

Analysis of Consumer Buying Behaviour in "New Reality"

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Abstract

The Covid-19 pandemic has upended all areas of life. We have all had to adapt to the so-called "new reality", which is, of course, neither easy nor desirable in any element of our lives. We need to learn to live with the new limitations and adapt our daily activities accordingly. In our research, we focused on checking recent change in buying habits of consumers during epidemic Covid-19. Based on the data analysis, we find that the purchasing frequency decreased during the pandemic. An important increase is observed in the use of online stores, namely online shopping. Consumer buying habits were most negatively affected by government restrictive decrees, which limited movement to municipalities, by lower income, resulting from partial closure of the economy and temporary lay-offs, and by uncertainty regarding future employment. In general, the purchase decision was most influenced by the equipment provider website and social networks. As evident from the research, the epidemic has caused significant changes in consumer buying habits.

Keywords: consumer behaviour, purchase decision, sports and leisure products, Covid-19, pandemic.