 Consumer Research, conducted April 2–6. Fast changing consumer behavior.

Meanwhile, Nielsen's research results stated that non-food sales moved more to online and food sales moved more to offline as show as Fig.(3).

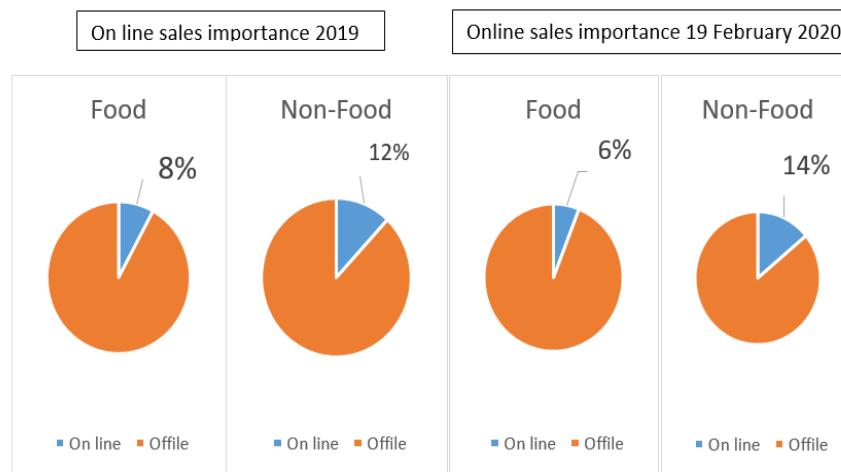


Fig. 3 Non-food sales moved more to online and food sales moved more to offline.

Modified after Covid-19: Entering a new normal in consumer behavior (Source: www.nielsen.com)

For example, six percent of Fast Moving Consumer Good (FMCG) sales in Singapore came from e-commerce in 2019. After Disease Outbreak Response System Condition stands for Orange means the disease was severe and spread easily, but still contained was activated, online FMCG sales reached 8%. This was driven mainly by the non-food category which rose from 12% in 2019 to 14% during COVID-19. On the other hand, the food category shifted to the offline market - e-commerce sales fell from 8% in 2019 to 6%, highlighting the importance of physical stores and hypermarkets (www.nielsen.com). Food products need to be equipped with various certificates and informative packaging / labels, such as Halal certification, GMP, HACCP, ISO 22000, serving dose provisions, lab test results, expired date, etc., even more physical appearance is paid attention to fresh products.

3. What Are Consumers Spending Time When Pandemic

Every person has different habits and preferences / interests in life, some are accustomed to activities outside the home and almost just to sleep when at home, there are those who actually prefer to stay at home and do not feel bored at all, and some are happy at home but happy also to act outside the home or vice versa. Such circumstances occur under normal circumstances before the Pandemic. When a pandemic, of course, be different, where everyone is required to work from home and be at home. Of course this has become something that is not pleasant for a group of people who have the habit or interest to do activities outside the home. They seemed to be imprisoned because they felt restricted in the house. But there is no choice, everyone must obey the rules.

The habit of eating outside the home has changed, many people have begun to explore their ability to cook their favorite foods at home. If you feel like you are getting bored of cooking, occasionally buy online, because cooking alone is certainly more guaranteed hygiene.

The presence of all family members at home, makes people spend more time with family, chatting, even worshipping together in the house becomes more frequent and intense, an intimacy there. Online meetings are also used for large family gatherings that are separated by large distances. And to enjoy life, people watch films and news through TV and internet channels.

For work or business, with all these limitations, people create an online meeting. An emerging trend arises, where all meeting activities are done online. In addition to meetings, seminar activities which should be carried out in a particular building or room and attended by many people, are carried out using webinar facilities. Even more interesting, apparently online meetings can actually bring people or employees who are separated long distances such as central employees with branch employees, thus making the meeting more complete.

Working at home can also be more productive, employees do not lose the long hours needed to go from home to the office, and vice versa. This habit can encourage the activities of working remotely more enjoyable.

4. Are We Going To Have A Work Revolution

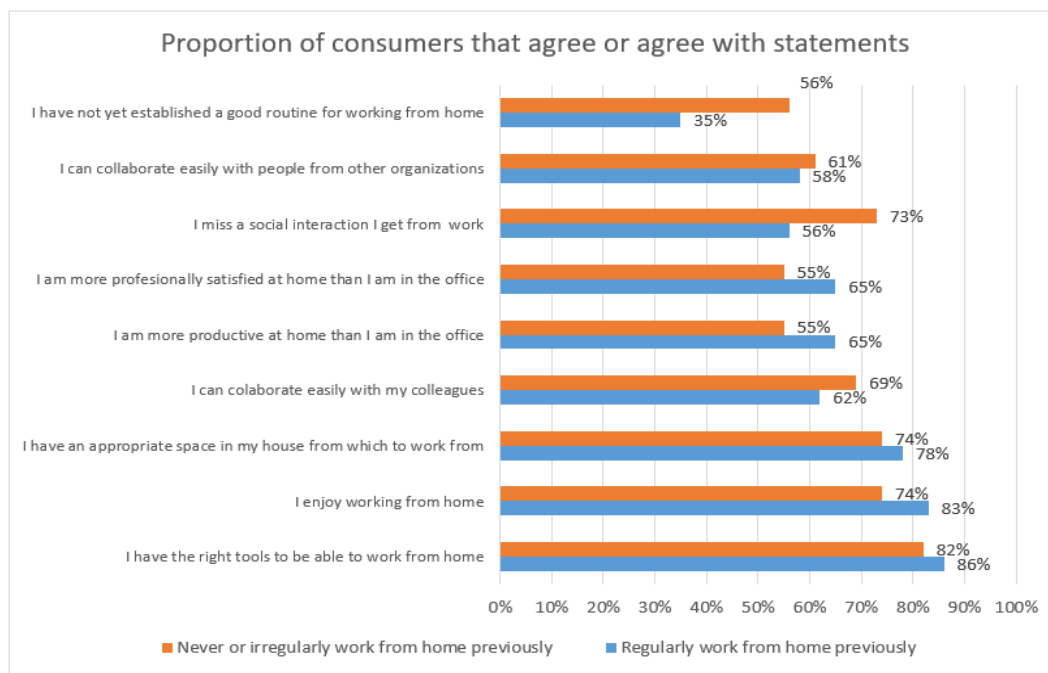


Fig.4 Both regular remote workers and those new to working from home find benefits.

Modified after. Accenture.com. Accenture Covid-19 Consumer Research conducted April 2-6, Respondents working from home

From the picture it turns out that those who tend to work more from home regularly are people who have adequate facilities to be able to work from home, who enjoy working from home, who have suitable space at home where they work and who are more productive at home than in the office. While the rest are those who are not accustomed to working from home, who can collaborate more easily with people from other organizations, who yearn for social interaction from work and who can collaborate easily with colleagues.

From the description above, nobody has a crystal ball to predict the future. As we all know nobody predicts Pandemic Covid-18 was coming as well before. But, at least when we examine the pandemic in the light of basic consumer drives, perhaps we can adapt to The New Normal by stepping on the Gratification, giving satisfaction to those who feel they have suffered a great loss when Pandemic and those who actually get a lot positive things from Pandemic, Agency, there are agents / institutions that regulate the availability of products, do not let anyone hoard sanitizers and others and eventually we will lose control of our lives, convincing them that they still have institutions / agencies so we able to make our own choices and the last one of course is Stability. (www.Forbes.com).

5. Conclusion

Consumer behavior changes when a pandemic occurs, for those who have felt comfortable with the new habits formed during the Pandemic because of the perceived usefulness and have a tendency to continue this new habit during the post pandemic or new Normal. During the Pandemic people have a habit of only buying or consuming goods that are needed that are not desirable such as complementary goods or goods to channel hobbies, choose local products or brands that have been identified to get certainty of availability, ease and guaranteed quality, and using digital technology facilities in its shopping activities. Efficiency and effectiveness obtained when connected with colleagues or distant families when Pandemic tends to be continued because it has many positive values, such as lower costs, shorter time, frequency can be more frequent, easier ways, safer, more convenient and minimizes risk. Working from home is felt to be more productive for a group of people because of more time, lower costs, wider reach, even the office does not need to provide a large space to accommodate employees to work will likely be a consideration to be maintained or continued in the Post Pandemic era.

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