

Chapter 3

APPLICATION OF HEALTH BELIEF MODEL TO CONSUMER BEHAVIOUR IN THE CONTEXT OF COVID-19

Eslavath RAJKUMAR¹

John ROMATE²

R. LAKSHMI³

INTRODUCTION

A single-stranded Ribonucleic acid virus, SARS- CoV-2 (COVID-19), or Corona is a Latin word which means “Crown” because of the comparability of its spikes to a crown (Baloch, 2020). COVID-19 pandemic which is characterized by cough, fatigue, difficulty in breathing, fever, and few other respiratory tract symptoms (Chen et al.,2019; Wang et al.,2019& Yang, et al.,2019); is the third coronavirus pneumonia after the series of SARS-CoV and MERS-CoV in the previous twenty years (Ge, Wang, et al., 2020). The present outbreak has had severe consequences in many aspects all around the world that it doesn't seem like any nation will be unaffected. WHO has declared the outbreak caused by a coronavirus which originated in the city of Wuhan, China; as the public health emergency of international concern (PHEIC) (Zarocostas, 2020), and it's widespread is seen worldwide in 216 nations, terrains, or areas and also responsible for 680 894 confirmed fatalities and 17 660 523 confirmed cases as of GMT+5: 30 on 2 August 2020 (WHO, 2020). Up to this point, COVID-19 carries on to be a challenge to global public health. The virus is disseminating

¹ Dr Eslavath Rajkumar, Assistant Professor, Department of Psychology, Central University of Karnataka, rajueslavath@gmail.com

² Prof John Romate, Head of the Department, Department of Psychology, Central University of Karnataka, romatejohn@gmail.com

³ Ms. R Lakshmi, Research Scholar, Department of Psychology, Central University of Karnataka.

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