

# Economy & Society

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## ABSTRACTS IN ENGLISH

### **Consumer Behaviour of Generation Y and Z during the Pandemic: Attitude Change towards Restaurants and Delivery**

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ABSTRACT: With the appearance of the coronavirus, companies across several industries were required to alter their business models in order to avoid going bankrupt. Hospitality is commonly considered as one of the most vulnerable industries for pandemics, therefore the decline on a global scale was inevitable. The occupancy rate of European hotels experienced an overall significant decline in 2020 and reached the lowest peak in May at 13.3%. Compared to the data from May 2019, this meant a drop of 82.3%. Restaurants also felt the negative effect of the pandemic: compared to the data of 2019, at the end of February, European restaurants started to experience declines on a daily basis. With the additional unfortunate events and governmental restrictions, not even in a single month were restaurants able to achieve the number of customers served that they reported in 2019. Even though restaurants on a global scale were seriously impacted by the COVID-19 pandemic, the role of delivery services and food delivery applications (FDAs) has significantly grown and the number of global customers is still increasing. The market size of the global online food delivery sector was 107.44 billion US Dollars in 2019 and expected to reach 154.34 by the end of 2023. There is a wide range of factors that influence consumer behaviour such as quality of information, the design and accessibility, reduction on waiting time and experiences regarding online orders. This research aims to uncover the significance of these dimensions with the

support of a primary research conducted in Hungary in order to discover whether the international trends are also applicable in the country.

**KEYWORDS:** COVID-19, pandemic, consumer behaviour, customer satisfaction, food delivery

**JEL Codes:** D12, D91, E21

## **How does a Brand Communicate Responsibly during the Covid-19 Epidemic? The IKEA Case**

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**ABSTRACT:** During the pandemic, brands found themselves in a difficult situation, as when the first lockdown came, they could not be sure what would be the best solution in terms of customer satisfaction: to stop marketing campaigns, continue them without any changes or adapt to the situation. Since then, consumer research has shown that what people needed the most was being surrounded by brands being part of their daily lives to provide predictability and certainty – often even replacing slow-responding governments in the delivery of information.

In our article, we will summarize the main findings of consumer research on this topic and highlight the best practices of IKEA that demonstrated creativity, credibility, crisis resilience and social responsibility in the eyes of their customers with success.

**KEYWORDS:** consumer trust, coronavirus, brand communication, Corporate Social Responsibility, creativity

**JEL Codes:** H12, M14, M31

## **Territorial aspects of the changes of food purchase habits in the first wave of Covid-19: Romania and Hungary compared**

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**ABSTRACT:** The outbreak of COVID-19 in 2020 has led to economic uncertainty, digital solutions and an increase in the number of home office workers, changing consumer behavior, including food purchasing habits. The aim of our research was to examine the food purchase habits during the first wave of the pandemic together with consumer decisions and their motivations emerged due to the epidemic among the Hungarian urban population of two countries. In the present study, we conducted a survey among Hungarian urban consumers in Romania and in Hungary at the beginning of the pandemic when curfew was implemented.

**KEYWORDS:** COVID-19 closure, food purchase of households, consumer behavior of urban population, Romania, Hungary

**JEL Codes:** D12, D91, O52, G51, R21

## **Supply of organic soy from EU production for more sustainability**

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**ABSTRACT:** The volume of organic production of processed animal products is steadily increasing in Germany and other EU countries. The EU Commission expects a quota of up to 30 percent by 2030. This has positive effects on the environment, climate, biodiversity and animal welfare. An increase in organic farming also has a direct impact on reducing and eliminating the use of non-organic fertilizers, pesticides, fungicides, genetically modified organisms and the use of antibiotics.

Egg production in particular is experiencing high growth rates in the organic sector, while other processing sectors have so far only been able to come up with small shares. In the case of fattening poultry and pigs, this is still well below 2%, while eggs have already reached over 15%, and the trend is upwards.

Protein requirements are met primarily by soybeans, but other protein sources such as legumes and, above all, sunflowers and rapeseed have now also become increasingly important.

Sustainability and CO<sub>2</sub> reduction are at the center of public interest. The origin of soy from European cultivation is therefore of great importance. This significantly reduces the impact on the climate. The previous main suppliers in South America are waiting with smaller market shares. This mainly affects the organic sector, while conventional processing continues to rely on non-European origins for cost reasons.

**KEYWORDS:** CO<sub>2</sub> reduction, sustainability, organic farming, climate protection

**JEL Codes:** D18, D20, E23, Q01, Q50

## Equestrian Tourism at Fertő Landscape

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**ABSTRACT:** Hungary has a long and historical tradition of horse breeding, equestrian sports and horseback riding. Hungarians are generally considered a riding nation. In the 19th century, significant development began in horse breeding, horse racing, and hobby riding. Development has slowed as equine-related sectors such as tourism, NGOs and entrepreneurship, as well as those closely linked to cultural and historical heritage, have been relegated to the background in the run-up to the regime change. The number of horses has increased in the last few decades after the change of regime, as has the number of non-governmental organizations and entrepreneurs dealing with equestrian tourism or the cultural heritage related to horses. Equestrian tourism plays an important role in Hungary, which is one of the attractions of Hungarian tourism. You can still ride freely in the most beautiful landscapes, meadows and forests of Hungary. The development of a horseback riding route across the country, the mapping of suitable accommodation and the creation of equestrian resting places are in progress. Equestrian tours include riders, horses, riding stables, hosts, restaurants, and hiking trails. There are 587 registered riding stables in the register, 418 riding stables include cross-country riding and hiking. There are more than 3,500 qualified horses. The horseshoe rating of riding stables indicates the standard and diversity of activities. There are several riding stables in the settlements around Lake Neusiedl. Some of them are racing sports stables or horse-keeping places for fee, there are a few riding schools, but hiking, tour organization and horseback riding serving tourism are dealt with only by the Equestrian Club on the Fertő Landscape. An annual equestrian tour named the Footsteps of the Széchenyi, where in addition to horseback riding, horse-drawn carriage rides, the goal is to get to know the cultural environment.

**KEYWORDS:** equestrian tourism, equestrian tour route, Horseshoe qualification, active tourism, passive tourism

**JEL Codes:** L83, Z32

## A KÉZIRATOK FORMAI ÉS SZERKEZETI KÖVETELMÉNYEI

1. Kéziratokat kizárólag elektronikus formában, e-mailen fogadunk.
2. A kéziratok Microsoft Word vagy azzal teljesen kompatibilis szövegszerkesztővel készüljenek!
3. A képek, ábrák, térképek, táblázatok a mellékletben szerepelnek, a szövegben csak jelölni kell a körülbelüli helyüket. Pl. „A 18. táblázat körülbelül ide”.
4. **Színes ábrák és táblázatok nem alkalmazhatók!**
5. Az alkalmazott betűtípus és méret: **Times New Roman 12. Sortávolság: 1,5.**
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  - d. bevezetés, célok;
  - e. a téma felvezetése, a vonatkozó szakirodalom bemutatása, értékelése;
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  - i. irodalomjegyzék (**csak APA stílus**), ha felhasznált forrásművek **DOI számmal** rendelkeznek, kérjük azokat is feltüntetni (az ISBN vagy ISSN számon túl)!
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10. A követelményekkel nem egyező kéziratokat a szerkesztőség visszaküldi.
11. A szerkesztő fenntartja a jogot a kézirat terjedelmi és minőségi változtatására.
12. Korábbi számok: <http://gt.uni-sopron.hu>.

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The Journal of Economy & Society (JES) is a quarterly publication of the University of West Hungary. It is designed to provide information and fresh perspectives on issues of importance to professional economists and social scientists and to all readers interested in policies affecting economy and society.

The editors of The Journal of Economy & Society are looking for papers that inform our readers and engage them in discussion about issues of relevance to the disciplines of economics and social sciences. If you want to publish in JES you must accept the following writing style guidelines for submission.

1. Send manuscript by email to **Dr. Nikolett Németh** ([gazdasag.tarsadalom@uni-sopron.hu](mailto:gazdasag.tarsadalom@uni-sopron.hu)) only. Email attachments are acceptable.
2. We accept papers in English, German and Hungarian.
3. Manuscripts must be edited by Microsoft Word (or MS Word compatible word processor).
4. Manuscripts including abstract, footnotes, references, and appendices should be Times New Roman 12, one and half spaced. Papers should be thoroughly checked for misspellings and grammatical errors, and should not exceed 20 pages (including tables, pictures, maps, figures).
5. Papers have to follow the next structure:
  - a. Title, completed with the name(s), host institute(s) and academic position(s) of the author(s) or authoress(es) and **one e-mail address** for further communication;
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  - c. Introduction, objectives;
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  - e. Methodology, data sources (if relevant);
  - f. Description, findings;
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6. Brief footnotes are acceptable only.
7. Required tables, pictures, maps, figures should be enclosed and on separate sheets, following all references. Notify editors of appropriate position of tables, pictures, maps and figures within the text (e.g. **Table one about here**).
8. **We don't accept color tables, figures, charts, maps!**
9. References should be presented in alphabetical order. See **APA** style.
10. The editor reserves the right to edit all submissions for clarity and length.
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