

# International Conference in Business Management & Innovation (ICBiv) 2023

“Leveraging Innovativeness Towards Sustainability”

18 - 19 SEPTEMBER 2023

## Proceeding Book



### Editor

Ts Dr Umol Syamsyul Rakiman  
Profesor Madya Dr Hazliza Haron  
Madam Halimatussaadiah Iksan  
Madam Nurul Fatimah Wan Ismail  
Dr Wan Maisara Wan Mohamad  
Dr Nawal Esa Yazid Esa

Department of Business and Management, UiTM Perak Branch

**INTERNATIONAL CONFERENCE ON BUSINESS  
MANAGEMENT & INNOVATION  
(ICBiv) 2023**

**Leveraging Innovativeness towards Sustainability**

**Proceeding Book  
(Published November 2024)**

Editor

Ts Dr Umol Syamsyul Rakiman  
Profesor Madya Dr Hazliza Haron  
Madam Halimatussaadiyah Iksan  
Madam Nurul Fatimah Wan Ismail  
Dr Wan Maisara Wan Mohamad  
Dr Nawal Esa Yazid Esa

© Unit Penerbitan UiTM Perak, 2024

*All rights reserved. No part of this publication may be reproduced, copied, stored in any retrieval system or transmitted in any form or by any means; electronic, mechanical, photocopying, recording or otherwise; without permission on writing from the director of Unit Penerbitan UiTM Perak, Universiti Teknologi MARA, Perak Branch, 32610 Seri Iskandar Perak, Malaysia.*

*Perpustakaan Negara Malaysia  
No e ISBN: 978-967-2776-41-3*

*Cataloguing in Publication Data*

*Cover Design: Ts Dr Umol Syamsyul Rakiman  
Typesetting : Ts Dr Umol Syamsyul Rakiman  
Dr Wan Maisara Wan Mohamad*



## FRAMING CONSUMER BEHAVIOR DURING AND AFTER THE PANDEMIC RECESSION: QUALITATIVE RESEARCH

[1]Dr. Zoya Wajid Satti, [2]Nasir Munir, [3]Muhammad Omair Khan  
 [1] Assistant Professor Szabist University Islamabad, [2] Lecturer Szabist University Islamabad, [3] Student at Comsats University Islamabad, Attock  
 [1]Dr.Zoya@szabist-isb.edu.pk, [2] Nasir.munir@szabist-isb.edu.pk, [3] omairk874@gmail.com

### ABSTRACT

*The pandemic established a time of changes, endangering moments of human connection that transformed client conduct and perception. The motivation behind this investigation is to explore the kinds of responses that have been emerging amid the COVID-19 pandemic, which could help policy creators around the world to make sense of and adapt to circumstances according to their own needs and concerns. Individuals are moving towards online shopping, effectively embracing early adopter behaviour, and adapting to technology, needing to consider whether they will continue using this technology (internet shopping) in the post-pandemic era. Data collection must be done qualitatively. Respondents were individuals belonging to different fields of life. Consumer shopping behaviour, the theory of planned behaviour, and cognitive mental health theory support our research questions. Specifically, researchers shed light on the understanding of consumer behaviour during pandemic conditions and assess whether identified practices persisted after the pandemic concluded.*

**Keywords:** *Pandemic; COVID-19; Consumer purchasing patterns; qualitative analysis; developing country.*

### 1. INTRODUCTION

The most recent and extremely severe global economic recession, commonly known as the "coronavirus recession" and often referred to as the "great lockdown," which started to affect the global economy in February 2020 adversely, has led to a stock market crash worldwide and ultimately resulted in the most abrupt economic downturn that has been witnessed since the era of the "great depression." This pandemic situation has affected both developed and emerging economies quite relentlessly, and philosophers have declared the impact of this "deep recession" to be far worse than the economic decline caused by the "great recession" in 2009 (International Monetary Fund, 2020). The 2019 global economic slowdown that witnessed stock market stagnation and limited consumer activities worldwide, combined with the present pandemic crises, where more than one-third of the globe's population had been placed on lockdown, has resulted in extreme economic ramifications for economies worldwide. Alongside all the possible economic, financial, and organizational consequences of pandemics, such as coronavirus, consumer psychology also changes under these circumstances, ultimately altering appropriate strategies and messaging by marketing professionals. It is imperative to conceptualize how a global pandemic influences the approaches adopted by

consumers to satisfy needs and wants in times of recession, which is expected to have a long-term recovery process. A profound transformation in consumption patterns is expected due to a prolonged and deeper recession (Hampson et al., 2018; Sarmiento, Marques, & Galan-Ladero, 2019). Boutsouki (2019) characterised economic recessions as suitable statuses to study modifications in consumer behaviour since they entail contexts of vicissitudes in routines, lifestyles, and consumption patterns. Even though most marketers are facing their product portfolios painted in red ink, quite a few opportunities are still there to gain from the present pandemic situation (Koos et al., 2017; Boutsouki, 2019).

Dekimpe and Deleersnyder (2018) acknowledged that understanding how consumers reassess priorities, redefine value, switch brands, and reallocate funds during the recession is critical to generating productive knowledge. Consumption decisions in times of recession and during the recovery phase are still under research regardless of the relevance and increasing interest of researchers to understand this phenomenon (Koos et al., 2017; Sarmiento, Marques, & Galan-Ladero, 2019; Arnal Sarasa, de Castro Pericacho, & Martín Martín, 2020). The projection of consumption patterns during the post-recession period has also been overlooked in prior studies despite its ultimate significance in strategy formulation (Auray, Eyquem, & Gomme, 2019). Researching while

considering both perspectives is essentially desired as it is expected to aid in uncovering consumer preferences and behaviour during the recession and recovery phase. The present study may be accommodated into consumer behaviour literature since it attempts to uncover dimensions of the psychology of choices from the contextual perspective of recession and post-recession stages that may allow marketing professionals to reassess their ways to approach consumers during both stages.

The paper's original contribution lies in evaluating consumers' attitudes during the economic downturn and anticipating their expected behaviour during an immediate recovery phase. This may provide new insights regarding saving behaviour, a new logic of spending, and consumer decision-making. It may direct research towards novel avenues of consumer behaviour research considering the psychology of choices during various pandemic and economic contexts. Explicitly, the study has aimed to answer the following research questions:

1. What are the major implications of pandemic recessions in the everyday life of consumers?
2. What are consumers' perceptions and expectations about the post-recession Stage?
3. How can consumer behaviour be characterized during the recovery stage of a recession?
4. What are consumers' positive and negative perceptions regarding recession outcomes?

The study incorporated a cross-sectional qualitative research approach comprising thirty-five semi-structured interviews with male and female consumers belonging to four major cities of Pakistan. The research was carried out in March and April 2020, during the coronavirus pandemic leading to severe global recession.

## 2. Literature Review

### 2.1 Bounded Rationality Influencing Consumer Decision Making.

De Mooij (2019) claimed that consumer behaviour is not very simple; rather, it is a complicated function of several known as well as unknown elements that may primarily incorporate economic variables but also include cultural, sociological, and psychological variables. Most of the time, consumers reflect "satisficing" behaviour instead of "maximising", which means that consumers are willing to settle for a good enough "acceptable" option among an abundance of potential purchase alternatives (Voropanova, 2015). More importantly, it is rare for consumers to be completely aware of all possible purchase options. Therefore, there is a greater possibility of selecting the best purchase option from all known alternatives (instead of selecting the optimal option among all potential alternatives). Thus, the rationality of the decision-maker is bounded by this choice set. For an elaborative understanding of modifications in consumption patterns under complicated and changing contexts (such as

economic recessions caused by pandemics), using a multidimensional and integrative approach that syndicates the psychological perspectives of consumers with assumptions about utility maximisation and rational decisions becomes essential.

Theoretically and empirically, the conceptualisation of "rational decision-making" being bounded by limited "cognitive capacity" has been an essential component of consumer behaviour literature in recent times (Oehler & Wendt, 2017; Sarmiento, Marques, & Galan-Ladero, 2019).

Behavioural economics has been formulated by integrating psychology into neoclassical economics, and this novel field comprehensively elaborates on the systematic deviations from rational behaviour, which are assumed by standard economics (Crespo, 2017). Thaler (1985, 1999) contemplated the theory of mental accounting, which led to the re-conceptualisation of the conventional economic model regarding utility-maximising consumers. Studying theory on mental accounting is imperative for an elaborative understanding of the psychology of choice since this psychological theory particularly highlights spending and saving household behaviours being influenced by limited cognition. Empirical evidence underlying this assumption implies that individuals tend to group the expenditures in distinctive categories (for apparel, foodstuff, accommodation, etc.) where every single type refers to a discrete mental account. Excitingly, mental accounts facilitate people to simplify the financial decision-making process. Besides, they also assist in explaining how individuals comprehend money, indicating intermittent decision-making attributes. Mental accounting plays a significant role in informing consumers about their budgeting and expenditure decisions, keeping track of where money is being spent and ensuring worthwhile control over spending (Thaler, 1999).

The budgeting process is facilitated through this mechanism of rational trade-offs among competing alternatives, and this mechanism may simultaneously endeavour to work as an individual's self-control instrument. Research scholars are increasingly interested in examining behavioural economics from the perspective of recessions (Strutton & Lewin, 2012; Thaler, 2016). Budgeting rules should be fairly explicit under conditions peculiar to financial prudence and limited budgets.

### 2.2 Influence of Crises over Businesses and Individuals' consumption behaviour

Business performance is adversely affected by recessions (whether it be economic or due to a pandemic); however, there are several differences concerning crisis effects among different firms (Srinivasan, Lilien & Sridhar, 2011; Dekimpe & Deleersnyder, 2018). Sometimes, companies face severe challenges with cash flow due to more difficult financial terms enforced by suppliers and banks (Ahmed, Kristal, & Pagell, 2014) and can also suffer from cutbacks (Koo, 2017). Conversely, a few other

businesses may uncover opportunities to reinforce the business's investment to achieve a competitive advantage (Boutsouki, 2019). Some common strategies adopted by companies during recession periods include: (i) retreat from weak markets, fortify in those markets wherever the brand is strong, acquire unsteady competing firms, stretch towards crisis-resistant marketplaces, and contemplate the resale market specifically in the case of enduring and lasting goods; (ii) advance "fighter lines" (i.e. second-line brands) and make adaptive positioning strategies accordingly; (iii) avoid plummeting both price and quality; instead, focus on sustaining prices along with boosting quality or decrease prices but preserve quality; (iv) make an allowance for alternative channels and cut back marginal dealers; (v) intensify promotional spending (make use of informative ads) as well as propose several loyalty programs to retain value-conscious buyers (Ang, Leong, & Kotler, 2000; Kaytaz, & Gul, 2014; Azam, 2017).

The market landscape has changed due to economic recovery, and different business strategies are demanded then and there. To address challenges and opportunities regarding varying expectations and growing demands of consumers in periods of recession as well as post-recession, businesses may put forward an agenda for a new market environment that simultaneously considers the reinvention of marketing strategies, aligning upmarket sensing, gaining competitive advantage based on value creation, radical innovation concerning product strategy, restoring value chain relationships, and reassessing marketing communications (Rollins, Nickell, & Ennis, 2014; Calvo-Porrall, Stanton, & Lévy-Mangin, 2016). Marketing and sociology researchers are increasingly interested in examining the influences of crises on consumption across diversified contexts (Alonso, Rodríguez, & Rojo, 2015; Koos et al., 2017; Hampson et al., 2018). Koos et al. (2017) argued that there are several ways and levels in which crises affect consumption, and their major impact can be observed on well-being, worldviews, consumption patterns, lifestyles, and routines. Considering the structural and profound changes as outcomes of crises, it becomes critical to enhance understanding and knowledge about consumer responses together with social resilience, coping strategies, and adaptation.

Prior research has studied several aspects attributed to crises and consumption, including the influence of discount stores and private labels (Larson, 2018), changes in household budget distribution (Petersen, Kushwaha, & Kumar, 2015), ethnocentric consumption (Lekakis, 2017), adaptive shopping patterns (Kaswengi & Diallo, 2015), media discourses (Alonso, Fernández Rodríguez, & Ibáñez Rojo, 2017), collaborative consumption (Barnes, & Mattsson, 2017), calculative price behaviour (Berdysheva, & Romanova, 2017), price consciousness by consumers (Van Steenburg, & Naderi, 2020), political and social discourses (Alonso, Rodríguez, & Rojo, 2015), social resilience and communal exchange (Garner, 2017),

community-based responses and social innovation (Blättel-Mink et al., 2017), and money attitudes of consumers within the post-recession economy (Hampson et al., 2018).

One of the most cohesive and encompassing conceptual frameworks to study crises along with consumption as well as social resilience in markets has been developed by Koos et al. (2017) to overcome the shortcomings and limitations of previous models. Koos et al. (2017) presented an analytical, multidisciplinary, and broader perspective while approaching the purchase dimension regarding consumption to take account of usage and disposal and overtly consider a broader perspective regarding consumption's economic, institutional, cultural, and social context. The model also elaborated on associating particular response strategies with distinct consumer characteristics such as financial and cultural resources, identity, and social class of consumers.

The proposed framework distinguishes among contextual effects, individual competencies, and divergent consumption strategies while presuming a dynamic association exists among them.

### 2.3 Coping strategies adopted by consumers

Individual consumers are affected by crises via direct tangible as well as indirect emotional/cognitive gimmicks (Koos, 2015; Koos et al., 2017). Situations may have immediate and tangible influences on monetary resources available to individuals to make daily consumption decisions. Moreover, crises may also intensely impact the daily lives of consumers, their perspectives, feelings, and concerns regarding the future and consumption behaviour and attitudes, even if no deprivation or significant material constraints are involved. Therefore, as elucidated by Koos et al. (2017), crises can potentially weaken taken-for-granted innate beliefs about the structure and stability of the normal life world.

Considerable evidence can be found in existing literature relating to consumers' coping strategies. Empirical evidence has revealed that, during periods of recession, consumers show greater concerns regarding financial security (Birkenmaier & Fu, 2016), and they tend to be more price-conscious and frugal (Steenkamp & Maydeu-Olivares, 2015). Hampson and McGoldrick (2017) emphasized that the reasons consumers feel affected long after the recession technically ends can be explained by stressors and psychological mechanisms. Hampson and McGoldrick (2017) further elaborated that the self-perception of smart shoppers and the anticipated guilt of consumers have a substantial impact on price consciousness, in addition to the significance of economic stressors.

Consumers are inclined towards buying less, carefully searching and evaluating information and alternatives, buying in smaller packages, and buying more frequently during recessions (Voinea & Filip, 2011; Puelles, Diaz-Bustamante, & Carcelén, 2016). Consumers tend to adopt simpler, judicious, and savvy lifestyles (Szmigin & Piacentini, 2018) and

increase spending on discount stores and private labels (Hampson and McGoldrick, 2013; Puelles, Diaz-Bustamante, & Carcelén, 2016), delay purchase of durables (Kaytaz, & Gul, 2014), become knowledgeable shoppers by purchasing less impulsively and focusing more on value while planning investments (Hampson and McGoldrick, 2013), and postpone purchase of luxury goods and reduce consumption of status-rich items (Kamakura & Yuxing Du, 2012; Aminu, & Oyefesobi, 2018). This evidence clearly indicates that consumers' learning about consuming differently and intelligently is also important besides concerns about material deprivation and the subsequent need for less consumption.

Empirical studies have confirmed the predictions concerning thrifty, thoughtful, and frugal post-recession consumers and more sophisticated consumer behaviour (Hampson et al., 2018; Sarmiento, Marques, & Galan-Ladero, 2019). The forecasts about conditions returning to normal after the recession period and that things will be as they used to be before the recession may be extremely unreliable (Rollins, Nickell, & Ennis, 2014). However, predictions put forward by marketing scholars were very clear about an increase in public doubts and uncertainty and inadequacy of public trust in the economy and businesses; for instance, U.S. consumption depicted very slow growth regardless of gradual progression in economic performance (Demyanyk et al., 2019). This further strengthens the argument about the indirect emotional/cognitive mechanism of crisis and depicts the elaborate need to understand recession psychology as well as emotional reactions to the economic environment (Koos, 2015; Koos et al., 2017; Sarmiento, Marques, & Galan-Ladero, 2019).

Furthermore, Koos et al. (2017) highlighted that crises occur in a multidimensional and complicated context, including the role played by solidarity networks, civic ties, and past experiences, which can moderate or mitigate the effects of crises. Additionally, several empirical research studies have validated the positive and constricting impact of innovative and new logic regarding production and networks, supply, and community-based responses directed towards crises (Lindblom, & Lindblom, 2017; Sanders et al., 2019).

### 3. Methodology

The qualitative descriptive approach used in the current study (Colorafi & Evans, 2016) is based on interviewing individual customers across the urban cities of Pakistan. This is considered the most suitable methodology as it helps build an in-depth understanding of the phenomenon under study, specifically consumer behaviour in pandemic conditions.

Data were collected from the six major cities of Pakistan. These cities were chosen because they are the six largest cities concerning population. Purposive sampling, along with the convenience sampling technique, is used. These sampling techniques selected customers who were available and willing to give interview time. The sample for the present study

comprises 30 individuals. The respondents were purposefully selected from different cities of Pakistan. The customers who were buying other products at this time were selected. Initially, the customers were contacted to ask their willingness for interviews. The customers were first contacted through emails for their consent to an interview.

The semi-structured interviews were conducted after the consent of the consumers. Data were collected between March 2020 and May 2020. Interviews were carried out online due to the lockdown because of COVID-19. All the respondents were consumers of different products and living in Pakistan's six major cities (Islamabad, Rawalpindi, Lahore, Karachi, Peshawar, and Quetta). The interview guidelines were developed to gather all consumer behaviour aspects in this pandemic situation. The consumers were also asked about their plans after this pandemic. Interviews were conducted online but on an individual basis. The respondents' identities were kept secret because of ethical issues. The duration of each interview was between 30-60 minutes. Drawn on the analysis method of Cherrier and Murray (2007), a hermeneutical approach was used, which means that the analysis was focused on the "interpretation of the plot of each story" (Cherrier and Murray, 2007, p. 6), considering narrative movement and narrative framing. In the current research study, adopting this method implied exploring qualitative data from two angles as follows:

(1) a textual analysis to identify and compare the meanings brought by participants to make sense of their experiences, thoughts, selves, and life transitions related to organic consumption; and

(2) a temporal line analysis to identify common storylines related to the organic consumption trajectories.

To do this, the first researcher, who also conducted the interviews, read and re-read each interview to understand each story and identify key patterns regarding the organic consumption trajectory. In this initial analysis, first-order codes and a common storyline were identified. To help organize data and facilitate the coding, the software NVivo 11 was used. Subsequently, all researchers met to discuss first-order codes and the common storyline across all the interviews (Black and Cherrier, 2010; Cherrier and Murray, 2007).

### 4. Analysis

Data were gathered in 2020 from March to April. The sample size was 30 individuals, half male and half female, and data collection was done through interviews (a qualitative technique). The purchasers were chosen through a snowball method (for example, each interviewee referred someone else to partake in the examination). The interviews were conducted locally by the same interviewer to reduce bias. The initial data collection began in June 2020 when a hypothetical situation was reached (Yin, 1994). In September, a subsequent interview was led with all the consumers. Two interview guides were created and previously evaluated by three academics. The June discussion covered the following themes: the cost or utility of items that are significant in this pandemic and what kind of product and quality is required in this pandemic situation.

The May interview with participants involved the following themes: what kind of practices do clients

exhibit during this pandemic? Are they storing stock in specific amounts for emergencies, or are their buying patterns the same as in conditions without the pandemic? Interviews were conducted for a 40-minute duration. Interviews were transcribed accurately. Inductive reasoning underlines the exact citations used by informants, and the witnesses asked for no changes during the interviews. Thematic approaches were used to code the data and produce the implications. Cross-checking procedures were used to check the intercoder reliability, most commonly used in coding (Perreault and Leight, 1989). To further assess the reliability and trustworthiness of data (Lincoln and Guba, 1985), the results were again reviewed through five randomly selected clients (from the sample).

## 5. Findings

This section presents the results of the qualitative studies, systematizing the main themes identified in each research topic:

### 5.1 Significant Ramifications of Pandemic Downturns In the Regular Day-To-Day Existence Of Customers

We need to remember the significant variables while considering the significant ramifications of this pandemic downturn. The item's first utility is more meaningful than the cost in this pandemic circumstance. The requirement for sanitiser, masks, and vitamin tablets is more important than stressing over the cost of those essential items. Although when we need to discuss quality, quality is the main concern because a good-quality item will assist clients in being less vulnerable to the pandemic (Oehler & Wendt, 2017).

Besides, while discussing the capacity of stock, it does not mean we need to store it in bulk; we may store non-perishable items, not perishable merchandise. It also relies upon the buying power of clients; they respond by storing the supply of their preferred brand and, on a regular basis, putting away stock as well (De Mooij, 2019).

Another issue is that due to the lockdown condition, buying power is also disrupted; the private sector is deriving income up to 40%, and the government also deducts pay according to grades, so in this difficult situation, cash spending is done deliberately, causing clients to spend less on excess items.

During times of emergency and uncertainty, the general inclination is to defer buying and utilisation of discretionary products or services. This is often related to large-ticket durable goods, such as cars, homes, and appliances. It includes optional services like shows, sports, bars, and restaurants. This results in a shift of demand from now into the future. The pent-up demand is a natural outcome when access to services is denied for a brief period, such as parks, recreation, movies, and entertainment. While economists have studied the impact of pent-up demand on GDP growth, there is very little research on consumer behaviour regarding the nature and

extent of suppressed demand (Oehler & Wendt, 2017).

Normally, most habits will return to normal. However, some habits will die because consumers under lockdown have found a more convenient, affordable, and accessible alternative. Examples include streaming services such as Netflix and Disney. They are likely to switch consumers from going to cinemas. Due to COVID-19, buyers may find it easier to work, learn, and shop from home. In short, what was once an alternative to current habits now becomes central, while the previous habits become marginal. As we know, there is a universal law of consumer behaviour. When a recent tendency or need is surrendered, it often returns as a pastime. Examples include hunting, fishing, gardening, baking, and cooking. It will be interesting to see which existing habits surrendered in favour of new ways will return as hobbies. In other words, will shopping become more of an outdoor activity, pastime, or diversion? (Canilang et al., 2020).

### 5.2 Recognitions and Desires for Shoppers Relating to Post-Downturn Stage

While discussing the desires and impressions of customers after this pandemic, they should keep certain things in mind. Right after this pandemic, I should keep two things: masks, vitamins, and sanitiser with me since they are vital for a healthy and productive life (De Mooij, 2019).

Also, the lesson I learned from this pandemic is to save money because the overall situation isn't going to be the same, and not to buy unnecessary items—just to purchase essential goods and lead a healthy and safe life (Alonso et al., 2015, 2017). All consumption and consumer behaviour are influenced by time and place. Since World War II, an increasing number of women have been working to reduce discretionary time. It is estimated that today, around 78% of women with children at home are working full-time. This has resulted in time scarcity and a shift in family dynamics as valuable resources. No one is at home between 8 am to 5 pm, Monday through Friday, for maintenance personnel to carry out installations and repairs of machines, as well as fixing broken heating and cooling systems. The provider needs to coordinate with the household to ensure someone is at home to open the doors (Sandes et al., 2019).

### 5.3 Buyer Conduct Can Be Described During the Recuperation Phase of the Downturn.

The following things should be remembered: Firstly, how the government responded to this pandemic, what the action circumstances are during this pandemic, which measures can ensure the future of employees, how employer stability increases, how savings can be made, and what the responses of individuals are after this pandemic.

Researchers believe the government should initiate some plans that will encourage individuals to start small businesses and create jobs for people. The health sector has had a significant impact and endured during this

pandemic, and IT has inspired individuals to manage this pandemic and understand how it will influence consumer behaviour; thus, after this pandemic, we should focus on the IT and health sectors, nurturing them and exploring further opportunities within them (Pistaferri, 2016).

Furthermore, saving behaviour, purchasing patterns, and stock capacity should also be considered. The availability of resources is limited during this pandemic, so people should save money for the future to avoid suffering again. Additionally, it is important to focus on purchasing essential goods and not waste money on unnecessary items.

Thirdly, the government will finance small businesses to boost the state of private enterprises, increasing job opportunities and enhancing the purchasing power of individuals (Banco de Portugal, 2019).

All consumption and consumer behaviour are influenced by time and place. Since World War II, an increasing number of women have been working to reduce discretionary time. It is estimated that today, around 78% of women with children at home are working full-time. This has resulted in time scarcity and shifts in family dynamics as valuable resources. No one is at home between 8 am and 5 pm, Monday through Friday, for maintenance personnel to carry out installations and repairs of machines, such as fixing broken heating and cooling systems. The provider needs to coordinate with the household to ensure someone is at home to open the doors (Sandes et al., 2019).

Consumers learn to improvise when there are constraints. Existing habits are often discarded, and new ways to adapt are created. COVID-19 sparked consumers' creativity and resilience in custom-bound activities, such as weddings and funeral services. Sidewalk weddings and Zoom funeral services have become substitutes for traditional location-driven events. This was also true for religious gatherings in particular (Sandes et al., 2019).

Improvisation to manage the shortage of items or services is another area for future research. It leads to innovative practices and often results in alternative solutions to location-driven consumption, such as telehealth and online education. Currently, there is a lack of rigorous empirical or scientific research on improvisation (Sandes et al., 2019).

#### **5.4 The Positive and Negative Perceptions of Consumers Regarding Recession Outcomes**

The abrupt flare-up of COVID-19 has influenced the whole world. To slow the spread of infectious disease, governments have upheld tough social distancing (for example, "mask mandates" and "stay-at-home") limitations that have generally stopped organizations and laid off specialists in occupations and enterprises considered unimportant and seriously reduced demand for different organizations. The impacts on the economy are promptly seen through a wild securities market, a flood in joblessness protection claims, and the covering of many retail stores the nation over. What is less known, nonetheless, is whether these impacts are being felt distinctively across the populace, particularly among monetarily hindered gatherings, for example, African-Americans and Latinos. On account of restricted savings and wealth, these gatherings are particularly helpless against negative financial shocks, for example, cutbacks from COVID-19 (Canilang et al., 2020).

All consumption and consumer conduct are dependent on time and region. Since World War II, a routinely increasing number of women have been working to decrease optional time. It is estimated that today, approximately 78 females with kids at home work full-time. This has happened in time constraints and time shifts in the family as valuable usage. Nobody is at home between 8 am to 5 pm Monday through Fridays for maintenance authorities to do installations and upkeep of machines, like fixes of broken heating and cooling systems. The provider needs to cause arrangements with the household to guarantee there will be someone at home to open the doors (Sanders et al., 2019).

The first is the public policy. Just as we are used to security checks at the airports after 9/11, there will be more screening and boarding systems, including taking the temperature, testing for the presence of the virus, and boarding the flight. All major transporters are currently putting in new procedures for departing and arriving travellers as well as meal services. As mentioned, government policy to disable utilisation is essential to shape future consumption. As mentioned before, a second significant driver of consumer behaviour is technology. Since the Industrial Revolution, it has changed consumer behaviour by producing vehicles, machines, and planes (Sandes et al., 2019).

Even more significantly, it has a similarly critical impact on the family spending pattern between the old necessities (food, shelter, and clothing) in the new conditions (phone, internet, and applications) (Canilang et al., 2020).

The third factor which creates new habits is the evolving demographics (Sheth and Sisodia, 1999). A few examples will illustrate this. As advanced economies age, new necessities for healthcare (Well-being) and wealth protection (retirement) develop. Moreover, the growing population stresses over personal security and the safety of their assets (Orrenius & Zavodny, 2010).

Finally, their appetite for entertainment (active and passive) has changed when compared with younger generations. Furthermore, as more women enter the workforce, the family acts more like a roommate family. Eating meals together at home every night is not, at this point, feasible. Likewise, the meal together is often a task to be done as quickly as possible given the current situation. Immediately after dinner, each relative goes to their private room or space and takes part in texts, YouTube, or watching T.V. Common usage offers a way to engage in solitary use at the convenience of each family member (Canilang et al., 2020)

#### **6. Conclusions**

The principal goal of this research is to add to the conversation regarding consumer perspectives in times of economic plunge and in the subsequent recovery stage, explaining the call for papers addressing changes in consumer behaviour during this pandemic condition for the understanding of those changes (Kaytaz & Gul, 2014; Koos et al., 2017; Zurawicki & Braidot, 2005). Specifically, we shed light on the understanding of consumer behaviour during pandemic conditions and assess whether the

identified practices persisted after the pandemic, enriching existing literature in the field.

The pandemic established a time of changes, altering moments of human connection that transformed client conduct and perception. They spend more on quality, paying little heed to price. People may think to buy two things that must go with them or convey them, like a mask and hand sanitizer. They may think about their and their family's healthy life, trying to stay away from excessive social gatherings and spending carefully.

Furthermore, this pandemic condition leads to spending sensibly on purchasing important and valuable items instead of wasting money on unnecessary items.

Thirdly, this pandemic condition suggests that to save more, spend less, and embrace this principle in your life since this pandemic emergency will cause a lot of suffering for the individuals who didn't save, because a lot of reductions have been made in salaries and many individuals have become jobless. Thus, saving is important for a bright future and to carry on with a normal life given the economic condition (Compliments & Willmott, 2009; Shama, 1981).

Regarding the future, numerous opportunities exist to extend our work to explore this investigation in different settings, such as how the pandemic may influence business measures, activities, investment benefits, and growth. Also, this investigation is qualitative; we may conduct this investigation in a different country; practically all of the world is experiencing this pandemic, so we can easily conduct this investigation in some other country. Thirdly, this investigation is done on qualitative research; we may conduct this investigation quantitatively. Fourthly, we examined customers' mental well-being and emotional behaviour during and after the pandemic.

## 7. References:

- Ahmed, M. U., Kristal, M. M., & Pagell, M. (2014). Impact of operational and marketing capabilities on firm performance: Evidence from economic growth and downturns. *International Journal of Production Economics*, 154, 59-71.
- Alonso, L. E., Fernández Rodríguez, C. J., & Ibáñez Rojo, R. (2017). "I think the middle class is disappearing": Crisis perceptions and consumption patterns in Spain. *International Journal of Consumer Studies*, 41(4), 389-396.
- Alonso, L. E., Rodríguez, C. J. F., & Rojo, R. I. (2015). From consumerism to guilt: Economic crisis and discourses about consumption in Spain. *Journal of Consumer Culture*, 15(1), 66-85.
- Aminu, S. A., & Oyefesobi, O. O. (2018). Economic recession and changing consumption patterns: Evidence from Lagos metropolis. *KIU Journal of Humanities*, 3(2), 67-79.
- Ang, S. H., Leong, S. M., & Kotler, P. (2000). The Asian apocalypse: crisis marketing for consumers and businesses. *Long Range Planning*, 33(1), 97-119.
- Arnal Sarasa, M., de Castro Pericacho, C., & Martín Martín, M. P. (2020). Consumption as a social integration strategy in times of crisis: The case of vulnerable households. *International Journal of Consumer Studies*, 44(2), 111-121.
- Auray, S., Eyquem, A., & Gomme, P. (2019). Debt hangover in the aftermath of the Great Recession. *Journal of Economic Dynamics and Control*, 105, 107-133.
- Azam, A. (2017). Effect of Economic Crisis on Saudi Arabian Consumers' Behavior Towards Luxury Goods. *International Journal of Sustainable Economies Management (IJSEM)*, 6(4), 1-12.
- Barnes, S. J., & Mattsson, J. (2017). Understanding collaborative consumption: Test of a theoretical model. *Technological Forecasting and Social Change*, 118, 281-292.
- Berdysheva, E., & Romanova, R. (2017). Rethinking prices during an economic crisis: Calculation as a new mode of consumer behaviour in Russia. *International journal of consumer studies*, 41(4), 397-403.
- Birkenmaier, J., & Fu, Q. (2016). Who uses alternative financial services? A latent class analysis of consumer financial knowledge and behavior. *Journal of Social Service Research*, 42(3), 412-424.
- Blättel-Mink, B., Boddenberg, M., Gunkel, L., Schmitz, S., & Vaessen, F. (2017). Beyond the market—New practices of supply in times of crisis: The example community-supported agriculture. *International Journal of Consumer Studies*, 41(4), 415-421.
- Boutsouki, C. (2019). Impulse behavior in economic crisis: a data driven market segmentation. *International Journal of Retail & Distribution Management*, 47(9), 974-996.
- Calvo-Porrá, C., Stanton, J. L., & Lévy-Mangin, J. P. (2016). Is the economic crisis changing marketing strategies? Evidence from the food industry. *Journal of Global Marketing*, 29(1), 29-39.
- Crespo, R. F. (2017). *Economics and other disciplines: Assessing new economic currents*. Taylor & Francis.
- De Mooij, M. (2019). *Consumer behavior and culture: Consequences for global marketing and advertising*. SAGE Publications Limited.
- Dekimpe, M. G., & Deleersnyder, B. (2018). Business cycle research in marketing: a review and

- research agenda. *Journal of the Academy of Marketing Science*, 46(1), 31-58.
- Demyanyk, Y., Hryshko, D., Luengo-Prado, M. J., & Sørensen, B. E. (2019). The rise and fall of consumption in the 2000s: A tangled tale. *Economica*, 86(343), 495-531.
- Du, R. Y., & Kamakura, W. A. (2008). Where did all that money go? Understanding how consumers allocate their consumption budget. *Journal of Marketing*, 72(6), 109-131.
- Ehrlinger, J., Readinger, W. O., & Kim, B. (2016).
- Garner, B. (2017). Communicating social support during crises at the farmers' market: A social exchange approach to understanding customer-farmer communal relationships. *International journal of consumer studies*, 41(4), 422-430.
- Garner, B. (2017). Communicating social support during crises at the farmers' market: A social exchange approach to understanding customer-farmer communal relationships. *International journal of consumer studies*, 41(4), 422-430.
- Hampson, D. P., & McGoldrick, P. J. (2013). A typology of adaptive shopping patterns in recession. *Journal of Business Research*, 66(7), 831-838.
- Hampson, D. P., & McGoldrick, P. J. (2017). Antecedents of consumer price consciousness in a turbulent economy. *International Journal of Consumer Studies*, 41(4), 404-414.
- Hampson, D. P., Grimes, A., Banister, E., & McGoldrick, P. J. (2018). A typology of consumers based on money attitudes after major recession. *Journal of Business Research*, 91, 159-168.
- International Monetary Fund. (2020). *World economic outlook*. Washington, D.C.: International Monetary Fund.
- Kamakura, W. A., & Yuxing Du, R. (2012). How economic contractions and expansions affect expenditure patterns. *Journal of consumer research*, 39(2), 229-247.
- Kaswengi, J., & Diallo, M. F. (2015). Consumer choice of store brands across store formats: A panel data analysis under crisis periods. *Journal of Retailing and Consumer Services*, 23, 70-76.
- Kaytaz, M., & Gul, M. C. (2014). Consumer response to economic crisis and lessons for marketers: The Turkish experience. *Journal of Business Research*, 67(1), 2701-2706.
- Koos, S. (2017). Crisis and consumption. *Routledge handbook on consumption*, 131-142.
- Koos, S., Vihalemm, T., & Keller, M. (2017). Coping with crises: Consumption and social resilience on markets. *International Journal of Consumer Studies*, 41(4), 363-370.
- Larson, R. B. (2018). Profiling prospective private-label buyers. *The International Review of Retail, Distribution and Consumer Research*, 28(5), 516-530.
- Lekakis, E. J. (2017). Economic nationalism and the cultural politics of consumption under austerity: The rise of ethnocentric consumption in Greece. *Journal of Consumer Culture*, 17(2), 286-302.
- Lindblom, A., & Lindblom, T. (2017). De-ownership orientation and collaborative consumption during turbulent economic times. *International Journal of Consumer Studies*, 41(4), 431-438.
- Oehler, A., & Wendt, S. (2017). Good consumer information: The Information Paradigm at its (dead) end? *Journal of Consumer Policy*, 40(2), 179-191.
- Petersen, J. A., Kushwaha, T., & Kumar, V. (2015). Marketing communication strategies and consumer financial decision making: The role of national culture. *Journal of Marketing*, 79(1), 44-63.
- Puelles, M., Diaz-Bustamante, M., & Carcelén, S. (2016). Are consumers more rational and informed purchasers during recession periods? The role of Private Labels and retailing strategies. *The International Review of Retail, Distribution and Consumer Research*, 26(4), 396-417.
- Rollins, M., Nickell, D., & Ennis, J. (2014). The impact of economic downturns on marketing. *Journal of Business Research*, 67(1), 2727-2731.
- Sandes, F. S., Leandro, J., Boaventura, P., & da Silva Junior, A. F. (2019). I do not own a car anymore: An analysis of possessions' disposal and changes in consumers' identities. *International Journal of Consumer Studies*, 43(5), 446-456.
- Sarmiento, M., Marques, S., & Galan-Ladero, M. (2019). Consumption dynamics during recession and recovery: A learning journey. *Journal of Retailing and Consumer Services*, 50, 226-234.
- Srinivasan, R., Lilien, G. L., & Sridhar, S. (2011). Should firms spend more on research and development and advertising during recessions? *Journal of Marketing*, 75(3), 49-65.
- Steenkamp, J. B. E., & Maydeu-Olivares, A. (2015). Stability and change in consumer traits: evidence from a 12-year longitudinal study, 2002-2013. *Journal of Marketing Research*, 52(3), 287-308.

Strutton, D., & Lewin, J. (2012). Investigating consumers' responses to the Great Recession. *Journal of Consumer Marketing*, 29(5), 378-388.

Szmigin, I., & Piacentini, M. (2018). *Consumer behaviour*. Oxford University Press.

Thaler, R. (1985). Mental accounting and consumer choice. *Marketing science*, 4(3), 199-214.

Thaler, R. H. (1999). Mental accounting matters. *Journal of Behavioral decision making*, 12(3), 183-206.

Thaler, R. H. (2016). Behavioral economics: Past, present, and future. *American Economic Review*, 106(7), 1577-1600.

Van Steenburg, E., & Naderi, I. (2020). Unplanned purchase decision making under simultaneous financial and time pressure. *Journal of Marketing Theory and Practice*, 28(1), 98-116.

Voinea, L., & Filip, A. (2011). Analyzing the main changes in new consumer buying behavior during economic crisis. *International Journal of Economic Practices and Theories*, 1(1), 14-19.

Voropanova, E. (2015). Conceptualizing smart shopping with a smartphone: implications of the use of mobile devices for shopping productivity and value. *The International Review of Retail, Distribution and Consumer Research*, 25(5), 529-550.

Surat kami : 700-KPK (PRP.UP.1/20/1)  
Tarikh : 20 Januari 2023



Prof. Madya Dr. Nur Hisham Ibrahim  
Rektor  
Universiti Teknologi MARA  
Cawangan Perak

Tuan,

**PERMOHONAN KELULUSAN MEMUAT NAIK PENERBITAN UiTM CAWANGAN PERAK  
MELALUI REPOSITORI INSTITUSI UiTM (IR)**

Perkara di atas adalah dirujuk.

2. Adalah dimaklumkan bahawa pihak kami ingin memohon kelulusan tuan untuk mengimbas (*digitize*) dan memuat naik semua jenis penerbitan di bawah UiTM Cawangan Perak melalui Repositori Institusi UiTM, PTAR.

3. Tujuan permohonan ini adalah bagi membolehkan akses yang lebih meluas oleh pengguna perpustakaan terhadap semua maklumat yang terkandung di dalam penerbitan melalui laman Web PTAR UiTM Cawangan Perak.

Kelulusan daripada pihak tuan dalam perkara ini amat dihargai.

Sekian, terima kasih.

“BERKHIDMAT UNTUK NEGARA”

Saya yang menjalankan amanah,

**SITI BASRIYAH SHAIK BAHARUDIN**  
Timbalan Ketua Pustakawan

*nar*

*Setuju.*

*27.1.2023*

PROF. MADYA DR. NUR HISHAM IBRAHIM  
REKTOR  
UNIVERSITI TEKNOLOGI MARA  
CAWANGAN PERAK  
KAMPUS SERI ISKANDAR