

How has COVID-19 affected the way people shop?



Genesis

This genre assignment project started out with no specific method in mind. After getting an idea from the class website resources page, I decided to do a Twitter thread survey. Some time later after posting it, a Twitter responder commented and said it would be better if I created a Google form. They said it would be more organized for both those who responded, and for me. I then proceeded to make a Google survey and shared it with my followers on Twitter. I also sent it to friends, family, and classmates so I can get as many people, from different places and different ages as possible.

Question

How has the COVID-19 pandemic affected the way people shop?

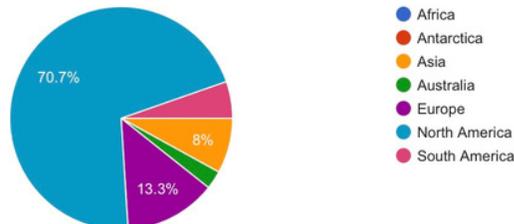
Thoughts

Before researching, I had assumed that many people changed the way they shopped. However, I was only thinking about it in a physical sense.

Survey Questions 1 & 2

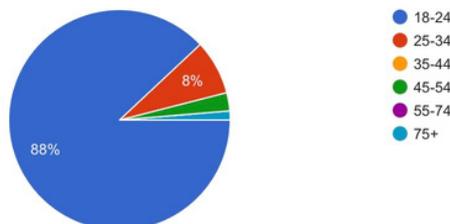
Where do you live?

75 responses



Age?

75 responses



These two questions are to see where people who answered the survey are from, and to see how old they are.

70.7% are from North America.

13.3% are from Europe

8% are from Asia

5.3% are from South America

2.7% are from Australia

88% are between the ages 18-24

8% are in between 25-34

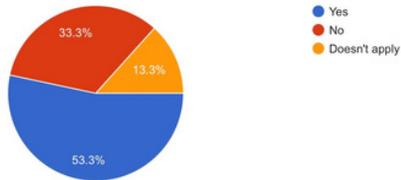
2.7% are between 45-54

2.7% are older than 75

Survey Questions 3 & 4

Has the pandemic caused you to start shopping online? (For those who never shopped online pre-pandemic)

75 responses



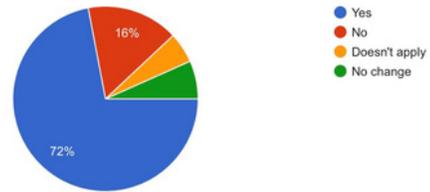
Question 3 is to see who start shopping online once the pandemic started.

A 53.3% of responders who started shopping online 33.3% said the pandemic hasn't caused them to shop online. 13.3% said this doesn't apply to them (they've shopped online pre-pandemic)

Question 4 is to see if online shopping increased more than pre-pandemic times for those who previously shopped online.

Have you started shopping online more? (For those who already used to buy online pre-pandemic)

75 responses



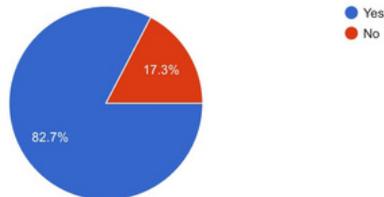
72% said they started shopping online more since the pandemic started.

16% said they haven't shopped more online
6.7% reported no change and 5.3% said this doesn't apply to them.

Survey Questions 5 & 6

Do you still shop in person?

75 responses



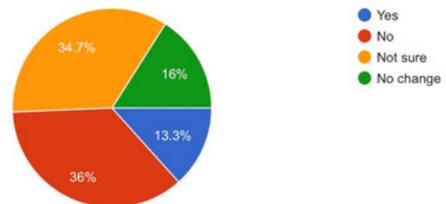
Question 5 is to see how many people still shop online even though there are many other ways to shop.

82.7% said they still shop in person, while 17.3% said they do not.

Question 6 helps see that the way people shopped has changed since the pandemic started.

If your shopping method has changed, will you be changing back?

75 responses



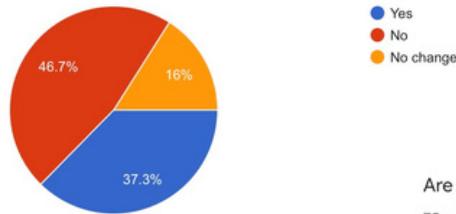
36% of responders said they will not be changing back to the way they shopped before.

34.7% are not sure if they will.
16% said their shopping method has not changed.
13.3% said they will go back.

Survey Questions 7 & 8

Has the way you shop now affected you financially? (In a good way)

75 responses



Question 7 helps see who is aware of the products they buy.

77.3% have said that they are more aware of the products they purchase since the pandemic started. 22.7% say that they are not aware.

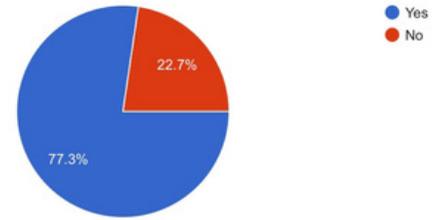
Question 7 is to see if those who completed the survey were affected in a good way financially.

This is 46.7% of responders have said that the way they shop now has not affected them in a good way financially.

37.3% of responders have said that the way they shop has affected them in a good way financially. 16% have reported no change.

Are you more aware of the products you purchase?

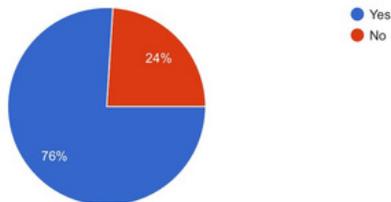
75 responses



Survey Questions 9 & 10

Are you more aware of how you spend your money?

75 responses



Question 10 helps see those who have started buying unnecessary items.

60% of people say that they have started buying unnecessary items since the pandemic started, while 40% say that they don't make any unnecessary purchases.

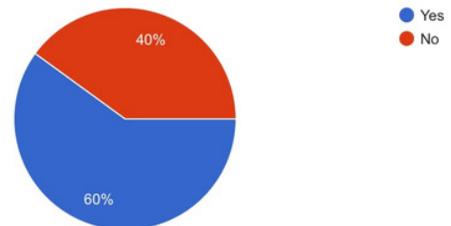
Question 9 is to see who is aware of how they spend their money since the pandemic started.

76% of the people who responded have said that they're more aware of the way they spend their money since the pandemic started.

24% of people said that they are not aware.

Have you started buying unnecessary items?

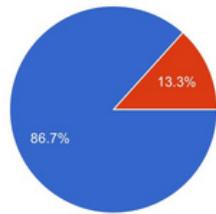
75 responses



Survey Questions 11 & 12

Do you try limiting yourself on the things you purchase?

75 responses



● Yes
● No

Question 11 shows who try to limit themselves on purchasing things.

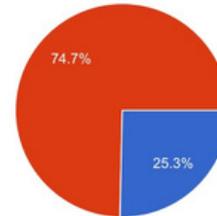
86.7% say that they try limiting themselves on the things they buy. 13.3% have said that they don't try to limit themselves.

Question 12 is to see who only buys things they truly need.

74.7% say they don't only buy things they need.
25.3% say they only buy things they need.

Do you only buy things you TRULY need?

75 responses

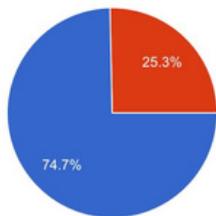


● Yes
● No

Survey Question 13

Has the pandemic caused you to change the way you view your purchases/spending?

75 responses



● Yes
● No

Question 13 shows those who changed their view on their shopping and/or spending since the pandemic started.

74.7% of the people that answered say that the pandemic has caused them to change the way they view their purchases and spending. A 25.3% say that it hasn't caused them to change the way they view their purchases and spending.

Conclusion

After researching and completing this project, I've become really interested in the shopping changes that have been made due to COVID-19. It has been interesting to learn that no matter your age, or where you live, we have all gone through a similar experience when it comes to the way we shop. I believe that without doing any research, I wouldn't have a clear idea on how our shopping was affected by COVID-19. The pandemic hasn't only changed the way we physically shop, but it has also changed the way we think about shopping. Many of us are now aware of how and what we spend our money on. Many try to be better consumers, for our sake and for the environment's sake. Just like everyone who completed the survey, I relate to many of the changes that we have had to go through. After completing this project, I can see that I am not the only one who's shopping has changed and will continue to change.