CONSUMPTION BEHAVIOR CHANGES DURING COVID-19 PANDEMIC ERA:
CONTENT ANALYSIS APPROACH

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ABSTRACT
The objective of this study is to review the consumption behavior changes during pandemic covid-19. The study used content analysis method to analyze written document available in the public as well as publications from National Bureau of Statistics Republic of Indonesia. It is hypothesized that consumers buy more some products but at the same time they also buy less some other products. These changes of consumption due to limitation of consumer behavior such as social distancing, stay at home and the decrease of purchasing power, higher intensity of e-learning practices by university, schools and business activities. Three areas of product consumptions that will be analyzed: food and beverages, electronic and digital products, and housing utilities. Some changes of product consumption are predicted to become a new behavior after covid pandemic is over. However some changes in product consumption during pandemic era will not continue in after the pandemic is over. By analyzing the changes in consumption behavior, some public policy recommendations are presented for the purpose of consumer well-being.