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**CONSUMER BEHAVIOR TOWARD FOOD AND AGRI-FOOD
PRODUCTS DURING CRISES**

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Summary

Crisis situations of any kind whether sanitary, military, caused by natural phenomena, or otherwise lead to significant changes in people's behavior from multiple perspectives, including that of consumers of food and agri-food products.

As a result of this effect, the following question arises: *How do people behave as consumers of food and agri-food products during a crisis?*

The outbreak and manifestation of two major crises over the past years (2020 – 2025), the COVID-19 pandemic and the military conflict in Ukraine, provided the context for obtaining answers to the above question.

The effects of both critical events on the food and agri-food product market were significant, generating major imbalances both globally and in Romania.

The method used to obtain answers to the question above was an in-depth investigation of the impact of the COVID-19 pandemic and the military conflict in Ukraine through quantitative and qualitative research.

The quantitative research realised, namely two surveys and desk studies, analyzed the behavior of Romanian agri-food consumers during the lockdown caused by the COVID-19 pandemic, the behavior of Romanian organic food consumers in the context of the war in Ukraine, and certain effects generated by the COVID-19 pandemic at international and regional levels or triggered by the war in Ukraine.

The qualitative research, a focus group, observed how the COVID-19 pandemic and the military conflict in Ukraine influenced the behavior of agricultural producers in Romania.

The results obtained from this scientific endeavor contribute to a better understanding of consumer behavior regarding food and agri-food products.

Moreover, the findings offer new perspectives that deepen the subject by providing useful information to consumers, producers, authorities, and researchers in economic fields such as marketing, who are interested in the evolution of consumer behavior toward food and agri-food products in times of crisis.

Keywords: consumer, behavior, crisis, product, food product, agri-food product

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