

ABSTRACT

Background: The coronavirus and its consequences have affected the lives of many people. What effect did they have on respondent's shopping behavior? Did they mean a bigger risk of shopping addiction?

Aim: The main aim of the research is to find out whether the respondents noticed a change in their shopping behavior during the lockdown in 2021 and whether this change meant a bigger risk of shopping addiction.

Methods: Data were obtained in the form of quantitative research using a questionnaire survey, which was extended by qualitative research, conducted by the method of semi-structured interview.

Results: From the respondent's point of view, anti-epidemic measures affected their shopping behavior. Some respondents at the time of the lockdown (2021) showed more signs of pathological shopping than outside this period. These signs include more frequent shopping, shopping for unnecessary things, the urge to spend money or shopping as a retail therapy. The respondents mentioned in the case study experienced a big progression of signs of shopping addiction during the coronavirus pandemic.

Conclusion and recommendation: Shopping addiction should be seen as a serious problem. Some people may be at risk of developing addiction during mentally demanding periods or situation, when they do certain activities for the purpose of relief, mood control or time filling. The resulting data can serve as a source of discussion in the treatment or prevention of shopping addiction.

Key words: addiction, shopping, covid-19, oniomania, non-substance addiction