

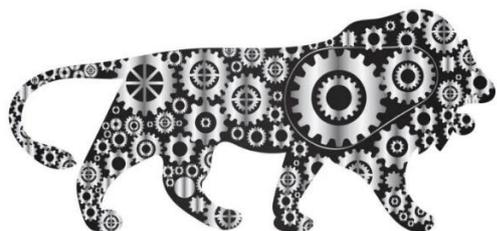


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## Adapting to Change: Global Pandemic Transformed Consumer Behaviour and Retail Buying Habits in Mauritius

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### Abstract

The global pandemic has reshaped the retail landscape, leading to unparalleled transformations in consumer behaviour. As consumers navigate the 'new normal,' their habits are subject to continuous evolution. From the phenomena of panic buying and stockpiling to notable shifts in expenditure patterns and the modalities of delivery, the ramifications of containment measures have been significant. This study investigates the transformations in consumer behaviour within the context of Mauritius' retail sector post-pandemic, thereby offering valuable insights for marketers who aim to realign their strategies with the shifting expectations of their customers. It presents valuable perspectives for those seeking to refine their approaches and policies to enhance alignment with customer satisfaction. To examine these changes, an online survey was conducted with a sample comprising 150 respondents drawn from various age demographics. The survey sought to evaluate the extent to which consumer behaviour was shaped by lockdowns, social distancing measures and restrictions within confined environments. Furthermore, a focus group consisting of 10 respondents was organized to probe deeper into their behavioural transformations. The findings reveal fundamental shifts in consumer behaviours during and after the pandemic, particularly in light of the gradual relaxation of containment protocols. Notably, a considerable segment of consumers within the Mauritian market has reverted to in-person shopping, as opposed to favouring online transactions and deliveries. This preference—rooted in various underlying motivations—is examined comprehensively. Furthermore, the study scrutinizes the intensified emphasis on health and safety among consumers during the pandemic, while concurrently analysing the emotional responses associated with shopping experiences. The research ultimately concludes that numerous consumers experienced a profound sense of fear and helplessness while grappling with the complexities of shopping amid the COVID-19 crisis.

**Keywords:** *Covid-19, Consumer Behaviour, Retail, Mauritius, Market Trends*

### Introduction

The COVID-19 pandemic has caused widespread disruptions, drastically altering routines and behaviours globally (Jiang & Stylos, 2021). Individuals had to adapt to new ways of living, as activities such as outdoor recreation and casual shopping were curtailed due to lockdowns and social distancing measures. Remote working, once uncommon, became the norm for many. The retail sector, experienced significant changes as consumers perceived traditional in-store shopping as a health risk to their families. As a result, retail habits shifted, driven largely by stringent government containment measures, including lockdowns and restrictions on public gatherings. Understanding these shifts is critical for marketers and policymakers seeking to adapt strategies to the evolving needs of the post-pandemic market (Rose, Rowe & Dolega, 2023; Niewczas-Dobrowolska et al., 2024; Bandyopadhyaya & Bandyopadhyaya, 2024).

This paper has examined the existing literature concerning consumer buying behaviour, particularly within the framework of generational cohorts—namely Baby Boomers, Generation X and Millennials—and their disparate responses to the pandemic-induced transformations. The study seeks to explore the evolution of consumer purchasing habits since the pandemic's onset, with an emphasis on the retail sector in Mauritius. At the peak of the crisis, strict containment measures imposed by the Mauritian government, which included rigorous social distancing protocols in confined spaces and restrictions on public gatherings, precipitated the downfall of numerous businesses. However, while some enterprises were compelled to suspend operations, others exhibited remarkable resilience; they adapted to the new economic landscape and managed to endure the ensuing turmoil. This context accentuates the necessity of comprehending how consumer behaviour in the retail sector has evolved in response to the pandemic—a pivotal consideration for shaping future marketing strategies (Juan, Santiago, & Edyta, 2022). Despite challenges, this study highlights the dynamic nature of consumer preferences and the imperative for businesses to remain agile in the face of adversity.

The study addresses several key questions:

- What factors influenced consumer buying habits during the COVID-19 pandemic?
- How have these factors evolved post-pandemic?
- Are the behavioural changes temporary or still present?

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- To what extent do consumers prioritise their health when making purchasing decisions?
- Did consumer brand loyalty endure throughout the pandemic?

For many businesses in the retail sector, survival emerged as the primary objective when the pandemic maintained its considerable influence. The economic landscape was grim, characterized by a precipitous decline in sales and the suspension of operations due to the rigorous containment measures implemented in Mauritius. However, certain businesses showcased extraordinary adaptability, evolving in tandem with the fluctuating market dynamics. One such example is the transition from traditional print newspapers to digital alternatives, which can be accessed with a mere few clicks on a smartphone or other electronic device (Chauhan and Shah, 2020). This shift underscores how consumer habits have seamlessly migrated from the public domain to a more private context. This research aims to provide valuable insights for marketers and decision-makers, enlightening the various factors that have influenced consumer behaviour and how these factors have transformed in response to the pandemic. Although the findings indicate that the pandemic has left no household unscathed, it has particularly affected consumer behaviour across all economic strata, irrespective of wealth or purchasing power.

### **The Impact of the COVID-19 Pandemic on the Retail Sector**

The emergence of the pandemic in December 2019 (Wuhan, China) instigated a global health crisis characterized by profound economic ramifications (Blackburn et al., 2020). Subsequently, on 11 March 2020, the World Health Organization classified COVID-19 as a pandemic—this designation heralded an unparalleled economic recession, frequently likened to the Great Depression of the 1930s (Euronews, 2020). This "Black Swan Event" (Grech, 2020) irrevocably transformed the operational dynamics of numerous industries, retail being particularly affected, because governments across the globe instituted containment strategies to mitigate the virus's proliferation. In Mauritius, stringent governmental regulations, which included lockdowns and social distancing measures, exerted a considerable influence on retail enterprises (Beaunoyer et al., 2020). Although many establishments were compelled to shutter their operations, others exhibited remarkable adaptability by pivoting to digital avenues and online delivery frameworks. These transitions have emphasized the critical need to comprehend consumer behaviour within the retail domain, as it has undergone significant evolution throughout the pandemic (Sait et al., 2023).

According to McKinsey (2021), basket sizes in China were 54% smaller during the pandemic; consumers showed reluctance to enter crowded areas. The pandemic has significantly influenced consumers' behaviours and habits (Jiang and Stylos, 2021); however, this has far-reaching consequences for the economy. Although many factors contribute to this shift, the overarching impact is undeniable. Because of these changes, market dynamics are altered and businesses must adapt to survive in a transformed landscape.

### **Consumers' Buying Habits and Behaviour**

Consumer buying behaviour, an element integral to marketing, has undergone significant transformation due to the pandemic. It has revealed unprecedented trends. Panic buying and stockpiling, triggered by early reports of COVID-19's severity, emerged as notable phenomena (Hassen et al., 2021; Islam et al., 2021; Sheth, 2020; Niewczas-Dobrowolska et al., 2024). As consumers found themselves confined to their homes, their shopping habits became increasingly oriented towards essential products, resulting in a sharp decline in non-essential purchases. Panic buying, which surfaced promptly once the pandemic's severity became evident, was driven by a desire to secure supplies in the face of uncertainty (Islam et al., 2021).

Consumer behaviour thus stands as a core aspect of marketing strategy; the COVID-19 pandemic has introduced unprecedented behaviours, such as stockpiling essential goods and panic buying (Sheth, 2020; Hassen et al., 2021). However, this shift raises questions about the long-term implications for consumer habits and market dynamics, because understanding these changes is crucial for effective marketing strategies in a post-pandemic world.

### **Factors Influencing Consumer Behaviour**

Consumer purchasing decisions are shaped by a multitude of psychological, cultural, social and personal factors (Ramya & Ali, 2016). Psychological dimensions encompass consumer perceptions, motivations and attitudes; these elements are crucial drivers of purchasing decisions (Jisana, 2014). For instance, during the pandemic, heightened fear and uncertainty amplified the demand for essential goods, which in turn motivated consumers to prioritise health and safety in their purchases. Cultural influences, including social norms and traditions, also exert a significant impact on consumer preferences (Kacen & Lee, 2002). In Mauritius, the strong cultural inclination towards in-person shopping persisted, even as e-commerce gained global traction.

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Social factors denote the influence exerted by family, peers and societal roles on consumer behaviour. However, the pandemic disrupted these social dynamics, leading to increased isolation among consumers who increasingly relied on online platforms for both information and shopping. Furthermore, personal factors—such as age, income and occupation—also played a pivotal role in shaping purchasing patterns, because different demographics exhibited varied responses to the crisis (Parment, 2013). This interplay of factors underscores the complex nature of consumer behaviour in times of uncertainty.

### **Models of Consumers' Buying Habits and Behaviour**

Research shows that there are traditional and contemporary models to explain consumers buying behaviour. These models help us to understand the factors that influence an individual in the buying decision process (Madhavan and Chandrasekar, 2015).

The traditional models are:

- Economic Model;
- Learning Model;
- Psychoanalytic Model; and
- Sociological Model.

On the other hand, there are other models of consumer buying behaviour which have emerged through the years, namely:

- Howard-Sheth Model;
- Engel-Kollat-Blackwell Model;
- Nicosia Model; and
- Stimulus-Response Model.

We look at the traditional models in the first place before analysing the contemporary models thereafter.

### **Economic Model**

This model supports the idea that a consumer's buying pattern is influenced by the utility or benefit he will derive through the consumption of a particular product while he is minimising his cost or expenditure on that product (Jisana, 2014). There are several economic indicators which help to predict behaviour such as consumers' purchasing power and prices in the market. An example which we usually experience in our daily life is when we buy a similar product at a lower price to maximise utility.

### **Learning Model**

According to this model, consumers' behaviour is governed by the need to satisfy basic and learned needs. Basic needs are food, clothes and shelter. Learned needs include guilt and fear. For instance, someone who is hungry would buy food instead of a mobile cover. He may later decide to buy the mobile cover, after he has satisfied the food needs.

### **Psychoanalytic Model**

This model supports the idea that consumers' behaviour is influenced by the consumers' conscious and subconscious minds. The three levels of consciousness discussed by Sigmund Freud (id, ego and superego) all work to influence one's buying decisions and behaviours. For example, a hidden symbol in a company's name or logo may affect a person's subconscious mind and eventually influence their decision to buy that product instead of a competitor's product.

### **Sociological Model**

The sociological model primarily considers the idea that a consumer's buying pattern is based on their role and influence in society. A consumer's behaviour may also be influenced by the people they associate with and the culture that the society exhibits.

### **Howard-Sheth Model (1969)**

This model supports the logic that there are stimuli in the form of inputs, and there are also outputs which interact with these inputs to form a purchase decision. In between these inputs and outputs, there are certain variables which are hypothetical (Madhavan and Chandrasekar, 2015). The decision-making process consists of three levels, namely; Extensive Problem Solving (EPS), Limited Problem Solving (LPS), and Habitual Response Behaviour (HRB).

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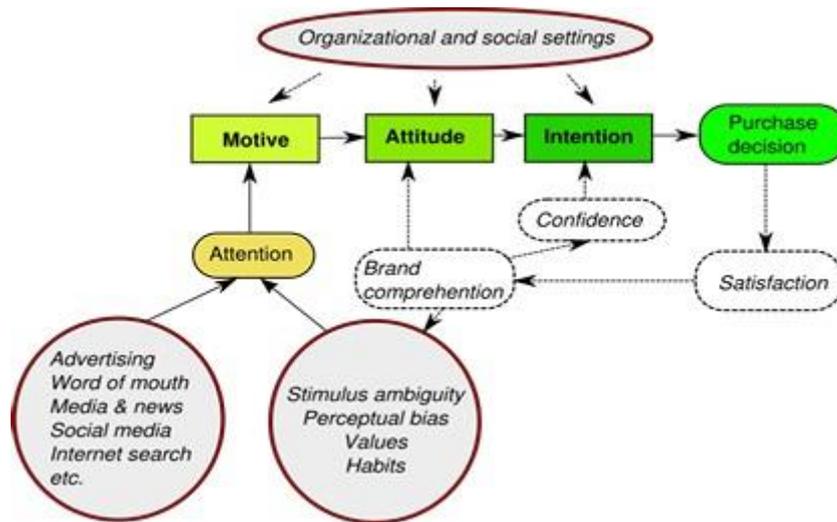


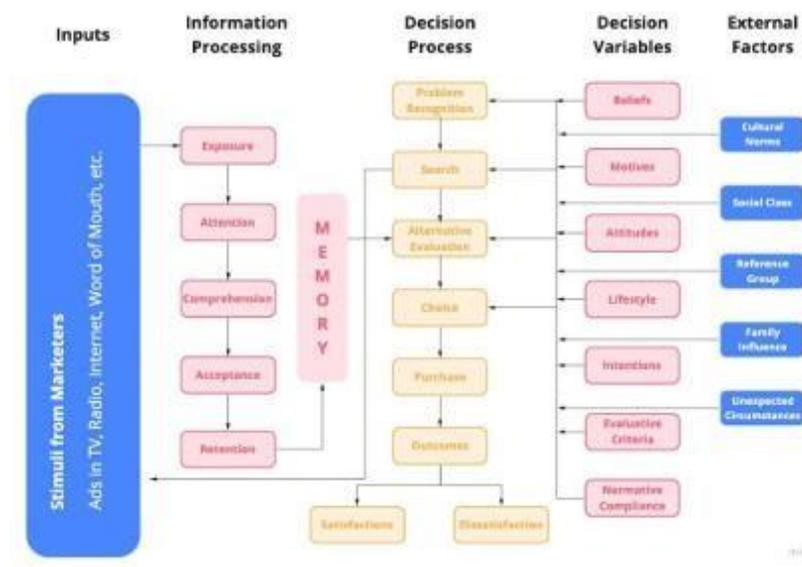
Figure 1: Howard-Sheth Model (1969)

Under the EPS stage, the consumer has no idea about the product and would gather information about all alternative brands available in the market. The LPS takes place when the consumer has been able to gather partial knowledge and beliefs about the brands, but he is still not in a position to differentiate between them. Last, HRB occurs when the knowledge and belief of the consumer on the brand and its alternative are fully established and he has a definite choice about the brands.

**Engel-Kollat-Blackwell Model (1978)**

This model is considered a holistic model which reflects a consumer’s actual behaviour in purchasing a product. Under this model, consumers’ buying decision process is made up of 5 stages, namely:

- a) identification of problem
- b) search of information
- c) assessment of options
- d) choice or purchase
- e) effects of choice or outcome



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Figure 2: Engel-Kollat Blackwell Model (1978)

The first stage is where the consumer notices a gap between the actual state of affairs and the ideal state of things to generate a need (identification of problem). Once a need is identified, the consumer starts a search for information. This may entail various sources as well as stimuli which may catch his or her attention. Furthermore, the third stage is where the consumer considers the alternative brands in the market. The consumer then decides to buy a particular product which decision may be impacted by several factors. Finally, the purchase may lead to satisfaction or dissonance.

**Nicosia Model (1966)**

This model explains consumers' behaviour by focusing on the link and relationship between firms and prospective consumers. Nicosia suggested that firms would endeavour to positively influence consumers' predisposition towards their goods or services. Based on this attempt by the firms, the consumers are expected to act in certain ways towards the goods or services, for instance, consumers may search for a product or its attributes. Therefore, if the firm is successful in these steps, it may transform into buying decisions.

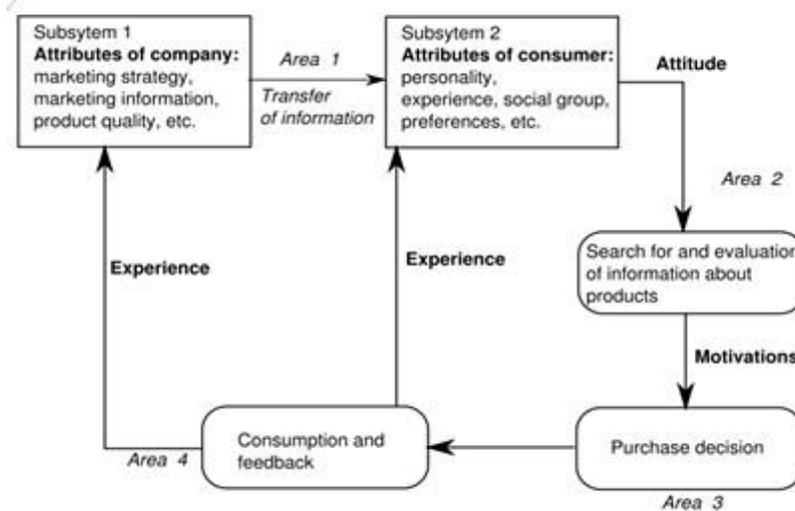


Figure 3: Nicosia Model (1966)

**Stimulus-Response Model**

In this model, the decision makers find out what is going on in the customer's "black box" and it is the goal of marketing management. The first step to understanding consumers' buying behaviour is to focus on the elements that affect the "black box" (Sandhusen, 2000). The "black box" is hereby referred to as the cognitivism of the human mind, which is how we receive, organize and store information in our mind. There are various marketing stimuli such as the 4Ps; Price, Product, Place and Promotion, as well as other forces such as political, economic, social, technological, environmental and legal. The buyer's attributes affect how he or she interprets the stimuli and the decision-making process decides what purchasing behavior is engaged in. All these factors enter the buyer's mind and the black box where they are then turned into buyer responses such as product choice, brand choice, dealer choice, purchase amount and other decisions.



Figure 4: Stimulus-Response Model

### Generational Response to the Pandemic

According to McKinney et al.(2004), market segmentation represents another way to study and understand consumers' buying behaviour. For Parment (2013), segmentation based on generational cohorts provides the homogeneity which exists within a particular generation as well as the heterogeneity which is present between the different generations. Furthermore, consumers forming part of a generational cohort tend to have similar factors which affect their buying decisions such as core values, attitudes, beliefs, and preferences among others which ultimately shape their buying behaviour (Marjanen et al., 2019). As such, a generational identity has an important bearing on the purchase patterns and shopping behaviour of consumers (Lissitsa and Kol, 2016). More particularly, this study makes a comparison between the three significant cohorts: Baby Boomers, Generation X and Generation Y. The generations are briefly detailed below.

- **Baby Boomers (born 1945-1964)**

This generation is also known as the digital immigrants since they were not born into a digital world. They prefer traditional in store shopping and were slower to adopt to digital shopping platforms. This generation usually prioritize products that offer reliability and value for money (Williams and Page, 2011).

- **Generation X (born 1965-1982)**

This generation when compared with baby boomers are more comfortable with digital communication and online shopping, yet they remain sceptical of mass marketing efforts (Brosdahl and Carpenter, 2011). They value convenience and personalised marketing strategies tailored to their specific needs.

- **Generation Y (born 1983-2000)**

Generation Y, are also known as Millennials or digital natives, are highly adept at using online platforms for shopping and more likely to base purchasing decisions on digital research and reviews (Lissitsa and Kol, 2016). Thus, this survey examines the changes in shopping habits, behaviour and needs within the framework of generational cohort theory. Understanding consumer buying behavior during and after this pandemic will help retailers and marketers as well as businesses and public policy makers to retain existing consumers and attract new ones.

### Methodology

A structured online survey was conducted among 150 respondents, drawn from diverse age groups in Mauritius. The survey, developed based on existing literature (Eger, Ludvik et al., 2021), aimed to assess how consumer behaviour shifted in response to pandemic-related restrictions, with a focus on in-store versus online shopping preferences. Reliability was confirmed through Cronbach's alpha testing, which yielded an acceptable reliability score of 0.718. Additionally, a focus group of 10 respondents was conducted to gather qualitative insights on emotional responses and consumer preferences during and after the pandemic.

### Findings

The majority of respondents were female (70%), with 58% aged between 18 and 29 years old. Most respondents reported shopping once a week during the pandemic, primarily out of concern for potential shortages. Panic buying was widespread, with consumers stockpiling essentials such as toilet paper, cleaning supplies, and non-perishable food items.

The data revealed that although online shopping increased during lockdowns, many consumers in Mauritius returned to in-person shopping as restrictions eased. Despite the global shift towards e-commerce, Mauritians still prefer the tangible experience of shopping in physical stores. However, the pandemic has permanently altered some aspects of consumer behaviour, such as heightened awareness of health and safety during shopping trips.

### Shopping during the COVID-19 pandemic

The pandemic virus led to cross-border limited mobility and trade to slowdown (Mitsuyo and Kazunobu, 2022). Mauritius, being a developing country, relies a lot on imported products from countries like India, China, South Africa, and France among others (Mauritius Trade Easy, 2023). When the lockdown was implemented, several products were not entering the country and this shortage eventually resulted in panic buying. A Quarantine Act was put in place with all the measures to be respected by consumers while moving around for necessary purchases. As stated during the focus group, the respondents were forced to shop on specific days in alphabetical order and within a time limit. As such, because of the constraints and panic, consumers started going out more often when they were allowed to visit supermarkets. Mainly the reason being to purchase in case of a shortage. Similar to the global scenario, shelves in grocery stores were being emptied at a rapid pace, starting with toilet papers and cleaning supplies and later followed by basic food staples and necessities (Tymkiw, 2022; Cakirkaya and Kocyigit, 2024). This therefore caused some people to have no goods at home and others to have stocks more than required. Consumers bought more than usual and the supermarkets were eventually out of stock (Bandyopadhyaya and Bandyopadhyaya, 2024). This was reflected in the survey response and the below image shows the number of people who went out once a week for shopping during the Covid-19 pandemic.

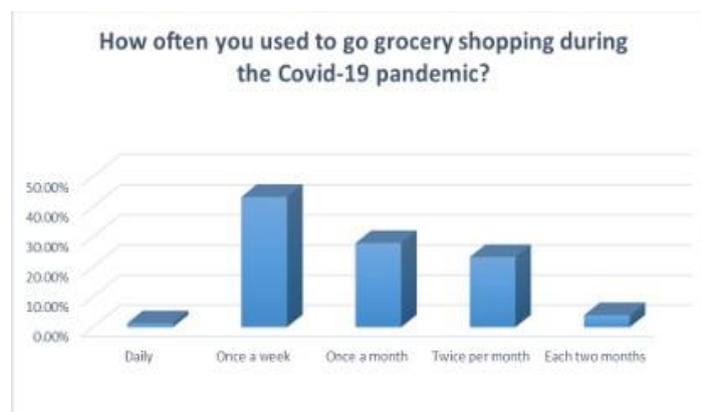


Figure 5: Grocery shopping during COVID-19 pandemic

As the bar chart shows, most of the respondents went grocery shopping once a week during the COVID-19 pandemic. They represented 48% of the population and were followed by the 28% who went once a month. Twenty-three per cent of the population went shopping twice per month whereas 4% went every two months.

### Shopping after the COVID-19 Pandemic

Following the COVID-19 pandemic, many consumers returned to their old habits before the new normal (Pollak et al., 2022; Qaiser et al., 2023; Rose et al., 2023). As expressed by the respondents, before the COVID-19 pandemic, people were used to shopping with families and friends. However, when the sanitary measures were implemented, they were not able to go shopping in groups. Following the pandemic, the consumers returned to how they were before. Many people went shopping in groups again. The below pie chart shows the number of respondents who went grocery shopping in groups.

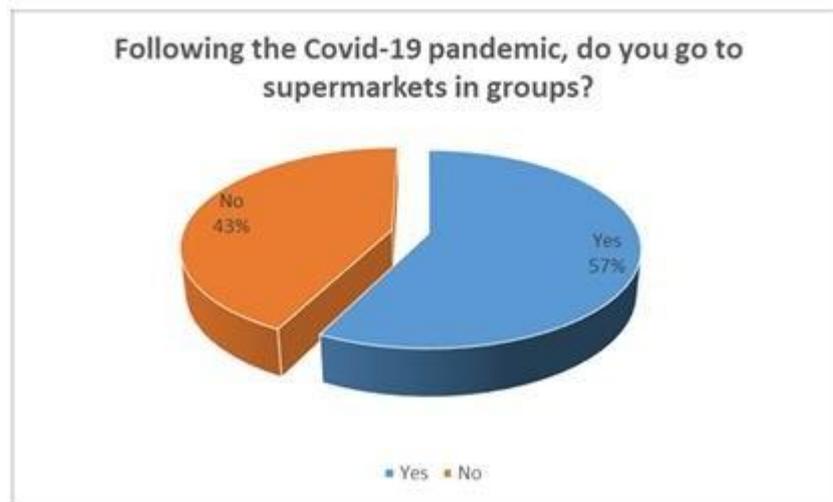


Figure 6: Going to supermarkets in groups

These figures show that consumers continued to go to supermarkets in groups again following the COVID-19 pandemic. Those consumers who changed their habit of going in groups expressed their safety and fear of crowds as the main reason. Moreover, consumers went shopping to the nearest supermarkets. Many factors were cited for this choice, with lower prices, fewer crowds, more choices and proximity being the main reasons.

#### Online Shopping and the COVID-19 Pandemic

The COVID-19 pandemic changed the way of shopping for many consumers. Whether they liked online shopping or not, the pandemic forced consumers to change their habits (Tymkiw, 2022). In Mauritius, online grocery shopping is still in its early stages. The COVID-19 pandemic has accelerated the shift towards the digital world and caused changes in online shopping behaviour which might be here for a long time (Theodorou et al., 2023; Afonso et al., 2024). Nowadays, online shopping exists for almost all products (if not all), from small items to groceries, cars or even land. Everything can be acquired through the internet nowadays. In Mauritius, the concept of online shopping has slowly been included in society for some years now. Therefore, applying online shopping to their daily routine is not so easy. Online grocery shopping is a new concept in Mauritius which is being implemented by some companies now. Some companies have the click-and-collect option while others provide home delivery services. The bar chart below demonstrates the number of people who opted for online grocery shopping in Mauritius, according to the sample population.

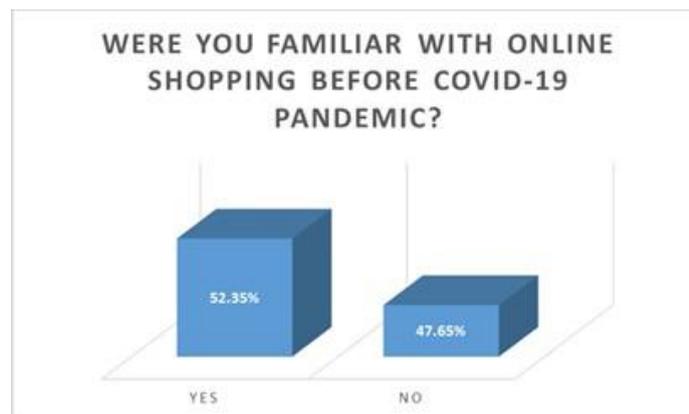


Figure 7: Online shopping before the COVID-19 pandemic

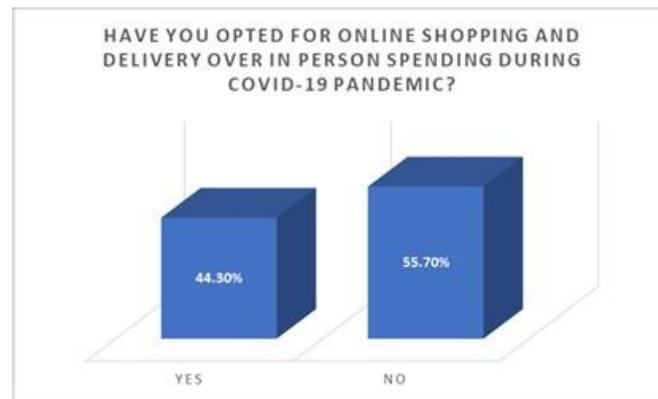


Figure 8: Online shopping over in-person spending during COVID-19 pandemic

The two bar charts above show that although the Mauritian population was familiar with online shopping before the COVID-19 pandemic, they did not switch to online shopping.

### Customer Loyalty and COVID-19 Pandemic

Customer loyalty is an ongoing positive relationship between a customer and a brand (Tokinomo, 2022). Customer loyalty happens when a customer chooses to buy and support the same brand repeatedly. This could be due to the customer being satisfied with the product quality, price, or other factor. During the COVID-19 pandemic, when the lockdown was implemented, many products were not being shipped anymore. This caused the consumers to buy products which are available on the market and not focus on choosing only their preferred brands. Customer loyalty and customer expectations have both changed following the pandemic (Ebbo, 2023). Moreover, many consumers stopped going for in-store shopping and opted for online shopping.

However, in the Mauritian market, the population was neutral. The findings show that 51% of the population changed brands following the COVID-19 pandemic, the main reason being the shortages of their usual brands in supermarkets. Price was also another factor which influenced their choice of products. The same was seen on the global market, as food prices were on the increase due to various reasons, mainly due to the halt in production and international trade (Vos et al., 2022). As prices were increasing worldwide from raw materials to freight, consumers stated finding it difficult to maintain the same lifestyle and buy the same products. They had to switch to cheaper products.

### Consumer Emotions during COVID-19

The global pandemic had an impact on every individual's state of mind. People did not know how to react, live, and adapt to the virus. Fear became a major factor affecting every consumer, especially when going to supermarkets (Lakshmidewi and Gunawan, 2021). This was caused mainly by the media coverage of the high death rate due to COVID-19. Rumours, word of mouth, bombardment of news, and talking about the suffering of patients and families from COVID-19 have led to people and consumers having a fear of going out in public. Similarly in Mauritius, fear dominated the state of mind of the population. Consumers were afraid of going to the supermarkets but they were helpless as they had to go out to get their food. Table 1 shows the emotions of the population during the COVID-19 pandemic.

Table 1: Emotions before Covid-19 pandemic

On a scale of 1 to 5, how did you feel (emotion) when you went to supermarkets during the Covid-19 pandemic?

		Statistics						
		Fear	Sadness	Helpless	Anger	Happiness	Peace	Pride
N	Valid	150	150	150	150	150	150	150
	Missing	0	0	0	0	0	0	0
Mean		3.54	2.65	3.07	2.61	2.31	2.09	2.01
Median		4.00	3.00	3.00	2.00	2.00	2.00	2.00
Mode		5	1	3	1	1	1	1

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It can be seen in Table 1 how the consumers were scared of going to supermarkets during the COVID-19 pandemic with a mode of 5, which is the highest. It can also be seen that the consumers were somehow helpless as well compared to the other emotions. However, after the COVID-19 pandemic, consumers are no more afraid of going to supermarkets. Most of the consumers do not wear masks, keep social distancing or even sanitize their hands while doing their grocery shopping nowadays. This has completely changed from what it was during that period and below Table 2 shows the emotions of consumers now.

Table 2: Emotions after Covid-19 pandemic

On a scale of 1 to 5, how did you feel (emotion) when you went to supermarkets after the Covid-19 pandemic?

		Statistics						
		Fear	Sadness	Helpless	Anger	Happiness	Peace	Pride
N	Valid	150	150	150	150	150	150	150
	Missing	0	0	0	0	0	0	0
Mean		2.70	2.26	2.53	2.16	2.89	2.73	2.51
Median		2.50	2.00	2.00	1.00	3.00	3.00	3.00
Mode		1	1	1	1	1	1	1

It can be seen in the table above that the consumers were no more afraid and helpless of going to supermarkets following the COVID-19 pandemic with a mode of 1.

### Healthy Eating and the COVID-19 Pandemic

Following the COVID-19 pandemic, it has been challenging for everyone to keep up with their fitness and exercise. Many gym places were closed and people were not allowed to go out. People had to adjust their exercise habits and adapt to the new environment. Many had to do their work out at home itself. This was therefore challenging for many people. Moreover, to keep fit, people had to eat healthier. It was being advised by many organisations, including the WHO (2023), for people to consume healthier products. Pieces of Advice such as taking lower sugar intake, salt, oils and fats, eating fruits and vegetables, staying hydrated and avoiding alcohol were being given. Moreover, WHO (2023) also advised to eat well-cooked foods and keep foods at safe temperatures. Such practice would help people to have a strong immune system to fight the virus. Many people started to switch products to buy healthier options instead. However, in the Mauritian market, healthy eating was not a common practice for everyone. Table 3 shows the importance of healthy eating by the population.

Table 3: Shopping behaviour after the COVID-19 pandemic

How far do you agree that your shopping behaviour has changed following the Covid-19 pandemic?

		Statistics						
		I now buy healthier products.	I now buy more basic products.	I now think more before spending money.	I now buy more local products.	I now spend less and buy cheaper products.	I still sanitize and wear masks while going to supermarkets	Overall, I changed my shopping habits and behaviour following the Covid-19 pandemic.
N	Valid	150	150	150	150	150	150	150
	Missing	0	0	0	0	0	0	0
Mean		2.55	2.28	2.04	2.69	2.54	3.51	3.05
Median		3.00	2.00	2.00	3.00	2.00	3.00	3.00
Mode		3	1	1	3	3	3	3

According to Table 3, the consumers of the Mauritian population were not focussing on buying healthier products following the COVID-19 pandemic. The data showed that the consumers were more or less neutral about buying healthier products. The reasons mentioned included the high price of healthier options and bio or organic products.

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## Conclusion

This study confirms that the pandemic has reshaped consumer habits in Mauritius, with long-lasting effects on retail behaviour. While many consumers reverted to in-person shopping post-pandemic, health and safety concerns remain paramount. Marketers and retailers must adapt their strategies to address these evolving preferences and expectations. Furthermore, the generational differences in response to the pandemic highlight the need for targeted marketing strategies that cater to the unique needs of Baby Boomers, Generation X, and Millennials. Understanding these shifts is crucial for businesses aiming to thrive in the post-pandemic market.

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