







COVID-19 PANDEMIC: WHY DOES IT MATTER FOR CONSUMER RESEARCH?

 **Lucas Emmanuel Nascimento Silva**
B.Sc. in Business Administration
Universidade Federal do Cariri – UFCA
Juazeiro do Norte, Ceará – Brazil
lucasemmanuel1998@gmail.com

 **Manoel Bastos Gomes Neto**
B.Sc. in Business Administration
Universidade Federal do Cariri – UFCA
Juazeiro do Norte, Ceará – Brazil
neto26bastos@gmail.com

 **Rebeca da Rocha Grangeiro**
PhD. in Psychology
Universidade Federal do Cariri – UFCA
Juazeiro do Norte, Ceará – Brazil
rebeca.grangeiro@ufca.edu.br

 **Jeniffer de Nadae**
PhD. in Production Engineering
Universidade Federal do Itajubá – UNIFEI
Itajubá, Minas Gerais – Brazil
jeniffer.nadae@ufca.edu.br

Purpose of the Study: The purpose of this paper is to systematically review the literature on consumption and consumer behavior in the first year of the COVID-19 pandemic. To accomplish this objective, this paper seeks to answer the following research questions: What is the current state of the art of the literature on the COVID-19 pandemic and consumption/consumer behavior? What are the disruptions in consumer's lives that the literature has been discussing? What are the gaps in the research on Consumption/Consumer Behavior and the COVID-19 Pandemic?

Methodology: We conducted a scoping review of the literature using data from the Scopus and Web of Science databases. We performed a bibliometric analysis, thematic analysis, and content analysis.

Main Results: Briefly, we found seven main topics in the literature: Changes in Consumer Behavior; Coping with the Lockdowns; Information Seeking and Sharing; Psychological Effects; Addictive Behavior; Changes in Food Consumption; Panic Buying and Hoarding Behavior. Also, emerging themes from consumption, as the antecedents of consumption and the crisis effect on human behavior have been explored. The survey method using SEM is the principal methodology and samples were mainly from the USA and China.

Theoretical and Methodological Contributions: We provide evidence-based information to the marketing literature, consumer research, and practitioners on how the pandemic has affected the consumer domain.

Relevance/Originality: We highlight consumer behavior in a pandemic context from a research and managerial perspectives. We provide a literature review that identifies the topics, methods, and overall discussions regarding the pandemic effects on consumption and consumer behavior that can support companies in understanding the behavior and also trigger more research and development of public and organizational policies.

Keywords: Fashion. Digital influencers. Co-creation of value.

How to cite the article

American Psychological Association (APA)

Silva, L. E. N., Gomes Neto, M. B., Grangeiro, R. da R., & Nadae, J. de. (2021, Apr./June). COVID-19 pandemic: why does it matter for consumer research? *Brazilian Journal of Marketing*, 20(2), 253-278. <https://doi.org/10.5585/remark.v20i2.18677>.



Introduction

In March of 2020, the World Health Organization (WHO) has declared Coronavirus Disease 2019 – henceforth mentioned as COVID-19, a global pandemic. The virus was firstly detected in the city of Wuhan and quickly spread, becoming a global emergency. To this date (February 28th) 114.07 million cases were confirmed and 2.53 million deaths around the world. At the end of 2020, countries have started vaccinating the population, and currently, a total of 244.27 million doses were administered (Our World in Data, 2021).

Due to the lack of efficient treatments and aiming to flatten the epidemiologic curve, governments all around the globe are adopting lockdown measures to reduce the spread of the virus. The economic, health and psychological effects of both the pandemic and isolation measures have been investigated in the literature (c.f Khurshid & Khan, 2021; Paredes et al., 2021). Although efficient in reducing the spread of the virus, the disruptions brought by these measures have had a significant impact on businesses, consumers, and society as a whole.

One sphere on which this pandemic has a great impact and that needs to be addressed is consumption. Kirk and Rifkin. (2020) show how consumers are reacting, coping, and adapting to the pandemic, and raise significant discussions on the changes in consumer behavior and the role of the business in this process. Kim (2020) points out that the effects of digital transformation on productivity and organizations have been and are sources of much research and discussion, but the virus's influence on consumers and consumer culture has received relatively limited attention.

The changes in consumer behavior in times that challenge the individuals' wellbeing both in the health and economic sphere, make it fundamental that consumer researchers identify the adversities that this pandemic is bringing to consumers' life and discuss solutions to help to improve those consumers' wellbeing.

Therefore, the purpose of this paper is to systematically review the literature on consumption and consumer behavior in the first year of the COVID-19 pandemic. Despite the novelty of the topic, some papers are already being published and it is relevant to review the research to better present the important results to stakeholders, helping to trigger more discussions to improve consumer's wellbeing and identify the research gaps.

To accomplish this objective, we propose the following questions to better understand the literature available:

#RQ1) What is the current state-of-the-art literature on the COVID-19 pandemic and consumption/consumer behavior?

#RQ2) What are the disruptions in consumer's lives that the literature has been discussing?

#RQ3) What are the gaps in the research on Consumption/Consumer Behavior and the COVID-19 Pandemic?

To answer the research questions, we conducted a scoping review of the literature (Arksey & O'Malley, 2005; Munn et al., 2018). The scoping review purpose is to identify the scope and the state-of-the-art in a specific field. Whereas systematic literature reviews are useful in presenting evidence-based answers (Tranfield et al., 2003), the lack of empirical evidence can make the results weak and hard to generalize. Since research on covid-19 and consumer behavior are still in development, a scoping review is methodologically appropriated.

We conducted the review using 416 papers published in the Scopus and Web of Science databases. The results include bibliometric analysis, a thematic literature analysis and content analysis, showing the state-of-the-art of this research field, the topics investigated, and the gaps that need more attention.

Previous reviews have already been conducted concerning COVID-19 and Consumer/Business. Verma and Gustafsson (2020) sought to identify the themes concerning COVID-19 and businesses. Their results show the topics: the overall impact of COVID-19 in businesses, COVID-19 & technology, COVID-19 & supply chain management, and COVID-19 and service industry. Moreover, Carracedo, Puertas, and Marti (2020) also identify trends concerning changes in businesses using text mining analysis.

Specifically to consumption, Shelth (2020) discusses the immediate and long-term impact of COVID-19 on consumption and consumer behavior. The author argues that most habits will come back to normal, however, some will die after the pandemic and it will be interesting to analyze how the habits and hobbies will behave in the future. Despite the significant information provided by Shelth (2020), a more systematic approach to analyzing the literature is needed, which is how we will contribute to the literature.

Despite the novelty of the topic, the available research can provide useful insights into our understanding of consumer research in these times. Moreover, this paper will help consumer researchers and practitioners generally to identify what has been found concerning the implications of the COVID-19 pandemic to consumption/consumer behavior.

2 Method

Aiming to achieve the research purpose and answer the research questions, we conducted a scoping literature review. The development of research concerning the impacts of the pandemic has been quick and thus analysis and communication of results could be troublesome. Therefore, the use of literature review is more suitable than ever (Snyder, 2019).

Marketing and Consumer Research literature has been increasing using systematic literature reviews as a means to summarize the literature and answer specific questions (e.g. João & Pastore, 2019; Rowley & Keegan, 2020). Systematic literature reviews are used to answer specific questions when there is sufficient evidence to support the questions (Arksey & O'Malley, 2005). Trantfield et al. (2003) argue that before conducting a systematic review, there is a need to scope the literature to identify the relevance of the topic and the size of the literature available and then delimitate the specific subject.

In such cases where the literature is not developed enough, a scoping review is a relevant alternative (Arksey & O'Malley 2005; Munn et al., 2018). Scoping reviews are useful to identify the scope of a body of knowledge and describe its focuses (Munn et al., 2018). In their seminal work, Arksey and O'Malley (2005) described that there are at least four reasons to conduct a scoping review: 1) to determinate the range, extent, and nature of the research; 2) to identify whether there is a need to conduct a systematic review; 3) to summarize e present the results; 4) to make it explicit the gaps in the literature.

The research questions we proposed cannot be properly addressed by a systematic review because there is a lack of empirical evidence regarding the impact of COVID-19 on consumer behavior. After all, it is a recent topic and the pandemic is still in course. Thus, any attempt to conduct extensive systematic literature at present could result in misleading and incomplete evidence. To avoid these issues, the scoping review is relevant and can shed light on the research development and gaps, as well as be a precursor of a literature review.

2.1 Planning the review

The first step to conduct the review was the definition of the research terms. To explore all the literature available, we used the search strategy recommended by the RSCI Library and adapted it to include more terms. Therefore, we applied the following keywords in the search engine: (“*coronavirus*” OR “*coronavirus infections*” OR “*covid 2019*” OR “*SARS2*” OR “*SARS-CoV-2*” OR “*SARS-CoV-19*” OR “*severe acute respiratory syndrome coronavirus 2*” OR “*coronavirus infection*” OR “*severe acute respiratory pneumonia outbreak*” OR “*novel*”

cov” OR “2019ncov” OR “sars cov2” OR cov22 OR ncov OR COVID-19 OR covid19 OR coronaviridae OR “corona virus” OR “COVID-19 pandemic” OR “covid 19 pandemic” OR “coronavirus pandemic” OR “COVID-19 lockdown” OR “covid 19 lockdowns” OR “coronavirus lockdown”) AND (“consumer behavior” OR “consumer behavior research” OR “consumer research” OR “consumer” OR “consumption” OR “consumption patterns” OR “consumption habits” OR “consumption changes” OR “consumer culture” OR “consumer culture theory” OR “consumer buying behavior” OR “buying behavior” OR “hoarding behavior” OR “consumer hoarding behavior” OR “panic buying” OR “panic buying behavior” OR “consumer” OR “consumpt*”).*

Secondly, we defined the sources from our search. To minimize possible research being left out of our database, we chose to conduct the research using Scopus and Web of Science, as they are important in the field and comprise a large number of the literature (Zhu and Liu, 2020). Therefore, we could reach more papers and get a better picture of the research.

We then developed the research protocol (Table 1), which is useful in conducting the research and presenting the information collected explicitly, therefore making the process of the review more reliable and replicable. The protocol was developed before the search; however, some adaptations were made to reflect the data collected. Thus, to assess the usefulness of the protocol, we test it with 15 papers to assure that it could be used to help the research purpose.

Table 1 - Research Protocol

Research Protocol	
<i>Bibliographic Data</i>	
Author	Who is/are the author (s) of the paper?
Journal	Where was the paper published?
<i>Contextual/Methodological Data</i>	
Keywords	What are the topics investigated by the paper?
Approach	What is the nature of the paper?
Country Sample	Where is the sample of the paper from?
<i>Disruptions in the Consumer's Lives</i>	
Psychological Distress	What psychological issues did the COVID-19 brought?
Changes	What changes did the COVID-19 bring?
<i>Changes in Consumption Patterns</i>	
Old Consumer Habits	How the pandemic changed old consumer habits?
New Consumer Patters	What new consumer patterns did the COVID-19 pandemic brought?
<i>New Trends</i>	
New Issues	What new issues do we need to be concerned about regarding consumer behavior?
Lack of Information	What topics need further investigation?

Source. Adapted from Stechemesser and Guenther (2016).

To certify that the papers are methodologically robust and provide valid results, we chose only articles and reviews due to the peer review process, thus attesting to the data quality.

Finally, we defined the criteria to include and exclude the research papers. The inclusion criteria were the research focused on the individual consumer: discussions on problems that the pandemic brought to people's lives, psychological distress, disruptions in consumers' lives, and

future consumer behavior changes. The papers put the individual consumer as a central part of the paper and discuss the impact of the pandemic through their perspective.

We argue that to understand the changes in consumption patterns in the pandemic, We need to investigate a little deeper into other issues (i.e psychological issues, changes in lifestyle, dietary, and more). As a result of the pandemic, not only did consumption behaviors change but also the consumers themselves.

To exclude the papers outside the scope of the research, we defined as exclusion criteria: 1) Research focused only on medical or biological aspects of the pandemic (e.g the development of the virus, breathing diseases, and specific medical treatments); 2) Papers focused on the economic impact of the pandemic (e.g effect of the crisis in prices, GDP loses, and future economic loses). 3) Research focused on the business (e.g how companies are responding, disruptions in supply chains, and adaptations to the new world); 4) Additional papers not consumer-focused (e.g discuss issues that do not concern the consumer/ do not put the consumer as a central issue of the paper).

2.2 Conducting the review

The data collection (Table 2) was performed on February 2nd and includes all papers published until the date. As journals often publish at the beginning of the year papers from the previous year, we found it important not to limit the research just to 2020.

Table 2 - Data collection procedures

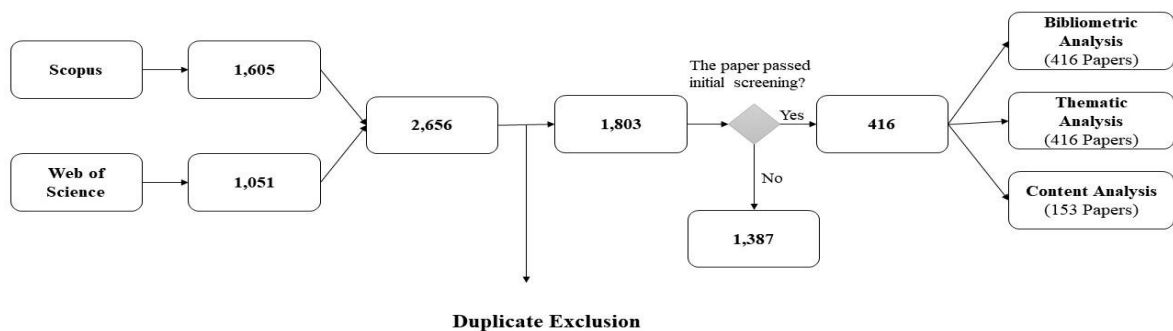
	Scopus	Web of Science
Initial	2,073	1,216
Articles + Review	1,700	1,127
Language: English	1,605	1,051
Final	1,605	1,051
Scopus + Web of Science	2,656	
Duplicate Exclusion	(853)	
Before Initial Screening	1,803	
Initial Screening	(1.387)	
Final Database	416	

Source: Research data (2021).

We defined as search criteria only articles and reviews (as they have been through peer review), papers in English (to assess the international literature). The data from Scopus and Web of Science were merged using the Bibliometrics software on R (Aria & Cuccurollo, 2017),

resulting in 1,803 papers after duplicate exclusion. Furthermore, the papers went through careful initial screening, the authors read the title, abstract, and keywords to identify if they were in or out of the scope of the paper, the exclusion and inclusion criteria were guidelines to this process, and divergences in this process were resolved through consensus. The final database consisted of 416 papers. Figure 1 shows the research framework.

Figure 1 - Research Framework



Source: Research data (2021).

2.3 Data analysis

We used three methods to analyze the data. The first one was a bibliometric approach to investigate the literature quantitatively, by analyzing the most cited papers, the journals, and the trends from the research using the keywords network, overall to identify and map the literature, answering the #RQ1. The bibliometric analysis was performed using Microsoft Excel and VOSViewer (Van Eck & Waltman, 2010).

The second one was thematic analysis, which purposed to answer the #RQ2 and #RQ3. Using Microsoft Excel software, data was collected from the papers and inserted into this software. We used frequency count to analyze and report the results.

Lastly, we conducted a content analysis of the papers that discussed specifically the changes in consumption and consumer behavior. Contrary to the previous analysis, this last one was conducted with only 153 papers.

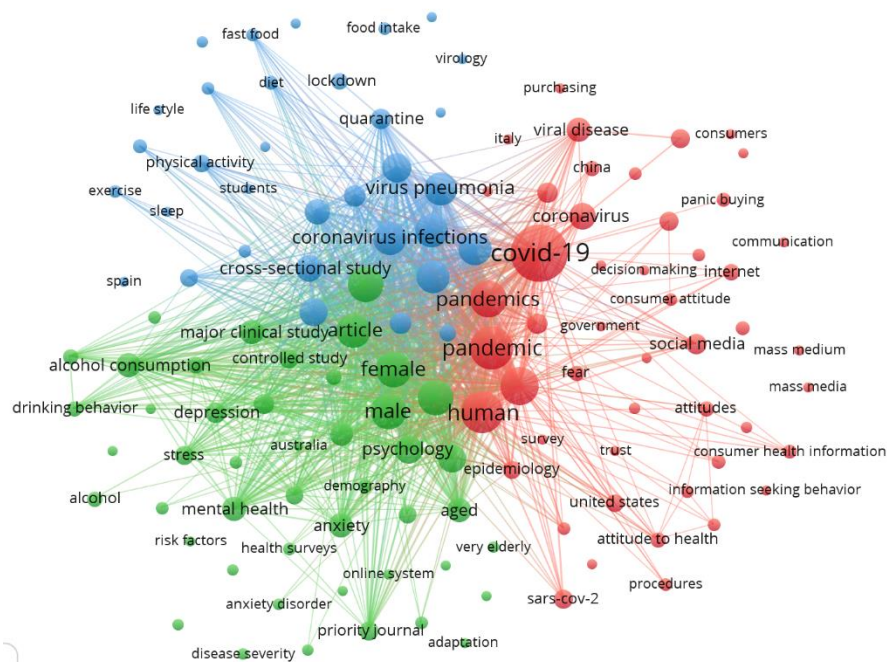
Despite being often used as a synonym, we employed the terms thematic analysis and content analysis as two different analytic tools. We conducted a thematic analysis in the definition of Braun and Clarke (2006) of being used to find patterns within the data. Thus, being useful for identifying the overlaying topics and discussions from the literature. On the other hand, content analysis was used as a more systematic approach to analyze the data and investigate structures and relationships within the data (Vaismoradi et al., 2013).

3 Findings

#RQ1) What is the current state-of-the-art literature on the COVID-19 pandemic and consumption/consumer behavior?

After an initial screening of the papers considering our exclusion and inclusion criteria, only 416 papers remained to further analysis. Of these papers, 87 were published in 2021 and 329 in 2020. The first analysis was the keyword network to identify the overlying topics being explored by this literature. We defined as criteria the words that were mentioned at least 10 times, as they are shown in Figure 2.

Figure 2 - Keywords network



Source: Research data (2021).

We identify a total of three clusters. The first one (red), includes papers that discussed more deeply the issues of consumer research, which the keywords are *panic buying*, *consumers*, *decision making*, *consumer attitudes*. Other papers from this cluster discuss themes related to information seeking, with keywords such as *social media*, *mass media*, *information-seeking behavior*, and *communication*.

The second cluster (green) papers are related to issues brought by the pandemic, such as an increase in *alcohol consumption*, *drinking behavior*, *stress*, *depression*, and *mental health*.

scope. We solved discrepancies or questions about the thematic of the papers by reading the full paper. Table 2 summarizes these topics.

Table 2 - Main topics in the Literature of COVID-19 and consumption/consumer Behavior

Themes	Overview of the Theme	Number of Papers	% of the Sample
Changes in Consumer Behavior	The changes to consumption, consumer behaviors, and new habits that consumers acquired as a result of the pandemic and isolation measures.	129	31%
Coping with the Lockdowns	How consumers dealt with the physical restrictions and coped with the lockdown measures both emotionally and through specific behaviors	67	16%
Information Seeking and Sharing	How consumers are seeking and sharing information regarding the pandemic and the lockdowns.	59	14%
Psychological Effects	What are the psychological effects that the pandemic has brought to individuals' lives?	56	13%
Addictive Behavior	How the pandemic and the isolations measures have affected addictive behaviors (eg. Gambling, drugs, and alcohol consumption).	46	11%
Changes in Food Consumption	How the pandemic has changed food consumption in aspects such as dietary, concerns for food safety, and increase in consumption of fast food and snaking.	35	8%
Panic Buying and Hoarding Behavior	How consumers have responded to the health crisis through using compensatory consumption, panic buying, and hoarding behaviors.	24	6%

Source: Research data (2021).

With the thematic analysis, we were able to identify seven main topics that are being the main concern of the researchers regarding the effects of the COVID-19 pandemic on consumption and consumer behavior. The first theme of the literature is “*Changes in Consumer Behavior*”. This topic is the one that receives the most attention. Research has been focusing on how the pandemic has changed purchasing behavior (Sebby, 2021; Kim et al., 2021), the adoption of technology (George and Sunny, 2021; Kim et al., 2021), and risk perceptions (Byrd et al., 2021; Baek et al., 2021). The papers from this cluster approach the changes that the pandemic brought both to the consumer and the act of consumption.

The second theme is “*Coping with lockdowns*”. The papers in this cluster discussed how individuals are coping with the pandemic and the isolations measures. Mainly the coping

mechanisms and behaviors (e.g Princes & Budiwan, 2020; Ogueji et al., 2021;), lifestyle changes (e.g Kriaucioniene et al., 2020; Romero-Blanco et al., 2020), and experiences of social distancing (e.g Ares et al., 2021). The third theme is “*Information Seeking and Sharing*”. This group of papers is composed of research on how consumers are seeking/sharing information. Papers focus on the use of social media (e.g Dsouza et al., 2020; Basch et al., 2020; Naeem, 2021), information overload (e.g Ahmed, 2020; Hong & Kim, 2020), and the impacts of news on the increase of stress and anxiety (e.g Bendau et al., 2020; Boursier et al., 2020).

The fourth theme is “*Psychological effects*”. This cluster of articles focused on the psychological impacts of the COVID-19 on stress, anxiety, and overall mental health (eg. Bourion et al., 2021; Wheaton et al., 2021; Wang et al., 2021). The articles help us to understand the crisis effects on the individual consumer and thus comprehend how these effects can change the way the consumers live and their relationship with the consumption act.

The fifth theme is “*Addictive Behavior*”. The papers in this group investigate how the pandemic and lockdowns had an impact on alcohol consumption (e.g Schmits & Glowacz, 2021; Avery et al., 2020), consumption of drugs (e.g Dumas et al., 2020), and gambling (eg. Lindner et al., 2020).

The sixth theme is “*Changes in Food Consumption*”. It is composed of papers that investigate how the pandemic has affected food consumption, thus investigating issues of changes in dietary behaviors (e.g Marty et al., 2021), food safety (e.g Giordani and Bezerra, 2021), and stress and emotional eating (e.g Al-Musharaf, 2020).

The seventh theme is “*Panic Buying and Hoarding Behavior*”. This cluster aligns deeply with the topic of “*Changes in Consumer Behavior*”, however, although this latter focuses on changes in the consumption patterns, papers in this seventh theme discuss the behaviors that consumers had right at the beginning of the pandemic, such as hoarding products (e.g Lehberger et al., 2021) and panic buying (e.g Islam et al., 2021).

By investigating the topics explored by the research we can understand how this research field is developing. Firstly, there is a predominance of studies discussing the changes in consumption habits and patterns, showing great concern on how the pandemic has affected this domain. Secondly, consumption and purchasing are not the only concerns, researchers from a myriad of fields are investigating the psychological, dietary, lifestyle effects of the crisis in this individual. Thus, there is a need to understand that these factors are affecting consumers and consequently their consumer habits. Finally, the topics show how multiple domains were

affected by this crisis, therefore, we need to investigate how many of these changes will be temporary and permanent.

Table 4 describes the analysis we conduct of the top journals from the database. Only journals that published more than five papers are on this table. We can conclude from the list of journals that only two of them focus exclusively on consumer behavior/consumer research (International Journal of Hospitality Management and Journal of Retailing and Consumer Services).

Table 4 - Top journals

Journal	Journal Focus	Number of Papers	% of the Sample
International Journal of Environmental Research and Public Health	Environment Health Sciences and Public Health	30	7%
Nutrients	Human Nutrition	19	5%
Sustainability (Switzerland)	Environmental, cultural, economic, and social sustainability of human beings	17	4%
Frontiers in Psychiatry	Translational, basic, and clinical research	11	3%
Frontiers in Psychology	Psychological Sciences	9	2%
International Journal of Hospitality Management	Hospitality Management	7	2%
Journal of Medical Internet Research	Health Technology	7	2%
Journal of Retailing and Consumer Services	Retailing, Service Studies, Consumer Behavior, and Policy and Managerial Decisions	7	2%
Plos One	Multidisciplinary	7	2%

Source: Research data (2021).

This result shows us that the research is being published on papers from a diverse range of fields. And can have some important implications: 1) consumer researchers might need to look to other research fields to find relevant empirical and theoretical evidence. 2) communication and discussion of results may become problematic since research is too diffused.; and, 3) collaboration among different fields of knowledge is fundamental for us to understand the crisis effect.

The first and second implications may be solved using literature reviews since their role is to summarize the literature and provide evidence-based answers to specific questions (Trantfied et al., 2003; Arksey & O'Malley, 2005). Therefore, journals and researchers must be prepared to conduct and review those papers, as they can be a great source of data in these challenging and complex times.

The third implication leads the researchers to a collective exercise, which is to seek knowledge across diverse fields and understand that due to the crisis effect, the consumer has changed and so did the act of consumption. Thus, more than ever, data from psychology, social sciences, political sciences, environmental science, and more, will help us to better understand this new consumer behavior age and help to understand the challenges that these consumers are facing.

#RQ2) What are the disruptions in consumer's lives that the literature has been discussing?

#RQ3) What are the gaps in the research on Consumption/Consumer Behavior and the COVID-19 Pandemic?

We specifically analyzed the papers about "Changes in Consumer Behavior" and "Panic Buying and Hoarding Behavior" to explore the disruptions in consumers' lives and also identify the topics that are being overlooked by researchers. Table 5 shows the summary of the content analysis conducted with those papers.

Table 5 - Content Analysis

	Code	Code Definition	Occurrences	%
Topic	Change_BB	Changes in Buying and Purchasing Behaviors	76	50%
	Panic_Stocking	Panic Buying and Stocking	25	16%
	Risk_Percep	Risk Perceptions and Fear	17	11%
	Food_Deliv	Food Delivery	3	2%
	Tech_Inov	Technology and Innovation Adoption	17	11%
	Pro_Soc_Envir	Prosocial Behavior and Environment Concerns	15	10%
Domain	Food	Food	44	29%
	Plants	Plants	1	1%
	Restaurants	Restaurants	4	3%
	Hospitality	Hospitality	6	4%
	Fashion	Fashion	2	1%
	Donation	Donation	1	1%
	Fin_Serv	Financial Services	10	7%
	Travel	Travel	6	4%
	Tourism	Tourism	8	5%
	Hospital	Hospital	2	1%
	Books	Books	1	1%
	Sports	Sports	1	1%
	Tv/Movies	TV/Movies	1	1%
	Environment	Environment	9	6%
Gen_Dom	General Domain	57	37%	
Method	Survey	Survey	87	57%
	Quant/Quali	Quantitative and Qualitative	9	6%
	Exper	Experimental or Quasi-Experimental	11	7%
	Lit_Rev	Literature Review	15	10%
	Quant	Quantitative	10	7%
	Quali	Qualitative	8	5%
	Concep	Conceptual	13	8%
Data Analysis	SEM	Structural Equation Modeling	50	33%
	Cont_A	Content Analysis	6	4%
	Teo_Analy	Theoretical Analysis	28	18%
	Desc_Sta	Descriptive Statistics	29	19%
	Others	Other	50	33%
Country	USA	United States of America	35	23%
	UK	United Kingdom	5	3%
	BR	Brazil	4	3%
	China	China	17	11%
	N_S_Korea	North or South Korea	7	5%
	Global	Global	5	3%
	Other	Other Countries	69	45%
	Not_Dec	Country Not Declared	17	11%

Source: Research data (2021).

Note - The sum of specific codes (i.e country and data analysis) may result in higher than 100%, because some papers have samples from two or more countries and also use more than one method.

Content analysis shows the predominance of papers regarding changes in consumer and purchasing patterns (N=76 papers). These papers discuss how consumer behavior and previous patterns of consumption have been changed. Brewer and Seby (2021) sought to understand how the delivery menus of restaurants affect consumer purchase intention. The authors argue that the appeal of these kind of menu has a positive impact on consumers' desire for food and purchase intentions.

Furthermore, several papers are discussing the effects of this crisis response on consumer behavior. Hofmann et al. (2021) discuss the use of masks in the service encounter and find that the mask use not cause exclusively negative emotions and may reduce the perceived risk of COVID-19 contamination.

Another topic of great concern from the literature is issues of panic buying and stocking (N=25 papers). The papers from this topic discuss the antecedents of these behaviors and how the pandemic and lockdown measures helped to trigger them. Lehberger et al. (2021) investigated the reasons to stockpile during the pandemic. The results from the empirical research show the five reasons to stockpile (uncertainty situation; reduction of shopping frequency; fear of food shortage; group dynamics; no restaurants.) and five reasons not to (unnecessary; no fear of shortage; stockpiling anyway; altruism; non-sense)

A few papers have discussed food delivery systems. Kim et al. (2021) investigated the use of drones for delivery and how consumers' perception of innovativeness shapes their intention of using it. Troise et al. (2020) sought to understand consumers' intentions to use food delivery apps. The papers from this cluster discuss how the pandemic has changed the way consumers buy food and their acceptance of technology in this service.

Exploring even further about technology issues, there is a group of papers discussing Technology and Innovation Adoption (N= 17). These papers introduce how the disruptions in the consumers' lives have triggered a more quickly adoption of technological tools to improve one's wellbeing and help in purchasing behavior. Kim et al. (2021) discuss the acceptance of robots in hotels. The authors found that a perceived threat would influence consumers to prefer hotels staffed with robots. Moreover, George and Sunny (2021) investigate the adoption of e-wallets for payment. The papers from this cluster focus mainly on the introduction of technology in service encounters and the adoption of technology options in financial services.

Some papers are state the effects of risk perception in consumer behavior (N= 17 papers). Byrd et al. (2021) focus on consumer perceptions of risks in restaurants and packaging. The authors found that consumers were less fearful of getting COVID-19 from food in general

than from restaurants and the food packaging. Baek et al., (2021) investigate safety concerns with fashion renting services. The papers from this cluster focus primarily on how safety concerns and fear of getting the disease shape consumers' choices.

Lastly, research has also focused on prosocial behavior and environmental concerns driven by the pandemic (N= 15 papers). Van et al. (2021) discuss how political ideology and message frame could affect donation. Terres et al. (2020) propose an important discussion on how prosocial consumption could help to reduce the impacts of the pandemic and social distancing. These papers can help us to identify changes in consumer behavior regarding social and environmental issues and also to provide guidance to new research paths and policies to empower consumers.

Regarding the domain investigated by the literature, the focus of the papers is still on food, with the highest number of occurrences (Table 5). The great concern for panic buying and hoarding behavior may explain this number of researches regarding food. However, there is a need to increase research in the other domains to expand our understanding of the pandemic impact on consumer behavior.

When analyzing the methodological approaches, quantitative research is still predominant in the sample of papers. The sum of all the quantitative approaches (i.e survey, quantitative, quantitative/qualitative, and experiments) represent 76% of the entire sample (N=117). Surveys are still the primary methodological approach, following the use of structural equation modeling to analyze data. This data could be a result of social distancing measures, which lead to an increased difficulty for researchers to conduct qualitative research.

To help with this lack of qualitative research, Dodds & Hess (2020) discuss in their paper the lessons on how to adapt the research and providing data from the transformative consumer research. The results show a framework to help researchers in researching vulnerable consumers online. Furthermore, Naeem (2021) investigate the role of social media in panic buying. The author used a telephonic interview method to respect the social distancing measures. It is important to discuss how to approach consumers at these difficult times and how to conduct better qualitative research respecting the isolation measures. These examples can help scholars, however, further research is needed.

Lastly, the sample from the papers is more prominent from the United States of America and China. This data could be a result of our data extraction that included only papers in English. However, we need to highlight the urgent need to investigate the effects of the pandemic on consumers from other countries, especially the ones that are being more affected by the virus.

Research comparing the changes in consumer behavior using a cross-country approach can provide us with useful evidence on the effect of COVID-19 on the consumer domain.

4 Discussions

4.1 Research Implications

This scoping review had as purpose to systematically review the literature on consumption and consumer behavior in the first year of the COVID-19 pandemic. To do so, we conducted a scoping review using bibliometric, thematic, and content analysis.

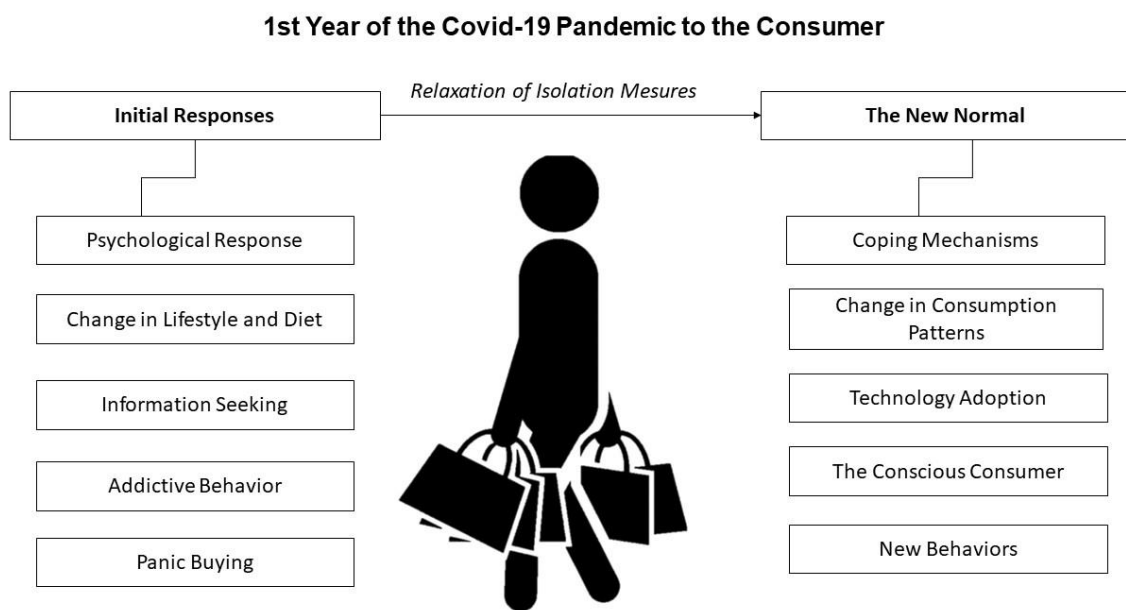
Investigating the #RQ1 (What is the current state-of-the-art literature on the COVID-19 pandemic and consumption/consumer behavior). We were able to identify the main topics discussed in the literature on the effects of the COVID-19 pandemic on consumption and consumer behavior. #RQ2 (What are the disruptions in consumer's lives that the literature has been discussing?) and #RQ3 (What are the gaps in the research on Consumption/Consumer Behavior and the COVID-19 Pandemic?) helped to identify the disruptions and changes being brought by the pandemic to consumers' lives and the gaps in research that need further investigation.

In summary, the research on this topic focuses mainly on two aspects: the antecedents of consumption and new consumption patterns. Regarding the antecedents of consumption, we can highlight the research on the psychological effects of this crisis, such as an increase in stress and anxiety (e.g Bourion et al., 2021; Wheaton et al., 2021; Wang et al., 2021), addictive behaviors of drugs and alcohol (e.g Schmits and Glowacz, 2021; Avery et al., 2020) the changes in routine and lifestyle (e.g Robinson et al., 2021), the seeking of information (e.g Dsouza et al., 2020; Basch et al., 2020), and panic buying and hoarding behaviors (Lehberger et al., 2021).

These topics are more concerned with the impact of the COVID-19 pandemic on the consumer as an individual, the papers argue that the crisis brought many challenges and consumers' lives have changed. Another group of papers is more concerned with specific changes to behaviors. Therefore, the research focuses on the coping mechanisms to the crisis and the isolation measures (e.g Ogueji et al., 2021), the changes in consumption and purchasing patterns (e.g Sebby, 2021), the adoption of technology and innovation (e.g Kim et al., 2021), the consumer as a more conscious and prosocial being (e.g Van et al., 2021; Terres et al., 2020), and lastly, new behaviors that may be definitive or temporary such as safety concerns (e.g Byrd et al., 2021).

The research primarily divides into the antecedents of consumption and effects of the crisis on the individual due to the lockdown measures and then on how the pandemic has changed consumption. Figure 4 summarizes the results of the research regarding the effects of the first year of the pandemic in consumer behavior and dividing the topics on initial responses (i.e responses to lockdown measures and the first cases of COVID-19) and The New Normal (i.e with the reduction of social distancing measures and with the consumer having more opportunities to come back to normality).

Figure 4. Effects of the COVID-19 pandemic on consumer Behavior



Source: Research data (2021).

Note. The figure was elaborated by the authors with the support of the data collected from the papers.

Our paper contributes to the literature of marketing and consumer behavior by providing a scoping review of the literature that identifies the topics, methods, and overall discussions regarding the pandemic effects on consumption and consumer behavior. Our results summarize the literature and guide the development of new research and the process of decision-making.

4.2 Managerial Implications.

Although paper's focus was not on companies, our results show how consumer behavior has been affected by this crisis, and thus it is fundamental that companies can adapt to these changes and provide a safe environment so the consumers can perceive less risk of contracting

the disease. Our results have shown how perceived risk is relevant in the process of purchasing decision. Therefore, companies must understand how to reduce this perceived risk (e.g Byrd et al., 2021).

The changes in consumer patterns in this crisis have also been highlighted by digital transformation. There is a need for companies to adapt to these times and adopt technological and innovative solutions. As consumer behavior has changes, companies must change the way they sell and provide services.

To summarize, our results provide relevant information from a research perspective and also a managerial one. In this challenging time, companies and managers need more than ever to use the literature research results. As the crisis affect the consumer and the business, there is a need to discuss those issues together, helping to provide solutions to empower the consumer.

5 Conclusions and future research topics

The purpose of this paper was to systematically review the literature on consumption and consumer behavior in the first year of the COVID-19 pandemic. To achieve this goal, we conducted a scoping review of papers from the Scopus and Web of Science. We analyze the papers using bibliometric, thematic, and content analysis.

Our results indicate seven main topics in the literature: Changes in Consumer Behavior; Coping with the Lockdowns; Information Seeking and Sharing; Psychological Effects; Addictive Behavior; Changes in Food Consumption; Panic Buying and Hoarding Behavior. The results show that beyond the concerns for consumption, the researchers are also investigating the antecedents of consumption and the crisis effect on the individual behaviour.

Investigating further the papers on consumer behavior and panic buying, we identify the higher interest in changes in purchasing behaviors. Papers were also primarily based on surveys, analyzed through structural equation modeling, and their sample was mainly from the USA and China. Table 6 shows our proposed research agenda for topics that need future investigation. The papers from our scoping review can help researchers in developing future research to understand these issues deeper.

Table 6 - Research agenda

Major Topic	Specific Questions
Vulnerable Consumers	<p>How the pandemic has affected minorities? What challenges have the pandemic brought in the empowerment of consumers? What is the role of public policies in empowering these consumers? How did minority consumers cope with the pandemic, poverty, and unemployment?</p> <p>What is the meaning of vulnerability after COVID-19?</p>
Digital Transformation and Technology Adoption	<p>How technology has changed the daily lives of consumers?</p> <p>How the pandemic has affected the way consumers see innovation?</p> <p>How relevant is the innovation for consumers' intention to purchase?</p>
Temporary Changes, Everlasting Results	<p>How did the relationship of consumers with health have change?</p> <p>How death rituals have changed in the pandemic?</p> <p>What habits will perpetuate after the pandemic ends?</p>
Empowering the Consumer	<p>How financial support in the pandemic help the consumers?</p> <p>What is the role of the government in supporting these consumers?</p> <p>How consumer research can help the government in developing inclusive policies?</p>
Social Relationships	<p>How the pandemic has changed the way consumers interact?</p> <p>How the pandemic changed the way consumers influence purchasing decisions?</p> <p>What is the effect of loneliness brought by the pandemic on consumer behavior?</p>
Leisure and Future Habits	<p>What is the concept of leisure in the pandemic?</p> <p>How lifestyles will change after the end of the pandemic?</p> <p>How will compensatory consumption behave in and after the pandemic?</p>

Source: Research data (2021).

Despite the significant information we provide in this paper, some limitations need to be remarked. The topic is characterized by a reduced number of research, thus increasing the difficulty in finding fundamental documentation for a literature review. As time passes, further research will emerge and new findings will be added to our understanding of this topic.

Regarding the increase in the number of papers, our methodology was designed to be replicated in the future, so other literature revisions can add forthcoming research, other databases, and papers ahead-of-print as a means to make the results more solid.

Despite the limitations pointed out, this article has social and theoretical implications once it can help consumers and organizations in summarizing the research about the impact of COVID-19 on consumption. Research now is more important than ever and consumer research has the power to identify the fundamental changes that this pandemic brought to people's life. Now it is time to gather the theoretical basis we have available and to question how can we empower consumers in this difficult time.

References

- Agarwal V & Sunitha B. K. (2020). COVID –19: Current Pandemic and Its Societal Impact. *International Journal of Advanced Science and Technology*, 29(5), 432-439. Retrieved From: <http://sersec.org/journals/index.php/IJAST/article/view/7285>
- Ahmed, S. T. (2020). Managing News Overload (MNO): The COVID-19 Infodemic. *Information*, 11(8), 375. Retrieved From: <https://doi.org/10.3390/info11080375>
- Alflayeh, S. (2020). Theoretical Perspective Of Unusual Purchasing Tendencies During Pandemic Situation Of Covid-19. *European Journal of Molecular & Clinical Medicine*, 7(1), 3475-3482.
- Al-Musharaf, S. (2020). Prevalence and Predictors of Emotional Eating among Healthy Young Saudi Women during the COVID-19 Pandemic. *Nutrients*, 12(10), 2923. Retrieved From: <https://dx.doi.org/10.3390/nu12102923>
- Ares, G., Bove, I., Vidal, L., Brunet, G., Fuletti, D., Arroyo, Á., & Blanc, M. V. (2021). The experience of social distancing for families with children and adolescents during the coronavirus (COVID-19) pandemic in Uruguay: Difficulties and opportunities. *Children and Youth Services Review*, 121, 105906. Retrieved From: <https://dx.doi.org/10.1016/j.childyouth.2020.105906>
- Aria, M., & Cuccurullo, C. (2017). bibliometrix: An R-tool for comprehensive science mapping analysis. *Journal of informetrics*, 11(4), 959-975. Retrieved From: <https://dx.doi.org/10.1016/j.joi.2017.08.007>
- Arksey, H., & O'Malley, L. (2005). Scoping studies: towards a methodological framework. *International journal of social research methodology*, 8(1), 19-32. Retrieved From: <https://dx.doi.org/10.1080/1364557032000119616>
- Avery, A. R., Tsang, S., Seto, E. Y., & Duncan, G. E. (2020). Stress, anxiety, and change in alcohol use during the COVID-19 pandemic: findings among adult twin pairs. *Frontiers in Psychiatry*, 11. Retrieved From: <https://dx.doi.org/10.3389/fpsy.2020.571084>

- Baek, E., & Oh, G. E. G. (2020). Diverse values of fashion rental service and contamination concern of consumers. *Journal of business research*, 123, 165-175. Retrieved From: <https://dx.doi.org/10.1016/j.jbusres.2020.09.061>
- Basch, C. H., Hillyer, G. C., Zagnit, E. A., & Basch, C. E. (2020). YouTube coverage of COVID-19 vaccine development: implications for awareness and uptake. *Human va cines & immunotherapeutics*, 1-4. Retrieved From: <https://dx.doi.org/10.1080/21645515.2020.1790280>
- Bendau, A., Petzold, M. B., Pyrkosch, L., Maricic, L. M., Betzler, F., Rogoll, J., ... & Plag, J. (2020). Associations between COVID-19 related media consumption and symptoms of anxiety, depression and COVID-19 related fear in the general population in Germany. *European archives of psychiatry and clinical neuroscience*, 1-9. Retrieved From: <https://dx.doi.org/10.1016/j.psychres.2020.113559>
- Bourion-Bédès, S., Tarquinio, C., Batt, M., Tarquinio, P., Lebreuilly, R., Sorsana, C., ... & Baumann, C. (2021). Psychological impact of the COVID-19 outbreak on students in a French region severely affected by the disease: results of the PIMS-CoV 19 study. *Psychiatry research*, 295, 113559. Retrieved From: <https://dx.doi.org/10.1016/j.psychres.2020.113559>
- Boursier, V., Gioia, F., Musetti, A., & Schimmenti, A. (2020). Facing loneliness and anxiety during the COVID-19 isolation: the role of excessive social media use in a sample of Italian adults. *Frontiers in Psychiatry*, 11. Retrieved From: <https://dx.doi.org/10.3389/fpsy.2020.586222>
- Braun, V., & Clarke, V. (2006). Using thematic analysis in psychology. *Qualitative research in psychology*, 3(2), 77-101. Retrieved From: <https://dx.doi.org/10.1191/1478088706qp063oa>
- Brewer, P., & Sebby, A. G. The effect of online restaurant menus on consumers 'purchase intentions during the COVID-19 pandemic. *International Journal of Hospitality Management*, 94, 102777. Retrieved From: <https://dx.doi.org/10.1016/j.ijhm.2020.102777>
- Byrd, K., Her, E., Fan, A., Almanza, B., Liu, Y., & Leitch, S. Restaurants and COVID-19: What are consumers 'risk perceptions about restaurant food and its packaging during the pandemic?. *International Journal of Hospitality Management*, 94, 102821. Retrieved From: <https://doi.org/10.1016/j.ijhm.2020.102821>
- Campbell, B. L., Rihn, A. L., & Campbell, J. H. (2021). Impact of the Coronavirus pandemic on plant purchasing in Southeastern United States. *Agribusiness*, 37(1), 160-170. Retrieved From: <https://dx.doi.org/10.1002/agr.21685>
- Carracedo, P., Puertas, R., & Marti, L. (2020). Research lines on the impact of the COVID-19 pandemic on business. A text mining analysis. *Journal of Business Research*, 132, 586-593. Retrieved From: <https://dx.doi.org/10.1016/j.jbusres.2020.11.043>
- Chenarides, L., Grebitus, C., Lusk, J. L., & Printezis, I. (2021). Food consumption behavior during the COVID-19 pandemic. *Agribusiness*, 37(1), 44-81. Retrieved From: <https://dx.doi.org/10.1002/agr.21679>

- D'Souza, R. S., D'Souza, S., Strand, N., Anderson, A., Vogt, M. N., & Olatoye, O. (2020). YouTube as a source of medical information on the novel coronavirus 2019 disease (COVID-19/COVID-19) pandemic. *Global public health*, 15(7), 935-942. Retrieved From: <https://dx.doi.org/10.1080/17441692.2020.1761426>
- Dodds, S., & Hess, A. C. (2020). Adapting research methodology during COVID-19: lessons for transformative service research. *Journal of Service Management*, 32(2), 203-217. Retrieved From: <https://dx.doi.org/10.1108/JOSM-05-2020-0153>
- Dumas, T. M., Ellis, W., & Litt, D. M. (2020). What does adolescent substance use look like during the COVID-19 pandemic? Examining changes in frequency, social contexts, and pandemic-related predictors. *Journal of Adolescent Health*, 67(3), 354-361. Retrieved From: <https://dx.doi.org/10.1016/j.jadohealth.2020.06.018>
- George, A., & Sunny, P. (2021). Developing a Research Model for Mobile Wallet Adoption and Usage. *IIM Kozhikode Society & Management Review*, 10(1), 82-98. Retrieved From: <https://dx.doi.org/10.1177/2277975220965354>
- Giordani, R. C. F., & da Costa, I. B. The Pandemic Health Crisis and Its Implications for Food and Nutritional Security in Latin America. *Portuguese Journal of Public Health*, 38(2), 1-10. Retrieved From: <https://dx.doi.org/10.1159/000512958>
- Hofmann, V., Stokburger-Sauer, N. E., Wanisch, A., & Hebborn, H. (2021). Masked smiles matter—employee verbal expertise and emotion display during COVID-19. *The Service Industries Journal*, 41(1-2), 107-137. Retrieved From: <https://dx.doi.org/10.1080/02642069.2021.1873296>
- Hong, H., & Kim, H. J. (2020). Antecedents and Consequences of Information Overload in the COVID-19 Pandemic. *International Journal of Environmental Research and Public Health*, 17(24), 9305. Retrieved From: <https://dx.doi.org/10.3390/ijerph17249305>
- Islam, T., Pitafi, A. H., Arya, V., Wang, Y., Akhtar, N., Mubarik, S., & Xiaobei, L. (2021). Panic buying in the COVID-19 pandemic: a multi-country examination. *Journal of Retailing and Consumer Services*, 59, 102357. Retrieved From: <https://dx.doi.org/10.1016/j.jretconser.2020.102357>
- João, B. N., & Pastore, R. (2019). Research in Omnichannel retail: a systematic review and quantitative content analysis. *Revista Brasileira de Marketing*, 18(4), 154-176. Retrieved From: <https://doi.org/10.5585/remark.v18i4.16388>
- Khurshid, A., & Khan, K. (2021). How COVID-19 shock will drive the economy and climate? A data-driven approach to model and forecast. *Environmental Science and Pollution Research*, 28(3), 2948-2958. Retrieved From: <https://dx.doi.org/10.1007/s11356-020-09734-9>
- Kim, J. J., Kim, I., & Hwang, J. A change of perceived innovativeness for contactless food delivery services using drones after the outbreak of COVID-19. *International Journal of Hospitality Management*, 93, 102758. Retrieved From: <https://dx.doi.org/10.1016/j.ijhm.2020.102758>


- Kim, R. Y. (2020). The Impact of COVID-19 on Consumers: Preparing for Digital Sales. *IEEE Engineering Management Review*, 48(3), 212–218. Retrieved From: <https://dx.doi.org/10.1109/EMR.2020.2990115>
- Kim, S. S., Kim, J., Badu-Baiden, F., Giroux, M., & Choi, Y. Preference for robot service or human service in hotels? Impacts of the COVID-19 pandemic. *International Journal of Hospitality Management*, 93, 102795. Retrieved From: <https://dx.doi.org/10.1016/j.ijhm.2020.102795>
- Kirk, C. P., & Rifkin, L. S. (2020). I'll trade you diamonds for toilet paper: Consumer reacting, coping and adapting behaviors in the COVID-19 pandemic. *Journal of Business Research*, 117, 124–131. Retrieved From: <https://dx.doi.org/10.1016/j.jbusres.2020.05.028>
- Kriaucioniene, V., Bagdonaviciene, L., Rodríguez-Pérez, C., & Petkeviciene, J. (2020). Associations between changes in health behaviours and body weight during the COVID-19 quarantine in Lithuania: the Lithuanian COVIDiet Study. *Nutrients*, 12(10), 3119. Retrieved From: <https://dx.doi.org/10.3390/nu12103119>
- Lehberger, M., Kleih, A. K., & Sparke, K. Panic buying in times of coronavirus (COVID-19): Extending the theory of planned behavior to understand the stockpiling of nonperishable food in Germany. *Appetite*, 105118. Retrieved From: <https://dx.doi.org/10.1016/j.appet.2021.105118>
- Lindner, P., Forsström, D., Jonsson, J., Berman, A. H., & Carlbring, P. (2020). Transitioning Between Online Gambling Modalities and Decrease in Total Gambling Activity, but No Indication of Increase in Problematic Online Gambling Intensity During the First Phase of the COVID-19 Outbreak in Sweden: A Time Series Forecast Study. *Frontiers in public health*, 8, 554542. Retrieved From: <https://dx.doi.org/10.3389/fpubh.2020.554542>
- Marty, L., de Lauzon-Guillain, B., Labesse, M., & Nicklaus, S. (2021). Food choice motives and the nutritional quality of diet during the COVID-19 lockdown in France. *Appetite*, 157, 105005. Retrieved From: <https://dx.doi.org/10.1016/j.appet.2020.105005>
- Munn, Z., Peters, M. D., Stern, C., Tufanaru, C., McArthur, A., & Aromataris, E. (2018). Systematic review or scoping review? Guidance for authors when choosing between a systematic or scoping review approach. *BMC medical research methodology*, 18(1), 1-7. Retrieved From: <https://dx.doi.org/10.1186/s12874-018-0611-x>
- Naeem, M. (2021). Do social media platforms develop consumer panic buying during the fear of Covid-19 pandemic. *Journal of Retailing and Consumer Services*, 58, 102226. Retrieved From: <https://dx.doi.org/10.1016/j.jretconser.2020.102226>
- Ogueji, I. A., Okoloba, M. M., & Ceccaldi, B. M. D. (2021). Coping strategies of individuals in the United Kingdom during the COVID-19 pandemic. *Current Psychology*, 1-7. Retrieved From: <https://dx.doi.org/10.1007/s12144-020-01318-7>
- Paredes, M. R., Apaolaza, V., Fernandez-Robin, C., Hartmann, P., & Yañez-Martinez, D. (2021). The impact of the COVID-19 pandemic on subjective mental well-being: The interplay of perceived threat, future anxiety and resilience. *Personality and Individual Differences*, 170, 110455. Retrieved From: <https://dx.doi.org/10.1016/j.paid.2020.110455>


- Princes, E., & Budiwan, T. I. (2020). The Test Of Humanity During The COVID-19 Situation In Indonesia. *European Journal of Molecular & Clinical Medicine*, 7(8), 435-445.
- Robinson, E., Gillespie, S., & Jones, A. (2020). Weight-related lifestyle behaviours and the COVID-19 crisis: An online survey study of UK adults during social lockdown. *Obesity science & practice*, 6(6), 735-740. Retrieved From: <https://dx.doi.org/10.1002/osp4.442>
- Romero-Blanco, C., Rodríguez-Almagro, J., Onieva-Zafra, M. D., Parra-Fernández, M. L., Prado-Laguna, M. D. C., & Hernández-Martínez, A. (2020). Physical activity and sedentary lifestyle in university students: Changes during confinement due to the COVID-19 pandemic. *International Journal of Environmental Research and Public Health*, 17(18), 6567. Retrieved From: <https://dx.doi.org/10.3390/ijerph17186567>
- Rowley, J., & Keegan, B. J. (2020). An overview of systematic literature reviews in social media marketing. *Journal of Information Science*, 46(6), 725-738. Retrieved From: <https://dx.doi.org/10.1177/0165551519866544>
- Schmits, E., & Glowacz, F. (2021). Changes in alcohol use during the COVID-19 pandemic: impact of the lockdown conditions and mental health factors. *International journal of mental health and addiction*, 1-12. Retrieved From: <https://dx.doi.org/10.1590/0102-311x00124520>
- Sheth, J. (2020). Impact of Covid-19 on consumer behavior: Will the old habits return or die?. *Journal of Business Research*, 117, 280-283. Retrieved From: <https://dx.doi.org/10.1016/j.jbusres.2020.05.059>
- Terres, M. da S., Rohden, S. F., Vedolin, L., Machado, B. F. H., Magnus, K., Altmann, A., & Schiavon, D. E. B. (July/Sept. 2020). The COVID-19 Pandemic: paths for future research in marketing involving the regulatory role of prosocial consumption. *Brazilian Journal of Marketing*, 19(3), 611-641. Retrieved From: <https://doi.org/10.5585/remark.v19i3.17103>
- Tranfield, D., Denyer, D., & Smart, P. (2003). Towards a methodology for developing evidence-informed management knowledge by means of systematic review. *British journal of management*, 14(3), 207-222. Retrieved From: <https://dx.doi.org/10.1111/1467-8551.00375>
- Troise, C., O'Driscoll, A., Tani, M., & Prisco, A. (2020). Online food delivery services and behavioural intention—a test of an integrated TAM and TPB framework. *British Food Journal*, 123(2), 664-683. Retrieved From: <https://dx.doi.org/10.1108/BFJ-05-2020-0418>
- Vaismoradi, M., Turunen, H., & Bondas, T. (2013). Content analysis and thematic analysis: Implications for conducting a qualitative descriptive study. *Nursing & health sciences*, 15(3), 398-405. Retrieved From: <https://dx.doi.org/10.1111/nhs.12048>
- Van Eck, N. J., & Waltman, L. (2010). Software survey: VOSviewer, a computer program for bibliometric mapping. *scientometrics*, 84(2), 523-538. Retrieved From: <https://dx.doi.org/10.1007/s11192-009-0146-3>


- van Esch, P., Cui, Y. G., & Jain, S. P. The effect of political ideology and message frame on donation intent during the COVID-19 pandemic. *Journal of Business Research*, 125, 201-213. Retrieved From: <https://dx.doi.org/10.1016/j.jbusres.2020.12.040>
- Verma, S., & Gustafsson, A. (2020). Investigating the emerging COVID-19 research trends in the field of business and management: A bibliometric analysis approach. *Journal of Business Research*, 118, 253-261. Retrieved From: <https://dx.doi.org/10.1016/j.jbusres.2020.06.057>
- Wang, X., Wong, Y. D., & Yuen, K. F. (2021). Rise of 'Lonely' Consumers in the Post-COVID-19 Era: A Synthesised Review on Psychological, Commercial and Social Implications. *International journal of environmental research and public health*, 18(2), 404. Retrieved From: <https://dx.doi.org/10.3390/ijerph18020404>
- Wheaton, M. G., Prikhidko, A., & Messner, G. (2020). Is fear of COVID-19 contagious? The effects of emotion contagion and social media use on anxiety in response to the coronavirus pandemic. *Frontiers in psychology*, 11, 3594. Retrieved From: <https://dx.doi.org/10.3389/fpsyg.2020.567379>
- Zhu, J., & Liu, W. (2020). A tale of two databases: The use of Web of Science and Scopus in academic papers. *Scientometrics*, 123(1), 321-335. Retrieved From: <https://dx.doi.org/10.1007/s11192-020-03387-8>




PANDEMIA DO COVID-19: POR QUE É IMPORTANTE PARA A PESQUISA DO CONSUMIDOR?

 **Lucas Emmanuel Nascimento Silva**
Graduação em Administração
Universidade Federal do Cariri – UFCA
Juazeiro do Norte, Ceará – Brasil
lucasemmanuel1998@gmail.com

 **Manoel Bastos Gomes Neto**
Graduando em Administração
Universidade Federal do Cariri – UFCA
Juazeiro do Norte, Ceará – Brasil
neto26bastos@gmail.com

 **Rebeca da Rocha Grangeiro**
Doutorado em Psicologia
Universidade Federal do Cariri – UFCA
Juazeiro do Norte, Ceará – Brasil
rebeca.grangeiro@ufca.edu.br

 **Jeniffer de Nadae**
Doutorado em Engenharia de Produção
Universidade Federal do Itajubá – UNIFEI
Itajubá, Minas Gerais – Brasil
jeniffer.nadae@ufca.edu.br

Objetivo do estudo: O objetivo deste artigo é revisar sistematicamente a literatura sobre consumo e o comportamento do consumidor no primeiro ano da pandemia COVID-19. Para cumprir esse objetivo, este artigo busca responder às seguintes questões de pesquisa: Qual é o estado da arte da literatura sobre a pandemia de COVID-19 e o consumo/comportamento do consumidor? Quais são as mudanças na vida do consumidor que a literatura tem discutido? Quais são as lacunas de pesquisa sobre consumo/comportamento do consumidor e a pandemia COVID-19?

Metodologia: O método selecionado é a revisão de escopo da literatura (*reviewing scope*), contemplando a análise bibliométrica, temática e de conteúdo, utilizando as bases de dados da *Scopus* e *Web of Science*.

Resultados: Foram identificados 7 tópicos principais na literatura: mudanças no comportamento do consumidor; enfrentando os *lockdowns*; busca e compartilhamento de informações; efeitos psicológicos; comportamento de vício; mudanças no consumo de alimentos; comportamento de compra por pânico e acumulação. Além disso, foram explorados temas emergentes do consumo, como os antecedentes do consumo e o efeito da crise no comportamento humano. Na literatura investigada, a utilização de *survey* e a Modelagem de Equações Estruturais se configuram como principais estratégias de coleta e análise de dados e as amostras são originárias principalmente de países como EUA e a China.

Contribuições teóricas e metodológicas: Este artigo fornece informações baseadas em evidências para a literatura de marketing, pesquisas de consumo e demais profissionais sobre como a pandemia afetou o domínio do consumidor.

Relevância/originalidade: O comportamento do consumidor foi evidenciado no contexto da pandemia, a partir da perspectiva acadêmica e gerencial. A revisão de escopo da literatura identificou os tópicos, métodos e discussões gerais sobre os efeitos da pandemia no consumo e no comportamento do consumidor, que podem ajudar as empresas a entender o comportamento, estimular outras pesquisas e o desenvolver políticas públicas e organizacionais.

Palavras-chave: Pandemia do COVID-19. Pesquisa de Consumo. Revisão da Literatura.

Como citar

American Psychological Association (APA)

Silva, L. E. N., Gomes Neto, M. B., Grangeiro, R. da R., & Nadae, J. de. (2021, abr./jun.). Pandemia do COVID-19: por que é importante para a pesquisa do consumidor? *Revista Brasileira de Marketing – ReMark*, 20(2), 258-285. <https://doi.org/10.5585/remark.v20i2.18677>.



Introdução

Em março de 2020 a Organização Mundial da Saúde (OMS) declarou que a COVID-19, a doença causada pelo novo coronavírus foi caracterizada como uma pandemia global. O vírus foi detectado pela primeira vez na cidade de Wuhan e se espalhou rapidamente, tornando-se uma emergência global. Até o momento (28 de fevereiro), 114,07 milhões de casos foram confirmados e 2,53 milhões de mortes em todo o mundo. No final de 2020, os países começaram a vacinar a população e, atualmente, um total de 244,27 milhões de doses foram administradas (Our World in Data, 2021).

Devido à falta de um tratamento eficiente e com o objetivo de reduzir a curva epidemiológica, muitos governos estão adotando medidas de *lockdown* para reduzir a propagação do vírus. Muitos estudos investigam os efeitos econômicos, sanitários e psicológicos da pandemia e das medidas de isolamento (Khurshid & Khan, 2021; Paredes et al., 2021). Embora eficientes na redução da propagação do vírus, as interrupções trazidas por essas medidas impactaram as empresas, os consumidores e a sociedade.

Uma esfera em que esta pandemia teve um grande impacto e que precisa ser tratada é o consumo. Kirk e Rifkin (2020) mostram como os consumidores estão reagindo, enfrentando e se adaptando à pandemia, e levantam discussões significativas sobre as mudanças no comportamento do consumidor e o papel das empresas nesse processo. Kim (2020) aponta que os efeitos da transformação digital na produtividade e nas organizações têm sido e são fontes de muitas pesquisas e discussões, mas a influência do vírus nos consumidores e na cultura do consumidor ainda tem recebido atenção pouca atenção.

As mudanças no comportamento do consumidor em tempos que desafiam o bem-estar dos indivíduos tanto na esfera da saúde quanto na econômica, tornam fundamental que os pesquisadores de consumo identifiquem as adversidades que esta pandemia está trazendo para a vida dos consumidores e discutam soluções para ajudar a melhorar o bem-estar destes consumidores.

Diante disso, o objetivo deste artigo é revisar sistematicamente a literatura sobre consumo e comportamento do consumidor no primeiro ano da pandemia de COVID-19. Apesar da contemporaneidade do tema, alguns artigos já estão sendo publicados, sendo relevante analisar os estudos apresentados até o momento, pois e os resultados são importantes aos *stakeholders*, ajudando a desencadear mais discussões para melhorar o bem-estar do consumidor e identificar as lacunas da pesquisa.

Para alcançar este objetivo, são apresentadas as seguintes questões para melhor compreensão da literatura disponível:

- #RQ1) Qual é o estado da arte da literatura sobre a pandemia de COVID-19 e o consumo/comportamento do consumidor?
- #RQ2) Quais são as mudanças na vida do consumidor que a literatura tem discutido?
- #RQ3) Quais são as lacunas nas pesquisas sobre consumo/comportamento do consumidor e a pandemia COVID-19?

Para isso, foi conduzida uma revisão de escopo da literatura (Arksey & O'Malley, 2005; Munn et al., 2018), cujo propósito é identificar o escopo e o estado da arte em um campo específico, enquanto as revisões sistemáticas da literaturasão úteis na apresentação de respostas baseadas em evidências (Tranfield et al., 2003), entretanto, a falta de evidências empíricas pode tornar os resultados fracos e difíceis de generalizar. Como as pesquisas sobre COVID-19 e consumo e comportamento do consumidor ainda estão em desenvolvimento, uma revisão de escopo da literatura é metodologicamente apropriada.

Foram analisados 416 artigos publicados nas bases de dados *Scopus* e *Web of Science*. Os resultados incluem uma análise bibliométrica, análise temática da literatura e análise de conteúdo, mostrando o estado da arte dessa área de pesquisa, os temas investigados e as lacunas que precisam de mais atenção.

Revisões anteriores já foram conduzidas em relação ao COVID-19, consumidores e empresas. Verma e Gustafsson (2020) buscaram identificar os temas relativos ao COVID-19 e negócios empresariais, os resultados mostram a relação entre os tópicos: o impacto geral do COVID-19 nos negócios, COVID-19 e tecnologia, COVID-19 e gerenciamento da cadeia de suprimentos e COVID-19 e indústria de serviços. Além disso, Carracedo, Puertas e Marti (2020) identificaram tendências relativas às mudanças nos negócios usando uma análise de *text mining*.

Especificamente sobre consumo, Shelth (2020) discute o impacto imediato e de longo prazo do COVID-19 no consumo e no comportamento do consumidor. O autor argumenta que a maioria dos hábitos voltará ao normal, porém alguns desaparecerão após a pandemia e será interessante analisar como os hábitos e *hobbies* dos consumidores se comportarão no futuro. Apesar das informações significativas fornecidas por Shelth (2020), uma abordagem mais sistemática para analisar a literatura é necessária, e esta é a contribuição deste artigo.

Apesar da novidade do tópico, as pesquisas disponíveis podem fornecer *insights* úteis sobre a nossa compreensão da pesquisa do consumidor nos dias de hoje. Além disso, este artigo ajudará os pesquisadores e profissionais da área de marketing e consumo, em geral, a identificar o que já foi estudado a respeito das implicações da pandemia de COVID-19 no consumo/comportamento do consumidor e as oportunidades de trabalhos futuros.

2 Método

Para alcançar o objetivo deste estudo e responder às questões de pesquisa, foi realizada uma revisão de escopo da literatura. O desenvolvimento de pesquisas sobre os impactos da pandemia tem sido rápido e, portanto, a análise e a comunicação dos resultados podem ser problemáticas. Desta forma, o uso da revisão da literatura é mais adequado (Snyder, 2019). Existe um aumento no uso de revisões sistemáticas de literatura na área de Marketing e Pesquisa do Consumidor como um meio de resumir a literatura e responder perguntas específicas (e.g João & Pastore, 2019; Rowley & Keegan, 2020). Revisões sistemáticas da literatura são usadas para responder perguntas específicas quando há evidências suficientes para fundamentar as perguntas (Arksey & O'Malley, 2005). Trantfield et al. (2003) argumentam que antes de realizar uma revisão sistemática, é necessário definir o escopo da literatura para identificar a relevância do tema e o tamanho da literatura disponível e, em seguida, delimitar o assunto específico.

Em casos onde a literatura não é desenvolvida o suficiente, uma revisão de escopo é uma alternativa relevante (Arksey & O'Malley 2005; Munn et al., 2018). As revisões de escopo são úteis para identificar o escopo de um corpo de conhecimento e descrever seus focos (Munn et al., 2018). Em seu artigo seminal, Arksey e O'Malley (2005) mencionaram pelo menos quatro razões para conduzir uma revisão de escopo: 1) para determinar o alcance, a extensão e a natureza da pesquisa; 2) identificar se há necessidade de realização de revisão sistemática; 3) resumir e apresentar os resultados; 4) explicitar as lacunas da literatura.

As questões de pesquisa propostas não podem ser devidamente abordadas por uma revisão sistemática porque há uma falta de evidências empíricas sobre o impacto do COVID-19 no comportamento do consumidor. Afinal, é um assunto recente e a pandemia ainda está em curso. Assim, qualquer tentativa de conduzir uma extensa revisão sistemática da literatura no momento pode resultar em evidências enganosas e incompletas. Para evitar esses problemas, a revisão de escopo é relevante e pode lançar luz sobre o desenvolvimento e as lacunas da pesquisa, bem como ser um precursor de uma revisão sistemática da literatura.

2.1 Planejando a revisão

O primeiro passo para conduzir a revisão foi a definição dos termos da pesquisa. Para explorar a literatura disponível, foi utilizada a estratégia de busca recomendada pela *RSCI Library* e adaptada para incluir mais termos. Assim, aplicou-se as seguintes palavras-chave no mecanismo de pesquisa: (“*coronavirus*” OR “*coronavirus infections*” OR “*covid 2019*” OR “*SARS2*” OU “*SARS-CoV-2*” OU “*SARS-CoV-19*” OR “*severe acute respiratory syndrome coronavirus 2*” OR “*coronavirus infection*” OR “*severe acute respiratory pneumonia outbreak*” OR “*novel cov*” OR “*2019ncov*” OR “*sars cov2*” OR *cov22* OR *ncov* OR *COVID-19* OR *covid19* OR *coronaviridae* OR “*corona virus*” OR “*COVID-19 pandemic*” OR “*covid 19 pandemic*” OR “*coronavirus pandemic*” OR “*COVID-19 lockdown*” OR “*covid 19 lockdowns*” OR “*coronavirus lockdown*”) AND (“*consumer behavior*” OR “*consumer behavior research*” OR “*consumer research*” OR “*consumer*” OR “*consumption*” OR “*consumption patterns*” OR “*consumption habits*” OR “*consumption changes*” OR “*consumer culture*” OR “*consumer culture theory*” OR “*consumer buying behavior*” OR “*buying behavior*” OR “*hoarding behavior*” OR “*consumer hoarding behavior*” OR “*panic buying*” OR “*panic buying behavior*” OR “*consumer**” OR “*consumpt**”).

Em seguida, definiu-se as fontes para a busca. Para minimizar o risco de deixar os estudos relevantes fora do banco de dados, optou-se por conduzir as buscas, utilizando a *Scopus* e *Web of Science*, por serem importantes bases de dados na área e englobarem grande parte da literatura internacional (Zhu & Liu, 2020). Portanto, poderia alcançar artigos e ter um melhor panorama da pesquisa.

Posteriormente, desenvolveu-se um protocolo de pesquisa (Tabela 1), que é importante para condução da pesquisa e para apresentação das informações coletadas de forma explícita, tornando o processo de revisão mais confiável e replicável. O protocolo foi desenvolvido antes da pesquisa; no entanto, algumas adaptações foram feitas para refletir os dados coletados. Assim, para avaliar a utilidade do protocolo, este foi testado com 15 artigos.

Tabela 1 - Protocolo de pesquisa

Protocolo de Pesquisa	
Dados Bibliográficos	
Autor (a)	Quem é (são) o (s) Autor (es) do Artigo?
Periódico	Onde o artigo foi publicado?
Dados Contextuais/Metodológicos	
Palavras-Chave	Quais são os tópicos investigados pelo artigo?
Abordagem	Qual é a natureza do artigo?
País da Amostra	De onde vem a amostra do artigo?
Disrupções na Vida dos Consumidores	
Abalos Psicológicos	Quais problemas psicológicos o COVID-19 trouxe?
Mudanças	Quais mudanças o COVID-19 trouxe?
Mudanças nos Padrões de Consumo	
Antigos Padrões de Consumo	Como a pandemia mudou velhos hábitos de consumo?
Novos Padrões de Consumo	Quais são os novos padrões de consumo que a pandemia do COVID-19 trouxe?
Novas Tendências	
Novos Problemas	Quais novos problemas precisamos estar preocupados no que diz respeito ao comportamento do consumidor?
Falta de Informação	Quais tópicos precisam de mais investigação?

Fonte: Adaptado de Stechemesser e Guenther (2016).

Para atestar que as pesquisas são metodologicamente robustas e para apresentar resultados válidos, optou-se por selecionar somente artigos e revisões, pois já passaram pelo processo de revisão por pares, indicando a qualidade dos nossos dados apresentados.

Por fim, definiu-se os critérios de inclusão e exclusão dos artigos de pesquisa. Os critérios de inclusão foram a pesquisa focada no consumidor individual: discussões sobre os problemas que a pandemia trouxe para a vida das pessoas, sofrimento psicológico, perturbações na vida dos consumidores e futuras mudanças no comportamento do consumidor. Desta forma,

o consumidor individual deveria ser o principal ator do artigo, que deveria discutir o impacto da pandemia sob sua perspectiva. .

Argumenta-se que, para entender as mudanças nos padrões de consumo na pandemia, é necessário investigar um pouco mais a fundo outras questões (por exemplo, questões psicológicas, mudanças no estilo de vida, dieta, etc). Como resultado da pandemia, não apenas os comportamentos de consumo mudaram, mas também os próprios consumidores.

Para excluir os artigos fora do escopo da pesquisa, foram definidos os seguintes critérios:

- 1) Pesquisa focada apenas nos aspectos médicos ou biológicos da pandemia (por exemplo, o desenvolvimento do vírus, doenças respiratórias e tratamentos médicos específicos);
- 2) Artigos sobre o impacto econômico da pandemia (por exemplo, efeito da crise nos preços, perdas do PIB e perdas econômicas futuras).
- 3) Pesquisa sobre o negócio (por exemplo, como as empresas estão respondendo, interrupções nas cadeias de suprimentos e adaptações ao novo mundo);
- 4) Artigos adicionais onde os os consumidores não são a questão central do estudo.

2.2 Conduzindo a revisão

A coleta de dados (Tabela 2) foi realizada no dia 2 de fevereiro e inclui todos os artigos publicados até a data. Como os periódicos publicam, no início do ano artigos do ano anterior, optou-se por não limitar a pesquisa apenas a 2020.

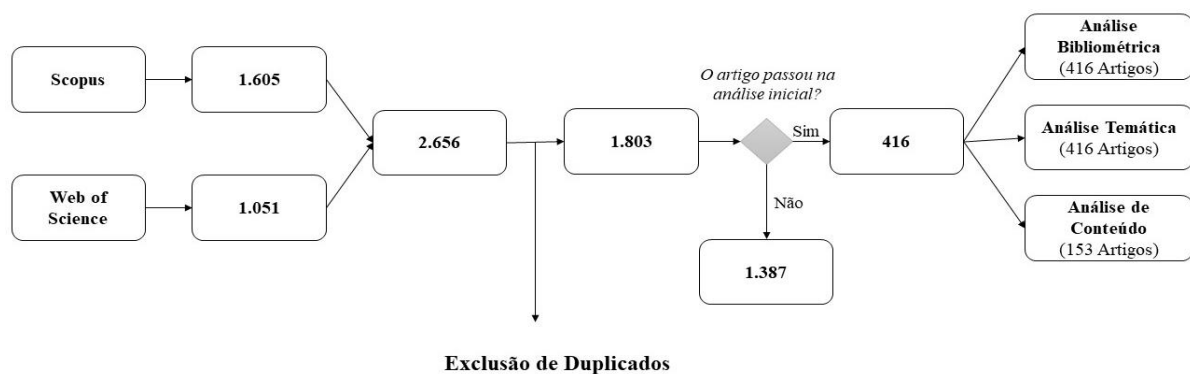
Tabela 2 - Procedimentos de coleta de dados

	Scopus	Web of Science
Inicial	2.073	1.216
Artigos + Revisões	1.700	1.127
Idioma: Inglês	1.605	1.051
Final	1.605	1.051
Scopus + Web of Science	2.656	
Exclusão de Duplicados	(853)	
Antes da Análise Inicial	1.803	
Análise Inicial	(1.387)	
Base Final	416	

Fonte: Dados da pesquisa (2021).

Definiu-se como critérios de busca apenas artigos e revisões (já que passaram por revisão por pares), artigos em inglês (para avaliar a literatura internacional). Os dados da *Scopus* e *Web of Science* foram mesclados com o uso do *software* Bibliometrics no R (Aria & Cuccurullo, 2017), resultando em 1.803 artigos após a exclusão dos artigos duplicados. Além disso, os artigos passaram por uma triagem inicial cuidadosa, os autores leram o título, resumo e palavras-chave para identificar se eles pertenciam ao escopo do artigo, os critérios de exclusão e inclusão foram diretrizes para este processo e divergências foram resolvidas por consenso. O banco de dados final consistiu de 416 artigos. A Figura 1 apresenta as etapas da pesquisa.

Figura 1 - Framework da pesquisa



Fonte: Dados da pesquisa (2021).

2.3 Análise dos dados

Foram utilizadas três estratégias metodológicas para analisar os dados. A primeira foi uma abordagem bibliométrica para investigar a literatura de forma quantitativa, por meio da análise dos artigos mais citados, dos periódicos e das tendências das pesquisas por meio da rede de palavras-chave, para identificar e mapear a literatura, respondendo a #RQ1. A análise bibliométrica foi realizada no Microsoft Excel e VOSViewer (Van Eck & Waltman, 2010).

A segunda foi a análise temática, que objetivou responder as #RQ2 e #RQ3, utilizando o *software* Microsoft Excel, os dados foram coletados dos artigos e inseridos neste *software*, para a contagem de frequência e relatar os resultados.

Por fim, realizou-se uma análise de conteúdo dos artigos que abordaram especificamente as mudanças no consumo e no comportamento do consumidor. Ao contrário da análise anterior, esta última foi realizada com apenas 153 artigos.

Apesar de muitas vezes utilizados como sinônimos, utilizou-se os termos ‘análise temática’ e ‘análise de conteúdo’ como duas ferramentas analíticas distintas. Realizou-se uma

Os principais tópicos de interesse foram os impactos da crise no consumo, o consumo de álcool, bem como depressão e fatores de risco. Como a pandemia do COVID-19 se espalhou rapidamente, os pesquisadores inicialmente se preocuparam com os impactos na saúde mental devido ao estresse causado. Além disso, em 2020, pôde-se acompanhar discussões sobre a compra por pânico, informações sobre a saúde do consumidor e consumidores.

Para identificar os temas explorados pela literatura, realizou-se uma análise temática dos 416 artigos. Foram cuidadosamente lidos o título, o resumo e as palavras-chave de cada artigo para analisar seu escopo. As discrepâncias ou dúvidas sobre a temática dos artigos foram resolvidas com a sua leitura completa. A Tabela 3 resume esses tópicos.

Tabela 3 - Principais tópicos da literatura do COVID-19 e consumo/comportamento do consumidor

Temas	Panorama do Tema	Nº de Artigos	% da Amostra
Mudanças no Comportamento do Consumidor	As mudanças no consumo, comportamento do consumidor e os novos hábitos que os consumidores adquiriram como o resultado da pandemia e medidas de isolamento	129	31%
Enfrentando o <i>Lockdown</i>	Como os consumidores enfrentavam as tanto emocionalmente quanto através de comportamentos específicos as restrições físicas e lidavam com as medidas de <i>lockdown</i>	67	16%
Busca e Compartilhamento de Informação	Como os consumidores estão procurando e compartilhado informações sobre a pandemia e o <i>lockdown</i> ?	59	14%
Efeitos Psicológicos	Quais são os efeitos psicológicos que a pandemia trouxe para a vida dos indivíduos?	56	13%
Comportamento de Vício	Como a pandemia e as medidas de isolamento afetaram os comportamentos de vício (eg. Apostas, drogas e consumo de álcool)?	46	11%
Mudanças no Consumo de Comida	Como a pandemia modificou o consumo de comida em aspectos relacionado a dieta, preocupação por segurança alimentar e o aumento no consumo de <i>fast-food</i> e <i>snacks</i> ?	35	8%
Compra por Pânico e Acumulação	Como os consumidores responderam à crise na saúde através do consumo compensatório, compra por pânico e comportamentos de acumulação?	24	6%

Fonte: Dados da pesquisa (2021).

Com a análise temática, pode-se identificar 7 temas que estão sendo as principais preocupações dos pesquisadores em relação aos efeitos da pandemia de COVID-19 sobre o consumo e o comportamento do consumidor. O primeiro tema da literatura é “*Mudanças no comportamento do consumidor*”. Este tópico é o que recebe mais atenção. A pesquisa tem se

concentrado em como a pandemia mudou o comportamento de compra (e.g Sebby, 2021; Kim et al., 2021), a adoção de tecnologia (e.g George e Sunny, 2021; Kim et al., 2021) e as percepções de risco (e.g Byrd et al., 2021; Baek et al., 2021). Os artigos deste *cluster* abordam as mudanças que a pandemia trouxe para o consumidor e para o ato de consumir.

O segundo tema é “*Enfrentando o Lockdown*”. Os artigos neste grupo discutiram como os indivíduos estão lidando com a pandemia e as medidas de isolamento. Principalmente os mecanismos de enfrentamento e comportamentos (e.g Princes & Budiwan, 2020; Ogueji et al., 2021;), mudanças de estilo de vida (e.g Kriaucioniene et al., 2020; Romero-Blanco et al., 2020) e experiências de distanciamento social (e.g Ares et al., 2021). O terceiro tema é a “*Busca e compartilhamento de informações*”, este grupo de artigos é composto por pesquisas sobre como os consumidores buscam/compartilham informações. Os artigos se concentram no uso de mídia social (e.g Dsouza et al., 2020; Basch et al., 2020; Naeem, 2021), sobrecarga de informações (e.g Ahmed, 2020; Hong & Kim, 2020) e os impactos das notícias no aumento de estresse e ansiedade (e.g Bendau et al., 2020; Boursier et al., 2020).

O quarto tema é “*Efeitos psicológicos*”, este grupo de artigos abordou os impactos psicológicos do COVID-19 no estresse, ansiedade e saúde mental geral (e.g Bourion et al., 2021; Wheaton et al., 2021; Wang et al., 2021). Os artigos nos ajudam a entender os efeitos da crise no consumidor e, assim, compreender como esses efeitos podem mudar a forma de viver do consumidor e sua relação com o ato de consumo.

O quinto tema é o “*Comportamento de Vício*”, os artigos deste grupo investigam como a pandemia e *lockdowns* tiveram impacto no consumo de álcool (e.g Schmits & Glowacz, 2021; Avery et al., 2020), consumo de drogas (e.g Dumas et al., 2020) e jogos de azar (e.g Lindner et al., 2020).

O sexto tema é as “*Mudanças no Consumo Alimentar*”, composto por artigos que investigam como a pandemia afetou o consumo de alimentos, investigando assim questões de mudanças nos comportamentos alimentares (e.g Marty et al., 2021), segurança alimentar (e.g Giordani & Bezerra, 2021) e estresse e alimentação emocional (e.g Al-Musharaf, 2020).

O sétimo tema é o “*Comportamento de compra por Pânico e Acumulação*”, este *cluster* se alinha profundamente com o tema “*Mudanças no comportamento do consumidor*”, no entanto, embora este último enfoque mudanças nos padrões de consumo, artigos neste sétimo tema discutem os comportamentos que os consumidores tinham logo no início da pandemia, como o armazenamento de produtos (e.g Lehberger et al., 2021) e compra por pânico (e.g Islam et al., 2021).

Ao investigar os tópicos explorados pela pesquisa, podemos entender como esse campo de pesquisa está se desenvolvendo. Em primeiro lugar, há uma predominância de estudos que discutem as mudanças nos hábitos e padrões de consumo, mostrando grande preocupação em como a pandemia tem afetado esse domínio. Em segundo lugar, o consumo e as compras não são as únicas preocupações; os pesquisadores também estão investigando os efeitos psicológicos, alimentares e de estilo de vida da crise nesse indivíduo. Assim, é necessário entender que esses fatores estão afetando os consumidores e, conseqüentemente, seus hábitos de consumo. Por fim, os tópicos mostram como vários domínios foram afetados por esta crise, portanto, precisamos investigar quantas dessas mudanças serão temporárias e permanentes.

A Tabela 4 apresenta a análise dos principais periódicos da base de dados, somente periódicos que publicaram mais de cinco artigos estão nesta tabela. Podemos concluir da lista de periódicos que apenas dois deles abordam exclusivamente o comportamento do consumidor/pesquisa do consumidor (*International Journal of Hospitality Management* e *Journal of Retailing and Consumer Services*).

Tabela 4 - Principais periódicos

Periódico	Foco do Periódico	Nº de Artigos	% da Amostra
<i>International Journal of Environmental Research and Public Health</i>	Ciências da Saúde Ambiental e Saúde Pública	30	7%
<i>Nutrients</i>	Nutrição Humana	19	5%
<i>Sustainability (Switzerland)</i>	Sustentabilidade Ambiental, Cultura, Econômica e Social dos Seres Humanos	17	4%
<i>Frontiers in Psychiatry</i>	Pesquisa translacional, básica e clínica	11	3%
<i>Frontiers in Psychology</i>	Ciências Psicológicas	9	2%
<i>International Journal of Hospitality Management</i>	Gestão de Hospitalidade	7	2%
<i>Journal of Medical Internet Research</i>	Tecnologia da Saúde	7	2%
<i>Journal of Retailing and Consumer Services</i>	Varejo, Estudos de Serviço, Comportamento do Consumidor de Decisões Gerenciais e Políticas	7	2%
<i>Plos One</i>	Multidisciplinar	7	2%

Fonte: Dados da pesquisa (2021).

Esse resultado mostra que os artigos estão sendo publicados em diversas áreas, o que pode apresentar algumas implicações importantes: 1) os pesquisadores de consumo precisam

olhar para outros campos de pesquisa para encontrar evidências empíricas e teóricas relevantes; 2) a comunicação e discussão dos resultados podem se tornar problemáticas, uma vez que a pesquisa é muito difusa; e 3) a colaboração entre diferentes áreas do conhecimento é fundamental para entendermos o efeito da crise.

A primeira e a segunda implicações podem ser resolvidas usando revisões de literatura, uma vez que seu papel é resumir a literatura e fornecer respostas baseadas em evidências para perguntas específicas (Trantfied et al., 2003; Arksey & O'Malley, 2005). Portanto, periódicos e pesquisadores devem estar preparados para conduzir e revisar esses artigos, pois podem ser uma grande fonte de dados nestes tempos desafiadores e complexos.

A terceira implicação leva os pesquisadores a um exercício coletivo, que é buscar conhecimento em diversos campos e entender que com o efeito da crise o consumidor e o ato de consumir mudaram. Assim, mais do que nunca, dados de psicologia, ciências sociais, ciências políticas, ciências ambientais ajudam a entender esta nova era de comportamento do consumidor e ajudarão a entender os desafios que esses consumidores estão enfrentando.

#RQ2) Quais são as mudanças na vida do consumidor que a literatura tem discutido?

#RQ3) Quais são as lacunas nas pesquisas sobre consumo/comportamento do consumidor e a pandemia COVID-19?

Analisou-se especificamente os artigos sobre "*Mudanças no comportamento do consumidor*" e "*Comportamento de compra por Pânico e Acumulação*" para explorar as mudanças na vida dos consumidores e também identificar os tópicos que estão sendo negligenciados pelos pesquisadores. A Tabela 5 mostra o resumo da análise de conteúdo realizada com esses artigos.

Tabela 5 - Análise de conteúdo

				Continua
	Código	Definição do Código	Ocorrências	%
Tópico	Change_BB	Mudanças nos Comportamentos de Compra	76	50%
	Panic_Stocking	Compra por Pânico e Estocagem	25	16%
	Risk_Percep	Percepção de Risco e Medo	17	11%
	Food_Deliv	Entrega de Comida	3	2%
	Tech_Inov	Adoção de Tecnologia e Inovação	17	11%

	Pro_Soc_Envir	Comportamento Prosocial e Preocupações Ambientais	15	10%
Domínio	Food	Comida	44	29%
	Plants	Plantas	1	1%
	Restaurants	Restaurantes	4	3%
	Hospitality	Hospitalidade	6	4%
	Fashion	Moda	2	1%
	Donation	Doação	1	1%
	Fin_Serv	Serviços Financeiros	10	7%
	Travel	Viagem	6	4%
	Tourism	Turismo	8	5%
	Hospital	Hospital	2	1%
	Books	Livros	1	1%
	Sports	Esportes	1	1%
	Tv/Movies	TV/Filmes	1	1%
	Environment	Meio Ambiente	9	6%
Gen_Dom	Domínio Geral	57	37%	
Método	Survey	Survey	87	57%
	Quant/Quali	Quantitativo e Qualitativo	9	6%
	Exper	Experimental ou Quasi-Experimental	11	7%
	Lit_Rev	Revisão de Literature	15	10%
	Quant	Quantitativo	10	7%
	Quali	Qualitativo	8	5%
	Concep	Conceitual	13	8%
Análise de Dados	SEM	Modelagem de Equação Estrutural	50	33%
	Cont_A	Análise de Conteúdo	6	4%
	Teo_Analy	Análise Teórica	28	18%
	Desc_Sta	Estatística Descritiva	29	19%
	Others	Outros	50	33%
País	USA	Estados Unidos	35	23%
	UK	Reino Unido	5	3%
	BR	Brasil	4	3%

China	China	17	11%
N_S_Korea	Coréia do Norte/Sul	7	5%
Global	Global	5	3%
Other	Outros Países	69	45%
Not_Dec	País Não-Declarado	17	11%

Fonte: Dados da pesquisa (2021).

Conclusão

Nota. A soma dos códigos específicos (ou seja, país e análise de dados) pode resultar em mais de 100%, porque alguns artigos têm amostras de dois ou mais países e também usam mais de um método.

A análise de conteúdo mostra a predominância de artigos que abordam as mudanças nos padrões de consumo e de compra (N = 76). Brewer e Sebby (2021) buscaram entender como os cardápios de entrega de restaurantes afetam a intenção de compra do consumidor. Esses autores argumentam que o apelo desse tipo de menu tem um impacto positivo no desejo dos consumidores por alimentos e nas intenções de compra.

Além disso, diversos artigos discutem os efeitos da resposta à crise no comportamento do consumidor. Hofmann et al. (2021) discutem o uso de máscaras no encontro de serviço e descobrem que o uso da máscara não causa exclusivamente emoções negativas e pode reduzir o risco percebido de contaminação por COVID-19.

Outro tópico de grande preocupação na literatura são as questões de compra por pânico e acumulação (N = 25). Os artigos deste tópico discutem os antecedentes desses comportamentos e como a pandemia e as medidas de *lockdown* ajudaram a desencadeá-los. Lehberger et al. (2021) investigaram as razões para estocar durante a pandemia. Os resultados da pesquisa empírica mostram as cinco razões para estocar (situação de incerteza; redução da frequência de compras; medo de escassez de alimentos; dinâmicas grupais; ausência de restaurantes) e cinco razões para não estocar (desnecessário; sem medo de escassez; *horading anyway*; altruísmo; absurdo).

Alguns artigos discutiram sistemas de distribuição de alimentos. Kim et al. (2021) investigaram o uso de *drones* para entrega e como a percepção dos consumidores de capacidade de inovação molda sua intenção de usá-lo. Troise et al. (2020) procuraram entender as intenções dos consumidores de usar aplicativos de entrega de comida. Os artigos deste *cluster* discutem como a pandemia mudou a maneira como os consumidores compram alimentos e sua aceitação da tecnologia neste serviço.

Explorando ainda mais as questões de tecnologia, há um conjunto de artigos que discutem Adoção de Tecnologia e Inovação (N = 17). Os artigos apresentam como as mudanças na vida dos consumidores desencadearam uma adoção mais rápida de ferramentas tecnológicas

para melhorar o bem-estar e ajudar no comportamento de compra. Kim et al. (2021) discutem a aceitação de robôs em hotéis. Os autores mostram que uma ameaça percebida influenciaria os consumidores a preferir hotéis com robôs. Além disso, George e Sunny (2021) investigam a adoção de carteiras eletrônicas para pagamento. Os artigos deste *cluster* se concentram principalmente na introdução de tecnologia em encontros de serviço e na adoção de opções de tecnologia em serviços financeiros.

Alguns artigos afirmam os efeitos da percepção de risco no comportamento do consumidor (N = 17). Byrd et al. (2021) abordam as percepções dos consumidores sobre os riscos em restaurantes e embalagens. Os autores descobriram que os consumidores tinham menos medo de obter COVID-19 dos alimentos em geral do que de restaurantes e de embalagens de alimentos. Baek et al. (2021) investigam questões de segurança com serviços de aluguel de moda. Os artigos deste grupo se concentram principalmente em como as preocupações com a segurança e o medo de contrair a doença influenciam as escolhas dos consumidores.

Por último, a pesquisa também destacou o comportamento pró-social e as preocupações ambientais causadas pela pandemia (N = 15). Van et al. (2021) discutem como a ideologia política e o quadro de mensagens podem afetar a doação. Terres et al. (2020) propõem uma discussão importante sobre como o consumo pró-social poderia ajudar a reduzir os impactos da pandemia e o distanciamento social. Esses artigos auxiliam a identificar mudanças no comportamento do consumidor em relação a questões sociais e ambientais, fornecendo também orientações para novos caminhos de pesquisa e políticas, visando o empoderamento dos consumidores.

Em relação ao domínio investigado pela literatura, o foco dos artigos ainda é a alimentação, com maior número de ocorrências (Tabela 5). A grande preocupação com o comportamento de compra por pânico e acumulação podem explicar a quantidade de pesquisas sobre alimentos. No entanto, é necessário ampliar a pesquisa em outros domínios para expandir nossa compreensão do impacto da pandemia no comportamento do consumidor.

Ao analisar as abordagens metodológicas, a pesquisa quantitativa ainda é predominante na amostra de artigos. A soma de todas as abordagens quantitativas (*survey*, quantitativa pura, quantitativa/qualitativa e experimentos) representa 76% de toda a amostra (N = 117). *Survey* ainda é a principal abordagem metodológica, com o uso da modelagem de equações estruturais para analisar os dados. Essas abordagens podem ser decorrentes de medidas de distanciamento

social, que levam a um aumento da dificuldade dos pesquisadores em realizar pesquisas qualitativas.

Para ajudar com o número reduzido de pesquisas qualitativas, Dodds e Hess (2020) discutem as lições sobre como adaptar os estudos e fornecer dados da pesquisa transformativa do consumidor. Os resultados mostram uma estrutura para ajudar os pesquisadores a alcançar consumidores vulneráveis de forma *online*. Naeem (2021) investigou o papel das mídias sociais na compra por pânico, o autor utilizou o método da entrevista telefônica para respeitar as medidas de distanciamento social. É importante discutir como abordar os consumidores nestes tempos difíceis e como conduzir melhor as pesquisas qualitativas respeitando as medidas de isolamento. Esses exemplos podem ajudar os pesquisadores, no entanto, pesquisas adicionais são necessárias.

Por último, as amostras dos artigos são principalmente dos Estados Unidos da América e da China e esses dados podem ser resultado de nossa extração de dados que incluiu apenas artigos em inglês. No entanto, é necessário destacar a necessidade urgente de investigar os efeitos da pandemia sobre os consumidores de outros países, principalmente os que estão sendo mais afetados pelo vírus. Pesquisas comparando as mudanças no comportamento do consumidor usando uma abordagem entre países pode fornecer evidências úteis sobre o efeito do COVID-19 no consumidor.

4 Discussões

4.1 Implicações para Pesquisa

Esta revisão de escopo teve como objetivo revisar sistematicamente a literatura sobre consumo e comportamento do consumidor no primeiro ano da pandemia de COVID-19. Para isso, realizou-se a análise bibliométrica, temática e de conteúdo.

A respeito da # RQ1 ('Qual é o estado da arte da literatura sobre a pandemia de COVID-19 e o consumo/comportamento do consumidor?'), identificou-se os principais tópicos discutidos na literatura sobre os efeitos da pandemia COVID-19 sobre o consumo e o comportamento do consumidor. No que diz respeito a # RQ2 ('Quais são as disrupções na vida do consumidor que a literatura tem discutido?') e # RQ3 ('Quais são as lacunas na pesquisa sobre consumo/comportamento do consumidor e a pandemia de COVID-19?'), foram identificadas importantes mudanças trazidas pela pandemia para a vida dos consumidores e detectou-se lacunas de pesquisa que precisam ser investigadas.

Em suma, a pesquisa sobre este tema trata principalmente de dois aspectos: os antecedentes do consumo e os novos padrões de consumo. Em relação aos antecedentes do consumo, pode-se destacar as pesquisas sobre os efeitos psicológicos dessa crise, como aumento do estresse e da ansiedade (e.g Bourion et al., 2021; Wheaton et al., 2021; Wang et al., 2021), comportamentos viciantes de drogas e álcool (e.g Schmits e Glowacz, 2021; Avery et al., 2020), as mudanças na rotina e estilo de vida (e.g Robinson et al., 2021), a busca de informações (e.g Dsouza et al., 2020; Basch et al., 2020) e compra por pânico e comportamentos de acumulação (Lehberger et al., 2021).

Esses artigos estão mais preocupados com o impacto da pandemia COVID-19 sobre o consumidor como um indivíduo, apresentando os desafios e as mudanças que ocorreram na vida dos consumidores. Outro grupo de artigos está mais preocupado com mudanças específicas de comportamento. Portanto, a pesquisa aborda os mecanismos de enfrentamento da crise e as medidas de isolamento (e.g Ogueji et al., 2021), as mudanças nos padrões de consumo e compra (e.g Sebby, 2021), a adoção de tecnologia e inovação (e.g Kim et al., 2021), o consumidor como um ser mais consciente e pró-social (e.g Van et al., 2021; Terres et al., 2020) e, por último, novos comportamentos que podem ser definitivos ou temporários, como questões de segurança (e.g Byrd et al., 2021).

As pesquisas se dividem principalmente em antecedentes do consumo e efeitos da crise no indivíduo devido às medidas de *lockdown* e, em como a pandemia alterou o consumo. A Figura 4 resume os resultados da pesquisa sobre os efeitos do primeiro ano da pandemia no comportamento do consumidor e dividindo os tópicos sobre as respostas iniciais (respostas a medidas de *lockdown* e os primeiros casos de COVID-19) e O Novo Normal (com a redução de medidas de distanciamento social e com o consumidor tendo mais oportunidades de voltar à normalidade).

Figura 4 - Efeitos da pandemia do COVID-19 no comportamento do consumidor



Fonte: Dados da pesquisa (2021).

Este artigo contribui para a literatura de marketing e comportamento do consumidor, fornecendo uma revisão do escopo da literatura que identifica os tópicos, métodos e discussões gerais sobre os efeitos da pandemia no consumo e no comportamento do consumidor. Os resultados resumem a literatura e orientam o desenvolvimento de novas pesquisas e o processo de tomada de decisão.

4.2 Implicações gerenciais

Embora o foco deste artigo não seja nas empresas, os resultados mostram como o comportamento do consumidor foi afetado por esta crise e, portanto, é fundamental que as empresas possam se adaptar a essas mudanças e fornecer um ambiente seguro para que os consumidores percebam menos risco de contrair a doença. O Risco percebido é relevante no processo de decisão de compra. Portanto, as empresas devem se esforçar para reduzi-lo. (e.g Byrd et al., 2021).

As mudanças nos padrões de consumo nesta crise também foram destacadas pela transformação digital. É necessário que as empresas se adaptem a estes tempos e adotem soluções tecnológicas e inovadoras. À medida que o comportamento do consumidor muda, as empresas devem mudar a maneira como vendem e fornecem serviços.

Para resumir, os resultados fornecem informações relevantes do ponto de vista da pesquisa e também gerencial. Neste momento desafiador, empresas e gestores precisam, mais do que nunca, usar os resultados da pesquisa acadêmica. Como a crise atinge o consumidor e o negócio, é necessário discutir esses temas em conjunto, ajudando a fornecer soluções para empoderar o consumidor.

5 Conclusão e sugestões de pesquisas futuras

O objetivo deste artigo foi revisar sistematicamente a literatura sobre consumo e comportamento do consumidor no primeiro ano da pandemia de COVID-19. Para atingir esse objetivo, conduziu-se uma revisão de escopo da literatura com artigos da *Scopus* e *Web of Science*. Analisou-se os artigos por meio de análise bibliométrica, temática e de conteúdo.

Os resultados indicam 7 tópicos principais na literatura: Mudanças no comportamento do consumidor; Enfrentando os *lockdowns*; Busca e compartilhamento de informações; Efeitos psicológicos; Comportamento de vício; Mudanças no consumo de alimentos; Comportamento de compra por pânico e acumulação. Os resultados mostram que além das preocupações com o consumo, os pesquisadores investigam também os antecedentes do consumo e o efeito da crise no comportamento individual.

Investigando mais os artigos sobre o comportamento do consumidor e a compra por pânico, identificou-se o maior interesse em mudanças nos comportamentos de compra. Os artigos utilizaram majoritariamente *surveys*, analisados por meio de modelagem de equações estruturais, cuja amostras são principalmente dos EUA e da China. A Tabela 6 mostra a agenda de pesquisa proposta para tópicos que precisam de investigação futura. Os artigos da revisão de escopo da literatura podem ajudar os pesquisadores no desenvolvimento de pesquisas futuras para compreender essas questões com mais profundidade.

Tabela 6 - Agenda de pesquisa

Tópico Principal	Questões Específicas
Consumidores Vulneráveis	Como a pandemia afetou as minorias? Que desafios a pandemia trouxe para o empoderamento dos consumidores? Qual o papel das políticas públicas na capacitação desses consumidores? Como os consumidores das minorias lidaram com a pandemia, pobreza e desemprego? Qual é o significado de vulnerabilidade após COVID-19?
Transformação Digital e Adoção de Tecnologia	Como a tecnologia mudou o dia a dia dos consumidores? Como a pandemia afetou a maneira como os consumidores veem a inovação? Quão relevante é a inovação para a intenção de compra dos consumidores?
Mudanças Temporárias, Resultados Permanentes	Como mudou a relação do consumidor com a saúde? Como os rituais de morte mudaram na pandemia? Que hábitos se perpetuarão após o fim da pandemia?
Empoderando o Consumidor	Como o apoio financeiro na pandemia ajuda os consumidores? Qual é o papel do governo no apoio a esses consumidores? Como a pesquisa de consumo pode ajudar o governo no desenvolvimento de políticas inclusivas?
Relações Sociais	Como a pandemia mudou a forma como os consumidores interagem? Como a pandemia mudou a forma como os consumidores influenciam as decisões de compra? Qual é o efeito da solidão trazida pela pandemia no comportamento do consumidor?
Lazer e Hábitos Futuros	Qual é o conceito de lazer na pandemia? Como o estilo de vida mudará após o fim da pandemia? Como o consumo compensatório se comportará durante e após a pandemia?

Fonte: Dados da pesquisa.

Apesar das informações significativas fornecidas neste artigo, algumas limitações precisam ser observadas. O tema é caracterizado por um número reduzido de pesquisas, aumentando a dificuldade em encontrar documentação fundamental para uma revisão da literatura. Com o passar do tempo, novas pesquisas surgirão e novas descobertas serão adicionadas à nossa compreensão deste tópico. Em relação ao aumento do número de artigos, a metodologia foi desenhada para ser replicada no futuro, para que outras revisões de literatura possam agregar novas pesquisas, outras bases de dados e artigos *ahead-of-print* como forma de tornar os resultados mais sólidos.

Apesar das limitações apontadas, este artigo tem implicações sociais e teóricas, uma vez que pode ajudar consumidores e organizações a sintetizar as pesquisas sobre o impacto do COVID-19 no consumo. A pesquisa sobre o consumidor tem o poder de identificar as mudanças fundamentais que essa pandemia trouxe para a vida das pessoas. Agora é momento de reunir a base teórica de que dispomos e questionar como podemos capacitar os consumidores neste momento difícil.

Referências

- Agarwal V & Sunitha B. K. (2020). COVID –19: Current Pandemic and Its Societal Impact. *International Journal of Advanced Science and Technology*, 29(5), 432-439. Retrieved From: <http://sersc.org/journals/index.php/IJAST/article/view/7285>
- Ahmed, S. T. (2020). Managing News Overload (MNO): The COVID-19 Infodemic. *Information*, 11(8), 375. Retrieved From: <https://doi.org/10.3390/info11080375>
- Alflayyeh, S. (2020). Theoretical Perspective Of Unusual Purchasing Tendencies During Pandemic Situation Of Covid-19. *European Journal of Molecular & Clinical Medicine*, 7(1), 3475-3482.
- Al-Musharaf, S. (2020). Prevalence and Predictors of Emotional Eating among Healthy Young Saudi Women during the COVID-19 Pandemic. *Nutrients*, 12(10), 2923. Retrieved From: <https://dx.doi.org/10.3390/nu12102923>
- Ares, G., Bove, I., Vidal, L., Brunet, G., Fuletti, D., Arroyo, Á., & Blanc, M. V. (2021). The experience of social distancing for families with children and adolescents during the coronavirus (COVID-19) pandemic in Uruguay: Difficulties and opportunities. *Children and Youth Services Review*, 121, 105906. Retrieved From: <https://dx.doi.org/10.1016/j.childyouth.2020.105906>
- Aria, M., & Cuccurullo, C. (2017). bibliometrix: An R-tool for comprehensive science mapping analysis. *Journal of informetrics*, 11(4), 959-975. Retrieved From: <https://dx.doi.org/10.1016/j.joi.2017.08.007>
- Arksey, H., & O'Malley, L. (2005). Scoping studies: towards a methodological framework. *International journal of social research methodology*, 8(1), 19-32. Retrieved From: <https://dx.doi.org/10.1080/1364557032000119616>
- Avery, A. R., Tsang, S., Seto, E. Y., & Duncan, G. E. (2020). Stress, anxiety, and change in alcohol use during the COVID-19 pandemic: findings among adult twin pairs. *Frontiers in Psychiatry*, 11. Retrieved From: <https://dx.doi.org/10.3389/fpsy.2020.571084>
- Baek, E., & Oh, G. E. G. (2020). Diverse values of fashion rental service and contamination concern of consumers. *Journal of business research*, 123, 165-175. Retrieved From: <https://dx.doi.org/10.1016/j.jbusres.2020.09.061>
- Basch, C. H., Hillyer, G. C., Zagnit, E. A., & Basch, C. E. (2020). YouTube coverage of COVID-19 vaccine development: implications for awareness and uptake. *Human va cines*

- & *immunotherapeutics*, 1-4. Retrieved From:
<https://dx.doi.org/10.1080/21645515.2020.1790280>
- Bendau, A., Petzold, M. B., Pyrkosch, L., Maricic, L. M., Betzler, F., Rogoll, J., ... & Plag, J. (2020). Associations between COVID-19 related media consumption and symptoms of anxiety, depression and COVID-19 related fear in the general population in Germany. *European archives of psychiatry and clinical neuroscience*, 1-9. Retrieved From:
<https://dx.doi.org/10.1016/j.psychres.2020.113559>
- Bourion-Bédès, S., Tarquinio, C., Batt, M., Tarquinio, P., Lebreuilly, R., Sorsana, C., ... & Baumann, C. (2021). Psychological impact of the COVID-19 outbreak on students in a French region severely affected by the disease: results of the PIMS-CoV 19 study. *Psychiatry research*, 295, 113559. Retrieved From:
<https://dx.doi.org/10.1016/j.psychres.2020.113559>
- Boursier, V., Gioia, F., Musetti, A., & Schimmenti, A. (2020). Facing loneliness and anxiety during the COVID-19 isolation: the role of excessive social media use in a sample of Italian adults. *Frontiers in Psychiatry*, 11. Retrieved From:
<https://dx.doi.org/10.3389/fpsy.2020.586222>
- Braun, V., & Clarke, V. (2006). Using thematic analysis in psychology. *Qualitative research in psychology*, 3(2), 77-101. Retrieved From:
<https://dx.doi.org/10.1191/1478088706qp063oa>
- Brewer, P., & Sebby, A. G. The effect of online restaurant menus on consumers 'purchase intentions during the COVID-19 pandemic. *International Journal of Hospitality Management*, 94, 102777. Retrieved From: <https://dx.doi.org/10.1016/j.ijhm.2020.102777>
- Byrd, K., Her, E., Fan, A., Almanza, B., Liu, Y., & Leitch, S. Restaurants and COVID-19: What are consumers 'risk perceptions about restaurant food and its packaging during the pandemic?. *International Journal of Hospitality Management*, 94, 102821. Retrieved From:
<https://doi.org/10.1016/j.ijhm.2020.102821>
- Campbell, B. L., Rihn, A. L., & Campbell, J. H. (2021). Impact of the Coronavirus pandemic on plant purchasing in Southeastern United States. *Agribusiness*, 37(1), 160-170. Retrieved From: <https://dx.doi.org/10.1002/agr.21685>
- Carracedo, P., Puertas, R., & Marti, L. (2020). Research lines on the impact of the COVID-19 pandemic on business. A text mining analysis. *Journal of Business Research*, 132, 586-593. Retrieved From: <https://dx.doi.org/10.1016/j.jbusres.2020.11.043>
- Chenarides, L., Grebitus, C., Lusk, J. L., & Printezis, I. (2021). Food consumption behavior during the COVID-19 pandemic. *Agribusiness*, 37(1), 44-81. Retrieved From:
<https://dx.doi.org/10.1002/agr.21679>
- D'Souza, R. S., D'Souza, S., Strand, N., Anderson, A., Vogt, M. N., & Olatoye, O. (2020). YouTube as a source of medical information on the novel coronavirus 2019 disease (COVID-19) pandemic. *Global public health*, 15(7), 935-942. Retrieved From:
<https://dx.doi.org/10.1080/17441692.2020.1761426>

- Dodds, S., & Hess, A. C. (2020). Adapting research methodology during COVID-19: lessons for transformative service research. *Journal of Service Management*, 32(2), 203-217. Retrieved From: <https://dx.doi.org/10.1108/JOSM-05-2020-0153>
- Dumas, T. M., Ellis, W., & Litt, D. M. (2020). What does adolescent substance use look like during the COVID-19 pandemic? Examining changes in frequency, social contexts, and pandemic-related predictors. *Journal of Adolescent Health*, 67(3), 354-361. Retrieved From: <https://dx.doi.org/10.1016/j.jadohealth.2020.06.018>
- George, A., & Sunny, P. (2021). Developing a Research Model for Mobile Wallet Adoption and Usage. *IIM Kozhikode Society & Management Review*, 10(1), 82-98. Retrieved From: <https://dx.doi.org/10.1177/2277975220965354>
- Giordani, R. C. F., & da Costa, I. B. The Pandemic Health Crisis and Its Implications for Food and Nutritional Security in Latin America. *Portuguese Journal of Public Health*, 38(2), 1-10. Retrieved From: <https://dx.doi.org/10.1159/000512958>
- Hofmann, V., Stokburger-Sauer, N. E., Wanisch, A., & Hebborn, H. (2021). Masked smiles matter—employee verbal expertise and emotion display during COVID-19. *The Service Industries Journal*, 41(1-2), 107-137. Retrieved From: <https://dx.doi.org/10.1080/02642069.2021.1873296>
- Hong, H., & Kim, H. J. (2020). Antecedents and Consequences of Information Overload in the COVID-19 Pandemic. *International Journal of Environmental Research and Public Health*, 17(24), 9305. Retrieved From: <https://dx.doi.org/10.3390/ijerph17249305>
- Islam, T., Pitafi, A. H., Arya, V., Wang, Y., Akhtar, N., Mubarik, S., & Xiaobei, L. (2021). Panic buying in the COVID-19 pandemic: a multi-country examination. *Journal of Retailing and Consumer Services*, 59, 102357. Retrieved From: <https://dx.doi.org/10.1016/j.jretconser.2020.102357>
- João, B. N., & Pastore, R. (2019). Research in Omnichannel retail: a systematic review and quantitative content analysis. *Revista Brasileira de Marketing*, 18(4), 154-176. Retrieved From: <https://doi.org/10.5585/remark.v18i4.16388>
- Khurshid, A., & Khan, K. (2021). How COVID-19 shock will drive the economy and climate? A data-driven approach to model and forecast. *Environmental Science and Pollution Research*, 28(3), 2948-2958. Retrieved From: <https://dx.doi.org/10.1007/s11356-020-09734-9>
- Kim, J. J., Kim, I., & Hwang, J. A change of perceived innovativeness for contactless food delivery services using drones after the outbreak of COVID-19. *International Journal of Hospitality Management*, 93, 102758. Retrieved From: <https://dx.doi.org/10.1016/j.ijhm.2020.102758>
- Kim, R. Y. (2020). The Impact of COVID-19 on Consumers: Preparing for Digital Sales. *IEEE Engineering Management Review*, 48(3), 212-218. Retrieved From: <https://dx.doi.org/10.1109/EMR.2020.2990115>
- Kim, S. S., Kim, J., Badu-Baiden, F., Giroux, M., & Choi, Y. Preference for robot service or human service in hotels? Impacts of the COVID-19 pandemic. *International Journal of*

- Hospitality Management*, 93, 102795. Retrieved From: <https://dx.doi.org/10.1016/j.ijhm.2020.102795>
- Kirk, C. P., & Rifkin, L. S. (2020). I'll trade you diamonds for toilet paper: Consumer reacting, coping and adapting behaviors in the COVID-19 pandemic. *Journal of Business Research*, 117, 124-131. Retrieved From: <https://dx.doi.org/10.1016/j.jbusres.2020.05.028>
- Kriaucioniene, V., Bagdonaviciene, L., Rodríguez-Pérez, C., & Petkeviciene, J. (2020). Associations between changes in health behaviours and body weight during the COVID-19 quarantine in Lithuania: the Lithuanian COVIDiet Study. *Nutrients*, 12(10), 3119. Retrieved From: <https://dx.doi.org/10.3390/nu12103119>
- Lehberger, M., Kleih, A. K., & Sparke, K. Panic buying in times of coronavirus (COVID-19): Extending the theory of planned behavior to understand the stockpiling of nonperishable food in Germany. *Appetite*, 105118. Retrieved From: <https://dx.doi.org/10.1016/j.appet.2021.105118>
- Lindner, P., Forsström, D., Jonsson, J., Berman, A. H., & Carlbring, P. (2020). Transitioning Between Online Gambling Modalities and Decrease in Total Gambling Activity, but No Indication of Increase in Problematic Online Gambling Intensity During the First Phase of the COVID-19 Outbreak in Sweden: A Time Series Forecast Study. *Frontiers in public health*, 8, 554542. Retrieved From: <https://dx.doi.org/10.3389/fpubh.2020.554542>
- Marty, L., de Lauzon-Guillain, B., Labesse, M., & Nicklaus, S. (2021). Food choice motives and the nutritional quality of diet during the COVID-19 lockdown in France. *Appetite*, 157, 105005. Retrieved From: <https://dx.doi.org/10.1016/j.appet.2020.105005>
- Munn, Z., Peters, M. D., Stern, C., Tufanaru, C., McArthur, A., & Aromataris, E. (2018). Systematic review or scoping review? Guidance for authors when choosing between a systematic or scoping review approach. *BMC medical research methodology*, 18(1), 1-7. Retrieved From: <https://dx.doi.org/10.1186/s12874-018-0611-x>
- Naeem, M. (2021). Do social media platforms develop consumer panic buying during the fear of Covid-19 pandemic. *Journal of Retailing and Consumer Services*, 58, 102226. Retrieved From: <https://dx.doi.org/10.1016/j.jretconser.2020.102226>
- Ogueji, I. A., Okoloba, M. M., & Ceccaldi, B. M. D. (2021). Coping strategies of individuals in the United Kingdom during the COVID-19 pandemic. *Current Psychology*, 1-7. Retrieved From: <https://dx.doi.org/10.1007/s12144-020-01318-7>
- Paredes, M. R., Apaolaza, V., Fernandez-Robin, C., Hartmann, P., & Yañez-Martinez, D. (2021). The impact of the COVID-19 pandemic on subjective mental well-being: The interplay of perceived threat, future anxiety and resilience. *Personality and Individual Differences*, 170, 110455. Retrieved From: <https://dx.doi.org/10.1016/j.paid.2020.110455>
- Princes, E., & Budiwan, T. I. (2020). The Test Of Humanity During The COVID-19 Situation In Indonesia. *European Journal of Molecular & Clinical Medicine*, 7(8), 435-445.
- Robinson, E., Gillespie, S., & Jones, A. (2020). Weight-related lifestyle behaviours and the COVID-19 crisis: An online survey study of UK adults during social lockdown. *Obesity science & practice*, 6(6), 735-740. Retrieved From: <https://dx.doi.org/10.1002/osp4.442>

- Romero-Blanco, C., Rodríguez-Almagro, J., Onieva-Zafra, M. D., Parra-Fernández, M. L., Prado-Laguna, M. D. C., & Hernández-Martínez, A. (2020). Physical activity and sedentary lifestyle in university students: Changes during confinement due to the COVID-19 pandemic. *International Journal of Environmental Research and Public Health*, 17(18), 6567. Retrieved From: <https://dx.doi.org/10.3390/ijerph17186567>
- Rowley, J., & Keegan, B. J. (2020). An overview of systematic literature reviews in social media marketing. *Journal of Information Science*, 46(6), 725-738. Retrieved From: <https://dx.doi.org/10.1177/0165551519866544>
- Schmits, E., & Glowacz, F. (2021). Changes in alcohol use during the COVID-19 pandemic: impact of the lockdown conditions and mental health factors. *International journal of mental health and addiction*, 1-12. Retrieved From: <https://dx.doi.org/10.1590/0102-311x00124520>
- Sheth, J. (2020). Impact of Covid-19 on consumer behavior: Will the old habits return or die?. *Journal of Business Research*, 117, 280-283. Retrieved From: <https://dx.doi.org/10.1016/j.jbusres.2020.05.059>
- Terres, M. da S., Rohden, S. F., Vedolin, L., Machado, B. F. H., Magnus, K., Altmann, A., & Schiavon, D. E. B. (July/Sept. 2020). The COVID-19 Pandemic: paths for future research in marketing involving the regulatory role of prosocial consumption. *Brazilian Journal of Marketing*, 19(3), 611-641. Retrieved From: <https://doi.org/10.5585/remark.v19i3.17103>
- Tranfield, D., Denyer, D., & Smart, P. (2003). Towards a methodology for developing evidence-informed management knowledge by means of systematic review. *British journal of management*, 14(3), 207-222. Retrieved From: <https://dx.doi.org/10.1111/1467-8551.00375>
- Troise, C., O'Driscoll, A., Tani, M., & Prisco, A. (2020). Online food delivery services and behavioural intention—a test of an integrated TAM and TPB framework. *British Food Journal*, 123(2), 664-683. Retrieved From: <https://dx.doi.org/10.1108/BFJ-05-2020-0418>
- Vaismoradi, M., Turunen, H., & Bondas, T. (2013). Content analysis and thematic analysis: Implications for conducting a qualitative descriptive study. *Nursing & health sciences*, 15(3), 398-405. Retrieved From: <https://dx.doi.org/10.1111/nhs.12048>
- Van Eck, N. J., & Waltman, L. (2010). Software survey: VOSviewer, a computer program for bibliometric mapping. *scientometrics*, 84(2), 523-538. Retrieved From: <https://dx.doi.org/10.1007/s11192-009-0146-3>
- van Esch, P., Cui, Y. G., & Jain, S. P. The effect of political ideology and message frame on donation intent during the COVID-19 pandemic. *Journal of Business Research*, 125, 201-213. Retrieved From: <https://dx.doi.org/10.1016/j.jbusres.2020.12.040>
- Verma, S., & Gustafsson, A. (2020). Investigating the emerging COVID-19 research trends in the field of business and management: A bibliometric analysis approach. *Journal of Business Research*, 118, 253-261. Retrieved From: <https://dx.doi.org/10.1016/j.jbusres.2020.06.057>

Wang, X., Wong, Y. D., & Yuen, K. F. (2021). Rise of 'Lonely' Consumers in the Post-COVID-19 Era: A Synthesised Review on Psychological, Commercial and Social Implications. *International journal of environmental research and public health*, 18(2), 404. Retrieved From: <https://dx.doi.org/10.3390/ijerph18020404>

Wheaton, M. G., Prikhidko, A., & Messner, G. (2020). Is fear of COVID-19 contagious? The effects of emotion contagion and social media use on anxiety in response to the coronavirus pandemic. *Frontiers in psychology*, 11, 3594. Retrieved From: <https://dx.doi.org/10.3389/fpsyg.2020.567379>

Zhu, J., & Liu, W. (2020). A tale of two databases: The use of Web of Science and Scopus in academic papers. *Scientometrics*, 123(1), 321-335. Retrieved From: <https://dx.doi.org/10.1007/s11192-020-03387-8>