

The Changes in Consumer Behavior and the Decision-making Process After Covid-19 in Greece

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Abstract : The consumer behavior and decision-making process of consumers is a process that is affected by the factor of uncertainty. The onslaught of the Covid 19 pandemic has changed the consumer decision-making process in many ways. This change can be seen both in the buying process (how and where they shop) but also in the types of goods and services they are looking for. In addition, due to the mainly economic uncertainty that came from this event, but also the effects on both society and the economy in general, new consumer behaviors were created. Traditional forms of shopping are no longer a primary choice, consumers have turned to digital channels such as e-commerce and social media to fulfill needs. The purpose of this particular article is to examine how much the consumer's decision-making process has been affected after the pandemic and if consumer behavior has changed. An online survey was conducted to examine the change in decision making. Essentially, the demographic factors that influence the decision-making process were examined, as well as the social and economic factors. The research is divided into two parts. The first part included a literature review of the research that has been carried out to identify the factors, and the second part where the empirical investigation was carried out using a questionnaire and was done electronically with the help of Google Forms. The questionnaire was divided into several sections. They included questions about consumer behavior, but mainly about how they make decisions today, whether those decisions have changed due to the pandemic, and whether those changes are permanent. Also, for decision-making, goods were divided into essential products, high-tech products, transactions with the state and others. About 500 consumers aged between 18 and 75 participated in the research. The data was processed with both descriptive statistics and econometric models. The results showed that the consumer behavior and decision-making process has changed. Now consumers widely use the internet for shopping, consumer behaviors and consumer patterns have changed. Social and economic factors play an important role. Income, gender and other factors were found to be statistically significant. In addition, it is worth noting that the percentage who made purchases during the pandemic through the internet for the first time was remarkable and related to age. Essentially, the arrival of the pandemic caused uncertainty for individuals, mainly financial, and this affected the decision-making process. In addition, shopping through the internet is now the first choice, especially among young people, and it seems that it is about to become established.

Keywords : consumer behavior, decision making, COVID-19, Greece, behavior change

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