POST-COVID-19 SOCIAL MARKETING STRATEGY: REORIENTING PRODUCTION, CONSUMPTION, AND CONSUMER BEHAVIOUR

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Abstract

The COVID-19 pandemic is almost over, but its economic and business consequences will continue to be felt for years. There were already warnings of the need for an increased role of social marketing due to environmental and human health concerns. Still, experience from the pandemic has made it mandatory in many sectors. Faced with the consequences of the pandemic, many changes are being witnessed in the post-pandemic era in production, consumption, and consumer behaviour that this paper will explore. By reviewing the literature, the prospects, and challenges of social marketing in the post-COVID-19 era are examined, observing recent global trends. A systematic review of qualitative and quantitative evidence was done by browsing scientific papers and relevant literature. Findings suggest that social marketing is experiencing a reverse trend, which implies that reorienting production, consumption, and consumer behaviour is not happening as many would have expected in the post-COVID-19 period. According to the United Nations (UN) World Economic Situation and Prospects Report, the prospects for a robust global economic recovery remain dim due to the lingering effects of the COVID-19 pandemic, which include persistent inflation, rising interest rates, and heightened uncertainties (UN News, 2023). The contribution of this paper is the findings and conclusions of policy measures in social marketing that are more reorienting in the long run than simply adopted in the short run.

Keywords: Post-COVID-19, Digital Marketing, Production, Consumption, Consumer Behaviour

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1. INTRODUCTION

While the global economy is still recovering, in some places with a faster and others with a slower rate, the recovery is quite different from the previous great crises. Cyclical developments were understood and analysed, and respective reforms were implemented for the recovery. However, the 21st century is frequently witnessing great crises in which behaviour is manifested differently. Therefore, the measures for recovery have been a challenging task. Undoubtedly, the most severe economic crisis with widespread effects on almost all human activities is COVID-19. Compared to previous major pandemics, both the economic and social consequences of COVID-19 are significantly greater, which has influenced 220 countries with more than 195 million confirmed cases and over 4.1 million deaths worldwide (Brzustewicz & Singh, 2021).

Any scholar agrees that this crisis is unique and is changing the world. It certainly is changing or transforming the economy in many ways. As the Brookings Institution notes the pandemic has accelerated existing economic trends, such as automation and digital transformation, leading to significant changes in the workforce and business operations (Muro et al., 2020). Therefore, apart from the focus on economic recovery, we must consider profound changes that are taking place through this recovery or make the economy run much differently than ever before. Although society has been hit by several pandemics in the past, it is difficult to estimate the long-term economic, behavioural, or societal consequences as these aspects have not been studied to a great extent in the past (Donthu & Gustafsson, 2020).

The global economy was already undergoing a significant transformation during COVID-19, with many sectors downsizing and some others rising. What is being felt once this crisis is over or continues with negligible impact, is an adaptation to a different environment. Given the massive state intervention through regulation and economic support packages, the recovery is more about large-scale reorienting economic development rather than economic recovery itself. Some economic sectors will not be recovered from the pre-pandemic, and they will just be experiencing a further decline, and adopt a different way of operation or transformation. The World Bank Group reports that the global economy is experiencing a pronounced slowdown, with developing economies facing heightened risks due to inflation, debt, and inequality (World Bank Group, 2022). Among the sectors experiencing growth or becoming more fashionable than ever before, is social marketing.

There is no question that social marketing in post-COVID-19 is gaining prominence more than ever before as it is proven that the common good must supersede commercial marketing and individual behaviour. To achieve the social goal in marketing, compulsory intervention measures on individuals by the government may be needed. The best example is mandatory vaccination on a global scale with at least one vaccine against COVID-19. Some people were reluctant to get vaccinated, but they had to because they were interacting with many others. Behavioural sciences, and social marketing both offer strategies that can be effectively employed to overcome vaccine hesitancy (Evans & French, 2021). Businesses, those in the service sector and public shopping, started applying a rule for consumers to get two vaccines to let them in, which as we all know had its effects. What is now required, has already been proposed even earlier by researchers such as Lefebvre (2013) to explore innovative strategies for social well-being, public norms, markets, and individual consumer behaviour.

How social marketing may evolve in the future is already being witnessed by the lessons learned from consequences of the COVID-19 and subsequent measures undertaken for its aftermath. The consensus has come to the point of the Latin proverb “*Mens sana in corpore sano*” (a healthy mind in a healthy body) both for businesses and consumers, i.e., health should come first. The question is “How to improve or increase material well-being and reduce the costs of harmful effects of both production and consumption?” The setting of standards and guidelines for food safety such as Hazard Analysis and Critical Control Points (HACCP) is part of social marketing, among others. Yet, additional standards may come into play in the post-COVID-19 era as social marketing is gaining more attention and importance over commercial marketing. However, without the latter, there will not be the former. What the current business and consumption are witnessing is not only adoption to new circumstances but also a reorientation. These two concepts have similarities but also differences. Adoption implies going along with what is happening or is underway. Reorientation is a pre-planned move, or what course should business development and consumer behaviour take for the common good? That is exactly what social marketing strives for, especially after what COVID-19 has taught us.

To produce a useful and credible review paper we relied on a systemic approach. Being systematic (versus ad hoc) in search procedures helps ensure that the body of literature reviewed is as comprehensive as possible (Hulland & Houston, 2020). Performing systematic reviews of qualitative and quantitative evidence is challenging because of the multiple synthesis options. The findings guide how to combine qualitative and quantitative evidence. Also, recommendations are made to improve the conducting and reporting of this type of review (Hong et al., 2017).

This paper will investigate the prospects and challenges of social marketing in the post-COVID-19 era by observing recent global trends. It certainly does not underestimate potential uncertainties such as new variants of the pandemic which at present appear less harmful to the environment, people, and businesses. Under these circumstances, the contribution of this paper is in finding and recommending the policy measures in social marketing that are more reorientation rather than just adoptive. The lessons from previous great crises such as the 2008–2009 global financial crisis, the 2009–2010 European debt crisis, and the 2015 migration crisis, have shown that each crisis is manifested in a different way which required different approaches in response to recovery. And so was quite different the COVID-19 crisis and accelerated climate changes. Therefore, the policy measures which affect social marketing and consumer behaviour, are viewed in this paper as an ongoing process of reorientation in the way of production and consumption in the medium to long run rather than expecting to recover many aspects of the current behaviour. To justify the reorientation over adoption, the paper begins with the hypothesis that the latter is a more careless approach facing uncertainties, while the former is a planned strategic move for healthier and more social marketing in the long term.

The remainder of the paper is organized as follows. Section 2 reviews the relevant literature. Section 3 is the methodology that has been used, under Section 4 is the results and discussion. At the end, Section 5 presents the conclusions.

2. LITERATURE REVIEW

Social marketing does promote a healthier way of doing business, protecting the environment, and making consumers behave more carefully. All this is for a simple objective — the common good or reducing social problems. Glanz et al. (2008) recognized the needed strategies for social behaviour to change or be modified but considered three components to make it work. First, human and consumer behaviour are dependent on education, knowledge, and skills. Second, rules and regulations are necessary to be imposed upon businesses and consumers due to resistance to change. Third, many people are aware of the needed changes but become reluctant to implement them. Therefore, this gap can be filled by social marketing strategies. The strategies of social marketers, among others, (Andersen, 2002), do not possibly consider the social interests of all, thus they should rely on marketing differentiation and segmentation by groups of people, lifestyles, values, behaviour, gender, and cultural commonalities. While this is more or less similar to commercial marketing, lessons from the difficulties of COVID-19 have raised the need for more innovative strategies and segmentations.

During the pandemic, numerous consumers were grounded to their homes with limited external access except for the internet, due to lockdown and other social distancing measures (He & Harris, 2020). After experiencing months and different periods of restrictions such as lockdowns and a travel ban, consumers have become aware of which area they should behave more socially. They quickly got used to spending more on health protection measures such as getting the needed information from the state agency about anti-pandemic measures such as wearing a face mask, washing hands, using sanitary products, covering the mouth when coughing, and keeping social distance. All these costs are borne by the consumer, including a polymerase chain reaction (PCR) test, while the vaccination is covered by the state agency. Although the consumers do not like such impositions and costs, the result is shown by encouraging greater hygiene and better social behaviour, especially in closed environments (Nejad et al., 2021). This was also confirmed by (Fujii et al., 2021) in their study with 5945 respondents in six countries (USA, China, UK, Japan, Italy, and South Korea) during the initial phase of lockdown where the results, despite some parts being heterogeneous, showed that public perception was a common factor in encouraging a preventive behaviour from the risk of the COVID-19 consequences.

One of the most relevant characteristics of social media platforms in this pandemic has been the rapid dissemination of protocols at regional, national, and international levels. Sharing protocols about treatment, personal protection equipment, or even proposals for fair allocation in scarce medical resource settings has now become the new normal (González-Padilla & Tortolero-Blanco, 2020). While social marketing for decades has striven for more rational consumer behaviour, COVID-19 had a profound impact on some sort of degeneration such as social problems, less healthy lifestyles, education, social injustice, working environment, behavioural change, and economic crisis.

As consumers, people were afraid to frequent public spaces for both social and commercial purposes. Circumstances created by the Coronavirus brought to the top of the consequences some long-term trends regarding consumers: orientation towards meeting basic needs is the priority trend; conscious consumption is a growing trend; focus on health (Danciu, 2021).

A variety of strategies has been introduced by the governments which can be summarized into three main categories: 1) strict control, 2) unlimited contribution, and 3) approximate rationality. All of these applications with limited resources associated with innovative digital marketing techniques if circumstances require or persist (Wang et al., 2021). Pilishvili et al. (2021) found that certain factors such as risk, persistence, and discontinuation differ in their coverage and the number of Coronavirus disease infections in 2019. The time period was divided into three phases with the flow of the number of infections and the changes in the news coverage of the phases that can already be distinguished: 1) onset of the crisis, 2) peak and blockade, and 3) management during the crisis.

After the COVID-19 restriction measures were eased during the summer of 2020, a trend of a greater movement of people, goods, and services followed, but in many businesses, the supply chain was disrupted, and overall economic activity declined. As a result of accumulated demand and lower supply, consumer price indices rose along with rising unemployment until this transition finds a way out of the crisis and reorienting economic development, to which consumer behaviour must be adopted. So far, it has turned out to be difficult. The pressure to lift all restrictions to revive economic activity and raise awareness that the risk is over has been given a chance to be tested, only to confirm that the full easing of restrictions is resulting in more infections and deaths from the pandemic again. And this cycle of imposing tighter restrictions and occasionally easing them continues amid the surge in COVID-19 vaccinations. Digital marketing was one of the key sectors that experienced a boom during the pandemic, and the trend is likely to continue into the post-pandemic era. Many other sectors that were hit hard are struggling to recover, with many businesses closed or forced to approve their operation out of business. The World Bank (2021) summed up this situation as a challenge to increased competition and economic growth, where smaller firms found it more difficult to keep pace with regulatory constraints and the need to adopt new technologies for new ways of doing business. Consumer expectations in the future will increase with the rise of e-commerce and retail, but they also need to look at optimizing their online channels for the changes that are taking place. The post-COVID-19 era is experiencing a significant rise in prices, especially for food and energy. Shortages are occurring because of global disruptions in the supply chain and less mobility of people and goods. Disproportionate developments in digital marketing and the emergence of shortages are described by Nguyen (2021).

The term economic recovery after COVID-19 first came to symbolize a kind of stabilization after downsized economic activities. Policymakers, marketers, scholars, and consumers were making plans for adoption into a new era that the pandemic had caused. For a long time, the market itself was recognized as not being able to fix the problem, therefore the government and institutions were recommended to play a more active role as a regulator (Stiglitz, 2021). The COVID-19 crisis has exposed unprecedented challenges for public health with a direct reflection on economic recovery. It is therefore recommended that the recovery takes into consideration the interaction and coordinated joint efforts between the government, institutions, and the market. That may even not be sufficient at the national level, thus Shearing (2021) maintained that domestic and international coordination is required for recovery. Certainly, if the supply chain crisis is a global phenomenon, then the strategies for recovery have also to be coordinated at the international level.

But the unexpected happened on February 24, 2022, when Russia launched the invasion of Ukraine. Immediately, the gas prices already running high since 2021, soared further after the European Union (EU) imposed harsh sanctions against Russia. However, the EU remained heavily dependent on the Russian oil and gas supply despite the sanctions imposed and the war raging on (Chappel, 2022). The energy and global supply chain crisis caused by the pandemic followed a rising inflation and food crisis. The Food and Agriculture Organization (FAO) records a dramatic rise in the number of people facing food crises since 2016 from 94 million, to 115 million in 2019 (FAO, 2022). During the pandemic in 2020, it reached 147 million, and because of the supply chain crisis, as high as 180 million in 2021. Using the SIS (susceptible, infection, susceptible) model, Bischi et al. (2022) showed that the suppression policies during COVID-19 caused a decline in economic activities and undermined the recovery rate of workers and a lower rate of savings. As a result, more people are slipping into the poverty trap, which can be confirmed by the ongoing rise in the numbers as already referred to.

Still much worse is expected to come after the Russian-Ukrainian war and climate changes associated with droughts in many countries. The primary objective of marketing is to sell products to consumers. Recently, this has proven not to be the case with some countries such as India applying a ban on the export of edibles and their origin of raw materials such as corn. A far larger number than those facing the food crisis is an additional number of people (including the ones facing the food crisis) experiencing stress and more economic insecurity ahead. As the consumption gap is emerging, a growing tendency of consumer behaviour against social marketing principles is increasing.

To sum this section up, consumers' expectations during the pandemic relied on the behaviour dictated by externalities such as lockdowns and social distancing. Rational consumer behaviour followed once the restrictions were eased by enjoying more freedom to travel, buy and spend, but then the global supply chain crisis would increase prices disproportionately to their incomes. Health protection and concerns, on average, have also directed consumer behaviour more towards social marketing principles, for themselves as individuals and for the environment.

3. METHODOLOGY AND DATA

This section presents the data collection method, processing, and analysis derivation approach. This paper uses secondary data and figures during COVID-19 and its aftermath to find the supply trend and price growth. The data includes commodity prices, with a particular focus on food and oil as one of the main causes of economic recession and increased poverty.

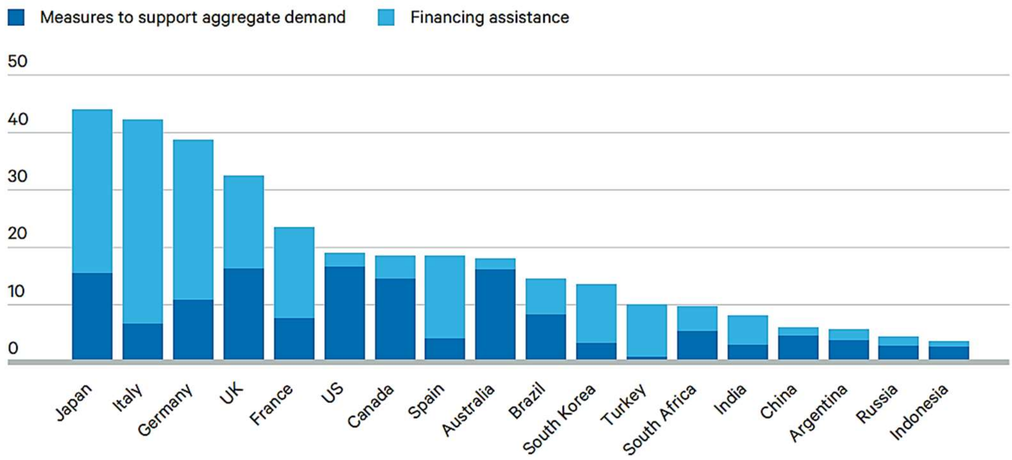
In the first stage, data collection is done from different sites, such as the International Monetary Fund (IMF) on primary commodity prices such as edibles (food and beverages), industrial outputs (agriculture raw materials), and energy (petroleum). These data enabled us to find production and consumption trends from 2011 to 2021 and the first quarter of 2022. As the increase in prices began to accelerate in the second quarter of 2019, the calculations then are broken down by quarters to the first quarter of 2022. This gives a better picture of how the soaring in prices had been truly affecting an increasing number of people experiencing stress and frustration over an unpredictable course of economic well-being, and consequently, a deterioration trend in social marketing. Traditional empirical estimates and forecasts are no longer proving to be reliable or at least an approximation during global dramatic political, economic, and social instability going through from one unexpected crisis to another with chain effects.

We also browsed lately published scientific papers regarding the COVID-19 pandemic era that were chosen as a source of data for this study. In the second phase, the data of the works obtained in the first phase were pre-processed for the final analysis. The third phase involves data analysis. Several different text mining techniques were used for the analysis, such as topic modelling for identifying topics in text data, topic analysis, benefit extraction, and finding the effects and impacts of COVID-19. Also, recommendations are given for the impact of social marketing on consumer behaviour and the fulfilment of their needs and requests.

4. RESULTS AND DISCUSSION

Social marketing is no longer an isolated discipline and enterprise by a group of companies and consumers. Although COVID-19 did offer a lot of lessons and transformed consumer behaviour in many ways, uncertainties followed and are underway on a global scale. The IMF (n.d.) admits that the world economy in 2022 will enter a weaker period than expected. Supply chain disruptions led to limited trade, shortages, and higher prices. Yet, the primary concern to be addressed as a global challenge is the health policy to be followed by comprehensive monetary and fiscal reforms. In the implementation of this strategy, it is now acknowledged that the world must come together and join efforts to overcome the situation it has entered. The era of normal social marketing for a common good that was steadily evolving on an individual, fragmented or group basis appears to have gone, or at present is unable to function without more rules and coordinated strategies. Governments across the world were forced to step in with massive financial and fiscal support to keep up the economy through aggregate demand. The figure below illustrates the scale of this support by the world's largest economies.

Figure 1. Support packages in response to the COVID-19 crisis, as a % of gross domestic product (GDP)



Source: IMF (2021, as cited in Chatham House, 2021).

The amount and the share of financial resources spent in dealing with the COVID-19 crisis have been significant both in direct financing assistance and the measures to support aggregate demand, especially in advanced and large economies such as Japan, Germany, Italy, the UK, France, and the U.S.A. In Japan and Italy, the support packages and financial assistance reached over 40% of their GDP, and in Germany slightly below that share. There is, however, a difference between the countries in their expenditures for financial assistance and the measures to support aggregate demand, as the bars in Figure 1 indicate. This may be related to the scale of the COVID-19 crisis and its consequences which dictated the allocation of resources in response. For example, Italy, Germany, France, and Spain are among the worst hit countries by the pandemic, and that is why much of their response measures went as financial assistance, e.g., in subsidizing the workers' wages, among others. In contrast, Australia, the U.S.A., and Canada reacted by spending most of their package to support aggregate demand. China as the world's largest economy by purchasing power parity has spent only around 5% of its GDP in response to the crisis, and most of it is boosting aggregate demand rather than in financial assistance.

While large and developed economies have got more financial and other resources in response to the COVID-19 crisis, the situation is more serious with developing countries where economic recovery appears to be less promising as they face a food crisis. FAO (2022) describes the five phases of the food crisis, ranging from minimal to acute or resulting catastrophe (famine): 1) households can meet the basic and non-food needs; 2) stress phase, where the people can afford food consumption, though with their lower level of incomes, not some non-food expenditures; 3) crisis, identified with consumption gaps associated with malnutrition; 4) emergency phase where malnutrition becomes acute and causes premature or higher mortality rate; and 5) catastrophe or famine phase, featured by extreme lack of food, malnutrition, starvation, and death. Most countries experiencing these phases are in Africa, the Middle East, and Central Asia. The causes of this food crisis may be many and varying. The figure below summarizes three main group factors intensifying the crisis since 2018.

Figure 2. Number of people in food crises and the driving factors (in millions)

	2018	2019	2020	2021
Conflict/ insecurity	73.9M 21 countries	77.1M 22 countries	99.1M 23 countries	139.1M 24 countries
Weather extremes	28.8M 26 countries	33.8M 25 countries	15.7M 15 countries	23.5M 8 countries
Economic shocks	10.2M 6 countries	24.0M 8 countries	40.5M 17 countries	30.2M 21 countries

Source: FAO (2022).

The primary driver of increasing the number of people facing food crises is identified insecurity and conflicts. Indeed, most of these countries are in regions where conflicts and wars were either present in the near past or still going on. That is why this cause makes up more than 72% or over 139 million people. Apart from a dramatic increase from 73.9 million in 2028, the number of countries has also risen from 21 to 24, not including the recent Russian-Ukrainian war with an additional impact. Weather extremes such as droughts and natural disasters were smaller in 2021 (just eight, down from 26 in 2018), though the number of people affected was quite high (23.5 million). Economic shocks affected fewer people in 2021 than in 2020, most likely because of post-pandemic recovery because of accumulated demand discharge. With that accumulated demand consumed and supply chain crisis in effect, shortages emerged and the increase in prices followed. This is one of the most important factors which is pushing faster more people into poverty and the food crisis — higher prices of food and non-food expenditures such as oil and gas. The table below provides a summary and calculation of this trend.

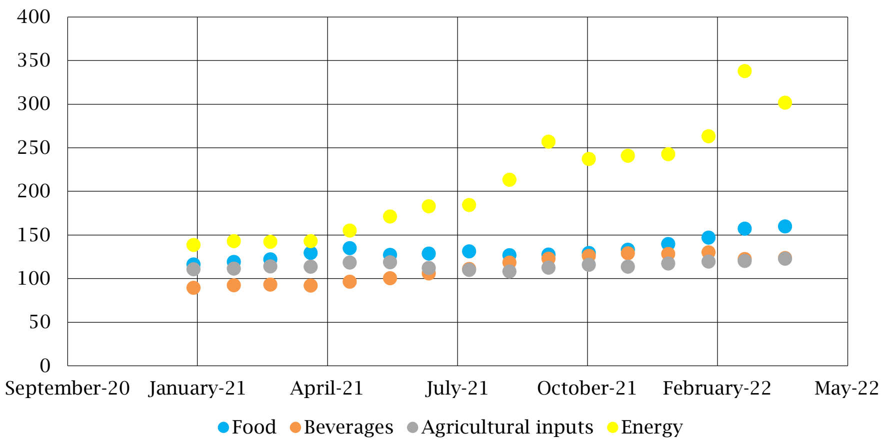
Table 1. Indices of commodities, 2011–2021 (in terms of $)

Years	*Food*	*Beverages*	*Agricultural inputs*	*Energy*
2011	125.0	131.0	161.0	233.3
2012	120.9	107.3	127.9	229.8
2013	120.5	92.6	122.3	227.5
2014	118.6	112.2	113.1	214.2
2015	98.5	103.2	100.0	119.7
2016	**100.0**	**100.0**	**100.0**	**100.0**
2017	103.8	95.3	105.2	123.9
2018	102.5	87.5	107.3	157.7
2019	99.4	84.2	101.5	130.4
2020	101.0	87.1	98.2	91.4
2021	127.5	106.9	113.7	184.4
Σ Average	**109.0**	**100.0**	**113.7**	**162.8**
2011–2015	116.7	109.3	124.9	204.9
2017–2021	106.8	92.2	105.2	137.6

Source: Authors' calculation based on the data of IMF (n.d., "Table 1a. Indices of primary commodity prices").

Following the 2007–2008 global financial crisis, food prices rose significantly during 2010–2012. These prices might have been derived from agricultural inputs, and energy, reaching the highest record. After a recovery, the prices decreased gradually and stabilized by 2016 which is taken as a base year for comparison with five years before and five years after. On average, food prices for the whole period rose 9%, and those of energy (petroleum, natural gas, coal, and propane) by 62.8%. The rise in prices was greater in the first half of 2011–2015 than thereafter, with energy prices more than doubled. On the brink of, and during the pandemic restrictions, the prices fell because of less activity, consumption, and spending. The resurge of rise in prices during 2021 is explained by the ease of pandemic restrictions and increased consumption. However, given the dynamic changes, a better picture of prices from 2021 to the first quarter of 2022 can be obtained if we break down and look at them by month, as the figure below shows.

Figure 3. Prices from January 2021 to April 2022



Source: Authors' calculation based on the data of IMF (n.d., "Table 1a. Indices of primary commodity prices").

The average increase for 2021 presented in Table 1 above was dominated by the first three quarters. Otherwise, Figure 3 indicates that energy prices (petroleum, oil, gas, and coal) began to soar somewhere in the third quarter or since September, reaching a higher record during March and April 2022 about 160.2 which is significantly higher than 127.5 from the average of the previous year. This first quarter of 2022 corresponds with the Russian invasion of Ukraine where there is already a warning of its global economic consequences. In addition to energy, food prices continued to further rise in the first quarter of 2022. Given that both Russia and Ukraine are large exporters of corn and wheat, and the war rages on, the food crises apart from higher prices, appear to be worrisome in the future and more people around the world will be plunged into poverty and starvation.

5. CONCLUSION

The accumulated demand during the pandemic has contributed to more spending and consequently, an overall increase in prices. Due to disruption, downsizing and interrupting many supply chains, an accelerated trend in price increase followed, now from limited quantities of goods and services. From what can be observed so far developments, the global impact crisis continues to manifest in different forms, becoming more frequent and with unpredictable consequences. This does affect social marketing and consumer behaviour. At the core of marketing in general, including the social one, it has always been how to reach or attract consumers wherever they are. In response, global marketing has advanced because of globalization and with more need for interdependence. Drastic measures to reduce the negative effects of traditional marketing to make it more social for producers, consumers, and the environment seem to breed more uncertainties. Massive supply chain disruptions and dramatic price increases are making consumers more constrained in their choices or focused on spending their incomes on priorities related to security, health, and food out of perceived uncertainty ahead.

There is little or nothing that can be done in terms of climate change's negative effects on economic activities. The scale of the COVID-19 consequences was well understood. As a result, the governments stepped in with massive support packages, some spending more on overcoming the consequences on the way, while others devoted more efforts and resources to economic recovery through measures to support aggregate demand. Social marketing as a discipline of the common good is experiencing a reverse trend in the food and energy crisis with a sharp increase in prices. It implies that reorienting production, consumption, and consumer behaviour is not happening as many would have expected in the post-COVID-19 period. As more people are slipping towards poverty and becoming more concerned about security than ever, it makes many consumers scramble to meet their most urgent needs. The common good that social marketing strives for is now confronted with a common bad that is increasing. Everyone agrees that joint efforts on a global scale are needed more than ever before to find a better perspective. Economics and social marketing alone can no longer bring the necessary improvements on their own without the active and massive involvement of other sectors such as government, health, and security institutions. The situation becomes less promising of sound economic recovery and entering a new way of production and consumption, as more resources are directed for defence and war purposes. In any case, the task of social marketing scholars at this stage should be more focused on research about preventing the harmful effects of a multidimensional crisis or the common harm.

Social marketing is a form of marketing that aims to influence behaviours that benefit individuals and communities for the greater social good. To summarize some recommendations, businesses should adapt their marketing strategies in response to the changes in consumer behaviour brought about by the COVID-19 pandemic. This includes shifting towards digital platforms, emphasizing trust and credibility, highlighting the value of products or services, showcasing social responsibility, and personalizing marketing messages. By implementing these recommendations, businesses can better reach their target audience and meet their needs in a post-pandemic world.

This paper focuses on a topic that has affected the whole world, which is why others need to continue and do research, however, some limitations make the paper more open for further analysis and application. The limitations of the paper can be summarized as follows: 1) circumstances surrounding the COVID-19 pandemic are changing rapidly and it is difficult to accurately predict how consumer behaviour will be affected in the long term; 2) there may be a bias in the studies included in the literature review, either in terms of the researchers or the consumers being studied; 3) some research on consumer behaviour after the COVID-19 pandemic was difficult to access, either because they were not published yet or because you had to pay to access them.

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