

# MARKETING RESEARCH INNOVATION

IJMRI VOL 7 NO 1 (2022) P-ISSN 2576-4101 E-ISSN 2576-4098

Available online at <https://www.cribfb.com>  
Journal homepage: <https://www.cribfb.com/journal/index.php/ijmri>  
Published by CRIBFB, USA

## GLOBAL PERSPECTIVE OF CONSUMER BEHAVIOUR DURING COVID-19



Robaka Shamsher <sup>(a)1</sup>

<sup>(a)</sup> Associate Professor, CIU Business School, Chittagong Independent University (CIU), Chittagong, Bangladesh; E-mail: [robaka@ciu.edu.bd](mailto:robaka@ciu.edu.bd)

### ARTICLE INFO

#### Article History:

Received: 21<sup>st</sup> August 2022

Accepted: 1<sup>st</sup> October 2022

Online Publication: 9<sup>th</sup> October 2022

#### Keywords:

COVID- 19, Consumption Behavior, Shopping Habits, Spending Behavior Pandemic

#### JEL Classification Codes:

D10, M31

### ABSTRACT

The coronavirus (COVID-19) pandemic has triggered the most significant global repercussions. This global crisis has drastically transformed consumers' market needs, attitudes, and purchase intentions. The new market dynamics have taught consumers to set new priorities regarding their shopping habits and consumer behavior. This study examines the global perspective of changing consumer behavior during COVID-19 and reveals the sustainability of which behavioral changes are permanent. This study is based on descriptive research as it describes the changes in consumer behavior during the COVID-19 pandemic. The research design has been conducted using by secondary data method to analyze the changing behavioral perceptions. The results of the study revealed four aspects of behavioral changes. These are changes in shopping behavior, changes in spending behavior, changes in consumer behavior, and changes in brand loyalty. The study's findings also divulged that some consumer behavioral transformations could be endured after the pandemic. This study has important implications for professionals and academicians in adopting marketing decisions by integrating the fluctuating demands of consumers through communicating suitable marketing strategies to survive the transference of consumer behavior instigated by the pandemic.

© 2022 by the authors. Licensee CRIBFB, USA. This article is an open access article distributed under the terms and conditions of the Creative Commons Attribution (CC BY) license (<http://creativecommons.org/licenses/by/4.0/>).

### INTRODUCTION

The coronavirus (COVID-19) pandemic is the biggest shockwave to the world that people will experience in their overall lifespans (Belk, 2020). Scholars define the COVID-19 pandemic as a traumatic experience (Kunimura, 2020) and human crisis. (Tyagi & Pabalkar, 2021) which is inconsolable. It is a health and economic crisis that has a sustainable impact on consumer attitudes, behaviors and purchasing habits. It has forced consumers to adopt new habits, reevaluate priorities and shift consumption (Euromonitor, 2020). A different living style, purchasing pattern, digesting and an overall diversified behavioral phenomenon has transpired worldwide. The daily life for people around the world has changed in ways that would have been unthinkable few years back. Consumers are familiarizing new purchasing habits, attitudes and behaviors that are anticipated to be enduring in the long term (Sheth, 2020). The impact of pandemic has upended all the normal routines of our survivals. It is actually life-changing event.

The COVID-19 persevered all over the world creating divergent effect transversely amongst the countries. Momentous variation observed around the globe among the people to respond to this catastrophe. Deliberately people started acclimatize to the next normal. During the pandemic consumers' shopping behaviors has transmuted (Ben Hassen et al., 2021). Moreover, restriction on public transport, closing educational institution, isolation and quarantine (Oana, 2020) were genuine reasons towards futuristic behavioral change. Consumer lifestyle transformed entirely by maintaining social distances by avoiding public places, diminishing external travels etc (Oana, 2020). Completely new habits like wearing mask, avoiding crowd, hand washing several times, stopover coughing anywhere took place in the daily routine life. Arora (2020) reported that consumers modified to the digital low-touch habits such as online streaming, curbside pickup, online fitness and video chats. They replaced the in-person aspects of their work and healthcare with solutions such as professional videoconferencing and telemedicine.

Normally living standard is analyzed by some common variables like income, education, occupation and social class. But during the pandemic people passed through same similitudes for their lifestyle as the risk of getting infected by the virus is equivalent for all people throughout the world irrespective of income and social class. Therefore, it can be stated

<sup>1</sup>Corresponding author: ORCID ID: 0000-0001-6556-6724

© 2022 by the authors. Hosting by CRIBFB. Peer review under responsibility of CRIBFB, USA.  
<https://doi.org/10.46281/ijmri.v7i1.1807>

that the behavioral phenomenon of wearing mask during staying outside, washing hands several times, maintaining social distance, isolation, quarantine etc remained communal for the mass people during the crisis period of pandemic. This depicts that COVID-19 did not unconfined anyone regardless of religion, caste, tribe, race and nation.

Many employees around the world were cut-off from their jobs just like disposable diapers which is another reason for the mass people for shifting towards balanced purchasing. Sudden unemployment created monetary suffering and financial instability worldwide. The physical health connected to COVID-19 and economic hardship related to lay-offs and job insecurity has continued to affect consumers' shopping behavior and willingness to spend. Thus COVID-19 has affected consumer behavior, from staying at home and avoiding public transport, to prioritizing savings over spending.

Polarizing consumer behavior observed worldwide who responded to the covid-19 outbreak in diversified ways. The psychological (Di Crosta et al., 2021) and emotional anxiety, fear, uncertainty, insecurity and instability created by COVID-19 pandemic changed consumers' shopping behavior (Mirchevska et al., 2021). A cognizant shift towards panic-buying of grocery products, stockpiling of hygiene products and many other perceptible changes that people could ever even think of going through. Fears related to health and economic conditions has tremendously changed the shopping behavior of the customers (Truong & Truong, 2022). The psychological pressure of COVID-19 has created impulsive food purchase behavior among the Italian consumers (Russo et al., 2021).

Numerous academicians and experts have extensively conferred COVID- 19 in different parts of the world (Kunimura, 2020; Sheth, 2020; Oana, 2020; Tyagi & Pabalkar, 2021; Watson & Popescu, 2021). Most of the studies covered the impact of COVID-19 on tourism and hospitality sector (Nigar & Miah, 2020; Hassan & Ferdaus, 2022; Yeoman et al., 2022). Some of these showed the revealed impact of COVID-19 on online shopping (Alam, 2020; Neger & Uddin, 2020; Pham et al., 2020; Gu et al., 2021). However, the impact of COVID-19 on the mental health and psychological condition has been analyzed by some of researchers (Yeasmin et al., 2020; Dhar, Ayitney, & Sarkar, 2020; Kang et al., 2021).

The consequential effect of COVID- 19 on changing consumer behavior has been specified in copious studies. However, in the previous studies considered the effect of COVID- 19 on changing consumer behavior through scattered aspects such as increased locality buying (Sumarliah, Khan, & Khan, 2021); increased stockpiling (Güngördü Belbağ, 2021); increased healthy lifestyle and healthy habits (Hoekstra & Leeftang, 2020); increased buying habit of fresh fruits and vegetables (Canello et al., 2020); decreased outdoor recreation (Hoekstra & Leeftang, 2020); decreased habit of avoiding tourist spots; (Belk, 2020); decreased spending on luxury goods (Xie & Youn, 2020); changes in food consumption behavior (Güngördü Belbağ, 2021); decreased preferences for brand loyalty (Oana, 2020). The motivation of the current study is to analyze these scattered items from the prior studies as changing aspects of consumer behavior. Therefore, this study pursues to contribute to the existing extent of literature by investigating the change in consumer behavior during crisis times which has directed the author's concentration to explore consumer behavior during COVID-19. The twofold objectives of this study are to explore the changing consumer behavior during COVID- 19 on and to divulge whether these changes exist to be permanent.

## LITERATURE REVIEW

The Covid-19 pandemic is a global disrupting incident that has cracked human existence. It is the most unconceivable and unimaginable experience that people might ever be able to forget in their entire lifespan. It has tremendously transformed the habits and behaviors, preferences and buying pattern of consumers. Usually, consumer behavior changes. Especially it changes during the time of crisis. More specifically, behavioral changes are unescapable during crisis. It shapes, it adjusts, it alters, it adapts with new and modified behavioral dimensions. Under the crisis period of COVID-19 pandemic consumers have learnt to improvise new habits and lifestyles. From a global perspective consumer behavior has changed with a different mindsets. Consumer values, priorities and need has transformed towards perpetual to momentary alterations. The attitude, expectations, sentiments, purchasing decisions and habits has changed the entire behavioral perceptions of the consumers due to COVID-19 pandemic (Watson & Popescu, 2021).

Shift in behavioral paradigm play a crucial role in the shopping (Gu et al., 2021) spending, (Siddiqui et al., 2022) consumption (Kim et al., 2022) and brand loyal perception of consumers. Digital engagement replaced the buying preferences from market place to market space (Sumi & Ahmed, 2022). People started to get habituated with online shopping (Pham et al., 2020; Dannenberg et al., 2020; Sayyida et al., 2021) for purchasing every necessities. Consumers swapped unusual behavioral pattern (Laato et al., 2020) like panic buying (Singh et al., 2021; Chua et al., 2021; Islam et al., 2021; Ntontis et al., 2022), impulsive buying (Wang, et al., 2021; Anas et al., 2022; Chiu et al., 2022), stockpiling (Cruz-Cárdenas et al., 2021; Ahmadi et al., 2022), compulsive buying (Jaspal et al., 2020; Maraz & Yi, 2022; Setyorini et al., 2022) which has showed anomalous impact among the mass people worldwide due to solation, social distancing, home quarantine.

COVID-19 pandemic has diverged the daily living standard. Polarized consumers spawned with a diverse mindset of fascination for proximity shopping (Li et al., 2021), condensed shopping frequency (Valaskova et al., 2021), preference for localization, histrionic transferal towards online shopping (Sumi & Ahmed, 2022). Besides, intense reduction in the discretionary spending and lifestyle (Siddiqui et al., 2022) has radically changed consumers' behavior worldwide. Uncertainty, fear, anxiety turn the shopping behavior towards value based, cautious and thoughtful spending (Kim et al., 2022).

Isolation (Laato et al., 2020), social distancing (Butu et al., 2020), home quarantine during the pandemic caused anxiety, stress and fear among the people which has changed the nutritional habit of food consumption (Freitas et al., 2021). Isolation engendered insalubrious routines of daily life (Freitas et al., 2021). Absence of physical indolence and sedentary life style dramatically changed the food consumption behavior of the consumers. During the pandemic home quarantine and social distancing increased the ingesting of processed foodstuffs.

Consumer anxieties, worries, fears change the priorities, habits and behavior (Melo, 2020). Predilection transmissions, financial decline, preference for digitalization (Kohli et al., 2020) changed the manner of behavioral intention completely. The changing consumer primacies and inclinations creates additional prospects for brands to imprisonment new customers towards an unstable brand loyal perceptions (Oana, 2020). During the pandemic situation stockpiling essentials commodities disrupted the supply chain system enormously which caused shrinking in brand loyalty (Arora et al., 2020). Limited product availability and scarcity of grocery product created price hike for daily essentials which made the consumers less loyal towards their preferred brand/products. Moreover, restriction on roaming, dining out (Melo, 2020) and impact of social distancing fluctuated brand loyalty (Veselovská et al., 2021) and encourages the consumers towards preferences for new products/brands.

The challenge that COVID- 19 has made in 2020 after two years in 2022 still the world is carrying that. Whether consumer behavior will reappearance to pre-pandemic forms or the new behavioral changes are going to perpetual is a vital issue (Mehta, Saxena, & Purohit, 2020). Different literature has suggested numerous impact of COVID- 19 on consumer behavior. The following table highlights some of these scattered changes:

Table 1. Changes in Consumer Behavior, Source: Secondary Data

Scholars	Changes in Consumer Behavior
Dannenberg et al. (2020)	Increased online shopping behavior
Belk (2020)	Decreased eating out consumption behavior
Belk (2020); Hoekstra and Leeftang (2020)	Decreased recreational spending habit (amusement park, cinema hall, bars, clubs)
Gupta and Singharia (2021)	Increased habit to spend on entertainment streaming platform (Netflix, Amazon Prime, Chorki, Bondo BD )
Xie and Youn (2020)	Decreased purchased of luxury goods, apparel and home décor
Hassen et al. (2020)	Increased preferences for buying local brands/products from close neighborhood stores
Laato et al. (2020); Islam et al. (2021)	Increased panic buying behavior
Ahmed et al. (2020)	Increased impulsive buying behavior
Janssen et al. (2021)	Decreased shopping frequency
Čvirik (2020); Nigar and Miah (2020)	Increased spending behavior on health hygienic products
Belk (2020)	Decreased spending on air travel and public transport
Baicu et al. (2020)	Increased habit of in-app ordering service through mobile phones
Güngördü Belbağ (2021)	Increased purchased of sports equipment
Hoekstra and Leeftang (2020)	Increased awareness of mental health, lifestyle and fitness
Ali Taha et al. (2021)	Increased focus on shopping via social media platform
Oana (2020); Arora et al. (2020)	Declining brand loyal behavior
Hassen et al. (2020); Husain and Ashkanani (2020); Güngördü Belbağ (2021)	Increased habit of purchasing household, home cooking and baking products

After reviewing literature regarding different changes of consumer behavior due to COVID-19 as discussed in different studies the researcher has considered a total of four aspects of behavioral changes for the purpose of this study. These are changes in shopping behavior, changes in spending behavior, changes in consumption behavior and changes in brand loyalty.

## MATERIALS AND METHODS

This study is based on descriptive research as it describes the changes in consumer behavior due to COVID-19 pandemic. The study is based upon the review of globally conducted studies on consumer behavior during the multiple wave of COVID-19 pandemic. Both academic and experiential studies were reviewed. The research design has been conducted by secondary data method to analyze the changing behavioral perceptions. Extensive reviews of literature were conducted to collect the secondary data. The researcher analyzed a good number of literatures including different books, local and international printed journals, electronic journals and websites. Apart from these, scholarly online journal sites such as Emerald, SAGE, and JSTOR were browsed to analyze the secondary data related to this study.

## RESULTS AND DISCUSSION

### Changes in Consumer Behavior

In this section the changes in consumer behavior has been revealed and how long these changes going to be sustained has also discussed. In the following section the four aspects of changing consumer behavior are discussed by the author.

### Changes in Shopping Behavior

#### *Increased Online Shopping Behavior*

COVID-19 has created significant transformations in purchase behaviors towards online shopping. The pandemic has intensified the shift from traditional shopping behavior towards web rooming and online shopping. (Sayyida et al., 2021). The expediency of online shopping has increased the use of digital channels, both for grocery and non-grocery purchases. Moreover, consumers who desired for safe contact-free purchase options reinforcing this trend through placing orders via the internet, smart phones, delivery apps, etc. Thus new behavior has been persisted. Isolation (Laato et al., 2020), remoteness life, social distancing (Butu et al., 2020) during the pandemic situation has shifted the shopping behavioral preferences of the shoppers towards online shopping behavior (Pham et al., 2020; Gu et al., 2021).

### ***Decreased Shopping Frequency***

Frequently visiting store habit has been decreased (Principato et al., 2020; Janssen et al., 2021) and buying more through one store visit increased (Hassen et al., 2021; Ben Hassen et al., 2021). Hence, spending time in the supermarket declined due to safety issue and consumers seemed to be in a rush to finish their necessary purchase during the pandemic (Güngördü Belbağ, 2021). Significant shift emerged for monthly shopping instead of daily/weekly grocery shopping. Shopping with purchase pal and family members declined enormously (Nawarathne & Galdolage, 2022).

### ***Increased Stockpiling***

Stockpiling (Cruz-Cárdenas et al., 2021; Ahmadi et al., 2022), hoarding, shopping in bulky quantities, panic buying behavior (Hall et al., 2020; Güngördü Belbağ, 2021; Nawarathne & Galdolage, 2022) etc. increased in many countries worldwide due to the pandemic. People started to store essential products like pasta, noodles, oil, sugar, flour, napkins, toilet paper, surgical mask, yeast etc. Due to the anxiety of unobtainability (Satish, Venkatesh, & Manivannan, 2021) of such products people has formed a habit of buying extra amount of food and drinks that they don't even need that much. To some extent this has created shortage of some daily essentials in the market with substantial price hike of regular commodities.

Habit of increased presumption occurred in some parts of the world due to lockdown. During the pandemic rural people started to engage themselves for farming their food, vegetables, and fruits and consumed them. On the contrary, the urban people started to cook and bake food in home instead of ordering those from restaurant. In this way people behave as prosumers so that they don't need to go outside to buy food which decreased their possibilities to get infected by the virus.

### ***Increased Preferences for Buying Local Products from Close Neighborhood Stores***

Consumer perceptions of retail brands are changing. Shoppers found to be more selective regarding their buying decisions and preferences for local products has increased by reducing the discretionary costs of living. COVID-19 has increased staying time at home and restrictions on travel which focused attention on concern for the locality. It is suggested that the trend towards habituating to use local products may regenerated the importance to buy from local street shops, which have seen a decline over the past years (KPMG, 2020). The preference for local shops (Kim et al., 2022) considered by the consumers as the most sustainable option which reflected in the selection of products they buy and the way they buy. Indian consumers started buying Indian-made local products and inspiring others to buy which impact to help recovering the Indian economic situation (Verma & Naveen, 2021). Instead of going to purchase from grocery retail shops consumers started purchasing fresh vegetables from local producers (Butu et al., 2020). Larios-Gómez et al. (2021) highlighted that food safety consciousness (Ben Hassen et al., 2021) has changed consumer attitude towards consumption habit of local products. Besides the growing preference to buy local products proximity shopping (Andersen et al., 2020; Li et al., 2021) has become significant for many consumers which make smaller near-home retail stores better option to shop.

### ***Value-based Purchasing***

During the spread of the virus besides the change towards online transaction noticeable fluctuations could be observed in consumers' purchase behavior. Consumers ominously plunged their self-confidence (Yeoman et al., 2022) for which preferences has shifted to value-based purchasing by obtaining maximum benefits compared to the money spent which make them tend to expend more for essentials compared to discretionary costs. This vital change in shopping primacies will be prevailing for longer period of time. Value based shopping appeared in consumer decision-making which has make them stopped to buy all non-essential purchases and being more selective has converted the priority. A significant change in purchase behavior occurred as consumers inclined to save, become economical, thoughtful and deals with bargaining (Yeoman et al., 2022). People started to fascinate in cognizant consumption behavior (Kim et al., 2022) throughout the world.

### ***Changes in Spending Behavior***

#### ***Increased Spending On Health Hygienic Products, Lifestyle and Fitness***

The inner fear of consumers has shifted the spending behavior and lifestyle (Siddiqui et al., 2022) of consumers. The buying preferences has changed towards healthy and hygienic packaged products. Both inside home and outside home consumers started practicing healthy lifestyle and healthy habits (Hoekstra & Leeftang, 2020). Consumers started to spend more on hygiene or health care products than usual (Zhang & Chiu, 2021). Hesham, Riadh, and Sihem (2021) validated that during the pandemic time Saudi Arabian consumers exhibited increased preferences for buying healthy foods. Disinfecting the daily groceries before using these has increased by the shoppers. Washing products or foods after buying from the markets and purchasing more fresh fruits and vegetables (Canello et al., 2020) to become healthy etc. has changed consumer habits completely. Therefore, health hygienic behavioral (Kim et al., 2022) change is the new paradigm transference among maximum consumers. Besides these, awareness towards lifestyle, mental health, and fitness has increased enormously (Dijksterhuis et al., 2022). Buying sports equipment to do indoor sports activities has increased (Güngördü Belbağ, 2021). Connecting with online yoga classes (Das et al., 2022) is another behavioral change that has shown significant impact on the life style of consumers.

#### ***Decreased Spending on Air Travel, Public Transport and Recreational Behavior***

Pandemic situation has forced the tourists to avoid tourist spots; (Belk, 2020). Professional and pleasurable tours dropped due to the threat of the virus and people lost the inclination to fly (Lamb et al., 2020; Škare, Soriano, & Porada-Rochoń, 2021). Isolation caused many families to get detached from partners, parents and children during the pandemic time (Yeoman et al., 2022). The restrictions of lockdown caused huge consequences on the tourism industry. Apparently,

tendency to avoid public transport has declined. Outdoor recreation (Hoekstra & Leeftang, 2020) like going to Movie Theater, museum etc has declined. People dropped visiting entertainment programs like cultural and social festival, attending marriage etc. Hesham, Riadh, and Sihem (2021) validated that during the pandemic time Saudi Arabian consumers has decreased in visiting shops, restaurants, and markets.

Leisure activities such as socialization and hugs with family-friends, human interaction, shaking hands to greet, going to amusement park, bars, clubs, sports centers has decreased (Belk, 2020) and these has been vigorously replaced by watching entertainment streaming platforms. Technological advancement shifted the preference for entertainment streaming channels like Netflix, Amazon Prime and Spotify (Madnani et al., 2020) and dangle out with family members at home by playing games (Güngördü Belbağ, 2021).

### ***Decreased Spending On Luxury Goods, Apparel and Home Décor***

The deterioration of income dropped consumer confidence which directed them to decline their discretionary spending on luxury goods, apparel and home décor (Xie & Youn, 2020). Sale of luxurious brands fell down ominously (Roggeveen & Sethuraman, 2020). The financial, emotional, and physical impact of COVID-19 drastically reduced the spending behavior of the consumers on the luxurious products (Daniel, 2021). Arora (2020) reported that global consumers has experienced a decrease in income which significantly varied among different countries. This has changed the overall spending behavior of the consumers in general. Expenses on foodstuffs, household materials had been increased (Coibion, Gorodnichenko, & Weber, 2020). Expenditures on Luxury clothing, jewelry, cosmetics and shoes has declined. (Güngördü Belbağ, 2021). Gifting behavior among friends/family has shrinkage enormously (Vladimirova et al., 2022). Research indicated that the most expended products were masks, hand gloves, hand soaps, hand sanitizers (Das et al., 2022), cleaning products, paper tissues, foods, and drinks (Güngördü Belbağ, 2021).

### **Changes in Consumption Behavior**

#### ***Change in Food Intake Behavior***

A diverse consumption behavior observed Worldwide (Cruz-Cárdenas et al., 2021). During the quarantine period people were so stressed, scared and boredom which lead some of them towards overeating and increased their food craving behavior (Di Renzo et al., 2020). Moreover, restricted access to go for daily grocery shopping to some extent had condensed the eating behavior of fresh fruit and vegetables by creating the deficiency of vitamins and minerals. Sitting in home, isolation, closing of educational institution (Scapaticci et al., 2022) leads the young children formed a habit to intake of high processed foods like junk foods, snacks, pasta, cheese etc. which increased the sedentary behaviors of the young generations resulted in obesity due to over eating of homemade baked food and sweetener dishes which contained large amount of carbohydrates. By doing home office adults formed a habit of late sleeping during the pandemic time which interrupted their immune system, blood pressure, obesity and created other mental health problems.

Nonetheless, mass people has realized the importance of health consciousness which has enormously increased (Nigar & Miah, 2020) consumption of healthy diets (Hassen et al., 2021; Ben Hasse, et al., 2021). To build up the immune system (Güngördü Belbağ, 2021) of the body they started to intake vitamin C from fresh foods like oranges, malta, lemon etc. from the very early phase of the lockdown. Besides ingestion of organic and herbal products (Das et al., 2022) increased among the health consciousness consumers.

#### ***Change in practice of purchasing household and home-based catering products***

The Covid-19 pandemic has changed the nutrition intake behavior towards organic food intentions, restraining food waste (Kim et al., 2022) and self-cooking trends. Research suggested that going out for coffee shops and restaurants replaced with home cooked and baked foods (Güngördü Belbağ, 2021). Brasted (2021) has defined baking as a self-care, and stress reliever activity. During the lockdown period baking soda, flour, sugar and kitchen appliances like cake pans, blenders, and hand mixers turned into the hottest sold out commodities. The behavioral transformation of food consumption behavior towards healthy eating, flexitarian diets, baking inspiration and cooking passion has successfully changed the preferences for eating out consumption behavior and substituted by increase in home cooking trend (Husain & Ashkanani, 2020) which might turn this into a routine habit (Güney & Sangün, 2021). During the lockdown people started to ingest greater amount of homemade foods such as desserts, bread and pizza (Scarmozzino & Visioli, 2020).

### **Compromising Brand Loyalty**

During the pandemic time consumers failed to get their preferred product from their preferred retailer for which they changed their shopping behavior. In March 2020, during the first upsurge of COVID-19 most the consumers who could afford to purchase product in larger quantities for stockpiling creates scarcity in the retail market which made many of the consumers attracted for different brand or shopped at a different retailer. This created a motive for the retail shoppers for switching to different brands from time to time which has created fluctuating brand loyalty (Oana, 2020; Veselovská et al., 2021) in the retail market. Hence, a new behavioral pattern of shopping towards crushing of brand loyalty emerged in response to monetary burdens, store closings, and shifting primacies during the pandemic. Moreover, convenience of online availability of products and better value are the other motives for the shoppers to shift their brand loyal behavior.

### **Are the New Behavioral Changes Going to Be Sustained?**

A considerable amount of literatures has been conducted on the behavioral change of consumers due to covid-19 pandemic (Sheth, 2020; Belk, 2020; Oana, 2020; Canello et al., 2020; Tyagi & Pabalkar, 2021; Sumarliah, Khan, & Khan, 2021; Güngördü Belbağ, 2021). Research indicated that amongst these cognizant shift some changes will last for a definite time

even after the pandemic is over and some will endure incessantly. Convenient, time-saving, and cost-effective online option of shopping going to last and people will feel less enthusiasm for in-store visits, economizing purchase decision (Genoveva et al., 2021), habit for hygienic eating through home cooking and healthy lifestyle these are going to stay. Work from home going to established new ways for doing business especially for the start-up companies and this might help to balance the work and family life. On the contrary dining out, leisure travel, visiting entertainment places and Movie Theater, greeting with friends and family these are going to come back. The high segment shoppers going to start purchasing nonessential kinds such as apparel, footwear, cosmetics and home appliances categories. Most of the consumes decided to pole into the same routine that they practiced since during the lockdown. However, after the pandemic they prefer the restaurants to spend in hygiene and sustainable nutrition option (Filimonau et al., 2022).

Consumers are getting knowledge to extemporize and absorbing towards new habits. (Sheth, 2020). Research suggested that consumer behavioral transformation could be enduring subsequently the pandemic (Hall et al., 2020). Worldwide, a different consumer is evolving with a new learning habit of living with less. Behavioral definition rehabilitated where consumers deferred all intended purchases (Mehta, Saxena, and Purohit, 2020) during the unescapable challenge of the COVID-19 pandemic. The multiple waves of this pandemic has altered consumers towards settling into new patterns of behavior.

A behavioral transformation towards spiritual consumption and purchasing behavior revitalized by the consumers. It created disturbance in the routine lifestyle and buying pattern of a consumer (Verma & Naveen, 2021). Consumers found to follow curtailed consumption behavior, through which they paid more attention to the price and origin of the product. This has reshaped what consumers bought and where they bought it from. Puttaiah, Raverkar and Avramakis (2020) suggested that positive customer experience like online shopping, value based purchasing, healthy food consumption, home cooking trend (Sorrentino et al., 2022) with revolutionary behavioral intention (Nair, 2022) etc will remain be visible and sustainable for long term. Changing trends in consumer behavior indicate that all these changes will continue even after the pandemic. Many of these drastic behavioral changes are expected to last glowing into the future.

## CONCLUSIONS

The coronavirus (COVID-19) pandemic has triggered the largest repercussion to the world. This global crisis has drastically transformed the market need, attitude and purchase intention of consumers. The new market dynamics has taught the consumers to set new priorities regarding their shopping habits and consumption behavior. A complete different consumer has occurred with a shocking brand loyal perception. A different living style, purchasing pattern, digesting and an overall diversified behavioral phenomenon has transpired worldwide. Additionally, the impact of lockdown that created financial uncertainties for the mass consumers has required them to acclimate their behavior to adopt new habits, reevaluate priorities and transfer the entire lifestyle. In the early impact of COVID-19 era during 2020 the new normal behavioral perception which was formed to adapt with the changing world has already created a long-lasting shift in consumer behavior. In this paper the author has analyzed four aspects of behavioral changes. These are changes in shopping behavior, changes in spending behavior, changes in consumption behavior and changes in brand loyalty. These changes has occurred because the market forces consumers to make new choices.

This analyses attempt to contribute in the literature through analyzing the changing behavioral phenomenon from a different marketing perspective. This study has important implications for professionals, academicians and researchers in terms of adopting the marketing decisions by integrating the fluctuating new demands of consumes through communicating suitable marketing strategies to survive with the transference of consumer behavior instigated by the pandemic.

Future researchers are directed to conduct statistical investigation for exploring the behavioral intention of consumers by developing quantitative analyses through testable hypotheses. Apart from that, comparative analysis regarding the behavioral status of cross country studies can be kept in mind by future researchers. Additionally, behavioral aspects of shoppers could have been broadened with the enclosure of some other factors such as previous shopping experience during pre COVID era, changing consumer needs due to demographical shift occurred by pandemic, stockpiling behavior, impact of compulsive shopping and the like. It would be interesting to investigate the short-term and long-term impacts of the pandemic on consumer attitude by the future researchers for building an inclusive understanding regarding how the marketers would survive with those changing behavioral perceptions.

**Author Contributions:** Conceptualization, R.S.; Methodology, R.S.; Software, R.S.; Validation, R.S.; Formal Analysis, R.S.; Investigation, R.S.; Resources, R.S.; Data Curation, R.S.; Writing – Original Draft Preparation, R.S.; Writing – Review & Editing, R.S.; Visualization, R.S.; Supervision, R.S.; Project Administration, R.S.; Funding Acquisition, R.S. Authors have read and agreed to the published version of the manuscript.

**Institutional Review Board Statement:** Ethical review and approval were waived for this study, due to that the research does not deal with vulnerable groups or sensitive issues.

**Funding:** The authors received no direct funding for this research

**Informed Consent Statement:** Informed consent was obtained from all subjects involved in the study.

**Data Availability Statement:** The data presented in this study are available on request from the corresponding author. The data are not publicly available due to restrictions.

**Conflicts of Interest:** The authors declare no conflict of interest.

## REFERENCES

Ahmadi, I., Habel, J., Jia, M., Lee, N., & Wei, S. (2022). Consumer stockpiling across cultures during the COVID-19 pandemic. *Journal of International Marketing*, 30(2), 28-37.

- Ahmed, R. R., Streimikiene, D., Rolle, J. A., & Pham, A. D. (2020). The COVID-19 pandemic and the antecedents for the impulse buying behavior of US citizens. *Journal of Competitiveness*, 12(3), 5-27.
- Alam, J. (2020). Buying Behavior Under Coronavirus Disease (COVID-19) Pandemic Situation: A Online Perspective Case in Bangladeshi Shoppers. *Chinese Business Review*, 19(3), 82-90.
- Ali Taha, V., Pencarelli, T., Škerhákóvá, V., Fedorko, R., & Košíková, M. (2021). The use of social media and its impact on shopping behavior of Slovak and Italian consumers during COVID-19 pandemic. *Sustainability*, 13(4), 1710.
- Anas, M., Khan, M. N., Rahman, O., & Uddin, S. F. (2022). Why consumers behaved impulsively during COVID-19 pandemic?. *South Asian Journal of Marketing*, 3(1), 7-20.
- Andersen, A. L., Hansen, E. T., Johannesen, N., & Sheridan, A. (2020). Pandemic, shutdown and consumer spending: Lessons from Scandinavian policy responses to COVID-19. *arXiv preprint arXiv:2005.04630*.
- Arora, N., Charm, T., Grimmelt, A., Ortega, M., Robinson, K., Sexauer, C., & Yamakawa, N. (2020). A global view of how consumer behavior is changing amid COVID-19. *Mcknsey and Company*.
- Baicu, C. G., Gârdan, I. P., Gârdan, D. A., & Epuran, G. (2020). The impact of COVID-19 on consumer behavior in retail banking. Evidence from Romania. *Management & Marketing*, 15(s1), 534-556.
- Belk, R. W. (2020). Post-pandemic consumption: portal to a new world? *Cadernos EBAPE. BR*, 18, 639-647.
- Ben Hassen, T., El Bilali, H., & Allahyari, M. S. (2020). Impact of COVID-19 on food behavior and consumption in Qatar. *Sustainability*, 12(17), 6973.
- Ben Hassen, T., El Bilali, H., Allahyari, M. S., Karabašević, D., Radosavac, A., Berjan, S., & Obhodaš, I. (2021). Food Behavior Changes during the COVID-19 Pandemic: statistical analysis of consumer survey data from Bosnia and Herzegovina. *Sustainability*, 13(15), 8617.
- Brasted, C. (2021). Why cooking and baking fill a void. BBC. February 2, 2021.
- Butu, A., Brumă, I. S., Tanasă, L., Rodino, S., Dinu Vasiliu, C., Doboş, S., & Butu, M. (2020). The impact of COVID-19 crisis upon the consumer buying behavior of fresh vegetables directly from local producers. Case study: The quarantined area of Suceava County, Romania. *International journal of environmental research and public health*, 17(15), 5485.
- Canello, R., Soranna, D., Zambra, G., Zambon, A., & Invitti, C. (2020). Determinants of the lifestyle changes during COVID-19 pandemic in the residents of Northern Italy. *International journal of environmental research and public health*, 17(17), 6287.
- Chiu, W., Oh, G. E., & Cho, H. (2022). Impact of COVID-19 on consumers' impulse buying behavior of fitness products: A moderated mediation model. *Journal of Consumer Behavior*, 21(2), 245-258.
- Chua, G., Yuen, K. F., Wang, X., & Wong, Y. D. (2021). The determinants of panic buying during COVID-19. *International Journal of Environmental Research and Public Health*, 18(6), 3247.
- Coibion, O., Gorodnichenko, Y., & Weber, M. (2020). *The cost of the covid-19 crisis: Lockdowns, macroeconomic expectations, and consumer spending* (No. w27141). National Bureau of Economic Research.
- Cruz-Cárdenas, J., Zabelina, E., Guadalupe-Lanas, J., Palacio-Fierro, A., & Ramos-Galarza, C. (2021). COVID-19, consumer behavior, technology, and society: A literature review and bibliometric analysis. *Technological forecasting and social change*, 173, 121179.
- Čvirik, M. (2020). Health Conscious Consumer Behaviour: The Impact of a Pandemic on the Case of Slovakia. *Central European Business Review*, 9(4), 45-58.
- Daniel, S. D. (2021). The Effects of COVID-19 On China's Luxury Retail Market. *Honors College Theses*. 602.
- Dannenberg, P., Fuchs, M., Riedler, T., & Wiedemann, C. (2020). Digital transition by COVID-19 pandemic? The German food online retail. *Tijdschrift voor economische en sociale geografie*, 111(3), 543-560.
- Das, D., Sarkar, A., & Debroy, A. (2022). Impact of COVID-19 on changing consumer behaviour: Lessons from an emerging economy. *International Journal of Consumer Studies*, 46(3), 692-715.
- Dhar, B. K., Ayithey, F. K., & Sarkar, S. M. (2020). Impact of COVID-19 on psychology among the university students. *Global Challenges*, 4(11), 2000038.
- Di Crosta, A., Ceccato, I., Marchetti, D., La Malva, P., Maiella, R., Cannito, L., ... & Di Domenico, A. (2021). Psychological factors and consumer behavior during the COVID-19 pandemic. *PloS one*, 16(8), e0256095.
- Dijksterhuis, G. B., van Bergen, G., de Wijk, R. A., Zandstra, E. H., Kaneko, D., & Vingerhoeds, M. (2022). Exploring impact on eating behaviour, exercise and well-being during COVID-19 restrictions in the Netherlands. *Appetite*, 168, 105720.
- Euromonitor. (2020). How is COVID-19 affecting the top 10 global consumer trends 2020?. Retrieved from <https://go.euromonitor.com/webinar-ec-2020-covid-19-impact-on-gct.html?u...>
- Filimonau, V., Beer, S., & Ermolaev, V. A. (2022). The COVID-19 pandemic and food consumption at home and away: An exploratory study of English households. *Socio-Economic Planning Sciences*, 82, 101125.
- Freitas, F. D. F., de Medeiros, A. C. Q., & Lopes, F. D. A. (2021). Effects of social distancing during the COVID-19 pandemic on anxiety and eating behavior—a longitudinal study. *Frontiers in Psychology*, 12, 645754.
- Genoveva, G., Syahrivar, J., & Sonny, S. (2021). Economizing Behavior During the Covid-19 Pandemic. *European Journal of Business and Management Research*, 6(6), 247-252.
- Gu, S., Ślusarczyk, B., Hajizada, S., Kovalyova, I., & Sakhbiava, A. (2021). Impact of the covid-19 pandemic on online consumer purchasing behavior. *Journal of Theoretical and Applied Electronic Commerce Research*, 16(6), 2263-2281.
- Güney, O. I., & Sangün, L. (2021). How COVID-19 affects individuals' food consumption behaviour: a consumer survey on attitudes and habits in Turkey. *British Food Journal*, 123(7), 2307-2320.

- Güngördü Belbağ, A. (2021). Impacts of Covid-19 pandemic on consumer behavior in Turkey: A qualitative study. *Journal of Consumer Affairs*, 56(1), 339-358.
- Gupta, G., & Singharia, K. (2021). Consumption of OTT media streaming in COVID-19 lockdown: Insights from PLS analysis. *Vision*, 25(1), 36-46.
- Hall, M. C., Prayag, G., Fieger, P., & Dyason, D. (2020). Beyond panic buying: consumption displacement and COVID-19. *Journal of Service Management*, 32(1), 113-128.
- Hassen, T. B., El Bilali, H., Allahyari, M. S., Berjan, S., & Fotina, O. (2021). Food purchase and eating behavior during the COVID-19 pandemic: A cross-sectional survey of Russian adults. *Appetite*, 165, 105309.
- Hesham, F., Riadh, H., & Sihem, N. K. (2021). What have we learned about the effects of the COVID-19 pandemic on consumer behavior?. *Sustainability*, 13(8), 4304.
- Hoekstra, J. C., & Leeflang, P. S. (2020). Marketing in the era of COVID-19. *Italian Journal of Marketing*, 2020(4), 249-260.
- Husain, W., & Ashkanani, F. (2020). Does COVID-19 change dietary habits and lifestyle behaviours in Kuwait: a community-based cross-sectional study? *Environmental health and preventive medicine*, 25(1), 1-13.
- Islam, T., Pitafi, A. H., Arya, V., Wang, Y., Akhtar, N., Mubarak, S., & Xiaobei, L. (2021). Panic buying in the COVID-19 pandemic: A multi-country examination. *Journal of Retailing and Consumer Services*, 59, 102357.
- Jaspal, R., Lopes, B., & Lopes, P. (2020). Predicting social distancing and compulsive buying behaviors in response to COVID-19 in a United Kingdom sample. *Cogent psychology*, 7(1), 1800924.
- Kang, E., Lee, S. Y., Kim, M. S., Jung, H., Kim, K. H., Kim, K. N., ... & Sohn, J. H. (2021). The psychological burden of COVID-19 stigma: evaluation of the mental health of isolated mild condition COVID-19 patients. *Journal of Korean medical science*, 36(3), e33.
- Kim, J., Yang, K., Min, J., & White, B. (2022). Hope, fear, and consumer behavioral change amid COVID-19: Application of protection motivation theory. *International Journal of Consumer Studies*, 46(2), 558-574.
- Kohli, S., Timelin, B., Fabius, V., & Veranen, S. M. (2020). How COVID-19 is changing consumer behavior—now and forever. *McKinsey & Company*, 1-2.
- Kunimura, A. (2020). Trauma responses to covid-19: tend/befriend vs. fight/flight/freeze. Retrieved from <https://www.selfcareinstitute.com/tend-and-befriend>.
- Laato, S., Islam, A. N., Farooq, A., & Dhir, A. (2020). Unusual purchasing behavior during the early stages of the COVID-19 pandemic: The stimulus-organism-response approach. *Journal of Retailing and Consumer Services*, 57, 102224.
- Lamb, T. L., Winter, S. R., Rice, S., Ruskin, K. J., & Vaughn, A. (2020). Factors that predict passengers willingness to fly during and after the COVID-19 pandemic. *Journal of air transport management*, 89, 101897.
- Larios-Gómez, E., Fischer, L., Peñalosa, M., & Ortega-Vivanco, M. (2021). Purchase behavior in COVID-19: A cross study in Mexico, Colombia, and Ecuador. *Heliyon*, 7(3), e06468.
- Li, S., Zhang, Z., Liu, Y., & Ng, S. (2021). The closer I am, the safer I feel: The “distance proximity effect” of COVID-19 pandemic on individuals' risk assessment and irrational consumption. *Psychology & marketing*, 38(11), 2006-2018.
- Madnani, D., Fernandes, S., & Madnani, N. (2020). Analysing the impact of COVID-19 on over-the-top media platforms in India. *International Journal of Pervasive Computing and Communications*, 16(5), 457-475.
- Maraz, A., & Yi, S. (2022). Compulsive buying gradually increased during the first six months of the Covid-19 outbreak. *Journal of Behavioral Addictions*, 11(1), 88-101.
- Mehta, S., Saxena, T., & Purohit, N. (2020). The new consumer behavior paradigm amid COVID-19: permanent or transient?. *Journal of health management*, 22(2), 291-301.
- Melo, G. (2020). The Path Forward. *Choices*, 35(3), 1-7.
- Mirchevska, T. P., Daniloska, N., Boshkovska, D., & Petkovski, V. (2021). Change in Consumers' Behavior during the COVID 19 pandemic as an Opportunity to foster Digital Entrepreneurship in the Republic of North Macedonia. *Economic Analysis*, 54(1), 60-70.
- N., Charm, T., Grimmelt, A., Ortega, M., Robinson, K., Sexauer, C., & Yamakawa, N. (2020). A global view of how consumer behavior is changing amid COVID-19. *Mcknsey and Company*.
- Nair, S. R. (2022). Impact of COVID-19 on Food Consumption and Marketing: A Behavioral Model Perspective. In *Handbook of Research on Emerging Business Models and the New World Economic Order* (pp. 60-79). IGI Global.
- Nawarathne, N. D. D., & Galdolage, B. S. (2022). Do people change their buying behavior during crises? Insights from the COVID-19 pandemic in Sri Lanka. *Asian Journal of Marketing*, 1(01), 01-21.
- Neger, M., & Uddin, B. (2020). Factors affecting consumers' internet shopping behavior during the COVID-19 pandemic: Evidence from Bangladesh. *Chinese Business Review*, 19(3), 91-104.
- Nigar, N., & Miah, M. R. (2020). Shifts in Consumer Behavior Due to Corona Pandemic: A Case of Tourism and Hospitality Sector in Bangladesh. *International Journal of Science and Business*, 4(12), 123-135.
- Ntontis, E., Vestergren, S., Saavedra, P., Neville, F., Jurstakova, K., Cocking, C., ... & Vignoles, V. L. (2022). Is it really “panic buying”? Public perceptions and experiences of extra buying at the onset of the COVID-19 pandemic. *PLoS one*, 17(2), e0264618.
- Oana, D. (2020). The impact of the current crisis generated by the COVID-19 pandemic on consumer behavior. *Studies in Business and Economics*, 15(2), 85-99.

- Pham, V. K., Do Thi, T. H., & Ha Le, T. H. (2020). A study on the COVID-19 awareness affecting the consumer perceived benefits of online shopping in Vietnam. *Cogent Business & Management*, 7(1), 1846882.
- Principato, L., Secondi, L., Cicatiello, C., & Mattia, G. (2020). Caring more about food: The unexpected positive effect of the Covid-19 lockdown on household food management and waste. *Socio-Economic Planning Sciences*, 100953.
- Puttaiah, M. H., Raverkar, A. K., & Avramakis, E. (2020). All change: How COVID-19 is transforming consumer behavior. *Swiss Re Institute*.
- Roggeveen, A. L., & Sethuraman, R. (2020). How the COVID-19 pandemic may change the world of retailing. *Journal of Retailing*, 96(2), 169.
- Russo, C., Simeone, M., Demartini, E., Marescotti, M. E., & Gaviglio, A. (2021). Psychological pressure and changes in food consumption: The effect of COVID-19 crisis. *Heliyon*, 7(4), e06607.
- Satish, K., Venkatesh, A., & Manivannan, A. S. R. (2021). Covid-19 is driving fear and greed in consumer behaviour and purchase pattern. *South Asian Journal of Marketing*, 2(2), 113-129.
- Sayyida, S., Hartini, S., Gunawan, S., & Husin, S. N. (2021). The impact of the COVID-19 pandemic on retail consumer behavior. *Aptisi Transactions on Management (ATM)*, 5(1), 79-88.
- Scapatucci, S., Neri, C. R., Marseglia, G. L., Staiano, A., Chiarelli, F., & Verduci, E. (2022). The impact of the COVID-19 pandemic on lifestyle behaviors in children and adolescents: an international overview. *Italian Journal of Pediatrics*, 48(1), 1-17.
- Scarmozzino, F., & Visioli, F. (2020). Covid-19 and the subsequent lockdown modified dietary habits of almost half the population in an Italian sample. *Foods*, 9(5), 675.
- Setyorini, T., Fanggih, J. P., Manafe, J. D., & Nino, I. J. (2022). The Impact of Working from Home on Compulsive Buying Behavior. *Journal of Business and Economic Development*, 6(4), 212-216.
- Sheth, J. (2020). Impact of Covid-19 on consumer behavior: Will the old habits return or die? *Journal of business research*, 117, 280-283.
- Siddiqui, F., Raghuvanshi, A., Anant, S., & Kumar, S. (2022). Impact of the COVID-19 on the Spending Pattern and Investment Behavior of Retail Investors. *Indian Journal of Finance and Banking*, 10(1), 31-40.
- Singh, G., Aiyub, A. S., Greig, T., Naidu, S., Sewak, A., & Sharma, S. (2021). Exploring panic buying behavior during the COVID-19 pandemic: a developing country perspective. *International Journal of Emerging Markets*.
- Škare, M., Soriano, D. R., & Porada-Rochoń, M. (2021). Impact of COVID-19 on the travel and tourism industry. *Technological Forecasting and Social Change*, 163, 120469.
- Sorrentino, A., Leone, D., & Caporuscio, A. (2022). Changes in the post-covid-19 consumers' behaviors and lifestyle in italy. A disaster management perspective. *Italian Journal of Marketing*, 2022(1), 87-106.
- Sumarliah, E., Khan, S. U., & Khan, I. U. (2021). Online hijab purchase intention: the influence of the Coronavirus outbreak. *Journal of Islamic Marketing*, 12(3), 598-621.
- Sumi, R. S., & Ahmed, M. (2022). Investigating young consumers' online buying behavior in COVID-19 pandemic: perspective of Bangladesh. *IIM Ranchi journal of management studies*, (ahead-of-print).
- The rise of home cooking in lockdown | Trends and Insights (2021). <https://thebillingtongroup.com/news/2021/01/19/the-rise-of-home-cooking-in-lockdown-trends-and-insights-2020-2021/>
- Truong, D., & Truong, M. D. (2022). How do customers change their purchasing behaviors during the COVID-19 pandemic?. *Journal of Retailing and Consumer Services*, 67, 102963.
- Tyagi, P., & Pabalkar, D. (2021). Impact of COVID-19 over purchasing behavior of the consumers. *European Journal of Molecular & Clinical Medicine*, 8(2), 561-571.
- Valaskova, K., Durana, P., & Adamko, P. (2021). Changes in consumers' purchase patterns as a consequence of the COVID-19 pandemic. *Mathematics*, 9(15), 1788.
- Verma, M., & Naveen, B. R. (2021). COVID-19 impact on buying behavior. *Vikalpa*, 46(1), 27-40.
- Veselovská, L., Závadský, J., & Bartková, L. (2021). Consumer behavior changes during times of the covid-19 pandemic: an empirical study on Slovak consumers. *Marketing and Trade*, 2(XXIV), 136-152.
- Vladimirova, K., Henninger, C. E., Joyner-Martinez, C., Iran, S., Diddi, S., Durrani, M., & Wallaschkowski, S. (2022). Fashion consumption during COVID-19: Comparative analysis of changing acquisition practices across nine countries and implications for sustainability. *Cleaner and Responsible Consumption*, 5, 100056.
- Wang, S., Liu, Y., Du, Y., & Wang, X. (2021). Effect of the COVID-19 pandemic on consumers' impulse buying: the moderating role of moderate thinking. *International Journal of Environmental Research and Public Health*, 18(21), 11116.
- Watson, R., & Popescu, G. H. (2021). Will the COVID-19 Pandemic Lead to Long-Term Consumer Perceptions, Behavioral Intentions, and Acquisition Decisions? *Economics, Management and Financial Markets*, 16(4), 70-83.
- Xie, J., & Youn, C. (2020). How the luxury fashion brand adjust to deal with the COVID-19. *International Journal of Costume and Fashion*, 20(2), 50-60.
- Yeasmin, S., Banik, R., Hossain, S., Hossain, M. N., Mahumud, R., Salma, N., & Hossain, M. M. (2020). Impact of COVID-19 pandemic on the mental health of children in Bangladesh: A cross-sectional study. *Children and youth services review*, 117, 105277.
- Yeoman, I. S., Schänzel, H. A., & Zentveld, E. (2022). Tourist behaviour in a COVID-19 world: a New Zealand perspective. *Journal of Tourism Futures*, (ahead-of-print).

Zhang, S., & Chiu, J. L. (2021). The impact of epidemic outbreak on Chinese consumers spending behavior. *New Normal and New Rules in International Trade, Economics and Marketing*, 349-363.

**Publisher's Note:** CRIBFB stays neutral with regard to jurisdictional claims in published maps and institutional affiliations.



© 2022 by the authors. Licensee CRIBFB, USA. This article is an open access article distributed under the terms and conditions of the Creative Commons Attribution (CC BY) license (<http://creativecommons.org/licenses/by/4.0/>).

*International Journal of Marketing Research Innovation* (P-ISSN 2576-4101 E-ISSN 2576-4098) by CRIBFB is licensed under a Creative Commons Attribution 4.0 International License.