

## **ABSTRACT**

*The impact of pandemic has made many people have limitation, so those people who have a hedonistic lifestyle vent their hedonistic side through internet and social media. To satisfy their needs, just open an e-commerce and then scrolling what they loved. Then there is a different consumer behavior before pandemic and when pandemic happens. This research aims to know what the specific differences of consumer behavior, factor that influence hedonism among pandemic, how they express their lifestyle while pandemic, and how hedonism influence consumer behavior. This research uses qualitative method and the result is there is differences of consumer behavior, online shopping is one of them way to express their hedonism, and hedonism contribute to consumer behavior changes.*

**Keyword :** *Lifestyle, Hedonism, Consumer Behavior, Pandemic*