

A Work Project, presented as part of the requirements for the Award of a Master's degree in Management from the Nova School of Business and Economics.

HAVE THE CHANGES IN PRODUCT CLAIMS DUE TO THE GLOBAL PANDEMIC BEEN EFFECTIVE IN THE CONSUMER MINDS IN THE PORTUGUESE FAST MOVING CONSUMER GOODS MARKET?

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Abstract

Title: Have the changes in product claims due to a global pandemic been effective in the consumer mind in the FMCG Portuguese market?

With the rise of a global pandemic, consumers are more concerned about their health, therefore seeking products which can suffice those needs. Product claims can help companies respond to the current demand. This study analyzed a survey (n=65) in which consumers were given three choices (a no claim product, a free covid-19 claim product and a kills 99.9% of virus and bacteria claim product) with variances in pricing. There is evident preference for the 99.9% claim product, additionally consumers are also willing to pay up to at least 50% more than the original product for an additional benefit.

Keywords: Marketing; Consumer Buying Behavior; Pandemic; Covid-19; Product claim

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1. Introduction

On 31st of December 2019 the first cases of what is now known as Covid-19 were reported in Wuhan, China. Very quickly the virus spread around the world and preventive measures were taken by the governments such as the usage of masks, hand sanitizer and quarantine which has had a huge impact not only on the world economy as multiple companies collapsed but also on the consumer behavior and mental health. On November 20th, with 53.7 million confirmed cases, 1.3 million deaths and no vaccine available, the panic of the unknown was still very present. (WHO 2020)

With a global pandemic on the rise, consumers started to shift their behaviors as a response to the situation. Although a certain economical instability is predictable in these kinds of situations, consumer uncertainty has also intensified due to a non-existent vaccine (Li and De Clercq 2020). Uncertainty creates instability in the minds of consumers, which therefore tends to change their consumer behaviors and also makes it less predictable. (Sheth 2020).

With the pandemic, consumers were obliged to stay home confined to small living spaces and to social distance which has had enormous impacts on the way they shop. In the first few months behaviors such as hoarding and panic buying were observed (Pfefferbaum and North 2020). Such types of behavior will be discussed further in this dissertation.

Understanding the consumer buying behavior process is key to selling a product, but there are multiple factors, which may influence their behavior. On one hand, some may argue that consumer behavior is highly foreseeable and there are certain models and frameworks that can predict a purchase due to past repetitive purchases (Sheth 2020). On the other hand, this behavior can only be anticipated, as consumers tend to live in the same environment for long periods. The pandemic has disrupted these models in the sense that they brought instability to the consumer's mind, making their purchases less predictable. As it was

mentioned above, the situation, which is lived by the consumer, matters to the kind of behavior he/she has. There are four types of situations that can bring instability to the purchasing behavior of a consumer, the most relevant to this study being ad hoc natural disasters like a global pandemic, which is when the consumer behavior becomes even less predictable (Islam et al. 2021).

With these changes in behavior companies had to adapt the way they communicate to stay relevant. Some of the changes observed were adjustments in the product's claims – affirmation about the product that stands out a relevant benefit to the consumer being in a format of advertisement, digital promotion and product packaging.

1.1 Research aim

The research aim of this study is to investigate whether changing a claim on a product can impact the consumer buying behavior and its effect on sales.

1.2 Research objectives

In this research, three research objectives will be covered:

1. **Describe** the evolution of a global pandemic and how the consumers have responded to it;
2. **Explain** the buying behavior of a consumer and how its prediction can be affected by multiple factors;
3. **Evaluate** if the response to the changes in product claims have interfered with the buying process of consumers.

1.3 Justification of the study

This study relates to my master's degree as it will analyze how product claims can influence a consumer choice to buy one product over the other based solely on its relevance to the current situation. With this study, fast moving consumer goods (FMCG) companies can understand whether their changes in product advertisement are being effective or not on the consumer's minds and their decision to purchase their products. This will be beneficial to not only companies who already have these types of products on the market but also to companies that may wish to enter the FMCG market in Portugal.

2. Literature review

2.1 Consumer behavior – as a response to the pandemic

There is no doubt that a pandemic can cause disruption on the market and on the economy, however, it is also important to recognize the instability and uncertainty that arises on consumer behavior, especially when a vaccine is still not available to everyone (Li and De Clercq 2020). With restrictions to decrease the intensity and spread of the virus, consumers were obliged to self-isolate and to social distance. As these restrictions affected the circulation of and purchases by consumers, their behavior started to shift, not only in terms of volume of purchases but also the types of purchases made (Loxton et al. 2020).

According to the literature, the belief that products may go out of stock can alter consumer choices and moreover leads to an increase in the value of these products. When the Covid-19 pandemic commenced, consumers started to stockpile products, which diverged from the “normal” consumer buying behavior patterns. In the first few weeks, stores started to run out of surgical masks and hand sanitizers for example (Pantano et al. 2020).

When being exposed to long periods of stockouts, consumers tend to alter their buying behavior habits and therefore making them less predictable. These reactions may become

more frequent even after the pandemic is over. Another consequence of these stockouts is price sensitivity, as consumers were seen to pay up to 300% more on certain products during the pandemic (Pantano et al. 2020). In our understanding, these changes in the consumer behavior could lead to purchases “out of the normal” meaning that a consumer may be influenced to make a purchase due to a claim in a product or a brand's perception, that he/she did not buy before. An example of this could be the increase number of purchases of products that claim to kill virus and bacteria. As a result of these changes, could result in the creation and/or spread out of specific product claims.

With this shift in behavior we managed to observe different types of attitudes which could be said to be provoked by fear such as panic buying (Loxton et al. 2020).

Panic buying, according to Yoon, Narasimhan, and Kim (2018), is a type of behavior where consumers tend to make purchases of larger quantities or of an unconventional scope of products either before or after a disaster. The type of purchases made tend to be on medical supplies or physiological needs according to Maslow's theory of needs (BESSION 2020).

According to Yuen et al. (2020), panic buying was caused by four factors as a response to the current pandemic. These four factors being: 1. Consciousness, 2. The fear of the unknown, 3. problem-solving behavior and lastly 4. social psychology. For a consumer, the response of panic buying is perceived to, in the consumer's mind, minimize the risk or any impact. However, this is not an unexpected behavior, as in many other disasters, consumers were seen to stockpile on basic goods in order to prepare for a possible scarcity of goods. On the other hand, this type of behavior can be transmitted from one consumer to another which was something that was seen all around the world (Thomas and Mora 2014). Following Maslow's hierarchy of needs, it is clear that whenever consumers feel threatened by a possible disaster, they constantly recur to their physiological needs and shift away from the self-actualization goods (Samli 2013).

Another type of behavior that consumers experienced during the first stages of the pandemic was Herd mentality. In a situation where the information that consumers have over the subject is scarce and there is a perceived threat, consumers usually follow other consumers instead of relying on themselves and in a more logical buying process, this type of response tends to create social anxiety (Brooks, Capra, and Berns 2012). Herd mentality is usually displayed by a number of events: social anxiety, stock prices and the consumer purchasing behaviors. These three events are associated with one another, as social anxiety tends to alter the consumer purchasing behavior, which then may alter stock prices, as companies observe these types of behavior and try to benefit from them. As we could observe with the increase of prices in masks and hand sanitizer and spray (Loxton et al. 2020). The claim itself can also lead to this effect by influencing the massive purchase of set product creating a need for it in the consumer's mind.

2.2 Advertising and its impact on consumers

There is no doubt that brands can have a certain impact on the consumer, moreover, according to Malik, Ghafoor, and Iqbal (2013), consumers tend to trust more in a branded product and state a higher preference in making purchases from brands which are already known in the market.

There are multiple factors, which can affect a consumer's perception of a brand such as: social responsibility, price, brand attitude, advertisement and others (Shahid, Hussain, and Zafar 2017). Marketing strategies can help companies achieve a certain status, which is desirable to any consumer. Using advertising as a strategy can change a consumer's perspective on a brand and eventually lead them to make a purchase (Malik, Ghafoor, and Iqbal 2013).

The marketing/advertising and the consumer behavior have a two-way relationship, meaning one influences the other and vice-versa, as it is stated in the (Khandelwal and Bajpai 2011) study in which they recognized that the rising demand for environmental-friendly commodities from the consumers resulted in the arrival of multiple green brands thus permitting the emergence of green marketing; On the other hand, as reported in the Malik, Ghafoor, and Iqbal (2013) study, the more known a brand is, the greater the probability that a customer will choose this specific brand over its competitors. A brand represents everything from its target, due to the pricing range, to its quality, due to its customers' satisfaction. Advertisement, according to Malik, Ghafoor, and Iqbal (2013), impacts positively the consumer's buying behaviour and effectively promotes the brand itself.

Looking more specifically into advertising, an ad can effectively switch a negative to a positive consumer attitude towards any product (Rasool et al. 2012). Moreover, there is no doubt that advertisements can have a huge impact on the moment of purchasing a product (Malik, Ghafoor, and Iqbal 2013).

Marketing claims and Tv adds have become a crucial part of advertisement. Consumers tend to prefer a product with a claim that presents a direct benefit to them (Florack and Scarabis 2006). According to Skubisz (2017), front-of-package claims are perceived with higher consideration by consumers, whose purchasing decisions are also influenced by these claims. Claims can vary in format, on the way they are presented and tend to disclose detailed and relevant information about the product.

Even though there is almost no literature on claims in multipurpose products and their impact on consumer behavior, the emerge of green marketing can be used as an example to the impact that claims have on the consumer and their purchasing behavior. With the increased concern over the environment, companies had to adapt to stay relevant, thus

recurring to green claims to gain some competitive advantage. These changes also tend to shift consumers attention to green products.

According to a study made by (Khandelwal and Bajpai 2011), they reached the conclusion that since the consumers are becoming more and more concerned with the environment, they also want products that match these needs. This could be done through green claims in order to stay current and accompany this shift in consumer behavior.

Even though green claims are not the focus of this study but rather multipurpose products. The process behind is the same, meaning that, with the emerge of covid-19 consumers started to have an increased concerned on their health and safety, as a result, the demand for these types products also increased. Companies, in order to stay relevant and keep up with demand, shifted their advertisement to combat against the covid-19 virus.

2.3 FMCG market during a pandemic

The Coronavirus has had an impact in all of the industries like the fast moving consumer goods market. There is no doubt that a recession is a foreseen consequence of the global pandemic which has affected over 195 countries. The numerous countries are taking different measures in order to restrict the spread of the virus, however these measures have deeply impacted the FMCG industry (Rajamohan, Jenefer, and Sathish 2021). An example of this impact would be the distribution challenges. With consumers in lockdown, restaurants and many other facilities had to improve and adapt their distribution channels in order to maintain their sales levels, otherwise they would close. In many cases, covid brought companies two options: either adapt to the circumstances and change or close their businesses. On the other hand, the first week before lockdown was very successful for supermarkets, as consumers felt the obligation to stockpile since there was a lot of uncertainty on whether products would go out of stock for long periods due to problems in distribution

and lack of workers as a result of the mandatory lockdown (Naeem 2020). Conversely, there was a big fluctuation between sales. When most stores were closed due to the restrictions, consumers were driven to the supermarkets as a means to escape, however, when the restrictions were lifted, their sales went down when compared to the previous period, as consumers commenced to live their normal lives. In many markets, we saw a clear increase in the purchase of durable goods and home & personal care such as, hand sanitizers, cleaning products and hand soaps, which may be related to the pandemic and is a topic that will be analyzed in this thesis.

3. Methodology

3.1 Objective of the study

With this study the aim is to find out the extent to which the product claims affect consumer behavior during a pandemic. Thus it was created and distributed a questionnaire (appendix 1) through “Qualtrics” to the Portuguese population with questions regarding their consumer behavior decisions when choosing and buying products during the pandemic we are experiencing, Covid-19. It was also addressed their demographic information but kept the anonymity at all times.

3.2 Data collection

In order to establish the advertisement’s influence, or lack of, in consumer behavior during a pandemic, a choice-based conjoint analysis was conducted where possible consumers were given three identical products with different claims and prices in order to understand whether price and/or claims had a higher or lower influence when buying that product, in this case a multipurpose cleaner.

Three different claims were used: “covid free” claim (covid-19), “eliminates 99.9% of viruses and bacteria” claim (99.9%) and the third product had no claim. These specific claims were chosen because they are the most seen on the market which possibly have an impact on a consumer for this specific product and given the global pandemic.

The “eliminates 99.9% of virus and bacteria” claim was an already existing claim while the “Covid-19 free” claim is new to products.

The base price given for this product was 2€ and several increments were made, specifically 10%, 25%, 50% and 100% to both products which had claims.

Apart from these questions, other factors were addressed such as: the subjects' ages, gender, qualifications, marital and employment status, how many people live with them and among these, as well as the city the subjects live in. It was then eliminated all responses from people who are not currently living in Portugal. After all the data was collected and validated, a database was created in order to analyze them.

3.3 Data analysis methods

In order to analyze the data collected, a choice-based conjoint analysis was used. Choice-based conjoint analysis is when a consumer is given multiple choices to state a preference. According to Cattin and Wittink (1982), conjoint analysis measures the importance of different attributes that a product has by breaking down a consumer's perspective on a number of alternatives into different scales where the original understanding can be reconstructed. This type of analysis underlies two assumptions: one being that a consumer's choice is driven by an upsurge of preferences and the other being that products and services can be seen by the consumers as a number of attributes which a consumer can benefit from (Carson et al. 1994), (Hensher 1994).

Some of the benefits of this model include its capability to improve product design and pricing decisions (Voleti, Srinivasan, and Ghosh 2017), understanding how willing consumers are to pay extra for a certain benefit (Ofek and Srinivasan 2002) which is one of the aspects that will be evaluated in this thesis.

Even though this type of method had an easy application, theorists believe that with the rise of different software's packages, the theory may become misused. Despite the fact that these software's can help avoid some pitfalls that are correlated with this method. Another fragment of conjoint analysis is that a prediction of a consumer choice on a product/brand preference is solely based on product perception instead of actual product choice (Jaeger, Hedderley, and MacFie 2001). The usage of verbal descriptions may bring poor results when either the design of the packaging of a product is important for the consumer to make a choice. Therefore, to avoid this problem, pictures with small verbal descriptions will be used. The pictures used in this analysis will be identical to what the consumer would find in a store with the exception of the claim on the product and all of the products through the survey will be different. Moreover, the closer the resemblance in which the consumer makes marketplace choices, the higher its validity (Cattin and Wittink 1982).

4. Results

In this part the data collected through a "Qualtrics" survey using the "Choice-Based Conjoint Analysis" will be analyzed, where consumers were given three different product choices in each round. The main differences between the products besides brand, were price and claims.

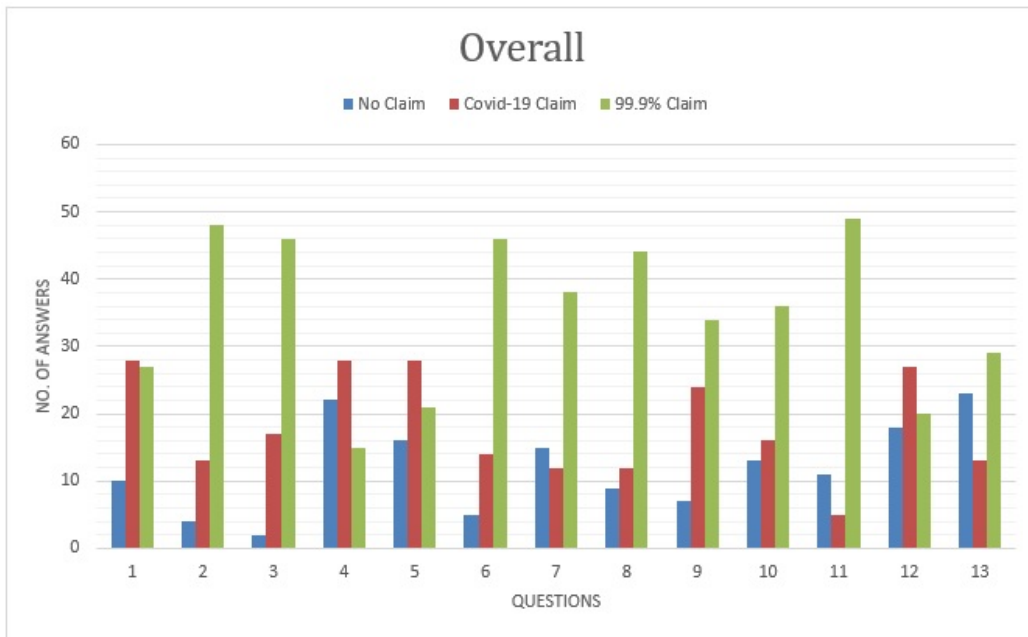
4.1 Demographics

From the 65 validated responses of the survey, 51 are male (78.5%) and 14 are female (21.5%). We categorized each participant in four different age ranges that start from 18 to 24: 6 (9.2%), 25 to 39: 22 (33.8%), 40 to 59: 35 (53.8%) and 60+: 2 (3.1%). From this 65 survey sample, only 1 person has an education below high school, 8 have completed high school and 55 have a bachelor degree or above (86.2%), most of which have a Master's degree (66.2%). We also determined that more than 70% of the subjects are employed, 20% are retired, 4.6% are still studying and only 1.5% are unemployed. The majority of the subjects live in Lisbon (69.2%) while the others live in other cities in Portugal.

4.1.1 Survey responses

In the following graphs it can be observe the answers given by all the participants in each question. The answers are split between questions and the option they chose, either the product with no claim, the product with the 99.9% claim or the product with the covid claim. The complete survey is in the appendix.

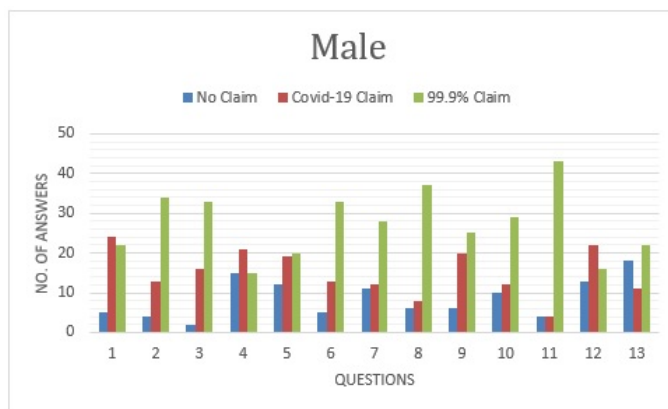
Graph 1 presents the number of answers given by each subject to every question, from 1 to 13. In each question, the subject had to choose over three different products. A no claim product (blue column), the Covid-19 claim product (red column) and the 99,9% claim product (green column).



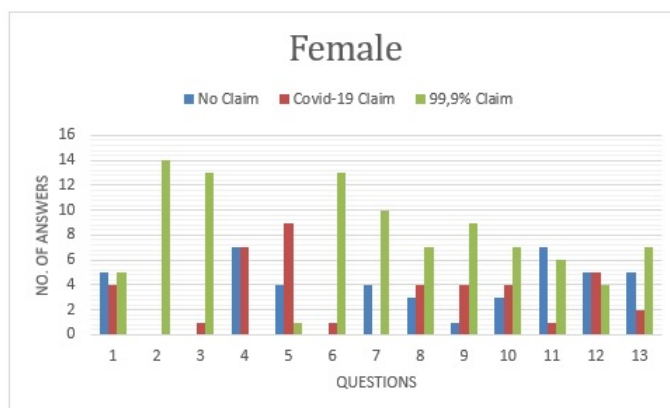
Graph 1. – Overall responses to the survey

Graphs 2 and 3 presents the answers given by male and female subjects respectively.

The colour scheme is the same as the one used above.

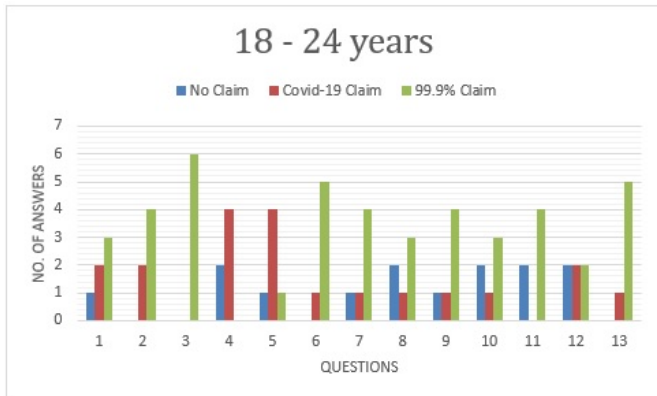


Graph 2. Answers given by the male subjects

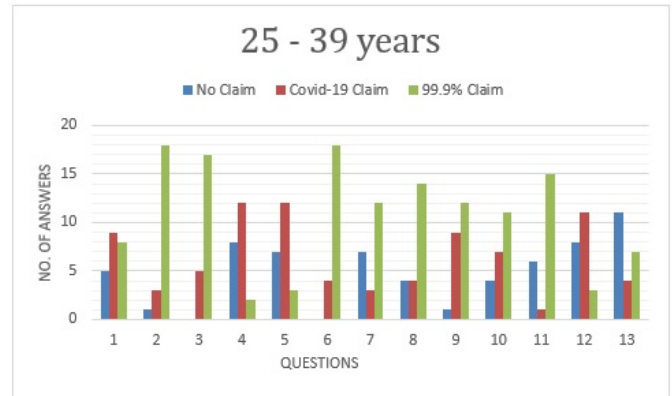


Graph 3. Answers given by the female subjects

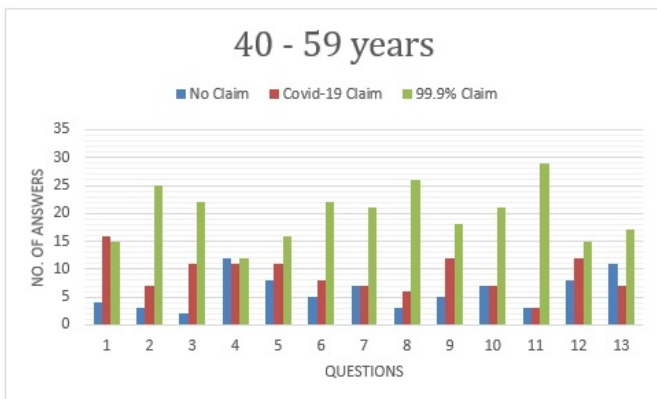
Graphs 4, 5, 6 and 7 present all the answers given by the subjects divided into four different age ranges 18 to 24, 25 to 39, 40 to 59 and 60+ respectively. The color scheme used is the same as above.



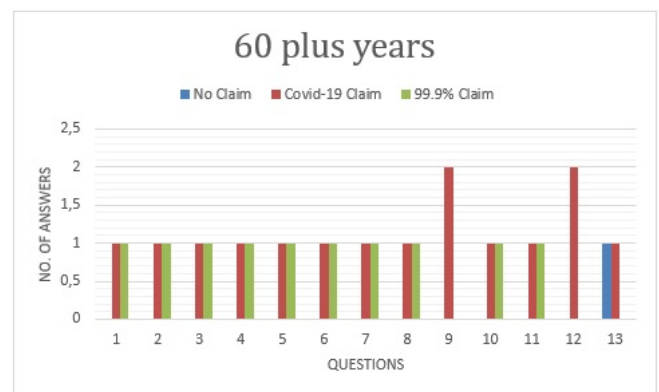
Graph 4. Answers given by 18 to 24 years old subjects



Graph 5. Answers given by 25 to 39 years old subjects



Graph 6. Answers given by 40 to 59 years old subjects



Graph 7. Answers given by 60+ years old subjects

5. Data analysis

5.1 Overall

After analyzing all the answers given in graph 1, it can be assume that, when both the no claim and the 99.9% claim products have the same price, consumers will opt for the 99.9% claim (graph 1, question n° 7, 10 and 13). Moreover, when the covid-19 claim has an increase in price, consumers will opt for the 99.9% claim (graph 1, question n°2, 8 and 11). However, it is important to understand that even if both claim products have an increase in price up to 100% of the basic price, consumers still prefer to pay extra for an added benefit (graph 1,

question n°13). In addition, when the 99.9% claim has an increase in price either of 10%, 25%, 50% and 100%, consumers would rather pay that extra price for this added benefit than the added benefit granted by the covid claim product. This could be seen in questions n°3, 6 and 9 in graph 1, where the 99.9% claim product has different increases in price but is always the more expensive product.

Conversely, there are a few exceptions in the answers, which do not follow a pattern, these being question 4, 5 and 12 (see in appendix 1). They are exceptions because on the contrary to what is believed in all of these questions, consumers opted for the covid-19 claim product. In question 4 and 12 the covid-19 claim product has the same price as the basic product therefore it might be explained as consumers still have a benefit but no increase in price, but in question 5, the covid-19 claim product is more expensive than the other two products which falls from the tendency. These deviations may be explained due to the brand of the product being more established in the Portuguese market. However, we cannot assume this with 100% guarantee because all the products differ in every question. The usage of different products had the sole purpose of making the choice environment as close as the consumer would have in a supermarket.

Consequently, it can also be assume that consumers are willing to pay an extra price for the 99.9% claim as it has an extra benefit from the basic product. Meaning that, having a claim on a multipurpose cleaning product can help companies boost their sales. Per contra, if a company has to invest more money to obtain a covid-19 claim instead of the 99.9% claim, I would advise not to make that investment as consumers, in all the answers given, still prefer the 99.9% claim. This preference for the 99.9% claim over the covid-19 claim may be explained by the existence of the 99.9% claim before this new pandemic, therefore consumers not only are more used to this claim, but some part of the population already used these types of products before the pandemic started. Another reason for this preference may be due to the

fact that the 99.9% claim suggests that it kills all types of virus and bacteria and not only the covid-19 which means consumers could use these products even after the pandemic is over as a means for prevention. However, these reasons above are only assumptions, as they were not analyzed in the questionnaire.

5.2 By gender

When comparing the different answers given by males and females with the overall analysis, most answers given tend to follow the same pattern as above, however there are some exceptions. When all of the products have the same price, women have a 50/50 split between the no claim product and the 99.9% claim product (graph 3, question n°1). This may be because of brand or due to a disregard to the claims. When the 99.9% claim product had an increase of 10% on its price, the female population was split again 50/50 between the no claim product and the 99.9% claim product and this may be because some women prefer a cheaper product than an added benefit (graph 3, question n°3).

If the covid-19 claim product had an increase of 25% in price, 37.3% of men would pay an extra price for this added benefit even if the 99.9% claim product was the same price as the no claim product (graph 2, question n°5). Furthermore, when there is an additional 50% increase in price to have a claim, only half of the women population would pay extra for that added benefit (graph 2 and 3, question n°10)

With this analysis it can be understood that men are willing to pay up to 100% more of the product price to have a claim whereas women do not. Even though the female population tends to be split in some of the answers, the majority would only opt for a product with a claim with it being the same price as the basic product and this may be because women are possibly more price sensitive. Regardless of these conclusions, the Portuguese

population has a split between female/male of 60% to 40% unlike the sample of this study. Thus, this study does not match that proportion and the results may not be reliable.

5.3 By age range

When comparing the answers given by the different age ranges with the overall analysis, most answers given by these ranges are very similar to the answers from the overall analysis, however there are some exceptions:

When all of the products share the same price (graph 4, question n°1), the age range 18 to 24, does not follow the pattern which the overall did, however it is not very relevant as 50% choose the 99.9% claim product and knowing that the three products cost the same, choosing between the covid claim or 99.9% claim products, leads to the same conclusion that shoppers, when the price point is the same, prefer a product with an added benefit. This is presented in question 1 of graph 4;

When both the covid-19 claim and the 99.9% claim products share the same price, the age range of 40 to 59 prefer the covid-19 claim product which does not follow the overall analysis pattern (graph 6, question n°4), however in this situation both products with claims have an increase in price of 10% where we can conclude that people are willing to pay an additional price for an added benefit;

When there is an increase in price of 100% on the 99.9% claim (graph 4, question n°12), the age range of 18 to 24 is split equally throughout the three products, which leads to the belief that the brands of the product might have had an influence and therefore we cannot take any conclusions;

The age range of 40 to 59, had 42.9% responses saying that they would purchase the 99.9% claim product which costs 100% more than the other two products which goes against the pattern we saw previously (graph 6, question n°12);

Finally, when both claims have an increase in price of 100% (graph 5, question n°13), the age range of 25 to 39, 50% of consumers would prefer to buy the no claim product as the increase in price of 100% in both claim products would not be enough to lead these consumers to make a purchase for this additional benefit.

Even though this data can be used to reach some conclusions, the Portuguese population has a split between age ranges, which is not similar to the split in this study, therefore this study does not match that proportion and the results may not be reliable.

6. Limitations

This study has revealed some interesting and relevant results to any company who is thinking about adding a claim of either a “kills 99.9% of virus and bacteria” or a “Covid-19 free” to a multipurpose cleaner, but also to other companies who work in similar fields. Conversely, there are some limitations to this study:

The sample collected was of 65 subjects, however in order to have more reliable answers the sample should be larger. This same limitation occurred with the gender and age range analysis. Since both of these demographic features do not represent the split in the Portuguese population, the results on both analyses could or could not represent reliable answers. This limitation could be minimized by redoing the survey but with a larger and more proportional sample, which could then be closer to the real answers;

Another liability in this study are the products used in this survey. Some of these products were more well known in the Portuguese market than others and there is no doubt that consumers are influenced by brands and are more inclined to buy from the ones they prefer as stated before. Therefore, even though the products in each question were different to avoid this pitfall, there is no guarantee that some of the choices made were not solely based

on brand preference. A way to stop this from happening is to create questions to understand whether the shopper chose a specific product because of its claim and not its brand;

Also, in this survey there is a large number of shoppers with high levels of education which may mean that they have larger household incomes therefore price may not be an issue when buying a product. A way to solve this issue would be to have a larger spread of people with different household incomes and education levels which would result in a sample closer to the Portuguese population as well;

Furthermore, not knowing whether the person who did the survey is the person who normally does the shopping may also be another liability because they might respond to what they would choose if they were to purchase a product instead of what they actually buy. However, in the end it may not represent the reality as this person may not be the one responsible for the purchases in their household. A way to understand whether this is a factor to consider would be to add a question to understand if the person answering the question is the one who does the shopping and the other answers would not be accounted for;

Lastly, another problem with the survey is that it was not know whether these shoppers would previously purchase products that had a 99.9% claim or if they only started to purchase these kinds of products after the pandemic started. It is also interesting to know whether they would continue to buy these kinds of products when the pandemic ends. This could easily be fixed by adding another question to the survey to understand if these purchases would continue after the pandemic ends, information that is most valuable for the referred types of companies.

7. Conclusion

To conclude it is clear that there is a pattern that shoppers follow and there is evident preference for the 99.9% claim product. Furthermore, from the analysis it can be supposed that consumers are willing to pay up to at least 50% more than the original product for an additional benefit. Whether this trend will continue post Covid-19, only further studies will be able to corroborate or deny. However, if a company is thinking about investing in research to add an extra claim to their multipurpose product, the recommendation would be of making that investment because as this study proves, shoppers are willing to pay an extra price for this added benefit and even prefer the products with these claims over the products without a claim.

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Appendix 1.

Intro.

This questionnaire will take you around 5-10 minutes to complete and has the purpose of gathering information towards a master thesis about how product claims may or may not influence consumer behavior during a pandemic.

Imagine you visit a supermarket and you are given a range of different options to choose from when deciding to purchase a multipurpose product. In this study, we want you to decide between the options given which product would you purchase, taking in consideration both the price of the product and its claim.

This information is anonymous and will only be used for academic purposes, no personal information will be disclosed.

Thank you for your collaboration.

Q1. Between these three products with different claims and/or prices, which one would you buy?



2€- Eliminates 99.9% Virus and Bacteria



2€ - No claim



2€- Effective against covid-19



Q2. Between these three products with different claims and/or prices, which one would you buy?



2,20€- Effective against covid-19



2€- Eliminates 99.9% Virus and Bacteria



2€- No claim



Q3. Between these three products with different claims and/or prices, which one would you buy?



2€- No claim



2,20€- Eliminates 99.9% Virus and Bacteria



2€- Effective against covid-19



Q4. Between these three products with different claims and/or prices, which one would you buy?



2€- No claim



750 ml

2,20€- Effective against covid-19



2,20€- Eliminates 99.9% Virus and Bacteria



Q5. Between these three products with different claims and/or prices, which one would you buy?



2€- Eliminates 99.9% Virus and Bacteria



2€- No claim



2,50€- Effective against covid-19



Q6. Between these three products with different claims and/or prices, which one would you by?



2,50€- Eliminates 99.9% Virus and Bacteria



2€- Effective against covid-19



2€- No claim

Q7. Between these three products with different claims and/or prices, which one would you by?



2€- No claim



2,50€- Effective against covid-19



2,50€- Eliminates 99.9% Virus and Bacteria

Q8. Between these three products with different claims and/or prices, which one would you by?



2€- No claim



2€- Eliminates 99.9% Virus and Bacteria



3€- Effective against covid-19



Q9. Between these three products with different claims and/or prices, which one would you by?



2€- Effective against covid-19



3€- Eliminates 99.9% Virus and Bacteria



2€- No claim



Q10. Between these three products with different claims and/or prices, which one would you by?



3€- Eliminates 99.9% Virus and Bacteria



2€- No claim



3€- Effective against covid-19

Q11. Between these three products with different claims and/or prices, which one would you by?



2€- No claim



4€- Effective against covid-19



2€- Eliminates 99.9% Virus and Bacteria

Q12. Between these three products with different claims and/or prices, which one would you by?



4€- Eliminates 99.9% Virus and Bacteria



2€- No claim



2€- Effective against covid-19



Q13. Between these three products with different claims and/or prices, which one would you by?



2€- No claim



4€- Effective against covid-19



4€- Eliminates 99.9% Virus and Bacteria



Block 1

Q31. How old are you?

- 18-24
 - 25-39
 - 40-59
 - 60+
-

Q20. What is the highest level of school you have completed or the highest degree you have received?

- Less than high school degree
 - High school graduate (high school diploma or equivalent including GED)
 - Bachelor's degree in college (4-year)
 - Master's degree
 - Doctoral degree
-

Q22. What is your Gender?

- Male
 - Female
-

Q24. In which city do you live in?

Q26.

Are you now married, widowed, divorced, separated or single?

- Divorced
- Married
- Separated
- Single
- Widowed

Q28.

How many people are living or staying at this address?

INCLUDE everyone who is living or staying here for more than 2 months.

INCLUDE yourself if you are living here for more than 2 months.

- 1
- 2
- 3
- 4
- 5
- 6
- More than 6

Q30. Which statement best describes your current employment status?

- Working
- Not working (student)
- Not working (retired)
- Not working