

## Analysis of Iraqi consumer behavior during the pandemic crisis of covid-19 Analytical Study about Consumers opinions, sample from Baghdad

Alaa Nabeel Al-Heali<sup>1</sup>

<sup>1</sup>Lecturer, Department Research and Studies, Market Research & Consumer Protection Center, University of Baghdad, Baghdad, Iraq. Email: [alaanabeelal@mracpc.uobaghdad.edu.iq](mailto:alaanabeelal@mracpc.uobaghdad.edu.iq)

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### Abstract

*The world is experiencing the Corona Virus crisis that has prevail over the world since the end of 2019 until now, which has greatly affected the behavior of consumers in general and for the purpose of determining the behavioral patterns of the Iraqi consumer during the crisis and identifying their options and purchasing decisions towards consumption goods and goods used to protect against the virus (masks, gloves, face shield, sterilizers and medicines). This study focused on analyzing the behavior of the Iraqi consumer during the Corona Virus crisis, as the research relied on the questionnaire as a research tool delivered to (1452) Iraqi consumers in the city of Baghdad. It was found that the Iraqi consumer increased the percentage of his/her consumption of consumer goods during the Corona virus crisis due to the influence of the media and news about this health crisis, but despite the pandemic, there are other factors that have discouraged the consumption process for the Iraqi consumer to reassure the state of ensuring the provision of goods consumption, and the absence of obstacles to the provision of goods and materials in Shops and markets during the Corona virus crisis, calling on consumers not to be afraid of the scarcity of consumables during this crisis, in addition to the fact that the Corona virus pandemic greatly affected the increase in awareness and confidence of the Iraqi consumer in shopping online compared to the situation before the pandemic. The study recommends the need for government support for food prices and health protection equipment so that all consumers can buy them, as well as the need to intensify the awareness programs provided by the Ministry of Health through the media and social networking sites to raise health awareness among Iraqi consumers about the seriousness of this virus and the need to wear health protection equipment and encourage online shopping through discount offers and encouragement to exempt consumers from delivery fees during the crisis.*

**Keywords:** 1.health crisis, 2.consumer behavior, 3.corona virus crisis, 4.purchasing behavior during the health crisis

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### Introduction

A crisis is an unusual situation that affects all aspects of the lives of individuals, society, institutions and governments. It is a critical and complex situation and a state of imbalance in which events are accelerating and cascading and mixing the causing with results. and leading to a number of unexpected results, which increased the difficulty of making decisions. This necessitates searching for new methods and solutions to get out of them or reduce their severity. (Al-Aqoon, 2013: 3). The health crisis poses a threat to

human life and thus affects, in varying proportions, the consumer behavior of individuals. It affects consumers' confidence and their sense of safety during crises, which in turn affects various other responses, because consumer confidence is an important factor that cannot be dispensed with when completing exchange operations between seller and buyer, Critical: The consumer is not satisfied and begins to search for information about available alternatives to make the final choice of products with low prices and products that have a shelf life in order to calculate and resist the continuation of the crisis on the consumer. It is also necessary to know what the nature of the goods and services that the consumer buys in abundance or infrequently during crises, in order to know the most prominent consumer behavior among consumers, and thus provide what he needs from the goods that the consumer can buy during the crisis. (Draghi and Sufyan, 2018: 131-145) The consumer is that person who buys products for the purpose of consuming them directly and satisfying his/her physical and psychological needs and desires or the needs and desires of his/her family members. (Armstrong & Kotler, 2005) As for consumer behavior, it is the behavior that the consumer shows when searching for, evaluating, purchasing, using or benefiting from goods or services, which he expects to satisfy his/her needs and desires, focusing on how the consumer makes his/her decisions in spending his/her available resources such as time Money and effort in order to obtain goods or services. (Al-Heali, 2021: 884)(Al-Heali,2020: 581-582)

With the spread of the new Corona virus around the world, and the authorities of all countries declaring either partial or total quarantine, a type of purchasing behavior appeared in the consumer, which is called panic buying, the phenomenon of gluttony or obsession with purchasing, a phenomenon resulting from the emergence of some health epidemics that may oblige the individual to stay At home and not to leave it unless absolutely necessary, and therefore this buying behavior takes place when many people around the world make purchases for more than their needs, and it has clearly appeared through purchases of cleaning and sterilization equipment in addition to foodstuffs. (Rahma, 2020) and purchasing obsession Or the so-called panic buying or consumer hoarding, is an act characterized by individuals or consumers who buy unusually large quantities of products in order to avoid shortages in the future, and this purchase appeared repeatedly in several periods accompanying some crises such as Hurricane Katrina in 2005, (Biyong, Huachun, &Zuojun, 2011, p. 02) It re-emerged in the year 2020 with the emergence of the new Corona virus. After the outbreak of this virus around the world, this required the spread of many rumors that spread panic among members of society. And they are many that the precautionary measures advised by the official authorities - such as washing hands and not mixing with others - are insufficient to protect them, which prompted them to quickly go to stores and shops and buy everything they can buy from them and stock them in their homes, whether food and canned goods, or health materials and detergents, and waterbottle , which is scientifically called panic buying. Panic buying occurs when negative emotions such as fear, panic and feelings of paranoia affect behavior, causing people to buy more things than usual. (Elsheikh, 2020) (Lins& Aquino, 2020)

One of the most important reasons that drive consumers to do this behavior is to enhance the feeling of security and fear of scarcity of goods, which creates a strong motivation for consumers to buy more than they need. (Jarwa and Tawahir, 2020) as consumer purchasing behavior was greatly affected in conjunction with the Corona virus pandemic, especially with the beginning of precautionary measures to limit the spread of infection, which is one of the contributing factors to changing consumer purchasing behavior and encouraging them to go online shopping (Schiffman & LIG, et ,al.,2007)

The impact of the repercussions of the Corona virus was positive in reviving the volume and movement of e-marketing. Companies with a digital, internet-connected business model that relies on on-line business transactions became the main winners in this period. The Corona crisis accelerated the transition to digital and pushed e-marketing to record growth levels, relying on advanced programs and

modern technologies. Then institutions and companies headed for a rapid digital transformation, reconsidering the technological infrastructure where buying and selling takes place via the Internet. The global trend to close borders and impose a curfew, partially or completely, to confront the Corona virus, has made it the first way for consumers to obtain their needs by communicating with companies, institutions and online stores. (The Blacksmith and the Diver, 2020: 3).

The Corona pandemic also affected employment in the labor market, so there was a shock in production and a shock in demand (consumption and investment), which was reflected in the loss of jobs in many economic sectors, as well as on small and medium-sized companies as a result of restrictions and measures applied by countries to keep pace with the outbreak of the virus. An ILO talk shows that the shock has far-reaching effects on the labor market and there are concerns about workers' health. (Dayrit& Mendoza, 2020) (Linh, Khiem, Dung, 2020) This shock will affect three main dimensions, namely:

- Job size (unemployment and employment shortage).
- Quality of work (wages and access to social welfare).
- Effects on specific groups exposed to negative consequences in the labor market.

In light of the outbreak of the crisis and the spread of the epidemic in all Iraqi cities and the shortage of health infrastructure capable of facing the epidemic, the economic crisis represented by the sharp drop in oil prices was a result of the impact of the non-OPEC agreement and the weak global demand resulting from the repercussions of the epidemic, which is reflected on the volume of financial revenues (Alnasrawi & et.al., 2020) and the decline in the exchange rate of the dollar against the Iraqi dinar had a significant impact on the behavior of the Iraqi consumer in general and during the Corona virus crisis in particular.

#### **Research problem:**

How has the Corona virus crisis affected the behavior of the Iraqi consumer?

#### **Research Hypothesis**

The Corona virus crisis has a major role in influencing the purchasing behavior of the Iraqi consumer.

#### **Research importance**

The importance of this research comes from the importance of studying the purchasing reactions and behaviors of Iraqi consumers during the Corona Virus crisis and to identify their new purchasing patterns that emerged after the crisis.

#### **Research aims**

The research aims to shed light on the impact of the Corona virus pandemic on the behavior of the Iraqi consumer in an attempt to determine and know how this pandemic affected the behavior of the Iraqi consumer and to determine the most important behavioral responses of consumers during this health crisis, and to provide some conclusions and suggestions to evaluate the behavior of the Iraqi consumer during the crisis.

#### **Materials and methods**

The aim of the research requires analyzing the behavior of the Iraqi consumer during the Corona Virus pandemic, and therefore the tool used was the survey/questionnaire. The questionnaire was created and distributed to Iraqi consumers in the city of Baghdad during the period from January to December 2021.

The reliability and validity coefficient of the study tool were verified using the Alpha Cronbag coefficient, and the reliability and validity ratio was 0.81.

**Table (1) The reliability and validity coefficient of consumer behavior according to the questionnaire form**

<b>Persistence and honesty (relative importance)</b>	
<b>0.81</b>	<b>Consumer behavior</b>

**Data analysis**

In this study, descriptive analysis statistics were used to analyze demographic information and answers received from consumers towards the Corona Virus pandemic. The statistical program Statistical Analysis System -SAS (2012) was used in analyzing data to study the required relationships according to the study objectives for independent factors and items within the axis of consumer behavior covered by the questionnaire (Analysis of Iraqi consumer behavior during the pandemic crisis of covid-19), and the significant differences between the rates for each measure were compared with the Least Significant Difference-LSD test and the T-test, mean and standard deviation were calculated for each item according to the sum of the numbers for each. Answer in the degree of answer that was determined according to importance: Strongly Agree = 5, Agree = 4, Neutral = 3, Disagree = 2, Strongly Disagree = 1) Then divide by (1452), which represented the total samples. The significant differences between percentages (calculated by dividing the part by the whole and multiplying by 100) were compared with the chi-square test Chi-Square - $\chi^2$ .

**3. Results and discussion**

**3.1. Demographic information**

**Description of the research sample**

1-The research was applied to a sample of consumers in the city of Baghdad, and the number of the sample reached (1452) people. The questionnaire was distributed to them electronically. The following is a table showing the characteristics of the research sample. It is noted from Table (1), which includes the distribution of the sample members according to personal variables, that with regard to the gender variable, we find that the largest percentage is the percentage of males and constitutes approximately (89.8%), and the percentage of females is the lowest, as it constitutes (10.2%) because the category concerned with shopping is the male category. It is noted that the age group (26-35) represents the largest part of the sample members at a rate of (41.6%), while the age group (66 years and over) is the least part of the sample members at a rate of (1.1%), while it is noted that the bachelor's category occupied the largest proportion of the sample members. The sample is at a rate of (60.9%), as for the technical diploma category, the lowest percentage of the sample members, which occupied (6.9%), and the average monthly income (average) constituted the largest proportion of the sample members, reaching (55.6%), while the average monthly income (weak) constituted the least proportion of the sample. The sample members reached (16.5%), and the percentage of married people was the highest and amounted to (71.3%), while the divorced / widowed was the lowest and reached (2.5%), because the married category is the most concerned with household food consumption resulting from the responsibility of the family, and the percentage of employees The highest percentage of government officials was (42.7%), while the lowest percentage was for the unemployed category (5.8%).

2- What products do you buy or consume the most during the Corona Virus pandemic?

It turns out that the most purchased products during the Corona virus crisis are foodstuffs and health protection equipment such as gloves, masks, face shield, cleaning and sterilization materials, and then foods that strengthen immunity.

**Table (2) Distribution of the sample according to personal information**

<b>Gender</b>													
<b>Male</b>						<b>Female</b>							
Frequency			%			Frequency			%				
1304			89.8			148			10.2				
Chi-Square ( $\chi^2$ ) = 920.34 **													
<b>Age</b>													
18-25 Year			26-35 Year		36-45 year			46-55 year		56-65 year		66 and above	
Freq.	%		Freq.	%	Freq.	%		Freq.	%	Freq.	%	Freq.	%
152	10.3		604	41.6	368	25.3		220	15.2	92	6.3	16	1.1
Chi-Square ( $\chi^2$ ) = 427.61 **													
<b>Academic achievement</b>													
PhD.& M			Higher Diploma		BSc.			Diploma		Secondary school			
Freq.	%		Freq.	%	Freq.	%		Freq.	%	Freq.	%	Freq.	%
248	17.1		52	3.6	884	60.9		100	6.9	168	11.6		
Chi-Square ( $\chi^2$ ) = 1591.69 **													
<b>Social status</b>													
Married				Single				Widowed / divorced					
Freq.	%			Freq.	%			Freq.	%				
1036	71.3			380	26.2			36	2.5				
Chi-Square ( $\chi^2$ ) = 1099.47 **													
<b>Occupation</b>													
government employee			private sector employee			free business							
Freq.	%		Freq.	%		Freq.	%			%			
			232	16		396	27.3						
Chi-Square ( $\chi^2$ ) = 379.51 **													
<b>Income level</b>													
Poor			Intermediate			Good							
Freq.	%		Freq.	%		Freq.	%			%			
240	16.5		808	55.6		404	27.8						
Chi-Square ( $\chi^2$ ) = 356.83 **													
<b>** (P≤0.01) highly significant</b>													

3- What are the motives that led you to buy these products? It is clear from Table (3) that the most motives behind purchasing these products are personal, and the response rate of the sample members reached (66.7%), while the lowest percentage was affected by rumors and amounted to (4.7%).

4- Do you buy foodstuffs and virus prevention equipment in moderate quantities as needed, or do you buy a more quantity for fear of scarcity of materials and resort to the storage method, which is called mortar culture? Table (4) shows that most consumers in the research sample were buying products as needed by (86.5%), while the percentage of consumers who buy more than they need (13.5%), and this indicates that consumers were rational in their behavior during the Corona virus crisis.

5- Do you do traditional shopping by going to the markets or shopping online through social networking sites and home delivery during the Corona virus pandemic? It is clear from Table (5) with regard to consumers doing traditional shopping or online shopping, so the largest percentage of traditional shopping was by going to stores, and it amounted to (77.4%).

**Table (3) The motives behind buying the products**

The motives behind buying the products	Frequency	%
personal motives	968	66.7
psychological motives	232	16
Influenced by rumors	68	4.7
Fear of running out of products	184	12.7

**Table (4) Purchase of products during the health crisis as needed or more than needed**

Products purchase	Frequency	%
As needed	1256	86.5
more than needed	196	13.5

**Table (5) Consumers do traditional shopping or online shopping**

Shopping preference	Frequency	%
traditional shopping	1124	77.4
online shopping	328	22.6

## 2. Field Research Results

It is noted from the data of Table (6) on the frequency distributions, percentages, mean and standard deviation of the research variables that the highest percentage of the sample members do not agree with that the Iraqi consumer has good health awareness during the Corona virus crisis, as their percentage reached (47.4%) and (17.6%) of them strongly disagree and do not agree and (20.1%) their answer was neutral, while we find that (11.6%) of the sample members agree and (3.6%) of them strongly agree with the Iraqi

consumer having good health awareness during the Corona virus crisis, and this indicates that Most of the Iraqi consumers do not have good health awareness during the Corona Virus crisis, and these answers came with an mean (2.4) and a standard deviation of (1.02). The highest percentage of the sample members did not agree with a percentage of (43.3%) and (20.9%) of them strongly disagree with the Iraqi consumer's obligation to wear masks, gloves and face shield, except for the pandemic, and this came as a result of their lack of adequate health awareness.

Also, the answers of the highest percentage of the sample members did not agree or strongly agree with (35.5%) and (16%), with the fact that the media programs carried out by the Ministry of Health are sufficient to spread health awareness among consumers, and this explains the lack of sufficient health awareness for Iraqi consumers towards these issues. The crisis and their lack of commitment to wearing masks.

It was found that there are no obstacles to the provision of goods and materials in shops and markets during the Corona Virus crisis, as the highest percentage of the answers of the sample members was strongly agreed and agreed, and their percentage reached (41%) and (20.1%) respectively, and it was found that there are concerns by Iraqi consumers about the shortage of foodstuffs and requirements for virus prevention, as (25.9%) of the sample members strongly agree with the existence of these fears, and (27.3%) of them agree and that (27.8%) of them are neutral regarding the existence of fears about the scarcity of food and virus protection requirements. The highest percentage of people who did not agree with seeking the opinions of friends and relatives in making purchasing decisions during the crisis was. (%31.4)

The percentage of agreement with the opinions of friends was (28.4%). It was found that the media and circulated news had an impact on the amount of purchase of consumer goods, and the highest percentage of the answers of the sample members were agreed and strongly agreed, (33.9%) and (40.5%), respectively, and this led to an increase in the amount of purchase of

**Table (6) Frequency distributions, percentages, and standard deviation of the consumer behavior variable during the Corona virus crisis**

Questions	Strongly agree		Agree		Neutral		Disagree		Strongly disagree		mean	Standard deviation	Percentage of agreement Sample about this question	t-test	order
	freq	%	freq	%	freq	%	freq	%	freq	%					
1- The Iraqi consumer has a good health awareness of the Corona Virus crisis	56	3.9	168	11.6	292	20.1	688	47.4	248	17.1	2.4	1.020	47.5	-23.3 **	14
2- The consumer is obligated to wear gloves,masks and face shield during the Corona Virus pandemic	64	4.4	168	11.6	288	19.8	628	43.3	304	20.9	2.4	1.069	47.1	-23.1 **	14
3- The media programs carried out by the Ministry of Health are sufficient to spread health awareness among consumers	68	4.7	280	19.3	356	24.5	516	35.5	232	16.0	2.6	1.107	52.2	-13.4 **	13
4- There are no obstacles to providing goods and materials in shops and markets during the Corona Virus crisis	596	41.0	292	20.1	192	13.2	276	19.0	96	6.6	3.1	1.622	62.9	3.4 **	10
5- You have concerns about the food shortage and virus protection equipment	376	25.9	396	27.3	404	27.8	124	8.5	152	10.5	3.0	1.261	59.5	-0.7 **	11
6- Seeks the opinions of friends and relatives in making purchasing decisions during the crisis	104	7.2	412	28.4	320	22.0	456	31.4	160	11.0	2.9	1.146	57.9	-3.6 **	12
7- The effect of the media and circulating news on the amount of purchase of consumer goods	492	33.9	588	40.5	232	16.0	92	6.3	48	3.3	3.7	1.711	74.2	15.8 **	6
8- The amount of purchase of goods increased after the Corona Virus crisis	492	33.9	344	23.7	80	5.5	260	17.9	276	19.0	2.8	2.304	55.8	-3.5 **	13

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9- You believe that there is a need for government support for the prices of foodstuffs and health protection equipment so that all consumers can buy them	908	62.5	340	23.4	72	5.0	84	5.8	48	3.3	4.4	1.037	87.2	50.0 **	1
10- The high prices of gloves, masks, face shield and disinfectants reduce the amount of purchase	640	44.1	44	3.0	488	33.6	116	8.0	164	11.3	3.9	1.706	77.1	19.1 **	4
11- You think that the price increase is commensurate with the level of the consumer's monthly income during the crisis	112	7.7	96	6.6	188	12.9	520	35.8	536	36.9	3.0	1.803	60.7	0.7 **	11
12- Take into consideration the prices of materials before purchasing them	592	40.8	640	44.1	152	10.5	40	2.8	28	1.9	3.9	1.862	77.1	17.5 **	4
13- You buy necessary goods and materials based on low prices and avoid buying luxury goods	492	33.9	624	43.0	248	17.1	60	4.1	28	1.9	4.0	0.921	80.6	42.5 **	3
14- Your use of online shopping and home delivery has increased during the Corona Virus crisis	300	20.7	408	28.1	380	26.2	236	16.3	128	8.8	3.4	1.167	67.1	11.6 **	9
15- There is government support to encourage work in the delivery service through social networking sites	88	6.1	172	11.8	388	26.7	456	31.4	348	24.0	2.4	1.152	48.9	-18.3 **	14
16- Prefer to buy from stores that offer discount offers when buying online	492	33.9	392	27.0	380	26.2	124	8.5	64	4.4	3.6	1.295	72.4	18.2 **	7
17- Encourages exempting consumers from delivery fees	632	43.5	552	38.0	200	13.8	36	2.5	32	2.2	4.2	0.915	83.6	49.2 **	2
18- You believe that online shopping is the best option for the consumer to meet his/her needs during the ban and homestay	400	27.5	532	36.6	292	20.1	128	8.8	100	6.9	3.5	1.596	70.5	12.6 **	8

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19- You are with the option of shopping online in order to preserve the safety of consumers and limit the spread of the virus	396	27.3	512	35.3	324	22.3	156	10.7	64	4.4	3.6	1.476	71.5	14.8 **	7
20- The corona virus pandemic has affected your awareness and confidence in online shopping compared to the situation before the pandemic	468	32.2	444	30.6	272	18.7	176	12.1	92	6.3	3.4	1.166	68.7	14.1 **	9
21- Curfew and home quarantine affected the decision to shop online	296	20.4	632	43.5	304	20.9	148	10.2	72	5.0	3.4	1.654	68.3	9.6 **	9
22- Online shopping has created a buying behavior that is difficult to abandon in the future	140	9.6	320	22.0	472	32.5	368	25.3	152	10.5	3.0	1.130	59.0	-1.7 **	11
23- Prefer a specialized application for medical consultations from a famous hospital, coinciding with urging social distancing and staying at home	660	45.5	536	36.9	152	10.5	64	4.4	40	2.8	4.2	0.976	83.6	46.1 **	2
24- It encourages the launch of a service to dispense prescriptions electronically from several pharmacies and deliver them to the beneficiary's home	488	33.6	480	33.1	276	19.0	140	9.6	68	4.7	3.7	1.533	73.4	16.7 **	6
25- Prefer the home sample withdrawal service provided by some medical laboratories	516	35.5	500	34.4	300	20.7	84	5.8	52	3.6	3.8	1.474	75.8	20.4 **	5
26- You are with poor internet service infrastructure, which negatively affects websites	664	45.7	440	30.3	160	11.0	80	5.5	108	7.4	4.0	1.208	80.3	32.0 **	3
27- Your purchasing behavior will change at the end of the Corona Virus crisis	312	21.5	548	37.7	404	27.8	144	9.9	44	3.0	3.6	1.019	72.9	24.2 **	7

<b>sum</b>	10844.0	746.8	10860.0	747.9	7616.0	524.5	6200.0	427.0	3684.0	253.7					
<b>average</b>	401.6	27.7	402.2	27.7	282.1	19.4	229.6	15.8	136.4	9.4	3.4	1.346	67.9		
<b>%</b>	27.7		27.7		19.4		15.8		9.4						
<b>Chi-Square (<math>\chi^2</math>)</b>											<b>0.562</b>				
<b>*(P≤0.05) significant ,** (P≤0.01) highly significant</b>															

Consumer goods after the Corona virus crisis, as the percentage reached Consumers who agreed and strongly agreed (23.7%) and (33.9%), respectively.

The highest percentage of the sample members strongly agreed and agreed that there should be governmental support for the prices of foodstuffs and health protection equipment so that all consumers could buy them, and their percentage reached (62.5%) and (23.4%), respectively. The highest percentage of the sample members agreed strongly with the fact that the high prices of masks, gloves, face shield and face shield and disinfectants reduces the amount of purchase, and their percentage reached (44.1%), and this may be justified as a result of the lack of commitment of Iraqi consumers to wear health protection requirements.

As for the price hike, is it commensurate with the level of the consumer's monthly income during the crisis? The answers of the majority of consumers in the study sample were neither agreed nor strongly agreed, as the percentage reached (35.8%) and (36.9%) respectively, and it was found that the Iraqi consumer takes into account the prices of materials before purchasing them, as The answers of the majority of the study sample came in strong agreement and amounted to (40.8%) and agreed by (44.1%), as the Iraqi consumer relies on low prices and avoids buying luxury goods, as the answers of the majority of the study sample came in strong agreement by (33.9%) and agreed by (43%)

As for the increase in the Iraqi consumer's use of online shopping and home delivery during the Corona Virus crisis, the answers of the study sample were close in terms of strong agreement (20.7%), agreement by (28.1%) and neutrals by (26.2%). This can be explained by the decrease in government support to encourage work in the delivery service of requests through social networking sites, the majority of studied sample came in strong disagreement (24%), disagreement by (31.4%) and neutrality by (26.7%). Moreover, 33.4% of the studied sample came in strong agreement and agreement by (27%) and neutrality by (26.2%) about the preference for buying from stores that offer discount offers when buying online.

As for encouraging Iraqi consumers to exempt from delivery fees for orders when shopping on the Internet, the answers were strong agreement and agreement at rates (43.5%) and (38%), respectively. As online shopping is the best option for the Iraqi consumer to meet his needs during the ban and home stay, as the highest percentage came in agreement and reached (36.6%), it is the option that maintains the safety of consumers and limit the spread of the virus, as the answers of the majority of Iraqi consumers in the study sample came in strong agreement and agreement by percentage (27.3%) and (35.3%), respectively.

It can be said that the Corona virus pandemic greatly affected the increase in awareness and confidence of the Iraqi consumer in online shopping compared to the situation before the pandemic, as the answers of the study sample came in strong agreement and agreement by (32.2%) and (30.6%), and this came due to the curfew and home stone that It affected the decision to shop online, and the highest response for the study sample came in agreement with (43.5%). Also, the highest percentage of the answers of the study sample was neutral towards creating online shopping a purchasing behavior for the Iraqi consumer that is difficult to abandon in the future by (32.5%)

Iraqi consumers' preference for the presence of a specialized application for medical consultations from a famous hospital, coinciding with urging social distancing and staying at home, the majority of the study sample supported it, as the highest percentages came to strongly disagree and agree with (45.5%) and (36.9%), respectively, and also They were in strong agreement and agreed with encouraging the launch of a service to dispense prescriptions electronically from several pharmacies and deliver them to the beneficiary's home, and the percentages reached (33.6%) and (33.1%). And they strongly agree and agree with the home withdrawal service provided by some medical laboratories, and the response rates were (35.5%) and (34.4%)

It was found through the results of the study that the majority of Iraqi consumers are in strong agreement and agree that poor Internet service infrastructure negatively affects the slowness of pages and

websites, and the percentage reached (45.7%) and (30.3%), respectively. The highest rates of responses from the study sample came towards the fact that the purchasing behavior of the Iraqi consumer will change after the end of the Corona virus crisis, with a percentage of (21.5%), agreed by (37.7%), and neutral by (%27.8) .

**Table(7) Results of the t-test (one-sample) and one-way analysis of variance (ANOVA) for the answers of the study sample members to purchasing behavior during the Corona Virus pandemic.**

All questions	mean	Standard deviation	Evaluation	Degree of freedom	T	F	Significance	variance
					calculated	calculated		
	3.4	1.34	69.42	26	6.339	4.603 *	*	1.795
<b>significant(P≤0.05) *</b>								

By tracking the results, it becomes clear to us that the total mean value of the purchasing behavior of the study sample members during the emerging crisis of the Corona Virus pandemic, whose number of paragraphs is: 27 paragraphs, amounted to (3.40), with a standard deviation of (1.34) and with an average evaluation, so that the result obtained can be interpreted The Iraqi consumer has increased the percentage of his/her consumption of consumer goods during the Corona virus crisis due to the influence of the media and news circulating about this health crisis, but despite the pandemic, there are other factors that have discouraged the consumption process for the Iraqi consumer to reassure the state of ensuring the provision of consumer goods, and the absence of obstacles to the provision of goods and materials In shops and markets during the Corona virus crisis, she called on consumers not to be afraid of the scarcity of consumables during this crisis, in addition to the fact that the Corona virus pandemic greatly affected the increase in awareness and confidence of the Iraqi consumer in shopping online compared to the situation before the pandemic.

**Conclusions**

- 1- There is a kind of buying panic among the Iraqi consumer led to increase the amount of purchase during the Corona Virus crisis due to the impact of the news during the crisis and the fear of the shortage of goods and materials.
- 2- The lack of health awareness among the Iraqi consumer during the corona virus crisis and his/her failure to wear health protection equipment due to the insufficiency of the media programs carried out by the Ministry of Health to spread health awareness during the corona virus crisis
- 3- The high prices of health protection equipment such as masks, gloves, face shield and disinfectants reduce the amount of purchase by Iraqi consumers.
- 4- Online shopping is the best option for the Iraqi consumer to meet his/her needs during the period of ban and home quarantine during the Corona Virus crisis, as the Corona Virus pandemic affected the increase in awareness and confidence of the Iraqi consumer by shopping online compared to the situation before the pandemic.
- 5- Weak Internet service infrastructure, which negatively affects the slow pages and websites, which makes it difficult for the Iraqi consumer to shop online during the Corona virus crisis.

## Recommendations

- 1- Intensifying the awareness programs provided by the Ministry of Health through the media and social networking sites to raise health awareness among Iraqi consumers about the danger of this virus and the need to wear health protection equipment.
- 2- Government support for the prices of foodstuffs and health protection equipment so that people with limited income can buy them because they are not commensurate with the monthly income.
- 3- Encouraging online shopping during the Corona Virus crisis through discount offers and encouraging consumers to be exempted from delivery fees during the crisis.
- 4- The necessity of having a specialized application for medical consultations from hospitals, coinciding with urging social distancing and staying at home, and providing the service of dispensing medical prescriptions electronically from several pharmacies and delivering them to the beneficiary's home.
- 5- The necessity of giving lessons to primary and secondary students about health, safety and law aspects in how to deal with health crises and force majeure conditions such as fires, earthquakes and hurricanes in order to produce a new generation educated and qualified for these conditions.
- 6- Educating consumers about the need to purchase materials as needed and not to monopolize and stockpile to allow all consumers the opportunity to purchase their needs.

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