



Optimism drives purchasing

Insights into the economic impact of the COVID-19 pandemic on consumer behavior.

Conceptual Framework:



- How can daily purchase decisions be (re)shaped in response to external prolonged stressors?
- Data from the pandemic provide use with useful insights on individual habits.
- Scholars focused on resilience [1], but other variables can be investigated. We prior showed how sleep and chronotype influence resilience [2], whose impact on decision-making is known [3]. Also optimism is linked with decision-making [4].

Aim:

Test the possible differences in consumers purchase behavior according to the economic impact of the pandemic and to optimism.

Methods:

1716

respondents during the lockdown (April 29th to May 17th 2020) in Italy

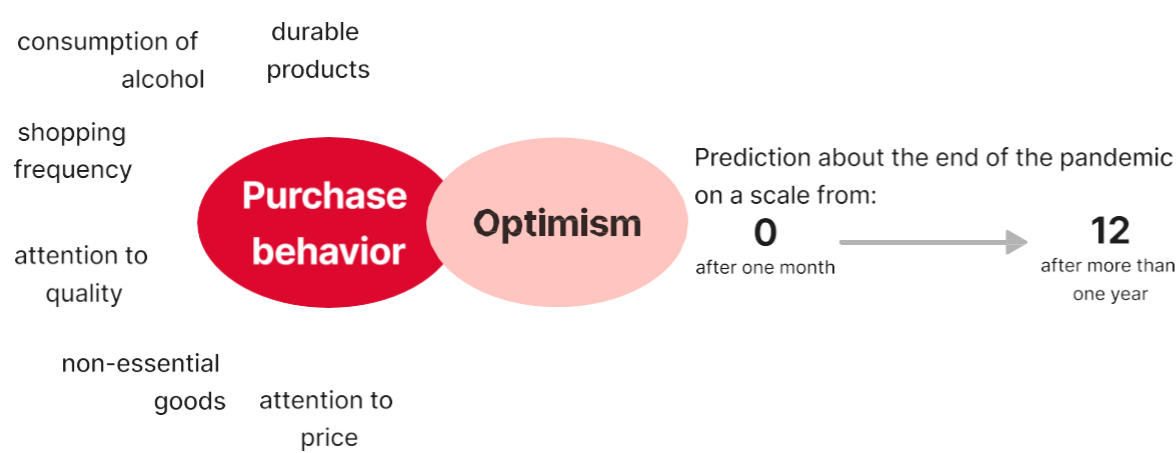
population of the study

1424

Participants considered for the analyses of purchase habits

1106

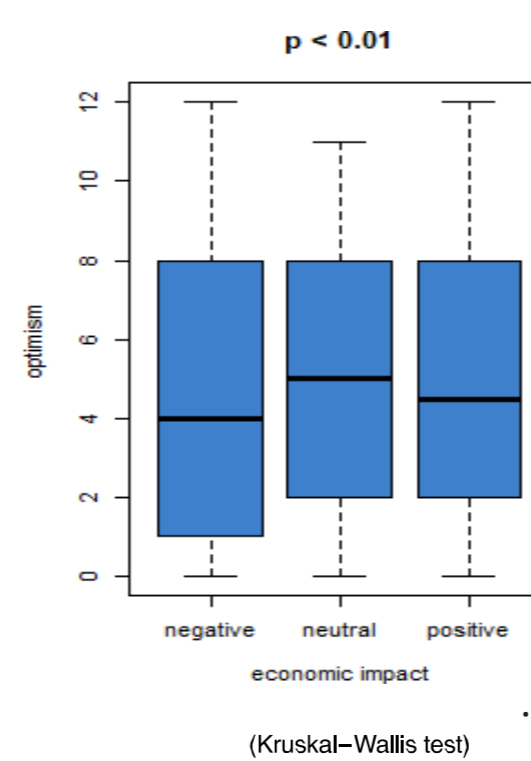
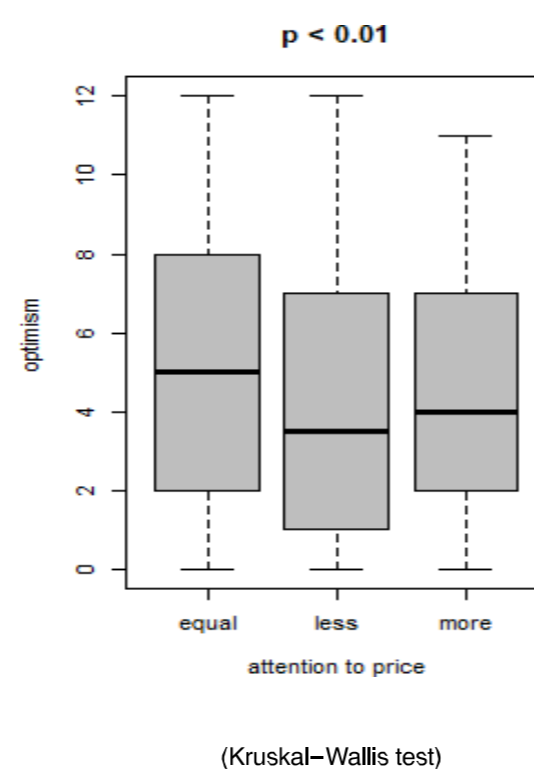
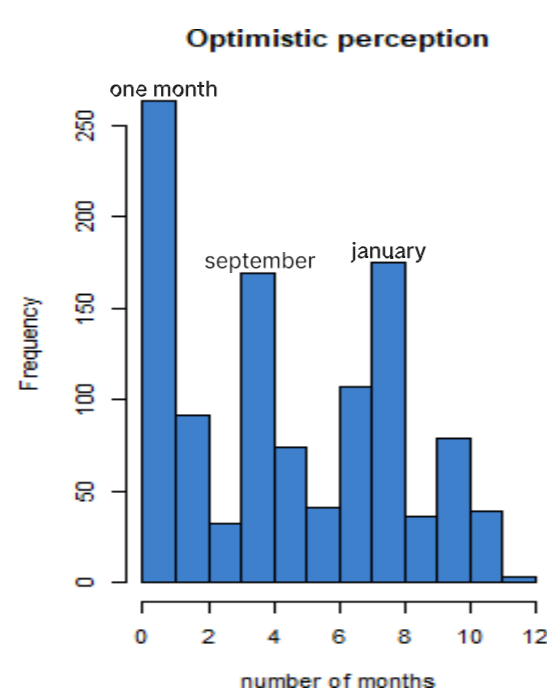
Participants considered for the analyses on optimism



	economic impact	durable products		p value
negative	668	355 24.93%	73 5.13%	240 16.85%
neutral	388	220 15.45%	30 2.11%	138 9.69%
positive	55	30 2.11%	13 0.91%	12 0.84%

Table 1 - Chi-Square test

Outcomes:



Additional findings



Future research

include economic impact and optimism when forecasting consumers reactions

Managerial implications

adapt this framework to consumer reactions to economic hyper-inflation

ESSENTIAL BIBLIOGRAPHY

- [1] Blanc et al., 2021. *Addressing the Psychological Resilience During the Covid -19 Pandemic: A Rapid Review*
- [2] Bazzani et al., 2021. *Sleep quality mediates the effect of chronotype on resilience in the time of COVID -19*. *Chronobiology Current*
- [3] Trieste et al., 2021. *Food literacy and food choice - a survey -based psychometric profiling of consumer*
- [4] Puri & Robinson, 2007. *Optimism and economic choice*. *Journal of financial economics*, 86(1), 71