



Special Session Proposal

Special Session Title

THE CONSUMERS BEHAVIOR AND RETAIL MARKET IN POLISH CITIES IN POST - PANDEMIC WORLD

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Abstract

The pandemic of 2020 has changed the world, cities and people, changed retail market and consumer behavior. Individuals and families purchased and maintain higher levels of personal inventory, particularly food, personal care and consumable items. Brand preferences became secondary to the purchase consumers purchased whatever was available. Online purchases increased in volume, frequency and variety.

People in Poland are more and more willing to shop in small retail shops and local convenience centers, closer to home, where shopping time can be reduced to a minimum. Large shopping centers with an extensive dining and entertainment zone are currently less visited by customers. The broadly understood entertainment industry in commercial facilities, operating under a strict sanitary regime is much less popular for consumers. Some behaviors such as hoarding were specific to the pandemic's onset, many of these changed consumer behaviors are likely to become the "new retail normal" due to prolonged pandemic containment measures, closure and bankruptcy of some suppliers and retailers.

Retailer chains will continue to undergo permanent restructuring due to bankrupted retailers and bankrupted suppliers.

The crisis caused by the COVID-19 pandemic accelerated the process of changes initiated on the retail market in Poland. We will see the modernization and reconstruction of older commercial facilities more and more often, so that they can better adapt their offer to the changing needs of customers.

Online shopping has grown in popularity, even among older consumers. Commercial operators quickly recognized the importance of the Internet channel in their sales strategy and quickly reacted to technological challenges.

Out of the experience of this pandemic, we have the potential to create an infrastructure that will allow a better quality of life in cities and foster a stronger sense of community.