

Post-Pandemic Luxury Shopping

Sona Klucarova

Montpellier Business School

Xin He

University of Central Florida

Baiyun Gong

Nova Southeastern University

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Abstract

This research examines consumers' post-COVID luxury shopping tendencies. The authors show that consumers will engage in post-COVID luxury shopping as a way to restore justice from the adversities suffered during the pandemic. The results of three studies demonstrate that this effect is driven by the need for revenge and moderated by the COVID-19 impact. The authors also rule out a number of alternative explanations, including both financial factors (e.g., savings, income, and wealth) and psychological factors (e.g., the need for self-expression, mortality salience, and stress).

Keywords: *COVID-19; post-pandemic; luxury shopping*

Track: Consumer Behaviour