

1. MISHRA, Anjan. A REVIEW ON CHANGED CONSUMER BEHAVIOR DURING COVID-19 CRISIS. *A REVIEW ON CHANGED CONSUMER BEHAVIOR DURING COVID-19 CRISIS*. Haldia Institute of Technology, 2020, 5. ISSN 2204-1990. Dostupné z: doi:10.47750/cibg.2020.26.02.274

The article emphasizes the importance of spirituality in modern consumerism and exhorts marketing academics to investigate and comprehend consumer needs and feelings while making "what is enough" purchases in a marketing context. It implies that comprehending this behavior will be essential to ensuring that the current corporate model survives the COVID crisis. To find potential links of this compelled consumer behavior, the author advises looking at additional traits including age, personality, nationality, culture, simplicity, adapting to crises, and learning from crises. The author also suggests looking into intriguing issues like whether or not this spiritual aspect of consumer behavior will drop in the event of COVID-19.

2. Gu, S.; Slusarczyk, B.; Hajizada, S.; Kovalyova, I.; Sakhbieva, A. Impact of the COVID-19 Pandemic on Online Consumer Purchasing Behavior. *J. Theor. Appl. Electron. Commer. Res.* 2021, 16, 2263–2281. <https://doi.org/10.3390/jtaer16060125>

An increase in visits to online supermarkets was seen, according to an analysis of web traffic during the COVID-19 epidemic, indicating that online shoppers were committed to doing their daily shopping. As a result, consumer behavior remained consistent. The study also discovered a growing correlation between online buying behavior and traits of the reflexive consumer.

Consumer Awareness, Experience, and Introversiveness initially had the greatest influence on online purchase behavior, with other components having little to no effect. Yet, as the pandemic wore on, consumer awareness, experience, and promptness in making decisions all grew, but introversion's influence shrank. A minor correlation between introversion, promptness in decision-making, and consistency of online purchasing behavior was discovered by the study

Due to their increased familiarity and decreased e-commerce avoidance, customers are now less comfortable making decisions. The study shows a change in the variables affecting online shoppers' purchasing decisions during the COVID-19 epidemic. Online purchases were increasingly influenced by decision-making speed.

3. Valaskova, K.; Durana, P.; Adamko, P. Changes in Consumers' Purchase Patterns as a Consequence of the COVID-19 Pandemic. *Mathematics* 2021, 9, 1788. <https://doi.org/10.3390/math9151788>

According to research, the COVID-19 epidemic has significantly altered typical customer behavior and led to new shopping patterns. Customers are now required to take more time making judgments, limit their purchases to necessities, and go shopping less frequently. According to the study, age, income, and industry of employment are the primary factors influencing changes in consumer behavior. The respondents' gender has little bearing on the alterations that were noticed. Money has a significant impact on consumer preferences for private-label products as well as changes in buying habits. Consumer behavior has been significantly impacted by the pandemic overall, and businesses must recognize these developments in order to respond appropriately and remain viable. Several of the limitations of the current studies on alterations in consumer behavior during the COVID-19 epidemic should be addressed by more research. Future research, for instance, might go beyond a single-country analysis to look at how consumers in various locations or cultures are coping with the pandemic. Studies could also examine how other demographic characteristics, including family size or education level, affect customer behavior.