

Transformation of Consumer Buying Behavior in the Economic Crisis in North- East Region

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Abstract

A complex web of factors drives consumer behavior. This paper attempts to explain how a consumer's behavior during an economic crisis impacts Springiness, Cautiousness, and Concern for the Future. The economic crisis in Sri Lanka has led to many transformations in consumer behavior among the people. Therefore, the study of this transformation gives the needed information for decision-makers to overcome this crisis. North and East regions in Sri Lanka have been selected for this study to determine the transformation. It has been decided to collect 400 questionnaires from respondents in the Northern and Eastern regions. There is a significant positive relationship between purchasing behavior and springiness, purchasing behavior and concern for the future, and an insignificant positive relationship between purchasing behavior and cautiousness ($p=0.069$).

Keywords: *consumer buying behavior, economic crisis, North-East region, transformation*