

Exploring Factors Influencing Consumer Buying Decisions During Pandemic Disease (Covid-19)



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ABSTRACT: This study aimed to explore factors influencing consumer buying decisions during pandemic disease, known as Corona virus (COVID-19). The disease affected the whole World intensely. The pandemic believed to be reported first in Wuhan City, in the Republic of China in November 2019 and has quickly spread in all continents including Africa, and the country of Tanzania. The study employed a descriptive design whereas a total of 70 respondents were given questionnaires. Data were collected by using mainly questionnaires and interviews but also the method of observation and documentary reviews were used to supplement the collected data as required. The study contributed to know the ways of influencing consumer buying decisions like; the environmental cleanliness and customers washing their hands as they enter the market in order to prevent the spread of the disease and keep prices which are affordable for customers.

KEYWORDS: COVID-19, Disease, Pandemic, Consumer, Buying, Economy, Consumer Behaviour, Intention, Decision, Market, Factors.

INTRODUCTION

1.1. Background

The corona virus (COVID – 19) pandemic has tremendously affected the World intensely. The pandemic was first reported in Wuhan City, Hubei Province, in the Republic of China in November 2019 and has quickly spread over all Continents affecting most countries in the World miller, (2020). The World Health Organization (WHO) announced that the official name of the corona virus is COVID – 19. It is a mild to severe respiratory illness that is caused by corona virus. Kalimanzila et al, (2021) Assert that the growth in nonperforming loans made to small and medium-sized businesses during the COVID-19 pandemic left many private sector banks with the largest exposure to credit risk. This suggests that many private sector banks and other businesses are in jeopardy of failing, with some possibly facing a complete collapse under these conditions. This poses a threat to the economies of many nations since it could trigger a global economic depression).

The virus is said to be transmitted chiefly by contacting with infectious materials such as respiratory droplets. The disease is characterized especially by fever, itching in the throat, cough, and shortness of breath, and may progress to pneumonia and respiratory failure (Epilepsia, 2020).

Globally, COVID – 19 was considered the most crucial global health calamity of the century and the greatest challenge that humankind faced since the Second World War. Weekly Epidemiological update issued 18th October 2020 by World Health Organization shows that over 40 million cases confirmed, and 1.1 million deaths have been reported globally since the start of the outbreak (Epilepsia, 2020).

This has paralyzed the commerce in the consumer buying decision in the sector of agricultural marketing, savings, credit activities, and trade. Similarly, the World Bank (2020) assessing the economic impact of COVID – 19 and policy responses in Africa revealed that the pandemic has a significant impact on the financial sector particularly the microfinance sector as most of the beneficiaries depend on daily activities to earn their living (Helm, 2020). World Trade Organization report (2020) on the future of services, and trade reveal that patterns of trade in various sectors of the economy will depend on among other things; future demographic changes, predicted patterns of growth, climatic changes, and natural disasters such as diseases/outbreaks are some of the major global trends that will affect the trade segment in the economy (Kremer, 2020).

Exploring Factors Influencing Consumer Buying Decisions During Pandemic Disease (Covid-19)

In Sub-Saharan Africa there were more than 1.2 million confirmed cases and 28,469 deaths (World Health Organization, 2020). However, the insufficient testing capacity in many countries particularly Sub-Saharan Nations and other parts of the world suggests that these figures are most likely understated and could be far from the truth on the number of infections. This led to fear of association with others amounting to reduced labour force participation, disruption of transportation, and restriction of entry of citizens from highly infected countries (Zubar, 2020).

The direct and indirect economic impacts of the disease are affected by preparedness and prevention measures in place or practices that mitigate risk, the event itself like; business continuity, supply chain disruption, trade and travel bans, public contagion avoidance behaviour, and the event aftermath. Example; Long-term employment loss, permanently closed markets or farms, long-term stigmas associated with specific animal and processed food products, impacts of child being an orphan or lack to access to education (Smith, 2019).

In Tanzania, the status of the spread of the pandemic is unknown. According to a press release by the Minister for Health, Community Development, Gender, Elderly and Children announced that: there were 509 confirmed cases and 21 deaths from COVID-19 as of May 2020 United Republic of Tanzania. However, more cases are expected to rise from time to time due to the contagious nature of the disease and lack of seriousness on the part of the citizens in adhering to the hygienic and other precautionary measures as advised by health experts (Kremer, 2020).

Nevertheless, the contamination of the COVID-19 pandemic will be impossible if people will understand how others are affected in the various spheres of their daily life, especially in the view that the pandemic has heated the world and hence led to various actions against it from various nations like, lockdown. In the socio-economic sphere such as the influence of consumer buying behaviour, is considered in the context of externality effects from disease events and risks as well as those, which have been affected, and those unaffected to date to take the preventive measure (Helm, 2020).

The effects of COVID-19 on the performance of the business in Tanzania are yet to be studied and thus the diversity of the effects on the population and societies is also unclear and is likely to be diverse. Several people have raised the issue of how the disaster can be controlled especially how it affects human health and suddenly, leads to the loss of lives to the infected population. In the meantime, among others: we need to consider how COVID-19 could affect consumer buying behaviour currently and shortly. This is challenging because up to this point governments are concentrating on the health and social needs of their people. There is no doubt that the COVID-19 outbreak unequally has affected people living in poverty, low-income economies as well as those in better living conditions (Zubar, 2020)

In economy, there is no way speaking of COVID-19 pandemic without mentioning its effects that influences the consumer buying decision. Yet we know little about how this is affecting and has affected the consumer buying decision due insufficient of economic knowledge led by researches, which was the focal point of this study, as the study intended to explore on the influence of the buying decision during the pandemic.

1.2 Statement of the Problem

The pandemic outbreak and its following consequences have led to changes in consumer behaviour as indicated (Nielsen-Saines, Karin, 2020). The investigation suggested a model of six key consumer behaviour threshold levels that show early, changing, spending patterns for emergency items, health, and food supply. Every single threshold level correlates with different consumption levels.

The first level is called proactive health-minded buying, in which consumers are more interested in buying products that support their overall maintenance of health and wellness. Leading to level number two reactive health management, where products are prioritized that are essential for the virus containment, example, hand sanitizer, are prioritized. At this level, the government launched safety Parson / Vancic and health campaigns. The next level is level number three, which is called the pantry preparation. At this point, the behaviour of consumers changes in the way that stockpiling shelf-stable foods begin along with the small quarantine. Quarantined living preparation is the fourth level in the model by Nielsen-Saines, it includes an increased online shopping behaviour and situations with out-of-stock in-stores. Level number five, the restricted living, is where the consumers start to have price concerns as limited stock availability impacts pricing in some cases and consumers reduce their shopping trips. The last threshold, according to the Nielsen-Saines model, is living a new normal. At this stage, people return to their new daily routines but are more conscious of health issues and risks, and therefore e-commerce will be popular. The last level according to the model is reached when COVID19 quarantines lilt beyond the country's most affected hotspots and life starts to return to as it was before (Nielsen-Saines, Karin, 2020)

However, Solomon, (2019) defines the COVID-19 as a challenge that comes with the market, and it happens to be the most turbulent market environment due to the increase because most of the country like Kenya are locked down and limited importation and exportation of goods. This signifies how the consumer will be affected in deciding the purchase.

Exploring Factors Influencing Consumer Buying Decisions During Pandemic Disease (Covid-19)

Since the eruption of COVID 19 only few studies have discussed on few things related to the disease. For this factor, the researcher lunched the study which focuses on the consumer buying behaviour during pandemic diseases in order to meet the era that the society of Tanzania, Africa and the world at large met.

1.3 Research Objectives

The main objective of the study is to explore factors influencing consumer buying decisions during COVID- 19 pandemic.

1.3.2 Specific Objectives

- i. To examine social, economic and cultural factors influencing consumer buying decision during COVID -19 pandemic
- ii. To examine demographic factors influencing consumer buying decision during COV 1 D- 19 pandemic
- iii. To examine factor influencing consumer buying behaviour corresponding with food and clothes during COVID-19 pandemic

1.4 Research Question

- i. What are the social, economic and cultural factors influencing consumer-buying decisions due to COVID -19 pandemic?
- ii. What are the demographic factors influencing consumer-buying decision during COV1D- 19 pandemic?
- iii. What is the factor-influencing consumers buying behaviour corresponding with food and clothes during COVID- 19 pandemic?

1.5 Significance of the Study

This research will help the business and marketer as a whole by filling the knowledge gap understanding various factors that determine influence consumer buying decision during pandemic of COVID-19. Manufacturers and resellers will be in a better place to understand specific consumer needs when it comes to consumer buying decision. More importantly, this study will provide foundation for further studies in the related topics.

LITERATURE REVIEW

2.1 Introduction

When talking of Consumers, it simply means individuals and households who buy a firms' product for personal consumption. Usually there are two different kinds of consuming: namely personal and organizational consumers (Kotler, 2020). When a consumer looks for information, obtain a product for consumption and finally dispose it or find a better alternative is what is termed as Consumer behaviour. Consumer behaviour comprises studying of how people buy, what they buy, when they buy and why they buy. Before making any purchase, decision a consumer filters information and goes through the process of recognition, search information, evaluation, purchase, feedback (Blackwell, 2019). However, these factors affecting buying behaviour of consumers vary due to diverse environment and individual or personal factors.

There are two major factors influencing or playing a role in consumer buying behaviour which are individual and environmental factors during Pandemic of COVID 19. Factors that affect purchase decision of an individual at a personal level have grouped into various categories like attitudes, learning, personality, demographics, consumer knowledge, perception beliefs, lifestyles and motivation. Further, environmental factors also play a role in determining how and when a consumer makes decision to purchase the product during COVID 19 pandemic. These factors are culture, family, social class and household. Factors mentioned here play a huge role hence determine the consumer decision on whether to purchase certain products or not (Kotler, 2020).

Following the lockdown; the shutdown of the schools and populated market centre many countries started to look for alternatives to make sure each people or customers get equal chances on buying goods and services. Also, wholesalers and retailers continue their business as usual. (Hillman, 2020; World Bank 2020; Hannahan 2020). Infact the only solution discovered was digital application.

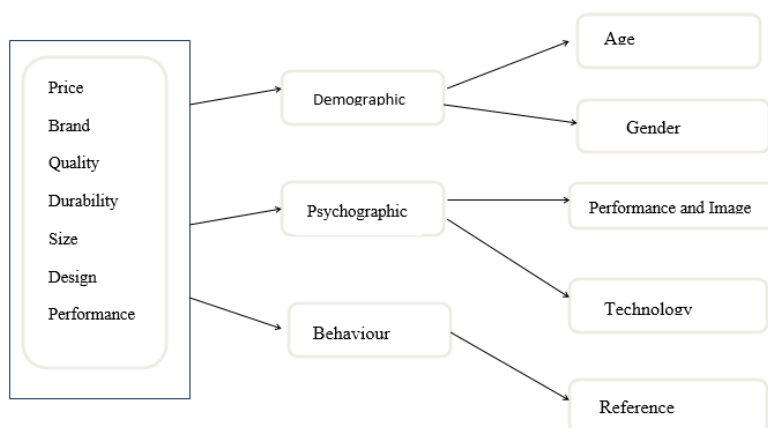
2.2 Theoretical Literature

Marketing decisions are based on assumptions of consumer behaviour. In order to create value for customers and profits for organizations, marketers need to understand why consumers behave in certain ways to a variety of products and services offered.

Strother, (2018) say, studies using the butterfly theory "Leaders in their organization should establish contingency plans for tiny and low likelihood occurrences that can result in a crisis,". This assumption provides the clear notion to the Entrepreneurs, Companies and government at large on eruption of COVID 19 pandemic. Altogether should take precaution on how to do their normal activities, (business, education, religion, sports and games) by adapting the new normal.

Exploring Factors Influencing Consumer Buying Decisions During Pandemic Disease (Covid-19)

Understanding consumer behaviour and “knowing customers” is never simple because they may say one thing but do another or change their mind in the last minutes of purchase process they may not be in touch with their deeper motivations. These issues have led to theories like that of the black box approach which shows how marketers are not able to understand what is going on inside a consumer's mind thus keeping marketers in the dark when it comes to the purchase decisions and the whole process involved.



Source: Research Design 2017

Figure 2.1. Show the reality of the customer buying behaviour

2.2.1 Consumer Decision Making

Researchers, marketers and big companies alike, have always been interested by consumer decision process. This goes back to 2016's when various studies focused on purchase action in trying to understand why, what, and when consumers purchase. After 2019's although, things changed and modern concepts focused not on purchase action alone but incorporated various studies concerning consumer decision making to a wider range of activities and factors. According to (Angel, 2020), who studied the financial crisis in Asia, consumers reduced their consumption and wastefulness in crisis situations as they became more careful in the decision-making process by seeking more information about product before considering buying them. Consumers also bought necessities rather than luxuries; as well, they switched to cheaper brands, bought local instead of foreign brands, and smaller packages.

The changed buying behaviour can change depending on the income and financial stability of the consumers before the financial crisis occurs (Angel, 2020). In the global financial crisis of 2019, the retailers had to respond to the changed buying behaviours, by rethinking the structure of their marketing mix price, product, placement, promotion, and people clue to the unstable environment. Fair pricing and non-traditional promotions were implemented, in addition, the products did more than just to fulfil a need and instead also created an emotional connection to create customer loyalty since the retailers were desperate for Parson / Vancic returning customers (Jalali, 2018).

Similar behaviours by companies and consumers are illustrated in the current COVID-19 pandemic as marketers chose to stop and restructure its advertising to save money on outdoor advertisements. Unilever started to look for cheaper alternatives, and prepared for expected lasting changes in consumer behaviour. Among the changing consumer behaviours Unilever expected to see is an increase in consumer spending in-home cooking and cleaning with household items since consumers were expected to stay home more during and a long time after the pandemic

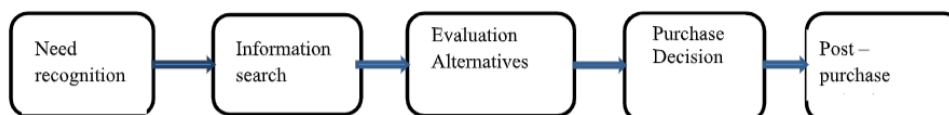


Figure 2.2. Buying Decision Process

Source: Research Design, 2019

2.2.2 Decision Process

2.2.2.1 Need recognition

It is important for marketers to recognize and understand consumer needs and wants because the first buying process/stages starts with recognition. When a consumer recognize of his wants or needs he/she would want to carter to

Exploring Factors Influencing Consumer Buying Decisions During Pandemic Disease (Covid-19)

different specific needs and it is at this point when marketing and marketers start playing the marketing role. Need recognition remains the most important part of the process as it provides way forward to the rest of the stages, this is to say that purchase cannot take place unless the need has recognized (Keller, Kevin. and Kotler, Philip. 2016)

2.2.2.2 Information search

Information search is the second stage that comes after problem or need recognition as one seeks to solve a need/want. A Consumer always goes for the best solution all other factors remaining relevant, or in other words, a consumer will find something that not only provides solution but also seeks for more value. Information search remains to be consumer's efforts in searching the market where they may tend to rely on various means as print, online media or word of mouth from friends and family (Kotler, 2020).

2.2.2.3 Evaluation of alternatives

It is expected for consumer to evaluate different products, prices and brands as they try to figure out and understand attributes that deliver the most in terms of value gained. At this stage, both attitude and involvement remain major factors that influence the consumer involvement. Whenever the consumer attitude is positive towards a product then the involvement will highly be high and the other way round.

2.2.2.4 Purchase decision

When a consumer believes to have all needed and trusted information about a product, they then move to the final stage of making purchase decision. However, the final purchase decision can be interrupted by multiple factors resulted from negative feedback from previous consumers who have used or heard about the product (Kotler and Armstrong, 2018). For the actual purchase, decision to take place the consumer needs to get either positive feedback or no feedback at all.

2.2.2.5 Post purchase behaviour

Consumers tend to compare products with previous expectations and which will lead to either satisfaction or dissatisfaction. These stages are critical in either retaining or losing customers because experiences are shared among past and current consumers. To retain old consumers and obtain new ones a company needs to ensure not only good information and customer's service but invest in good quality products that give value for money used.

2.2.2.6 Models of Consumer Buying Behaviour

All big corporate and companies strive to understand consumers more hence invest in various research and come up with right decisions. This was resulted by the fact that, it has always been hard to understand or have the feel of how consumer may react to a certain product. The Four Ps, which plays a huge role when it comes to consumer decision-making, has always been price, product, place and promotion. Smart phone companies use the marketing stimuli to influence the consumer to buy new mobile phones. Other factors playing a role in purchase decision of mobile phones are buyer's environment namely: economic factor which is country's market condition and its economic condition. technological factor which analyses the usages and needs and develop mobile phones according to it and the cultural factor which is cultural impact of the country. The buyer black box contains all factors mentioned above as they play a role in determining 'whether a consumer is to make a purchase decision or not. It also goes on to determine, when, how and what brand or product choice a buyer makes (Kotler and Armstrong, 2018)

2.2.3.1 Hawkins, Best and Coney Model

This model is the best used in explaining internal and external factors affecting consumer decision-making, which determine the consumer purchase behaviour. External factors affecting purchase decisions are culture, demographics, social status, reference groups, family and marketing activities. On the other hand, internal factors are comprised of learning, personality, emotions, attitudes, perception and memory. This model shows and insists that consumer needs are influenced by internal and external factors. Identified external factors are demographics, reference groups, culture, social status, promotions, marketing activities and family. Internal factors are issues that are personal and may vary from one individual to the other because of motives, emotions, perceptions, learning, personality and attitudes (Ganlari Deepika, et al. 2016).

2.3. Factors influencing the decision-making process.

2.3.1 The relevance of price and quality

As mentioned in the introduction of this thesis, COVID-19 has led to changes in consumer behaviour patterns. According to Noel, (2019), price and quality are general influences consumer buying behaviour example, price is influencing the attitude and subsequently the attitude is influencing the buying behaviour. A Nielsen investigation, shows the outbreak of COVID- 9 has made consumers seek for products that are risk-free and have the highest quality especially when it comes to food

Exploring Factors Influencing Consumer Buying Decisions During Pandemic Disease (Covid-19)

items but also cleaning products. Therefore, consumers are willing to even pay a higher price. Although price is one of the most influential factors in purchasing behaviour (Hoyer et al. 2019)

2.3.1.1 The relevance of price

Price is the amount of money charged for a product or a service. More broadly price is the sum of all the values that customers give up to gain the benefits of having or using a product or service. From a historical point of view price has been a major influence on buying behaviour. Nevertheless, non-price factors became also very important in the buying decision process in the last decades (Kotler and Armstrong, 2018:308). Consumers patronize companies where they feel that the products have a fair price. How the price is perceived varies between consumers, however, it was proven that the price €9.99 is being perceived as much cheaper than €10. That is the reason why many prices in grocery stores end with number 9 at the end (Manoj and Morwitz, 2018)

Nevertheless, a price should also never be too low for the consumer: otherwise, they suspect a low quality (Monroe, 2018). In addition, the degree of the price-sensitivity differs from consumer to consumer; some might be more affected by price changes than others might. On the other hand, there are price-intensive consumers that are willing to buy a product regardless of its price. Consumers who are more sensitive to prices have mostly absolute price thresholds influence Parson/Vancic purchasing decisions. For a considered purchase, these customers are already fixing a certain price range that they are willing to pay. If the price of a product is within this price range, the buying behaviour will not change. However, attributes such as quality influence the consumers to make purchase, even if the price is above the price range (Hoyer et al. 2019).

Frequency of purchases has an effect on the reference price, the more purchases are being done, the less price-sensitivity on consumers' side. In addition, there are indicators that a higher frequency leads consumer to a preference of lower prices (Jensen et al, 2021). Sometimes consumer determines a product's quality by its price. This is because, the experience they made with buying a certain product at this price, promised them a certain quality and vice-versa. If the price is used as an indicator for quality, overestimations in the price-quality relationships are made (Hoyer et al. 2019). Although these two influencing factors can be combined as one and can be an indicator for the other one, in this study they are considered and measured separately.

2.3.1.2 The relevance of quality

Since the COVID-19 outbreak, consumers are saying they would pay more for quality assurance and safety standards that are verified. Consumers bought hygiene products, pre-packages durables, and canned foods for the reason of giving them safety and therefore quality guarantees. In addition, the origin of products is a concern of the consumers, with local products, they feel more secure and especially when it comes to food since the product did not have a long way to be exposed to COV [D-19 (Nielsen-Saines, 2020). Quality can be defined broadly as superiority or excellence. By extensions, perceived quality can be defined as the consumer's judgment about a product's overall excellence. Perceived quality is different from objective quality. Objective quality describes technical and measurable superiority.

Steenkamp, (2017) Nevertheless, some researchers claim that objective quality does not exist; therefore the literature is mostly talking about the perceived quality. The perceived quality of food depends primarily on the food product. To evaluate the quality of food a summary construct is needed, that contains different aspects of the Parson / Vancic product. This construct is equipped with multiple attributes, where the overall quality that is perceived by the consumers is described with a set of attributes. This multi-dimensional quality perception is then formed in one-dimensional, weighting some attributes stronger and finalizing the food choice. Perceived quality of food items starts with physical characteristics and in the communication about the product (price tag).

Generally, The COVID-19 has a significant impact on a number of business sectors, according to the International Monetary Fund (IMF) in 2020. These include business as it relates to consumer purchasing patterns, international advertising, and crucial sectors like the food, medical, travel, and transportation industries.

RESEARCH METHODOLOGY

3.1 Research Design

A choice of research design reflects decisions about the priority given to a range of dimensions of the research process and this of course is to have considerable influence on lower -level methodological procedures such as sampling and statistical packages. Research design helps to ensure that a researcher is clear and well prepared of what he/she may encounter on the field.

Exploring Factors Influencing Consumer Buying Decisions During Pandemic Disease (Covid-19)

In this study, both descriptive and quantitative research design were employed both directly and indirectly. Descriptive research used to describe phenomena, as they exist, to identify and obtain information on various factors influencing consumer-buying decisions during the COVID-19 pandemic.

3.2 Description of the study Area

The study area of this research was conducted in Mbuyuni market in Kilimanjaro region, Tanzania. These study aim to target the retailers, wholesalers and customer who are responsible to buying and selling goods such perishable goods and non-perishable goods. Mbuyuni market in Kilimanjaro was selected due to the geographical location and exchange of goods and services between buyers and sellers take place also the region is one among of effected regions by COVID 19 pandemic. Therefore, the study expects to get information that was more useful in order to examine the factor-influencing consumer buying decision during COVID-19.

3.3 Sampling

3.3.1 Sampling population

The target population of this study included retailers, wholesalers, and customers who involved to selling and buying perishable goods and non-perishable goods. The total population size at Mbuyuni market is 1,500 according to the report of the office of District Council in Moshi Municipality in Tanzania of 2012, which includes customers and sellers know as wholesalers and retailers of perishable goods and non-perishable goods.

3.3.1 Sample size

In this study a sample of respondents of wholesalers, retailers and customers who used to answer the questionnaires for the findings of the study. A sample of 50 respondents was selected out of 1,500 sellers and buyers. They represented and produced vital information of the study. Therefore, the study used Yamane's formula to determine sample size. Which result of manageable, and it was easy in generalization of the study.

$$\text{Yamane's } n = \frac{N}{1 + N(e)^2}$$

Where n is the sample size
N is the population size (57)
e is the marginal error (0.05)

$$\text{Therefore } n = \frac{57}{1 + 57(0.05)^2} = 49.89 \approx 50$$

Therefore, the sample size is 50.

3.3.2 Sample technique

In this study, random sampling technique was used in collecting data. Random sampling technique as a subset of individuals who are randomly select from a population. The goal was to obtain a sample that was representative of the larger population. Random sampling technique adopted in getting the respondents who answered the questionnaires. Therefore random sampling, technique was used because it guarantees desire representation of the relevant sub groups.

3.4 Data Collection

3.4.1 Source of data collection

In carrying out this study, the study used both primary and secondary sources of data.

3.4.1.1 Primary Data

Data were gathered through questionnaire from wholesalers, retailers and customers at Mbuyuni Market in Kilimanjaro region, Tanzania. The reason of using primary data as a method of data collection was simply involved observation and questionnaire which enable the researcher to gather information, which could not be easily obtained.

3.4.1.2 Secondary source of Data

The secondary sources of data involved information obtained from previous research works related to this study. This study used report which aimed at getting information about the number of customer, wholesalers, and retailers who are involved to selling and buying perishable goods and non-perishable goods in the era of COVID 19.

3.5 Data Collection Tools

There were three major tools used to obtain adequate and reliable information for this study. These include Observation, interviews and questionnaires of both structured and semi-structured nature. This study used data collection tools, which involved observation, interview and questionnaires.

Exploring Factors Influencing Consumer Buying Decisions During Pandemic Disease (Covid-19)

3.5.1 Questionnaire

In this method, data were collected with the help of questions. Through this method, selected respondents of the study had to answer questions on their own and bring back to the researcher. Both structured and semi structured questions used in helping the researcher to get answers and relevant information from respondent.

3.5.2 Observation

In this study the method was used in order to assess wholesalers, retailers and customers who were involved in buying and selling goods at Mbuyuni market. The observations help to collect nonverbal responses from the respondents.

3.5.3 Interview

Personal interview was used in face-to-face contact to the interviewee (respondents). The reason for using interview, as a method of collecting data is that, more depth information can be obtained. Interviewer used open-ended questions from which respondents were able to discuss issues of interests in details.

3.6 Data Analysis

Data from the answered questionnaires in this study was analysed by using percentages. The collected data was checked for consistency and then frequencies and percentages used to show responses of the distribution. The results were presented in tables and chart form. The software used for analysis of the findings of the study was Statistical Package for Social Sciences (SPSS).

FINDINGS AND DISCUSSION

4.1 Introduction

This chapter contains information obtained from the field. The chapter's discussion based on the research objectives. The chapter presents data analysis and interpretation of the finding obtained by researcher in the field. The chapter includes the introduction part, social demographic profile of the study, profile which include age, gender and educational background of the respondents. And lastly the chapter contains the study finding for the research objectives.

4.2 Social demographic characteristics of the respondents

4.2.1 Age of the respondents

Information of the respondents was included in this study of the factor influencing consumer buying decisions during pandemic disease (COVID-19). Majority 54% of the participants were age between 56 years and above, while few of them 12% were in the age group between 40 to 55 years as presented in table 1. This implies that Most of the consumers were aged group 56 and above due to the fact that demand of consumers changed during pandemic disease (COVID-19), such as life experiences affecting the attitudes and motives of the consumers.

Table 1. Age of the respondents(n=50)

Responses	Frequency	Percentage
18 – 29	8	16.0
30 -39	9	18.0
40 – 55	6	12.0
56 and above	27	54.0
Total	50	100.0

Source: Research finding (2022)

4.2.2 Sex of the respondents

The study sought to examine Sex of the respondents due to the factor influencing consumer buying decisions during pandemic disease (COVID-19). The study found that 56% of the respondents were females while 35.6% of the respondents were males as presented in table 2. This implies majority of females tend to consume more fruits and vegetables during the crisis (pandemic disease COVID 19). Gender is a commonly used demographic factor to measure buying behaviour and could have an influence on the changed buying behaviour relationships.

Exploring Factors Influencing Consumer Buying Decisions During Pandemic Disease (Covid-19)

Table 2. Sex of the respondents (n=50)

Responses	Frequency	Percentage
Male	17	44.0
Female	28	56.0
Total	50	100.0

Source: Research Finding. (2022).

4.2.3 Marital status of the respondents

The study used to evaluate marital status from single, married, divorced and widowed. Their responses is as shown on table 3 below, majority 58% of the respondents were married and 8% of the respondents represent widowed. This implies that majority of the respondents were married due to the fact that during COVID 19 most married people have change decision by purchase and consume more food to take care tiller family and acquire health services due fear movement from one place to another according to announcement of Government.

Table 3. Marital status of the respondents (n=50)

Responses	Frequency	Percentage
Single	12	24
Married	29	58
Divorced	05	10
Widowed	04	8
Total	50	100.0

Source: Research finding, (2022).

4.2.4 Education level of the respondent

The respondents were asked to indicate their education level from primary level, secondary and collage of university. The study reveals that, majority of the respondents 54.4% had secondary education level and 14.4% of the respondents had university level of education. This implies that most of the respondents had university level of education. Also they have a capability to provide information related to the influence of consumer buying decision during crisis of COVID 19 as presented in table No. 4 below.

Table 4. Education level of the respondent (n=50)

Responses	Frequency	Percentage
Basic education	8	31.1
Secondary level	14	54.4
University	28	14.4
Total	50	100.0

Source: Research Finding (2022)

4.2.5 Income level

Table 5 below shows that, majority 46% of the respondents had income grouped from Tsh: 3000-15000/= and 5% of the respondents had income grouped in the level more than Tsh: 50,000/=. This implies that, majority of the respondents agreed that income with group 3000-15000 can affect consumers' perceptions of price and quality, especially in times of crisis when job security is uncertain.

Exploring Factors Influencing Consumer Buying Decisions During Pandemic Disease (Covid-19)

Table 5. Income level (n=50)

Responses	Frequency	Percentage
Less than 3,000 tsh	7	14
3,000-15,000 tsh	23	46
15,000-30,000 tsh	9	18
30,000-50,000 tsh	6	12
More than 50,000 tsh	5	10
Total	50	100.0

Source: Research Finding, (2022).

4.3. Social factors that influence consumer buying decision (during pandemic COVID 19.

Table 6 below shows that 24% of the respondents explained that social factor influence consumer buying behaviour during pandemic COVID 19 due to the fact that also respondents explained that most of the customer are influenced to purchase the product by considering family wants and needs, reference group roles and status.

Table 6 below shows that 40% of the respondents explained that economic factor influence consumer buying behaviour during pandemic COVID 19 due to the fact that, also the respondents explained that customer were influenced to purchase the product in relation to the personal income, family income, income expectations, assets and savings. Also it shows that, 36% of the respondents explained that, culture influenced consumer buying decision during pandemic COVID 19.

Table 6: Social, cultures and economic factors that influencing consumer buying decision during pandemic COVID 19.

Responses	Frequency	Percentage
Culture	18	36.0
Economic	20	40.0
Social	12	24.0
Total	50	100.0

Source: Research Finding (2022).

4.4 Factors influencing consumer buying behaviour in correspondence to food and clothes during COVID-19

Table 7 shows that, 62% of the respondents explained that price of products influence consumer buying behaviour relating to food and clothes during COVID-19. This reveal that majority of the respondents agreed that price is influenced by altitude and subsequently the altitude which influences consumer buying behaviour.

Table 7 shows that, 24% of the respondents explained that quality of the product influence consumer buying behaviour in relation to food and clothes during COVID-19. These supported by research done by Eliya, (2019) who state that quality of the products helps to maintain customer satisfaction and loyalty and reduce the risk and the cost of replacing faulty goods. Respondents explained that most of the customer during the existing COVID 19 purchased the product with consideration of safety.

Table 7 shows that 7% of the respondents explained that quality of the product influences consumer buying behaviour relating to food and clothes during COVID-19. This means when a customer is shopping for a particular product or considering a company to perform a service, they recognize the company in the running process. Consumers are far more likely to choose a brand that they recognize over something unfamiliar, even if they don't have a great deal about your company at the time.

Table 7. Factors influencing consumer buying behaviour corresponding with food and clothes during COVID-19

Respondents	Frequency	Percentage
Price of the product	31	62.0
Quality of the product	12	24.0
Brand name	07	14
Total	50	100

Source: Research finding, (2022)

Exploring Factors Influencing Consumer Buying Decisions During Pandemic Disease (Covid-19)

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

The intention of this study was to explore factors influencing consumer buying decisions during pandemic disease of COVID-19. Moreover, it was important to look into relationship between various independent factors influencing consumer buying decisions during pandemic disease. This chapter provides summary and conclusions of the whole study after analyzing data obtained.

5.2 Summary

The study was conducted in Mbuyuni Market in Kilimanjaro Region, Tanzania. The objective of the study was to explore factor influencing consumer buying decisions during COVID 19 pandemic. The study involved 50 respondents who were the owners of the business entity and customers.

The study employed cross section research design which includes explanatory and descriptive design. Both qualitative and quantitative data were collected. In this study, randomly sampling and focusing group sampling were used by picking only the sample that brought the best information that satisfied the intention of the study. Purposive sampling technique was used in choosing the sources of data.

On the other hand the study employed judgmental sampling. Purposive sampling method was used to get respondents from a group of customers. This enables the researcher to get respondents who were working at Mbuyuni market in Kilimanjaro Region. Both primary data and secondary data were collected. Primary data were collected through focus group observation, interview and questionnaire. On the other hand, secondary data were collected through documentary review.

5.3 Conclusion

The study reveals that, majority 48% of the respondent agree that, social factors influencing consumer buying decision during pandemic COVID -19. Many people who influence their buying behaviour try to imitate other human and also wish to be socially accepted, but also family, reference groups, roles and status as used factors influencing consumer buying decision during pandemic COVID 19.

The studs reveal that majority 50% agreed that, customers were influenced by personal income, family income, income expectations, assets and savings. Lower income or middle income group of consumers spend most of their income on basic needs such as clothes, purchase on buying fruits, medicine and food for family and the tools for the purpose of body exercises.

The study reveal that, majority 56% of the respondents were influenced by price while 14% of the respondents were influenced by consumer buying behaviour in correspondence to food and clothes during COVID-19 pandemic. This reveal that majority of the respondents agreed that price is influences the altitude and of the consumer buying behaviour. According to Nielsen-Saines, Karin et al, (2020), suggest that outbreak of COVID 19 has made consumers to seek for product that are not at the risk of being free and have the highest quality especially when it comes to food items and cleaning product. Therefore, consumers are willing to even pay a higher price

The study reveals that, majority 54% of the respondents to the large extent accepted to the fact that culture, economic and social factors influenced consumers buying decision during COVID-19 pandemic.

The study reveals that, most of the respondents agreed that food and clothes is influenced the altitude of consumers buying behaviour. This fact is supported by Nielsen-Saines, Karin, (2020) who states that, outbreak of COVID 19 has made consumers to seek for food and fruits used for medicine and used as bodyguard when you are sick. This consisted inline.

5.4 Recommendation

This section is devoted for recommendation which emanated from findings documented. It is the hope that, if these recommendations are implemented, there will be positive impacts to the government, business firms as well customers in business Arena.

5.4.1 Recommendation to the government

The central government or good offices is requested to put in place the infrastructure necessary for business firms to be accessible in order to make customer conveniently visit them but also to good program for the cleanness of environment in order to preventing the spread of COVID 19 and any other disease. This will benefit the government itself, firms as well as general public at large.

5.4.2 Recommendation for the firms

Understanding customer buying behaviour is important in order put in place appropriate strategies which will attract them in making buying decision. It is here by recommended that firms may use the factors indicated in this study to influence the customers to keep repeating to their business transaction. It is further recommended that management of the firms should

Exploring Factors Influencing Consumer Buying Decisions During Pandemic Disease (Covid-19)

consider keenly the issue of good customer services because it has been out to have a greater influence in making customer decide on where to go for shopping.

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APPENDEX

QUESTIONNAIRE

Instruction

- 1) I Ditrick Dismas Mtuka a Doctoral student of University of Lampung (UNILA), undertaking PhD in Economics, I request to spend few minutes to answer the questions bellow. I assure you that ethical aspects of research would be adhered. Your answers will be kept confidential and not to be used otherwise rather than for academic purpose.
- 2) Please tick the appropriate answers
- 3) Do not write your name.

Part One

- 1) Gender: (a) Male (b) Female
- 2) Marital Status: (a) Single (b) Married (c) Divorced (d) Widow
- 3) Age (Years): (a) 18-29 (b) 30-39 (d) 40-55 (e) 55+
- 4) Occupation: (a) Employed (b) Not Employed
- 5) Education Level: (a) Primary (b) Secondary (c) bachelor's degree and above
- 6) Your average monthly income: (a) Less than Tsh: 3,000/= (b) Tsh: 3,000-15,000/= (c) Tsh: 15,000-30,000/= (d) Tsh: 30,000-50,000/= (e) More than Tsh: 50,000/=

Part Two

- 1) How often do you buy food products? (a) Every day (b) At least once a week (c) 1-3 times per month (d) Few times a year (e) Never
- 2) What types of food product do you buy most often? (a) Fruits and Vegetable (b) Dairy Products (c) Cereals (d) Meat Products (e) Bread and Pasta (f) Juice and other soft drinks (g) Other.....
(Specify)
- 3) In your opinion, what types of food products should be more available on the market? (a) Fruits and Vegetables (b) Dairy Products (c) Cereals (d) Meat products (e) Bread and Pasta (f) Juice and other soft drinks (g) Other.....(Specify)
- 4) What could particularly encourage you to buy more food products during pandemic disease of COVID-19? (a) Price Reduction (b) Better quality of the products (c) Greater diversity of the offer (d) Better representation of these products (e) Opening new store specialized in the food selling (f) Better quality and diversity of its packaging.
- 5) To what extent do social, economic and cultural factors influence consumer buying decision during COVID-19 pandemic?



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