

Chapter 1

CONSUMER BEHAVIOR DURING THE COVID-19 PANDEMIC FROM THE PERSPECTIVE OF THE FUNDAMENTAL MOTIVES FRAMEWORK

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INTRODUCTION

Today, mankind has come face to face with an outbreak that has taken life to a standstill in all countries around the world. . In December 2019, the disease, which came to the fore with many patients in the seafood market in Wuhan's Hubei province in the People's Republic of China impacted the entire world in a short period. The World Health Organisation (WHO) proclaimed Covid-19 a pandemic by announcing that 118 thousand cases had occurred in 114 countries and that 4 thousand 291 people had died as of 11 March due to an epidemic affecting many countries particularly Asian countries, after China. It has been announced that the Covid-19 epidemic's spread rate cannot be prevented, and it was seen in 63 million people worldwide as of December (WHO, 2020). Countries are obliged to take strict measures against Covid-19, which has rapid transmission and highly fatal effects in order to protect public health (Telli Yamamoto and Altun, 2020). Countries are also implementing prohibitions one by one to create social distance in order to reduce the spread of the virus and create time for treatment and development efforts. Among all the social impact the epidemic affected the consumer behavior dramatically as

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