

# Chapter 8

## THE BLACK BOX AND MEANS-END CHAIN MODEL OF CONSUMER BUYING BEHAVIOR AND EVALUATION OF COVID-19

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### INTRODUCTION

The World Health Organization (WHO) defined Covid-19 as a pandemic worldwide on March 11, 2020. In this sense, “pandemic” is an epidemic situation that develops from person to person and between different countries. It has been observed that the pandemic process creates pressure and fear on consumers. In the first stage, facemask, disinfectant and cologne products were in high demand by the consumers. Product stocks were depleted in the stores in a very short time. As a result of events that occur periodically and affect the society in general, the instant needs of consumers also change. While these events create a change in the society, consumers behave according to the current situation. The 2020 Covid-19 pandemic has influenced the purchasing behavior of consumers. Instant consumption needs, daily changing demands, and new consumption habits were triggered. Researchers have previously examined consumer behavior and social problems in situations such as major social events and natural disasters (Griffith et al., 2016; Larson & Shin, 2018). Also, Mathur et al., (2003) state that stressful events that concern society leads to different consumption habits and changes. Risk aversion behavior is observed in consumers after large-scale events such as Covid-19. From this point of view, consumers tend to resist boredom by stocking products, renewal or

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