

ANALYSIS OF THE EFFECT OF THE COVID-19 PANDEMIC ON CONSUMER BEHAVIOR: APPLICATION OF THE S-O-R MODEL

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ABSTRACT

The whole world has been turned upside down by the sudden advent of the Covid19 pandemic in recent decades. This unpredictable phenomenon has destabilized consumer habits and their daily lives. The aim of this paper is to analyze the dynamics of consumer behavior in the era of the Covid19 pandemic based on an in-depth literature review and to propose a conceptual research model. Our model is mainly inspired by the SOR (Stimulus-Organism-Response) model and covers three essential aspects: Consumer buying behavior, e-commerce and consumer eating habits. Our work also discusses possible scenarios for post-pandemic consumer behavior.

Keywords: *Consumer behavior, Consumption habits, Covid19 pandemic, E-commerce, SOR model*