

# **Understanding The Consumer Behaviour During COVID-19 Pandemic**

**Editor**

**Murat GÜLMEZ**

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## PREFACE

The world is evolving and changing faster than ever before. The environment, society and economics markets change rapidly. Only organisations and people who can keep up with this pace could be able to function and thrive in this diverse environment. In order to succeed, continual creativity and a constant law of improvement must be implemented by the companies. Especially the recent COVID-19 pandemic affects all the countries and the human population in the world. The society felt the threat and acted accordingly during the pandemic. This changed the rules of game for many actors in society. The governments are struggling to control the situation, a panic is spreading to the society at all levels and the businesses are acting with survival instincts. The whole situation could almost be characterized as chaos. To survive and to cope with this crisis many countries and organizations act in various ways. The business and logistics stopped in many sectors when there was a lock down in certain regions of the world. The flow of goods and materials stopped or slowed down in many sectors which was a big problem for companies to continue their operations. To cope with the changing environment and consumers the companies must get to know what are their consumer's wants and needs. They have to understand how and why they behave in certain ways. This book is an attempt to understand how consumers behave during the COVID-19 pandemic. A group of academicians get together from different disciplines mainly marketing, management and finance to discover how consumers respond during the pandemic and how some of our theories work under COVID-19 conditions. I thank all contributors for their valuable contribution to our book and I hope this book will help other scholars and students to understand the consumer behavior during COVID-19 pandemic.

Dr. Murat GÜLMEZ

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