

PROFESSIONAL REVIEWS

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Consumption in the Crisis Context: Literature Review



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Abstract

Consumption is a focal element of modern society. Dynamic by nature, it reflects diverse societal changes facilitated by a variety of external factors, including crises. Consumption practices in times of crisis have drawn considerable scholarly attention and are reflected in the vast amount of research that requires systematization and generalization.

Given the significance of this topic, the research primarily aims to identify the main types of crises that draw scholarly attention in relation to consumption and to provide an overview of the scholarly literature focused on consumption practices during these crises. To achieve this goal, the mixed literature review approach, consisting of bibliometric analysis and systematic literature review, is adopted within the framework of the present study. In total, 48 multidisciplinary empirical research articles published between 2007 and 2024 and compiled using the set selection criteria, underwent analysis. In the selected corpus of research, three predominant types of crises are identified: economic/financial, energy, and COVID-19. This analysis extends beyond insights into consumer behavior, delving into crisis stressors, consumer coping practices, approaches to their analysis, and further research perspectives. The findings demonstrate a number of similarities and highlight significant differences in crisis discourses. The study contributes to the range of literature devoted to the analysis of consumption behavior in the crisis domain. It summarizes existing approaches and draws attention to existing research gaps and further research perspectives.

Keywords: consumption; consumer behavior; crisis; economic crisis; financial crisis; energy crisis; COVID-19 crisis.

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Introduction

Consumption is a core element of modern society that drives social and economic development and makes everyone an actor. Being a multidisciplinary concept, it has been the center of research for economic, sociological, marketing, and other social science scholars for a long time. Economists refer to consumption as the

use of resources to satisfy specific needs. While addressing consumption, sociologists analyze the ways and reasons why people obtain and utilize goods and services, and the social norms associated with these actions. Affected by the dynamic changes of the modern world, consumption and its features do not remain static. They transform and evolve, reflecting societal metamorphosis [Riesman 1969; Lazarsfeld 1982].

One of the significant triggers of consumption practice transformations is the different types of crises societies frequently experience. The term “*crisis*” is of Greek origin, signifying “the act of separating, decision, judgment, event, outcome, turning point, sudden change”¹. Researchers define a crisis as an unanticipated event that potentially leads to ambiguity, disturbing the regular course of events and leading to significant alterations [Koos 2017]. It affects people’s lives, their attitudes, beliefs, and behavior patterns tremendously in various ways. Therefore, analyzing consumption patterns in the context of a crisis helps thoroughly comprehend the direct or indirect effect of a crisis on societal discourse.

Crises usually cause great stress among the population [Koos 2017]. However, Gundel [2005] advocates that the stressors and their perception by people in various crises differ. Therefore, the reaction of society and coping mechanisms are not unified. Researchers argue that by shedding light on the types of crises and pointing out the major stressors, it is possible to make their effect less hazardous for the population [Gundel 2005]. Initially, in discussing types of crises, scholars distinguished between man-made and nature-made crises [Rosenthal, Kouzmin 1993]. Later, Rike [2003] added a third type—social crisis. Other typologies distinguish between national or international crises, episodic or continuous crises, and corporate or public crises [Rosenthal, Kouzmin 1993; Hart 2001].

A vast number of studies have analyzed consumption in different crisis contexts: economic, health, and natural disasters, among others. The results of those studies highlight certain similarities in consumption behavior in different types of crises. For instance, downturn stress usually results in the desire to establish a high level of control over the uncertain situation by “keeping things.” Therefore, saving seems the most logical stress-coping strategy [Durante, Laran 2016]. Consumers learn to purchase differently and more intelligently during crisis scenarios [Sarmiento, Marquesc, Galan-Laderod 2019]. Some studies show that people use consumption as a tool to ease negative emotions [Mick, Demoss 1990; Tice, Bratslavsky, Baumeister 2001; Kemp, Kopp 2011; Kemp, Kennett-Hensel, Williams 2014]. However, research findings indicate variations in the perceived control level not only across countries but also within individual societies.

Several attempts have been made in the past few decades to summarize and generalize scholarly knowledge about consumption patterns in a crisis context [Koos 2017; Ishrat et al. 2023; Salas-Zapata, Hoyos-Medina, Mejía-Durango 2023]. However, most research focuses on one particular type of crisis. In this study, we aim to identify the main types of crises that draw scholarly attention. Then, by assessing the body of scholarly literature focused on changes in the decision-making processes and consumption practices across different types of crises, we trace the evolution of the concept and the emerging approaches to its analysis. Finally, we aim to highlight and compare major stressors and coping strategies in the context of crisis and the methods applied to analyze them.

Further, the article unfolds as follows: the methodology section describes the adopted mixed approach to the literature review analysis consisting of a bibliometric and systematic literature review, followed by a detailed explanation of the sequence of the article selection process. The data analysis section provides a general description of the selected articles and further analysis, grouped by the types of identified crises and major concepts in their domain. The discussion section summarizes and compares the most significant findings across the crises. The article ends with the conclusion reflecting on the limitations and implications of the research.

¹ Available at: <https://www.iped-editors.org/june-2020/etymology-crisis/> (accessed 27 December 2024).

Methodology (Materials and Methods)

The present paper employs a mixed literature review approach consisting of a quantitative bibliometric analysis and a qualitative systematic literature review. The combination of these approaches ensures a thorough and more comprehensive understanding of the research area.

The systematic literature review, chosen for its common application in literature review practice, helps synthesize existing theories and approaches to consumption practices during crises on a qualitative level. It points to research directions that require further investigation. This study aims to utilize existing theories rather than create new ones [Munn et al. 2018]. The systematic review adheres to standard, widely accepted article selection steps. We apply these steps in the current paper to ensure the validity and reliability of the research.

Bibliometric analysis, a quantitative analysis technique widely used in social science, is integrated into the systematic literature review after the article selection procedure. This approach helps identify the development of research directions [Ferreira, Fernandes, Ratten 2016; Liao et al. 2018; Bhattacharyya, Verma 2020; Singh, Verma, Chaurasia 2020; Donthu et al. 2021]. In the framework of the present research, it is utilized to highlight the main types of crises and concepts within their discourse. Subsequently, the systematic analysis is performed based on the identified crises and concepts.

The technical process of article selection and its description is presented below (see Fig. 1).

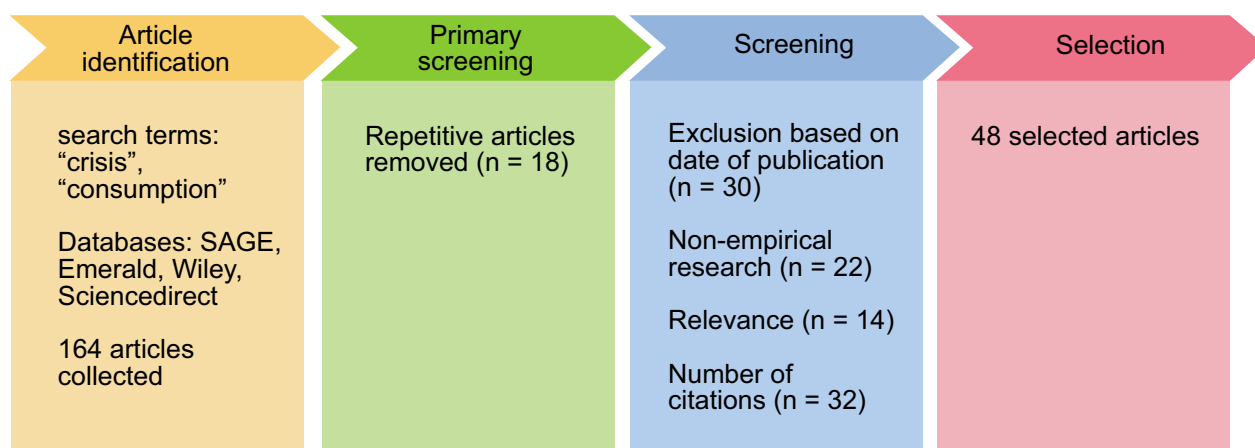


Fig. 1. The Article Selection Process

Article Selection Process

In the preliminary phase of the article identification process, multiple search term attempts were made, with "crisis" and "consumption" demonstrating the most relevant outcomes. Therefore, based on set objectives, these terms were identified as the most consistent in the identification process. The initial search involved article titles, abstracts, and keywords. Given the multidisciplinary nature of the analyzed concepts, the search was conducted among scholarly articles written in English in the fields of sociology, economics, marketing, public policy, and management across databases such as ScienceDirect, SAGE, Wiley, and Emerald.

Subsequently, the identified articles were subjected to primary screening, where repetitive articles were excluded from the further analysis procedure.

The body of articles then underwent screening using inclusion criteria applied to the identified articles. The first criterion is the publication date, which should fall between 2007 and the first quarter of 2024. The year 2007

marks the beginning of the global financial crisis, one of the most significant economic events at the start of the century. The chosen publication period covers the main global events of the 21st century that have affected consumption and allows researchers to examine significant transformations of modern society. The second criterion is the empirical nature of the research. Third, the study should be relevant to the set research objectives and cover the topic of consumption practices during crises [Aromataris, Pearson 2014]. Fourth, the criterion of article citation rate was set to a minimum of 10 citations. Citations indicate the quality of the research and peers' recognition, assuming that those articles represent the core of the research field [Nightingale, Marshall 2012; Aksnes, Langfeldt, Wouters 2019]. However, articles published in 2024 were exempted from the last criterion.

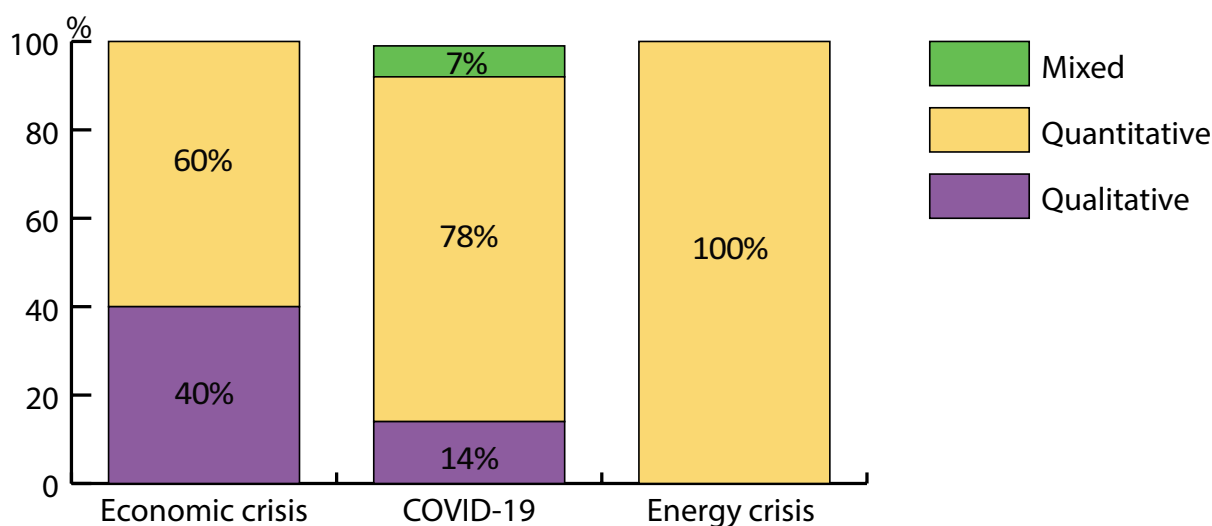
At the selection stage, the articles that did not meet the established criteria were eliminated from further analysis. In total, 48 academic articles were selected and further subjected to bibliometric and systematic analysis. The strictly implemented inclusion and exclusion criteria ensure the Robustness and Focus of the Research.

Data Analysis

General Characteristics of the Selected Articles

The literature sources were grouped according to types of crises, identified employing the semantic network, a more detailed description of which is provided in the following section. In total, 47% of selected articles are devoted to economic/financial-related crises, 33% concentrate on consumption practices in the COVID-19 pandemic context, and 19% are devoted to consumer behavior in times of energy crises.

Methodologically, articles use conventional qualitative, quantitative, and mixed approaches. Whereas most of the research utilizes the quantitative approach to assess changes in the consumption practices in all three types of crises. While quantitative methods are relevant to trace the recomposition of consumption or minimizations of spending, the application of the qualitative methods lets researchers trace a deeper consequence of crises and societal transformation. This technique is mostly applied in economic crisis contexts where societal transformations are more prominent. The summary of methodological approaches is presented in Figure 2.

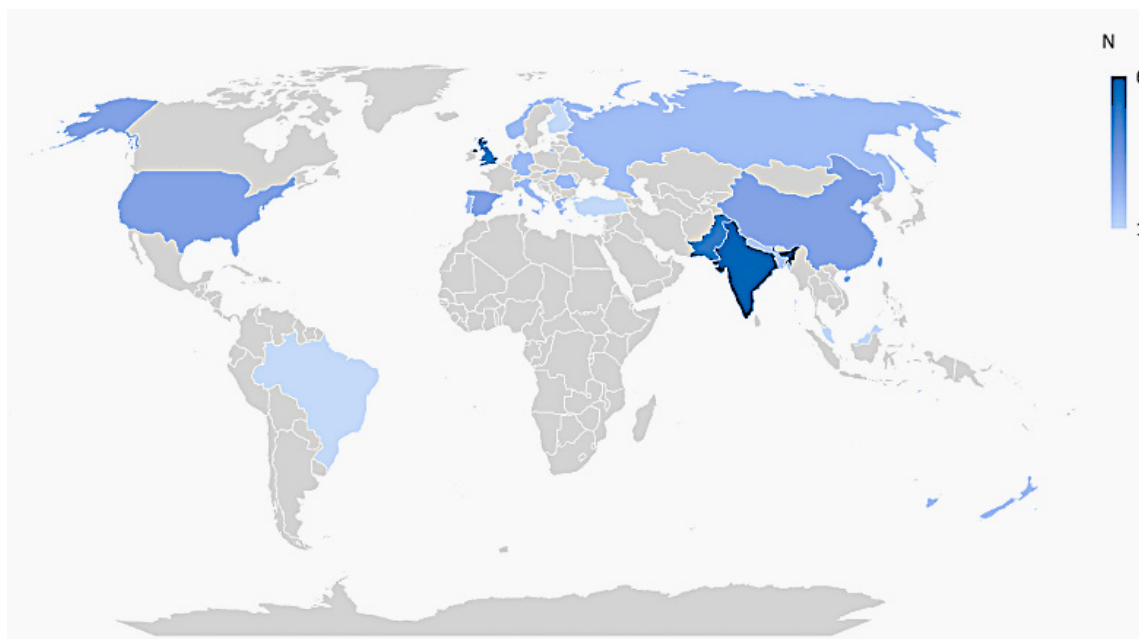


Source: Summarized by the authors.

Fig. 2. Methodological Approaches Summary

The range of countries subjected to the analysis is quite diverse and differs depending on the type of crisis. Thus, among the countries where economic crises are investigated, most research is conducted in Western countries, including the European Union and the United States. China, Russia, Bahrain, and Turkey are also included in the list of analyzed countries. The predominant share of work is mainly concentrated on the analy-

sis of consumer behavior in one particular country. However, some examples of cross-country comparative analysis are found (e. g.: [Dutt, Padmanabhan 2011; Hasan, Islam, Bodrud-Doza 2021]). When investigating the effects of the pandemic, the geography of countries researched widens due to the global nature of the crisis, with examples including Pakistan, Bangladesh, India, New Zealand, and Australia. In the context of the energy crisis, two groups of countries can be identified. The first group consists of developing countries such as Nepal and Pakistan, while the second group includes Western countries hit by the energy crisis that emerged in 2021, such as Norway, Portugal, Italy, Romania, and the UK. The geography of the countries where research was conducted is presented in Figure 3.



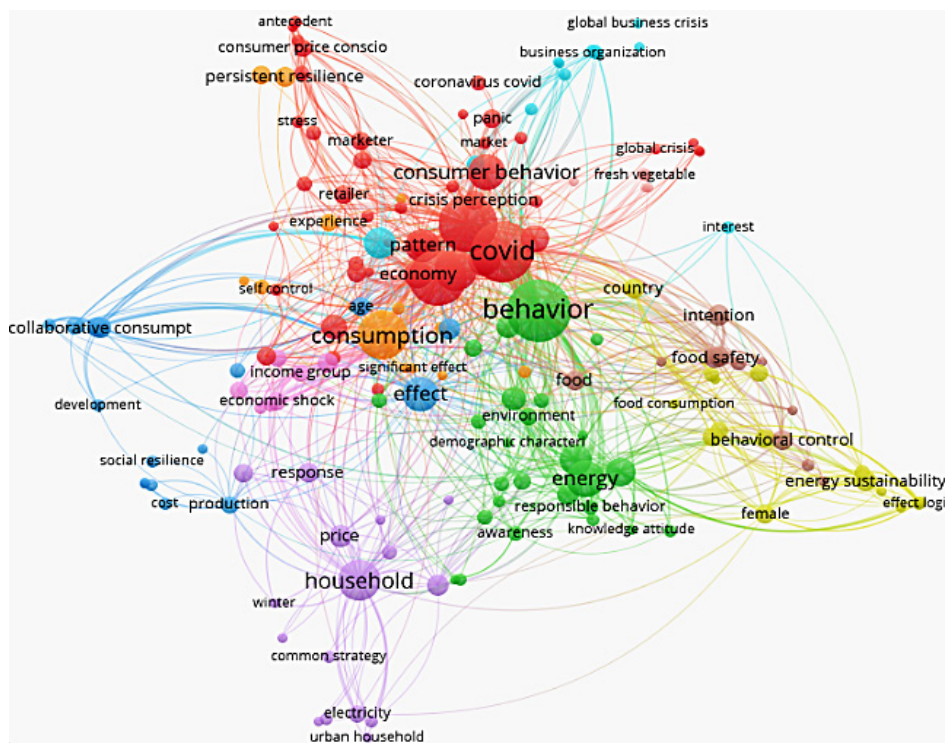
Source: Summarized by the authors based on the selected articles.

Note: *N* refers to the number of times the country was subjected to the analysis.

Fig. 3. Countries Subjected to the Analysis

Bibliometric Analysis of the Selected Articles

After the selection process, the bibliometric analysis was carried out. To perform the analysis, the title, keywords, and abstract were extracted from the selected articles and underwent a preparatory cleaning procedure, where stop words and punctuation marks were removed [Maier et al. 2018]. The co-occurrence analysis is performed to establish the relatedness of items based on the number of documents in which they occur together [Guo et al. 2019]. We obtained 1542 terms from the text corpus. To create a semantic map, we set up the minimum number of item occurrences at 2. Therefore, 174 terms met the threshold, and the established links between them formed a semantic map containing 2327 links with a total link strength of 8447. In this research, the term's weight attributes are assessed through links and total link strength, where links indicate the number of connections with other items, and the total strength of the links of an item with other items. Graphically, the more important terms have a bigger size in the map (see Figure 4).



Source: Summarized by the author employing VOSviewer software.

Fig. 4. Semantic Network

Table 1 outlines the words with the highest links and total link strength, representing the core of the research domain. Accordingly, the core of the research area is built upon two major terms: “crisis” and “consumption,” which demonstrate the highest values for links and link strength. In the analyzed corpus of literature, they are closely interconnected with such notions as behavior, consumer, change, pattern, attitude, knowledge, and economy. Among the items with the highest weights, we identified terms related to three types of crises: COVID (L = 91; TLS = 670), pandemic (L = 61; TLS = 223); energy (L = 48; TLS = 299), energy saving (L = 29; TLS = 242); economy (L = 71; TLS = 229), and economic crisis (L = 64; TLS = 223). Therefore, it is possible to claim that scholars predominantly analyze consumption patterns in the context of three types of crises: economic, COVID-19, and energy.

Table 1

Top 20 Words with the Highest Total Link Strength

Label	Links (L)	Total Link Strength (TLS)	Occurrences
behavior	130	978	64
consumer	122	714	55
covid	91	670	62
crisis	95	646	51
effect	91	400	23
change	92	387	28
consumption	84	366	40
pattern	68	342	19
attitude	59	323	16
knowledge	55	313	14
relationship	64	311	14
household	52	301	26

Table 1—continued

Label	Links (L)	Total Link Strength (TLS)	Occurrences
energy	48	299	23
consumer behavior	67	289	22
energy saving	29	242	8
economy	71	229	13
economic crisis	64	223	17
pandemic	61	220	16
food safety	19	210	8
health consciousness	19	187	7

Source: Summarized by the authors employing VOSviewer software.

To understand the relationship between crises and other concepts in their domain more deeply, it is necessary to take a look at the word clusters in the semantic network. The created map designates 10 word clusters, which were grouped based on the links between items, providing an outlook on significant aspects in the research of consumption and crisis domains. The fact that the words with the highest total link strength are scattered across all the clusters tells us that, despite differences in the nature of the crises, the assessed elements and the approaches to their analysis have much in common.

The first cluster (red), which comprises 47 words, generally represents the core of the research domain and contains a range of general terms associated with consumption behavior. Moreover, a significant share of terms in the cluster demonstrates a correlation with the pandemic domain. The presence of pandemic-related terms both in the first cluster and in the list of terms with the highest weights demonstrates the importance of pandemic discourse in contemporary scholarly literature. These include crisis perception, fear, stress, stressor, panic, social media, and impulse buying. The second cluster, with 26 words, is mainly related to the coverage of the energy crisis. Here, we can see such concepts as knowledge/environmental knowledge, awareness, behavior, attitude, perception, energy transition, and responsible behavior. The terms related to the energy crisis are also found in clusters four and five. The terms assessed in the context of financial/economic crises are distributed throughout clusters six, seven, and eight. The research on economic/financial crises concentrates on social class, consumption displacement, resilience, austerity, income, and expenditure. It is worth mentioning that despite the different nature of crises, there is a close connection among the major analyzed terms due to the same core element of the analysis, which can be seen from the semantic network.

The following qualitative analysis section and the narration logic are predetermined by the findings of the bibliometric analysis. Below, the analysis is grouped according to the types of crises found in the semantic network and covers the main terms in the context of each outlined crisis. Therefore, three groups of crisis-related literature are unfolded in the following sections: global financial/economic crisis, COVID-19 crisis, and energy crisis.

Economic Crisis

An economic crisis is usually perceived as a recession period leading to economic stagnation. When the downturn occurs, high inflation is observed, leading to increased commodity prices, decreased wages, and a rising unemployment rate. The causes of economic recessions are varied, encompassing long economic cycles, conflicts, or financial emergencies [Koos 2017]. The IMF distinguishes a variety of economic crises, such as currency crises and banking crises².

² Available at: <https://www.elibrary.imf.org/display/book/9781557757401/ch004.xml> (accessed 26 December 2024).

Unsurprisingly, the most significant share of analyzed articles is concentrated on consumption practices during economic crises, which are frequent phenomena. During the economic downturn, changes in economic conditions are hard to foresee, which creates stress among the population. These unpredictable changes often trigger modifications in consumers' inner traits. Therefore, consumption behavior patterns undergo inevitable transformations. A thorough understanding of the changes in consumption patterns and consumers' coping mechanisms may help retailers and policymakers mitigate the crisis effects [Koos 2017]. Hence, researchers subject the impact of economic crises on consumption patterns to extensive analysis.

The first attempts to trace the alterations in consumption patterns emerged in the 1970s [Kelley, Schewe 1975]. Since then, they have been assessed in Turkey, Russia, China, Italy, Spain, the USA, and many other countries from different standpoints. Some scholars believe that the social consequences of economic crises are more traceable in developing countries due to the sharp increase in the unemployment rate and the rise in commodity prices [Amalia, Ionut 2009; Sharma, Sonwalkar 2013].

Economic Crisis Stressors and Coping Strategies

The actual financial restraint and its perception by the population are two of the most significant stressors in the context of economic crises. This causes a twofold effect, both financial and psychological. These stressors determine the coping strategies developed by the general population. Despite the significant differences in consumption culture in various countries, researchers point out several similarities in the perception of economic crises and further coping mechanisms. In this domain, researchers commonly refer to Lazarus and Folkman's [1984] typology of problem-related and emotion-related coping strategies [Castilhos, Fonseca, Bavaresco 2017; Szmigin et al. 2020; Liu, Xia, Lang 2021]. So, elaborating on this typology, Castilhos, Fonseca, Bavaresco [2017] suggest that psychological concepts of primary [Jenkins 2000; Bourdieu 1990; 2003] and secondary [Emrence 2008; Vikas, Varman, Belk 2015] socializations can be used as a tool to analyze consumers' crisis coping mechanisms. The authors advocate that those dispositions formed at the two stages of socialization shape a complex consumer and affect the crisis coping mechanisms. Primary socialization predisposes "framing" and "family helping" strategies, while "smart shopping", "prioritizing", and "postponing" are predisposed by secondary socialization.

When discussing emotion-related domains, researchers usually refer to a passive stage of crisis perception and mental adjustment to the situation [Castilhos, Fonseca, Bavaresco 2017; Liu, Xia, Lang 2021; Amatulli et al. 2023]. Usually, the coping strategies depend on the personal level of risk perception and risk attitudes [Mansoor, Jallal 2011; Sharma, Sonwalka 2013; Mehta, Saxena, Purohit 2020; Hasan, Islam, Bodrud-Doza 2021; Vazquez-Martínez, Morales-Mediano, Leal-Rodríguez 2021] that differ based on the initial financial situation of the household. People are usually concerned about the potential job loss and the further possibility of ensuring stability for themselves and their families. This leads to problem-related or action-coping strategies. Hence, building upon the behavioral lifecycle model, Voon and Voon [2012] stress the significance of mental accounting of the uncertain situation and consumers' psychological state for the further consumption decision. They claim that by adding mental accounting to their model, it can provide a more accurate explanation of the decision-making process.

Usually, the emotion-related domain reinforces such action coping strategies as price sensitivity, changes in budget allocation, pragmatic spending, and seeking discounts [Zapata-Webborn et al. 2024]. At the same time, consumers become less focused on the brands and their messages [Ishrat et al. 2023]. On the other hand, some consumers try to ignore the crisis effect and consciously or subconsciously tend to create a psychological bubble in an attempt to retain the pre-crisis consumption strategies [Tajtakova, Filo 2019].

The division of coping strategies into emotion-related and problem-related dichotomies predetermines the approaches used by the researchers. Two main groups of articles can be pointed out in the scope of the ana-

lyzed scholarly literature. The first one concentrates on consumers' crisis perception and inner transformations resulting in action and societal discourse changes. The second group of research does not consider the inner constituent element of crisis adaptability and coping strategies and concentrates mainly on the transformation of consumption practices based on economic indicators.

Economic Crises and Resilience

As one of the most common coping strategies, resilience deserves special attention. The term denoting the ability to “absorb shocks and still maintain function” [Folke 2006: 253] was initially used in the ecosystem context and later successfully adopted by social science researchers [Berdysheva, Romanova 2017; Boost, Meier 2017; Szmigin et al. 2020; Díaz-Mendez, Ramnos-Truchero 2023]. Boost and Maier [2017] build up their view of social resilience based on the multi-perspectival ideas of mixed economy and see it as practices in the crisis context that activate and mobilize various resources. From the resilience standpoint, they acknowledge two major opposing consumption strategies. The first strategy requires a lot of time and involves seeking discounts and overall minimization of consumption. The authors advocate that this strategy leads to a strong feeling of shame and stigmatization. The second strategy involves various DIY activities that help mitigate financial constraints but involve personal costs. The authors refer to both strategies as resilient without clarifying whether this is persistent resilience or if, after the crisis is over, consumers will return to their regular consumption routine.

Díaz-Mendez, Ramnos-Truchero [2023] address societal transformations through the prism of resilience. The authors point out major differences in the perception of crisis, stressing that the “new” poor picture their financial austerity as temporary and circumstantial. By comparing the adaptability strategies of the “new” and “old” poor, they highlight that households with more extended poverty experience demonstrate higher resilience levels. Similarly, as stated by Alonso, Rodríguez, Ibáñez Rojo [2013], the working-class representatives don't experience significant changes in the crisis context as rational consumption and budgeting are routine practices that they perform on a daily basis.

Alonso, Rodríguez, Ibáñez Rojo [2017] subject the impact of two turbulent times, 2008 and 2014, on Spanish society. The authors managed to trace the change in the lower- and mid-class awareness of their social position fragility that led to the long-term adjustment in the consumption patterns and transformation of the “living beyond needs” concept, which was typical for Spanish society during the first crisis wave. The inability to manage financial resources becomes shameful. The blame for the crisis shifted from the working class to banks. The research also shows the structural change in the middle- and high-class profiles, which were unable to maintain the pre-crisis way of life.

Szmigin et al. [2020] oppose existing approaches to crisis adaptability where resilience is considered a temporary phenomenon, supposing the potential possibility of returning to the pre-crisis conditions. Following previous studies [Golubchikov 2011; Evans, Reid 2013; Ozanne, Ozanne 2016], the authors advocate that the modern world is highly unpredictable, which minimizes the possibility of “bouncing back” to normal. Utilizing the term “persistent resilience” introduced by Golubchikov [2011], the authors state that persistent resilience is not a temporary but a permanent response to the crisis stress that causes substantial life changes.

Economic Crises and Consumer Attitudes

Alonso, Rodríguez, Ibáñez Rojo [2013] argue that it is not enough just to trace the changes in consumers' attitudes and values facilitated by the crisis. They claim that the operation of discourses where those changes happen is vital. The authors state that “the critique of consumerism that circulated in our groups, is not the result of a “lifestyle” change (towards new forms of hedonism), but rather a disciplinary effect of the crisis,

especially on the popular classes. The economic crisis converts liberty and choices into rules and norms that must be obeyed” (p. 81–82). Lindblom and Lindblom [2017] assess consumer attitudes in the context of collaborative consumption and de-ownership orientation across different socio-economic groups. Their study highlights the previously identified gap between consumers’ attitudes toward collaborative consumption and the actual practices. Whereas the attitudes are rooted in consumers’ minds, actual practices are affected by the circumstances.

Hampson and McGoldrick [2017] address attitudes from the standpoint of consumer price consciousness. The authors conceptualize consumer price consciousness based on the prior-developed model of consumer stress [Moschis 2007]. They see consumer price consciousness as an attitudinal construct describing how much consumers are concerned about the price of the product. Building upon theoretical literature on the relationship between price consciousness and consumer attitudes, the authors find empirical evidence that reduced subjective financial well-being, anticipated guilt, and increased smart-shopper self-perception impact consumer price consciousness.

Duquenne and Vlontzos [2014] utilize the concept of consumer attitudes toward food selection and trace the change in food consumption practices in the context of the Greek economic crises. The research findings demonstrate that most households affected by financial restraint are forced to change their attitude toward food consumption practices, reduce the quantity of purchased products, or seek cheaper alternatives.

Z. Deli-Gray, L. Arva, T. Matura [2013], analyzing the change in consumers’ attitudes, preferences, and expectations, found that, despite a range of common reactions to a crisis, even representatives of the same nation do not demonstrate a totally unified reaction. This absence of unification leads to the polarization of society. Similar to Alonso, Rodríguez, Ibáñez Rojo [2017], the authors trace the change in the social discourse and the recomposition of society in correlation with consumption patterns. Their findings show that the previously typical “onion” shape of Hungarian society transforms into “sandglass”, where groups of low- and high-income groups increase, but middle-class consumers account for only 10%.

Economic Crises and Economic Indicators

A group of studies refers to the effect of crises on society by tracing their effects through a variety of economic indicators. In this manner, C. Scutaru, C. Saman, B. Pauna [2015] state that aggregated household consumption can be considered a reflection of the country’s living standards. Based on Friedman’s permanent income theory, the authors identify major factors affecting the decrease in aggregated consumption during the 2008 economic crisis in Romania, applying the Error Correlation mechanism to measure the correlation between household consumption and economic factors. The authors point out that the decrease in wages and the growing unemployment rate led to a significant reduction in private consumption and domestic demand. Based on the quarterly model developed in the research framework, short-term and long-term forecasts for household consumption were made.

Z. Kotelnikova and V. Radaev [2017] address consumption in the context of a crisis based on the panel survey of 1994–2014, covering several series of crises. The authors point out that consumption expenditures decrease along with per capita income. Generally, households tend to simplify their spending. Food expenditures are less affected by the economic downturn, while non-food expenditures decrease dramatically, particularly cultural goods, entertainment, and leisure expenditures. According to the performed analysis, households failed to demonstrate effective smoothing of consumption. A change in the composition of consumption is utilized as a coping mechanism and is typical for all income groups.

Dutt and Padmanabhan [2011] make another attempt to analyze consumption smoothing. They trace the differences in crisis effects across OECD and non-OECD countries. While performing Arellano–Bond [1991]

GMM Estimation, they state that in OECD countries, the reduction in per-capita consumption expenditures is related to the minimization of per-capita GDP. Meanwhile, for non-OECD countries, the crisis directly affects income and inflation. Moreover, the decrease in income determines the consumption strategies. Thus, if income decreases by more than 4.31%, consumption smoothing is observed. In the case of income minimization of less than 4.31%, consumers perform precautionary saving behavior. Moreover, the authors analyze the differential shrinkage of wallet share that helps identify the goods perceived as discretionary. The analysis reveals significant variations among developed countries, where services are perceived as discretionary goods, and developing countries, whose citizens consider nondurable goods as necessities.

Martínez and Cámara [2022] assess the effect of the 2008 crisis on consumption in Spain. The authors utilize the demand model expressed in monetary terms to derive the direct effect on the sectors that provide the required services, and the indirect effect resulting from the growth in intermediate demand from these sectors on the remaining ones. The obtained results demonstrate alterations in household consumption and their impacts on various productive sectors, explicitly emphasizing the subsequent sectors: real estate activities, electricity, gas, steam and air conditioning supply, accommodation and food service activities, and manufacturing.

Kaplanoglou [2022] analyzes evolutions in consumption inequality and poverty in Greece. Within the analytical framework, the author finds that inequality advances, and there is a social class recomposition, resulting in the weakening of the social class and the shift of a significant share of the population to a condition equivalent to the pre-crisis poor.

Kaytaz and Gul [2014], while analyzing the behavior of consumers, firms, and the government, reach a common conclusion of expenditure minimization and substitution of expensive goods for cheaper ones.

COVID-19 Crisis

In the past several years, COVID-19 has emerged as a focal point of scholarly analysis. The coronavirus disease, which the WHO announced as a global pandemic in March 2020, disrupted the lives of millions of people worldwide. Imposed quarantine measures and social distancing altered people's routines and caused severe societal and economic transformations. Due to COVID-19 policies targeted at pandemic elimination, supply chains were cut off, and people experienced a shortage in the supply of essential goods, which, along with the misinformation distributed in social and mass media, resulted in panic buying [Ahmed et al. 2020; Anas, Khan, Rahman 2022]. Undoubtedly, the consequences of the pandemic on individuals' livelihoods should not be underestimated. The health crisis brought forth by COVID-19 has been subjected to thorough scientific assessment covering diverse standpoints. The present study, however, focuses on its impact on consumption patterns.

Some researchers believe that consumer behavior during the COVID-19 crisis aligns with behavior during previous crises, for instance, in the shift of discretionary spending towards essential goods [Loxton et al. 2020; Gordon-Wilson 2021], seeing price as a determining factor of the purchase decision-making. In accordance with the scholarly literature on economic crises, scholars investigating consumption in the pandemic context claim that the extent to which consumers change their behavior is strongly dependent on the level of risk perception [Hasan, Islam, Bodrud-Doza 2021]. Others highlight significant differences in consumption patterns and advocate that approaches to consumer behavior analysis should be modified [Alhaimer 2021; Nanda, Xu, Zhang 2021; Anas, Khan, Rahman 2022]. Hence, scholars argue that previous theories, such as the theory of reasoned action, the technology acceptance model, the diffusion of innovations, and the theory of planned behavior, which social scientists have utilized to assess consumption behavior, are no longer applicable in the context of COVID-19 [Alhaimer 2021; Anas, Khan, Rahman 2022]. Furthermore, impulsive purchasing behavior, a prominent feature of consumption during COVID-19, cannot be explained by the factors typically

used in a normal setting [Alhaimer 2021; Parashar et al. 2015a, b, 2016]. Some authors propose that more than one theory is necessary to explain consumption patterns in the COVID-19 context. Others suggest that additional factors, such as fear, availability of goods, and convenience, should be considered [Nanda, Xu, Zhang 2021; Anas, Khan, Rahman 2022].

COVID-19 Crisis Perception

As previously mentioned, crisis perception is a focal element of the further transformation of consumption practices. Vazquez-Martínez, Morales-Mediano, Leal-Rodríguez [2021] advocate that crisis perception has a much stronger effect on consumption practices than the actual consequences of the crisis. The authors highlight the significant role of mass media, social media, and official statements in shaping people's perceptions of the situation. Based on the findings, the authors classify consumers' perception as negative, which causes greater transformations in motives, attitudes, and actual behavior, and mild – those who do not demonstrate significant alterations.

Li et al. [2023] utilized the Situational Crisis Communication Theory and made another attempt to investigate the perception in a COVID-19 setting. The authors assess the transformation in consumers' risk perception and further response, tracing consumption strategies in five crisis phases. Aligning with Vazquez-Martínez, Morales-Mediano, Leal-Rodríguez [2021], the authors conclude that consumers extensively engaged in social media activities perceive the crisis differently. Many scholars highlight the significance of media coverage in shaping consumers' pandemic perception, which facilitated phenomena such as panic buying and herd mentality among consumers [Loxton et al. 2020; Li et al. 2023]. Exposure to news influences the perception of crises and, consequently, consumption behavior [Koch, Frommeyer, Schewe 2020]. It is highlighted that the effect of external normative pressure on consumption is much higher than the impact of a close social circle.

Hasan, Islam, Bodrud-Doza [2021] investigate how crisis perception and consumption patterns vary based on consumers' demographic characteristics. Building upon prior research on crisis risk perception, Hasan, Islam, Bodrud-Doza [2021] perform a cross-country comparative study on COVID-19 perception and its effect on consumption practices across three countries. The analysis demonstrated a high level of pandemic perception, which caused great transformations in consumption practices and the social and financial situation of consumers. The major changes were observed in the consumption of luxury and necessary goods, reduction of savings, and search for cheaper alternatives to accustomed high-priced goods.

Impulsive Purchases and Their Antecedents

Impulsive buying behavior became one of the key consumption features during the pandemic. However, studies highlight that impulse buying in the normal setting and the one observed in the pandemic context differs significantly due to its antecedents and specific circumstances [Ahmed et al. 2020; Anas, Khan, Rahman 2022]. Seeking a better comprehension of pandemic impulse buying, Ahmed et al. [2020] construct a model based on the Fear theory and supposed antecedents of impulse buying in the context of a pandemic. The authors employ the fear of complete lockdown, peers' purchasing behavior, resource scarcity, limited supply, panic buying, and stimulus checks as the precursors to impulsive buying. The empirically tested model reveals that the fear of complete lockdown and panic buying can be considered the leading influencers of consumption practices in the context of the pandemic. Other factors, such as peer buying, scarcity of essential items, disruption of the supply chain, and the stimulus package, are significant in the prediction of impulse buying behavior. Fear Appeal and social media fake news mediate the relationship between exogenous antecedents and impulse purchases.

Aligning with their peers, Anas, Khan, Rahman [2022] advocate the necessity of positioning impulse buying in the specific pandemic setting. Extending the concept of fear appeal as a pivotal element in the analytical

model of consumption, they introduce a model comprising fear, shopping convenience, resource availability, and their impact on impulsive buying. The empirically tested model demonstrates the significance of the fear appeal and resource availability for further impulsive buying behavior.

Loxton et al. [2020] reflect on panic buying from the media coverage standpoint. The authors found that with the increased level of fear and anxiety enforced by media coverage, the level of panic buying and herd mentality increases. In line with other authors, Liu, Xia, Lang [2021] emphasize the focal role of the emotional element in the transformation of consumption. The authors claim that stress and coping predetermine changes in consumption behavior. Consecutively, stress facilitates impulsive and compulsive buying behavior. Meanwhile, coping influences emotions, cognition, and further actions.

Elaborating on the combination of Protection Motivation Theory, Temporal-construal theory, and self-determination theory, Gordon-Wilson [2021] claims that negative emotions experienced during the crisis affect people's level of self-control, which enhances transformations in consumption patterns. Based on the findings, the author concludes that self-control and shopping behavior are closely interlinked. Lowering the level of self-control, affected by stress and other negative emotions, people tend to engage in unhealthy practices such as an increase in alcohol or unhealthy snack consumption. Consumption is utilized as a coping mechanism that helps people minimize negative emotions.

COVID-19 and Consumer Motives

Scholarly literature shows that various motives affect consumers' buying behavior (see: [Alonso, Rodríguez, Ibáñez Rojo 2013; Koch, Frommeyer, Schewe 2020; Vazquez-Martínez Morales-Mediano, Leal-Rodríguez 2021] etc.). In the pandemic setting, consumers' motives have likewise drawn scholarly attention. Thus, Koch, Frommeyer, Schewe [2020] address motive dimensions when assessing online purchases. The authors utilize the conventional approach and distinguish between hedonic, utilitarian, and normative motives. The findings indicate that hedonic motives were the predominant drivers of consumption behavior, along with media exposure among Gen Y and Z consumers. However, Vazquez-Martínez Morales-Mediano, Leal-Rodríguez [2021] undertake another attempt to enhance and diversify the existing dimensions of motives. The authors employ the scales of hedonic and utilitarian motivations [Voss et al. 2003] and the scale of social-comparison factors [Lennox, Wolfe 1984], which are inadequate in the context of the global pandemic. The authors contend that the previously employed motive dimensions are insufficient to explain and anticipate consumption patterns during health crises. Therefore, Vazquez-Martínez, Morales-Mediano, Leal-Rodríguez [2021] introduce the exigency motivation scale, which is believed to be more relevant within the context of health crises.

Energy Crises

Energy is an essential element of the modern world that ensures countries' economic development and the normal operation of society. In general terms, in times of energy crisis, there is a shortage of energy supply to a particular country or region that can be caused by a variety of reasons, such as military conflict, resource unavailability, or market manipulations. Energy crises, like any other, leave a significant footprint on people's lives, causing economic, political, environmental, and social consequences for both developed and developing countries [Farghali et al. 2023]. It is considered one of the major constraints on the way to the economic development of the country [Acharya, Adhikari 2021]. There is a long-term demand for more conscious and sustainable energy consumption practices which peaks during crisis times. Therefore, it is also believed that an energy crisis can boost a shift to sustainable energy sources and enforce more sustainable energy consumption [Corbos, Bunea, Jiroveanu 2023]. The authors highlight that the transition to sustainable energy consumption doesn't only depend on infrastructural changes but requires social, economic, cultural, and institutional trans-

formations [Ali, Esposito, Gatto 2023; Kola-Bezka 2023]. Therefore, at present, the energy consumption issue draws the attention of policymakers and scholars both as an energy crisis coping mechanism and facilitator of sustainable consumption.

Consumer decision-making and consumption analysis standpoints in the context of energy crises differ greatly from those performed in other types of crises. If in other crisis contexts, researchers aim to trace the changes in the societal discourse enforced by the downturn reflected in their motives, beliefs, and attitudes, in the energy crisis context, researchers address motives, attitudes, and beliefs to enforce the societal change and promote desirable consumption patterns. Consumers are expected to adopt sustainable consumption patterns in terms of energy-efficient technology utilization, reducing energy consumption, and consumption timing adjustment. Comprehension of factors that may facilitate sustainable energy consumption seems to be of focal importance. Generally speaking, a model presented by Ali, Esposito, Gatto [2023] incorporating public perception, awareness/knowledge, and socio-demographic characteristics as the factors affecting public behavior related to energy consumption practices reflects major tendencies in the research domain.

Energy Crisis Perception

Align with the previously discussed types of crises, the concept of crisis perception is focal for comprehension of consumers' coping mechanisms. Researchers emphasize that alterations in consumers' energy consumption are strongly dependent on their perception [Lesic et al. 2018]. It is extremely important for consumers to have a practical perception of the downturn, potential consequences, and responsibilities of their energy consumption to shape sustainable energy behavior [Corbos, Bunea, Jiroveanu 2023]. Ali, Esposito, Gatto [2023] stress the role of perception towards renewable energy sources and perception of the environmental problems as the key facilitator of the transition towards more sustainable energy practices across three regions in Italy.

Energy Crisis Knowledge/Awareness and Attitudes

Crisis perception has a strong correlation with awareness/ knowledge and attitudes, which scholars utilize to explain and forecast consumption practices in the context of the energy crisis [Paço, Lavrador 2017; Arachchi, Managi 2021; Luo et al. 2021; Ali, Esposito, Gatto 2023; Corbos, Bunea, Jiroveanu 2023]. Kola-Bezka combines knowledge, skills, and attitudes under the term "energy literacy".

Awareness or knowledge about energy-saving behavior is seen as the key facilitator of the energy-saving behavior and the potential solution to the crisis [Luo et al. 2021; Corbos, Bunea, Jiroveanu 2023]. The awareness about energy consumption practices affects attitudes and beliefs in this regard which is crucial to the consumption changes [Paço, Lavrador 2017]. Some scholars advocate that awareness, and environmental knowledge should be considered as the major predictors of sustainable energy consumption [Corbos, Bunea, Jiroveanu 2023]. Others state that awareness and knowledge don't necessarily lead to a change in behavior and result in environmentally friendly consumption practices. Thus, Paço and Lavrador [2017], based on the Theory of Reasoned Action, analyze the linkage between knowledge, attitudes, and behavioral outcome. The results don't show any evidence of knowledge effect on the consumers' behavior, while the effect of attitudes was low.

Along with the awareness, scholars picture attitudes as the key predictor and facilitator of the transition toward sustainable energy practices. Corbos, Bunea, Jiroveanu [2023] address attitudes about responsible behavior and the environment. Their analysis shows that attitudes mediate the relationship between knowledge and energy-saving behavior. Moreover, environmental knowledge is seen as the facilitator of the responsible behavior attitude.

Ru, Wang, Yan [2018] address attitudes in addition to subjective norms, and perceived behavior control from the Theory of Planned Behavior standpoint. The study presents evidence of the positive correlation between attitudes and energy-saving intentions.

Energy Crises and Consumers' Socio-Demographic Characteristics

A large share of research addresses the effect of socio-demographic characteristics on the adoption of novel energy consumption practices. Ali, Esposito, Gatto [2023] found that socioeconomic and demographic characteristics, particularly educational level are significant for comprehending and facilitating of the energy transition processes. So, the findings highlight that gender can be considered one of the significant determinants of consumption preferences [Paço, Lavrador 2017; Acharya, Adhikari 2021; Arachchi, Managi 2021]. Along with the gender effect, the effect of age and size of the household are important [Acharya, Adhikari 2021]. Naz and Ahmad [2013] utilize the Conditional Demand Model to identify the electricity demand and consumption. They employ the economic and social characteristics of households as determinants in the model. Their findings indicate that the head of the household determines the electricity consumption. Arachchi and Managi [2021] performed a cross-cultural study to analyze the relationship between energy consumption sustainability and concerns about it, utilizing gender as the mediator. Their findings signify the major alteration among male and female perception, where males are more aware of the situation and females are more concerned about the consequences. It is found that in the case of the triad, gender plays an important role as well. Therefore, it is claimed that males usually possess better knowledge about sustainable energy consumption, while females express more concerns about the environment [Arachchi, Managi 2021].

Energy Crises and Price

Naturally, as in any crisis, consumers subjected to the consequences of the energy downturn demonstrate a high level of price sensitivity, and first of all, tend to modify their consumption practices due to increased prices on energy sources. Zapata-Webborn et al. [2024] highlight that the reduction in energy consumption among the British population was predominantly defined by the high prices of energy sources and the low financial well-being of the households. Similar findings were presented by Hofmann, Lindberg [2024] in their analysis of energy conservation strategies in the Norwegian context. Therefore, increased prices for energy sources like electricity and gas can enhance the reduction in energy consumption. However, it cannot ensure the desirable shift to increase in green energy utilization. Despite the mass promotion of green energy, consumers usually opt for cheaper and more available energy sources as price and location are still prioritized for sustainability ideas.

Discussion

This section aims to summarize and compare major findings obtained during a comprehensive literature analysis. Here, we aim to highlight the main stressors, emotional responses of the consumers, determinants of consumer behavior in times of crises, coping strategies, and other consequences. The comparison summary is presented in Table 2.

Table 2

The Summary of Main Crises Features

Characteristics	Economic Crisis	COVID-19 Crisis	Energy Crisis
Stressors	<p>Increased prices [Sharma, Sonwalkar 2013; Berdysheva, Romanova 2017]</p> <p>Uncertainty [Voon, Voon 2012]</p> <p>Decrease in per capita income [Voon, Voon 2012; Scutaru, Saman, Pauna 2015; Kotelnikova, Radaev 2017]</p> <p>Risk of unemployment [Alonso, Rodríguez, Ibáñez Rojo 2013; Sharma, Sonwalkar 2013; Duquenne, Vlontzos 2014; Boutsouki 2019; Szmigin et al. 2020]</p> <p>Limited financial resources [Boost, Meier 2017]</p>	<p>Increased price [Valaskova, Durana, Adamko 2021]</p> <p>Uncertainty [Loxton et al. 2020; Hasan, Islam, Bodrud-Doza 2021; Valaskova, Durana, Adamko 2021; Anas, Khan, Rahman 2022]</p> <p>Decrease in per capita income [Hall et al. 2020]</p> <p>Unemployment [Hall et al. 2020]</p> <p>Media exposure [Ahmed at al. 2020; Koch, Frommeyer, Schewe 2020; Loxton et al. 2020; Li et al. 2023]</p> <p>Perceived health risks [Hasan, Islam, Bodrud-Doza 2021; Liu Xia, Lang 2021]</p> <p>Resource availability [Gordon-Wilson 2021; Nanda, Xu, Zhang 2021; Anas, Khan, Rahman 2022]</p> <p>Peer's buying [Ahmed at al. 2020]</p>	<p>Increased prices on energy sources [Belaïd, Zrelli 2019; Zapata-Webborn et al. 2024]</p> <p>Outdoor temperature [Hofmann, Lindberg 2024]</p> <p>Energy resource availability [Acharya, Adhikari 2021]</p> <p>Environmental concerns [Ali, Esposito, Gatto 2023; Corbos, Bunea, Jiroveanu 2023; Zapata-Webborn et al. 2024]</p>
Emotional response	<p>Psychological state alteration [Perriman, Ramsaran-Fowdar, Baguant 2010]</p> <p>Guilt [Alonso, Rodríguez, Ibáñez Rojo 2013]</p> <p>Change of attitudes and beliefs [Alonso, Rodríguez, Ibáñez Rojo 2013; Deli-Gray, Avra, Matura 2013; Duquenne, Vlontzos 2014]</p>	<p>Fear [Ahmed at al. 2020; Nanda, Xu, Zhang 2021; Anas, Khan, Rahman 2022]</p>	
determinants of the consumption behavior	<p>Risk perception level [Mansoor, Jalal 2011]</p> <p>Socio-economic characteristics [Boutsouki 2019; Sharma, Sonwalkar 2013; Kaytaz, Gul 2014; Castilhos, Fonseca, Bavaresco 2017; Lindblom, Lindblom 2017]</p>	<p>Risk perception level [Hasan, Islam, Bodrud-Doza 2021; Vazquez-Martínez, Morales-Mediano, Leal-Rodríguez 2021; Li et al. 2023]</p> <p>Socio-economic characteristics [Ahmed at al. 2020; Hasan, Islam, Bodrud-Doza 2021; Vazquez-Martínez, Morales-Mediano, Leal-Rodríguez 2021]</p>	<p>Media attention [Belaïd, Zrelli 2019]</p> <p>Education level [Belaïd, Zrelli 2019; Acharya, Adhikari 2021]</p> <p>Knowledge-attitude-beliefs [Paço, Lavrador 2017; Arachchi, Managi 2021; Ali, Esposito, Gatto 2023; Corbos, Bunea, Jiroveanu 2023]</p> <p>Socio-economic characteristics [Paço, Lavrador 2017; Acharya, Adhikari 2021; Arachchi, Managi 2021]</p> <p>Subjective norms [Ru, Wang, Yan 2018]</p> <p>Perceived behavior control [Ru, Wang, Yan 2018]</p>

Table 2—continued

Characteristics	Economic Crisis	COVID-19 Crisis	Energy Crisis
Coping strategies	<p>Expenditure recomposition [Perriman, Ramsaran-Fowdar, Baguant 2010; Kaytaz, Gul 2014; Kotelnikova, Radaev 2017; Martíne, Cámara 2022]</p> <p>Consumption smoothing [Dutt, Padmanabhan 2011; Kotelnikova, Radaev 2017]</p> <p>Reduction in the amount of purchased items [Duquenne, Vlontzos 2014]</p> <p>Shift towards essential consumption [Kotelnikova, Radaev 2017]</p> <p>Limited consumption of durable and semidurable goods [Dutt, Padmanabhan 2011]</p> <p>Collaborative consumption [Koos 2017; Lindblom, Lindblom 2017]</p> <p>Resilient practices [Alonso, Rodríguez, Ibáñez Rojo 2013; 2017; Berdysheva, Romanova 2017; Boost, Meier 2017; Koos 2017; Szmigin et al. 2020; Díaz-Mendez, Ramnos-Truchero 2023]</p> <p>Impulse buying [Duquenne, Vlontzos 2014]</p> <p>Price consciousness [Hampson, McGoldrick 2017]</p>	<p>Shift in consumption mode from offline to online [Kirk, Rifkin 2020; Gordon-Wilson 2021; Valaskova, Durana, Adamko 2021; Vazquez-Martínez, Morales-Mediano, Leal-Rodríguez 2021]</p> <p>Shift in consumption motives [Koch 2020]</p> <p>Reduction in discretionary spendings [Loxton et al. 2020; Hall et al. 2021; Liu Xia, Lang 2021]</p> <p>Reduction in the amount of purchased items [Kirk, Rifkin 2020; Gordon-Wilson 2021; Vazquez-Martínez, Morales-Mediano, Leal-Rodríguez 2021]</p>	<p>Energy saving [Ru, Wang, Yan 2018; Belaïd, Zrelli 2019; Corbos, Bunea, Jiroveanu 2023; Zapata-Webborn et al. 2024]</p> <p>Household energy demand flexibility [Belaïd, Zrelli 2019]</p> <p>Sustainable energy consumption [Arachchi, Managi 2021]</p>
Other consequences	<p>Societal transformation [Alonso, Rodríguez, Ibáñez Rojo 2013; 2017; Deli-Gray, Arva, Matura 2013; Kaplanoglou 2022]</p>	<p>Impulse buying [Ahmed et al. 2020; Anas, Khan, Rahman 2022]</p> <p>Panic buying [Ahmed et al. 2020; Loxton et al. 2020]</p> <p>Herd mentality [Kirk, Rifkin 2020; Loxton et al. 2020]</p> <p>Low self-control level [Gordon-Wilson 2021]</p>	

Source: Summarized by the author.

Certain similarities can be observed when comparing crisis stressors. We refer to stressors as the events or conditions that trigger a response in consumers. Researchers point out increased prices as one of the main stressors in the context of all three crises. The economic and COVID-19 crises are similar in the perceived uncertainty, unemployment, and decrease in per capita income. However, aligning with the idea suggested by Gundel [2005], the analysis demonstrated that there are also significant differences in the stressors. Among stressors typical only for the COVID-19 crisis are media exposure and media framing, perceived health risks, and peer buying. In the case of energy crises, unique stressors are outdoor temperature and environmental concerns.

The identified stressors cause a certain emotional response among the consumers, such as alterations in the psychological state, feelings of guilt, or changes in attitudes and beliefs in the case of economic crises. In the COVID-19 discourse, fear is a very common emotional response.

Regarding determinants of consumption behavior patterns, which are seen as factors influencing the likelihood or level of response, several similarities are observed across all three types of crises. Scholars refer to socio-economic characteristics of consumers as an important determinant. Risk perception determines consumption behavior in economic and COVID-19 crisis contexts. As for the energy crises, researchers see consumers' education level, social norms, and knowledge-attitude-beliefs as determinants of potential sustainable energy consumption and energy-saving behavior. It is important to stress the difference in the role of mass media in pandemic and energy crises. While during the pandemic crises it is portrayed as a trigger for immediate action-related coping strategies, spreading fear and panic, during energy crises researchers refer to mass media coverage as educational framing that should enhance the transformation in knowledge-attitude-beliefs of consumers.

Among the main coping strategies in the economic crisis context, scholars point out expenditure recomposition, consumption smoothing, reduced amounts of purchased items, particularly discretionary items, saving behavior, changes in budget allocation, discount seeking, and the tendency to recomposition of habitually purchased commodities. During the pandemic crisis, consumers demonstrated a tendency to change consumption modes, became more conscious about consumption practices, and reduced unnecessary spending. The fear and stress also led to impulse buying, panic buying, and herd mentality. However, researchers stress that those three consumption patterns in a pandemic setting require special attention and cannot be treated similarly to the same consumption patterns in a normal setting. In the context of energy crises, the main coping strategies are energy-saving behavior and energy-demand flexibility. Moreover, in the energy crisis domain, researchers not only tried to identify the consequences of the observed stressors but also to see what factors can be utilized to enforce more sustainable energy consumption among the population.

Methodological Overview

On a methodological account, a big share of research in all three crisis domains is built upon conventional consumption behavior analysis theories. The researchers utilize the permanent income theory [Scutaru, Saman, Pauna 2015], Behavioral Lifecycle model [Voon, Voon 2012], Grounded theory [Berdysheva, Romanova 2017; Boost, Meier 2017; Amatulli et al. 2023], Situational Crisis Communication theory [Li et al. 2023], Fear Theory [Ahmed et al. 2020], Impulse buying theory [Anas, Khan, Rahman 2022], Protection Motivation Theory, Temporal-construal theory, self-determination theory [Gordon-Wilson 2021], Theory of Reasoned action [Lindblom, Lindblom 2017; Paço, Lavrador 2017], Theory of planned behavior [Mansoor, Jalal 2011; Sharma, Sonwalkar 2013; Ru, Wang, Yan 2018; Vazquez-Martínez, Morales-Mediano, Leal-Rodríguez 2021].

In the case of economic and energy crises, those theories are mainly utilized in their initial conceptualization. However, the analysis of the COVID-19 related literature shows that untypical circumstances enhanced the transformations of consumption patterns, which conventional theories cannot explain. Therefore, the COVID-19 crisis created the demand for those theories' transformation, claiming that they cannot be utilized due to the lack of significant variables in the models [Alhaimer 2021; Nanda, Xu, Zhang 2021; Anas, Khan, Rahman 2022]. They generally advocate that the stressors should be included in the analytical model to provide a more accurate outlook. In the context of energy crises, apart from conventional theories, researchers extensively apply the knowledge-attitude-belief triad to explain and facilitate the adoption of sustainable energy consumption practices.

Identified Further Research Perspectives

It is worth mentioning that despite being thoroughly analyzed, consumption practices in the economic/financial crises still represent a promising research domain and possess high potential for further analysis. Researchers call for a comparative analysis of different crisis periods to form a more generalized approach for post-crisis recovery [Kaytaz, Gul 2014; Lindblom, Lindblom 2017]. On the contrary, Pushan Dutt and V. Padmanabhan

[2011] suggest their aggregated consumption smoothing analysis should be performed at the microlevel. Another phenomenon, such as consumer attitudes, resilient practices, and situational factors, should be considered. The effect of the crisis on appropriation, appreciation, and disposal dimensions [Koos 2017]. Authors also call for the utilization of more advanced analytical models employing SEM [Lindblom, Lindblom 2017].

When talking about further analysis of consumption practices in the COVID-19 pandemic context, it is of vital importance to understand whether the patterns developed by consumers in times of pandemic would remain persistent or bounce back to the precrisis times [Koch, Frommeyer, Schewe 2020; Mehta, Saxena, Purohit 2020; Vazquez-Martínez, Morales-Mediano, Leal-Rodríguez 2021]. Researchers call for more generalization of the empirical results on the consumption practices that can be reached by cross-country comparison [Ahmed et al. 2020; Valaskova, Durana, Adamco 2021; Anas, Khan, Rahman 2022]. More research is necessary on risk perception [Hall et al., 2020], panic buying, and herd mentality [Loxton et al. 2020].

In the context of the energy crisis, aligned with the economic crisis, researchers state the importance of examining behavior in different stages of crisis under various socio-economic conditions [Corbos, Bunea, Jiroveanu 2023]. More thorough and comprehensive research is needed on the linkage between the knowledge-attitude-behavior triad, which is widely applied in the research domain, however demonstrating rather controversial empirical results [Paço, Lavrador 2017]. Researchers call for cross-country comparative studies for more thorough generalization and policy development [Kola-Bezka 2023].

Conclusion

Considering the pivotal role of consumption in modern society and the high frequency of various crises, the present study highlights the necessity to summarize the scholarly knowledge addressing consumption practices in a crisis context.

The research framework utilizes a mixed literature review approach comprising bibliometric and systematic literature review. Following rigorous steps of the article selection process, we identified 48 multidisciplinary articles devoted to consumption practices in the context of crisis and subjected them to analysis. The bibliometric analysis stage let us identify three main crisis contexts extensively assessed by the scholars. The findings demonstrate that COVID-19, economic/financial, and energy crises contexts are of particular academic interest. Moreover, the quantitative analysis phase allowed us to understand the crises' discourses and highlight the most "powerful" concepts by assessing links between them.

The systematic literature review let us dive deeper into the discourse at the qualitative level and trace significant alterations in the consumption practices. We found several similarities in stressors and subsequent consumer responses across all three crises. However, aligning with Gundel's [2005] proposition, we also discovered substantial differences which facilitate "new" consumption practices, particularly in the COVID-19 setting. The emergence of "new" stressors enforced a demand to modify the existing or create new theories and models that can explain alterations in the consumption practices. Obviously, the development of new models and the follow-up assessment of the consumption patterns developed during the pandemic will continue to attract scholarly attention. Moreover, while comparing the discourses of three crises, it was found that the energy crisis significantly stands out from the other two discourses. Scholars see it not only as a threat but also as an opportunity to shift consumption to a more sustainable mode. Undoubtedly, this approach will dominate in the further development of the energy crisis research domain.

The study has the potential for both managerial and theoretical implications. From the managerial perspective, the study provides an understanding of the alterations in the response of individual consumers and societies when exposed to external shocks reflected in coping strategies and consumption patterns. Understanding the

dynamics of consumer behavior across various crises can be beneficial for policymakers and crisis managers when developing support mechanisms and effective policies to minimize the crises' effects.

It is also valuable for marketers and businesses and helps them adjust their strategies in a timely manner. From the theoretical implication perspective, the study contributes to the evolving body of scholarly literature on consumption practices in times of crisis. It provides a foundation for more efficient theory development that can explain and predict consumer behavior. By comparing methodological approaches to the analysis, the study stresses the importance for further exploration and the analysis in the research domain. The findings obtained from the analysis of more recent crises highlight the importance of more comprehensive methodological and theoretical assessment.

Even though the study outlines the major tendencies in the research field, several limitations of the study should be noted. First, the literature search was conducted only among the articles written in English, potentially leaving behind some innovative ideas presented in other languages. Second, despite rigorous article selection criteria and the attempt to conduct a comprehensive literature search, there is a possibility of omitting relevant studies. Third, the study mainly concentrates on three types of crises, leaving behind other shocks such as natural disasters, wars, or political crises that may not fully grasp all the current trends in the research field. Therefore, the number of analyzed crises discourses can be enlarged.

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