

Digitally Connecting Consumers Mental Health and Behavior amid Pandemic.

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- **Abstract:** The covid-19 pandemic is likely to have a profound impact on mental health globally. This paper aims to explore the psychological perspectives that have affected consumer behavior during the life-changing social environment as a framework in consumer mental health research. The paper offers a history of consumer behavioral health studies and applications in the field of marketing, as well as an introduction to the theoretical and empirical framework for the study of consumer behavior in later life concerning consumption-related problems throughout life. A sample of 254 millennial consumers is used to test hypothesized relationships derived from the life course perspectives. The approach to the life course, designed to analyze the various facets of consumer behavior, offers a basis for filling holes in prior analysis to study consumer behavior over time. The author introduces a life-course concept that offers an insight applicable to the life-course paradigm of consumer behavior research. In the present context, it has already increased feelings of stress, peers, economic status has given rise to a range of digital and other interventions to help people cope with the "new normal", the researchers need to illustrate how the life course approach might innovatively contribute to existing studies.
- **Keywords:** Panic buying; pandemic; life events; life status change; coping behavior