

Caucasus International University



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the impact of Covid-19 pandemic on customer behavior on the global market

International Marketing

The master's thesis has been completed to obtain the academic degree of

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Abstract

Thesis title: The impact of the Covid-19 pandemic on customer behavior on the global market.

The purpose of the research is to present and demonstrate how Covid-19 or pandemics has affected consumer behavior, what has changed since it began, and what impact it may have on worldwide financial aspects, as well to compare and contrast how life was before and during the pandemic, what has changed for better or worse, and to demonstrate the human ability to adjust in difficult times, Focusing on different aspects to present it from how the unemployment rate starts to increase, to what kind products consumer start to buy more and what to buy less, the world was not ready for this kind of crisis and the changes was made during it, was so fast but peoples around the world tried to adjust to it.

The thesis is divided into 4 chapters, each of which will present the relationship between the pandemic and consumer behavior and the impact on it, beginning with an introduction that explains the economic impact, with a brief definition of consumer behavior, and the relation of unemployment rate on which was based on several factors and reasons, followed by a second chapter that depicts life before and during the covid-19 (pandemic) what has been changed during it from shopping habits to new experience and trying new ways of shopping, the third chapter that depicts what consumer products become more popular during the crisis and what kind of products sales growth more than other products. The data used to form the thesis depends on Secondary sources which are collected and analyzed depending on each chapter and needs of it, while the fourth chapter contains primary data which was collected and analyzed by me during making thesis information.

The fourth chapter was conducting and related to a survey I made about the Impact of Covid-19 on international students- from Economical aspects. Ending with Conclusion.

აბსტრაქტი

Covid-19 პანდემიის გავლენა მომხმარებლის ქცევაზე მსოფლიო ბაზარზე.

კვლევის მიზანია წარმოაჩინოს, როგორ იმოქმედა კოვიდ-19-ის პანდემიამ მსოფლიოში მომხმარებელთა ქცევაზე. რა შეიცვალა პანემიის პერიოდში და რა ფინანსური გავლენა შეიძლება ჰქონდეს ამ მოვლენებს ქვეყნების და ადამიანების ფინანსურ კეთილდღეობაზე. აგრეთვე, გარკვეულწილად შევადარეთ, ეკონომიკის რომელ სექტორებზე იმოქმედა პანდემიამ დადებითად და უარყოფითად.

მსოფლიო ეკონომიკა ცხადია არ იყო მზად მსგავსი კრიზისისათვის, ადამიანებს მოუწიათ სწრაფად ადაპტირებულიყვნენ მკვეთრ ცვლილებებზე. მნიშვნელოვნად შეიცვალა უმუშევრობის დონე, რამაც მნიშვნელოვანი გავლენა იქონია სამომხმარებლო ქცევის ცვლილებაზე. მკვეთრად შეიცვალა პრიორიტეტულ პროდუქტთა ნუსხაც.

ნაშრომი დაყოფილია 4 თავად, რომლებიც მოიცავენ ქვეთავებს.

პირველ თავში აღწერილია ცხოვრება/სამომხმარებლო ქცევა პანდემიამდე და მის პერიოდში. უმუშევრობა და მისი გავლენა სამომხმარებლო ქცევის თავისებურებებზე.

მეორე თავში ასაულია სავაჭრო ურთიერთობების და სტატისტიკის დინამიკა კოვიდამდე და კოვიდის შემდგომ პერიოდებში. ადამიანების ქცევის ახალი თავისებურებები, ონლაინ შესყიდვის უნარები და სხვა მსგავსი აქტივობების ანალიზი.

მესამე თავი ასახავს, თუ რომელი სამომხმარებლო პროდუქტები ხდება უფრო პოპულარული კრიზისის პერიოდში და რა სახის პროდუქციის გაყიდვები იზრდება სხვა პროდუქტების ხარჯზე.

მეოთხე თავი კი მიემდვნა ემპირიული კვლევის შედეგების დემონსტრირებას, რომელიც შეისწავლის Covid-19- ის გავლენას საერთაშორისო სტუდენტების სამომხმარებლო ქცევაზე. მათი ფინანსური და სამომხმარებლო ქცევის თავისებურებების ცვლილების ანალიზია.

List of Figures:

Fig 1. Introduction, factors that influence purchasing behavior

Fig 1.1 Rate of unemployment according to Gender.

Fig 2.1 Rate of unemployment according to Education.

Fig 3.1 Rate of unemployment according to Sectors.

Fig 4.1 Global unemployment Rate 2010-2020.

Fig 5.1 Global unemployment Rate- GDP Growth 2021.

Fig 6.1 Changing in E-commerce Buying Products.

Fig 2.1 Showing the online shopping Vs buying in Store.

Fig 2.2 2019 in-store spending vs 2020 online Holiday spending.

Fig 3.2 Changing in-store shopping Vs online shopping during the Lockdown.

Fig 4.2 Survey of Habits changed During the Pandemic.

Fig 5.2 Consumer thoughts about health and Economy.

Fig 6.2 Consumer thoughts about health and Economy.

Fig 7.2 Product has been shown interesting During lockdown.

Fig 8.2 A statistic data show the effecting of Covid-19 on Consumer Behavior.

Fig 1.3 Consumers That will appear post of Covid-19 crisis.

Fig 2.3 Consumers That will appear post of Covid-19 crisis

Fig 3.3 Consumer Concerns, Primary Concerns.

Fig 4.3 Total Concerned for the Consumers.

Fig 5.3 Consumers Thoughts and Concerns About Covid-19 Impact

Fig 6.3 Rate of Food Delivery Services.

Fig 7.3 showing the rise of using Cards in paying (Contactless payment methods) and we can see the difference between 2019-2020 where all the crises started.

Fig 8.3 Showing the Increasing sales Rate in Hand sanitizer.

Fig 9.3 Increasing Sales for Home-workout Equipment.

Fig 10.3 Increasing in Delaying for shipment between Country's

Fig 11.3 Changing the port Rate comparing to 2019.

Fig 12.3 Rate of most popular Social-media App during the Lockdown and Pandemic time.

Fig 13.3 Growth of Pharmaceutical products sales.

Fig 14.3 Global smartphone shipment Comparing between 2019 and 2020.

Fig 15.3 Smartphone shipment Drop in 2020.

Fig 16.3 Videogame revenue Due to Covid-19.

Fig 17.3 Growth Rate YoY in each Gaming market segment.

Fig 1.4 shows us the percentage of students.

Fig 2.4 percentage showing the impact on students.

Fig 3.4 at some point some student changed their plan of study.

Fig 4.4 depending on yourself or your family both percentages are near to each other. (Please note that from some programming mistakes the first answer is repeated, the 13.3% is for answer N3)

Fig 5.4 in some point for students, the economic impact even their study.

Fig 6.4 in some cases University start to support their student to overcome the impact of the pandemic.

Fig 7.4 according to their answers mostly was not because even the landlord of their houses starts to help them.

Fig 8.4 the chart shows us that yes mostly start to be more careful in spending, which also go with Consumers around the world not only the students.

Fig 9.4 things here on this question was showing what kind of things the impact effect their student life.

Fig 10.4 Most students stay where they are now, maybe because in the first place the country they are in now, they are already adjustable to live and spend in it.

List of abbreviations:

WFH: Work from home.

YOY: Year over year.

Table of Contents

Introduction:.....	9
Chapter 1, The impact of Covid-19 on the Unemployment Rate:	13
1.1 Rates of Unemployment by Gender and Age:	13
1.2 Unemployment Rates by Education:.....	15
1.3 Unemployment Rates by Sector:.....	16
Chapter 2, Customer behavior and Lifestyle of people Before and During Covid-19:.....	20
2.1. Lifestyle variability during a pandemic:	20
2.2. Life Before and During Covid-19:	24
2.3 Online Shopping Habits:	25
2.4 Will old habits perish or reappear?	28
2.5 Analysis of change in demand for products during the pandemic period:.....	31
Chapter 3, The future of the post-Covid world:	35
3.1 What Are Consumer's concerns regarding COVID-19?	36
3.2 Industries that have experienced increasing demand because of COVID-19:.....	39
Chapter 4: Research Related to Impact of Covid-19 on International Students (Economical aspect):	53
Conclusion	60
Bibliography:.....	62

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Introduction:

Consumer behavior is the study of how individuals, groups, or organizations choose, buy, use, and dispose of ideas, goods, and services to meet their needs and desires. It refers to consumer behavior in the marketplace and the underlying motivations for that behavior.

Marketers believe that by understanding what motivates consumers to purchase specific goods and services, they will be able to determine which products are needed in the marketplace, which is obsolete, and how to best present the goods to consumers. (Radu, 2021)

During the pandemics, the marketer starts to come up with idea that meets the specific requirements to make the consumer feel safe, satisfied, and happy with the products or goods they are buying or services is available and the consumer can use it.

When talking about the consumer behavior and link it to what is happening around the world (the Covid-19 crisis) we must know that consumer depends mostly on emotional, mental, and behavioral responses.

Alongside this, consumer behavior is linked to:

- What consumers think and feel about various alternatives (brands, products, services, and retailers).
- How consumers think about and choose between different options.
- The behavior of consumers while researching and shopping.
- How the environment influences consumer behavior (peers, culture, media).
- How marketing campaigns can be adapted and improved to have a greater impact on consumers. (Smith, 2016)

Pandemics can have severe macroeconomic consequences: including increased unemployment, economic decline, and uncertainty. While no one can yet predict what post-coronavirus reality will look like for marketers, Consumers, and the population, lockdown had a profound impact on how people live as the world begins its slow pivot from COVID-19 crisis management to recovery and the reopening of economies. The period of contagion, self-

isolation and economic uncertainty will alter consumer behavior for years to come, in some cases.

New consumer behaviors affect all aspects of our lives, from how we work to how we buy to how we relax.

The COVID-19 outbreak is likely to cause bankruptcy for many well-known brands in many industries as consumers stay at home and economies are shut down. Famous corporations in the United States, such as Sears, JCPenney, Neiman Marcus, Hertz, and J. Crew, are facing severe financial difficulties. The travel business has been severely impacted; 80 percent of hotel rooms are vacant.

Airlines have reduced their workers by 90%, and tourism locations are unlikely to make a profit in 2020. Expos, conferences, athletic events, and other mass gatherings, as well as cultural institutions such as galleries and museums, have also been unexpectedly canceled. Consultation in general and personal services, such as hairdressers, gyms, and taxis, has also come to a halt as a result of the lockdown.

Finally, major businesses such as the automobile, truck, and electronics sectors have unexpectedly shuttered (although they started to open up two months after their closure). There is an infinite number of questions we may pose in response to this pretty sudden shutdown. (Isidore, 2020)

So, what are the factors that affect the Consumer behavior? Why do consumers choose product over another?

Many factors influence purchasing behavior at various levels, ranging from broad cultural and social influences to deep-seated human motivations, beliefs, and attitudes (Kotler & Armstrong, 2018). In general, internal factors that influence consumer behavior can be distinguished from external influencing factors (Hoyer et al., 2008). Internal influencing factors are further classified into four categories: cultural, social, personal, and psychological factors. Cultural factors include those that have an impact on the behavior of larger groups of

consumers. Reference groups such as family, social role, and consumer status are examples of social influencing factors. Psychological factors include each consumer's motivation, attitude, perception, and learning behavior (Kotler & Armstrong, 2018). (Armstrong, 2018)

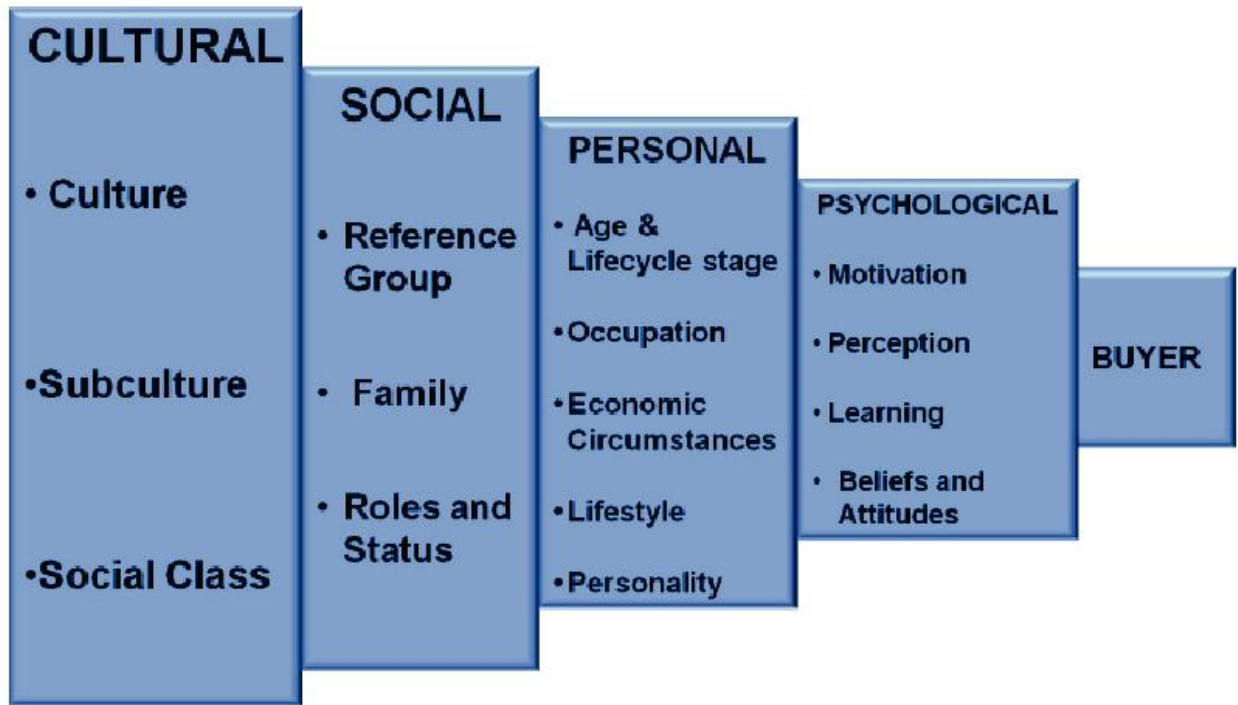


Fig 1. Introduction, factors influence purchasing behavior.

Research Methodology:

The current study's goals and the aim is to look into consumer attitudes and behavior during and before the covid-19 pandemic, and also how the impact of the Covid-19 or pandemic affect the employment sectors, and what Product was more desirable by the Consumer during the pandemic, what kind of sectors that took the wave and gain profit during this crisis? All the point was collected during making this thesis and sorted out, also making comparing in consumer lifestyle before and during the pandemic where the important point was mentioned.

Aims and goals of the research:

This kind of research was done and formed by using data of several survey and data collection centers e.g.: Statistical methods, a web-based survey, Secondary

and first data sources were made and formed by a survey of the impact of Covid-19 on international students.

And a validated questionnaire to assess the changes in lifestyle-related behavior depending on the consumer answers and data analysis comparing to what we had before the pandemic and during it, also the feedback was mostly focused on consumer behavior towards dealing with the consequences of the pandemic and what option was to be chosen.

The objective:

- 1- To know and see the result of Unemployment rate comparing to previous years.
- 2- The attitudes of the consumer During the pandemic.
- 3- The behavior of the consumer before and comparing it to what is facing now.
- 4- What kind of products hit high and what kind of product went out of the list?
- 5- Sectors and industries were impacted due to the pandemic.
- 6- And what may be staying with us of procedure e.g.: WFH (work from Home)
- 7- Finding if the pandemic economics impact on international students.

The following objectives and research questions/hypotheses will serve as a guiding force for the current study.

Limitation of the sources:

During making the thesis most of the sources were dependent on Secondary data, while the primary data was done narrowly due to the pandemic situation, and measures were done during making the thesis. The questioner was on a specific group of people, (International Students) all the data was collected and analyzed depending on the question was given to the students, (Survey). Which is mentioned in chapter 4.

Chapter 1, The impact of Covid-19 on the Unemployment Rate:

The pandemic has and will continue to have a particularly severe impact on the most economically vulnerable people, particularly informally employed women and younger workers. According to the report, the impact of the crisis has been unevenly distributed across economic sectors: while the impact of the recession has been less severe for those who can work from home, Workers in industries such as lodging and food services, transportation, retail, and wholesale have been particularly hard hit.

In April 2020, the unemployment rate reached 14.8%—the highest rate observed since data collection began in 1948. In April 2021, unemployment remained higher (6.1%) than it had been in February 2020 (3.5%). (Gene Falk, may-2021)

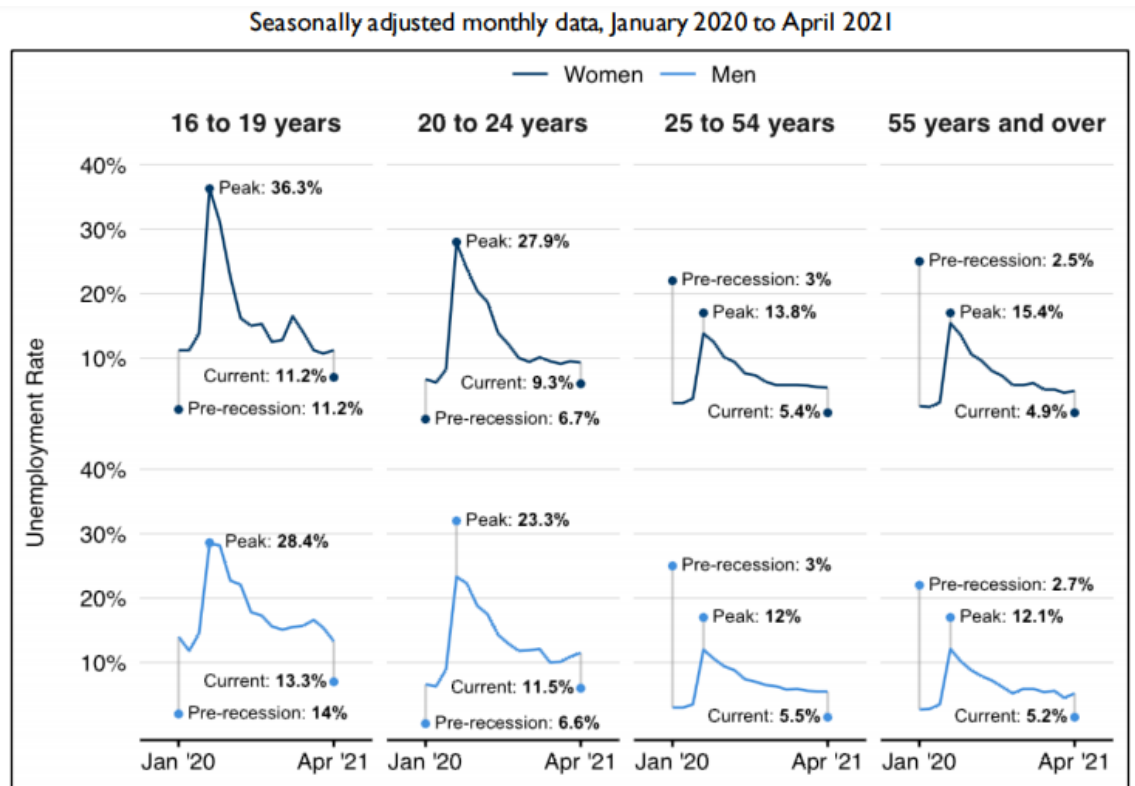
1.1 Rates of Unemployment by Gender and Age:

Early in the recession, unemployment rates tended to be higher for younger workers and higher for women. Between February and April 2020, the rate for women aged 16 to 19 rose by 25.3 percentage points to 36.3 percent, while the rate for men aged 16 to 19 rose by 16.2 percentage points to 28.2 percent. Since then, the gender gap between young men and women has narrowed.

In April 2021, the unemployment rate for teenaged men (13.3 %) was higher than the rate for teenaged women (11.2 %), though both rates were roughly equal to pre-recession levels. While unemployment rates for younger workers remain relatively high when compared to older workers, rates for men and women in the remaining age groups have declined to levels comparable to each other in April 2021. Men aged 20-24 (11.5 %) had a slightly higher rate than women of the same age (9.3%).

The large disparities observed between younger men and women in April 2020 were not observed in older age groups, though women ages 25-54 and 55 and over had rates that were 1-3 percentage points higher than their male counterparts. This relatively minor gap has

since closed; in April 2021, the rate for women aged 25 to 54 (5.4%) was nearly the same as the rate for men (5.5%), as was the rate for women aged 55 and over (4.9%) compared to that of men aged 55 and over (5.5%). (5.2 %). (Gene Falk, may-2021)

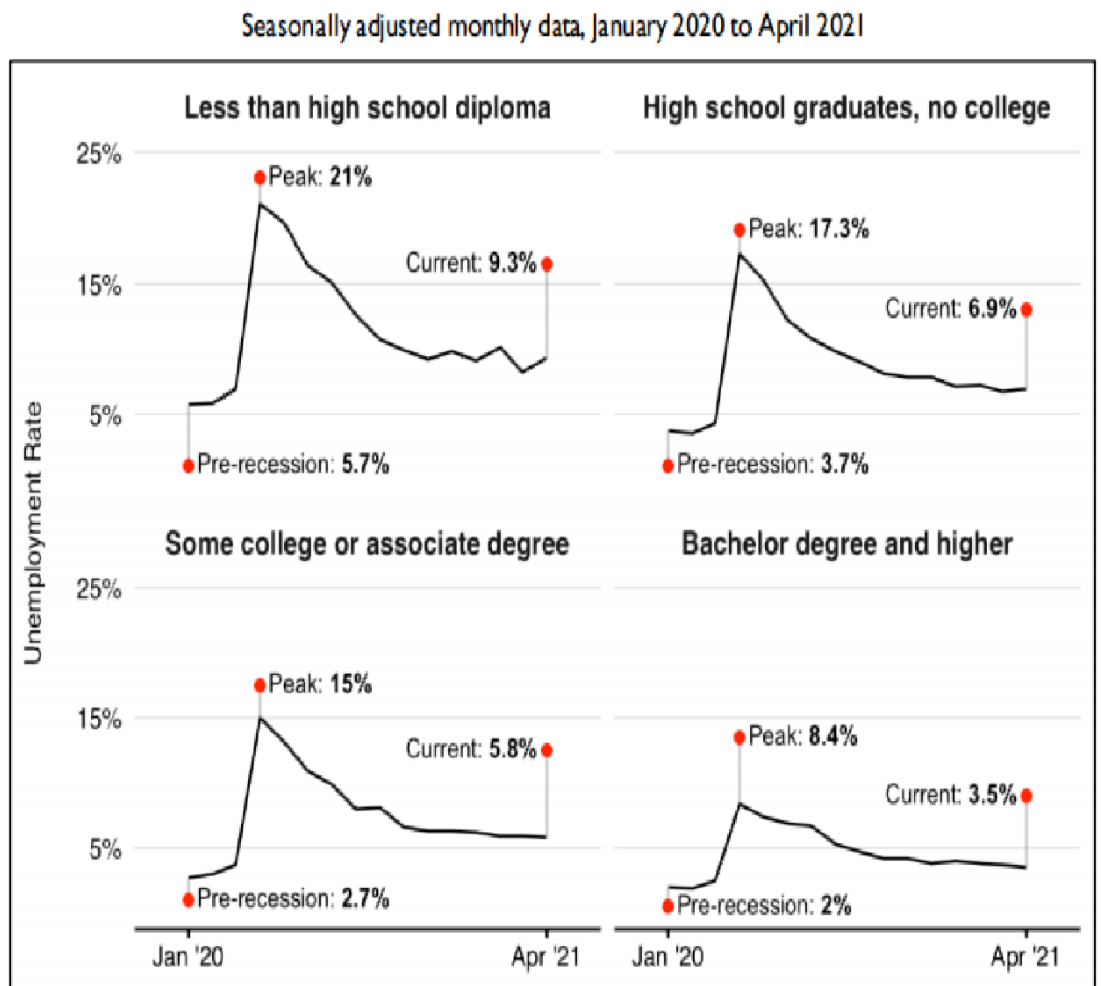


Source: Created by CRS using data from the Bureau of Labor Statistics (BLS). Extracted using the Labor Force Statistics data series at <https://www.bls.gov/data/>.

Fig 1.1 Rate of unemployment according to Gender.

1.2 Unemployment Rates by Education:

Workers with lower levels of education have a higher rate of unemployment in general. This pattern has been amplified by the current recession. The unemployment rate for workers with less than a high school diploma peaked in April 2020 (21.0 %), outpacing the peak for all other education levels. The rate for workers with less than a high school diploma (9.3 %) in April 2021 was also higher than the rate for all other education levels combined. Workers with a Bachelor's degree or higher, the highest educational level classified here, had the lowest peak unemployment rate (8.4 % in April 2020) and the lowest April 2021 rate (3.5%) (Gene Falk, may-2021)



Source: Created by CRS using data from the Bureau of Labor Statistics (BLS). Extracted using the Labor Force

Fig 2.1 Rate of unemployment according to Education.

1.3 Unemployment Rates by Sector:

The changes in sector unemployment rates from January 2020, before the recession began, to April 2021 Sector unemployment rates define the unemployment rates among people whose last job was in a specific industry. The graph shows how the recession affected different industries in different ways. (Gene Falk, may-2021)

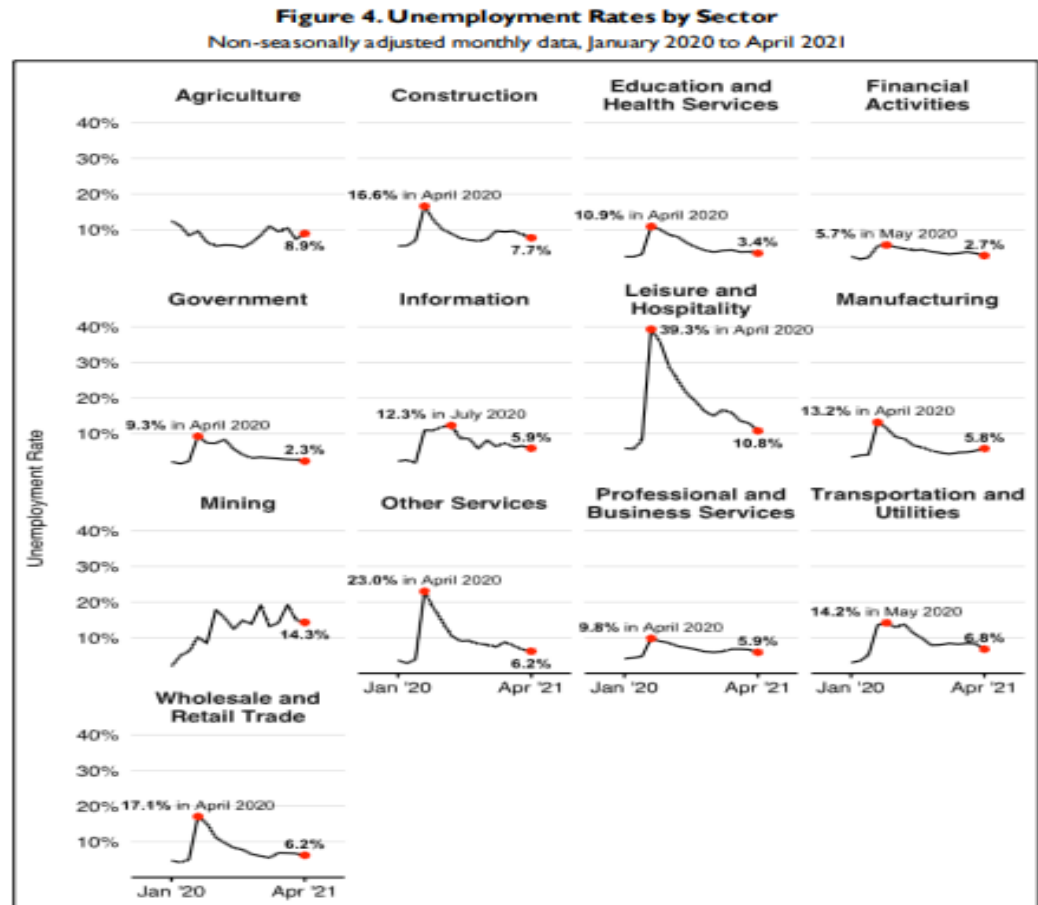


Fig 3.1 Rate of unemployment according to Sectors.

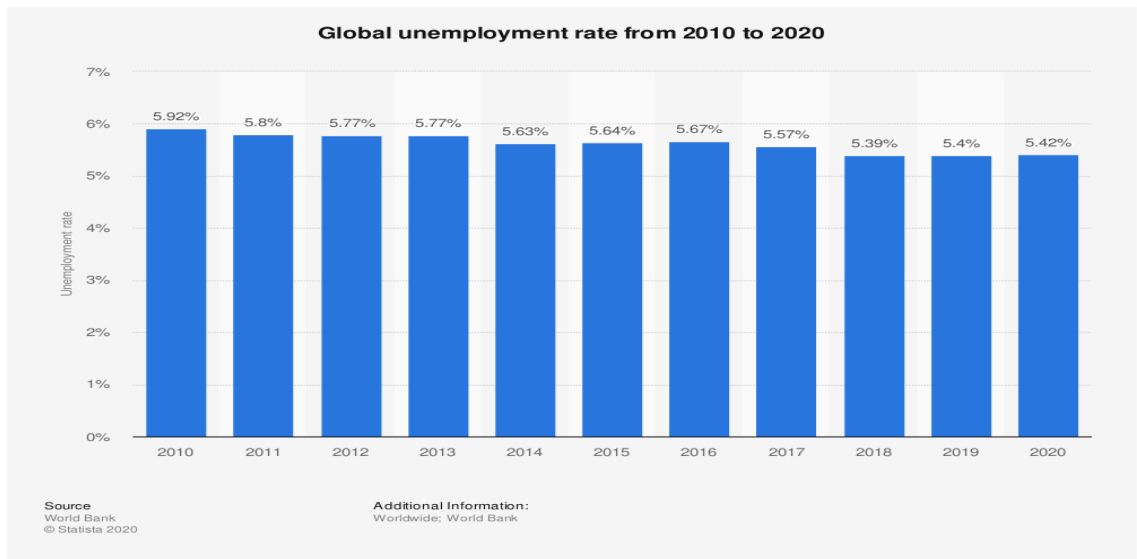


Fig 4.1 Global unemployment Rate 2010-2020.

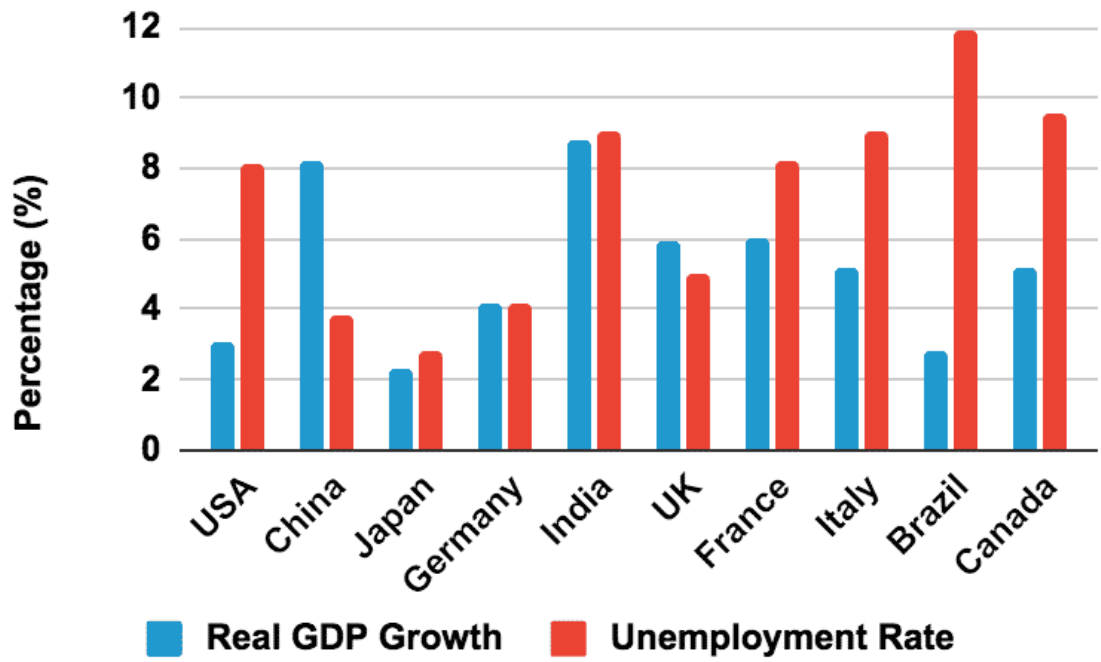


Fig 5.1 Global unemployment Rate- GDP Growth 2021.

COVID-19 is changing consumer attitudes, behavior, and purchasing habits, and many of these changes are expected to last after the pandemic (post-pandemic).

Shifting customer desires and behavior will shape the future of industries, presenting new challenges and opportunities for organizations. Businesses must therefore understand changing consumer behavior when creating business strategies to respond to new and emerging consumer trends. Businesses must understand how their customers are reacting to the pandemic and develop tailored marketing strategies to meet the needs of each customer segment.

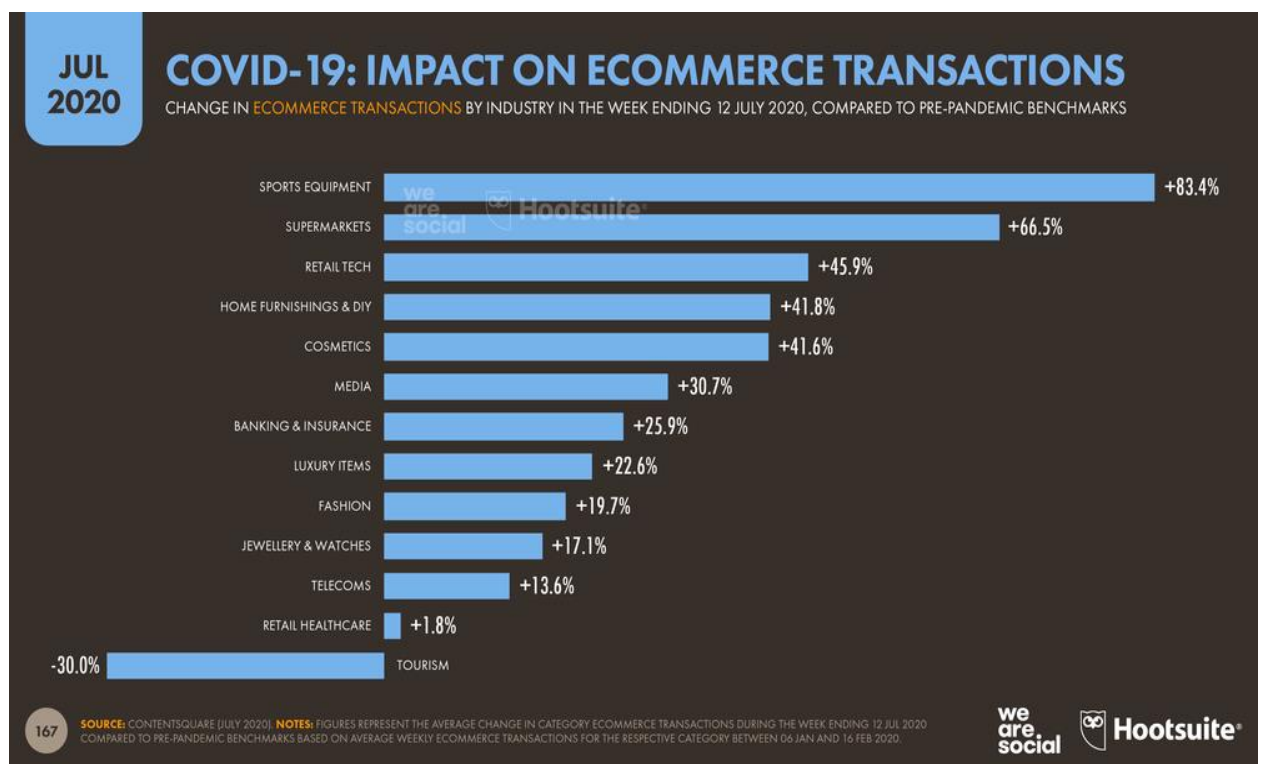


Fig 6.1 Changing in E-commerce Buying Products.

We have become more conservative and protective in the aftermath of a pandemic outbreak. We save resources in case the unthinkable happens again. Countries are starting to stockpile items like food, equipment, and medicine, or are making plans to produce them locally. Larger global corporations must have reliable supply chains that do not fail. As a result, this pandemic will likely cause those companies to reconsider their supply chains and, most

likely, relocate supply chains closer to where they are needed to avoid future production shutdowns.

Short-term challenges for retailers and brands include health and safety, supply chain, labor force, cash flow, consumer demand, and marketing. However, navigating these issues successfully will not guarantee a bright future or any future at all. That is because, if we survive this pandemic, which we will, emerge in a very different world than the one we are currently living in. we left before the outbreak.

Chapter 2, Customer behavior and Lifestyle of people Before and During Covid-19:

2.1. Lifestyle variability during a pandemic:



What aspects of l

ife the Covid-19 affected?

If we want to consider the aspects Covid-19 hit most, we will start with the Economical side, Besides the other aspects of life, Social, and Healthcare.

Form point of view about Economical side:

- Slower production of essential goods
- Disrupt the product supply chain
- Losses in the domestic and international industry;
- Market low cash flow
- Revenue growth slowed significantly

Form point of view about social side:

- The service sector is unable to provide adequate service.
- Cancellation or postponement of large-scale sports and tournaments;
- Disruption of cultural, religious, and festive events
- Undue anxiety among the population
- Social separation from our peers and family members
- Closure of hotels, restaurants, and religious sites
- Closure of places for entertainment such as movie and play theaters, sports clubs, gymnasiums, swimming pools, and so on.

Form point of view about healthcare side:

- Diagnostic, quarantine, and treatment challenges of suspected or confirmed cases
- The high operating burden of the medical system in operation
- Patients with other diseases and health issues are being overlooked.
- Overloading doctors and other healthcare professionals, who are particularly vulnerable.
- Overloading in medical stores
- Requirement for high risk
- Overloading in medical supply chain

(Javaid, 2020 Apr 3)

How is consumer behavior is evolving?

- Increased digital adoption: people are increasingly relying on digital platforms for day-to-day needs.
 - A shift in mobility patterns: less reliance on public transportation and more remote working.
 - A shift in purchasing behavior: a shift to value-based purchasing and online shopping.
 - increased health awareness: masks, improved hygiene, and healthy eating.
 - Changes in interpersonal behavior: more divorce, more pet adoption
- (Puttaiah, 10 Dec 2020)

Perhaps no COVID-19 phenomenon will have a greater long-term impact than WFH, or (work from home). Companies all over the world were forced to close their doors due to the pandemic, sometimes with only a day's notice. By June of last year, 42% percent of the U.S. labor force, primarily white-collar employees and professionals, we're working from home, with many closing their apartments and logging in from cheaper or more tranquil locations. Similar retreats to home offices occurred all over the world.

Now, a year on, it seems possible that office life might never be the same again. For millions, working from home has come to signify higher-end employment. Indeed, the gulf is now starkly visible on the streets between those able to perform their jobs remotely, and lower-paid transport, health, or retail workers who have no WFH option. With offices shut, large numbers of canteen and lunch-hour restaurant workers, janitors, and others have lost their jobs altogether. It is a “ticking time bomb for inequality,” says Stanford’s economist Nicholas Bloom.

When COVID-19 abruptly upended our lives last year, it cut us off almost entirely from the routines and events that usually ground our lives in time (and help us remember it)

work, school, dates, social outings, sports events, ceremonies, travel, the things we plan for and anticipate. Without those anchors, life becomes a blur, according to Ogden.

Toilet paper wasn't the only hard-to-find item in the early days of the pandemic. For gym rats, dumbbell shortages and lengthy waits for delivery of Peloton bikes and treadmills became symbols of just how dramatically COVID-19 altered workout culture.

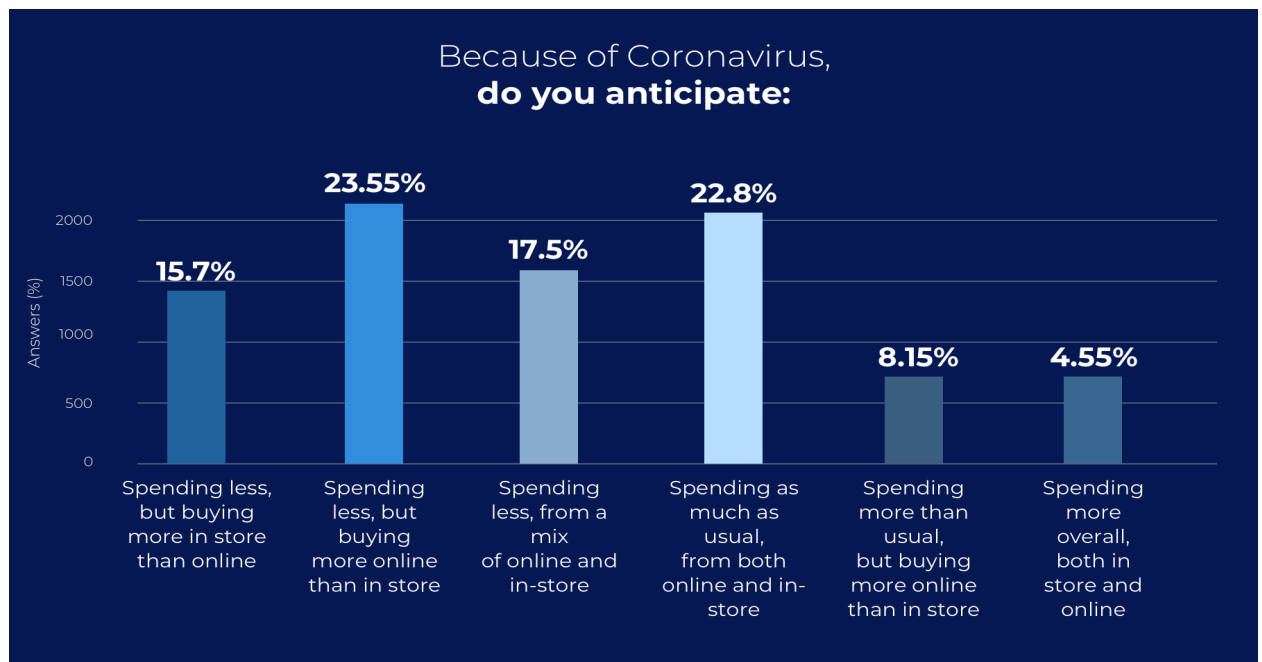


Fig 2.1 Showing the online shopping Vs buying in Store.

one of the more remarkable trends was manifest in how much of the world reacted roughly the same way when it came to food. From Colombia to Bulgaria, restaurants, and hotels closed—taking high-priced specialties with them—and many people stockpiled beans and other staples. People who had previously relied on takeout and restaurants started cooking at home almost exclusively (especially when it came to baking bread) and loading up on affordable comfort foods that provide sustenance and familiarity alike, according to reports from the U.S. Department of Agriculture's Foreign Agricultural Service. (STAFF, March 9- 2021)

2.2. Life Before and During Covid-19:

From the beginning of the pandemic crisis, things began to change to protect human life and save it from virus infections. It thus, in turn, had an impact on the economy, not only in specific aspects but also in global and domestic aspects.

- Online vs. Offline: Due to the lockdown and increased health-consciousness, consumers were forced to buy more goods online and to use more digital services. However, will this forced trend continue after the crisis – and for which categories will this hold especially true?
- In-Home vs. Out-of-Home: Dining out and convenience formats were on the rise before the crisis. The lockdown has forced people to not only dine in but also change their fitness behavior. Will the crisis change the fitness and gastronomic sector forever or are consumers longing to get back to their old habits?
- Local vs. global: Globalization has been the driver of our economy over the past decades – for the first time global exchange, travel, and supply chains have been disrupted severely, fostering already ongoing localization trends – especially in the food and retail sector. How will the new normal look like? Are consumers willing to give up convenience and pay a premium to support local economies in the mid-term as well? (Deloitte, 2020)

All consumer behavior has the strong location and time dependencies. Behavior can differ significantly from one location to another depending on cultures, geographies, etc. The pandemic is making this dimension of consumer behavior more complex; for example, since physical movement is restricted, consumers are migrating into virtual worlds at an unprecedented rate and are exposed to newer influences.

This could require us to go beyond traditional methods of modeling their behavior. Increased use of digital tools is blurring the lines between work, lifestyle, and social interaction and between domains like mobility, health, and finance. The world is expecting this to continue in the post-COVID-19 world.

2.3 Online Shopping Habits:

There are means of exchanging information in the twenty-first century that were not available during previous epidemics.

Companies can use social media to stay in touch with their customers. The COVID-19 pandemic has an impact on many different business sectors. The consequences are being felt not only by retailers but also by the E-Commerce sector, which has seen a drop in sales. People are spending more and more time online as a result of "Social Distancing." People are more likely to use social media platforms because they allow them to see more content from specific businesses.

- Buying online, pick-up in the store has seen record year-over-year growth, up 208%
- 59% of consumers said they are more likely to use curbside pickup following the coronavirus outbreak
- 50% of people have decided where to shop online based on whether or not they could pick up in-store. (DeGruttola, Aug 31-2020)

Thanksgiving and Black Friday preliminary online sales numbers have been posted by Adobe Analytics, which is tracking e-commerce transactions for 80 of the top 100 retailers in the U.S. in real-time.

According to Adobe Analytics data, Black Friday hit a new record with consumers spending \$9.0 billion, an increase of 21.6% over last year. Key items are gaming consoles, video games, Lego sets, Barbie Toys, Hot Wheels, connected technology. (Kohan, 2020)

Some facts

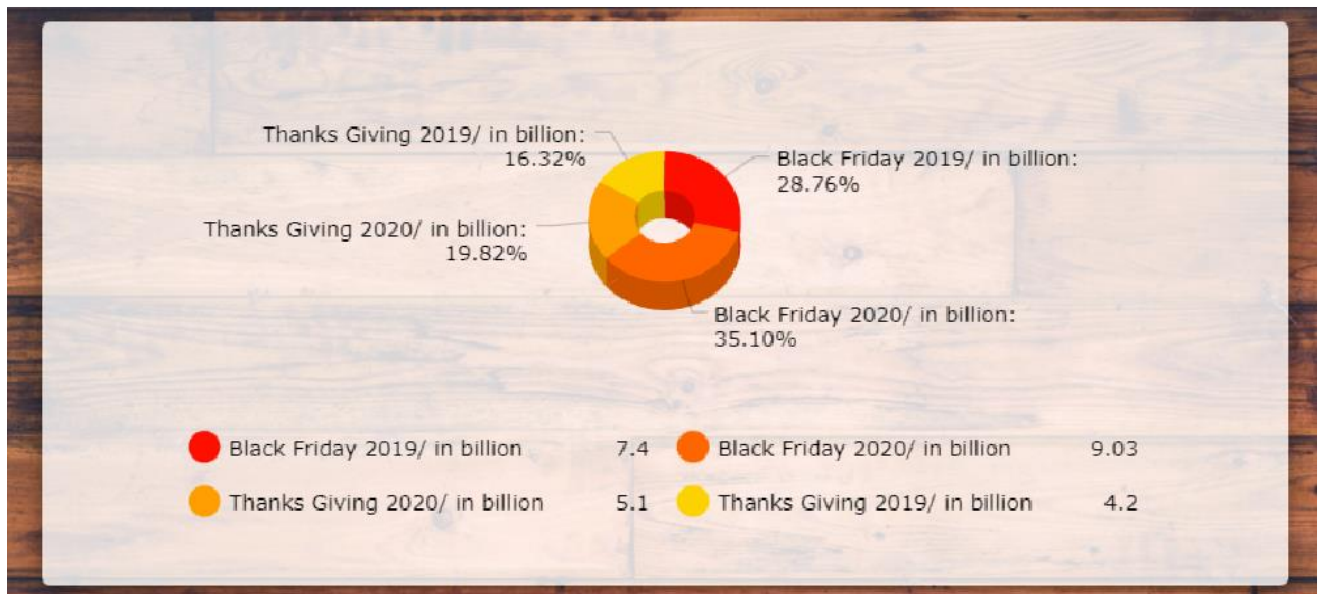


Fig 2.2 2019 in-store spending vs 2020 online Holiday spending.

- \$9.03 billion: Black Friday online sales, up from \$7.4 billion last year.
- \$5.1 billion spent on Thanksgiving Day 21.5% over last year.
- 18.9%: the increase in online sales on the Wednesday before Thanksgiving (\$3.47 billion in total spending).
- 39%: the revenue of online spending driven by smartphones from November 1-27th.
- 6.82% of the conversion percent using laptops and other devices as compared to smartphones at 3.05% on Black Friday.
- 70%: the projected number of online orders that will have free shipping over Black Friday weekend.
- 52%: the increase for in-store and curbside pickup on Black Friday compared to last year.

38%: of consumers say they will make a deliberate effort to shop at smaller retailers throughout the holiday season, a trend seen starting on Black Friday and leading into Small Business Saturday (sales 545% higher on Black Friday for smaller retailers, compared to an average day last month). (Kohan, 2020)

42%: of holiday online consumer spending has been completed from November 1-27th (predicted holiday online spend from Adobe Analytics is \$189 billion).

11/30: the largest online sales day in history, Cyber Monday, according to Adobe which is projecting between \$10.8 to \$12.7 billion in consumer spending (up 15% and 35% respectively).

According to a survey of about 3,700 consumers in nine emerging and developed economies, the COVID-19 pandemic has permanently changed online shopping behaviors.

The survey, titled "COVID-19 and E-commerce," started to look at how the pandemic has affected how people shop online and use digital solutions. (Kohan, 2020)

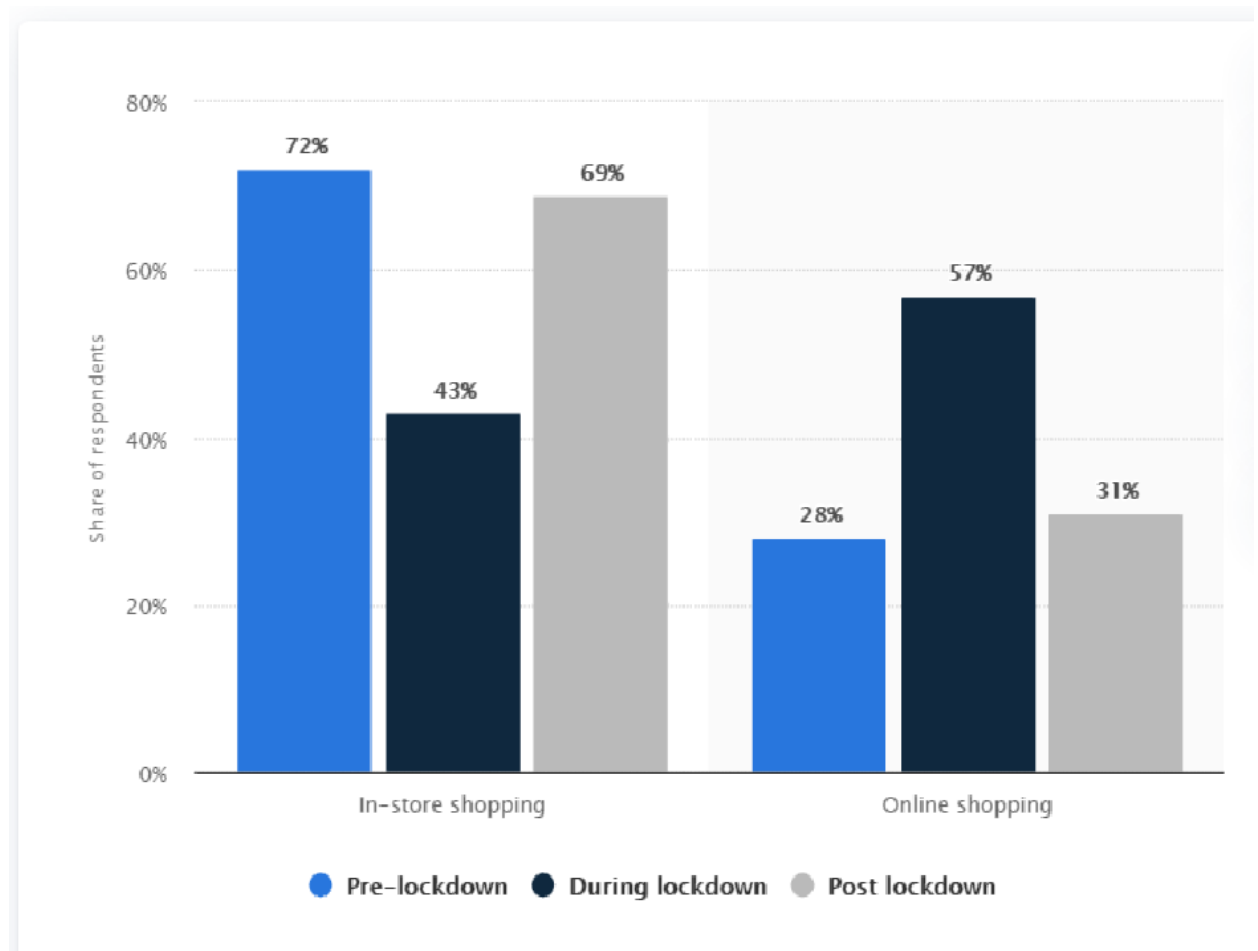


Fig 3.2 Changing in-store shopping Vs online shopping during the Lockdown.

Consumers are paying more attention to what they're buying. They are attempting to reduce food waste, shop more cost-effectively, and purchase more environmentally friendly options. Brands will have to make this a priority in their offering (e.g., by exploring new business models). As a result of the Corona virus, 9 out of 10 consumers have changed their shopping habits.

2.4 Will old habits perish or reappear?

The majority of habits are expected to return to normal. However, some habits will inevitably die because the consumer under lockdown has discovered a more convenient, affordable, and accessible alternative. Streaming services such as Netflix and Disney are examples. They are likely to divert customers away from movie theaters. This is similar to ride-sharing services like Uber, which are more convenient than calling a taxi. Because of the coronavirus, consumers may find it easier to work, learn, and shop from home. In other words, what was previously a peripheral alternative to the existing habit has now become the core, while the existing habit has become peripheral. Consumer behavior is governed by a universal law. When an existing habit or necessity is abandoned, it always reappears as a recreation or a hobby. Hunting, fishing, gardening, baking bread, and cooking are a few examples. It will be interesting to see what existing habits that are abandoned in favor of the new ways will resurface as hobbies. To put it another way, will shopping become more of outdoor activity, hobby, or recreational activity? (Sheth, 2020)

According to the 2020 Food and Health Survey, during the pandemic:



Fig 4.2 Survey of Habits changed During the Pandemic.

- ❖ **Modified Habits:** In most cases, existing habits of grocery shopping and delivery will be modified by the new guidelines and regulations such as wearing masks and keeping the social distance. This is evident in Asia where consumers wear masks before they go shopping or use the public transit systems. Modified habits are more likely in the services industries especially in personal services such as beauty parlors, physical therapies, and fitness places. It will also become a reality for attending museums, parks and recreation centers, and concerts, and social events, just to name a few.
- ❖ **New Habits:** Three factors are likely to generate new habits. The first is public policy. Just as we are used to security checks at the airports after 9/11, there will be more screening and boarding procedures including taking the temperature, testing for the presence of the virus, and boarding the flight. All major airlines are now putting new procedures for embarking and disembarking passengers as well as meal services. As mentioned before, government policy to discourage or encourage consumption is very important to shape future consumption. (Sheth, 2020)

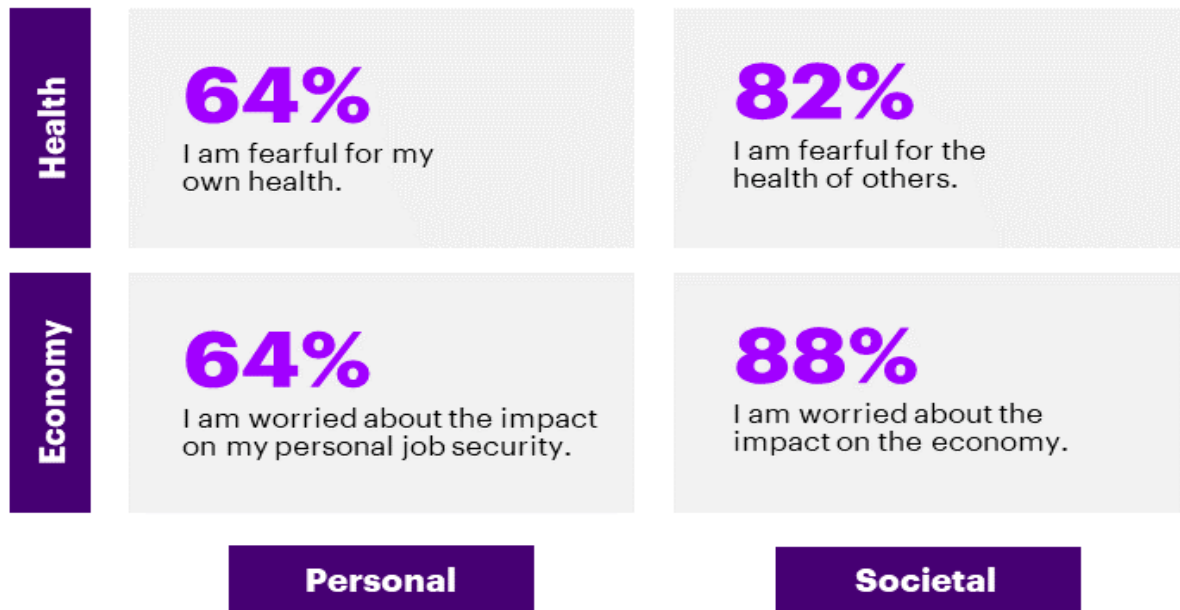


Fig 5.2 Consumer thoughts about health and Economy.

2.5 Analysis of change in demand for products during the pandemic period:

The COVID-19 pandemic has changed people's lives all over the world, from how they work to how they socialize to how they shop. In early March, the impact on shopping behavior grew in lockstep with the pandemic. Only 1 in 3 consumers said the emerging COVID-19 pandemic had influenced their shopping behavior when Numerator began fielding our survey the week of March 10. A further 1 in 4 people claimed impacts the following week, followed by another 1 in 3 the week after that. COVID-19 had an impact on more than 9 out of 10 consumers' weekly shopping behaviors and experiences by the first week of April. People are more likely to adopt habits that do not significantly alter their current routine. Consumers are settling into new patterns of behavior today for a variety of reasons. a significant amount of time in response to the pandemic's multiple waves.

COVID-19 is having varied impact across categories, with most grocery-purchased categories seeing significant increases.

% change in sales (\$) over 3 weeks' vs 2019

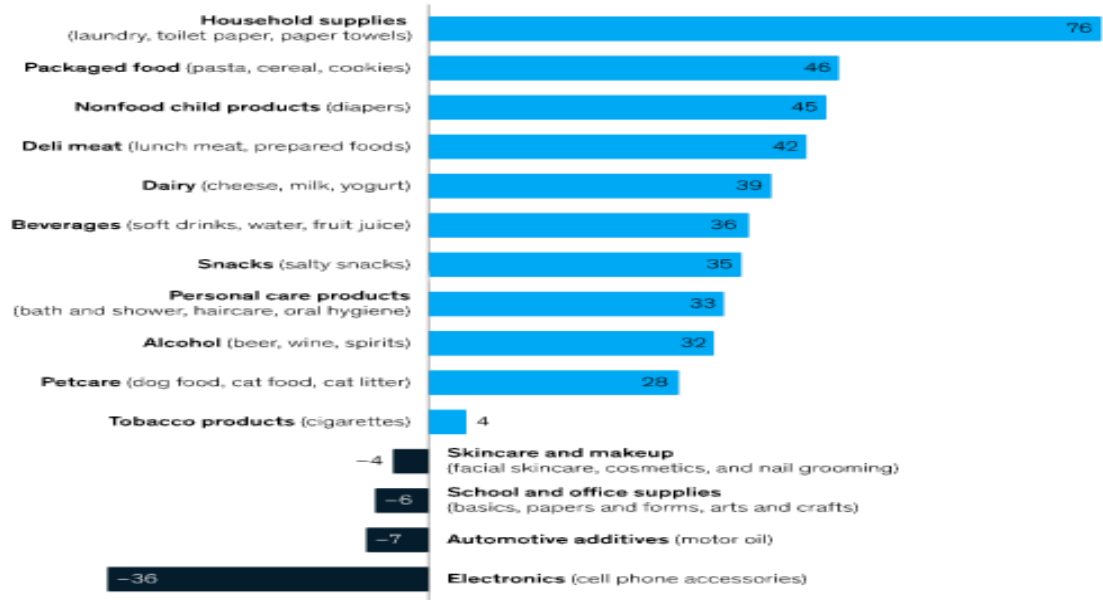


Fig 6.2 Consumer with most grocery purchased during the pandemic and it rises in lockdown.

20 items that have sold out online during the coronavirus pandemic:

Products have been an essential need for the Consumer at the need and option of the consumer, but during the pandemic, the demand for some products has been higher from other products for different reasons, some of related to hygienic reasons were the pandemic and fear of it raised these fears for the consumer, other were the fear of losing it and couldn't find a replacement for it e.g.: fav food or cleaning products, the fear of making new experiences of new products maybe it will be good or not?! Most of the reasons if not all it is related directly to the consumers and how behavior has been changed.

Household essentials:

1. Toilet paper
2. Hand sanitizer
3. Cleaning wipes and spray
4. Paper towels
5. Hand soap
6. Diapers
7. Thermometers
8. Tissues
9. Water filters

Entertainment products:

Whether you're at home alone, with family, or with roommates, we're all looking for ways to keep ourselves entertained. As a result, many popular products for beating boredom, such as the ones listed below, are in short supply at online retailers.

- 1- Board games
- 2- Puzzles
- 3- Bakeware products

- 4- Fitness equipment
- 5- Sewing machines
- 6- Hair dye
- 7- Printers
- 8- Monitors
- 9- Laptops
- 10- Desks and office chairs
- 11- Webcams

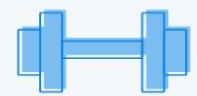
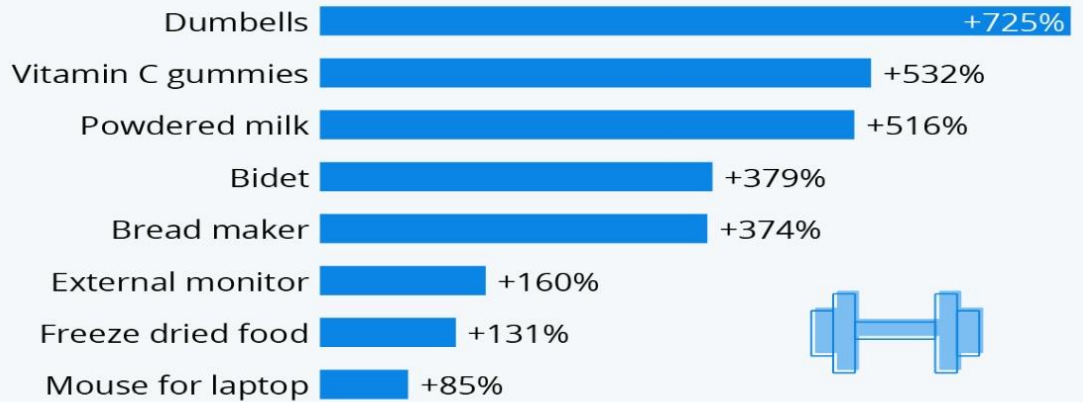
(Tarlton, 2020)

Specific Surprisingly Popular Products During the Pandemic:

1. Hygiene supplies
2. Alcoholic beverages
3. Bread-making machines
4. Computer peripherals
5. Exercise equipment
6. Pools that can be inflated
7. Jigsaw puzzles
8. Nail care products

Products Suddenly Interesting During a Lockdown

Change in online interest in selected products over the past 30 days (as of March 31)



Interest is gauged via "hundreds of millions of consumer behavior signals from across the web".

Source: Glimpse

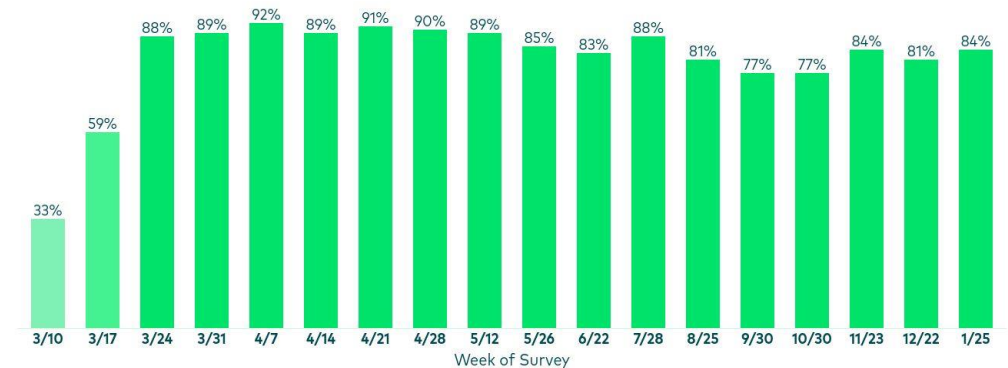


Fig 7.2 Product has been shown interesting During the lockdown period.

COVID-19 Impact on Shopping Behavior

Has Coronavirus impacted your shopping behavior in the past week/month?

% of Consumers who Have Been Impacted



Source: Numerator COVID Sentiment Survey, 18 survey waves since March 2020, approx. n=1000 each wave



Fig 8.2 A statistic data show the effecting of Covid-19 on Consumer Behavior.

Chapter 3, The future of the post-Covid world:

Nobody knows how long the crisis is going to take, but COVID-19 has changed how consumers want to go about business. Consumers will continue to seek digital capabilities and experiences that have a positive impact on their lives from retailers and brands.

These new digital experiences have already resulted in a 42% increase in online shopping, a 13% increase in click and collect, a 12% increase in ordering takeout for the first time, and a 19% increase in ordering takeout more frequently.

So, looking beyond the immediate effects of the pandemic, few consumers expect to go back to their old behaviors any time soon. As with many of the shocks we encounter in life, people are in a mood to pause and reflect. The Index gives substance to that anecdotal observation.

EY Future Consumer Index: Next, five consumer segments will appear after the COVID-19 crisis

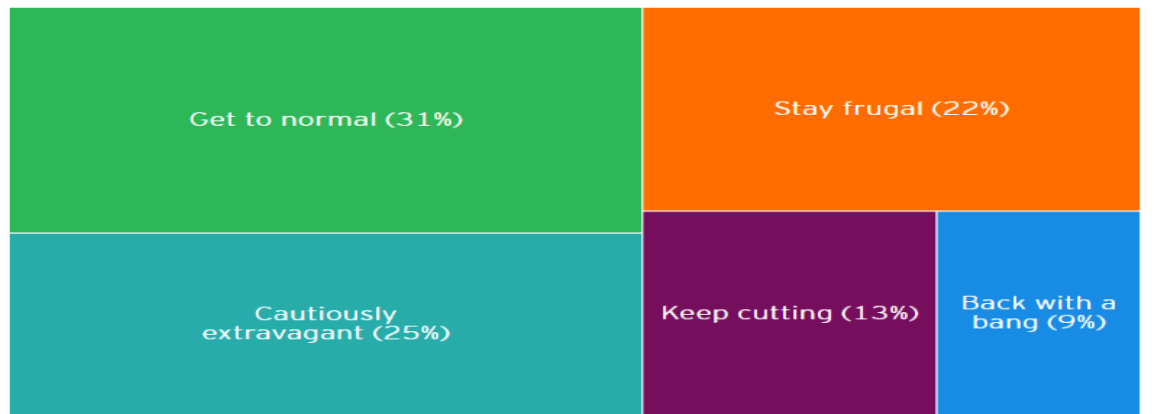


Fig 1.3 Consumers That will appear post of Covid-19 crisis

3.1 What Are Consumer's concerns regarding COVID-19?

In line with previous weeks, 89% of consumers reported that Coronavirus had an impact on their shopping behavior. Even as more states lift stay-at-home orders and businesses resume operations, we expect to see continued elevated levels of impact on consumer behavior due to ongoing uncertainties, supply chain disruptions, and risks of potential resurgences.

The most notable behaviors that have increased in the last weeks have been online shopping, stocking up, and avoiding eating out, demonstrating that reopening does not imply an immediate return to normalcy. Almost three-quarters of consumers polled said they had placed an online delivery (ship-to-home) order in the previous week, and nearly half said they had placed an online order for pick-up (click-and-collect). 11% of those who placed an online ship-to-home order said it was their first time or the first time in the previous six months; 33% of click-and-collect users said the same. While these figures will fluctuate from week to week, the overall trend is clear: there is a large, sustained shift online that does not appear to be abating anytime soon. Retailers must continue to prioritize and invest in these delivery and click-and-collect options. (Intelligence, Numerator , 2020)

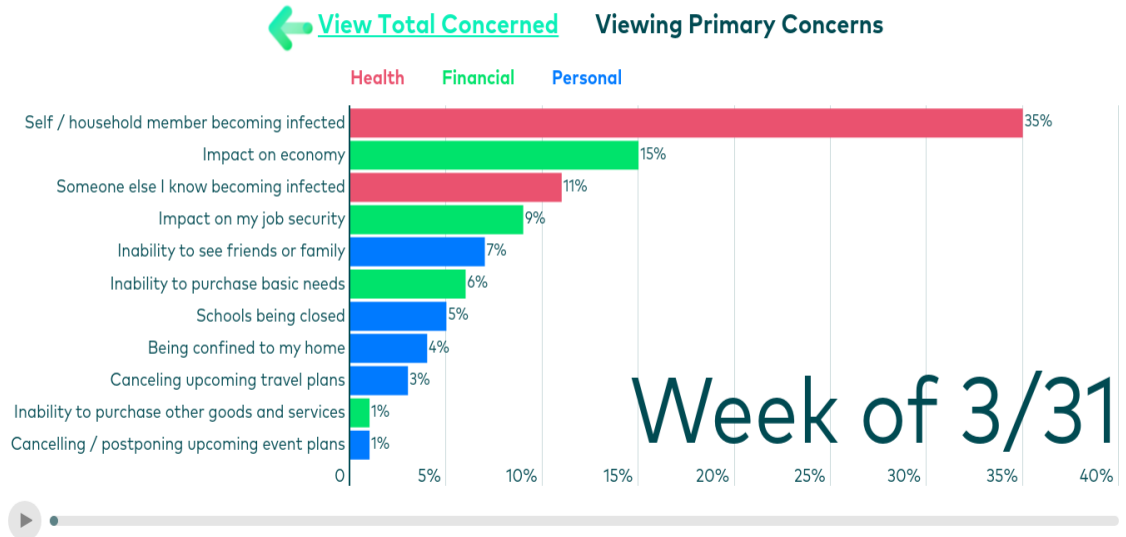
COVID-19 Online Shopping Impacts



Fig 2.3 Consumers That will appear post of Covid-19 crisis

COVID-19 Primary Consumer Concerns

Which of these is your primary concern? ⓘ



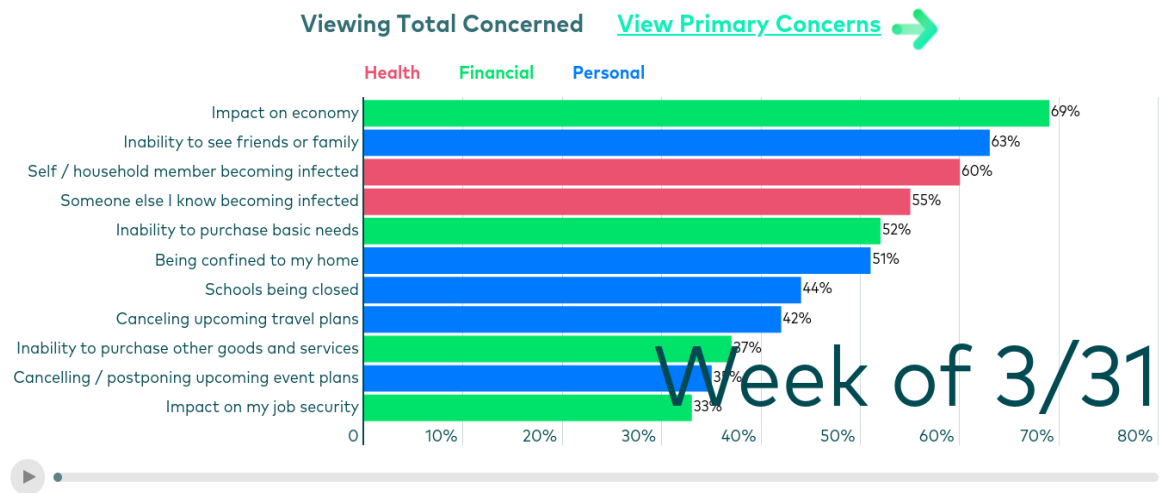
Source: Numerator COVID Sentiment Survey, 18 survey waves since March 2020, approx. n=1000 each wave



Fig 3.3 Consumer Concerns, Primary Concerns.

COVID-19 Consumer Concerns

What are your concerns regarding COVID-19? ⓘ

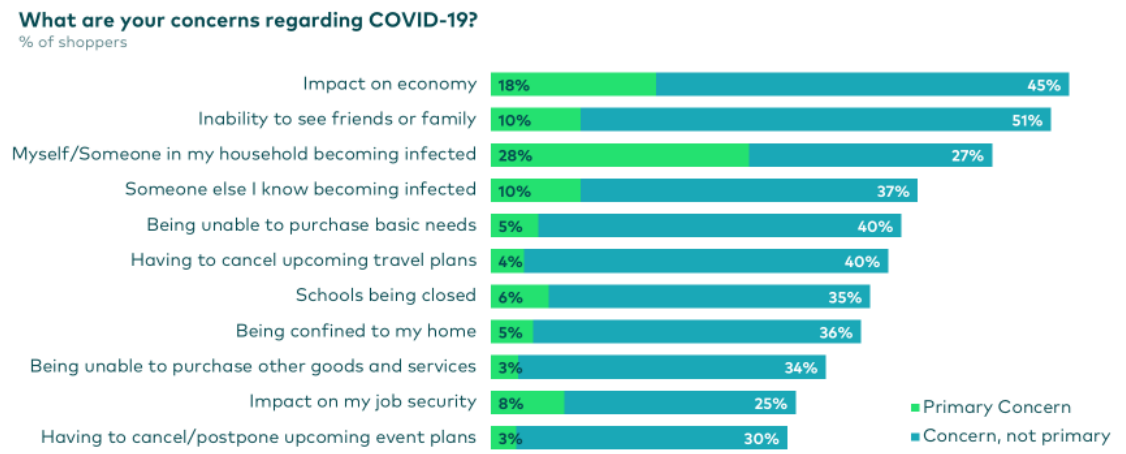


Source: Numerator COVID Sentiment Survey, 18 survey waves since March 2020, approx. n=1000 each wave



Fig 4.3 Total Concerned for the Consumers.

Consumer Concerns Regarding COVID-19



*Numerator Survey 5/12/2020- Shoppers with confirmed purchases week prior | n=1088

Fig 5.3 Consumers Thoughts and Concerns About Covid-19 Impact

3.2 Industries that have experienced increasing demand because of COVID-19:

The future of the industry is affected by COVID-19. The pandemic has transformed the world economy in a matter of weeks with the quarantine measures put in place to control it. While a pandemic has disrupted many industries, demand growth has occurred in many others.

Remote Learning:

To avoid human crowds that can spread disease, schools at all levels – for both children and adults – are moving to an online model. This threatens to bring traditional colleges' increasingly expensive model to an end, leaving the market wide open for video streaming, educational software, homeschooling, game-based learning, and other innovations in remote learning. (Wood, Apr 6 2020)

Food Delivery:

With more people staying indoors and practicing social distancing, there has been an increase in demand for home food delivery. Delivery services, such as Deliveroo, Postmates and UberEats, Glovo, and Wolt are all increasingly demanding and have taken steps to protect customers and supply drivers through contact-free delivery. This trend towards contactless delivery gave supply robot companies a unique opportunity to test their technology. Neolix Technologies, a self-driving delivery startup, recently announced that it has raised nearly \$28.7 million to mass-produce its self-driving vehicles. (Wood, Apr 6 2020)

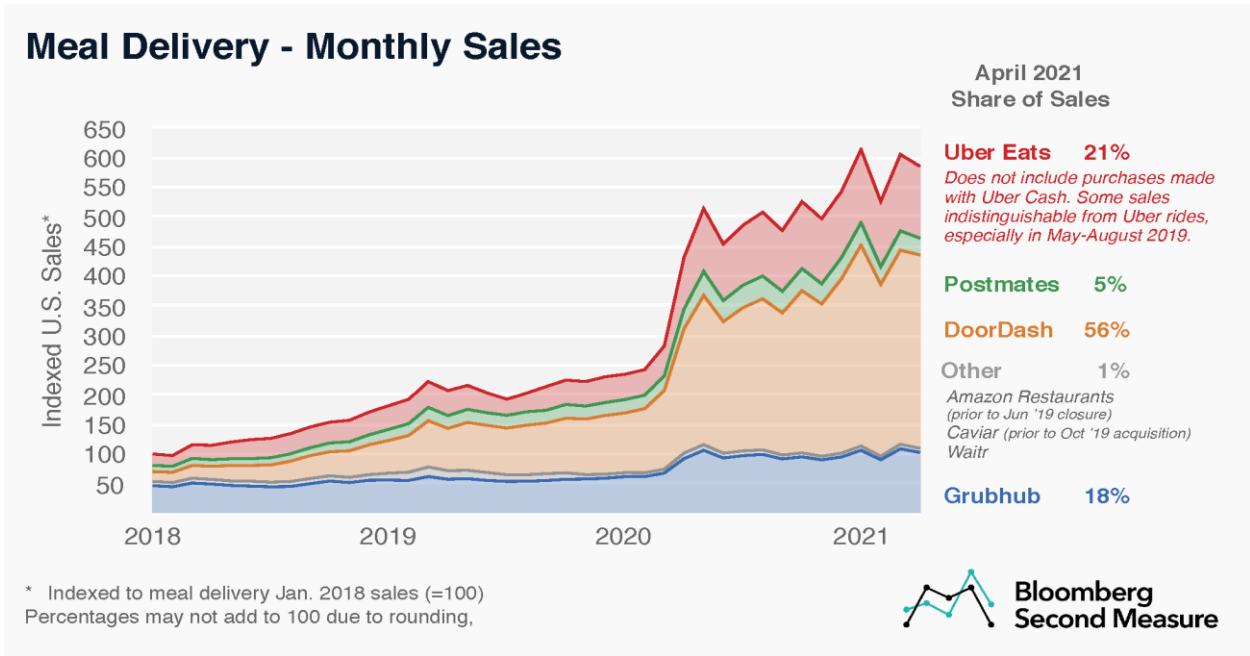


Fig 6.3 Rate of Food Delivery Services.

Hand Sanitizer:

Hand sanitizer is in high demand among businesses, hospitals, and individual consumers as a result of the crisis. Many businesses have shifted their operations quickly to meet demand, such as some alcohol distilleries in Ireland that switched to producing hand sanitizer in a matter of weeks. (Also, I put this kind of high demand on this kind of products due to fear that the pandemic has impacted on the consumer) (Wood, Apr 6 2020)

Contactless Payments:

COVID-19 viruses are alive and infectious three days after being left on a surface – and if that surface is a keypad, it can be touched by thousands of other people in a day. As a result, governments are increasing the limits of contactless payments, altering the landscape of digital payments and security measures. To reduce employee risk, food delivery companies like the UK's Deliveroo have switched to contactless payments, and other businesses are following suit. (markets, 2020-2021)

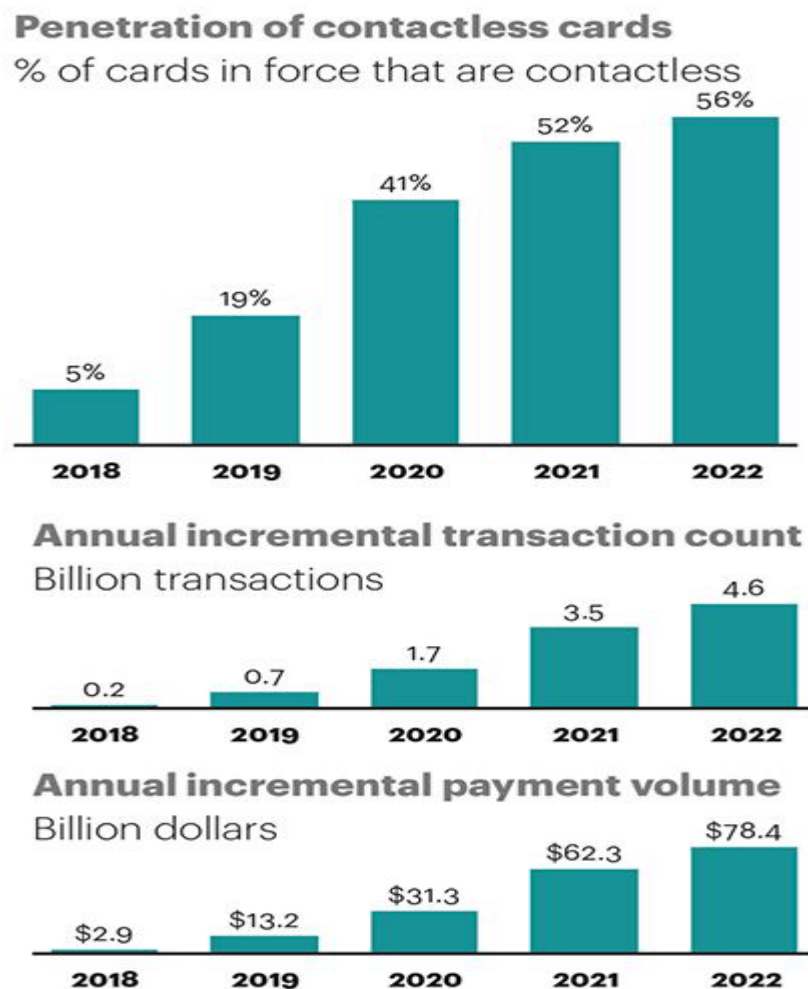


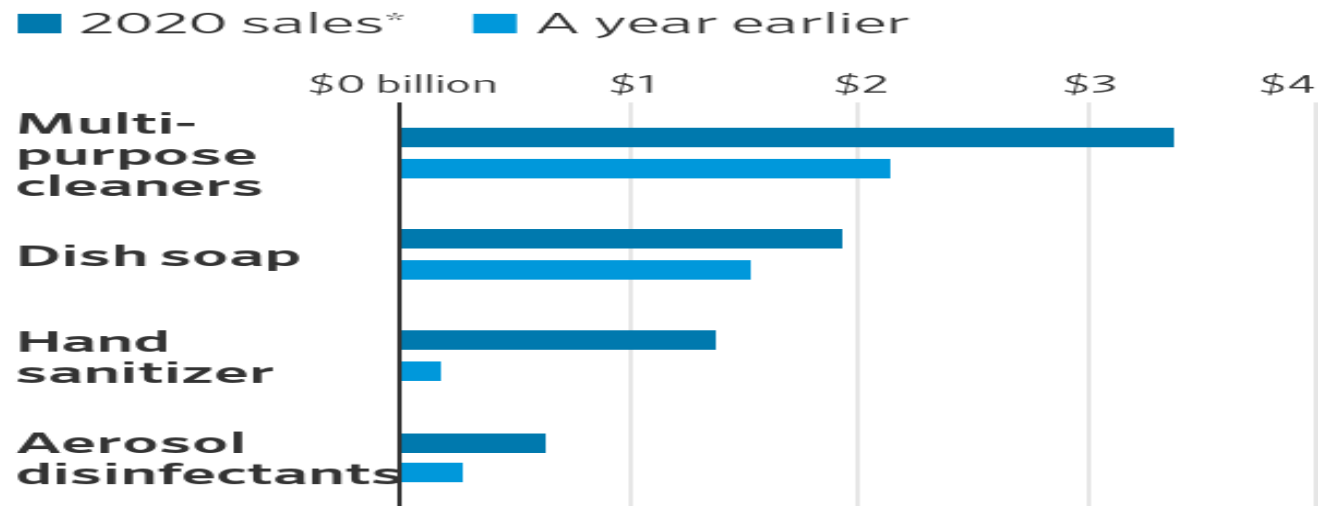
Fig 7.3 showing the rise of using Cards in paying (Contactless payment methods) and we can see the difference between 2019-2020 where all the crises started.

Penetration of contactless cards in the U.S. (source, Consulting U.S.)

Cleaning Up

Hand sanitizer sales jumped 600% last year.

Annual U.S. sales



*52 weeks ended Jan. 2, 2021

Source: Nielsen

Fig 8.3 Showing the Increasing sales Rate in Hand sanitizer.

Home Fitness tools:

Consumers are turning to home equipment, exercise bikes, weights, personal fitness trackers, and other gear to stay fit while confined, with most gyms closed and everyone indoors due to the virus. E-fitness courses are being offered by personal trainers, and online retailers are reporting a shortage of exercise equipment. (Wood, Apr 6 2020)

At-home fitness equipment is the fastest growing trend going into 2021

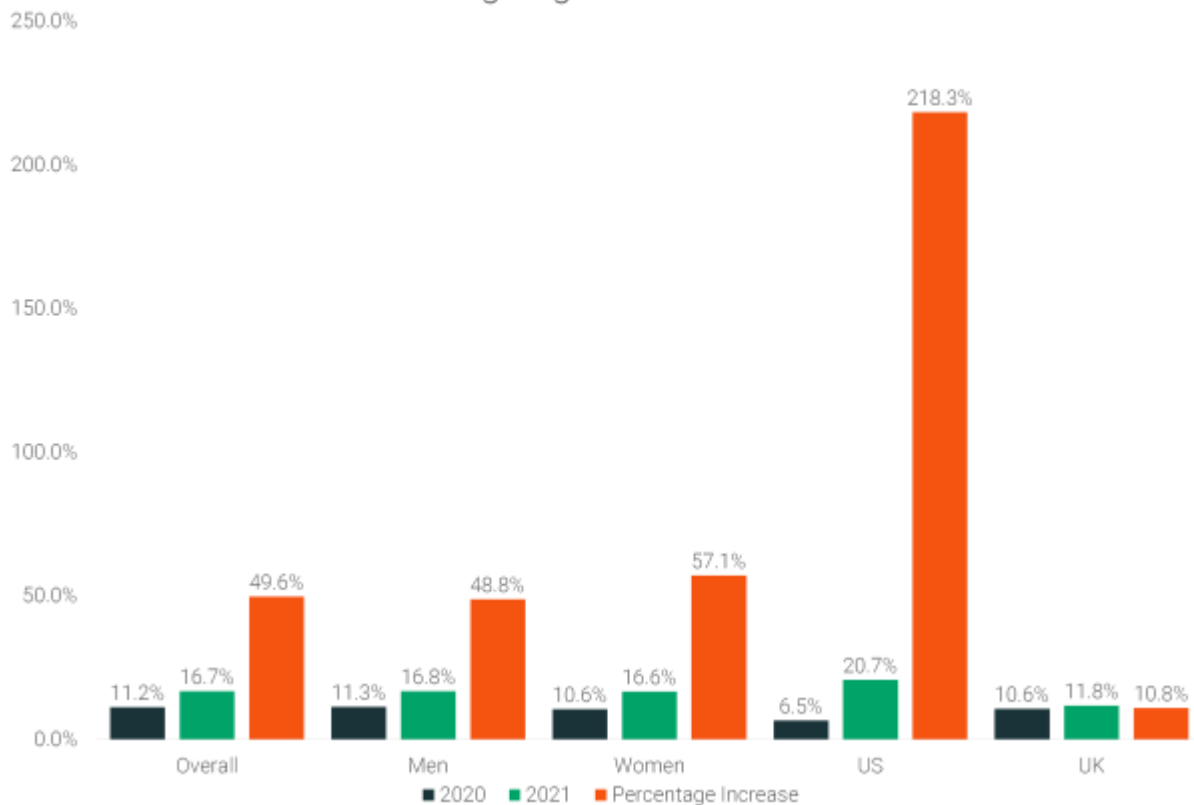
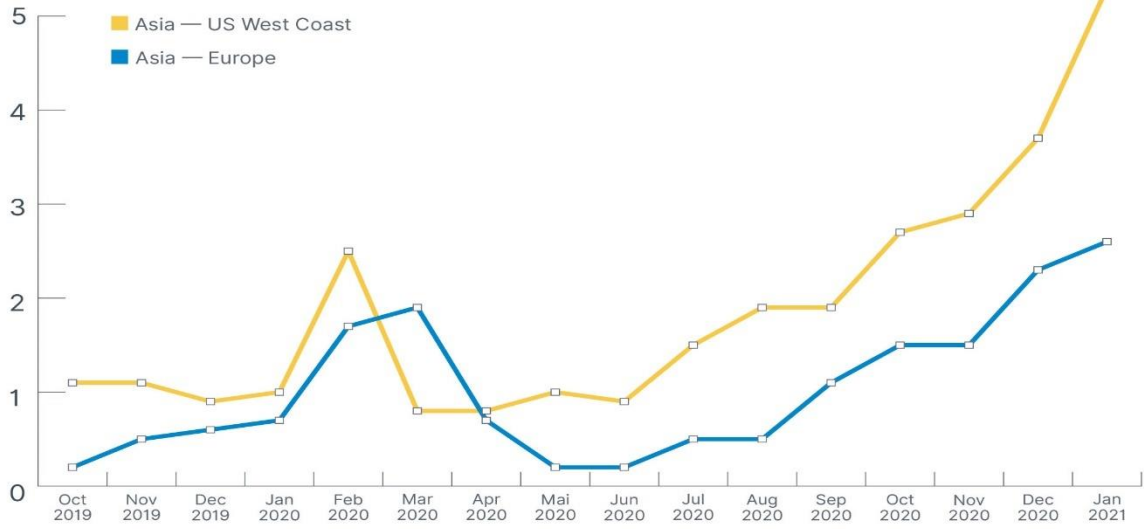


Fig 9.3 Increasing Sales for Home-work out Equipment.

The logistics industry:

The pandemic has caused major disruptions in global cargo shipping. Ports must screen incoming goods more thoroughly, which will cause delays. For fear of spreading the disease, wooden pallets from China are being destroyed rather than reused, resulting in a surge in demand for that resource. Businesses must expand their infrastructure for trucking, warehousing, parcel delivery, fulfillment centers, and security as online retailers ship goods directly to customers. Workers in warehouses must stay on the job and even increase their numbers; Amazon has announced the hiring of 100,000 new employees to strengthen its shipping operations, but many orders will still be delayed. (Wood, Apr 6 2020)

Average number of delayed days



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Fig 10.3 Increasing in Delaying for shipment between Country's

Transshipment rollover ratio by port January 2020/21

Port(s)	January 2020	January 2021	Change
Busan Port South Korea	32 %	32 %	0 %
Hong Kong	30 %	34 %	+4 %
Jebel Ali Dubai	42 %	45 %	+3 %
Kaohsiung Taiwan	33 %	45 %	+12 %
Ningbo-Zhoushan China	22 %	30 %	+8 %
Port Klang Malaysia	33 %	66 %	+33 %
Shanghai	24 %	37 %	+13 %
Singapore	26 %	43 %	+17 %
Tanjung Pelepas Malaysia	27 %	28 %	+1 %

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Fig 11.3 Changing the port Rate comparing to 2019.

Social Media:

More people are using social media platforms like Twitter, Facebook, and Instagram to stay in touch with friends and family while they are isolated. TikTok, a popular video-sharing app, has seen an increase in users as people use it to vent and share their experiences with Covid19. According to the most recent statistics, Facebook remains the undisputed king of social media, with 2.80 billion active users as of January 2021. That means that nearly two out of every three of the world's 4.2 billion active social media users are on Facebook. (Tankovska, Jun 29 2021)

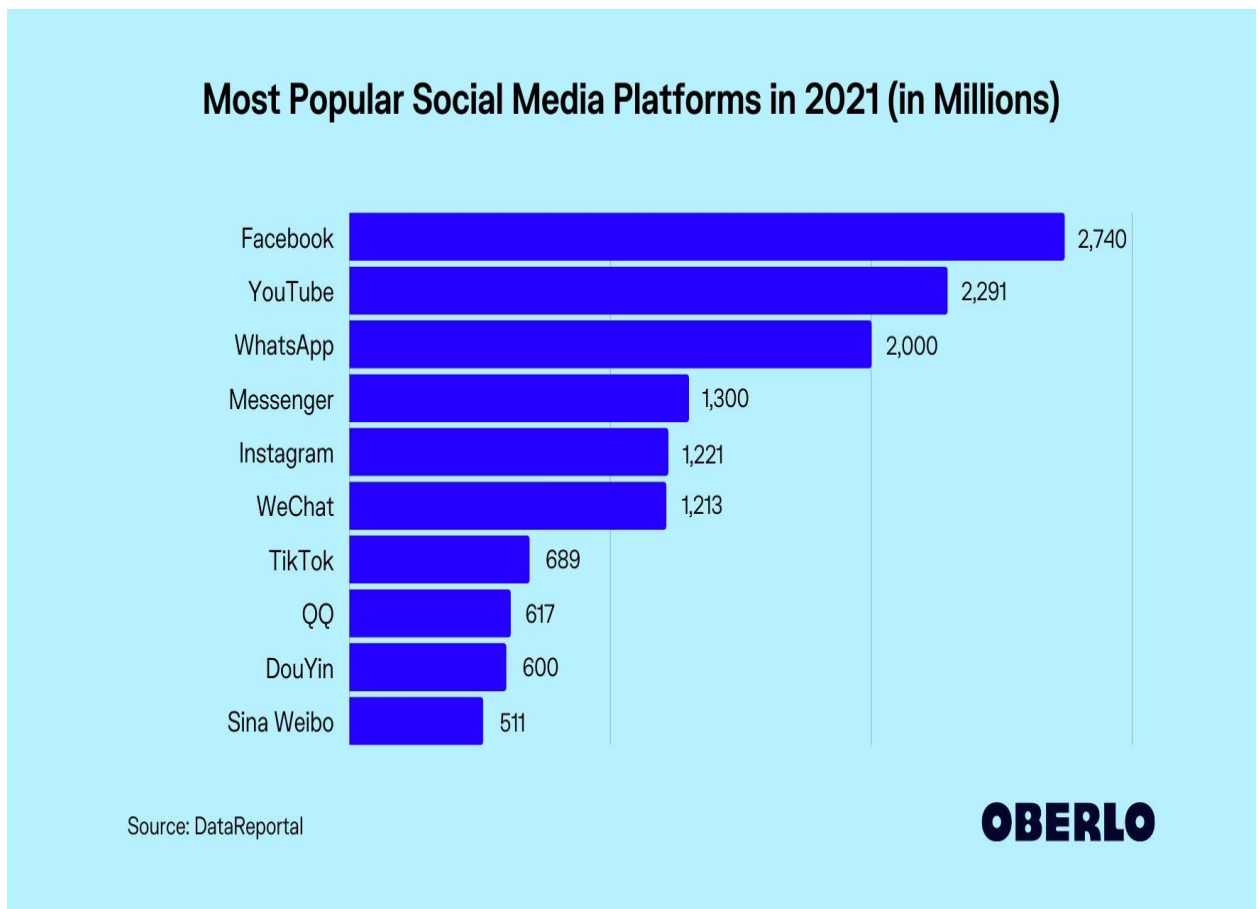


Fig 12.3 Rate of most popular Social-media App during the Lockdown and Pandemic time.

Pharmaceutical Manufacturing:

Drug companies around the world are scrambling not only to develop a vaccine for COVID-19 but also to supply drugs to treat the symptoms. When companies like Eli Lilly, Moderna, and Gilead Sciences began working on pandemic cures, their stock prices skyrocketed.

The global pharmaceuticals market is expected to grow at a compound annual growth rate (CAGR) of 1.8 % from \$1228.45 billion in 2020 to \$1250.24 billion in 2021. Pfizer, F. Hoffmann-La Roche Ltd, Sanofi, Johnson & Johnson, and Merck & Co. are among the major pharmaceutical companies. The increase is primarily due to companies reorganizing their operations and recovering from the COVID-19 impact, which had previously resulted in restrictive containment measures such as social distancing, remote working, and the closure of commercial activities, resulting in operational challenges. The market is expected to reach \$1700.97 billion by 2025, with an 8 % CAGR (compound annual growth rate). (NEWSWIRE, March 31, 2021)

Product growth 2019-2020: the biggest new sales generators

Source: EvaluatePharma[®] November 2019

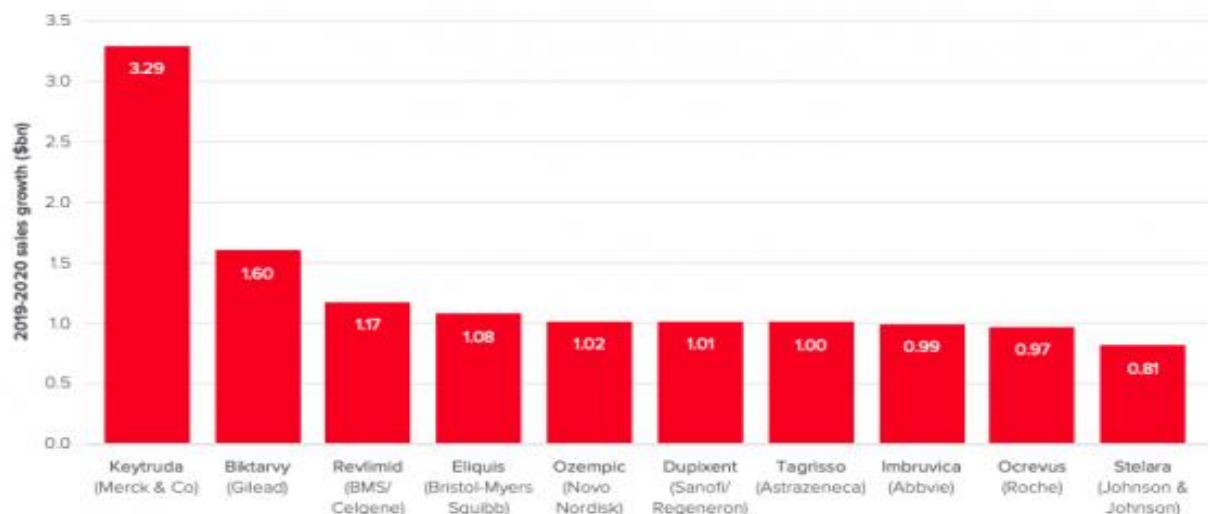


Fig 13.3 Growth of Pharmaceutical products sales.

Digital industry (Smartphones):

In the first quarter of 2020, the smartphone industry reached an all-time low. While some technology sectors, such as cloud services, have thrived since the coronavirus outbreak, the mobile industry has not. According to reports, the smartphone market shrank by 13% year on year in the first quarter of this year, the fastest decline in history. A variety of factors have contributed to this precipitous drop, from customer demands to manufacturing issues. While not all industry changes are consistent, the majority of businesses face similar challenges.

And the most reasons about this fall were:

1. **Falling Demand for New Phones:** In the U.S. alone, unemployment has reached 14.7%, the highest it's been since the Great Depression.
2. **Declining Production:** Declining revenue and shutdowns over health concerns have severely hindered smartphone production.
3. **Mixed 5G Adoption.**

(Matthews, may 19 2020)

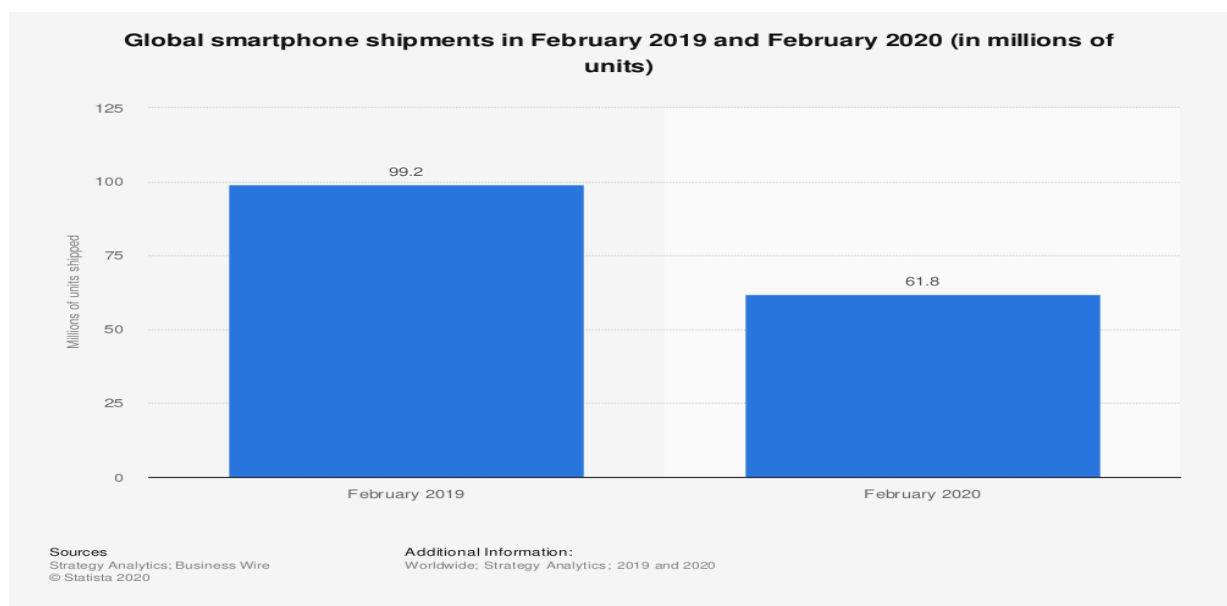


Fig 14.3 Global smart phone shipment Comparing between 2019 and 2020



Fig 15.3 Smartphone shipment Drop in 2020

Video Games:

As a result of the COVID-19 measures, all game segments saw an increase in engagement and revenue, but mobile gaming saw the greatest increase. In 2020-2021, mobile games will generate \$77.2 billion in revenue, up 13.3% percent year over year.

The global video game market is expected to be worth \$159 billion in 2020, roughly four times box office revenues (\$43 billion in 2019) and nearly three times music industry revenues (\$57 billion in 2019). Asia-Pacific is the largest revenue market, accounting for nearly half of the total value of the games market. North America generates a quarter of total revenue. (Hall, 15 may 2020)

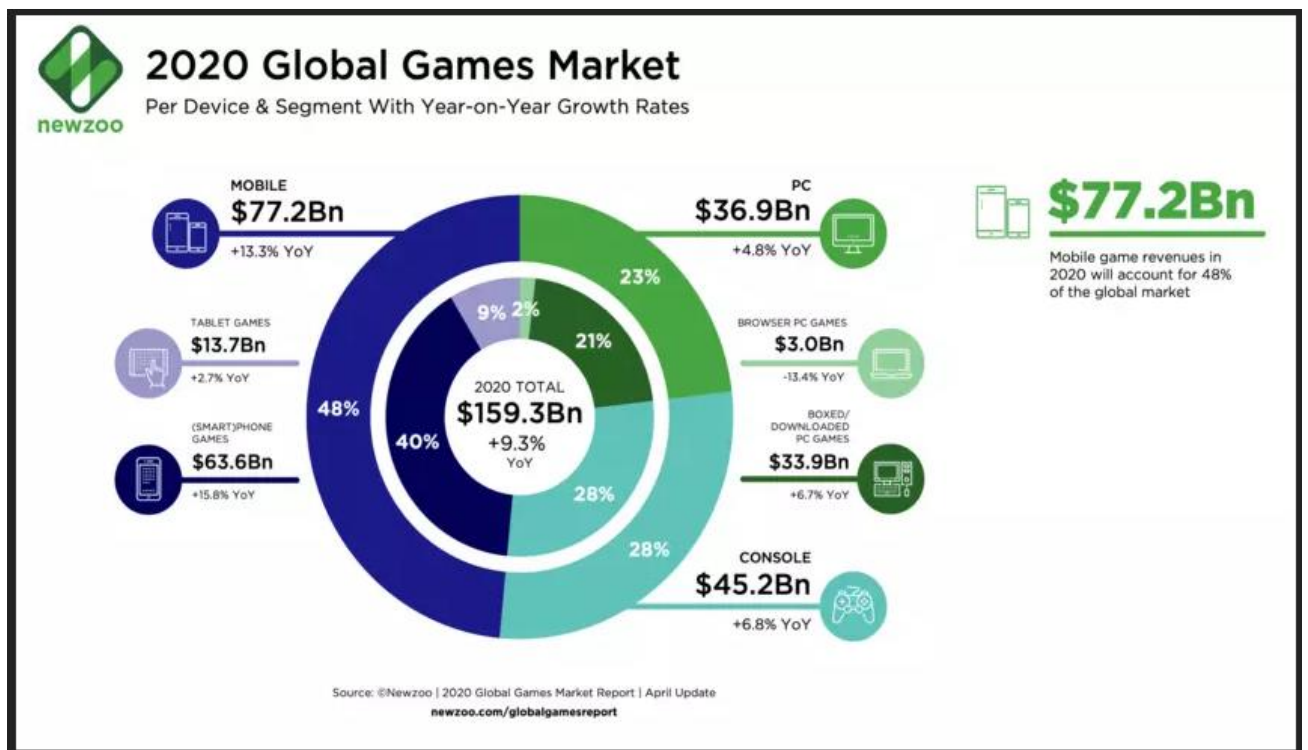


Fig 16.3 Growth Rate YoY in each Gaming market segment.

Some several reasons why mobile gaming will outpace both PC and console gaming.

- Mobile gaming has the lowest barrier to entry: more than two-fifths of the global population owns a smartphone—and many mobile titles are free to play.
- Mobile gaming as an alternative to PC cafes: the closure of these cafes has led many to (temporarily) churn to mobile gaming.
- The mobile development process is less complex and, therefore, less likely to suffer delays from COVID-19-related disruption. (Wijman, may 8- 2020)

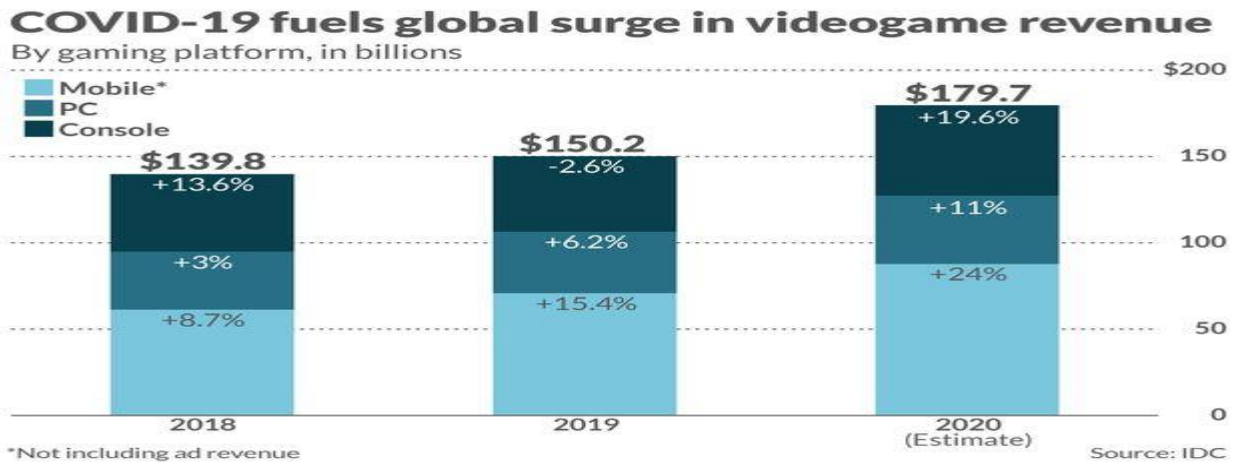


Fig 17.3 Videogame revenue Due to Covid-19 and increasing in sales. 2018-2019 and 2020

Videoconferencing:

Companies scrambled to meet the sudden demand for telecommuting options as the COVID-19 pandemic erupted, resulting in immediate and widespread demand for video conferencing, certification services, mobile network equipment, VPNs, and other security measures, as well as terminals and software, Zoom's stock has more than doubled since the outbreak began in December, making it more valuable than Uber and Lyft combined. (Dean, Mar. 10, 2021)

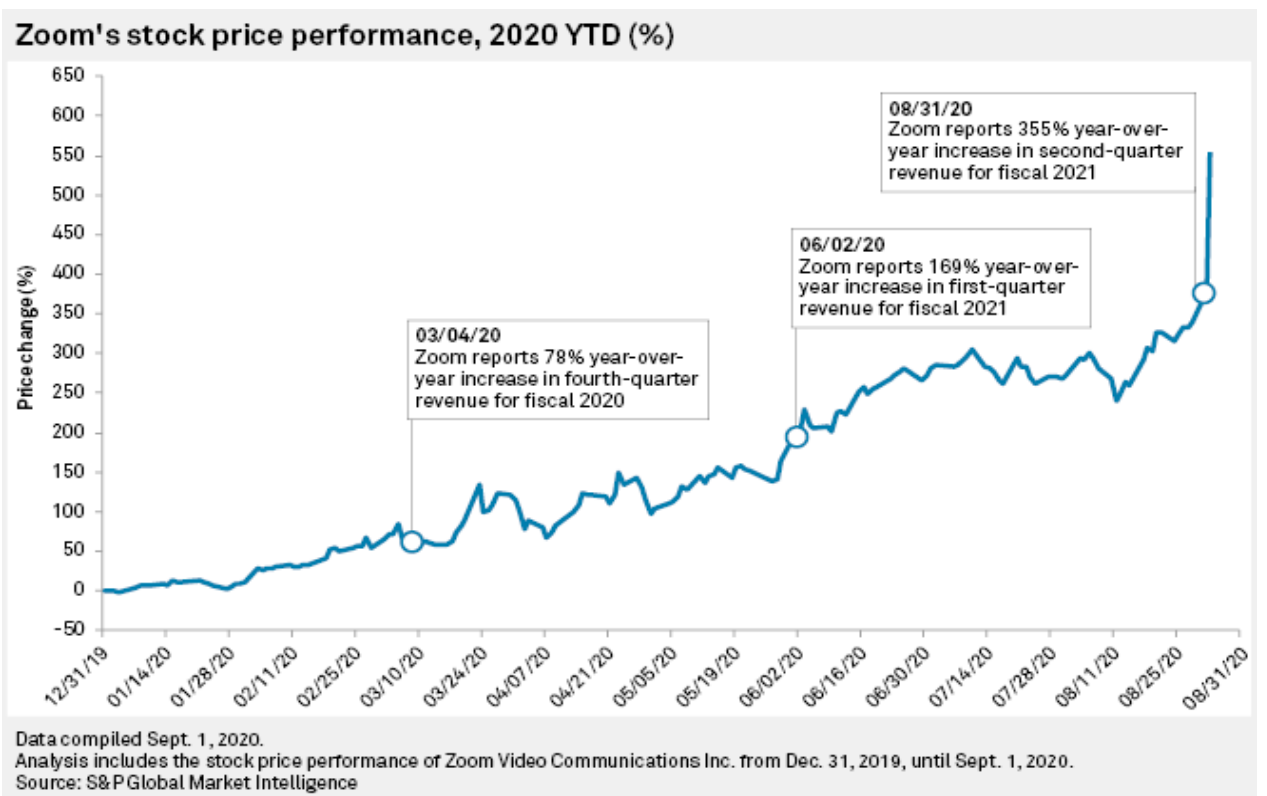


Fig 18.3 Statistic data show the rise of the Zoom company with the trend of switching most of the meetings online. 2019-2020

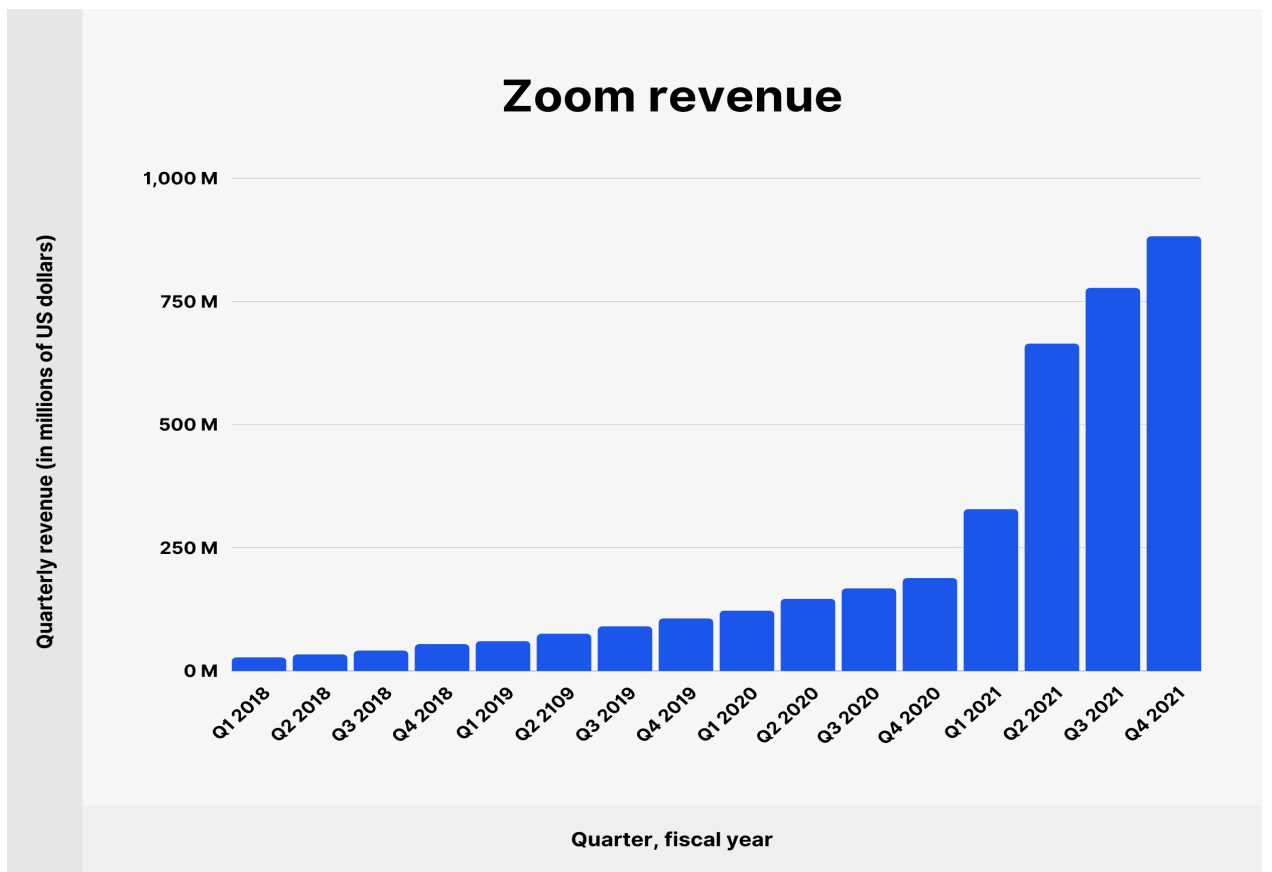


Fig 19.3 increasing in Zoom stocks for 2020-2021 shown in US Dollars.

Chapter 4: Research Related to Impact of Covid-19 on International Students (Economical aspect):

Students around the world had got impacted by the consequences of Covid-19 Procedures (lockdown- online studying- increasing in some fees- changing the living place- even changing in spending habits).

A lot of university, schools, and education institution around the world start to take serious steps towards the spread of Covid-19 virus and safety of the students but that come in cost for all, I'm talking here about the economic cost which affects students in a several ways from spending habits to place of living. And through data showing below, will prove my study about it.

Methodology, Aims, and goals of the research:

The way of making this kind of Research was first data sources (online survey) I send it for international students around the globe, to see their answers and the outcome of it.

The aim and goals of the research are to know how much did the Pandemic effect or impact the international students, from the economical aspect and what changes were done for most students, some questions were direct to students studying plan, if they change it or not, if the pandemic forced them to choose a different course or even changing the place of living.

all the students who took the survey were in different countries.

Major finding and Results:

During collecting the results and answers for the survey, most students were from Medical Faculty, and get help from their families in terms of funding their studying plan, some of them had a job but during the pandemic were limited to study only.

Also, the reason they were limited to study only because of the Covid-19 restrictions, and on the other hand, speaking about universities a lot of it start to help their students to cover the pandemic effects in Economical and even in some cases for the psychological side.

The final question was direct to know if the student willing to change the country they are in already, most of them answered no because they already adjusted for the country itself, and comfortable with it, changing is not an option since it may increase the fees of their study and for some maybe they have to go back 1-2 semesters, which is not a good option for them.

Limitation of the sources:

The questioner was done on a specific group of people, (International Students) all the data was collected and analyzed depending on the question was given to the students, (Survey).

1-What is your specialty.

20 responses

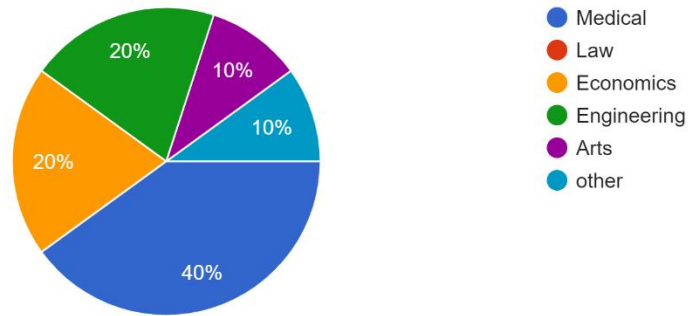


Fig 1.4 show us the percentage of students. Which is mostly in medical faculty.

2-Did covid-19 impact your student life in terms of income?

20 responses

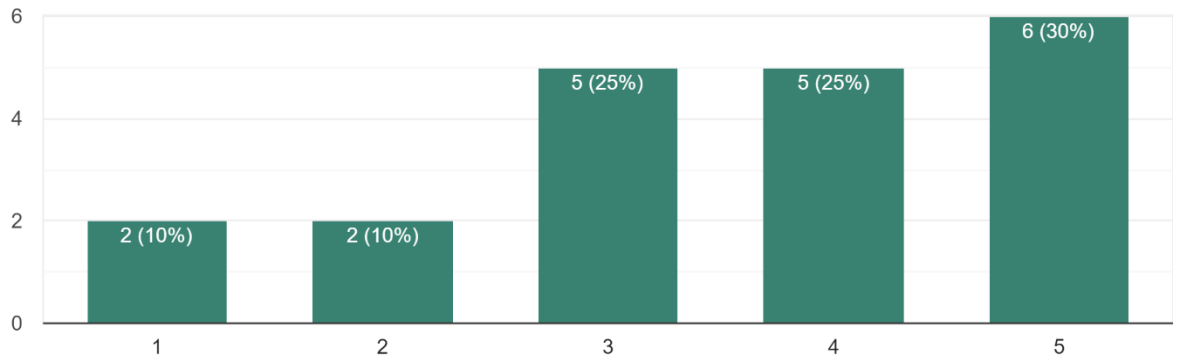


Fig 2.4 percentage showing the economic impact on students.

3-Did the pandemic forced you to change your plan (change course, change specialty, or stop this semester)?

20 responses

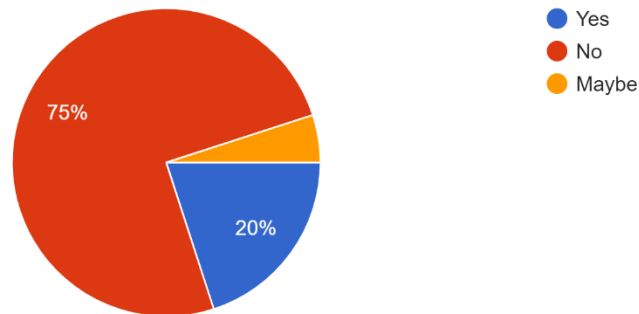


Fig 3.4 at some point some student changed their plan of study. Because of the pandemic which leads them to think for another options, but mostly were already in higher level for changing.

4-Do you depend on your work as resource for money, your family help you, or other?

20 responses

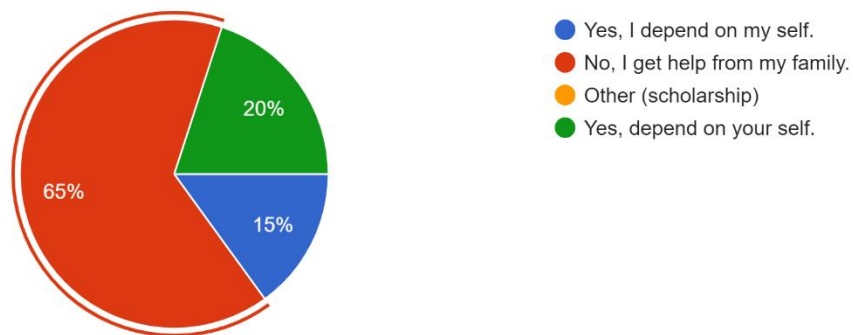


Fig 4.4 depending on yourself or your family both percentages are near to each other. (Please note that from some programming mistakes the first answer is repeated, the 13.3% is for answer N3 other)

5-Depending on your answer for Q3, from 1-5 how much it affected your study?

20 responses

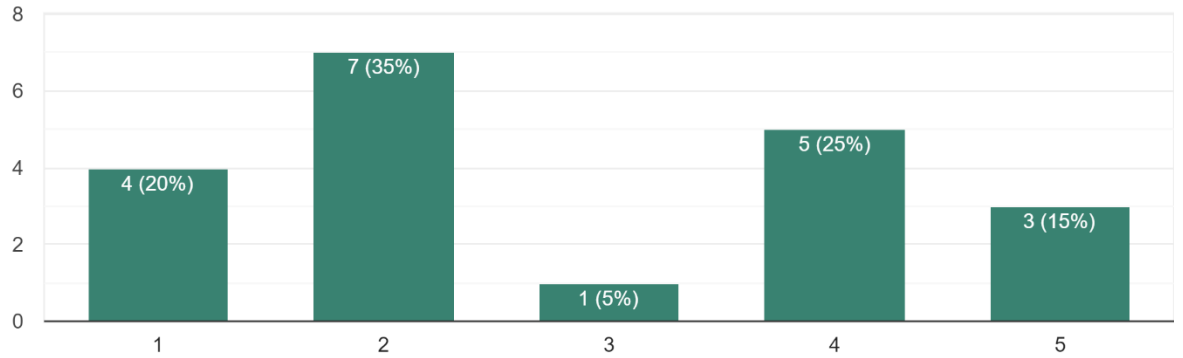


Fig 5.4 in some point for students, the economic impact their study, not only the funding side.

6-Did university supported you to overcome the impact of covid-19 (decrease fees of studying or give you time to pay)

20 responses

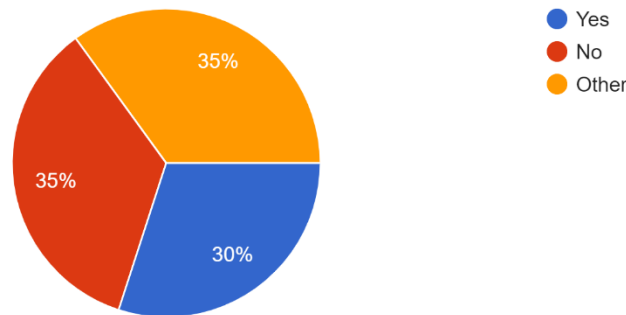


Fig 6.4 in some cases University start to support their student to overcome the impact of pandemic. Because we are all in this kind of crisis where we shared the same difficulty and obstacles.

7-Did you changed your place of living (renting) due to price?

20 responses

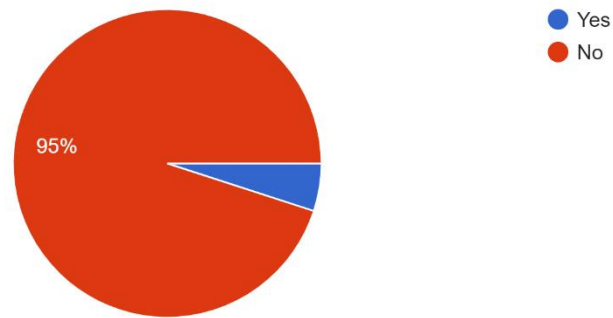


Fig 7.4 according to their answers mostly was not because even the landlord of their houses starts to help them.

8-Did you changed your spending habits?

20 responses

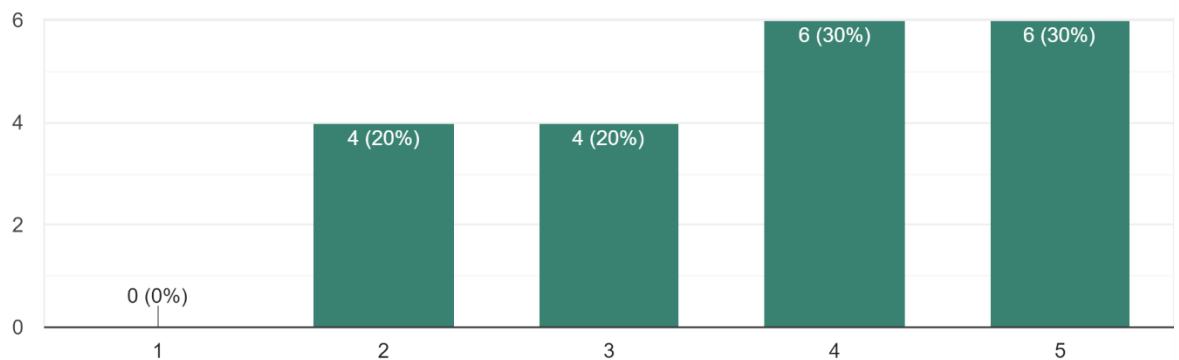


Fig 8.4 the chart shows us that yes mostly start to be more careful in spending, which also goes with Consumers around the world not only the students.

9-As international student Which of the 3 options below is getting harder during the pandemic.
20 responses

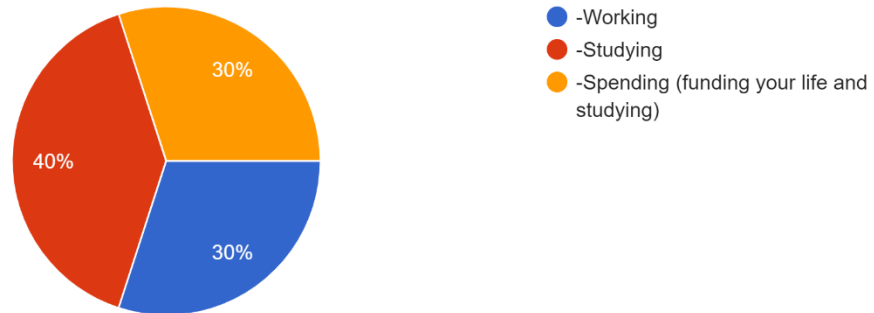


Fig 9.4 things here on this question was showing what kind of things the impact affect their student life.

10-Do you think to change the country you are living in now, to another cheaper country?
20 responses

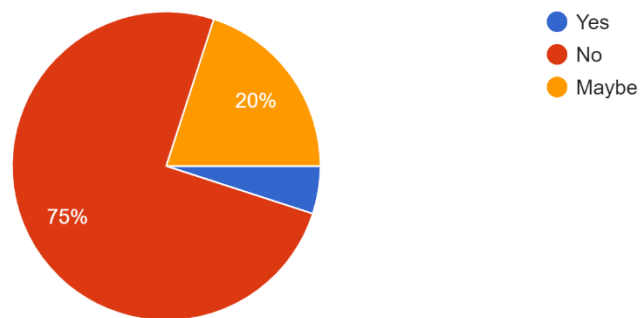


Fig 10.4 Most students stay where they are now, maybe because in the first place the country they are in now, they are already adjustable to live and spend in it.

Conclusion

Taking into consideration and thinking about all the factors that made the world what is it now starting from the beginning of the crisis were the world was not ready for it making it one of the most shocking events since the financial crisis in 2008, showing that human and community.

Starting with the acceleration rate of unemployment in different countries, sectors, and jobs type where most peoples or employment start to rethink about their jobs, even some of them start to work at two shifts to cover their needs.

At the same time, we can see that everything comes with negative and positive effects, where some peoples start to lose their jobs of shifting it, others were making profit out of the crisis like the Online shopping or increasing demands for the hygienic products making it stocks grow fast.

The consumer behavior is changed depends on several factors, for example when the virus starts to spread people tends more to stay indoors even for marketing and shopping, they start to find an alternative way because of fear, or concerns, anxiety that grows day by day, even though they start to think twice about the financial situation what it's the solution to avoid losing money, shopping was a luxury time for people where they spend time to feel free and happy about spending money, but now all things changed maybe not for all but most, shopping now is turns to be an essential need to survive, but what is necessary, and important. Also, people start to find an alternative for things they used to buy but maybe for some reason they couldn't buy it anymore (maybe the product supplier stop to making it or the price of the product itself increased) more factored pushed people to find the alternative.

Not only people get affected by the crisis people is just one side where another side is the company even some companies lost and forced to close or decrease the number of its employees

Nobody can blame them because the crisis itself hit hard in several sectors, but on the other hand, some sectors or companies gain profit. Things were not the same for everyone.

In the end, we can say the world will change and adjust to what happened, even maybe some things will stay with us even after the pandemic is over, like WFH for example or online meetings and classes, even some behavior of the consumers will remain the same, buy what you need, shopping is not luxury anymore it turns to be more of survival thing nowadays.

Covid-19 will reshape our world we don't yet know when the crisis will end, but we can be sure that by the time it does our world will look very different. (Borrell).

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Appendix 1

Questionnaire

- 1- What is your specialist?
 - Medical
 - Law
 - Economics
 - Engineering
 - Arts
 - other
- 2- Did covid-19 impact your student life on income aspects? 1 low- 5 high
- 3- Did it force you to change your plan (change course, change specialist, or stop this semester)? Yes or no
- 4- Do you depend on your work as a resource for money, or your family help you? Yes or no
- 5- Depending on your answer for Q3, from 1-5 how much it affects your study? 1 low, 5 high,
- 6- Did university help you to overcome the impact of covid-19 (decrease fees of studying, or give you time to pay) yes, no, in some way
- 7- Did you change your place of living (renting) due to price? Yes or no
- 8- From 1-5, how much did you changed spending habits? 1 low, 5 high
- 9- As an international student what kind of 3 options below is got harder during the pandemic
 - Working
 - Studying
 - Spending (funding your studies)
- 10- Do you think to change the country you are living in, to another cheaper country?
Yes or no