

Effect of Recession on Consumer Buying Decisions in Jordan

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Abstract: - This study aims to explore the objectives of understanding the complex dynamics of consumer behavior in Jordan during the COVID-19 pandemic-induced economic downturn. It seeks to identify how exceptional circumstances, such as the increase in internet shopping and reliance on home delivery, have transformed consumer behaviors. By addressing the information gap about the connection between pandemic-induced crises and economic recessions, the research investigates how the pandemic has affected buying habits and delves into the subtleties of consumer decision-making. Through the use of literature research, a thorough analysis of the connection between the economic recession in the Jordanian consumer market and the recession in the Jordan market is offered. Their relationship is complex given the context of their connection. Following market research and analysis, Jordan was determined to be the context in which these activities were carried out. This is achieved by analyzing the primary variables that caused the COVID-19 recession. Consequently, it can achieve its objective. Brand loyalty, price sensitivity, and buying habits are examples of purchasing behaviors. The primary data source for the study was collected via the distribution of 450 questionnaires to Jordanians who could be thinking about establishing an account with an Islamic bank, as well as the use of quantitative research methodologies. This was done to get the required data. The translation of the twenty-six Arabic questions, which were based on a five-point Likert scale, was thoroughly examined to guarantee correctness. There is a statistically significant connection between the recession-related data and the problem decisions made by consumers, according to the data. This is how the connection is made. Among the things that fall under this category are shopping habits, brand loyalty, price sensitivity, and disposable income. The outcome has been a shift in consumer behavior. These days, consumers are increasingly interested in brand loyalty, and price sensitivity, and prefer locally made items. The outcomes have also led to an increase in brand loyalty. A shift in consumer behavior has resulted from this. The regression equation utilized in this research may provide an explanation for these effects given their significance. A detailed analysis of the consequences on businesses and governments highlights the need for adaptable strategies, making sure that the government stabilizes economic indicators, and keeping an eye on consumer behavior. By providing significant new information on the long-term impact of recessions on consumer behavior, this research hastens the process of economic recovery. This may be aided by the behavior of consumers during a recession. The paper suggests conducting longitudinal studies and comparative assessments across national boundaries. The report points up biases, recognizes the recession's context, and makes suggestions for future lines of inquiry. In addition to offering knowledgeable support to businesses, decision-makers, and consumers dealing with severe recession circumstances, these pathways seek to increase our understanding of how consumers behave during recessions and to assist those who are going through terrible recession conditions.

Key-Words: - Net Income, Brand Loyalty, Online Shopping, Price sensitivity, Recession, Amman, Consumer Behavior.

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1 Introduction

A significant amount of research and analysis has been done on the global recession that followed the financial crisis that happened between 2007 and 2009 by several academics and governments worldwide. The most noticeable negative effect of the crisis, the collapse of Jordan's economy, necessitated a thorough analysis of recovery strategies. The current economic crisis required attention, which is why this was important. Given the results, it was imperative to analyze the findings of both investigations. Consumers' purchasing habits and ability to make purchases were both impacted by the protracted economic downturn. This happened as a result of the protracted economic downturn, [1].

By looking at these occurrences, the researchers want to learn more about how to spot anomalies, identify emerging trends, and assess the transformational dynamics of economic unpredictability. They would want to get this understanding. The article shows how the COVID-19 pandemic and other recent global events have caused a significant change in consumer behavior toward online shopping and home delivery of purchases, [2]. There have also been other recent worldwide events that have contributed to this shift. This is as significant as it is to the inquiry. As a direct result of the challenging circumstances that they have faced, consumers have been compelled to evaluate their buying habits and adopt new buying decisions and preferences, as evidenced by the data in) [3] and [4].

It has been shown that marketing tactics from the past are useless when employed on today's consumers. Marketers decide to reassess the demand for their goods and services in order to set themselves apart from the competition. [5], has supported this statement. The changes in behavior, attitudes, preferences, and basic beliefs of consumers are significantly influenced by generational differences, [6]. As such, further study is required to fully comprehend the dynamic nature of the surroundings.

However, [7] and [8] contend that a significant factor in the recession's deterioration was the COVID-19 pandemic. Numerous companies have suffered significant losses or have been entirely destroyed as a result of the pandemic. There has been an increase in the requirement for monitoring and responding to changes in consumers' behavior as a result of preventative actions that have an impact on a wide range of elements of life. Additionally, [9] highlights the managerial and competitive significance of consumer behavior

patterns. The negative effects that such impacts have are also mentioned. The significance of various sorts of consumer behavior is obviously given a significant amount of weight by [9].

The fact that it is necessary for the creation of effective market strategies highlights the significance of consumer behavior as a topic that is of significant value to enterprises, [10]. This is because consumers' behavior plays a critical role in the process of creating a marketing strategy. In order to examine consumer behavior during a recession in the context of the uncommon COVID-19 pandemic, this study used a novel research methodology. Researchers were interested in how consumers acted during the pandemic. In a context where strict regulations enforced by governments go against accepted norms and affect people's lives, the project's goal is to provide empirical insights. The researchers anticipate being able to significantly increase our knowledge of consumer decision-making by using these new insights. One method of doing this is the creation of new knowledge, [11].

Moreover, a significant information gap is presented by the dearth of research that explicitly examines the relationship between pandemic-induced crises and recessions. Although there may be conceptual connections between the consequences of recession and the COVID-19 pandemic, particular conditions and behavioral adjustments need targeted attention. By delivering a comprehensive analysis of consumer behavior during recessions, particularly in the context of a worldwide pandemic, this study aims to close this knowledge vacuum and provide crucial insights for scholars, companies, and policymakers, [12].

With a focus on the peculiar conditions resulting from the COVID-19 epidemic, this study aims to evaluate the impact of the recession on consumer buying decisions. It is based on empirical research done in Jordan. The study intends to uncover new insights into consumer decision-making processes, spending and saving strategies, and the reinforcement of loyalty to commercial establishments as crucial survival factors in recessionary periods by closely examining the complex and ever-evolving trends in consumer behavior during these times, particularly during a global pandemic, [13].

2 Literature Review

2.1 Overview

With an emphasis on the Jordanian market, the literature review offers a thorough analysis of the

complex relationship between consumer buying behavior and economic recession. Key topics regarding consumer buying behavior, recession, and their interactions are rigorously examined in this chapter. The primary objective of this study is to investigate the ways in which a recession, and more specifically the recession that was brought about by COVID-19 in the context of consumer behavior, influences a variety of consumer behaviors, including brand loyalty, price consciousness, and shopping habits.

2.2 The Concept of Consumer Buying Decision

This part devotes a significant amount of emphasis to the problem of consumer buying behavior, which is difficult yet essential for companies that want to satisfy their clients. A number of definitions, patterns, and models of consumer buying behavior are investigated in the study [14], which highlights how important it is to have an understanding of this phenomenon in the context of the economic downturn and the COVID-19 pandemic. The purpose of this investigation is to get a deeper understanding of this phenomenon. There are many distinct types of individuals that purchase various items [14].

Consumer buying behavior is supported by the results from [10], [15], [16], [17] and [18]. In the context of consumer behavior, it is vital to have a solid understanding of Jordan's COVID-19 recession. Jordan was the country that initiated the recession.

According to [10], businesses may anticipate consumer buying behavior and concentrate on meeting and exceeding expectations by gaining an understanding of consumer buying behavior. This clearly demonstrates the significance of consumer buying behavior. A variety of pre-and post-purchase occurrences are included in the author's [16] definition of consumer buying behavior, which is a complex phenomenon. As soon as this term is introduced into the discussion, the difficulty level increases, [19].

A thorough description that incorporates sociology, social anthropology, psychology, economics, and marketing is offered by [17]. It places special emphasis on the study of when, why, how, what, and where consumers purchase or do not purchase goods. Before making a purchasing decision, [15] explores the psychological journey that consumers take to identify their requirements and assess items.

The goal-oriented aspect of consumer buying behavior is highlighted by [18], who also highlights

the non-deliberate nature of the process. Consumers make decisions that affect brand choice and pricing preferences because they are motivated by both wants and suppressed desires.

The complexity of consumer buying behavior, which is what makes firms successful, is highlighted by these definitions taken together. A comprehensive grasp of these definitions is crucial since the current study intends to investigate how the recession affects consumer behavior in Jordan.

2.3 The Concept of Recession

The concept of recession is thoroughly examined in this section, including definitions, kinds, and common characteristics. The definitions offered by [20] and [21] lay the groundwork for understanding the economic slump. A thorough analysis of the recession types put out by [22] and [23] is offered with a special focus on the sorts of recessions.

In the next part, we will explore the six distinct types of recessions that are described in this section. A few instances of this include the boom and bust, the balance sheet, the depression, the supply-side shock, the demand-side shock, and the Covid recession. All of these events occurred within the same time period. In addition, it differentiates between recessions that are quick and shallow and those that are catastrophically deep and prolonged throughout the duration of the recession. Regarding the other categories, each one is distinct from the others. In the context of Jordan, the purpose of this article is to highlight the significance of comprehending the Covid-Recession.

According to [22], both shallow and short recessions result in temporary changes in consumer behavior that are influenced by both the populations who are impacted by the crisis and the factors that led to the crisis. Consumers' buying behavior is seldom affected by these recessions. However, as noted by [22], very severe and protracted recessions have a lasting impact on consumer attitudes and behavior. To understand the unpredictable character of consumer buying behavior, these significant changes call for an investigation of its ramifications.

In addition, [23] introduces six types of recessions to broaden the conversation. An economic boom is followed by a boom-and-bust recession when fast expansion causes inflation and unsustainable growth. Reduced bank and company balance sheets as a result of falling asset values and bad loans caused the balance sheet recession, which is a protracted economic slump. The US GDP from 1929 to 1932 serves as an excellent example of the Depression, which is defined as a long-lasting,

severe recession with significant output and unemployment losses [2].

Shock recessions that are supply-side result from abrupt increases in oil prices and decreases in living standards. The demand-side shock recession is brought on by unforeseen circumstances that result in a precipitous decline in total demand. Ultimately, the COVID-19 recession—dubbed a "black swan" event—was unparalleled, resulting in a nearly 20% decline in GDP, [23].

Because the COVID-19 recession is linked to low confidence, sluggish productivity growth, declining home values, and weak investment expenditure, it is especially relevant to the current study. Understanding these several forms of recession is crucial for evaluating their distinct effects on consumer buying behavior in Jordan, hence offering a framework for empirical inquiry, [20].

2.4 Brand Loyalty

Brand loyalty becomes an important variable during a recession. The definitions and aspects of brand loyalty as defined by [10] and [24] are examined in this section. Examined is how brand loyalty is affected by economic downturns, especially the Covid-19 recession, with a focus on price-driven changes in consumer behavior.

Brand loyalty is a multifaceted construct impacted by behavioral and emotional factors. It is defined as the continuance of repeated purchases of a certain product or service independent of external pressures, [24], [25]. [10], attest that during recessions, consumers frequently trade their brand loyalty for reduced pricing.

According to the [26], pyramid model, there are five degrees of brand loyalty, from consumers who are disloyal to those who are extremely loyal and promote the brand. Consumers affiliated with a specific brand may hold out for reduced pricing, discounts, or coupons during recessionary circumstances, emphasizing the relationship between brand loyalty and price sensitivity, [27].

The literature study emphasizes the necessity to investigate how these changes materialize in the Jordanian market and emphasizes the dynamic character of brand loyalty during economic downturns, including the COVID-19 recession.

2.5 Shopping Habits

The next section will give a complete analysis of the impact that the COVID-19 pandemic has had on the shopping habits of consumers. This analysis will be published in the section that follows this one. There is research on the increase in remote shopping,

lifestyle changes, technology, and buying. According to an analysis of the relevant literature, the altering shopping habits of consumers during economic recessions had an influence on decision-making and brand loyalty. This was found to be the case.

As soon as the COVID-19 virus was found, consumers all over the globe started looking for solutions to satisfy their day-to-day needs and requirements. A number of undesirable outcomes were brought about as a consequence of the phenomenon of market buying [28], including hoarding, the development of the gray market, and the selling of authentic items. Therefore, as a consequence of this, there was a momentary shortage of critical commodities, which was brought about by the phenomenon, [28]. Because the illness resulted in economic hardships, people were forced to change their behavior as a result of the epidemic. This developed as a result of the global health emergency. As a quick and risk-free substitute for purchasing at traditional retail locations, consumers are increasingly resorting to online buying. Online transactions are being made by an increasing number of individuals. This tendency lends itself to a wide range of possible interpretations. The popularity of this trend among consumers has been steadily increasing. The closure of retail companies, a reduction in the amount of social contact, and lifestyle changes are some of the many factors that have contributed to this phenomenon. This resulted in a change to the regular shopping habits that people had, [29].

As seen by the growth of e-commerce platforms, remote shopping is gaining popularity. As the phenomenon of shopping online continues to gain popularity, consumers are modifying how they proceed with their purchases. The rising popularity of Internet shopping may be attributed, in part, to the fact that it is simple to use, highly secure, and easily accessible. These are the reasons that have led to an increase in the number of people shopping online. To satisfy expectations and maintain brand loyalty, businesses must adjust to consumers' changing shopping habits, [28]. The reason for this is that the environment is becoming better by a significant amount. This is the root of the problem.

2.6 Price Consciousness

This section investigates price consciousness in connection with consumers' decisions made during the economic crisis. Consumers' choices will be prominently displayed. This research aims to obtain a better knowledge of how pricing influences market share, how consumers resolve issues in the

marketplace, and the economic significance of price as a deciding factor in consumer behavior from the viewpoint of the consumer. Specifically, the study will focus on how consumers resolve problems in the marketplace. The nature of the connection between those two characteristics is now being investigated via more research. This investigation is aimed at determining whether or not there is a connection between the two. It is conceivable that one of the three locations named below is where price consciousness first evolved, given the data presented in references, [30], [31] and [32].

Consumers consider price consciousness while making decisions regarding purchases, [30]. Because consumers' ability to spend money and their price consciousness are related, price consciousness affects the behavior of consumers. The most significant impacts on consumer behavior are those related to price consciousness. It is shown that consumers become more value- and price-conscious during times of economic depression. This is done to bring attention to the growing significance of price consciousness. The rising significance of price consciousness is shown by this approach. This results in the issue being narrowed down and detailed more specifically, [31].

The article [32] discusses how consumers approach economic challenges and seek to strike a balance between the quality of products and their prices. It is important to do a comprehensive analysis of the problem. You may get further information about consumer concerns by consulting [32]. When there is a recession in the economy, consumers have a tendency to prioritize their requirements, search for solutions that are more cheap, and make more decisions about their purchases.

For analyzing how the COVID-19 recession affected Jordanian consumer buying behavior, the literature analysis is a strong starting point. Every single one of the investigations is being conducted in Jordan. Conducting empirical research is crucial to get insight into the distinct obstacles that the Jordanian market faces. This occurs because, in times of economic depression, there is a complex relationship between price consciousness, shopping habits, and brand loyalty. The complexity of the relationships between these components makes this work crucial.

This review of the literature presents the findings of an empirical inquiry into how the COVID-19 recession affected consumer buying behavior in Jordan. The most recent information is compiled and forms the basis for the study chapters that follow, [30]. The way to accomplish this goal is

to provide a framework for analyzing the distinct opportunities and difficulties that have emerged in the context of Jordan as a result of the economic crisis.

2.7 Theoretical Framework

The global economic crisis of 2008 led to a decline in resources, which prompted consumers to make more rational and thoughtful trade-offs. This reflects the impact of economic crises, including recessions, on consumer behavior, according to [33]. This was confirmed by Study (3), which studied the impact of the economic recession caused by the Corona pandemic and its impact on consumer behavior. The results showed that there were major changes in consumer behavior. Also, due to the lockdown measures imposed by most countries to curb the spread of the pandemic. The results of this study also indicated that these changes prompted consumers to develop new shopping methods, with most consumers turning to e-commerce to adapt to the conditions of home confinement. A study by [34] based on the results of 211 surveys in Finland on the impact of recession on consumer behavior showed that quarantine periods and economic recessions led to significant changes in purchasing habits. Consumers tended to make new purchases, while reducing or eliminating the purchase of non-essential goods.

In a research study conducted over two time periods, 2014 and 2018, on consumer attitudes during and after the recession in Portugal, 22 semi-structured interviews were conducted. The findings indicated that during the economic downturn, consumers adopted new behaviors in line with lower incomes, such as seeking cheaper goods or preferring local products over imported ones, which enhanced social responsibility. The research also demonstrated that consumers adapted by forming new habits and strategies during the recession, represented by increased organization and planning in purchases instead of random purchases, reduced hoarding behavior, and frequent shopping, reflecting a change in consumer habits.

Studies by some researchers have shown that the Covid-19 pandemic has had negative effects on the economy, which may lead to an economic recession. Researchers have confirmed that human activities have been significantly affected, especially in some vital sectors. [35] he also pointed out that the pandemic has affected consumption chains, markets, and distribution processes, leading to disruptions in supply and demand. and purchasing habits

[36], discussed "the impact of the recession and the restrictions imposed to combat the pandemic on

low-income people”, showing that these factors led to a change in consumption patterns, both in terms of quantity and quality, in addition to a shift from external to internal consumption, such as increased reliance on delivery.

A survey in Nigeria, [18] also showed a strong relationship between lower incomes during the recession and purchasing behavior, as increased unemployment, inflation, and lower incomes directly affect consumers’ purchasing decisions. The study indicated that countries that provide support for basic goods, intensify price controls, and set flexible pricing policies are less affected by the repercussions of the recession on the standard of living.

In addition, the study [37] explored the impact of recession on consumer behavior through a sample of 235 consumers, where the results revealed that brand loyalty was a particularly influential factor in changing purchasing patterns. The study also showed that recessions lead to changes in consumption patterns, as consumers re-prioritize their behavior, and these changes may persist even after the recession ends.

[38] conducted research in the U.S. to analyze the significant fluctuations in impulse purchasing behavior during the COVID-19 pandemic, where the study relied on questionnaires to collect reliable data. The results showed that the factors that followed the crisis, such as comprehensive lockdowns, the spread of misleading news, and fear of shortages of basic goods, contributed to a significant change in consumer behavior. This situation led to an increase in panic buying, which greatly affected impulse buying patterns among consumers (see Figure 1 for the conceptual framework model).

Therefore, the following hypothesis has been developed:

H: There is a statistically significant impact of stagnation on consumer purchasing decision in Jordan.

Sub-Hypotheses

H1: In the stagnation period, net income has a statistically significant impact on consumers’ purchasing decision.

H2: In the stagnation period, brand attachment has a statistically significant impact on consumers’ purchasing decision.

H3: In the stagnation period, price sensitivity has a statistically significant impact on consumers’ purchasing decision.

H4: In the stagnation period, online shopping has a statistically significant impact on consumers’ purchasing decision.

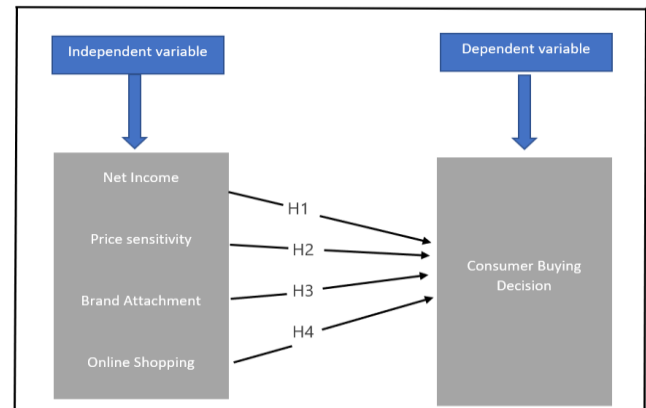


Fig. 1: Concept Framework Model

3 Research Methods

In this research, the researcher will follow the systematic sampling technique. The researcher will rely on quantitative research methods in his study, as primary data was collected from Jordanian clients, A total of 450 questionnaires were distributed to the study population, out of which 399 valid responses were received for analysis.

In this research, the feedback from the surveys was collected between 10 and 25 Jan 2024. The data is collected and updated in real-time when surveys are received. The findings are arranged in Google Sheets using the code sheet produced to assess respondents' views. The data is arranged into distinct rows and columns based on the associated attitude score. For analysis purposes, the responses to each question were given numerical numbers.

4 Instrument Development

The research instruments were carefully developed to align with the study's objectives. As part of this process, a questionnaire was designed comprising 26 items, with variables measured on a five-point Likert scale, where five indicated "Strongly Agree" and one indicated "Strongly Disagree." Since the participants were Arabic speakers, the survey was precisely translated from English to Arabic to ensure accuracy and clarity. To ensure translation accuracy in this cross-cultural study, a reverse translation method was employed, which is a widely used technique for verifying translation precision, [39] (see Table 1 for the questionnaire development).

Table 1. Questionnaire Development

| Diminution | Variables | No. of items |
|----------------------------------|-------------------|--------------|
| Recession | Net income | 5 |
| | Brand attachment | 5 |
| | Price sensitivity | 5 |
| | Online shopping | 5 |
| The total of the first dimension | | 20 |
| Consumer buying decision | | 11 |
| Total questionnaire | | 31 |

5 Results and Analysis

5.1 Reliability and Validity

The statistical analysis shows, validity and reliability are essential factors that enable the researcher to assess the accuracy of the results derived from this analysis, and the study can be generalized to population or not.

The effectiveness of the tools used in this research depends on their ability to measure the information that the student seeks to extract through this study, which is related to the concepts of reliability and validity.

In this context, the researcher used Cronbach's alpha coefficient to measure validity, in addition to the self-validity coefficient, which is calculated through the square root of the validity coefficient, to evaluate the reliability of the research tool (Table 2).

Table 2. Respondent Profile (Frequencies)

| Diminution | Variables | No. of items | Cronbach's Alpha | Coefficient of self-validity |
|------------------------------|-------------------|--------------|------------------|------------------------------|
| Recession | Net income | 5 | 0.694 | 0.833 |
| | Brand attachment | 5 | 0.619 | 0.787 |
| | Price sensitivity | 5 | 0.618 | 0.786 |
| | Online shopping | 5 | 0.649 | 0.806 |
| Total of the first dimension | | 20 | 0.768 | 0.876 |
| Consumer purchasing decision | | 11 | 0.626 | 0.791 |
| Total questionnaire | | 31 | 0.823 | 0.907 |

The Cronbach's alpha values for the questionnaire dimensions and variables ranged between 61.8% and 82.3%, while the self-reliability coefficient ranged between 78.6% and 90.7%, all of which exceeded the minimum acceptable limit (60%) in social and educational studies. According to Churc hill, J. (1979), a Cronbach's alpha value of 0.6 is considered acceptable.

5.2 Hypotheses Testing

Table 3 shows that the explanatory and predictive ability of the variables of recession, price sensitivity, brand attachment, net income, and online shopping in the consumer's buying decision

is (0.362) As indicated by the adjusted R² value, Whereas the remaining variance in the dependent variable is attributed to other factors. The statistical value F indicates (57.394) with statistical significance at a level below (0.05), Which validates the presence of a statistically significant effect between recession and consumer purchasing behavior.

By analyzing the variance inflation factor (VIF) and tolerance values to verify the absence of the problem of high correlation between the independent variables (multi-collinearity), it was found that the VIF values ranged between (1.127-1.213), which is less than the acceptable limit (3), while the tolerance values ranged between (0.824-0.887), which is higher than (0.1), indicating the absence of multi-collinearity between the independent variables.

It is clear from the table and by analyzing the T-test values for the independent variables that net income, brand attachment, online shopping, and price sensitivity have a statistically significant impact on consumer buying decisions. The calculated T-values are (5.473, 6.158, 5.312, 3.885), respectively, with a significance level of less than 0.05. Based on these results, the regression equation can be derived as follows:

$$Y = 15.693 + 0.332x_1 + 0.417x_2 + 0.366x_3 + 0.272x_4$$

The findings indicate that an increase of one unit in disposable income leads to a 0.332 increase in consumer buying decisions. Similarly, a one-unit increase in brand loyalty results in a 0.417 rise in consumer buying decisions. Additionally, an increase of one unit in price consciousness contributes to a 0.366 increase in consumer buying decisions, while a one-unit rise in shopping habits leads to a 0.272 increase in consumer buying decisions.

In this study, all of the constructs achieved a satisfactory level of reliability. 3 is illustrating the results of the reliability of the scale of the current study.

Table 3. Results of Scale Reliability

| Model | T | Sig. | Collinearity Statistics | |
|-------------------|-------|-------|-------------------------|-------|
| | | | Tolerance | VIF |
| (Constant) | 8.866 | 0.000 | | |
| net income | 5.473 | 0.000 | 0.887 | 1.127 |
| Brand attachment | 6.158 | 0.000 | 0.852 | 1.173 |
| Price sensitivity | 5.312 | 0.000 | 0.824 | 1.213 |
| Online shopping | 3.885 | 0.000 | 0.863 | 1.159 |

Based on hypothesis testing, the research hypotheses can be responded to through the following summary of results:

- It has been observed that there is a link that is statistically significant between the decisions that consumers make and the amount of net income they have. The decision to increase a consumer's net income by 0.332 units results in that consumer's buying power.
- When it comes to consumers, purchasing decisions and brand loyalty are statistically significant. There was a 0.417-unit increase in the number of consumer brand loyalty units that were purchased.
- Price consciousness has a statistically significant impact on the buying decisions that consumers make. A 0.366-unit increase in price consciousness affects consumer buying decisions.
- Consumer shopping habits have a statistically significant impact on the buying decision. The decision of a consumer to increase their unit shopping habits by 0.272 affects their buying decision.

6 Discussions and Conclusions

The investigation revealed that there is a connection between Jordanian consumers' buying habits in the context of the COVID-19 pandemic and the economic recession that was brought about by the COVID-19 pandemic. This connection became clear throughout the investigation. This study examines how disposable income, brand loyalty, price consciousness, and disposable income during economic downturns affect consumer buying decisions.

First and foremost, the objective of this study was to look at the impact of the recession on consumer buying decisions. According to the data, there is a link that may be considered statistically significant between the recession and consumer buying decisions. The special peculiarities of the crisis prompted consumers to adopt new methods, such as shopping online, which have become more popular in recent years. It is important to note that this strategy for the economic crisis is distinct from others that have been taken in the past. [40] demonstrated the various points of view that consumers in various countries had on the COVID-19 pandemic and how it affected their buying habits.

Both the findings of the study and the reference to [40] in the research are consistent with one another.

The worry that consumers had about the economy was the most significant issue that appeared during the recession when the pandemic was the main cause of the phenomenon. This was one of the most significant challenges that arose throughout the event. Many Jordanian consumers decide to minimize their spending because they face job loss, decreased income, and increased expenditures. As a consequence of this adjustment in perspective, Jordanian consumers were better able to appreciate the differences that exist between the two. This study's findings are consistent with those of other research that has shown the positive impact that caution has on buying behavior during crisis times, [11]. On buying behavior, prejudice has a positive impact. During times of economic crisis, consumers who had saved money exhibited a stronger feeling of security than those who had not saved money, even though they potentially faced the chance of losing their financial resources. Consumers had been able to save money.

According to the findings of this study, another issue that was explored was the impact that the recession had on the brand selections that consumers made. A shift toward store brands and private label products was a direct outcome of the economic crisis, which had a significant impact on consumer buying decisions. [17] and [37] during times of economic recession, consumers looked for products and deals that were offered at lower rates. Following the findings of [17] and [37], it is consistent with the findings that consumers desired these items, and our findings are consistent with those findings.

In the course of the study, the analysis of the component that dealt with the disposable income component demonstrated that there is a statistically significant effect on consumer buying decisions during recession. Consumers exhibit a preference for spending their money on necessities rather than on pleasures when they face uncertainty over their disposable income amid an economic crisis. As a result, their necessities take precedence over their purchases of luxury items. The behavior of consumers is significantly influenced by income [18], [41]. The conclusions that were drawn are in line with these results.

The results of the study indicate that there was a decline in the level of brand loyalty that occurred during times of economic recession. Brand loyalty was a significant factor in the equation. In line with the results of other studies, which show that consumers become more price-sensitive and

prioritize cost-effective solutions above brand loyalty during times of economic depression [37], the findings of this study are consistent with those findings. After doing the investigation, we came up with contradictory data. To develop emotional connections with consumers and preserve brand loyalty in the face of economic restraints, novel marketing techniques are required.

Price consciousness emerged as a significant element influencing consumer buying decisions as consumers grew more aware of price discrepancies during recession. Consumers are more price cautious than they were in the past during economic crisis times, [42], [43]. This assumption and the findings are in agreement with one another, hence they are consistent.

The findings of the study are presented in the conclusion, which investigates the shopping habits that individuals participate in during economic recession times. According to the data, there has been an increase in the number of people shopping on line, and consumers' behavior has evolved toward more planned shopping. The evidence for both of these trends has been found. As a consequence of the reduction in the chance of consumers making impulsive purchases that occur during economic recessions, there is an increase in the number of consumers who make planned and planned purchases, [44], [45]. It is consistent with the results of another study that indicated the existence of a phenomenon that is analogous to the one that has been found, as was established by prior research. This sort of discovery is consistent with the findings of the other study.

In conclusion, the study provides a significant contribution to our knowledge of consumer behavior during the economic recession that was brought about by COVID-19 in Jordan. Research has supported every one of these materials. Shopping habits, brand loyalty, price consciousness, and disposable income were some of the variables that were impacted by the recession. According to the data, the recession had a variety of complex effects on the variables in question. It is important to keep in mind that the data indicate that this impact is fairly complex. For businesses, markets, and consumers encountering and reacting to economic crises, the patterns of consumer behavior that have been discovered provide significant insights. Future studies on consumer behavior, a contentious topic, will benefit from these trends.

7 Research Implications

It is essential for business success to comprehend consumer behavior during economic recession. This report provides useful insights for businesses and policymakers by examining the effects of the COVID-19 pandemic and the Jordanian economic recession.

There has been a significant shift in consumer behavior, characterized by heightened price sensitivity, modified brand loyalty, and a preference for domestic items. This means that companies should change their approach by focusing on national product quality, offering discounts, and charging competitive prices. Luxury brand companies should think about adapting their market strategies.

To combat rising unemployment and maintain stable interest rates, government intervention is crucial. Anti-cyclical policies can be put into place and projects can be supported to boost economic activity.

Consumer trends show long-term repercussions, with prudent spending and a logical decision-making process emerging. Companies must be flexible to adapt their policies—especially those related to marketing and pricing—to changing consumer preferences. To predict changes, ongoing consumer behavior monitoring is crucial.

In short, the research contributes valuable insights into the long-term effects of recession on consumer behavior, assisting firms and policymakers in encouraging resilience and supporting economic recovery.

8 Limitations

This study has acknowledged some inherent limitations and examines consumer behavior during the economic recession in Jordan. Due to the primary focus of the research on consumer behaviours, various biases such as recollection bias or social desirability may have affected the participants. The reliability and objectivity of the study's conclusions are called into question by the subjectivity these biases introduce. It's important to acknowledge biases in behavioral studies even in the face of efforts to reduce them.

Another limitation is that the study was carried out between 2020 and 2021, during the period of the ongoing economic recession. Though the real-time approach gave instant insights into consumer reactions, the results might only apply to the particular recessionary context. Further research with a wider temporal scope would improve the

results' generalizability and provide a more thorough understanding of consumer behavior across economic stages.

Furthermore, the study's main focus was on consumer responses, offering a thorough examination of their viewpoints throughout the recession. Nevertheless, the study's comprehensive viewpoint is constrained by the absence of a more thorough examination of the difficulties faced by organizations and enterprises. A more thorough strategy that took into account the effects on different sectors may have given diverse stakeholders informed strategies and a more nuanced knowledge of the effects of the recession.

9 Future Recommendations

The COVID-19 pandemic presents a unique problem due to its unusual nature as a worldwide disaster with psychological ramifications. In contrast to previous economic downturns, consumers reacted differently, focusing more on comfort than just financial stability. A crisis perception measure especially created for health crises is necessary because the scales currently in use, which are adapted to recognized economic crises, would not adequately capture these subtleties.

To do research that goes beyond the recessionary phase, future projects might think about using a longitudinal methodology. This long-term viewpoint would make it possible to monitor shifts in consumer behavior over time, providing insights into the long-term consequences of economic downturns.

Comparative studies across many nations and regions could be carried out by future researchers to improve the findings' robustness and generalizability. A more nuanced knowledge of how various economic, social, and cultural contexts affect consumer behaviors during crises may be obtained from this comparative analysis.

Owing to the distinct difficulties presented by health emergencies, as demonstrated by the COVID-19 pandemic, subsequent studies ought to investigate the creation of a crisis perception measure that is especially suited for such situations. Traditional economic scales might miss the complex facets of health-related issues, but this scale would.

Potential avenues for further research include examining the resilience tactics implemented by organizations and enterprises in times of economic recession. Effective crisis response methods could be informed by a deeper understanding of how

various industries handle difficult economic conditions.

Future research on the psychological effects of economic recessions on consumer mental health, especially during health crises, could be very beneficial. Such studies may clarify the particular stresses linked to extended economic downturns and worldwide pandemics.

In conclusion, while this study offers insightful information about consumer behavior during the economic recession, addressing these limitations and following the suggested research directions would advance our knowledge of the intricacies involved in consumer behavior during economic downturns. Additionally, by guiding firms, policymakers, and scholars through difficult economic circumstances, these activities would be very beneficial.

Declaration of Generative AI and AI-assisted technologies in the writing process

During the preparation of this work the authors used ChatGPT in order to improve the content writing. After using this tool/service, the authors reviewed and edited the content as needed and take full responsibility for the content of the publication.

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The authors have no conflicts of interest to declare.

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