

Comparison Study on the Healthy Consumption Behavior of Consumers before and after the COVID-19 Epidemic

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Abstract

During the epidemic in 2020, people's attention to physical health has reached an unprecedented level. The demand for personal protection and various disinfection products has soared. In addition to the fact that masks, alcohol and other products have become new necessities of people's life, the sales of sterilization small household appliances have increased significantly. After the epidemic, people's health awareness will be enhanced compared with that before the epidemic. However, whether the epidemic will have an impact on the actual health consumption is the main purpose of our survey. By comparing the health consumption of consumers before and after the epidemic, test whether it has changed, and further explore the main reasons for the change.

Keywords

New Crown Lung; Epidemic Prevention and Control; Health Consumption; Cost Comparison.

1. Research Background

At the beginning of the Spring Festival in 2020, COVID-19 broke out in Wuhan, Hubei, and quickly swept across the country. On January 23, the first shot of "closing the city" was fired in Wuhan, followed by the opening of first-class public health emergency response throughout the country. People all over the country stopped work, stopped production, suspended school and isolated at home. Almost all cinemas, tourist attractions, restaurants, takeout and express delivery were shut down, the social economy was hit, the consumption behavior of residents showed the characteristics of "house economy", and the social economy was hit. People's attention to physical health has reached an unprecedented level. At the beginning of the epidemic, medical and sanitary supplies such as masks, disinfectants and alcohol were in short supply. In addition to masks and other supplies, health appliances such as water purifiers and air purifiers are also popular on major e-commerce platforms.

According to the data of the National Bureau of statistics, the total retail sales of social consumer goods decreased by about 1603.6 billion yuan in 2020 compared with 2019. And before and after the outbreak of the epidemic, the consumption structure of residents changed to varying degrees. Therefore, after effective control of COVID-19, the state immediately organized the resumption of production and resumption of production, and seized internal and external prevention and control. Under the premise of preventing the outbreak of the epidemic, it ensured economic development and steadily entered the right track. Under the national policy regulation, the social economy has gradually warmed up and increased greatly, and the consumption level of consumers has been improved again.

Since the SARS epidemic in 2003, people's health awareness and health consumption have changed significantly. Compared with previous life, people are more willing to pay attention to or engage in healthy behaviors and have a healthier concept of life after SARS. When people buy

goods, they pay more attention to "whether it is hygienic" and "whether it affects health". At the same time, consumers' demand for healthy products is also gradually increasing. It can be predicted that people's health awareness will be enhanced after the epidemic. However, whether it will have an impact on the actual health consumption remains to be studied.



Fig 1. Epidemic prevention workers

2. Research Significance

The full implementation of closed management in all regions of the country is the most direct and greatest influencing factor of the epidemic situation on Residents' lives. Closed management makes it impossible to go out freely, let alone normal social activities. Objectively, this will directly lead to the change of people's consumption mode, for example, people rely more on online consumption; The consumption structure has also changed. For example, people's demand for masks, alcohol and other products has increased sharply, and the demand for tourism products has dropped sharply to zero. As the epidemic affected the economic development of some industries, some industries even suffered heavy losses. The income sources of some residents are directly affected, and their expectations of future income will generally be reduced, which will reduce the residents' consumption expenditure in the tertiary industry such as unnecessary entertainment, and the consumption structure will be adjusted accordingly.

The outbreak of the epidemic has not only caused objective constraints and internal psychological pressure on residents, but also affected residents' consumption concept. Because of the sudden epidemic, residents may generally change to increase savings and limit consumption, to prevent future accidents and enhance their ability to resist risks. People's consumption concept may change from perceptual consumption to slightly rational consumption because of the epidemic. Anxiety, panic, depression and mania are the most common emotional phenomena during the outbreak of the epidemic. This phenomenon exists not only in Hubei, where the epidemic is the most serious, but also in other provinces in the country. This internal psychological factor may have a positive or negative impact on consumer spending. For example, it may make some depressed people reduce the consumption expenditure of various entertainment products; However, some people have the psychology of "having fun in time" because of the large-scale epidemic. Instead, they began to reflect on whether life should live in the present, thus increasing the consumption expenditure on food and entertainment.

The epidemic has had a great impact on Residents' normal consumption, and China's economy has suffered huge losses. Some specific industries, such as tourism, film and catering, suffered

heavy losses this year. However, we can also see that some industries see new development opportunities due to the epidemic, such as insurance industry and e-commerce platform. For residents, the panic caused by the epidemic and the decline or expected decline in income caused by the epidemic will lead to a decline in consumer confidence at the same time. From an economic perspective, because residents' consumption concept tends to be rational and forced to reduce consumption, it has a great impact on China's economic development in the short term, and the impact on tourism, catering and entertainment will further spread to all walks of life in the short term, so this impact will be long-term. Therefore, it is necessary to study the consumer behavior before and after the epidemic.

3. Research Status at Home and Abroad

According to the provisions of the emergency response law of the people's Republic of China, which came into force on November 1, 2007, emergencies refer to natural disasters, accident disasters, public health events and social security events that occur suddenly, cause or may cause serious social harm and require emergency response measures. The outbreak of the novel coronavirus pneumonia was fierce. In a month, the country launched a major public health emergency. The epidemic has caused certain harm to people's personal and property safety, and will also change their consumption behavior to a certain extent. Therefore, the study of consumer behavior changes after major events will not only help the state to take effective emergency measures for similar emergencies in the future, but also help enterprises deal with sales and management in crisis situations. The novel coronavirus pneumonia is a threat to the health and safety of all mankind. Next, it is a shock to the consumption and production of various countries, which will affect trade and influence the global economy. In this process, due to the high financialization of modern society, the impact of this destructive force will be exacerbated by the turmoil of the financial market. According to novel coronavirus pneumonia, the global economy is almost certainly going to recon and is likely to reach a record size, according to Guterres, Secretary General of the United Nations in March 19th. Covid-19, Amperity research shows that since the outbreak of the new crown outbreak, American consumers' shopping channels, consumption preferences and equipment used in online shopping have changed. From March 1 to April 30, affected by the closure of stores, the total retail sales of consumer goods decreased by 41% year-on-year. In addition, in store sales fell 69.9% year-on-year, while online sales fell 8.3%. The information provided by ampere comes from the internal data of more than 100 North American retail brands, which cover multiple segments, including fashion, footwear, health care, beauty, food and beverage, etc. The epidemic has made significant increases in orders purchased through mobile phone and social media platforms. COVID-19 not only affects the types of goods consumers buy, but also affects their ways and means of purchase. Compared with 2019, the purchase volume on mobile devices has increased by 23%, which amperity believes is due to the sharp increase in screen use time during the epidemic and the improvement of the user experience of brand mobile websites and applications since last year. In contrast, online sales of non mobile devices decreased by 43.8%.

4. Current Development Status

At present, COVID-19 has been well controlled in the country, the consumer psychology of consumers is gradually stable, and the consumption demand is bigger and bigger. But with the development of many electricity supplier market during the new crown, the mental health of domestic consumers has been affected to a certain extent. Some people, such as Faye Briz, are not only domestic, but also look at the whole international market. Consumers' purchase behavior is gradually returning to its original height. Affected by the epidemic, consumers' safety needs at a lower level are not met, feel anxious and panic, and pay more attention to their

health. Therefore, we infer that consumers' purchase behavior will be greatly affected by consumers' psychological factors.

5. Problems in the Project

Although we try our best to improve the project, there are still some problems to be solved in the project: how to ensure the accuracy and authenticity of the collected data? There are time points before and after the epidemic situation in the project. What is the definition of "after"? The time definition is not clear.

6. Suggestions for Solving Problems

For the above two problems, we have the following solutions.

For question 1:

The data collected by the project is a combination of first-hand data and second-hand data. The first-hand data is the questionnaire finalized after brainstorming by the team members and instructors, combined with the sample field situation, research purpose and other factors. This questionnaire is used for field collection and investigation. If it is found that it cannot be applied to practice in the process of practice, it shall be modified immediately in combination with the actual situation, and finally a series of data are collected; Second hand data are data published by third parties, such as "how does the epidemic change consumer behavior?" published by Sina Finance and economics, Tencent, "what impact will the epidemic have on consumer behavior?", Sohu's "Research Report on China's consumer market in the era of epidemic after 2020", China consumer daily and other major mainstream media websites and universities, There are also data reports issued by relevant national institutions. The combination of first-hand data and second-hand data can ensure the authority and accuracy of the data used in the project to the greatest extent.

For question 2:

The "before and after the epidemic" in the project does not refer specifically to the accurate time point. "Before the epidemic" is based on the end of December 2019 when the epidemic broke out. In the project research stage, the epidemic situation in China has been fully controlled, the national epidemic prevention work is solid, and based on the successful development of vaccine and full trust in the country, as well as today's national vaccination, The "post epidemic" we wrote in the project research is defined by this situation.

The above are the solutions / suggestions obtained after careful consideration and Discussion on the questionable problems in the project.

7. Summary

In January 30, 2020, China announced novel coronavirus pneumonia outbreak as a public health emergencies of international concern. The outbreak of foreign epidemic was not yet fully erupted. The Chinese government, in order to ensure the safety and health of the people, risked the risk of economic and social damage. A series of measures such as "closed City", "closed roads", "stop production and stop production" were introduced to prevent and control epidemic situation in January 30, 2020. During the period of home prevention and control, residents' awareness of safety and health has been significantly improved, consumers' demand for prevention and control supplies has increased, and they also pay more attention to environmental safety and health when consuming. Due to the limited travel during the epidemic, consumption has further changed from offline to online, residents' spiritual and cultural needs have further increased, and their consumption in terms of information and social needs has increased accordingly.

Due to the travel restrictions of epidemic prevention and control, offline consumption has been restrained. In areas without shutdown such as express delivery and takeout, residents have a strong desire for online consumption, mainly reflected in online shopping, online education, online film and television, etc. Residents' online shopping replaces offline shopping in a large scale. For example, when the urban areas in Hubei are closed, residents place orders online and the community staff or volunteers deliver goods to the door. During the period of home isolation, residents' willingness to consume services such as science popularization and culture has generally increased, and they are generally willing to increase the consumption of services such as medical care and insurance.

At present, the transfer of residents' consumption from offline to online will form residents' consumption inertia. After the end of the epidemic, the level of online consumption will not be greatly reduced. Moreover, the domestic epidemic is temporarily stable, and there is the possibility of secondary outbreak in the future. Cinemas, KTVs, video game cities and other crowded entertainment places have not returned to work. Residents should still pay attention to safety protection during daily travel, Wear masks when going to public places. There must be intervals in the queue at places where people gather, such as restaurants and hospitals. Seats should be separated. In addition, a large number of teachers and students have not returned to school, and students have Internet classes at home. Therefore, the consumption capacity of enterprise employees returning to work and production has warmed up, but residents' living and spiritual consumption still need to be met online. Online and offline consumption integration is an important trend of residents' consumption change in the future. It can not only ensure a certain degree of safety and health, but also greatly facilitate residents' consumption and meet their needs and desires.

At the same time, residents pay more attention to safety and health when consuming. First, consumers give priority to online services, such as online education, online entertainment, online shopping, etc. when consuming offline, they pay more attention to the ventilation and safety of physical stores, whether to disinfect, whether to gather people, etc.; Secondly, the sharing consumption mode will be affected to a certain extent. Consumers will consider the health level of sharing cars and bicycles, reduce personnel contact and tend to "non-contact consumption", which will promote the development of remote consumption mode; Novel coronavirus pneumonia caution! In the end, residents' consumption of health and safety increased. Due to the new crown pneumonia epidemic, residents realized the importance of physical quality, paid more attention to safety protection, increased consumption of health products, protective equipment, disinfection appliances and medicines, and increased consumption of medical products, such as health care, health sports, insurance and other service products.

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