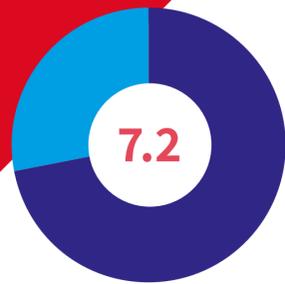


# Study: the impact of

## COVID-19 on consumer behaviour

The COVID-19 virus has turned our lives upside down. There have been concerns about our health, many of us have shifted to working from home, and shops and restaurants have temporarily closed. To find out how the crisis has affected consumer behaviour, we commissioned a study by market research firm Ipsos. And we're happy to share the results with you.

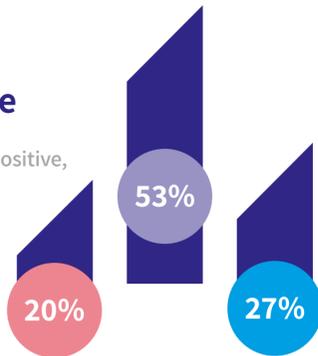


### Dramatic change to our lives

Life has changed dramatically since the arrival of COVID-19, according to the responses. On a scale of 1 (no change) to 10 (total disruption), the degree of change was rated an average of 7.2.

### Looking ahead to the future

20% feel negative about the future, 27% feel positive, and 53% feel neither negative nor positive.



### Do something special

A special offer can help make your products more affordable for customers at this difficult time. This could be a cashback offer, free gift, or discount voucher. Our research has shown that a large proportion of consumers are receptive to this.

32% cashback

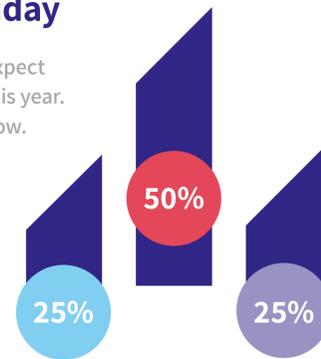
21% free gift

11% discount voucher on next purchase

37% not interested

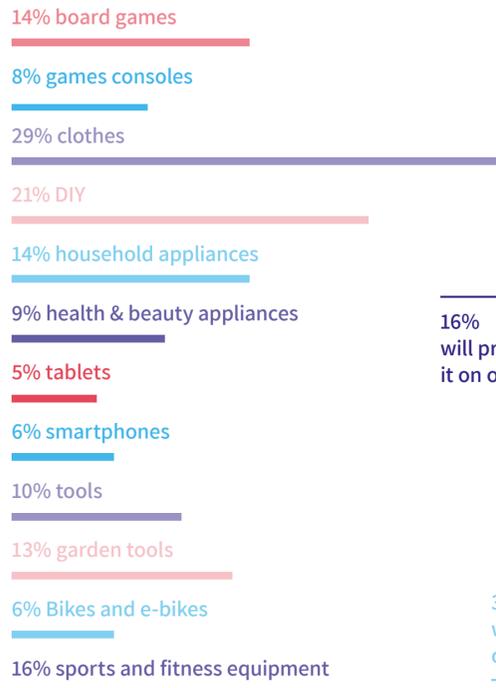
### Going on holiday

50% of respondents expect not to go on holiday this year. Another 25% don't know.



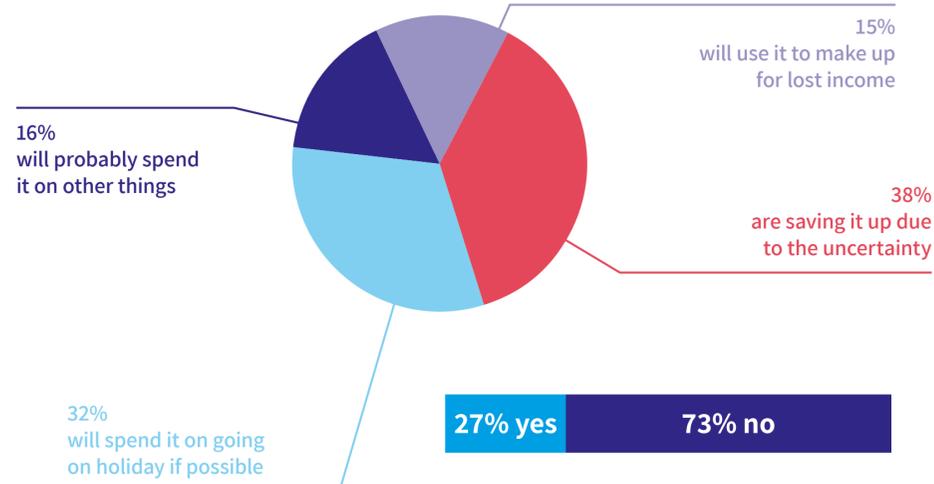
### Expected spend

What respondents expect to spend more money on in the coming months.



### Holiday pay

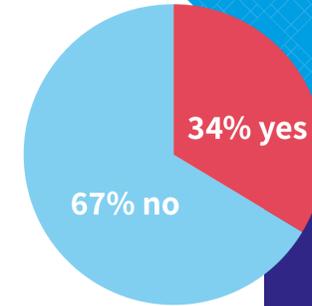
Respondents have different plans to spend their holiday pay this year.



### Postponing purchases

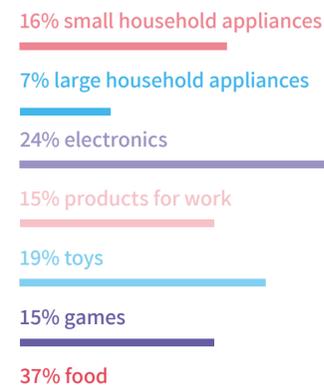
34% have postponed purchases due to the coronavirus crisis. The main reason cited for this is uncertainty.

60% uncertainty  
26% shops are closed  
20% other



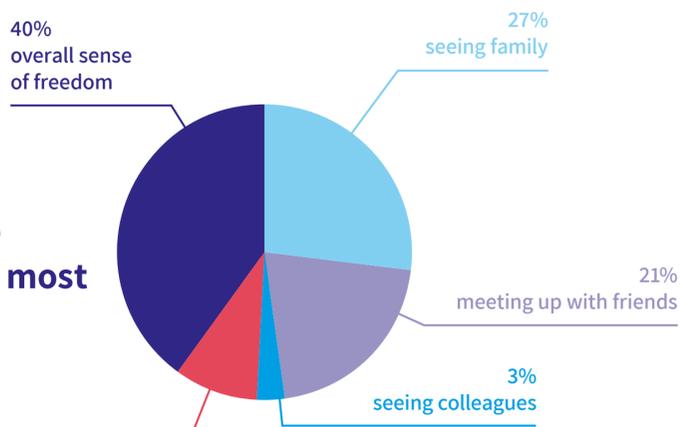
### Product purchases

Nearly 30% of respondents recently purchased products in the following categories that they would not have purchased if the crisis had not happened:



### What we miss the most

9% travelling where and when they want



Your marketing partner in reaching, engaging, and creating loyal consumers.

Desk Services is the strategic and innovative marketing partner for B2C companies. Our aim is to attract and retain valuable customers for our partners. We advise you, help you come up with ideas, and take a load off your hands. From objectives to implementation and evaluation. Whether your goal is to attract more customers, launch a product, or boost customer loyalty, we have the right solution.

What to find out more about the study? Or curious about how we can help you respond to changing consumer behaviour? Then feel free to get in touch with us!

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- Boost sample purchases
- Drive customer traffic
- Increase sales volumes
- Attract new customers
- Encourage customers to switch to your brand
- Retain customers
- Leverage existing customers