

## **Changing Consumption Attitudes During Covid-19 Outbreak: A Comparative Example from Turkey**

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### **Abstract:**

The Covid-19 pandemic, which was underestimated at its appearance phase, had become worldwide in 2020 and affected lives in a devastating way. Thus it turned out to be the new corner point for the era we live in. Many challenges have become visible due to replicated social closures or long lock-downs within 2020. Perceptions and lifestyles have been changed both in developed and developing countries. Consumption preferences and attitudes of the society have been changed during the Covid-19 outbreak as well. With respect to medical consultancy and periodic information, many people changed their preferences and reducing physical activities have been a factor affecting the change. In this study, 499 individuals were surveyed online in July 2020 in Turkey to determine the change in their consumption preferences within the pandemic process. Product groups were determined as FFVs and animal products and the amounts of those products purchased and consumed were compared due to Covid-19 encounter. The linear relationship between changing consumption level and preferences and income level of the respondents were examined with chi-square testing. The results indicated that not the level of income but the declination in the income affected purchases and consumption of the all varieties. Besides, share of the budget allocated to FFVs and meat and dairy products were assessed as well in relation to the consumption amounts. Herewith, the amount of meat and dairies purchased and consumed by the audience were found to be related with the budget allocated.

**Keywords:** Consumption, Preference, Covid-19, Income, FFVs, Meat, Dairies, Turkey

**JEL Codes:** C12, D12, E21