



Model for investigation of the new consumption normal caused by the COVID-19 pandemic – a perspective of the Campos dos Goytacazes market

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The population's consumption behavior in general has been changing over the years, as a result of several factors, such as increased market competitiveness, high supply of products and services, technological advances and macro-environmental factors. Considering that the factors caused by the macro environment are uncontrollable variables and exert force on the entire micro environment such as companies, consumers, suppliers and competitors. This reality requires companies to be constantly aware of all changes in the market to adapt and promote new strategies in order to meet consumer demands. The pandemic, caused by COVID-19, has directly impacted the entire micro environment, from the way companies can operate to the way the market will consume, whether this change is caused by a government decree or by a new need for behavior of the consumer. With the population inserted in what is called the “new normal”, it becomes evident that consumption habits have undergone great changes. Given the current scenario and the restrictions on the functioning of activities caused by the COVID-19 pandemic, it is considered that such a change in the economic pattern and in the offer of products/services directly affects the way society is consumed, generating new needs and desire to consumption. Therefore, the question is how to identify the new post-pandemic retail consumption pattern? From this questioning, this research aimed to develop an investigation model on the new pattern of retail consumption in the city of Campos dos Goytacazes after the changes caused by the COVID-19 pandemic. For the methodological construction of the research model of the new pattern of consumption caused by the pandemic, a bibliographic survey was carried out based on five articles from 2014 to 2020, classified into 4 dimensions: Market and Economy; Social and Cultural Aspects; Life Stage; and Needs and Desires. From the definitions of dimensions, criteria for investigating the new consumption pattern were developed. In addition, to compose the model and identify the consumer and their perception of the changes in their behavior caused by the pandemic, two more dimensions were established. The first is called the Consumer Profile, which asks questions about age, gender, income, occupation, education, etc. and the second, Changes caused by COVID-19, in which the consumer is asked about the purchase frequency, purchase volume, purchase channel, etc. However, the application of this model seeks to identify the new consumption pattern of consumers in the city of Campos dos Goytacazes from the changes caused by COVID-19.

Keywords: Consumer, behavior and pandemic.

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