

# Global Perspective of Consumer Behaviour during Covid-19

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## **ABSTRACT**

The COVID-19 pandemic has caused the most substantial global consequences. The current global crisis has significantly altered the market demands, attitudes, and purchasing intentions of consumers. Consumers have learned to establish new priorities in their shopping habits and consumer behavior due to changes in the market dynamics. This study investigates the worldwide outlook on the shifting consumer behavior during the COVID-19 pandemic and uncovers the durability of the behavioral changes that are likely to endure. This study employs descriptive research methodology to elucidate the alterations in consumer behavior amidst the COVID-19 pandemic. The research design utilized the secondary data method to analyze the evolving behavioral perceptions. The study findings unveiled four dimensions of behavioral modifications. The observed alterations include shifts in shopping behavior, modifications in spending behavior, transformations in consumer behavior, and fluctuations in brand loyalty. The study's findings also revealed that certain changes in consumer behavior could persist after the pandemic. This study has significant implications for professionals and academics who need to make marketing decisions. It highlights the importance of integrating the changing demands of consumers and communicating appropriate marketing strategies to adapt to the shifting consumer behavior caused by the pandemic.

## **KEYWORDS**

*Pandemic, Consumers, Marketing, Transformations, Communicating*

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## **I. INTRODUCTION**

The COVID-19 pandemic is the most significant global upheaval that individuals will encounter in their lifetimes (Belk, 2020). The COVID-19 pandemic is characterized by scholars as a distressing event (Kunimura, 2020) and a significant human catastrophe. (Tyagi & Pabalkar, 2021) which is extremely difficult to console. This is a health and economic crisis that has a lasting effect on consumer attitudes, behaviors, and purchasing habits. According to Euromonitor (2020), consumers have been compelled to embrace new behaviors, reassess their priorities, and change their patterns of consumption. A global shift has occurred in various aspects of human behavior, including lifestyle, consumer habits, eating patterns, and overall behavior. The daily lives of people worldwide have undergone unprecedented changes in recent years. Consumers are adopting new purchasing habits, attitudes, and behaviors that are expected to persist in the long run (Sheth, 2020). The pandemic has disrupted all the usual routines necessary for our survival. This event has the potential to significantly alter one's life.

The COVID-19 pandemic spread globally, causing varied impacts across different countries. Significant diversity is evident worldwide in how people are responding to this catastrophe. People intentionally began to adapt to the new normal. Amidst the pandemic, consumers' shopping behaviors have undergone a transformation (Ben Hassen et al., 2021). Furthermore, the implementation of restrictions on public transport, closure of educational institutions, and the practice of isolation and quarantine (Oana, 2020) were significant factors that contributed to a transformation in people's behavior with regards to the future. Consumer lifestyle has undergone a complete transformation due to the practice of maintaining social distances, which involves avoiding public places and reducing external travels (Oana, 2020). New habits such as wearing masks, avoiding crowds, frequent hand washing, and refraining from coughing in public have become part of daily life. According to Arora (2020), consumers have adopted digital low-touch habits such as online streaming, curbside pickup, online fitness, and video chats. They substituted the face-to-face components of their work and healthcare with alternatives like professional videoconferencing and telemedicine.

Typically, the analysis of living standards involves assessing common factors such as income, education, occupation, and social class. However, during the pandemic, individuals experienced similar circumstances in their way of life, as the likelihood of contracting the virus was equal for all individuals

worldwide, regardless of their income or social status. Thus, it can be asserted that the behavioral practices of wearing masks, frequent handwashing, maintaining social distance, and undergoing isolation and quarantine were adopted by the general population as a collective response to the pandemic crisis. This illustrates that COVID-19 did not discriminate against anyone based on their religion, caste, tribe, race, or nationality.

Numerous employees worldwide were laid off from their jobs, similar to disposable diapers. This is another factor driving people to adopt a more balanced approach to purchasing. The abrupt loss of employment resulted in widespread economic hardship and financial insecurity on a global scale. The interplay between the physical health implications of COVID-19 and the economic challenges stemming from layoffs and job insecurity has persistently influenced consumers' shopping patterns and their inclination to spend. COVID-19 has impacted consumer behavior by causing people to stay at home, avoid public transportation, and prioritize saving money instead of spending it.

Global consumer behavior during the covid-19 outbreak was characterized by polarization, with individuals responding in various ways. The COVID-19 pandemic has caused a shift in consumers' shopping behavior due to the psychological and emotional effects of anxiety, fear, uncertainty, insecurity, and instability (Di Crosta et al., 2021; Mirchevska et al., 2021). An evident shift towards panic-buying of grocery products, hoarding of hygiene products, and various other noticeable changes that people could never have anticipated. The concerns surrounding health and economic circumstances have significantly altered customers' shopping behavior (Truong & Truong, 2022). The psychological stress caused by COVID-19 has led to impulsive food buying behavior among Italian consumers (Russo et al., 2021).

A multitude of scholars and specialists have extensively deliberated on COVID-19 across various regions of the globe (Kunimura, 2020; Sheth, 2020; Oana, 2020; Tyagi & Pabalkar, 2021; Watson & Popescu, 2021). The majority of the studies examined the effects of COVID-19 on the tourism and hospitality industry (Nigar & Miah, 2020; Hassan & Ferdous, 2022; Yeoman et al., 2022). The cited sources (Alam, 2020; Neger & Uddin, 2020; Pham et al., 2020; Gu et al., 2021) provide evidence of the influence of COVID-19 on online shopping. Several researchers (Yeasmin et al., 2020; Dhar, Ayttey, & Sarkar, 2020; Kang et al., 2021) have analyzed the effects of COVID-19 on mental health and psychological well-being.

Various studies have clearly outlined the significant impact of COVID-19 on altering consumer behavior. Previous studies have examined the impact of COVID-19 on consumer behavior from various angles. These include increased local purchasing, stockpiling, adoption of healthy lifestyles and habits, increased consumption of fresh fruits and vegetables, reduced outdoor recreation, avoidance of tourist spots, decreased spending on luxury goods, changes in food consumption patterns, and decreased brand loyalty. The objective of the present study is to examine the fragmented elements from previous research as evolving factors of consumer behavior. This study aims to enhance the current body of literature by examining the shift in consumer behavior during times of crisis. Specifically, the author focuses on exploring consumer behavior during the COVID-19 pandemic. The primary aims of this study are to investigate the evolving consumer behavior during the COVID-19 pandemic and to determine whether these changes are enduring.

## **II. LITERATURE REVIEW**

The Covid-19 pandemic is a worldwide disruptive event that has profoundly impacted human existence. It is an experience that is extremely difficult to comprehend and impossible to imagine, which people may never be able to forget in their entire lifetime. It has greatly revolutionized the habits, behaviors, preferences, and purchasing patterns of consumers. Consumer behavior typically undergoes changes. Particularly, it undergoes alterations during periods of crisis. Specifically, behavioral changes are inevitable during a crisis. It molds, it modifies, it changes, it conforms to new and adjusted behavioral aspects. Amidst the COVID-19 pandemic, consumers have acquired the ability to adapt and develop new habits and lifestyles. Consumer behavior has undergone a shift in mindset on a global scale. Consumer values, priorities, and needs have shifted from enduring to fleeting changes. The COVID-19 pandemic has significantly altered consumers' behavioral perceptions, including their attitudes, expectations, sentiments, purchasing decisions, and habits (Watson & Popescu, 2021).

The alteration in behavioral paradigm significantly influences consumers' shopping expenditure, consumption patterns, and their perception of brand loyalty (Gu et al., 2021; Siddiqui et al., 2022; Kim et al., 2022). The advent of digital engagement has supplanted traditional buying preferences, shifting the focus from physical marketplaces to virtual market spaces (Sumi & Ahmed, 2022). Individuals have increasingly become accustomed to engaging in online shopping (Pham et al., 2020; Dannenberg et al., 2020; Sayyida et al., 2021) to fulfill their everyday needs. Consumers exhibited atypical behavioral patterns, such as panic buying, impulsive buying, stockpiling, and compulsive buying, which have had a significant impact on the general population worldwide. These behaviors have been observed as a result of isolation, social distancing, and home quarantine measures. The studies by Laato et al. (2020), Singh et al. (2021), Chua et al. (2021), Islam et al. (2021), Ntontis

et al. (2022), Wang et al. (2021), Anas et al. (2022), Chiu et al. (2022), Cruz-Cárdenas et al. (2021), Ahmadi et al. (2022), Jaspal et al. (2020), Maraz & Yi (2022), and Setyorini et al. (2022) have examined these phenomena.

The COVID-19 pandemic has caused a divergence in the daily living standard. Consumers with polarized preferences have emerged, characterized by a strong interest in shopping in close proximity (Li et al., 2021), a reduced frequency of shopping trips (Valaskova et al., 2021), a preference for local products, and a dramatic shift towards online shopping (Sumi & Ahmed, 2022). In addition, a significant decrease in discretionary spending and lifestyle (Siddiqui et al., 2022) has profoundly transformed consumer behavior on a global scale. Uncertainty, fear, and anxiety influence shopping behavior, leading to a shift towards more value-based, cautious, and deliberate spending (Kim et al., 2022).

The experience of isolation (Laato et al., 2020), practicing social distancing (Butu et al., 2020), and being under home quarantine during the pandemic has led to increased anxiety, stress, and fear among individuals. These factors have also resulted in a shift in people's dietary habits (Freitas et al., 2021). The state of isolation led to the development of unhealthy daily habits (Freitas et al., 2021). The absence of physical laziness and a sedentary lifestyle have significantly altered the eating habits of consumers. Amidst the pandemic, the practice of staying at home and maintaining social distance led to a rise in the consumption of processed food items.

Consumer anxieties, worries, and fear have a significant impact on their priorities, habits, and behavior (Melo, 2020). The adoption of digitalization, as evidenced by predilection transmissions and financial decline, has significantly transformed behavioral intention, as demonstrated by Kohli et al. (2020). The evolving consumer priorities and preferences present new opportunities for brands to attract new customers and foster a sense of brand loyalty that may not be steadfast (Oana, 2020). The COVID-19 pandemic led to significant disruptions in the supply chain system due to the stockpiling of essential commodities, resulting in a decline in brand loyalty (Arora et al., 2020). The limited availability of products and scarcity of grocery items have led to an increase in prices for daily essentials, resulting in decreased consumer loyalty towards their preferred brands and products. In addition, limitations on travel, eating out (Melo, 2020), and the effects of social distancing have influenced changes in customer loyalty (Veselovská et al., 2021) and have prompted consumers to lean towards new products or brands.

The impact of COVID-19, which emerged in 2020 and continues to persist in 2022, remains a global challenge. Whether consumer behavior will revert to pre-pandemic patterns or if the new behavioral changes will endure is a crucial concern (Mehta, Saxena, & Purohit, 2020). Various literatures has proposed multiple effects of COVID-19 on consumer behavior. The table below illustrates several of these sporadic modifications:

**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, Bongo 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

Upon examining various studies on the impact of COVID-19 on consumer behavior, the researcher has identified four specific aspects of behavioral changes that will be investigated in this study. The aforementioned changes encompass alterations in shopping behavior, spending behavior, consumption behavior, and brand loyalty.

### **III. MATERIALS AND METHODS**

This study employs descriptive research methodology to elucidate the alterations in consumer behavior resulting from the COVID-19 pandemic. This study is a comprehensive analysis of consumer behavior during the various waves of the COVID-19 pandemic, based on a review of globally conducted studies. Both scholarly and practical investigations were examined. The research design was implemented using the secondary data method to analyze the evolving behavioral perceptions. A comprehensive literature review was conducted to gather secondary data. The researcher extensively analyzed a substantial amount of literature, which encompassed various books, both local and international printed journals, electronic journals, and websites. In addition to these sources, scholarly online journal platforms such as Emerald, SAGE, and JSTOR were consulted to examine the secondary data relevant to this study.

### **IV. RESULTS AND DISCUSSION**

#### **Changes in Consumer Behavior**

This section presents the disclosed alterations in consumer behavior and also discusses the duration for which these changes will persist. The author discusses the four aspects of changing consumer behavior in the following section.

#### **Changes in Shopping Behavior**

##### ***Increased Online Shopping Behavior***

The COVID-19 pandemic has led to substantial changes in consumer purchasing patterns, with a notable shift towards online shopping. The pandemic has heightened the transition from conventional shopping habits to web rooming and online shopping. (Sayyida et al., 2021). The convenience of online shopping has led to a rise in the utilization of digital platforms for both grocery and non-grocery transactions. In addition, consumers who sought secure contactless purchasing options further supported this trend by placing orders through the internet, smartphones, delivery apps, and other means. Therefore, this new behavior has been consistently maintained. The pandemic situation, characterized by isolation, remoteness, and social distancing, has caused a shift in shoppers' preferences towards online shopping behavior.

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

The frequency of store visits has decreased (Principato et al., 2020; Janssen et al., 2021), while the amount purchased during each visit has increased (Hassen et al., 2021; Ben Hassen et al., 2021). Consequently, the amount of time people spent in supermarkets decreased because of safety concerns, and consumers appeared to be in a hurry to complete their essential purchases during the pandemic (Güngördü Belbağ, 2021). A notable transition has occurred towards monthly shopping as opposed to the traditional practice of shopping for groceries on a daily or weekly basis. The act of shopping with the assistance of purchase pal and family members has experienced a significant decrease in recent times (Nawarathne & Galdolage, 2022).

##### ***Increased Stockpiling***

Stockpiling, hoarding, shopping in large quantities, and panic buying behavior have become more prevalent in many countries worldwide as a result of the pandemic (Cruz-Cárdenas et al., 2021; Ahmadi et al., 2022; Hall et al., 2020; Güngördü Belbağ, 2021; Nawarathne & Galdolage, 2022). Individuals began stockpiling essential items such as pasta, noodles, oil, sugar, flour, napkins, toilet paper, surgical masks, yeast, and so on. Owing to the anxiety surrounding the limited availability (Satish, Venkatesh, & Manivannan, 2021) of these products, individuals have developed a tendency to purchase excessive quantities of food and beverages that exceed their actual needs. This has partially resulted in a scarcity of certain everyday necessities in the market, accompanied by a significant increase in the prices of common goods.

Lockdown led to a rise in the tendency of heightened presumption in certain regions of the world. Amidst the pandemic, individuals residing in rural areas began actively participating in agricultural activities to cultivate their own food, including vegetables and fruits, which they subsequently consumed. In contrast, urban dwellers have begun preparing and baking meals at home rather than relying on restaurant deliveries. By behaving as prosumers, individuals can avoid the need to venture outside to purchase food, thereby reducing their chances of contracting the virus.

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

Consumer attitudes towards retail brands are undergoing a transformation. Shoppers have become more discerning in their purchasing decisions and have shown a growing preference for local products as a result of reducing their non-essential living expenses. The COVID-19 pandemic has led to longer periods of time spent at home and imposed travel restrictions, resulting in a heightened focus on local concerns. The trend of habituating to use local products is believed to potentially revive the significance of purchasing from local street shops, which have experienced a decline in recent years (KPMG, 2020). According to Kim et al. (2022), consumers perceive local shops as the most sustainable choice, which influences their purchasing decisions and shopping behavior. Indian consumers have begun purchasing domestically produced goods, encouraging others to do the same, thereby positively influencing the recovery of the Indian economy (Verma & Naveen, 2021). Consumers have shifted their preference from grocery retail shops to buying fresh vegetables directly from local producers (Butu et al., 2020). Larios-Gómez et al. (2021) emphasized that consumer attitudes towards the consumption of local products have been altered by an increased awareness of food safety (Ben Hassen et al., 2021). In addition to the increasing inclination towards purchasing local products, the concept of proximity shopping has gained importance among many consumers. This makes smaller retail stores located near their homes a preferable choice for shopping (Andersen et al., 2020; Li et al., 2021).

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

Amidst the virus outbreak, in addition to the shift towards online transactions, significant variations in consumers' purchasing patterns were evident. Consumers have experienced a significant decrease in their self-confidence (Yeoman et al., 2022), leading to a shift in their preferences towards value-based purchasing. They now prioritize obtaining the maximum benefits for the money spent, which results in a tendency to spend more on essential items rather than discretionary expenses. This significant shift in shopping priorities will continue to dominate for an extended duration. Value-based shopping has emerged as a factor in consumer decision-making, leading them to refrain from making non-essential purchases and become more discerning in their choices, making value a top priority. Consumers have experienced a notable shift in their purchasing behavior, with a growing inclination towards saving, being more economical, thoughtful, and seeking out deals through bargaining (Yeoman et al., 2022). People worldwide have become increasingly interested in cognizant consumption behavior (Kim et al., 2022). Lockdown led to a widespread tendency of heightened presumption in certain regions. Amidst the pandemic, individuals residing in rural areas began actively participating in agricultural activities to cultivate their own food, including vegetables and fruits, which they subsequently consumed. In contrast, urban dwellers have begun preparing and baking meals at home rather than relying on restaurant deliveries. By behaving as prosumers, individuals can avoid the need to venture outside to purchase food, thereby reducing their risk of contracting the virus.

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

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

Consumers' inherent apprehension has caused a change in their spending patterns and way of life (Siddiqui et al., 2022). Consumer preferences have shifted towards purchasing healthy and hygienic packaged products. Consumers, both indoors and outdoors, have begun adopting a healthy lifestyle and cultivating healthy habits (Hoekstra & Leeflang, 2020). Consumers exhibited an increased propensity to allocate more of their expenditure towards hygiene or health care products compared to their typical spending patterns (Zhang & Chiu, 2021). In their study, Hesham, Riadh, and Sihem (2021) confirmed that Saudi Arabian consumers displayed a heightened inclination towards purchasing nutritious food items during the pandemic period. Shoppers have increased the practice of disinfecting their daily groceries before using them. Consumer habits have undergone a complete transformation due to the practice of washing products or foods after purchasing them from markets and buying more fresh fruits and vegetables to promote health (Canello et al., 2020). Consequently, there is a shift towards adopting health-conscious behaviors among the majority of consumers, as highlighted by Kim et al. (2022). In addition to these factors, there has been a significant rise in awareness regarding lifestyle, mental health, and fitness (Dijksterhuis et al., 2022). The purchase of sports equipment for indoor sports activities has risen (Güngördü Belbağ, 2021). Engaging in online yoga classes (Das et al., 2022) is a behavioral change that has had a notable influence on consumers' lifestyles.

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

The pandemic has compelled tourists to refrain from visiting popular tourist destinations (Belk, 2020). The COVID-19 pandemic led to the cancellation of professional and recreational tours, as people became reluctant to travel by air (Lamb et al., 2020; Škare, Soriano, & Porada-Rochoń, 2021). During the pandemic, isolation led to the separation of many families from their partners, parents, and children (Yeoman et al., 2022). The imposition of lockdown measures had profound repercussions on the tourism sector. Evidently, the inclination to shun public transportation has decreased. According to Hoekstra and Leeflang (2020), participation in outdoor recreational activities such as visiting movie theaters and museums has decreased. Individuals ceased attending entertainment programs such as cultural and social festivals, as well as participating in marriage ceremonies. In their study, Hesham, Riadh, and Sihem (2021) confirmed that Saudi Arabian consumers exhibited a decline in their frequency of visiting shops, restaurants, and markets during the pandemic period.

Leisure activities such as socializing and embracing loved ones, engaging in human interaction, exchanging handshakes as a form of greeting, visiting amusement parks, bars, clubs, and sports centers have experienced a decline (Belk, 2020). These activities have been significantly substituted by the act of watching entertainment streaming platforms. The preference for entertainment streaming channels such as Netflix, Amazon Prime, and Spotify has been influenced by technological advancements (Madnani et al., 2020). Similarly, spending time with family members at home by playing games has become less popular (Güngördü Belbağ, 2021).

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

The decline in income led to a decrease in consumer confidence, resulting in a reduction in their spending on luxury goods, apparel, and home décor (Xie & Youn, 2020). The sales of high-end brands experienced a significant decline (Roggeveen & Sethuraman, 2020). The COVID-19 pandemic significantly diminished consumer spending on luxury goods, resulting in substantial financial, emotional, and physical consequences (Daniel, 2021). According to Arora (2020), global consumers have encountered a decline in income that has exhibited significant variation across different countries. This has altered the overall expenditure patterns of consumers in a broad sense. Expenditures on foodstuffs and household materials have experienced an increase (Coibion, Gorodnichenko, & Weber, 2020). Expenditure on luxury apparel, accessories, cosmetics, and footwear has decreased. (Belbağ, 2021). The act of giving gifts among friends and family has significantly decreased in size (Vladimirova et al., 2022). The research findings revealed that the most widely consumed items included masks, hand gloves, hand soaps, hand sanitizers (Das et al., 2022), cleaning products, paper tissues, as well as food and beverages (Güngördü Belbağ, 2021).

## **Changes in Consumption Behavior**

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

A global study conducted by Cruz-Cárdenas et al. (2021) has identified a wide range of consumption patterns across different regions of the world. During the quarantine period, individuals experienced heightened levels of stress, fear, and boredom, which consequently led to overeating and an increase in their food craving behavior (Di Renzo et al., 2020). Furthermore, limited availability for daily grocery shopping has partially reduced the consumption of fresh fruits and vegetables, resulting in a deficiency of essential vitamins and minerals. During periods of home confinement and the closure of educational institutions (Scapaticci et al., 2022), young children have developed a tendency to consume highly processed foods such as junk food, snacks, pasta, and cheese. This has led to increased sedentary behavior among the younger generation, resulting in obesity due to excessive consumption of homemade baked goods and sweet dishes that are high in carbohydrates. Engaging in remote work, adults developed a pattern of staying up late during the pandemic period, thereby disrupting their immune system, blood pressure, and contributing to obesity. Additionally, this behavior has led to the emergence of various mental health issues.

However, a large number of individuals have recognized the significance of being health-conscious, leading to a substantial rise in the consumption of nutritious diets (Nigar & Miah, 2020; Hassen et al., 2021; Ben Hasse et al., 2021). In order to enhance the body's immune system (Güngördü Belbağ, 2021), individuals began consuming vitamin C from fresh sources such as oranges, malta, and lemons right from the beginning of the lockdown. The consumption of organic and herbal products has seen an increase among health-conscious consumers (Das et al., 2022).

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

The Covid-19 pandemic has altered people's dietary habits, leading to an increased preference for organic food and a reduction in food waste. Additionally, there has been a rise in the trend of individuals cooking their own meals. A study indicated that individuals have been substituting visits to coffee shops and restaurants with homemade cooked and baked meals (Güngördü Belbağ, 2021). According to Brasted (2021), baking is characterized as an activity that promotes self-care and helps alleviate stress. Amidst the lockdown, baking soda, flour, sugar, and kitchen appliances such as cake pans, blenders, and hand mixers became highly sought-after items that quickly sold out. The shift in food consumption behavior towards healthy eating, flexitarian diets, baking inspiration, and cooking passion has effectively altered preferences for eating out and led to an increase in the trend of home cooking (Husain & Ashkanani, 2020). This shift may potentially become a habitual practice (Güney & Sangün, 2021). Amidst the lockdown, individuals began consuming larger quantities of homemade foods, including desserts, bread, and pizza (Scarmozzino & Visioli, 2020).

### **Compromising Brand Loyalty**

Amidst the pandemic, consumers were unable to obtain their desired product from their preferred retailer, prompting them to alter their shopping habits. In March 2020, during the initial surge of COVID-19, a significant number of consumers with the financial means resorted to buying larger quantities of products for stockpiling. This led to a scarcity in the retail market, prompting many consumers to seek out alternative brands or shop at different retailers. This has generated an incentive for retail shoppers to periodically switch to different brands, resulting in fluctuating brand loyalty in the retail market (Oana, 2020; Veselovská et al., 2021). Therefore, in response to the financial burdens, store closures, and changing priorities caused by the pandemic, a new shopping behavior characterized by a decline in brand loyalty has emerged. Furthermore, the convenience of being able to purchase products online and the prospect of obtaining better value are additional factors that motivate shoppers to change their brand loyalty.

## **V. CONCLUSIONS**

The COVID-19 pandemic has caused the most significant impact on the world. The current global crisis has significantly altered consumers' market demand, mindset, and willingness to make purchases. Consumers have learned to establish new priorities for their shopping habits and consumption behavior due to the changing market dynamics. A paradigm shift has taken place in consumer behavior, characterized by a remarkable level of brand loyalty. A global shift has occurred in various aspects of human behavior, including lifestyle, consumer habits, eating patterns, and overall behavior. Furthermore, the lockdown's impact has caused financial uncertainties for the general public, necessitating them to adjust their behavior by adopting new habits, reassessing priorities, and completely changing their lifestyle. The onset of the COVID-19 pandemic in 2020 led to the emergence of a new normal in people's behavior, as they adjusted to the changing world. This shift has had a lasting impact on consumer behavior. The author of this paper has examined four facets of behavioral modifications. These are alterations in shopping behavior, expenditures behavior, consumption behavior, and brand loyalty. These changes have occurred due to market forces compelling consumers to make new choices. This analysis aims to make a contribution to the existing literature by examining the evolving behavioral phenomenon from a unique marketing standpoint. This study has significant implications for professionals, academicians, and researchers in terms of incorporating the changing consumer demands into marketing decisions. It emphasizes the need to communicate appropriate marketing strategies to adapt to the shifting consumer behavior caused by the pandemic.

Future researchers should conduct statistical investigations to explore consumer behavioral intentions by developing quantitative analyses based on testable hypotheses. In addition, future researchers should consider conducting a comparative analysis of the behavioral status of cross country studies. In addition, the study of shoppers' behavior could have been expanded to include other factors such as their previous shopping experience before the COVID-19 pandemic, the changing consumer needs resulting from demographic shifts caused by the pandemic, stockpiling behavior, the impact of compulsive shopping, and similar factors. Future researchers should investigate the short-term and long-term effects of the pandemic on consumer attitudes to gain a comprehensive understanding of how marketers can adapt to changing behavioral perceptions and ensure their survival.

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