

## Pandemic Impact of Covid-19 in The New Normal Area on Consumer Behaviour

Nawangsih

Department of Management, STIE Widya Gama Lumajang

Email: lovinawang@gmail.com

### ARTICLE INFO

Date of entry:

7 March 2021

Revision Date:

8 April 2021

Date Received:

5 June 2021

### ABSTRACT

The research objectives were to determine the positive and negative impact of the Covid-19 pandemic in the new normal era on shifting consumer behavior and to identify types of potential new business opportunities to be developed in this era new normal now. The research method uses a type of research based on literature studies. The results of the research show the positive and negative impacts of the Covid-19 pandemic in the new normal era that have an impact on shifting consumer behavior are consumers make a priority scale and value in making purchases, a pandemic creates a new economy based on work from home, changes in service, digital marketing, product diversification, wise consumption, fostering a sense of solidarity, family togetherness, creativity and innovation, careful activities, opportunities to increase knowledge and love for local and domestic products. The negative impacts include sectors affected by the pandemic are generally the ones that are the prima donna, the occurrence of panic buying and service convenience, decreased sales turnover, and a shift in consumption patterns from offline to online. Meanwhile, new business opportunities that can be developed include digital-based creative and innovative businesses, health and healthy culinary businesses, as well as several other potential businesses.

Keywords: Impact, Covid-19, Consumer Behavior



Cite this as: Nawangsih, N. (2021). Pandemic Impact of Covid-19 in The New Normal Area on Consumer Behaviour. *Jurnal Ilmu Manajemen Advantage*. 5(10-16), 1. <https://doi.org/10.30741/adv.v5i1.673>

### INTRODUCTION

Beginning in 2020, the world was hit by new viruses, namely Coronavirus (SARS-CoV) and Coronavirus Desiase 2019 (COVID-19). Covid-19 is a contagious disease ranging from mild to severe disease, starting from colds to MERS and SARS. Covid-19 is spreading rapidly in several parts of the world, including in Indonesia. In order to reduce the number of spread of the disease, the government urges the public to carry out social distance activities / policies to maintain social distancing which in turn become physical distancing and work from home. The policies taken by the government are aimed at minimizing the increase in cases of the spread of Covid-19. The

consequences of this policy have an impact on the country's economy, because it reduces the rate of economic growth in Indonesia, including: a decrease in the level of consumption and purchasing power of the people, which causes inequality in several areas of the economy (Sarmigi, 2020).

The Covid-19 pandemic has a wide impact on various fields, including: the tourism sector, industry, Micro, Small and Medium Enterprises, education, social media, transportation, creative industries and various other fields. Several studies related to the impact of the Covid-19 pandemic related to several of these fields, for example in the field of MSMEs, were carried out by: (Rulandari et al., 2020), in the transportation sector, carried out by: (Lestari, 2020), online social media sector: Khasanah et al, 2020), , and so forth. When we enter the new normal era, there are still several challenges faced by producers and consumers in responding to the new normal era. Based on this background, researchers are interested in conducting in-depth studies, especially from marketing management, by taking the research title " Pandemic Impact Of Covid-19 In The New Normal Area On Consumer Behaviour"?

Based on the background of the problem, the formulation of the research problem is: 1) What is the positive impact of the covid-19 pandemic in the new normal era on shifting consumer behavior?, 2) What is the negative impact of the covid-19 pandemic in the new normal era on shifting consumer behavior?, 3) What types of new business opportunities have the potential to be developed in the current new normal era?

## **METHODS**

This type of research uses literature studies, namely research that has the same preparation as other research, but the sources and methods of data collection are taking library data, reading, taking notes and processing research data. The research object relates to the impact of the Covid-19 pandemic in the New Normal era on shifting consumer behavior taken from previous journals / studies with the same theme.

The data that has been obtained are then analyzed using descriptive analysis method which is carried out by describing the facts which are then followed by analysis, not only describing, but also providing sufficient understanding and explanation. The activity begins with research material which is the most appropriate content of the relevant, relevant and sufficiently relevant. Another method that can be used is to look at the years of research starting from the most recent and gradually moving back to the older years.

Read the abstract of each study first to provide an assessment of whether the problem discussed is in accordance with what is being solved. Noting important and relevant parts of the research problem in order to keep from being trapped in plagiarism the researchers note the sources of information and include a bibliography, if the research carried out comes from other people's research.

## **RESULTS AND DISCUSSION**

The use of the literature study method is carried out using mapping techniques based on the results of previous research, which are relevant to the research theme being carried out, as follows:

**Tabel 1. Mapping Literature Study**

No.	Name, Research Title and Year of Research	Research Methode	Result	Research Findings
1.	Muliani, Faradina Inda Wardhani, Pengaruh Promosi Di Instagram Dan Kualitas Pelayanan Terhadap Keputusan Pembelian Nasi Penggoda Secara Online Melalui Ojek Online (Ojol) Pada Masa Karantina Covid-19 Di Kota Pontianak (2020)	Quantitative Research	There is a significant effect simultaneously. Based on the t test that the variable service quality has a significant effect on consumer spending decisions. While the promotion variable on Instagram does not have a significant effect when compared to other variables.	Changes in services using online motorcycle taxi media have proven effective in increasing sales in the Covid-19 era due to social restrictions and community interaction activities
2.	Pristiana Widayastuti, Analisis Keputusan Pembelian: Fenomena Panic Buying Dan Service Convenience (Studi Pada Grocery Store Di Dki Jakarta), (2020)	Quantitative Research	There is a positive and significant influence between panic buying and service convenience on purchasing decisions.	Panic buying and service convenience occurs because covid-19 is an unexpected event, so such activities are carried out as a form of preventive effort to overcome the conditions that occur
3.	Putri Lestari dan Muchammad Saifuddin, Implementasi Strategi Promosi Produk Dalam Proses Keputusan Pembelian Melalui Digital Marketing Saat Pandemi Covid-19, (2020)	Qualitative Research	Promotion through digital marketing and purchasing decisions during the Covid-19 pandemic.	Digital marketing is an effective solution in the Covid-19 era as an alternative solution for meeting people's consumption needs
4.	Ristina Siti Sundari, Dona Setia Umbara dan Adnan Arshad, 2020, Perilaku Konsumen Terhadap Keputusan Mengkonsumsi	Qualitative Research	Consumer behavior plays an important role in decision making to consume diversified agribusiness products of catfish shredded food. The correlation is that the more	The pattern of consumer behavior will change according to conditions, so that business people must be creative in taking advantage of opportunities to create innovative products in the form of product

	Produk Agroindustri Abon Ikan Lele Original, (2020)		consumers pay attention to this decision making, the higher the consumers decide to consume shredded fish. So that the shredded fish products can be distributed properly.	diversification to attract consumers.
5.	Siti Barokah, Anisa Nur Andina dan Zahrah Anggiany, Strategi Adaptif Kedai Kopi “Coffeebreak” Purwokerto Dalam Upaya Menyongsong New Normal, (2020)	Qualitative Research	The coffee shop “Coffeebreak” has implemented an adaptive strategy well in an effort to meet the new normal.	The strategy adaptation is in anticipation of facing different conditions, so that consumers still feel comfortable when visiting coffee shops

Source: Data Processed

Based on the mapping of several literature studies in table 5.1 above, it can be concluded that several basic things are related to the impact of the Covid-19 pandemic in the New Normal era on shifting consumer behavior, including: 1) Changes in services using online motorcycle taxi media have proven effective in increasing sales in the Covid-19 era due to social restrictions and community interaction activities. The concept of services provided has changed according to the conditions of the Covid-19 pandemic, the role of online purchases opens new business opportunities, for example the existence of online motorcycle taxis, JNE media, Tiki, and online shops so that consumers can still shop without having to interact with other people / social distancing. (Shifting purchasing patterns and buying behavior). 2) Panic buying and service convenience occurs because covid-19 is an unexpected event, so such activities are carried out as a form of preventive efforts to overcome the conditions that occur. The covid-19 pandemic incident, made people take excessive action as an effort to anticipate, and this will have a detrimental impact because purchases made without a plan can have a detrimental impact because they are not in accordance with their real needs. (Shifting consumer spending behavior). 3) Digital marketing is an effective solution in the Covid-19 era, as an alternative solution for meeting people's consumption needs. Marketing through digital is an important solution for producers to market products, for example: through opening stalls, pedia stores, lazada and various online shopping media has experienced a significant increase during the Covid-19 pandemic. (a form of shifting patterns of consumer buying behavior in their consumption activities from traditional to digital). 4) The pattern of consumer behavior will change according to conditions, so that business people must be creative in taking advantage of opportunities to create innovative products in the form of product diversification to attract consumers (changes in consumer behavior in purchasing). 5) Adapt the strategy into anticipation of facing different conditions, so that consumers still feel comfortable when visiting coffee shops. (shifting marketing strategy in the new normal era).

Before of Covid-19, happened, several things related to people's consumption patterns were still conventional, including: 1) Many services still use manuals, for example, if a consumer is going to buy a product, then the consumer must come directly to the location, it is still limited to use the online system to make a purchase. 2) Panic buying is a purchase due to panic or excessive stockpiling of goods based on fear in the form of buying goods in large quantities to anticipate a disaster, after a disaster occurs or to anticipate an increase or decrease in prices and and service

convenience is a way companies can take increase customer value, where the main concept of service convenience is the time and effort spent by customers in the process of obtaining products and services. Under normal conditions this kind of incident can occur under certain conditions and for a limited or temporary duration, which is different from what happened during Covid-19. 3) Digital marketing is an effort to promote a brand using digital media that can reach consumers in a timely, personal and relevant manner. This type of digital marketing includes many of the techniques and practices contained in the internet marketing category. This condition began to bloom when we entered the 4.0 era, and developed faster when the covid-19 occurred with social distancing, which did not allow direct contact. 4) Product diversification before the occurrence of covid-19 has been carried out, there are only new demands that are different from when the covid-19 occurs, with the existence of online marketing, so that the resulting products experience changes to e-products or digital-based products. The resulting product diversification is carried out by adopting e-products that allow consumers to shop through digital media. 5) Adaptation of new strategies is a must for every producer, to anticipate a decline / decline, before the occurrence of covid-19 the strategy that was widely implemented was offline which was more dominant, whereas when covid-19 occurred, online was more widely applied. The new strategy is implemented so that consumers can still carry out learning activities with existing limitations, one of which is by utilizing online shopping media.

Based on the previous explanation from several points of view of the results of research carried out the positive impact caused by the covid-19 pandemic in the new normal era on consumer behavior, including: 1) Consumers during a pandemic tend to ignore prices and pay more attention to value. Consumer priority related to value is done by maintaining a priority scale in making purchases, which is really what is needed. Consumers as much as possible withhold their money and will buy goods that are considered to have very important value. Frugality is important as a form of anticipatory action with uncertain conditions in the era of the Covid-19 pandemic, so that if something unexpected happens, consumers are still able to survive. Be wise in consuming activities. A form of wise action in consuming is to prioritize spending for things that are important, while those that are less or not important can be postponed or canceled, so that consumption can continue to run well. 2) The corona virus crisis will create a new form of economy Stay @ Home Economy. The new economy occurs because there are different conditions that require producers and consumers to be creative and innovative in taking advantage of every opportunity that exists with existing limitations. Economic activities must continue even with different methods. There is a change in the service model. Service activities carried out before the pandemic were more dominant using offline. During the Covid-19 pandemic there was a change by switching to online use with the implementation of physical distancing and work from home. 3) Many marketing patterns have started using digital marketing. Digital-based marketing is one of the alternatives used by producers in creating new market opportunities in the current pandemic era, because it can be a solution for consumers in spending or other consumption activities. In addition to the form of marketing patterns in the Covid-19 pandemic era and the new normal era, producers must be creative in creating product diversification. Producers can create product diversification by exploiting the potential demand from consumers during a pandemic, so that the possibility to create new and different products will be wide open. Creating new business opportunities. The Covid-19 pandemic provides new creative and innovative business opportunities by looking at existing conditions, such as nowadays many businesses are being carried out on a digital basis, because they are considered to be able to gain greater market share with existing limitations. 4) Created a spirit of solidarity. The occurrence of a pandemic fosters a spirit of solidarity to work together to help others in need, so that many donations or charities are carried out to ease the burden on people affected by Covid-19. Creating togetherness in the family, and creating a longer time together. Quality time before the pandemic can be done in a limited time, but when work from home is implemented, the moments of togetherness can be done longer, this condition can further strengthen togetherness with family members. Be more careful in your activities. Uncertain conditions due to pandemics and the imposition of strict health protocols, educate the public to be more careful and maintain health, in order to avoid the outbreak that

occurs. 5) Created creativity and innovation. A lot of new creativity and innovation actually emerged after the pandemic, for example: YouTube was more vibrant with a variety of creative content by taking advantage of pandemic conditions, various virtual education was developed with new, more creative methods and techniques, including creating virtual tourism which was created to anticipate consumers' longing for tourism. Opportunities for learning and adding knowledge as well as new activities and hobbies are more when you have to work from home. These new productive opportunities have become new routines and habits carried out by the community, but this does not prevent them from continuing to be active and producing new profitable work or business opportunities to help the family economy amid the Covid-19 pandemic. 6) Domestic products have more opportunities to be hosted in their own country. The initiation program to buy friends' products or buy local products is productive in helping to restore the economic conditions that have decreased due to Covid-19, even many new digital marketing opportunities have been developed to provide greater opportunities for the community to open business opportunities related to this.

Based on the previous explanation from several points of view of the results of research carried out the positive impact caused by the covid-19 pandemic in the new normal era on consumer behavior, including: 1) In the Stay at Home Economy situation, the Fall or sectors affected by the pandemic are generally the sectors that are the prima donna. Several sectors that are the prima donna have suffered significant losses, one of which is the tourism sector, given the limitations and travel warnings from several countries, resulting in decreased tourist visits, closed hotels, loss of business and various other negative impacts. 2) The occurrence of panic buying and service convenience. Panic buying and service convenience at the beginning of the pandemic because the community was not ready for the conditions that occurred so they carried out purchasing activities out of control, which resulted in large-scale purchases that were out of control. 3) Decreased sales turnover. The sales turnover pandemic has decreased, there are even some business sectors that have suffered losses due to inability to operate due to decreased sales, people reducing consumption activities, or carrying out consumption activities with frequency adjusting to existing needs. 4) A shift in consumption patterns from offline to online. The pattern of consumption or spending that has switched from being based on offline to online is done as a solution to the existence of physical distancing, within the limitations that occur, people are still given the option to shop according to their needs.

Based on the previous explanation from several points of view of the results of research carried out the positive impact caused by the covid-19 pandemic in the new normal era on consumer behavior, including: 1) Digital-based creative and innovative business opportunities. The use of digital platforms is important, because it is considered more suitable for current conditions, especially in creating creative and innovative products or content. For example, by creating virtual education related to learning methods, conducting live streaming of events and various other interesting content. 2) Business opportunities related to health. Health products and equipment are an important part of today's needs. Pandemic conditions do not allow us to be able to do activities as before, the existence of strict health protocols requires us to be more vigilant and careful, so the need for hand sanitizers, masks, vitamins and other things related to health, the demand on the market is still quite high and potential. to be developed. 3) Business opportunities related to healthy culinary. Concern for health is not only a life style or lifestyle alone, but has become an important part of everyday life. Healthy culinary business opportunities are profitable to be developed at this time, for example by means of healthy food, snacks and healthy drinks or utilizing the potential of traditional herbs or spices for endurance.

## **CONCLUSIONS**

Based on the results of the research and discussion activities previously described, the following conclusions, consist of : The positive impact of the covid-19 pandemic in the new normal era on

shifting consumer behavior, including: consumers pay more attention to value than price, consumers make a priority scale in making purchases, the pandemic creates a new work-from-home-based economy, changes in services, digital marketing, product diversification, wiser in carrying out consumption activities, fostering a sense of solidarity, and creating new business opportunities by utilizing existing conditions, creating family togetherness, fostering creativity and innovation, being more careful in activities, learning opportunities, adding new knowledge and channel more hobbies, and generate enthusiasm for the love of local products in the country.

The negative impact of the covid-19 pandemic in the new normal era on shifting consumer behavior, including: the Stay at Home Economy situation, The Fall or sectors affected by the pandemic are generally the ones that are the prima donna, the occurrence of panic buying and service convenience, decline sales turnover and a shift in consumption patterns from offline to online.

Types of potential new business opportunities to be developed in the current new normal era. Some potential businesses that can be developed in the new normal era are, for example: digital-based creative and innovative businesses, for example: youtube, live streaming, virtual and so on, businesses related to health, for example hand sanitizers, masks and so on and healthy culinary, both in the form of , food, snacks / snacks or healthy drinks as well as several other potential businesses

## REFERENCE

- Barokah, S., Andina, A. N., & Anggiany, Z. (2020). Strategi Adaptif Kedai Kopi “Coffeebreak” Purwokerto Dalam Upaya Menyongsong New Normal. *Jurnal Ekonomi, Sosial & Humaniora*, 1(12), 150-160.
- Khasanah, F. N., Samsiana, S., Handayanto, R. T., Gunarti, A. S. S., & Raharja, I. (2020). Pemanfaatan Media Sosial dan Ecommerce Sebagai Media Pemasaran Dalam Mendukung Peluang Usaha Mandiri Pada Masa Pandemi Covid 19. *Jurnal Sains Teknologi dalam Pemberdayaan Masyarakat*, 1(1), 51-62.
- Lestari, P., & Saifuddin, M. (2020). Implementasi Strategi Promosi Produk Dalam Proses Keputusan Pembelian Melalui Digital Marketing Saat Pandemi Covid'19. *MANOVA (Jurnal Manajemen dan Inovasi)*, 2(2).
- Muliani, M., & Wardhani, F. I. (2020). Pengaruh Rpomosi Di Instagram Dan Kualitas Pelayanan Terhadap Keputusan Pembelian Nasi Penggoda Secara Online Melalui Ojek Online (Ojol) Pada Masa Karantina Covid-19 Di Kota Pontianak. *Jurnal Ekonomi Integra*, 10(2), 118-135.
- Rulandari, N., Rahmawati, N. F., & Nurbaiti, D. (2020, July). Strategi Komunikasi Pemasaran Usaha Mikro Kecil Dan Menengah Pada Era New Normal. In *Prosiding Seminar STIAMI* (Vol. 7, No. 2, pp. 21-28).
- Sarmigi, E. (2020). Analisis Pengaruh Covid-19 Terhadap Perkembangan Umkm Di Kabupaten Kerinci. *Al Dzahab Islamic Economy Journal*, 1(1), 1-17.
- Sundari, R. S., Umbara, D. S., & Arshad, A. (2020). Perilaku Konsumen Terhadap Keputusan Mengonsumsi Produk Agroindustri Abon Ikan Lele Original Consumer Behaviour In Decision Making To Consume Original Catfish Shredded. *Jurnal Pemikiran Masyarakat Ilmiah Berwawasan Agribisnis*. Juli, 6(2), 833-842.
- Widyastuti, P. (2020). Analisis Keputusan Pembelian: Fenomena Panic Buying Dan Service Convenience (Studi Pada Grocery Store Di Dki Jakarta).
- Zed, M. (2004). *Metode penelitian kepustakaan*. Yayasan Obor Indonesia.