

CONSUMER BEHAVIOUR DURING AND AFTER THE PANDEMIC

The COVID-19 crisis will undoubtedly have an impact on consumer habits in the future. Some behaviours will return to normal, but others will change, as consumers themselves will have evolved. Retailers will then have to change their practices and, above all, innovate to respond to this new reality.

Leger is conducting a study on the emergence of new **online behaviours during and after the crisis.**



Online survey of **1,500 Canadians**



Data collection from April 3-6, **report available April 10**



The questionnaire asks the following questions, among others:

Which behaviours are consumers engaging in more frequently or less frequently during the crisis?

Do consumers intend to maintain their new consumption habits on a regular or occasional basis after the crisis or, conversely, do they intend to return to their old habits?

What incentives could build loyalty among consumers who might be tempted to return to their old habits after the crisis?



An assessment of over **40 behaviours**

Contact: Sandie Sparkman
ssparkman@leger360.com
1 866 571-2131

Leger