

How the COVID-19 Pandemic Changed Consumers' Lifestyles -Evidence from High-Frequency Panel Data in Japan

Kenya Fujiwara
Kobe University

Abstract

The COVID-19 pandemic has had a significant impact on consumer behavior and lifestyle. After the start of the pandemic, people have increased their daily expenditure at supermarkets and drugstores around home but reduced consumption of food and drinks and entertainment activities around offices in urban areas. Furthermore, there is an increase in the use of online shopping and cashless payments.

The purpose of this paper is to analyze how people's consumption behavior by item and store category, payment method, and purchase time has changed before and after the COVID-19 pandemic, using high-frequency purchasing panel data in Japan. In addition, some extended research has been conducted on how consumer sentiment and government regulations to COVID-19 affected consumer behavior.

Keywords

High-frequency data, COVID-19, New normal, Consumer behavior, Online shopping, Cashless payments, Consumer sentiment, Government response

Classification Codes: G50 D12 D91