


Araştırma Makalesi ♦ Research Article


**Pandemi Sürecinde Orta Sınıfın Değişen Tüketim Pratikleri:
Nevşehir ve Eskişehir Örneği**

**Changing Consumption Practices of the Middle-Class During the Pandemic:
The Case of Nevşehir and Eskişehir**

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ABSTRACT

The Covid-19 pandemic has caused radical changes in the world and our country. It has deeply affected many areas such as economic activities, business and working life, family relations, education, and media use. This research focuses on consumption practices, the effects of which are felt by the pandemic. The study aims to reveal and understand the changes in the consumption practices of middle-class individuals during the Covid-19 epidemic. Using the qualitative research method, data were obtained through semi-structured interviews with 20 middle-class participants, 15 from Nevşehir and five from Eskişehir. As a result of the research, With the effect of the epidemic, it has been revealed that there are various changes in the consumption practices of middle-class individuals. Due to the measures taken during the epidemic; The use of hygiene, cleaning, supplementary food and vitamin products has increased, clothing expenditures have decreased, cash has been replaced by contactless credit cards, eating and drinking out has been replaced by "eat at home," holiday plans and special day celebrations have been postponed, the rituals of giving and receiving gifts have changed, virtual cultural consumption (virtual theatre, cinema, virtual exhibition etc.), virtual market expenditures and online TV subscriptions have increased. In addition, personal care services have been tried to be met at home rather than being a purchased service type. In this period, it has been determined that media and communication technologies have especially left their mark on consumption practices.

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