

FRI-ONLINE-1-EM1-11

**RESEARCH OF CONSUMER RESISTANCE
IN PERCEPTION OF A NEW PRODUCT IN THE CONDITIONS
OF COVID PANDEMIC^{23 24}**

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***Abstract:** The outbreak of the COVID 19 pandemic in the last year and a half is the main reason for the occurrence of a serious economic crisis, both in Bulgaria and worldwide. A number of economic sectors have been drastically affected and continue to suffer negative consequences. One of the most affected areas is retail: many outlets have been forced to close for long periods of time, and those that have continued to operate in a state of emergency have been severely hampered by the strict measures imposed by in order to prevent the spread of the infection. On the other hand, consumer behavior has also changed significantly - demand for food and basic necessities has increased significantly in order to replenish. It turned out that in such conditions of isolation it is necessary to look for alternatives for shopping related to online shopping and home delivery. In the present study, an in-depth study of consumer resistance to the perception of a new product (online shopping from hypermarkets, supermarkets and neighborhood stores with home delivery included) in the context of the COVID crisis will be conducted.*

***Keywords:** consumer resistance, new product, retail, COVID-crisis.*

***JEL Codes:** M10, M31*

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²³ Докладът е представен на научна сесия на 29.10.2021 в секция „Икономика и мениджмънт 1“ с оригинално заглавие на български език: ИЗСЛЕДВАНЕ НА РЕЗИСТЕНТНОСТТА НА ПОТРЕБИТЕЛИТЕ ПРИ ВЪЗПРИЕМАНЕ НА НОВ ПРОДУКТ В УСЛОВИЯТА НА КОВИД ПАНДЕМИЯ и след двойно анонимно рецензиране е насочен за публикуване в списание Entrepreneurship & Innovation, Issue 13, Year 13, 2021; ISSN 1314-0175 (on-line); <http://jei.uni-ruse.bg/>.

²⁴ Проучването е в рамките на проект 2021-БМ-01 „Изследване адаптацията на бизнес системи към условията на динамично променяща се среда“, финансиран от ФНИ на РУ „Ангел Кънчев“.

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