# CONSUMERS' PLACE PREFERENCE OF PURCHASE DURING AND AFTER THE COVID-19 PANDEMIC

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**ABSTRACT**

The COVID-19 pandemic has brought many unknowns, risks, and innovations into the lives of consumers. Although this uncertain period is behind us, what it has changed in the lives of individuals and in the world of organizations that provide products and services to individuals, and what needs to be done in the new world order based on these changes, continues to be the subject of research. Businesses aiming to create purchase intentions for their products and services on consumers closely monitor consumers and marketing trends to dominate their markets and achieve profitability. However, there are many variables that affect consumer behavior. This research attempts to contribute to the literature by examining the relationship, especially between the occupation group of the consumer and the place of food purchase, focusing on demographic characteristics. The population of the study consists of individuals aged 18 and over living in Istanbul, Turkey. Quantitative research methods and online survey techniques were used in the study. Among the non-random sampling methods, an appropriate sampling method will be used. Data analysis was performed using the SPSS 24.0 package program. T-Tests and Anova tests were applied, and when the age, gender, education level, and occupation groups were evaluated in terms of statistical comparisons made in terms of changes in food consumption behavior during and after Covid-19, no significant differences were found. The Pearson Correlation test was applied to examine the relationship between food channel preferences during and after Covid. It was determined that there is a 0.83 positive correlation between food channel preferences during and after Covid. In this sense, it can be interpreted that food preference channels during and after Covid-19 are statistically very similar.

**Keywords:** (Consumer Behavior, E-Commerce, Professional Group, Covid-19, Post-Covid-19)

# COVİD-19 SALGININDA VE SONRASINDA TÜKETİCİLERİN SATIN ALMA YERİ TERCİHİ

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**ÖZET**

Covid-19 Pandemisi süreci birçok bilinmezi, riski ve yeniliği biz tüketicilerin hayatlarına getirmiştir. Bu bilinmez dönem geride kaldı ancak bireylerin ve bireylere ürün ve hizmet sunan kurumların dünaysında neler değiştirdiği, bu değişikliklere göre yeni dünya düzeninde neler yapılması gerektiği hala araştırmalara konu olmaya devam etmektedir.Tüketici üzerinde kendi ürün ve hizmetlerine yönelik satın alma niyeti oluşturmayı amaçlayan işletmeler,tüketicileri ve pazarlama trendlerini yakından takip ederek kendi pazarlarına hükmetmeyi ve karlılığı hedeflemektedirler.Ancak tüketicinin davranışlarını etkileyen bir çok değişken bulunmaktadır.Bu araştırmada demografik özelliklerden özellikle türketicinin bulunduğu meslek grubunun, yiyecek satınalma yeri arasındaki ilişki incelenerek literatüre katkı sunulmaya çalışılmıştır. Çalışmanın evrenini, Türkiye'de İstanbul' da yaşayan 18 yaş ve üzerinde yer alan kişiler oluşturmaktadır. Çalışmada nicel araştırma yöntemi ve online anket tekniği kullanılmıştır. Araştırma kapsamında seçkisiz olmayan örnekleme yöntemlerinden, uygun örnekleme yöntemi kullanılacaktır. Verilerin analizinde SPSS 24.0 paket programından yararlanılmıştır. T-Testi ve Anova testleri uygulanmış ve Covid-19 zamanı ve sonrası arasında gıda tüketim davranış değişikliği açısından yapılan istatistiki karşılaştırmada yaş, cinsiyet, eğiitm düzeyi ve meslek grupları varyans analizi ile birlikte değerlendirildiğinde anlamlı farklılıklar ortaya çıkmamaktadır. Covid sırasında ve sonrasında yiyecek kanalı tercihleri arasındaki ilişki için Pearson Correlation testi uygulanmıştır. Covid sırasında ve sonrasında yiyecek kanalı tercihleri arasında 0,83 oranında pozitif ilişki bulunmakta olduğu tespit edilmiştir. Bu anlamda, Covid-19 sırasında ve sonrasında yiyecek tercih kanallarının istatistiksel olarak çok benzediği yorumu yapılabilmektedir.

**Anahtar Kelimeler:** (Tüketici Davranışı, E-Ticaret, Meslek Grubu, Covid-19)

## INTRODUCTION

Protective measures implemented by governments around the world are restricting people's access to abundant, diverse and nutritionally adequate food supplies. According to the World Health Organization, the various impacts of the pandemic have led to changes in dietary patterns and overall global consumption is projected to be limited. In almost all countries, access to food markets has been restricted following the onset of the pandemic, and restaurants and food production businesses that provide food from outside have closed. This has naturally affected the way consumers purchase and consume food, leading individuals to prepare their own food. In addition, the restriction of national and international transfers has made it difficult to obtain food products that need to be consumed quickly, such as fruits and vegetables, fish and fish products, which are especially important for fresh consumption. This has not only affected the consumer but also the producer and the workers involved in production.

One of the most important reasons for the change in consumption patterns is that many people's income decreased due to job loss during the pandemic and they can consume according to their existing income. In order to investigate the causes of all these factors, attitudes of individuals aged 18 years and older in Istanbul, Turkey regarding changes in food consumption behavior and habits during and after the Covid 19 pandemic process and current food consumption and purchase frequency, place of purchase and occupational groups are analyzed. By investigating whether demographic variables make a difference in the consumption habits of food products during the pandemic period, it contributes to the information on the effects of the coronavirus pandemic on food consumption behavior.

The consumer purchasing decision process is complex and is influenced by many external (culture, race, marketing activities) and internal factors (experience, motivation, consumer's personality) (Šramová & Pavelka, 2017). According to Ayhan Gökcek, Çarıkçıoğlu and Yüksel (2019) consumer decision making styles have significant effect on customer satisfaction (Gökcek, Çarıkçıoğlu and Yüksel, 2019). In the research conducted by Gökcek, A. and Erin, M.( 2021), consumers want to buy material or moral benefits when they shop to buy products and services, while some consumers make the purchase in a planned way and focus on the benefit they will obtain, while others have determined that they aim to enjoy with entertainment, pleasure and excitement. While products such as food and clothing are part of utilitarian consumption, individuals shop for different purposes under threat and pressure.In these cases, individuals have hedonic consumption motivation (Liu.et, 2020) Utilitarian values based on cognitive processes significantly affect the process of thinking critically about emotions and fun, and buying hedonic values (Babin et. all, 1994). They were trying to cope with the situation (Larson and Shin 2018). impulsivity, which is one of the main determinants; It can contribute to the development and continuation of obesity by triggering uncontrolled and excessive eating, especially by revealing itself more in situations of fear and anxiety. Increased impulsivity is predicted to make it harder to resist foods high in sugar, salt, and fat. Evidence for the role of different components of impulsivity in obesity and some eating behaviors (especially uncontrolled, emotional and restrictive eating) has been increasing in recent years. (Emiroğlu and Aktaç , 2023)

After it was understood by individuals that the strongest protection against the epidemic was to strengthen the immune system, in Türkiye, as in the whole world, a rapid change was experienced in the dietary habits of households (Basaran and Purut; 2021). After a clear understanding of the importance of consumers' access to healthy and safe food under pandemic conditions, an increase is observed in the budget allocated from their demand and general income. (Çınar et. all; 2022) Although it is known that the immune system has a negative effect in the first months of the pandemic, individuals have increased their preference for products such as bread products, salt, sugar and flour after the declaration of the pandemic in Türkiye. The reason for this is the first impulse purchases of individuals in panic. The spread of negative information (both on online platforms and offline forums) causes panic among people and forces them to buy panic (Arafat et.all,2020). Categories increased significantly.

When we look at the weekly data, it is seen that the growth in the "yeast" category continued to increase every week in the 3 weeks reported, and while the rate for take-out orders was 13 percent in the first week, this rate increased to 38 percent in the third week (IPSOS, 2020). Studies have shown that individuals who stay at home during this period develop healthy eating and drinking habits, and that the nutritional needs of the consumer are shaped on the basis of "immune strengthening" and "being healthy".

According to the research conducted by the Economic Policy Research Foundation of Türkiye (TEPAV), as of the first week of the case in Türkiye, "health, health products, cosmetics" expenditures increased by 11 percent compared to the previous week and reached 953 million TL (TEPAV, 2020). Quarantine and social isolation are also thought to have an impact on change.

In such special cases, individuals both have difficulty in reaching adequate food, stay away from physical activities such as sports and increase the consumption of nutritional supplements, because in quarantine conditions, individuals also encounter problems in terms of vitamins and minerals, including adequate/balanced nutrition and vitamin D synthesized due to sunlight.

It is thought that individuals with chronic diseases tend to prefer nutritional supplements more than those without chronic disease and that the pre-pandemic period is associated with having a strong immune system and quarantine conditions (Çelik and Dane, 2020) Compared to the pre-pandemic period, milk-breakfast products, vegetables while there is an increase in the consumption of fruit and nutritional supplements, on the other hand, when all the findings in terms of healthy nutrition are compared with the literature. Educated people have healthier eating behaviors (Guler, 2022) A positive relationship with education level is also expected, as higher education levels show greater exposure to environmental and health issues through the education system and a better understanding of their importance (Dietz, Stern and Guagnano,1998).

## METHODOLOGY OF THE RESEARCH

### Subject, Aim, and Problem of the Research

Within the scope of this research, the attitudes of individuals aged 18 and over in Istanbul, Turkey, regarding changes in their food consumption behavior and habits during and after the Covid-19 pandemic are measured. The study also analyzes the current frequency of food consumption and purchasing, the place of purchase, and occupational groups. By investigating whether demographic variables create differences in food product consumption habits during the pandemic period, the research contributes to the knowledge about the effects of the Coronavirus pandemic on food consumption behavior.

**Population, Sample and Scale Development**

The population of the study consists of individuals aged 18 and over living in Istanbul. The scale used in the research was previously used in the research conducted by Güney, O.İ and Giraldo L. (2020), and the survey was conducted to investigate the changes in consumers' food consumption behavior and habits during the COVID-19 pandemic, for which reliability and validity analyzes were conducted, and to determine the factors explaining these changes. Questions such as demographic data, consumption habits, professional groups and consumption shopping types of the individuals participating in the survey will be asked using a five-point Likert scale. Since the confidence interval required in social sciences is .05, the possible sample size was determined as 65-70 participants (Akbulut,2021:213)

**Data Analysis**

Of the total number of participants, 58.1% were "Female" participants and 41.9% were "Male" participants. With 23 participants, the age range of 31-40 was the highest. With 22 people, the age range of 18-30 is the second age range with the highest number of participants. The 41-50 age group was the third age range with the highest number of participants. In terms of age distribution, the lowest participation is observed in the age group 51 years and above with 8 people. When we look at the percentage distribution of the general participation according to education, the education level with the highest share is Bachelor's degree with 55.4% and the second highest is Graduate degree with 29.7%. Graduate graduates are followed by high school graduates with 12.2%. Secondary school graduates had the lowest participation rate with 2.7%. The distribution of general participation according to occupational groups is as follows: private sector with 36.5%, public sector with 32.4%, housewife with 16.2%, student with 9.5%, retired with 5.4%. The distribution of the general participation according to marital status is as follows: 55.4% married, 44.6% single. The monthly incomes of the participants are as follows: 26.0% no income, 18.1% 1,5001- 3,000 TL, 15.8% 4,5001- 6,000 TL, 13.1% 3001- 4,500 TL, 10.8% more than 7,500 TL, 9.6% 0- 1,500 TL. When asked which shopping channel do you prefer for food purchasing during Covid, 44.6% of the participants indicated chain stores, 28.4% local markets, 20.3% neighborhood markets and 6.8% online e-magazines. When asked which shopping channel do you prefer for purchasing food after Covid, 36.5% of the participants stated chain stores, 31.1% local markets, 20.3% neighborhood markets and 12.2% online e-commers store.

**Table 1: Minimum and Maximum Values of the Answers to the Questions**

|  |  | Gender | Age | Education | Ocupation | Maritual | Covzamyiykanalı | Covsonrayiykan |
|---|---|---|---|---|---|---|---|---|
| N | Valid | 74 | 74 | 74 | 74 | 74 | 74 | 74 |
|  | Missing | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Minimum |  | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| Maximum |  | 2 | 4 | 4 | 5 | 2 | 4 | 4 |

Frequencies of the Answers to the Questions

1 = Completely disagree
2 = Disagree
3 = Neither agree / Neither disagree
4 = Agree
5 = Completely agree

**Table 2: Gender**

|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Male | 31 | 41,9 | 41,9 | 41,9 |
|  | Female | 43 | 58,1 | 58,1 | 100,0 |
|  | Total | 74 | 100,0 | 100,0 |  |

**Table 3: Age**

|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | 18-30 | 22 | 29,7 | 29,7 | 29,7 |
|  | 31-40 | 23 | 31,1 | 31,1 | 60,8 |
|  | 41-50 | 21 | 28,4 | 28,4 | 89,2 |
|  | 51+ | 8 | 10,8 | 10,8 | 100,0 |
|  | Total | 74 | 100,0 | 100,0 |  |

**Table 4: Educational Level**

|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Middle School | 2 | 2,7 | 2,7 | 2,7 |
|  | High School | 9 | 12,2 | 12,2 | 14,9 |
|  | Bachelor's | 41 | 55,4 | 55,4 | 70,3 |
|  | Postgraduate | 22 | 29,7 | 29,7 | 100,0 |
|  | Total | 74 | 100,0 | 100,0 |  |

**Table 5: Occupation**

|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Retired | 4 | 5,4 | 5,4 | 5,4 |
|  | Housewife | 12 | 16,2 | 16,2 | 21,6 |
|  | Public employee | 24 | 32,4 | 32,4 | 54,1 |
|  | Student | 7 | 9,5 | 9,5 | 63,5 |
|  | Private sector employee | 27 | 36,5 | 36,5 | 100,0 |
|  | Total | 74 | 100,0 | 100,0 |  |

**Table 6: Marital Status**

|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Single | 33 | 44,6 | 44,6 | 44,6 |
|  | Married | 41 | 55,4 | 55,4 | 100,0 |
|  | Total | 74 | 100,0 | 100,0 |  |

**Table 7: Preferred Food Purchase Channel During Covid**

|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Online e-shop | 5 | 6,8 | 6,8 | 6,8 |
|  | Neighborhood Markets | 15 | 20,3 | 20,3 | 27,0 |
|  | Local markets | 21 | 28,4 | 28,4 | 55,4 |
|  | Chain stores | 33 | 44,6 | 44,6 | 100,0 |
|  | Total | 74 | 100,0 | 100,0 |  |

**Table 8: Preferred Food Purchasing Channel After Covid**

|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Online e-shop | 9 | 12,2 | 12,2 | 12,2 |
|  | Neighborhood Markets | 15 | 20,3 | 20,3 | 32,4 |
|  | Local markets | 23 | 31,1 | 31,1 | 63,5 |
|  | Chain stores | 27 | 36,5 | 36,5 | 100,0 |
|  | Total | 74 | 100,0 | 100,0 |  |

In line with the data obtained from the participants, the Covid process and the shopping information they made afterwards, descriptive analyzes of consumer attitude were made as in Table 9.

**Table 9: Descriptive Analysis of Consumer Attitudes**

|  | N | Minimum | Maximum | Mean | Std. Deviation |
|---|---|---|---|---|---|
| Gender | 74 | 1 | 2 | 1,58 | ,497 |
| Age | 74 | 1 | 4 | 2,20 | ,993 |
| Education | 74 | 1 | 4 | 3,12 | ,721 |
| Profession | 74 | 1 | 5 | 3,55 | 1,284 |
| Marital status | 74 | 1 | 2 | 1,55 | ,500 |
| covzamyiykanalı | 74 | 1 | 4 | 3,11 | ,959 |
| covsonrayiykanalı | 74 | 1 | 4 | 2,92 | 1,030 |
| Valid N (listwise) | 74 |  |  |  |  |

**\* Covzamyiykanalı** = Preferred food purchasing channel during covid time

**\* Covsonrayiykan** = Preferred food purchasing channel post covid

Pearson Correlation test was applied for the relationship between food channel preferences during and after Covid. It was found that there was a positive correlation of 0.83 between food channel preferences during and after covid. In this sense, food channel preferences during and after covid are statistically very similar.

**Table 10: Pearson Correlation Test**

|  |  | covzamyiykanalı | covsonrayiykan |
|---|---|---|---|
| covzamyiykanalı | Pearson Correlation | 1 | ,813** |
|  | Sig. (2-tailed) |  | ,000 |
|  | N | 74 | 74 |
| covsonrayiykan | Pearson Correlation | ,813** | 1 |
|  | Sig. (2-tailed) | ,000 |  |
|  | N | 74 | 74 |

**. Correlation is significant at the 0.01 level (2-tailed).

**Comparative Analysis and Reviews of the Research**

In this section, the differentiation of the shopping channel through which consumers prefer when purchasing food during Covid and after Covid is examined according to the demographic characteristics of the consumers.

In this framework, the following research hypotheses were determined for the relationship between these factors and gender. Is there a difference in terms of the preferred channel during and after Covid in terms of gender?

H0: There is no difference in terms of preferred channel during and after Covid in terms of gender.

H1: There is a difference in terms of preferred channel during and after Covid in terms of gender.

Sig values are greater than 0.05, H0 is accepted.

**Table 11: Gender**

| Group Statistics | Gender | N | Mean | Std. Deviation | Std. Error Mean |
|---|---|---|---|---|---|
| Covzamyiykanalı | 1 | 31 | 3,16 | ,934 | ,168 |
|  | 2 | 43 | 3,07 | ,985 | ,150 |
| Covsonrayiykan | 1 | 31 | 2,97 | 1,048 | ,188 |
|  | 2 | 43 | 2,88 | 1,028 | ,157 |

*Gender: 1 Male, 2 Female.

**Table 12: Independent Samples Test**

|  |  | Levene's Test for Equality of Variances | | T-test for Equality of Means | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
|  |  |  |  |  |  |  |  |  | 95% Confidence Interval of the Difference | |
|  |  | F | Sig. | t | df | Sig. (2-tailed) | Mean Difference | Std. Error Difference | Lower | Upper |
| Covzamyiykanalı | Equal variances assumed | ,268 | ,606 | ,403 | 72 | ,688 | ,092 | ,227 | -,362 | ,545 |
|  | Equal variances not assumed |  |  | ,406 | 66,748 | ,686 | ,092 | ,225 | -,358 | ,541 |
| Covsonrayiykan | Equal variances assumed | ,043 | ,836 | ,344 | 72 | ,732 | ,084 | ,244 | -,403 | ,571 |
|  | Equal variances not assumed |  |  | ,343 | 64,048 | ,733 | ,084 | ,245 | -,405 | ,574 |

Is there a difference in preferred food channels during Covid and after Covid based on age? This question was examined using the analysis of variance method to determine whether consumer preferences for food channels differ according to their ages within the framework of the following hypotheses:

H0 (Null Hypothesis): There is no difference in food channel preferences during Covid and after Covid among different age groups.

H1 (Alternative Hypothesis): There is a difference in food channel preferences during Covid and after Covid among different age groups.

When the average values in Table 14 are examined, it is observed that the average scores of the factors do not lead to differences among consumers of different ages. When these findings are considered together with the results of the variance analysis, the H0 hypothesis has been accepted.

**Table 13: Age Test of Homogeneity of Variances**

|  | Levene Statistic | df1 | df2 | Sig. |
|---|---|---|---|---|
| Covzamyiykanalı | 1,151 | 3 | 70 | ,335 |
| Covsonrayiykan | 2,181 | 3 | 70 | ,098 |

**Table 14: Age Anova**

|  |  | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| Covzamyiykanalı | Between Groups | 1,174 | 3 | ,391 | ,415 | **,742** |
|  | Within Groups | 65,961 | 70 | ,942 |  |  |
|  | Total | 67,135 | 73 |  |  |  |
| Covsonrayiykan | Between Groups | 1,318 | 3 | ,439 | ,404 | **,751** |
|  | Within Groups | 76,195 | 70 | 1,089 |  |  |
|  | Total | 77,514 | 73 |  |  |  |

Differentiation according to the education levels of consumers was analyzed using the analysis of variance method within the framework of the following hypotheses.

H0: There is no difference in food channel preference during and after covid in terms of educational differences.

H1: There is a difference in food channel preference during and after covid in terms of educational differences.

When the mean values in Table 16 are analyzed, it is observed that the mean scores of the factors do not cause a difference between the educational levels. When these findings are considered together with the variance analysis findings, the H0 hypothesis is accepted.

**Table 15: Education Level Test of Homogeneity of Variances**

|  | Levene Statistic | df1 | df2 | Sig. |
|---|---|---|---|---|
| Covzamyiykanalı | 1,705 | 3 | 70 | ,174 |
| Covsonrayiykan | 2,042 | 3 | 70 | ,116 |

**Tablo 16: Education Level Anova**

| | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| Covzamyiykanalı | Between Groups | 1,790 | 3 | ,597 | ,639 | **,592** |
| | Within Groups | 65,345 | 70 | ,933 | | |
| | Total | 67,135 | 73 | | | |
| Covsonrayiykan | Between Groups | 3,725 | 3 | 1,242 | 1,178 | **,324** |
| | Within Groups | 73,789 | 70 | 1,054 | | |
| | Total | 77,514 | 73 | | | |

Is there a difference in preferred food channels during Covid and after Covid based on the consumer's occupation group? The extent to which food channel preference varies among consumers based on their occupations was examined within the framework of the following hypotheses, using the analysis of variance method.

H0 (Null Hypothesis): There is no difference in food channel preferences during and after Covid in terms of occupational differences.

H1 (Alternative Hypothesis): There is a difference in food channel preferences during and after Covid in terms of occupational differences.

When the average values in Table 18 are examined, it is observed that the average scores of the factors do not lead to differences between occupational groups. When these findings are considered together with the results of the variance analysis, the H0 hypothesis has been accepted.

**Tablo 17: Occupation Test of Homogeneity of Variances**

| | Levene Statistic | df1 | df2 | Sig. |
|---|---|---|---|---|
| covzamyiykanalı | ,970 | 4 | 69 | ,430 |
| covsonrayiykan | 2,220 | 4 | 69 | ,076 |

**Tablo 18: Occupation Anova**

| | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| Covzamyiykanalı | Between Groups | 1,200 | 4 | ,300 | ,314 | ,868 |
| | Within Groups | 65,935 | 69 | ,956 | | |
| | Total | 67,135 | 73 | | | |
| Covsonrayiykan | Between Groups | ,497 | 4 | ,124 | ,111 | ,978 |
| | Within Groups | 77,017 | 69 | 1,116 | | |
| | Total | 77,514 | 73 | | | |

**CONCLUSION**

When the responses of the participants in the research are evaluated, it is found that during the Covid period, 44.6% prefer chain stores, 28.4% prefer local markets, 20.3% prefer neighborhood markets, and 6.8% prefer online e-commerce stores for food shopping. On the other hand, for food shopping after Covid, 36.5% prefer chain stores, 31.1% prefer local markets, 20.3% prefer neighborhood markets, and 12.2% prefer online e-commerce stores.

As seen, the use of online e-commerce stores for food shopping has doubled after Covid. This finding contrasts with the data from the Ministry of Commerce, which reported a 10% increase compared to the same period in the previous year.

In contrast, the e-commerce habit, which was not present in some consumers before, can be interpreted as being gained and continuing to grow. In a study conducted by Baltacı and Akaydın (2020), the most striking change in food purchasing points compared to before the pandemic was the increase in online food shopping. This change also led to an increase in food shopping with credit cards. In the statistical comparison made in terms of food consumption behavior change between the time of Covid-19 and afterwards, the result that there are no significant differences when age, gender, education level and occupational groups are evaluated together with the analysis of variance is supported by the result of İçal H., Aliağaoğlu A. (2016) that there is no significant relationship between the occupational groups of consumers and where they shop.

A Pearson Correlation test was conducted to examine the relationship between food channel preferences during and after Covid. It was determined that there is a 0.83 positive correlation between food channel preferences during and after Covid. In this sense, it can be interpreted that food preference channels during and after Covid-19 are statistically very similar.

In this study, it was not possible to find a significant difference in participants' food purchase behaviors based on the variable of education level. However, Lin et al. (2020) in their research in China found a significant relationship between food consumption and education level, concluding that as education level increased, the fear of food scarcity decreased, and less food stock was made.

Participants indicated their preferences for food purchase channels during Covid as follows: 44.6% for chain stores, 28.4% for local markets, 20.3% for neighborhood markets, and 6.8% for online e-commerce stores. For food purchase after Covid, their preferences were as follows: 36.5% for chain stores, 31.1% for local markets, 20.3% for neighborhood markets, and 12.2% for online e-commerce stores. This research finding is consistent with the research results of McKinsey & Company. In the research conducted, when statistical comparisons were made in terms of changes in food consumption behavior during and after Covid-19, considering age, gender, education level, and occupation groups together with variance analysis, no significant differences were found. However, in the research conducted by Tepe et al. (2022), significant differences were found based on gender and income level in terms of expression averages related to factors affecting food purchases during the pandemic period.

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