

THESIS

**THE SHIFTING OF PURCHASING BEHAVIOR DURING
COVID-19 PANDEMIC:**

**CASE STUDY ON THE LOUNGEWEAR'S INCOME AND PRICE
SENSITIVITY**

**Submitted as one of the requirements for obtaining a bachelor's degree in
business**

ELAINE NGAN

11170012

ENTREPRENEURSHIP STUDY PROGRAM



UNIVERSITAS AGUNG PODOMORO

JAKARTA

2021