

The Effects of Covid-19 Pandemic on Consumer Behavior and Consumer Markets



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Abstract

This study is a systematic revision of the literature on the effect of The Covid-19 Pandemic on consumer behavior and consumer markets. As a result of the content analysis and classification, it was decided to conclude the research fields where studies were missing and to make recommendations for future research. For this purpose, 79 articles examining the effects of the Covid-19 pandemic on consumption and consumer markets were investigated. They were classified into two main groups: consumer behavior and consumer markets, which were divided into subgroups. The results demonstrated that the main changes in consumer behavior and consumer markets and the factors affecting these changes have remained incomplete. Researchers focusing on these topics may help fill in the gaps in the literature.

Keywords: Covid-19 pandemic, consumer behavior, consumer markets, literature review, content analysis

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Covid-19 Salgınının Tüketici Davranışı ve Tüketime Etkileri

Öz

Bu çalışmada, Covid-19'un tüketici davranışı ve nihai tüketici pazarları üzerindeki etkisine ilişkin literatür, sistematik olarak incelenmiş ve sınıflandırılmıştır. İçerik analizi ve sınıflandırma sonucunda çalışmaların eksik veya yetersiz olduğu araştırma alanlarının belirlenmesi ve gelecekteki araştırmalar için önerilerde bulunulması amaçlanmıştır. Bu bağlamda, koronavirüs salgınının tüketici pazarları ve tüketici davranışları üzerindeki etkilerini araştıran 79 makale incelenmiştir. Çalışmalar, salgının etkilerini farklı pazarlama perspektiflerinden tartışmıştır. Çalışmalar, "Covid-19'un Tüketici Davranışları Üzerindeki Etkileri" ve "Covid-19'un Tüketici Pazarları Üzerindeki Etkileri" olmak üzere iki ana gruba ayrılmış ve ardından ana gruplar da alt gruplara ayrılmıştır. Sonuçlar, tüketici davranışı ve tüketici pazarlarındaki temel değişikliklerin ve bu değişiklikleri etkileyen bazı faktörlerin literatürde eksik kaldığını göstermiştir. Bu konulara yönelik araştırmacılar literatürdeki boşlukları doldurmaya yardımcı olacaktır.

Anahtar Kelimeler: Covid-19 salgını, tüketici davranışları, tüketici pazarları, literatür taraması, içerik analizi

Introduction

The Covid-19 outbreak has affected people almost all over the world. Today, more than 200 countries in the world are struggling with the disease, while the number of cases reached approximately 400 million and deaths reached 5.7 million, the number of currently infected patients is more than 74 million (Worldometers, 2022). The number of cases is increasing every day.

The devastating effects of the Covid-19 pandemic on the world economy are emerging. In 2022, it is predicted that the global GDP decrease due to the coronavirus pandemic will be 4.5% and even in the best scenario, the monetary contraction on a global scale will be around 77 billion

dollars (Szmigiera, 2021). The growth of advanced economies is expected to decline from 5 percent to 3.8 and 2.3 percent in 2022 and 2023, respectively. It is estimated that the growth of developing economies will be more affected by the decline from 6.3 percent to 4.6 percent and 4.4 percent in 2022 and 2023. Thus, emerging and developing economies are expected to remain 4 percent below the pre-pandemic period (The World Bank, 2022). Allianz conducted a study on the effects of the Covid-19 pandemic. In Allianz's report (2020), it was stated that many sectors such as transportation, tourism, automotive, retail, and energy were affected from different aspects by the pandemic (Allianz, 2020). The pandemic caused changes not only in sectors but also in consumers. According to Numerator Insights (2021), consumers' concerns about health, economic and personal factors caused some behavioral changes in consumption, purchasing, and shopping.

The dynamism of consumption and consumer behavior was the main reason for this article to review the literature on the effects of the Covid-19 outbreak on consumer markets. It is aimed to classify the research conducted on the effects of Covid-19 in terms of consumer behavior and consumer markets. The studies examined were divided into two main groups and six subgroups using the content analysis method, and their findings were discussed. As a result, it was aimed to understand which research areas are still not studied sufficiently with content analysis and classification. In this way, suggestions for future research are made.

This study can provide a better understanding of changes in consumer behavior and consumer markets reflected in market trends. As Covid-19 is reshaping industries, it has become more critical than ever for businesses to recognize consumer behavior and have a holistic view of market trends (GlobalData, 2021).

Methodology

When reviewing the literature, different approaches can be used to achieve different goals or different contributions. For example, a systematic review approach may be used to synthesize and compare evi-

dence, while a semi-systematic approach may be more appropriate for reviewing the research field and tracking its evolution over time (Synder, 2019).

In this review, a semi-systematic approach is preferred to gain an overview of the research area from a broad perspective, reveal the state of knowledge of the subject and create a research agenda. In the study, literature published between March 2020-July 2021 on the effects of the Covid-19 outbreak on consumer behavior and consumption was examined. The title, summary, keywords, and general integrity of the studies were selected for reviewing articles related to covid-19, consumer behavior, and consumer markets. The indexes of the journals in which the articles were published were not filtered in this study and all indexes were included. First, studies were reviewed, and duplicates and off-topic studies were excluded. In the next step, a content analysis was conducted to group studies to provide a systematic perspective on the literature. As a result, studies were collected in main groups and subgroups. The analysis process applied in this study is summarized in Figure 1. After the studies are classified, the literature is discussed to identify missing issues and provide recommendations for future research.

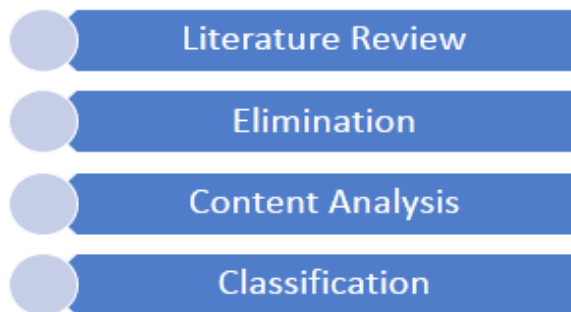


Figure 1. Analysis process

During the literature research, scientific articles were searched using some special keywords such as “Covid-19 and the consumer market”, “Effects of Covid-19 on Consumer Behavior” and “Effects of Covid-19 on

Consumption” at Google Scholar which serves as a simple method to widely searching for scholarly literature and comprises many disciplines and sources. Google Scholar was preferred as the search engine because of its advantages in searching for academic articles. First, it theoretically covers all electronic resources, it has links to all full-text articles or at least to their abstracts, related articles, and libraries (Falagas et al., 2008). Additionally, it has no limits of search language, keywords per search, or covered journals (Falagas et al., 2008). Moreover, Google Scholar provides consistency while evaluating the research, promotes transparency, publicity, and openness, and is easy to use (Jensenijs et al., 2018). A very useful feature of Google Scholar is “cited by”, which gives the chance to pursue interconnections among the articles on the same or similar topics (Noruzi, 2005).

Only articles written in English were reviewed. Articles written in other languages, conference proceedings, and books were excluded from the study. Then, all articles found are reviewed to find duplicates and unrelated articles. When duplicate and inappropriate articles were removed, the number of articles to be examined was 79.

Analysis and Results

After the searching and elimination steps, content analysis was applied to the articles. At this stage, some main topics where the articles can be collected have been determined. During the content analysis, it was determined that many studies in the literature examined the effects of the Covid-19 epidemic on consumer behavior from a general point of view, and these studies focused on the changes in consumer behavior from a broader perspective. However, many studies have also been found to investigate the impact of the Covid-19 pandemic on a particular market or consumers in a particular market. For this reason, it has been decided to classify the studies in the literature into 2 main groups: “The Effects of Covid-19 on Consumer Behavior” and “The Effects of Covid-19 on Consumer Markets”. After the grouping process, subgroups were created according to the articles’ subjects. The titles of the main groups and the number of studies in each group are given in Table 1.

Table 4.1. Main Groups of Studies

Main Groups	Number of Articles
The Effects of Covid-19 on Consumer Behavior	32
The Effects of Covid-19 on Consumer Markets	47

Main Group 1- The Effects of Covid-19 on Consumer Behavior

The studies in this group are exploring the effects of Covid-19 on consumer behavior from a general point of view, without focusing on a particular market or consumers in a particular market. Most of the articles in this group are related to the effects of various factors such as concerns, economics, lifestyle, and risk perception on consumer behavior. A significant part of the articles also investigates the effects of digitalization on consumer behavior. For this purpose, articles related to consumer behavior and digitalization are included in this main group. Therefore, subgroups were defined as “The Effects of Various Factors on Consumer Behavior during Covid-19” and “Digitalization”.

Table 4.2. Articles on the Effects of Covid-19 on Consumer Behavior

Subgroups	Articles
The effects of Various Factors on Consumer Behavior during and post Covid-19	Chetana (2020); Pagnini et al. (2020); Wang, Wong & Yuen (2021); Echegaray (2021); Tien, Ngoc & Anh (2021); Alam (2020); Yadav & Kumar (2021); Grashuis, Skevas & Segovia (2020); Sheth (2020); Sharma (2021); Li et al. (2020); Song, Jin, Gao & Zhao (2020); Deng et al. (2020); Addo, Jiaming, Kulbo & Liangqiang, (2020); Kirk & Rifkin (2020); Hesham, Riadh & Sihem (2021); Zwanka & Buff (2021); Sayyida, Hartini, Gunawan & Husin (2021); Milaković (2021); Eger, Komárková, Egerová & Mičík (2021); Ahmadi, Habel, Jia, Lee & Wei (2021); Ellison, McFadden, Rickard & Wilson (2021); Fanelli (2021).
Digitalization	Umair, Cheema, Li, Cheema & Lu (2021); Kim (2020); Kumar (2020); Thep (2021); Mason, Narcum & Mason (2021); Chauhan & Shah (2020); Liu, Liu, Yoganathan & Osburg (2021); Sunarjo, Nurhayati & Muhandono (2021); Kim, Kim, Badu-Baiden, Giroux & Choi (2021).

Subgroup- The Effects of Various Factors on Consumer Behavior during and post Covid-19

Most of the articles in this group are related to the effects of various factors such as needs and wants, concerns, economics, lifestyle, and risk perception on consumer behavior during the Covid-19 pandemic. In Chetana's (2020) study, such factors were revealed as availability of products, financial savings, fear of health, influence through public sentiment, quality of products, and consolidated view. Besides, according to Pagnini et al. (2020), quality is the factor affecting consumer behavior at most, %87 of the participants thought it changed their behavior in the consumer market. The worries regarding Covid-19, psychological, commercial, and social implications were other factors affecting consumer behavior, such as the effects of personal aloneness or social isolation on consumers' selection or choice of products/services and reaction to brand communities like brand attitude and brand participation (Wang, Wong & Yuen, 2021). Social isolation and financial crisis caused by the Covid-19 pandemic are thought to make social lifestyle, the shape of society, and consumer behavior different from the pre-pandemic era (Ec-hegaray, 2021).

After the Covid-19 outbreak, consumer behavior has changed in favor of choosing safer and less risky products and services (Tien, Ngoc & Anh, 2021). Many studies indicated that purchasing has shifted to online purchasing due to some factors such as health, the product itself, price, distribution, packaging, labeling, technological advances, changing demographics, and innovations (e.g. Alam, 2020; Yadav & Kumar, 2021; Grashuis, Skevas & Segovia, 2020; Sheth, 2020). Owing to online shopping, consumers save time and minimize risk if the technology level is sufficient, otherwise, there may be some difficulties.

Sharma (2021) stated that the Covid-19 pandemic made customer and firm capabilities on the co-creation process stronger as social, economic, and experiential values for service co-development and service co-evaluation. Li et al. (2020) studied impulsive consumption, perceived

control, and materialism during Covid 19. According to the results, the severity of the Covid-19 pandemic had a positive effect on consumers' impulsive consumption, perceived control and materialism has the mediating effect between impulsive consumption and the severity of the pandemic. In addition, the threat of Covid-19 positively affected the need to belong, materialism, and informational conformity (Song, Jin, Gao & Zhao, 2020). Also, Covid-19 affected impulsive consumption positively (Deng et al., 2020), and the demand for personal protective equipment increased, but human to human interaction restriction, travel bans, and closure of traditional shops during Covid-19 caused adoption to e-commerce (Addo, Jiaming, Kulbo & Liangqiang, 2020). Kirk and Rifkin (2020) examined consumer behavior in three stages: reacting (e.g. stockpiling and rejecting), coping (e.g. social isolation, do-it-yourself behaviors, changing perceptions of brands), and longer-term adapting (e.g. devastating changes in consumption and social identity) phases during this period.

Subgroup-Digitalization

Digitalization or digital transformation is one of the most important terms for the consumer market during the Covid-19 pandemic, and new technologies (i.e. IoT, big data) are being adopted to many sectors such as healthcare, smart homes, smart buildings, smart cities, transportation and industrial to make the consumer experience better. Consumers' behaviors who have adapted to technology and innovations made by companies also differ (Umair, Cheema, Li, Cheema & Lu, 2021). Consumers were trying to reduce the Covid-19 risk by becoming more effective in digital environments such as online shopping, online sales, online meetings and entertainment, and digital marketing (e.g., Kim, 2020; Kumar 2020; Thep, 2021; Mason, Narcum & Mason, 2021; Chauhan & Shah, 2020).

Due to the restrictions during the pandemic period, the behaviors of consumers have changed with digitalization. For example, the com-

munication, information, and entertainment advantages provided by social media tools have increased the tendency of consumers to prefer a digital environment (Chauhan & Shah, 2020). Digital marketing has had an impact on consumer behavior since the Covid-19 outbreak began (Thep, 2021). Consumers have increased social media usage as an instrument for social media marketing activities such as specifying products (or services), gathering information on products, assessing products, and buying a product. The importance of social media marketing has increased since the beginning of the Covid-19 pandemic (Mason, Narcum & Mason, 2021). Besides the benefits of digitalization, there are also some negative aspects. For example, social media discontinuance intention affects the Z generation's psychology, and it can be reflected in consumer decision-making (Liu, Liu, Yoganathan & Osburg, 2021).

Main Group 2-The Effects of Covid-19 on Consumer Markets

The studies in this group are exploring the effects of Covid-19 on consumer markets in different fields such as travel&tourism activities, green consumption, and retailing activities. Therefore, the main group of "The Effects of Covid-19 on Consumer Markets" consists of subgroups of "Tourism and Travel Markets", "Green Markets", and "Food, Stockpiling, and Retail Markets".

Table 4.3. Articles on The Effects of Covid-19 on Consumer Markets.

Subgroups	Articles
Tourism and Travel Markets	Yu, Lee & Hyun (2021); Yang, Li, Lau & Zhu (2021); Li, Yao & Chen (2021); Pillai, Haldorai, Seo & Kim (2021); Wen, Kozak, Yang, & Liu (2020); Jeon & Yang (2021); Neuburger & Egger (2020); Zheng, Luo & Ritchie (2021); Matiza (2020); Nepal (2020); Gallego & Font (2020); Przybylowski, Stelmak & Suchanek (2021); Lee & Kim (2021); Schiopu, Hornoiu, Padurean & Nica (2021); Itani & Hollebeek (2021); Polukhina et al. (2021); Stanciu et al. (2020); Jo, Shin & Kim (2021); Park, Kim, Kim, Lee & Giroux (2021).
Green Markets	Kalbusch et al. (2020); Bahmanyar, Estebansari & Ernst, (2020); Chen, Rubens, Xu & Li, (2020); Cohen, 2020, Santiago et al. (2021); Sun, Su, Guo & Tian (2021); Severo, De Guimarães & Dellarmelin (2021).
Food, Stockpiling and Retail Markets	Hall, Prayag, Fieger & Dyason (2020); Prentice, Chen & Stantic (2020); Brizi & Biraglia (2021); Dammeyer (2020); Wang, An, Gao, Kiprop & Geng (2020); Banerjee, Nayak & Zhao (2020); Kim & Lee (2020); Ali, Khalid, Javed & Islam (2021); Maciaszczyk & Kocot (2021); Powell, Lawler, Durham & Cullerton (2021); Hassen, Bilali & Allahyari (2020); Celik & Dane (2020); Brewer & Sebby (2021); Medhi & Bora (2020); Martin-Neuninger & Ruby (2020); Anastasiadou et al. (2020); Tehci & Ersoy (2020); Baicu, Gârdan, Gârdan & Epuran (2020); Panzone, Larcom & She (2021); Dong, Gozgor, Lu & Yan (2020); Janssen, Hristov, Pravst, Profeta & Millard (2021); Chenarides, Grebitus, Lusk & Printezis (2021).

Subgroup-Tourism and Travel Markets

According to The World Tourism Organization (UNWTO)'s report, international overnight tourist arrivals plunged by 74% in 2020 over the previous year due to widespread travel restrictions and a massive drop in consumption (UNWTO, 2021). According to many studies, travel, lei-

sure, hospitality, and tourism consumption was negatively affected from Covid-19, and demand in these sectors seems low (e.g., Stanciu et al., 2020; Jo, Shin & Kim, 2021). In addition, many studies claimed that the Covid-19 pandemic led consumers to abstain from travel and tourism activities, such as using public transportation, visiting hotels and restaurants (e.g., Yu, Lee & Hyun, 2021; Yang, Li, Lau & Zhu, 2021; Li, Yao & Chen, 2021). In the hospitality industry, consumers evaluated hygiene, cleanliness, medical facilities, and population density to decide on vacation, so, firms have to take attention to these factors (Pillai, Haldorai, Seo & Kim, 2021; Wen, Kozak, Yang & Liu, 2020). The Covid-19 pandemic influenced the travel routes of tourists, causing tourists to prefer quieter or relaxing places including beaches and green areas (Jeon & Yang, 2021). In addition, travel risk and travel fear led to decreasing customer motivation and demand for tourism. Coping with this fear is important so that consumers can return to their previous travel behaviors or find alternatives (Neuburger & Egger, 2020; Zheng, Luo & Ritchie, 2021; Matiza, 2020).

Tourism and travel sectors complement each other due to their structure and the decrease in tourism and travel consumption has led consumers and businesses to find different alternatives which are safer in terms of Covid-19 risk. Slow tourism (or smart tourism) can be an important alternative tourism activity. Slow tourism concentrates on regional populations, longer lengths of accommodation, and more meeting of tourist expectations and experiences. In this way, tourists started to pay more attention to the quality of travel, not the frequency of travel, and consumers' travel intentions changed in this direction (Wen, Kozak, Yang & Liu, 2020; Nepal, 2020; Gallego & Font, 2020; Przybylowski, Stelmak & Suchanek, 2021). Digital transformation in the tourism sector has emerged tourism alternatives in different formats. A tourism type powered by virtual reality (VR) technology is an alternative sustainable tourism option due to the Covid-19 concern limiting the travel and tourism consumption of consumers (Lee & Kim, 2021; Schiopu, Hornoiu, Padurean & Nica, 2021; Itani & Hollebeek, 2021). Polukhina et al.

(2021) stated that in the tourism sector, as one of the sectors affected by the covid-19 pandemic at most, consumer demand should be increased with the support of tourism and travel sector stakeholders and the state.

Subgroup-Green Markets

Due to the covid-19 threat, consumers' isolation at home increased households' water consumption because consumers started to pay more attention to hygiene. In addition to water consumption, electricity consumption has raised as a result of home quarantines, usage of mobile and technologic devices such as television, telephone, computers in different regions of the world. If this consumption is not taken under control and alternative renewable energy options are not evaluated, there may be problems in the future for sustainability (Kalbusch et al., 2020; Bahmanyar, Estebansari & Ernst, 2020; Chen, Rubens, Xu & Li, 2020; Cohen, 2020, Santiago et al., 2021).

Positive Covid-19 awe made consumers more environmentally conscious, moreover, consumers started to pay attention to society, the environment, and also green consumption (Sun, Su, Guo & Tian, 2021). Covid-19 was an important factor in consumers' behavioral change and intention attracting environmental sustainability and social responsibility. The covid-19 pandemic had an enormous impact on sustainable consumption, environmental awareness, and social responsibility (Severo, De Guimarães & Dellarmelin, 2021).

Subgroup-Food, Stockpiling and Retail Markets

Because of consumers' changing needs and expectations during the Covid-19 pandemic, the supply and demand of products/services differed from the pre-Covid-19 era. There was an increase in sales for food retailers, and decrease in non-store retailers and non-food stores' sales, and a loss in turnover for food and beverage serving services (Panzone, Larcom & She, 2021). The income level of consumers did not extremely affect consumption in grocery and food stores negatively (Dong, Gozgor, Lu & Yan, 2020). The spatial and temporal displacement of consumption

was seen in the consumer market during Covid-19. Due to timely intervention, panic buying and stockpiling concepts were revealed especially in the grocery and food market. (Hall, Prayag, Fieger & Dyason, 2020; Prentice, Chen & Stantic, 2020; Brizi & Biraglia, 2021). The reasons for stockpiling were categorized under the two factors “Panic” and “Action” (Dammeyer, 2020). In addition, consumers requested to reserve foods, especially fresh food based on their income level (Wang, An, Gao, Kiprop & Geng, 2020).

During the Covid-19 pandemic, while restaurants were not preferred, fast-food restaurants were visited. Fast-food restaurants provided a time advantage and “shelter-at-home orders” option (Banerjee, Nayak & Zhao, 2020). Also, consumers who did not want to be in restaurants collectively preferred private dining facilities and thus benefit from restaurant services by isolating their environment (Kim & Lee, 2020). Consumers started to use “Online Food Delivery Ordering Service” for minimizing Covid-19 risk (Ali, Khalid, Javed & Islam, 2021; Maciaszczyk & Kocot, 2021) and consumers’ food preferences were changing between healthy and unhealthy foods (Powell, Lawler, Durham & Cullerton, 2021; Hassen, Bilali & Allahyari, 2020; Celik & Dane, 2020). Brewer and Sebbly (2021) stated that for online food orders, the desire for food and food ordering convenience has a positive effect on purchase intention and menu informativeness makes food ordering convenient.

The Covid-19 pandemic has enforced the customary retailers and consumers to sustain safety, social distancing, and hygiene in buying and selling the products, and also the unavailability of goods constituted a major problem for the consumers (Medhi & Bora, 2020; Martin-Neuninger & Ruby, 2020). Anastasiadou et al. (2020) investigated supermarket consumption during Covid-19 and stated that consumer behavior and supermarket activities may be classified into four groups; consumer behavior (emergency behavior, product purchase attitude), brand preference (brand loyalty, branded products), company behavior (strategic decisions, government initiatives), and new normal (consumer behavior shift, company behavior shift). In the retail industry, providing customer satis-

faction was important for companies and consumer complaints have to control by companies. Frequent consumer complaints in the retail sector during the Covid-19 pandemic were product refunds, broken-out-of-date products, and delays in product delivery (Tehci & Ersoy, 2020). In addition, retail banking and consumers' tendency towards mobile banking applications has increased during Covid-19 (Baicu, Gârdan, Gârdan & Epuran, 2020). In the retail sector; time managing, stock planning, size of the company, shipping, sustainability of processes, customer satisfaction, and technology were critical factors during emergencies such as the Covid-19 pandemic.

Discussion

The covid-19 pandemic has caused different effects on various industries and consumers. In this study, by examining the relevant studies, it was tried to determine which subjects were focused on and which subjects were lacking. The articles were classified into two main groups and subgroups as consumer behavior (subgroups: the effects of various factors on consumer behavior during/post-Covid-19 and digitalization) and consumer markets (subgroups: tourism and travel markets, green markets, changes in supply and demand in consumer markets, food, stockpiling and retail markets).

The articles related to consumer behavior focused on some factors such as product availability, financial situations, health situations, lifestyle and society, technology, and market conditions (e.g. Chetana, 2020; Pagnini et al. 2020; Wang, Wong & Yuen 2021; Echegaray 2021). Besides these factors, Covid-19 risk varies due to some individual differences such as age, health status (comorbidities), race/ethnicity, and gender (Carethers, 2020). These differences also affect consumers' perceptions and behavior. Another valuable subject of research may be the investigation of these factors such as product availability, financial situations, health situations, etc. based on different Covid-19 risk groups.

Digital transformation activities accelerated in this period and thus consumers started to move their actions to digital environments (Kim,

2020). The global retail e-commerce sales are increasing rapidly and this increase is likely to accelerate during the pandemic period (2019-2020) (Statista, 2021). Research on the issues such as convenience, cost, test & try, shipping, and promotion of digital and conventional shopping preferences during the Covid-19 pandemic may be useful in understanding the relationship between consumer behavior and digitalization during this period.

The covid-19 pandemic negatively impacted the tourism and travel industries (Stanciu et al., 2020; Jo, Shin & Kim, 2021). Tourism, which is directly affected by the pandemic, not only affects the national markets but also affects the international markets and stakeholders in the sector negatively, therefore, De Sausmarez (2007) stated that some indicators should be identified to minimize the damage and to make a sustainable tourism plan. During Covid-19, industry-specific factors such as virtual tourism, online reservations, occupancy rates, special concepts, risk, safety, and security need to be examined to provide valuable suggestions for the sustainability of the tourism and travel industry. In addition, the major effects on consumer decisions and the factors affecting the tourism and travel industry, as well as the reasons why these effects occur may be worth investigating.

Studies on green markets have claimed that consumers started to care about green products and services (Severo, De Guimarães & Delarmelin, 2021). The factors such as restriction of external activities of consumers due to Covid-19, home isolation and personalization have increased water, electricity, and energy consumption. The prominence of the decrease in these resources has increased the interest in behavioral change and social responsibility, as a result, consumers are led to green consumption. To investigate the trend towards green consumption, it is necessary to examine the green consumer segments, green marketing strategies, and the marketing mix accordingly (Ginsberg & Bloom, 2004).

During Covid-19, there are some significant changes in supply, demand, and consumer preferences for products and services in the con-

sumer markets (e.g. Prentice, Chen & Stantic, 2020; Brizi & Biraglia, 2021). Demand and supply integration is necessary to control market dynamics and create value for firms and customers (Esper et al., 2010). Supply chain management, demand, and customer value are some topics worth investigating during Covid-19.

Limitations and Future Research

The fact that only articles were included in the study and different sources such as conference papers and books were not included created a limitation in the research areas. Including books and papers in future studies and scanning in different indexes will make the study more comprehensive.

Each industry has its characteristics and dynamics. Covid 19 pandemic has an impact on almost every industry, however, the magnitude and the nature of the impact on different industries may be dramatically different. Thus, the impact of Covid 19 on industries should be studied separately. Moreover, Covid 19 has serious effects on the individuals' psychological state and behaviors, and also their relationships with the outer world and society. The reflections of these effects on the purchasing decisions and behaviors should be investigated more deeply.

Statement of Research and Publication Ethics

This research was carried out in accordance with the rules of scientific research and publication ethics.

Authors' Contribution Rates

Both authors contributed equally.

Statement of Support

This research was not supported by any institution or organization.

Statement of Interest

This research is not subject to any conflict of interest.

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Geniřletilmiř Özet

Covid-19 Pandemisinin Tüketici Davranıřlarına ve Tüketici Pazarına Etkisi

Bu alıřmada, Covid-19'un tüketici davranıřı ve nihai tüketici pazarları üzerindeki etkisine iliřkin literatür, sistematik olarak incelenmiř ve sınıflandırılmıřtır. İerik analizi ve sınıflandırma sonucunda alıřmaların eksik veya yetersiz olduėu arařtırma alanlarının belirlenmesi ve gelecekteki arařtırmalar için önerilerde bulunulması amalanmıřtır.

Bu baėlamda, koronavirüs salgınının tüketici pazarları ve tüketici davranıřları üzerindeki etkilerini arařtıran 79 makale incelenmiřtir. alıřmalar, salgının etkilerini farklı pazarlama perspektiflerinden tartıřmıřtır. alıřmalar, "Covid-19'un Tüketici Davranıřları Üzerindeki Etkileri" ve "Covid-19'un Tüketici Pazarları Üzerindeki Etkileri" olmak üzere iki ana gruba ayrılmıř ve ardından ana gruplar da alt gruplara ayrılmıřtır.

"Covid-19'un Tüketici Davranıřları Üzerindeki Etkileri" ana grubu; "Covid-19 Sürecinde eřitli Faktörlerin Tüketici Davranıřlarına Etkileri" ve "Dijitalleşme" olmak üzere iki alt gruba ayrılmıřtır. "Covid-19'un Tüketici Pazarlarına Etkileri" ana grubu; "Turizm ve Seyahat Pazarları", "Yeřil Pazarlar" ve "Gıda, Stoklama ve Perakende Pazarları" olmak üzere üç alt alt gruba ayrılmıřtır. Sonuçlar, tüketici davranıřı ve tüketici pazarlarındaki temel deėiřikliklerin ve bu deėiřiklikleri etkileyen bazı faktörlerin literatürde eksik kaldıėını göstermiřtir. Bu konulara yönelen arařtırmacılar literatürdeki boşlukları doldurmaya yardımcı olacaktır.

Tüketici davranıřı ile ilgili makaleler, ürünün bulunabilirliėi, finansal durumlar, saėlık durumları, yařam tarzı ve toplum, teknoloji ve pazar kořulları gibi bazı faktörlere odaklanmıřtır (e.g. Chetana, 2020; Pagnini ve diėerleri. 2020; Wang, Wong & Yuen 2021; Echegaray). 2021). Bu faktörlerin yanı sıra yař, saėlık durumu, ırk ve cinsiyet gibi bazı bireysel farklılıklar nedeniyle Covid-19 riski ve algısı deėiřiklik göstermektedir (Carethers, 2020). Tüketici davranıřlarının, Covid-19 risk gruplarına ve ürünün bulunabilirliėi, finansal durumlar, saėlık durumları, yařam tarzı ve toplum, teknoloji ve pazar kořulları faktörlerine göre incelenmesi gelecek alıřmalar için deėerli bir konu olacaktır.

Bu dönemde dijital dönüşüm faaliyetleri hızlanmış ve böylece tüketiciler faaliyetlerini dijital ortamlara tařımaya bařlamıřtır (Kim, 2020). Küresel perakende alanında e-ticaret satıřları hızla artmaktadır ve bu artışın pandemi döneminde hızlanması beklenmektedir (Statista, 2021). Covid-19 pandemisi

döneminde dijital ve geleneksel alışveriş tercihlerinin; kolaylık, maliyet, test & dene, lojistik ve promosyon gibi konuların araştırılması, bu dönemde tüketici davranışları ile dijitalleşme arasındaki ilişkinin anlaşılmasında faydalı olacaktır.

Covid-19 pandemisi turizm ve seyahat endüstrilerini talep yönünde olumsuz etkilemiştir (Stanciu ve diğerleri, 2020; Jo, Shin & Kim, 2021). Pandemiden doğrudan etkilenen turizmin sadece ulusal pazarları değil, uluslararası pazarları ve sektördeki paydaşları da olumsuz etkilediğini belirten De Sausmarez (2007), zararı en aza indirmek ve zararı azaltmak için bazı göstergelerin belirlenmesi gerektiğini belirtmiştir. Sürdürülebilir turizm planının yapılması ve Covid-19 süresince turizm ve seyahat sektörünün sürdürülebilirliğine değerli öneriler sunmak için sanal turizm, online rezervasyonlar, doluluk oranları analizi, özel konseptler, risk, emniyet ve güvenlik gibi sektöre özgü faktörlerin incelenmesi gerekmektedir. Ayrıca, tüketici satın alma kararları üzerindeki başlıca etkilerin ortaya çıkarılması ile turizm ve seyahat endüstrisini etkileyen faktörlerin araştırılması ve karşılaştırılması gerekmektedir.

Yeşil pazarlar üzerine yapılan araştırmalar, tüketicilerin yeşil ürün ve hizmetleri önemsemeye başladığını belirtmektedir (Severo, De Guimarães & Dellarmelin, 2021). Covid-19 nedeniyle tüketicilerin dış aktivitelerinin kısıtlanması, ev izolasyonu ve kişiselleştirme gibi faktörler su, elektrik ve enerji tüketimini artırmıştır. Bu kaynakların azalmasının ön plana çıkması davranış değişikliğine ve sosyal sorumluluğa olan ilgiyi artırmış, bunun sonucunda tüketiciler yeşil tüketime yönelmiştir. Yeşil tüketim eğilimini araştırmak için yeşil tüketici segmentlerini, yeşil pazarlama stratejilerini ve bunlara göre pazarlama karmasını incelemek gerekmektedir (Ginsberg ve Bloom, 2004).

Covid-19 sırasında, tüketici pazarlarındaki ürün ve hizmetler için arz, talep ve tüketici tercihlerinde bazı önemli değişiklikler olmaktadır (örn. Prentice, Chen & Stantic, 2020; Brizi & Biraglia, 2021). Talep ile arz analizlerinin yapılması ve pazar dinamiklerinin kontrol edilmesi firmalar ile müşteriler için değer yaratmak yolunda önemli aşamalardır (Esper ve diğerleri, 2010). Tedarik zinciri yönetimi, talep ve müşteri değeri analizleri Covid-19 sırasında araştırmaya değer diğer konular arasındadır.