



**Consumer Buying Behavior during COVID-19 Pandemic  
A Comparative Study**

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**Consumer Buying Behavior during COVID-19 Pandemic:  
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*Dr. Salwa Mounir El-Kady*

***Abstract***

**Purpose** – This paper investigates the impact of COVID-19 on consumer buying behavior in Egypt and Saudi Arabia because of the different lockdown rules and measures that applied during the COVID-19 pandemic.

**Design/Methodology/Approach** - An online structured questionnaire was designed by using Google forms and sent to the respondents. A sample of 1042 responses (508 responses from Egypt, 534 responses from Saudi Arabia) were recorded for this study. The effect of pandemic on consumer buying behavior was assessed using statistical analysis techniques.

**Findings** – The results showed there is a significant relationship between lockdown rules applied during COVID-19 pandemic and consumer buying behavior in Egypt and Saudi Arabia, also it was found that in Egypt the most significant factor on consumer buying behavior was the personal factors and the least factor was culture while in Saudi Arabia the economic factor was the most significant factor on consumer buying behavior and also the least factor was culture.

**Research limitations/implications** – This research paper has some limitations as, the area of research is restrained to Egypt and Saudi Arabia only during COVID-19 pandemic, because of which the results cannot be generalized for other countries because of the differences in culture, income, personality, etc.... Also, the study was confined to the urban areas in Egypt and Saudi Arabia during

COVID-19 pandemic, so the results cannot be generalized for rural areas and due to continuous changes in behavior, attitude, culture and other factors, the response of the consumers in the present study during COVID-19 pandemic may not be relevant in the future time period.

**Originality/value** – The present paper is among the first to focus on examining the effect of COVID-19 pandemic on consumer buying behavior between two different countries that applied different lockdown procedures i.e., Egypt and Saudi Arabia.

**Keywords** *pandemic, consumer behavior, purchasing decision, Coronavirus, Lockdown.*

**Paper Type** Research paper.

### ***1. Introduction***

For any disease to become Pandemic it has to have the ability to spread around the world rapidly leading to millions of deaths so we can say it has to be contagious and deadly. That's how the new virus SARS-CoV-2 which is named after the disease it causes corona virus disease 2019 (COVID-19) which is the seventh in the corona virus family that emerged in a life animals market in Wuhan, China, in December 2019 was officially declared a pandemic that haven't been seen for a century. (Netflix, 2020) and (WHO, July, 2021)

So, this pandemic is our greatest risk now and no country will be immune from the problem, with cases continuing to increase globally, this outbreak is causing panic all over the world especially as people can be infected without showing any symptoms and it can be easily mistaken with a common flow so the level of fear will continue to increase. (Netflix, 2020)

Globally, till 13 July 2021, there have been 188,340,372 confirmed cases of COVID-19, including 4,059,009 deaths, reported to WHO. (WHO, July, 2021) So, since the outbreak of COVID-19 in December, countries has implemented various measures to reduce its impact on the society including travel bans, curfew, social distancing and home quarantines (Netflix, 2020), because this virus is considered the most dangerous and aggressive one of the coronaviruses that challenged humanity as it has the ability to attack the lungs, causing severe pneumonias. (Grech, 2020)

While studies have been and still being conducted now to try to explain the impact of this pandemic on consumer behavior, none of these studies investigated the effect of this pandemic on consumer buying behavior between two different countries that applied different lockdown procedures, notably between Egyptian and Saudi Arabian consumers which this paper aims to study.

#### *1.1 Consumer Behavior and COVID-19*

The current pandemic and its consequences; separation from loved ones, the loss of freedom, uncertainty over disease status, and boredom created dramatic effects. (Brooks, et al., 2020) The crisis results in behavioural changes of consumers behavior especially their decision making that can be seen as irrational these days, because it seems that consumer decision making is currently driven purely by self-interest and emotions, such as fear, anger, anxiety or positive emotions such as hope. Also, as the feeling of consumers' uncertainty will grow this will lead to more changes in consumption structure, changes in behaviour and serious states of anxiety and depression. (Małgorzata Kosicka-Gębska, 2013) and (Harris, 2020) Covid-19 simply changed how we see the world around us including the way people think and conduct their lives; it forces them to change

their habits, and way of living including their shopping. It also, affect their beliefs, attitudes, and opinions. (Harris, 2020)

Restaurants switched from fine dining to take-away makers, fast-food deliverers became supermarket shoppers and deliverers and advertising and media companies is developing campaigns and responses in days when these efforts usually took months or even years. (Harris, 2020) and (Anon., 2020)

The locking down that, different countries enforced to reduce spread of the virus to protect its citizens are considered the leading driver to the change in consumer behavior. It is also crystal clear from the lockdown situation that the buying behavior of consumers has been immensely affected. (Debnath, 2020) All companies are trying now to understand their consumers and the changes in their behavior more than ever, because they now need to know not just how they buy but also what and where they buy, so its intelligent and astute marketers will respond quickly by starting to adapt and develop the policies and strategies that fits to these changes and cover the consumer needs. (Anon., 2020) and (Harris, 2020)

Many researchers studied the core factors that generate the change of consumers' behavior during crisis, their results pointed out that obviously, no crisis is similar to another as no two similar crisis are alike, considering generating factors, evolution, outcomes, severeness, etc. but the thing they all have in common that in all risk generating situations, the psychological factors play an important role in determining the change of human behavior. (Pandelica, 2011) When people faces risk of a crisis they start to use their previous experiences to evaluate how bad a present situation is but when such a previous experience doesn't exist, the consumers will start "to project the worst of their fears" in order to make this evaluation.

Thus, their response will be an emotional one considering that there is no past experience to allow them to deal with such event. (Pandelica, 2011).

### *1.2 Factors Affecting Consumer Buying Behavior*

A number of studies were conducted in order to identify and analyze factors affecting the consumers' buying behavior, In the study of (Baltas, 1997), it was found that behavioral characteristic and attitude are also emphasized as significant determinates than socio-economic and demographic characteristic. While, (Pride & Ferrel, 2007) in their study to determine the factors affecting consumer buying behavior, their findings showed that social factors, physical factors and attitudinal factors are the major determinants in the consumers buying behavior.

(Kotler & Armstrong, 2007) conducted a research to study factors affecting consumer buying behavior. Amongst all the factors, physical factors, social factors, cultural factors and personal factors were found to be the major factors affecting consumer buying behavior. Another study conducted by Nguyen and Gizaw in 2014, to determine factors which influence consumers' purchasing decisions of private label food products. It was found that psychological factors are the major factors influencing consumer buying decision (Thu Ha & Gizaw, 2014).

While, (A, et al., 2014) investigated internal and external influences on consumers purchasing decisions on cosmetic products in Tamilnadu and Kerala, and their study found that social and culture factors had the most effect while, Personal and psychological factors had no impact.

Also, (Debasis & Sayantani, 2015), investigated factors affecting consumer decision making for purchasing selected home appliance

products and they found that demographic, psychographic as well as behavioral factors are the main factors whereas psychographic factors are the most significant among them.

Furthermore, (Ghaswyneh, 2019), investigated the elements influencing consumer behavior in the purchasing of Eco environmental-friendly-energy-saving green appliances in nations that have transitioned to clean energy. The findings demonstrated a high positive association between the social, cultural, personal, and psychological characteristics and the consumer's purchasing choice. Meanwhile, psychological elements are the most influential in the buying decision-making process. While, the least effective elements are personal factors.

According to (V & S., 2019), in their research that aimed to discover the elements that influence online customer purchasing behavior, they concluded that Psychological and demographic characteristics have a major influence on consumer purchasing choices.

### *1.3 Impact of COVID-19*

In July 7, 2020 McKinsey & Company performed a number of surveys presented in paper “A global view of how consumer behavior is changing amid COVID-19” conducted globally between June 16 and June 21, 2020 where it found that COVID-19 has affected consumer behavior in a number of ways leading to shift in his behavior (Anon., 2020). Also, “Strategy&” part of PwC Survey network performed a number of surveys and also concluded that there were changes in consumer buying behaviors regarding from what they buy to how they buy it (Anon., 2021). Since early March 2020, Numerator conducted a number of surveys till January 2121 to track consumers COVID-related behaviors and sentiments and these

surveys concluded that COVID-19 consistently impacts shopping behavior of 9 in every 10 consumers (Anon., 2020).

Furthermore, (Zwanka & Buff, 2021) investigated the potential impact of the COVID-19 pandemic of 2020 on global consumer traits, buying patterns, global interconnectedness and psychographic behavior, and other marketing activities and finally their paper found long term behavioral shifts due to the COVID-19 pandemic which resulted in shifts in consumer behavior.

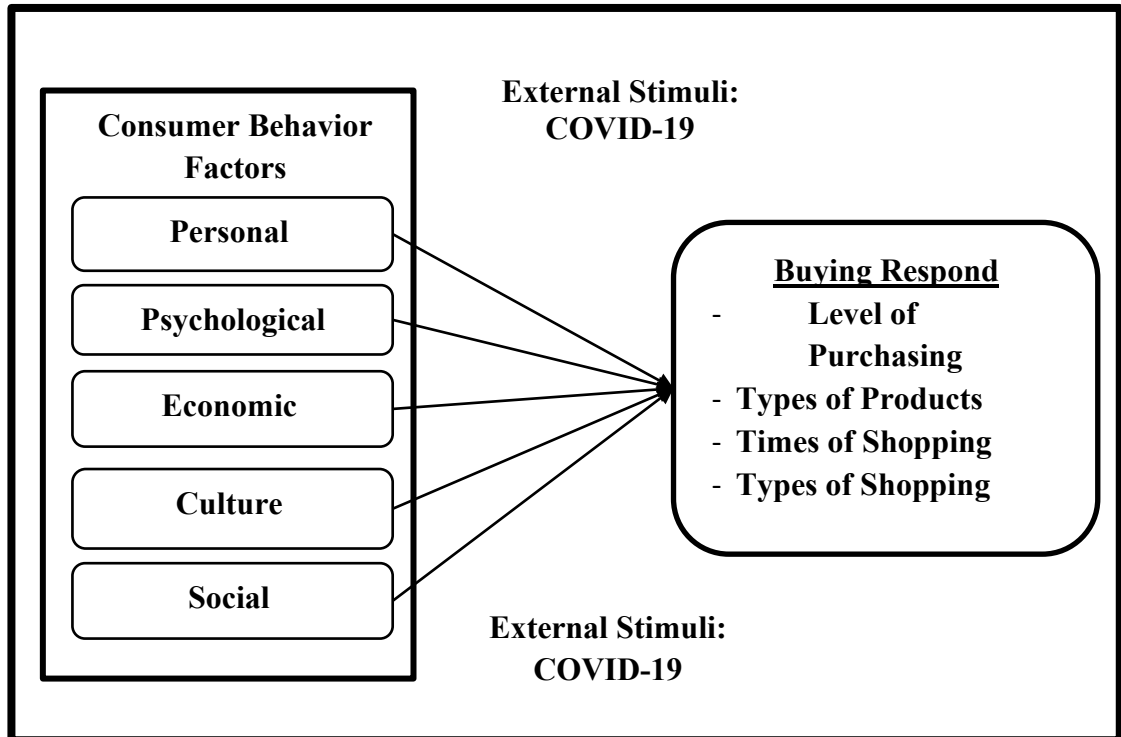
(Pathak & Warpade, 2020), investigated the impact of lockdown due to covid-19 on consumer behavior while selecting retailer for essential goods and it is found that it had an impact on consumers and they changed their preference while selecting retailers for shopping of essential goods.

Also, (Sheth, 2020), investigated impact of covid-19 on consumer behavior and the study found that there is a change in consumer behavior and new habits emerged. While (Meghna & Naveen, 2021) study concluded that the lockdown due to COVID-19 changed consumer behavior towards economic nationalism as they shifted to the national Indian products.

So, after the previous discussion it was clear that there is a need to measure the impact of COVID-19 Pandemic on Consumer Buying Behavior. The literature lacks studies measuring the impact of COVID-19 on Consumer Buying Behavior by considering its factors as well as taking into consideration the different lock down procedures taken by countries during COVID-19 Pandemic. Thus, this research paper attempts to assess the Consumer Buying Behavior during COVID-19 Pandemic in two countries that applied different lock down measures, i.e., Egypt and Saudi Arabia.



Therefore, based on the above discussion, the following conceptual framework will be tested (Figure 1).



**Figure 1: Conceptual Framework**

## **2. Objectives and hypotheses of the study**

Based on the above discussion, the following objectives will be studied:

- To evaluate the effect of factors influencing consumer behavior on consumer buying behavior during COVID-19 Pandemic; and
- To analyze the impact of lockdown rules applied during COVID-19 Pandemic on consumer buying behavior.

In the light of the above objective, the following hypotheses were framed:

*H1. There is a relationship between consumer behavior factors and consumer buying behavior during COVID-19 Pandemic*

*H2. There is a significant relationship between lockdown rules because of COVID-19 and consumer buying behavior.*

### **3. Research Methodology**

#### *3.1 Data Collection*

This study was designed for causal study between the independent variable namely consumer behavior factors and the dependent variable which is the analysis of consumer buying behavior in Egypt and Saudi Arabia. Given the outbreak of COVID-19 and considering that the samples are living in two different countries the data collection process was conducted using an online survey approach. The survey was developed in English and also translated into Arabic and both versions were sent to respondents to answer with the language that suits them to ensure a full understanding of questions.

#### *3.2 Questionnaire Design*

An online self-administrated questionnaire was used for data collection from consumers in Egypt and Saudi Arabia. The structure of the questionnaire is clear, easy to understand, straightforward and was designed to be as simple as possible to encourage people to participate in these difficult times that they are going through to ensure that the consumers could answer the questions with ease. The questionnaire was created using Google Forms and was distributed online to the respondents to facilitate the process to the respondents and to ensure high response rate. The survey covered all the model variables: cultural factors, social factors, personal factors (including demographic details of respondents), psychological factors, economic factors, buying response and other stimuli which in this case is the environmental situation presented by COVID-19

Pandemic. Therefore, a Likert scale was used in this questionnaire to measure responses because this scale is widely used in both marketing and social science and also, it reduces confusion of the respondents (Burns & Bush, 2010).

The questionnaire used for this study covered each variable in the research model with at least one question to measure each variable. As shown in the following table, column one represents economic factors regarding number and amount of income, column 2 represents personal factors covering gender, age, occupation, relationship status and number of family members, column 3 represents the psychological factors reflected by the reason of purchase, column 4 represents social factors reflected by group of referee, column 5 shows the culture which is represented by the two different countries Egypt and Saudi Arabia, column 6 represents the external stimuli which is in this case COVID-19 Pandemic regarding change in purchases and if so did it change positively or negatively and finally column 7 representing the buying behavior regarding number, types and place of purchase.

Table (1) Research Variables

Economic Factors	Personal factors	Psychological factors	Social factors	cultural factor	other stimuli	Buying response
Family Income (per month) <ul style="list-style-type: none"> <li>• Under 1000</li> <li>• over 1000 – 2500</li> <li>• over 2500-4000</li> <li>• Over 4000 - 7000</li> <li>• Over 7000 – 15000</li> <li>• over 15000-25000</li> <li>• Above 25000</li> </ul>	Gender: <ul style="list-style-type: none"> <li>• Male</li> <li>• Female</li> </ul>	Do you buy these products because <ul style="list-style-type: none"> <li>• You need it</li> <li>• Addicted to shopping</li> <li>• Fear so you store it</li> <li>• Deprecation so you want to cheer up a bit</li> </ul>	When you do your purchases nowadays you take the opinion of: <ul style="list-style-type: none"> <li>• Friends</li> <li>• Family</li> <li>• Reviews</li> <li>• All the above</li> <li>• No one</li> </ul>	Egypt	Did COVID 19 affect your level of purchases? <ul style="list-style-type: none"> <li>• Yes</li> <li>• no</li> </ul>	How often do you shop? <ul style="list-style-type: none"> <li>• Daily</li> <li>• Twice a week</li> <li>• Weekly</li> <li>• Every 2 weeks</li> <li>• monthly</li> </ul>
Source of income <ul style="list-style-type: none"> <li>• Sole income</li> <li>• Dual income</li> </ul>	Age: <ul style="list-style-type: none"> <li>• below 20</li> <li>• 20-30</li> <li>• 31-40</li> <li>• 41-60</li> <li>• above 60</li> </ul>			Saudi Arabia	Did your purchases increase during COVID 19? <ul style="list-style-type: none"> <li>• Yes</li> <li>• no</li> </ul>	What purchases you buy most? <ul style="list-style-type: none"> <li>• Grocery</li> <li>• Medical supplies</li> <li>• Detergents</li> <li>• Fashion &amp; Luxury category— which includes items like designer clothes, watches, jewelry, and handbags</li> <li>• Home accessories and furniture</li> <li>• Other</li> </ul>

*Cont.*

	Occupation: <ul style="list-style-type: none"> <li>• Student</li> <li>• Employed</li> <li>• housewife</li> <li>• Unemployed</li> <li>• Entrepreneur</li> <li>• Something else</li> </ul>					Do you buy from stores or online? <ul style="list-style-type: none"> <li>• Online</li> <li>• stores</li> </ul>
	Relationship status: <ul style="list-style-type: none"> <li>• Single</li> <li>• Married</li> <li>• divorced</li> <li>• widow</li> </ul>					
	Number of family members <ul style="list-style-type: none"> <li>• 1</li> <li>• 2</li> <li>• 3</li> <li>• 4</li> <li>• 5</li> <li>• More than 5</li> </ul>					

### *3.3 Sample Frame*

The online structured questionnaire was designed by using Google forms was sent to friends, colleagues, students, professors, homemakers, and other known people also and they were invited along with the form to share the survey link to as many people as possible according to their convenience and comfort. So, a sample of 1042 respondents of various age groups, different professions and income levels were taken from both countries Egypt and Saudi Arabia (508 responses from Egypt, 534 responses from Saudi Arabia) and were analyzed. The scope of the survey and objectives of the research were made available to all participants. The participants gave consent and voluntarily joined the study.

### *4. Analysis And Interpretation*

The data generated with the help of the questionnaire was analyzed through SPSS 24. For data analysis; descriptive statistics, correlation analysis and Z-test were applied in the statistical analysis. Descriptive statistics showed the sample sizes, frequencies and percent variables. They were used for describing the demographic data and the profile of respondents is described in this study. Furthermore, to describe the relation between the variables, correlation analysis was used while z- test was utilized to determine whether the two populations (Egypt & Saudi Arabia) means are different.

Table (2) showed the relationship between factors influencing consumer behavior and the consumer buying behavior during COVID-19 Pandemic and this for the purpose to test the first hypothesis of the study.

Table (2), row (3), shows the test of the relationship between personal factors and consumer buying behavior during COVID-19. It is clear that for Egypt, testing the relationship between gender and

consumer buying behavior during COVID-19, showed no significant relation as chi-square is (3.662), contingency coefficient (0.085), and the p-value is (0.056) with a moderate relationship. When testing this relationship in Saudi Arabia, it showed no significant relation as chi-square (0.497), contingency coefficient (0.030) and the p-value is (0.481), with a weak relationship. For the total sample, it showed significant relation as chi-square is (3.922), contingency coefficient (0.061), and the p-value (0.048) with a moderate relationship.

Testing the relationship between age and consumer buying behavior during COVID-19 in Egypt, showed significant relation as chi-square is (13.416), contingency coefficient (0.160) and the p-value is (0.009) with a good relationship. In Saudi Arabia, the test showed significant relation as chi-square is (13.006), contingency coefficient (0.154) and the p-value is (0.154) with a good relationship. For the total sample, the test showed significant relation as chi-square is (18.877), contingency coefficient (0.133), and the p-value is (0.001) with a good relationship.

In Egypt, a test for the relationship between material status and consumer buying behavior during COVID-19 showed no significant relation as chi-square is (2.549), contingency coefficient (0.071), and the p-value is (0.769) with a moderate relationship. Testing this relationship in Saudi Arabia, showed significant relation as chi-square is (19.557), contingency coefficient (0.188), and the p-value is (0.002) with a good relationship. In the total sample, this test showed no significant relation as chi-square is (7.864), contingency coefficient (0.087), and the p-value is (0.164) with a good relationship.

While testing the relationship between the number of a family member and consumer buying behavior during COVID-19 in Egypt,

the test showed significant relation as chi-square is (16.329), contingency coefficient (0.176), and the p-value is (0.006) with a good relationship. While in Saudi Arabia, the test showed no significant relation as chi-square is (10.517), contingency coefficient (0.139) and the p-value is (0.062) with a good relationship. In the total sample, the test of this relationship showed no significant relation as chi-square is (1.336), contingency coefficient (0.036), and the p-value is (0.0931) with a weak relationship. This result indicates that there is an association between personal factors and consumer buying behavior during COVID-19.

Table (2), row (4), shows the test of the relationship between physiological factors and consumer buying behavior during COVID-19. From row (4), it is clear that for Egypt that there is no significant relationship between psychological factors and consumer buying behavior during COVID-19 as chi-square is (6.922), contingency coefficient (0.116), and the p-value is (0.074) with a good relationship. For Saudi Arabia, it showed a significant relationship between psychological factors and consumer buying behavior during COVID-19 as chi-square is (12.793), contingency coefficient (0.110), and the p-value is (0.005) with a good relationship. For the total sample, the test showed significant relation as chi-square is (12.793), contingency coefficient (0.110), and the p-value is (0.005) with a good relationship. This result indicates that there is an association between physiological factors and consumer buying behavior during COVID-19.

Table (2), row (5), shows the test of the relationship between economic factors and consumer buying behavior during COVID-19. From row (5), it is clear that for Egypt that there is no significant relationship between economic factors and consumer buying



behavior during COVID-19 as chi-square is (5.472), contingency coefficient (0.103), and the p-value is (0.361) with a moderate relationship. For Saudi Arabia, it showed a significant relationship between economic factors and consumer buying behavior during COVID-19 as chi-square is (22.636), contingency coefficient (0.202), and the p-value is (0.001) with a good relationship. For the total sample, the test showed a significant relation as chi-square is (12.708), contingency coefficient (0.110), and the p-value is (0.048) with a moderate relationship. This result indicates that there is an association between economic factors and consumer buying behavior during COVID-19.

Table (2), row (6), shows the test of the relationship between cultural factors and consumer buying behavior during COVID-19. From row (6), it is clear that for Egypt that there is no significant relationship between cultural factors and consumer buying behavior during COVID-19 as chi-square is (0.055), contingency coefficient (0.010), and the p-value is (0.814) with a very weak relationship. For Saudi Arabia, it showed a significant relationship between cultural factors and consumer buying behavior during COVID-19 as chi-square is (0.654), contingency coefficient (0.045), and the p-value is (0.419) with a very weak relationship. For the total sample, the test showed a significant relation as chi-square is (0.032), contingency coefficient (0.006), and the p-value is (0.858) with a moderate relationship. This result indicates that there is an association between cultural factors and consumer buying behavior during COVID-19.

Table (2), row (7), shows the test of the relationship between social factors and consumer buying behavior during COVID-19. From row (7), it is clear that for Egypt that there is no significant relationship between cultural factors and consumer buying behavior during

COVID-19 as chi-square is (1.459), contingency coefficient (0.054), and the p-value is (0.834) with a weak relationship. For Saudi Arabia, it showed a significant relationship between cultural factors and consumer buying behavior during COVID-19 as chi-square is (2.334), contingency coefficient (0.066), and the p-value is (0.675) with a weak relationship. For the total sample, the test showed a significant relation as chi-square is (2.324), contingency coefficient (0.047), and the p-value is (0.676) with a weak relationship. This result indicates that there is an association between cultural factors and consumer buying behavior during COVID-19.

The results showed that part of the factors influencing consumer behavior have an effect on consumer buying behavior during COVID-19 (Personal, Psychological, and Economic factors) while, other factors (Culture and Social) have no effect or weak effect on consumer buying behavior during COVID-19 pandemic. According to this result, the first hypothesis can be partially accepted.

Table (2) Relationship between Factors Influencing Consumer Behavior and Consumer Buying Behavior during COVID-19 Period

		Relationship between Factors Influencing Consumer Behavior and Consumer Buying Behavior during COVID-19								
Factors Influencing Consumer Behavior		Egypt			Saudi Arabia			Total		
		Chi-Square	p-value	Contingency Coefficient	Chi-Square	p-value	Contingency Coefficient	Chi-Square	p-value	Contingency Coefficient
<i>Personal Factors</i>	Gender	3.662	0.056	0.085	0.497	0.481	0.030	3.922	0.048	0.061
	Age	13.416	0.009	0.160	13.006	0.011	0.154	18.877	0.001	0.133
	Relationship Status	2.549	0.769	0.071	19.557	0.002	0.188	7.864	0.164	0.087
	Number of Family Members	16.329	0.006	0.176	10.517	0.062	0.139	1.336	0.931	0.036
<i>Psychological Factors</i>		6.922	0.074	0.116	13.250	0.004	0.156	12.793	0.005	0.110
<i>Economic Factors</i>		5.472	0.361	0.103	22.606	0.001	0.202	12.708	0.048	0.110
<i>Cultural Factors</i>		0.055	0.814	0.010	0.654	0.419	0.045	0.032	0.858	0.006
<i>Social Factors</i>		1.459	0.834	0.054	2.334	0.675	0.066	2.324	0.676	0.047

This table summarizes the results of examining the relationship between factors influencing consumer behavior and consumer buying behavior during the COVID-19 pandemic. The Table shows the contingency coefficient between some variables of the study to measure the strength of the relationship and the chi-square test to test for the relationship between some variables in the study for both countries and total samples.

Table (3) and (4) shows the examination of the impact of COVID-19 on purchasing habit and consumer buying behavior related to the country of the research sample.

From table (3), it is clear that, there is a significant different between (country) for time of shopping, types of products purchases, reasons for purchasing, and buy from stores or online with t-test (3.141), (7.337), (8.521), and (4.003) respectively and the p-value is (0.002), (0.001), (0.001), and (0.001) respectively.

*Table (3) An Impact of COVID-19 on Purchasing Habit Related to Country*

<b>Variables (Consumer Buying Behavior)</b>	<b>Sample</b>	<b>N</b>	<b>Mean</b>	<b>Standard Deviation</b>	<b>T- Test</b>	<b>p- value</b>
<b>Time of Shopping</b>	<b>Egypt</b>	508	2.89	1.251	3.141	0.002
	<b>Saudi Arabia</b>	534	3.11	1.074		
<b>Types of Products Purchased</b>	<b>Egypt</b>	508	2.21	1.719	7.337	0.001
	<b>Saudi Arabia</b>	534	1.51	1.371		
<b>Reasons for Purchasing</b>	<b>Egypt</b>	508	1.75	1.207	8.521	0.001
	<b>Saudi Arabia</b>	534	1.24	0.701		
<b>Buy from Stores or Online</b>	<b>Egypt</b>	508	2.25	0.826	4.003	0.001
	<b>Saudi Arabia</b>	534	2.43	0.586		

This table summarizes the results of examining the impact of COVID-19 on purchasing habits related to the country. Intendant T-Test was used to test the difference between (Egypt and Saudi Arabia). If the significant level is less than 5% this indicates that the presence of a significant difference, and if the significance level higher than 5% that indicates that there was no statistical difference.

From table (4), it is clear that, there is a significant different between (country) level of purchases during COVID-19 and the increasing of purchases during COVID-19 with z-test (2.13), and (2.41) respectively and the p-value is (0.034), (0.016) respectively.

*Table (4) An Impact of COVID-19 on Consumer Buying Behavior Related to Country of the Research Sample*

<b>Variables (Consumer Buying Behavior)</b>	<b>Sample</b>	<b>N</b>	<b>X</b>	<b>P</b>	<b>Z- Test</b>	<b>p- value</b>
<b>Level of purchases changed during Covid- 19 (Yes)</b>	<b>Egypt</b>	508	373	0.7342	2.13	0.034
	<b>Saudi Arabia</b>	534	422	0.7903		
<b>Level of purchases increased during Covid- 19 (Yes)</b>	<b>Egypt</b>	508	247	0.4862	2.41	0.016
	<b>Saudi Arabia</b>	534	220	0.4119		

This table summarizes the results of examining the impact of COVID-19 on consumer behavior related to the country. In this table, Column 3 (N): sample size, and Column 4 (x): number of Yes.

Proportions Normal z-test was used to test the difference between (Egypt and Saudi Arabia). If the significant level is less than 5% this indicates that the presence of a significant difference, and if the significance level higher than 5% that indicates that there was no statistical difference.

The results from table (3) and (4) supporting the second hypothesis (H<sub>2</sub>) which indicates that the lockdown rules impact consumer buying behavior during COVID-19.

### ***5. Findings and Discussions***

The present study aimed to examine changes in consumer behavior and their buying behavior during the lockdown period due to the COVID-19 pandemic.

After testing the relationship between consumer behavior factors and consumer buying behavior during COVID-19 pandemic, the findings showed that the personal factors had a partial impact on consumer buying behavior in Egypt due to number of family members followed by the age while gender and marital status had no effect, while, in Saudi Arabia it had also a partial impact but due to marital status followed by age and number of family members but gender had no effect.

Regarding the psychological factors it was found that in both countries; Egypt and Saudi Arabia it had a strong impact on consumer buying behavior while, the economic factors in both countries had a moderate impact on consumer buying behavior. This result is consistent with (Zwanka & Buff, 2021) who find that psycholological factors has an impact on consumer behavior during the pandemic.

Further, the culture factors were found that in both countries it had a very weak impact on consumer buying behavior and finally, the social factors in both countries had a weak impact on consumer buying behavior.

Finally, results indicate that personal factors in Egypt had the most significant impact on consumer buying behavior while, culture had the least impact. But, in Saudi Arabia the results clarified that economic factor had the most significant impact on consumer buying behavior and also culture had the least impact.

On measuring the second hypothesized results confirmed that there is a significant relationship between lockdown rules applied during COVID-19 pandemic and consumer buying behavior in both countries but it was noticed that the level of purchases increased more in Saudi Arabia than Egypt. This result is consistent with (Pathak & Warpade, 2020), who find out that lockdown rules during the pandemic has an effect of consumer behavior.

### **6. Conclusion**

This study examines the impact of COVID-19 on consumer buying behavior between two countries with different lockdown rules during the pandemic which are in this case Egypt and Saudi Arabia.

The objective of this research is to evaluate the effect of factors influencing consumer behavior on consumer buying behavior during COVID-19 pandemic; and to analyze the impact of lockdown rules applied during COVID-19 pandemic on consumer buying behavior. To meet these objectives, numerous sources of data were collected by conducting the questionnaire, gathering relevant information and analyzing it. Consumer behavior factors personal, economic, culture, psychological and social factors, were measured in this study in order to lead to a greater understanding and awareness of most influential factors in each country. Finally, the current study addressed the fact that there is a significant relationship between lockdown rules applied during COVID-19 pandemic and consumer buying behavior.

Findings indicated that in Egypt the most significant factor on consumer buying behavior was the personal factors while, the least factor was culture and in Saudi Arabia the economic factor was the most significant

factor on consumer buying behavior and also the least factor was culture.

### **7. Managerial Implications**

The research enables Marketers to have access to data concerning consumers, buying habits and kinds of purchases, in order to develop convincing communication programs. Also, by deeply analyzing different consumer behavior this helps marketers to in the development of marketing communication strategies, as they can assess the information needed to identify and select target markets and identifying different marketing strategies like positioning and market segmentation.

### **8. Limitations**

This research paper endures some limitations also:

- The area of research is restrained to Egypt and Saudi Arabia only during COVID-19 pandemic, because of which the results cannot be generalized for other countries because of the differences in culture, income, personality, etc.
- Due to continuous changes in behavior, attitude, culture and other factors, the response of the consumers in the present study during COVID-19 pandemic may not be relevant in the future time period.
- The study was confined to the urban in Egypt and Saudi Arabia during COVID-19 pandemic, so the results cannot be generalized for rural areas.



### ***9. Future Researches***

For the future studies, the following suggestions were made for the researchers:

- Further researches are recommended with consumer samples of other countries.
- Also, researches taking into consideration comparing between consumers in urban and the rural areas are required.
- Finally, the psychological factors may be studied as the sole factor during covid so its sub factors (Motivation, perception, learning, and attitude) can be looked into in details to measure their impact and determine which of them may be considered the key player behind, the change in buying behavior.

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**السلوك الشرائي للمستهلك خلال جائحة كوفيد- ١٩ : دراسة مقارنة**

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الجامعة الحديثة للتكنولوجيا والمعلومات

**مستخلص الدراسة**

**غرض الدراسة** - تستهدف الدراسة البحث في تأثير جائحة كوفيد- ١٩ على السلوك الشرائي للمستهلك في جمهورية مصر العربية بالمقارنة مع المملكة العربية السعودية في ظل قواعد وإجراءات إغلاق مختلفة تم تطبيقها أثناء الجائحة.

**منهج الدراسة** - تم تصميم استبيان منظم عبر الإنترنت باستخدام نماذج Google وإرساله إلى المستجيبين. تم تسجيل عينة من ١٠٤٢ (٥٠٨ إجابة من جمهورية مصر العربية، و٥٣٤ إجابة من المملكة العربية السعودية) لهذه الدراسة، حيث تم تقييم تأثير الجائحة على السلوك الشرائي للمستهلك باستخدام تقنيات التحليل الإحصائي.

**نتائج الدراسة** - أظهرت النتائج وجود علاقة ذات دلالة إحصائية بين قواعد الإغلاق المطبقة أثناء جائحة كوفيد- ١٩ وسلوك المستهلك الشرائي في جمهورية مصر العربية والمملكة العربية السعودية، كما وجد أن العوامل الشخصية هي الأكثر تأثيراً على السلوك الشرائي للمستهلك في جمهورية مصر العربية. أما في المملكة العربية السعودية فقد كان العامل الاقتصادي هو العامل الأكثر تأثيراً على سلوك الشراء لدى المستهلك، وقد كانت الثقافة هي العامل الأقل تأثيراً في كلا البلدين.

**حدود الدراسة** - يقتصر مجال البحث على جمهورية مصر العربية والمملكة العربية السعودية فقط خلال جائحة كوفيد- ١٩، وعليه لا يمكن تعميم النتائج على البلدان الأخرى بسبب الاختلافات في الثقافة، الدخل، الشخصية، وما إلى ذلك. كما اقتصرت الدراسة على المناطق الحضرية في جمهورية مصر العربية والمملكة العربية السعودية، لذلك لا يمكن تعميم النتائج على المناطق الريفية. وأخيراً وبسبب التغيرات المستمرة في السلوك، المواقف الثقافية، وعوامل أخرى، قد لا تكون استجابة المستهلكين في هذه الدراسة أثناء جائحة كوفيد- ١٩ ذات صلة في الفترة الزمنية المستقبلية.

**القيمة البحثية للدراسة** - تعد الدراسة الحالية من بين الدراسات الأولى التي تناولت البحث في تأثير جائحة كوفيد- ١٩ على سلوك شراء المستهلك بين دولتين مختلفتين ذات إجراءات إغلاق مختلفة، وهما جمهورية مصر العربية والمملكة العربية السعودية.

**كلمات مفتاحية:** جائحة، سلوك المستهلك، قرار الشراء، فيروس كورونا، إغلاق.