

Consumer Behaviour in the Post Covid Economy

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Abstract: *This research paper examines the shifts in consumer behavior in the post-COVID economy, focusing on increased online purchasing, government influence through economic stimulus, and the growing importance of sustainable consumption. The pandemic has led to a reliance on digital shopping, shaping new consumer preferences and requiring retailers to adapt. Additionally, government policies have impacted spending trends across socio-economic groups. The study concludes with insights on sustainable consumption patterns, presenting valuable implications for brands aiming to succeed in a rapidly evolving marketplace.*

Keywords: consumer behavior, post-COVID economy, online shopping, sustainability, economic stimulus

1. Introduction

The Covid pandemic in 2020 triggered a fundamental shift in societies, economies and politics. This shift has impacted various aspects of society, especially consumer behavior. The methods in which the motivation and purchasing patterns of the consumers shifted highlights the deep necessity for manufacturers and sellers to fundamentally recalibrate their production and selling processes. The prioritization of balancing necessity, convenience, and authenticity is of utmost priority on either side of this trade. This study aims to analyze how consumer behavior has transformed in response to the COVID-19 pandemic, exploring shifts in spending habits, the rise of online shopping, and the influence of government economic interventions. This research is significant as it provides insights into the lasting changes in consumer behavior induced by the pandemic, offering valuable implications for businesses and policymakers to adapt to the evolving market demands.

Shift to Online Purchasing:

As a result of the pandemic, online shopping coupled with digital services has become the new normal for many consumers. Consumers turned to online platforms as physical stores were temporarily closed, so they had no choice but to shop online, which caused a frenzy for e-commerce and made people more receptive to online payments. This switch was definitely more than responding to need; people switched simply because it was easier, more accessible, and provided them with a better experience. To put it differently, people started depending on virtual services as well as expanded their shopping options, which included a more diverse selection of personal shopping services than before. Traditional retailers have also had to adapt their business models by adopting omnichannel retailing strategies in order to keep up with changing consumer demands. Therefore, the way goods and services are consumed in a post-COVID economy is notably different in the sense that the pandemic has transformed the retail industry.

Role of the Government Stimulus and Economic Recovery on Purchasing Decisions:

The global crisis connected to the COVID-19 virus has created a new picture for how the consumers decide to buy. Many programs that gave direct checks or increased unemployment for many people targeted household budgets, leading many consumers to spend money they would otherwise be hesitant to spend during difficult times. With the lifting of government lockdowns, there has been an associated

increase in available cash that translates into mass spending by the public in service industries like retail and food which were previously depressed by parasitic viral restriction policies. However, the overall evaluation of the consequences of the government's actions over such a long period is more complex, as it creates conditions for dependence on state handouts, which might undermine their readiness to make significant future purchases or have future capital strategy. In addition, recovery of the economy is still not equal across groups of people, who in turn impact the buying behavior; it can be the case that rich people will always be positive and go on spending while those from the lower classes might be careful and spend as long as the government is giving back (Council NI).

2. Conclusion

The post-COVID economy also shifts the lens through which we consider the study of consumer behavior. In this context, one had an opportunity to observe a gradual movement towards sustainable consumption, where more ethical values come to dominate the decision-making process. The study of consumer behavior in the post-COVID economy highlights critical shifts towards online purchasing, sustainable consumption, and the influence of government interventions. These changes underscore the importance for businesses to adapt to new consumer expectations, as those that fail to address evolving demands may struggle to thrive. Future research should continue exploring these dynamics as they reshape market trends. This is changing the way business operates, with more and more products being developed to meet social and environmental demands. Besides, the shift towards online shopping caused by digital technology has been rapid, which has impacted the retail industry and customer behavior significantly. Thus, brands not adjusting to the new target audience are bound to go into oblivion in a highly cut-throat environment. To summarize, analyzing the changes in consumer behavior after the pandemic is not an idle debate, it is necessary for those businesses that want to be successful. The subsequent studies should engage with the issues of changes in the dynamics of market development and as a consumer, in the context of global economic change, there are always new issues and opportunities (Galloway S).

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Volume 13 Issue 11, November 2024

Fully Refereed | Open Access | Double Blind Peer Reviewed Journal

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