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CONSUMER BEHAVIOUR TRENDS CAUSED AND ACCELERATED BY COVID-19 TRIGGERING SHOPPING CENTRES' MARKETING OFFER ADAPTATION – AN INTEGRATIVE APPROACH

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Abstract: This article aimed to review the previous research on consumer behaviour trends caused and accelerated by the COVID-19 pandemic and shopping centres' marketing offer adaptation, to propose an integrative model of their relation. Theoretical considerations were undertaken based on the literature review and the results of selected market reports. In these results, six trends in consumer behaviour were distinguished, and changes in the shopping centres' marketing offer were divided into five service dimensions. This integrative approach was used to develop a conceptual model of such relations. Both researchers and practitioners can benefit from these findings. This article synthesises the results of previous research creating an integrative, conceptual framework reflecting the hypothesised relation between the studied phenomena.

Keywords: shopping centres, consumer behaviour, COVID-19.

1. Introduction

Consumer behaviour is constantly evolving, governed by significant contexts: social, technology, rules and regulations, and less predictable context – sudden disasters such as the COVID-19 pandemic we are now facing (Sheth, 2020). In response to dynamic environmental changes, consumption patterns are undergoing significant remodeling (Włodarczyk, 2020). The period of lockdown caused by the pandemic has profoundly impacted on how people live and shop. Retailers that rely on customer footfall, such as shopping centres, have experienced a considerable decrease in turnover. However, the COVID-19 situation may introduce new opportunities to the retail industry. Crises can give rise to both challenges and opportunities (KPMG, 2020). The pandemic created, influenced, and accelerated some of the biggest trends in consumer behaviour in 2021 (Euromonitor International, 2021). Many changes in consumer behaviour are still being formed, which gives companies the chance to participate in shaping the 'new normal'.

Shopping centres' product range and service offer is created to provide customers with the varied retail experience. Its architecture and landscape are intended to increase the attractiveness of the facility and encourage customers to visit it. Shopping centres are essential in activating the local community through the so-called common areas where customers can socialise. The changes caused by the COVID-19 pandemic have remodelled the shopping centre industry, adapting to satisfy changing consumer needs.

There appears to be significant interest in consumer behaviour changes caused and accelerated by the pandemic. As the changing environmental conditions were unexpected and extreme, there is the need to predict the future consequences. However, despite the unquestionable interest in the topic from the management side, related literature is still scarce. Therefore, based on the literature review, the most significant trends in consumer behaviour and changes in shopping centres' marketing offer are presented. The article aimed to propose an integrative conceptual model describing the relation between consumer behaviour trends accelerated by COVID-19 and the adaptation of shopping centres' marketing offer triggered by these changes. Analysing the behaviour of consumers and retailers, one can explore how COVID-19 may become a catalyst of longer-term adaptive responses in the retail industry. These findings are of value to both researchers and business practitioners.

2. Literature review

Considering the Web of Science as one of the most classic and commonly used databases, it was chosen to collect the literature information. Publications containing the terms 'consumer behaviour', 'COVID-19' and 'retail, COVID-19' in their title were retrieved from the Web of Science core database and limited to subject categories to provide relatively comprehensive and accurate information.

The results of the recent analysis of the selected database, limited only to publications on consumer behaviour and retail operation during the COVID-19 pandemic, are presented in Table 1.

Only research articles, review articles and proceedings/conference papers in English were considered. Under these criteria, 104 publications in selected subject

Table 1. Consumer behaviour and retail operation during the COVID-19 pandemic: the results of a search in the Web of Science database

Database	Search criteria	Period	Number of publications	Subject categories	Number of publications
Web of Science	Title: COVID-19 consumer behaviour	2020-2021	97	Business, Environmental Sciences, Environmental Studies, Economics, Green Sustainable Science Technology, Management, Public Environmental Occupational Health, Psychology	63
Web of Science	Title: COVID-19 retail	2020-2021	58	Business, Environmental Sciences, Environmental Studies, Economics, Green Sustainable Science Technology, Management, Public Environmental Occupational Health, Psychology	41

Source: http://webofscience.com.

categories were obtained. In the next step, data were 'cleaned' which consisted in removing publications containing irrelevant content.

What is more, the portfolio of publications was also enriched with professional market reports as reliable and updated sources of information about the changes in the shopping centre industry caused by the pandemic.

Although the research on consumer behaviour during the pandemic and retail's adaptations caused by the pandemic has already resulted in some scientific publications (Bausch, Milan, Graciola, Eberle and Bebber, 2021; Cruz-Cardenas, Zabelina, Guadalupe-Lanas, Palacio-Fierro, and Ramos-Galarza, 2021; Eger, Komarkova, Egerova, and Micik, 2021; Nanda, Xu, and Zhang, 2021; Sheth, 2020; Vazquez-Martinez, Morales-Mediano, and Leal-Rodriguez, 2021; Yin, Yu, and Xu, 2021), the literature on the changes in the behaviour of shopping centres' customers, as well as their marketing offer's adaptation caused by the pandemic is still limited. No comprehensive perspective has yet been proposed in terms of exploring the consumer behaviour trends caused and accelerated by the pandemic, which triggered the adaptation of shopping centres' marketing offer. Therefore, the following research questions were proposed (RQs):

RQ1: What are the main shopping centres' consumer behaviour trends caused and accelerated by the pandemic?

RQ2: What are the main adaptations in shopping centres marketing offer dimensions caused and accelerated by the pandemic?

RQ3: How can the defined main consumer behaviour changes caused and accelerated by the COVID-19 pandemic be linked to the adaptation of shopping centres marketing offer dimensions?

3. Consumer behaviour changes caused and accelerated by COVID-19

Throughout the whole world, one can observe changes in consumer behaviour and the nature of retailing due to the COVID-19 pandemic. There are immediate effects of the pandemic on consumption and consumer behaviour, such as hoarding, improvisation, pent-up demand, embracing digital technology, “store coming home”, the blurring of work-life boundaries, etc. (Gupta, Nair, and Radhakrishnan, 2021; Sheth, 2020). It is expected that many aspects of this behaviour will disappear, and previous habits will return. Nevertheless, it is inevitable that modified and new habits have emerged and will remain longer as consumers find them more convenient and affordable. Transformative behaviour may influence society for years to come. Many of the latest trends are accelerations of past behaviour, for example, the rise in the number of online purchases and home deliveries. However, there are also trends arising specifically from crises, such as expectations toward enterprises to implement “build back better” solutions.

In just a few pandemic months, consumer shopping online increased significantly across many categories (Beckers, Weekx, Beutels, and Verhetsel, 2021; Rahmanov, Mursalov, and Rosokhata, 2021). McKinsey’s research results show a 13%-15% growth in the number of consumers who purchase online for most categories (Charm, Coggins, Robinson, and Wilkie, 2020). The same trend was observed in the Polish market – 71% of customers were shopping for non-food products online, and 42% were using mobile apps (KPMG, 2020). Moreover, these habits seem to stay as consumers continue to shop online even when the retail sector has reopened brick-and-mortar stores and intend to shop online even after the COVID-19 crisis. The lockdown became the catalyst for the compression of many technologies’ adoption curves (Kirk, and Rifkin, 2020), covering “a decade in days” when it comes to the use of digital technologies in our lives (Kohli, Timelin, Fabius, and Veranen, 2020).

Nevertheless, consumers are still eager to buy in brick-and-mortar shops. The main reason for shopping there for non-groceries is the opportunity to see the product in real life and try it on, which is impossible for online purchases (KPMG, 2020). Many studies started to show the role of a physical store in omnichannel strategy, emphasising the synergy between online and physical shopping (Moon, Choe, and Song, 2021; Rao, Vihari, and Jabeen, 2021). In experiential shopping, the physical store can “amplify the sensory experience” of the customers (Alexander and Cano, 2020).

Concerns for both health and finance influence consumers’ attitudes and behaviour. Accenture research shows that consumers from 20 countries around the globe rank personal health security (72%), the health of friends and family (70%), and financial security (50%) as the chief top priorities (Accenture, 2020). Around 40% of US consumers have reduced spending in general, and they expect to continue to cut back on nonessentials in particular (Charm et al., 2020). Similarly, KPMG research results show that 44% of Polish customers declare that the pandemic worsened their financial situation, and 75% changed their shopping behaviors because of the pandemic (KPMG, 2020). Customers became more prudent when they shop (Jin, Zhao, Song, and Zhao, 2021). This to the postponement of expenditure in the short term and increasing consumer focus on value and cost-consciousness in the long term. As a result of the pandemic, over 41% of Polish consumers began to use cash less frequently (KPMG, 2020). A similar situation was also found in other countries (Khan, Ateeq, Ali, and Butt, 2021), moreover 79% of US consumers intend to continue or even increase their usage of self-checkouts in retail outlets after the pandemic (Charm et al., 2020). These results show that consumers are changing how they shop in response to health and safety concerns.

The pandemic created several reasons for changing brands. This resulted from problems with product availability, concerns about safety, the need for convenience, and the focus on value. This situation caused the crushing of brand loyalties on an unprecedented scale. KPMG research results show that 34% of Polish customers started buying online new products that they had not purchased online previously (KPMG, 2020). What is more, brands were put in a position to prove their social responsibility in the pandemic crisis. Customers expect that the main focus of companies operating in the pandemic should be on the protection of jobs, employee salaries, and upskilling possibilities in the workplace, as well as their engagement in solving societal problems (Edelman, 2021; KPMG, 2020). Consumers ranked this expectation even above their own needs (KPMG, 2020). They also declared a more responsible approach to shopping by increasing the frequency of purchasing local and national products (Hassen et al., 2021; Migliore et al., 2021; Orindaru et al., 2021), while 25% of respondents in KPMG research claimed that they buy local products, the majority of them are willing to pay up to 10% more than for foreign products (KPMG, 2020). Shopping has become and remains local, mindful and digital (Gu, Slusarczyk, Hajizada, Kovalyova, and Sakhbieva, 2021). Consumers are striving to shop locally, buy national products, shop more sustainably, and consider costs and value more carefully (Accenture, 2020; Butu et al., 2020).

The physical distancing resulting from the pandemic has stimulated consumer usage of digital technologies to maintain social connectedness. Nevertheless, consumers recognise that online interaction is not a substitute for physical proximity and face-to-face contact. The fear of shared environments, as public transport, retail destinations, and attending large indoor events, resulted in increased socialising at home and in open environments.

Referring to RQ1, previous research suggested several consumer behaviour changes caused and accelerated by COVID-19, which are the basis for distinguishing the main groups of trends expected to have a long-term impact, as described further in the article. The summary of identified consumer behaviour changes caused and accelerated by the pandemic is presented in Table 2.

Table 2. Consumer behavior changes caused and accelerated by the pandemic

Authors	Consumer behavior changes caused and accelerated by the COVID-19 pandemic
Sheth, 2020	• hoarding • improvisation • pent-up demand • embracing digital technology • “store comes home” • the blurring of work-life boundaries • reunions with family and friends • discovery of talent
Eger et al., 2021	• focusing on basic needs • health and economic fears • quality and purpose most crucial when choosing new brands
Nanda, Xu, and Zhang, 2021	• embracing online channels • ESG (Environmental, Social and Governance) profile and activity having a significant impact on consumer shopping choice • customer engagement
Kirk et al., 2020	• use of mediating technologies to maintain social connectedness • reduced psychological distance not a substitute for physical proximity • turning to do-it-yourself projects
Verma and Naveen, 2021	• panic buying • raising the importance of environment-friendly products, regional products • the increasing importance of satisfaction beyond shopping
Werner-Lewandowska et al., 2021	• increase in the number of people shopping in small grocery stores and decrease in hypermarkets • lower frequency of shopping • shorter shopping time • changes in shopping hours
Samuk et al., 2020	• increasing the frequency of online purchases • protection against infection as a factor influencing purchasing decisions • the most frequently purchased category of goods in the online channel was clothing and footwear
Euromonitor International, 2021	• “build back better” • craving convenience • outdoor oasis • “phygital” reality • playing with time • being restless and rebellious • safety obsessed • shaken and stirred • “thoughtful thrifters” • workplaces in new spaces
KPMG, 2020	• care for own safety changing the choice of suppliers and contact channels • worries about own financial situation • convenience being one of the critical expectations of consumers • expectations towards companies related to the protection of jobs • willingness to purchase local and national products

Accenture, 2020	• virtual socialising • demand for local goods • sustainability trends • cost consciousness • continuity of shopping online and using omnichannel services
Charm et al., 2020	• flight to online • shock to loyalty • need for hygiene transparency • back to basics and value

Source: own elaboration based on: (Accenture, 2020; Charm et al., 2020; Eger et al., 2021; Euromonitor International, 2021; KPMG, 2020; Nanda, Xu, and Zhang, 2021; Sheth, 2020; Verma and Naveen, 2021; Werner-Lewandowska, Lubiński, and Słoniec, 2021).

4. Changes in the shopping centres' marketing offer

The described trends are likely to change the future of shopping centres and retail industry as a whole. Referring to RQ2, previous studies suggest several adaptations in shopping centres' marketing offer caused and accelerated by the pandemic which can be analysed divided into groups corresponding to five dimensions of the service provided by shopping centres to customers, based on the SERVQUAL method (Knecht-Tarczewska, 2011):

- retail mix – characterises the essence of shopping centres' marketing offer, which means the possibility of shopping in stores of many categories and brands, as well as using the gastronomic and entertainment facilities, which meets the increasingly sophisticated needs of customers;
- shopping centre accessibility – characterised by its location and the functionality of moving around the facility thanks to wide corridors, markings helping to find particular stores, etc.;
- architecture and design of the facilities – includes architectural and urban space as well as the atmosphere in the shopping centre, aimed at increasing the pleasure of shopping;
- concept of operation – refers to providing customers with convenient opening hours and security, meaning a peaceful shopping experience; it also includes activities in the field of creating the brand of the shopping centre, organisation of social campaigns and cultural events;
- personal interaction – characterises the behaviour of shopping centre employees, their knowledge of the retail and service offer, willingness to help, and building trust.

4.1. Changes in retail mix of shopping centres

The lockdown and social distancing have resulted in significant changes in consumer behaviour. After the reopening of shopping centres, the average footfall was still significantly lower than in the corresponding periods of the previous (2019) year.

For many years, fashion was the driver that brought people to shopping centres. Many developers dedicated up to 60% of the shopping space to fashion merchandise. Nevertheless, even before the pandemic, and significantly more intensively now, consumers shop in online fashion stores which offer free returns (Youn, Lee, and Ha-Brookshire, 2021). Having this in mind, shopping centre management need to find new anchors encouraging customers to visit the mall, preferably product and service offers that cannot be replicated online. Shopping centre owners have started viewing food and beverage venues as the new anchor to enhance their destination appeal. Attractive food and beverage offer increase the amount of time a consumer spends in a shopping centre, known as dwell time, which also increases the value for other tenants.

Shopping centres need to become a mixed-use space combining shopping, residential, office, entertainment, leisure, health and wellness, cultural amenities, and other novel experiences. With the easing of the restrictions imposed to protect public health during the pandemic, people are likely to be craving more social interaction. Shopping centres should create community living-room spaces for people to meet and socialise (Deloitte, 2020).

4.2. Changes in the accessibility of shopping centres

With the considerable growth of online shopping and food-delivery spending during the pandemic, such new shopping behaviour may probably become the "new normal" after the pandemic (Nanda, Xu, and Zhang, 2021). Many studies emphasised the necessary functions that brick-and-mortar shops have in omnichannel and their synergy effect. There are discussions as to whether the relation between online and brick-and-mortar channels has a substitutive or complementary nature (Fornari, 2016). In experiential shopping, which is the case of shopping centres, physical stores present products and assure a sensory experience. What is more, research shows that the online platform can help retailers survive and adapt to the pandemic (Hwang and Nageswaran, 2020). After some research online, customers arrive at the store already knowing exactly what they want. Research shows that this behaviour has probably become fully entrenched during the pandemic (Deloitte, 2020).

Both landlords and retailers use advanced analytics and shopper traffic circulation (footfall) data to serve the needs of shoppers better. Many companies adopt different kinds of innovative technologies to enhance customers' experience in shopping centres such as: apps for customers navigating them in the facility to avoid crowds, especially appreciated in the pandemic and post-pandemic world; apps informing customers about the best deals in stores (Moveo, 2019); apps to make appointments at stores; tools that aggregate orders from multiple retailers for a single pickup.

4.3. Changes in shopping centres' architecture and design of the facilities

After the COVID-19 lockdown, the empty stores and vacant areas in shopping centres have signalled the need for immediate actions and the importance of short--term adoption and long-term reposition strategies (Nanda, Xu, and Zhang, 2021). The pandemic has temporarily weakened the position of the biggest and most busiest shopping centres, at the same time highlighting the attractiveness of smaller projects, where consumers can satisfy their basic needs quickly and with limited social exposure (PRCH, 2020).

To minimise the risk of infection, landlords redesigned the interior designs, architecture, and infrastructure (Megahed and Ghoneim, 2020). Adapting to the pandemic situation, shopping centres management installed antivirus-related solutions in existing spaces (Gleeds, 2020) such as:

- health checks, e.g. infra-red cameras to detect high temperature,
- reduced number of touchpoints by including sensor doors, lift buttons operating with foot or mobile apps,
- logistic markings at common areas to keep social distancing,
- occupancy display systems at each retail outlet,
- creation of one-way isles,
- signages and safety norms publicly displayed,
- use of materials covers easy to clean,
- advanced air filters,

Shopping centres management focus on safety and convenience, considering consumers' desire for social interaction and their need for a safe shopping experience.

4.4. Changes in shopping centres' concept of operation

The shopping centre's concept of operation is based on creating a holistic cognitive experience engaging customers and ensuring their satisfaction. The key to getting customers back into the malls in a pandemic is to invest in customer safety and to provide tools and services that make for a smoother, more convenient shopping experience (Brandtner, Darbanian, Falatouri, and Udokwu, 2021; Gleeds, 2020). Shopping centres offer special new services to make customers feel safe such as the regular disinfection of shopping space, deep cleaning of all touchpoints, periodic fumigating, and providing disposable masks and gloves to shoppers (Fielmua, Guba, and Mwingyine, 2021). To ensure that they meet the highest sanitary standards for the increased safety of their visitors during a pandemic, shopping centres undergo international specialist certifications (Safe Asset Group, 2020).

The pandemic has also changed the marketing offer of shopping centres. Before the pandemic, social media only supplemented their marketing activities of shopping centres, and this type of communication was one of the many channels through which they contacted their clients. The pandemic has shown the power of social media in maintaining relations with customers and rebuilding their trust (PRCH, 2021; Taha, Pencarelli, Skerhakova, Fedorko, and Kosikova, 2021).

Studies such as Shramm-Klein et al. indicate that retailers' ESG (Environment, Sustainability, and Governance) activities significantly impact consumer behaviour (Schramm-Klein, Zentes, Steinmann, Swoboda, and Morschett, 2016). Many retailers have intensified ESG initiatives during the pandemic by providing services to vulnerable groups and medical staff. It is expected that CSR activities will become an even more crucial element in their operations after the pandemic.

4.5. Changes in personal interaction in shopping centres

Customer service is one of the most important reasons to go to a brick-and-mortar store, as customers look for a more personal shopping experience through the advice of store staff (Huréa, Picot-Coupey, and Ackermann, 2017). With the rise of the omnichannel operation of retailing, salespeople have changed to become trusted brand advisors searching for the best solutions for a particular customer.

Store personnel's working conditions have changed significantly in the pandemic because of the sanitary and safety regulations. Shopping centres management, as well as retailers, are obliged to ensure safe working conditions for employees. In these uncertain times, it is also very important to reduce employees' job insecurity, keeping in mind that only satisfied brand advisors will get involved with the customer most effectively (Cant 2020; Rosemberg et al., 2021). Interaction and social experience are what customers cannot experience online and the reason for their visits to shopping centres in the post-pandemic world.

5. Integrative approach

Current research results on consumer behaviour trends accelerated by the pandemic and changes in the adaptation of shopping centres' marketing offer associated with these trends, have evoked the need to find the construct of this relation. In the proposed model, the assumption was made that an essential role in understanding changes in consumer behaviour is to segment them into the main trends expected to have a long-term impact. Referring to RQ1, on the basis of previous research, six main consumer behaviour trends were distinguished, namely:

- prudent purchasing,
- embracing digital technologies,
- safety concerns,
- need for social interaction,
- demand for sustainable initiatives,
- shopping convenience.

Prudent purchasing refers to the behaviour resulting from the negative effect of the pandemic on the financial situation of consumers. As a result, many consumers have postponed expenditures in the short term, and have become more cost-conscious and value-oriented in the long term. The trend identified as 'embracing digital technologies' refers to increased consumer usage of digitally-enabled services as an online purchasing, contactless payment, in-app ordering, home delivery, click and collect, shopping via social media platforms, and live chat (Accenture, 2020). Safety concerns refer to worries about the health of consumers and their families, which influence consumers' attitudes and behaviour, for example the time and frequency of FMCG shopping (Accenture, 2020; Werner-Lewandowska, Lubiński, and Słoniec, 2020). The need for social interaction is a trend that has become intensified by physical distancing caused by the pandemic, and the recognition that online technology solutions cannot substitute personal contact (Kirk and Rifkin, 2020). Demand for sustainable initiatives refers to consumers' high expectations for businesses to act responsibly, meaning greater business involvement in improving social and environmental outcomes (Accenture, 2020). Shopping convenience refers to purchases online as well as in the physical channel. As research results show, convenience is a significant factor in consumer decisions (KPMG, 2020).

Referring to RQ3, a conceptual model was proposed describing how the defined main consumer behaviour changes caused and accelerated by the pandemic can be linked to the adaptation of shopping centres' marketing offer dimensions (see Figure 1).

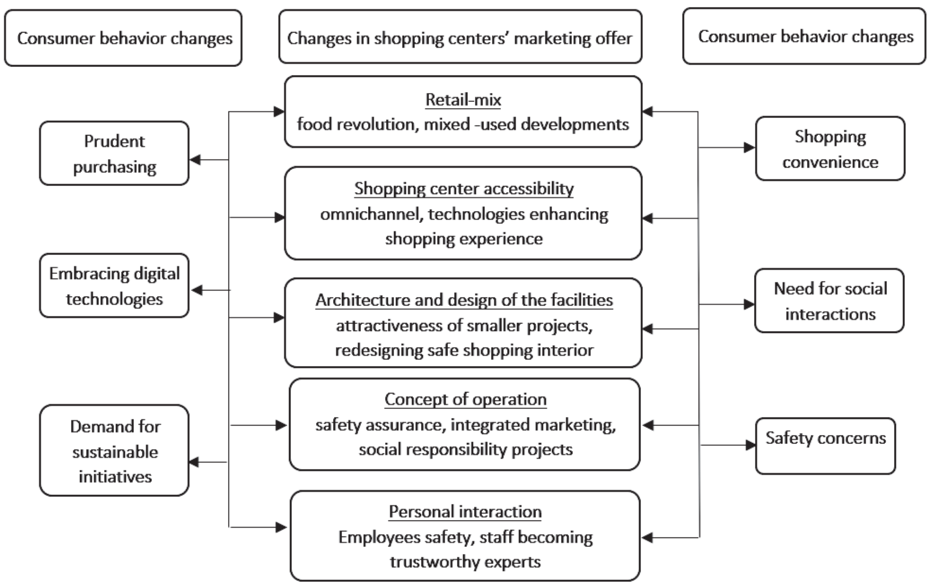

Fig. 1. Consumer behaviour trends, accelerated by the COVID-19 pandemic, causing changes in shopping centres' marketing offer – an integrative approach

Source: own elaboration.

Consumers' prudent purchases have resulted in changing retailing offer. Shopping centres' management need to find a way to encourage customers to visit the facility, most probably by securing mixed-use space, as well as architecture and atmosphere that cannot be replicated online. Prudent consumers are also more eager to look for trusted brand advisors in the store. The embracing of technology by consumers has resulted in increasing seasonal garments and fast fashion purchases online, leading to changes in the retail offer (Wood and Obordo, 2020). Adopting new technology resulting in omnichannel strategies increase accessibility and changed the concept of shopping centres operation by using social media in their promotion strategy. Additionally, technology can also be used in shopping centres' interiors to make them more attractive, and even replacing to some extent personal contact with chat boxes and virtual assistance on the malls' website. Safety concerns arising from the pandemic situation contribute to accessibility, retail mix and architectural changes of shopping centres, where developers' interest shifted towards smaller shopping formats and open space retail parks. Safety concerns impact on the concept of operation and personal interaction rules, which need to be focused on securing customer safety during their shopping experience. The desire for social interactions triggers architecture and retail product and service offer changes toward multifunctional projects and a creation of broader food and beverage range, whose wide accessibility secures customer socialisation expectations (Zhong, Oh, and Moon, 2021). Social interaction can also be assured by contacts with shopping centre personnel and shaping the concept of operation toward meeting the needs of local communities. The demand for sustainable initiatives can be met by a growing range of ESG actions as a part of the shopping centres' concept of operation. Their management need to adjust the marketing offer to their customers' preferences for buying local, national, and sustainable brands by cooperating with appropriate tenants. There is also an expectation to implement green building solutions in shopping centres design and operation, as well as personnel ecological behaviour. The customers' need for shopping convenience can be met by securing the availability of desired brands in the shopping center, its accessibility, architecture amenities, professional service and the concept of operation adjusted to their customers' preferences. All these trends in consumer behaviour have an impact on shopping centre's service dimensions. Nevertheless, this is not a one-way impact, as the changes in shopping centres' marketing offer are also affecting consumer behaviour.

Consumers create demand, thus determining the actions of shopping centres' owners and tenants. As the pandemic is continuously affecting retailing operations, the proposed model of dependencies needs to be investigated more deeply. It is desirable to study the in-depth relation of future trends in consumer behaviour on shopping centres' service dimensions adaptation, and inversely investigate the impact of offer changes on consumer behaviour.

6. Conclusion

All over the world, one can observe changes in consumer behaviour and the nature of retailing due to the COVID-19 pandemic. These two research areas are attracting attention among scholars and practitioners alike. The first analysed group of research studies were conducted to explore the changes in consumer behaviour, accelerated and caused by the pandemic. As a result of the review of research and findings, six consumer behaviour trends were distinguished: prudent purchasing, embracing digital technologies, safety concerns, the need for social interaction, the demand for sustainable initiatives, and shopping convenience. These findings extend the knowledge by highlighting the main consumer behaviour trends expected to have a long-term impact.

The second group of analysed research findings focused on the adaptive solutions for remodelling the shopping centre sector, implemented to satisfy changing consumer needs. For the purpose of creating the conceptual model, the shopping centres' adaptation of the marketing offer were assigned to the service dimensions, namely: retail mix, shopping centre accessibility, architecture and design of the facilities, the concept of operation, and personal interaction.

As a result, the main trends in consumer behaviour were included in the integrated conceptual model illustrating expected relations between them, and the adaptation of shopping centre's marketing offer. The conceptual model proposal is based on the data obtained from previous research. This may be treated as analytical generalisation, which means that it summarises the observed phenomena. The proposed model of dependencies needs to be investigated more deeply to study in-depth the relation of subsequent consumer behaviour trends on the adaptation of shopping centres' service dimensions. It is believed that this opens up a new direction for the customer behaviour trends research where further analysis is required. The current findings add to a growing body of literature on customer behaviour trends caused and accelerated by the COVID-19 pandemic, as well as the adaptation of retailing, specifically the marketing offer of shopping centres.

Both researchers and practitioners can benefit from these findings, as they have several managerial implications. With external factors gaining relevance in the operations of shopping centres, it is worth noting that while some of these factors are outside their management's control (e.g. legal issues concerning lockdown), others can be controlled to some extent (e.g. customers' attitudes). Managers should be able to identify consumer behaviour trends that could have a negative effect on shopping centres' operation, and develop strategies and tactics to create the marketing offer satisfying consumer needs. Shopping centres' management should benchmark the best-in-class examples in the industry as some of the consumer behaviour changes are very dynamic and require continuous innovation.

The findings in this paper are subject to a major limitation resulting from the nature of literature studies. As the research was qualitative, the recommendations may be used to undertake quantitative studies, which means that the findings and frameworks provided should be treated as theoretical propositions that require testing in future quantitative studies.

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TRENDY ZACHOWAŃ KONSUMENTÓW WYWOŁANE I PRZYSPIESZONE PRZEZ COVID-19, SKUTKUJĄCE ADAPTACJĄ OFERTY MARKETINGOWEJ CENTRÓW HANDLOWYCH – PODEJŚCIE INTEGRACYJNE

Streszczenie: Celem artykułu jest przegląd dotychczasowych badań dotyczących trendów zachowań konsumentów wywołanych i przyspieszonych przez COVID-19 oraz adaptacji oferty marketingowej centrów handlowych w celu przedstawienia propozycji zintegrowanego modelu ich relacji. Podjęto rozważania teoretyczne, opierając się na przeglądzie literatury oraz wynikach wybranych raportów rynkowych. Na podstawie tych wyników wyróżniono sześć trendów zachowań konsumentów, a zmiany oferty centrów handlowych podzielono na pięć wymiarów usługi. To integracyjne podejście zostało wykorzystane do opracowania hipotetycznego modelu relacji. Zarówno badacze, jak i praktycy mogą skorzystać z wyników tych badań. Artykuł stanowi syntezę rezultatów wcześniejszych analiz. Zaproponowano w nim zintegrowany, ramowy model odzwierciedlający hipotetyczny związek między badanymi zjawiskami.

Słowa kluczowe: centra handlowe, zachowania klientów, COVID-19.