

THE EFFECT OF COVID-19 PANDEMIC ON CONSUMER SHOPPING HABITS: CASE STUDY OF UNIVERSITY STUDENTS

Engin AKÇAGÜN

Mimar Sinan Güzel Sanatlar Üniversitesi, Türkiye

engin.akcagun@msgsu.edu.tr

<https://orcid.org/0000-0002-3668-7268>

Abdurrahim YILMAZ

Mimar Sinan Güzel Sanatlar Üniversitesi, Türkiye

abdurrahim.yilmaz@msgsu.edu.tr

<https://orcid.org/0000-0002-9877-8990>

Nuray ÖZ CEVİZ

Marmara Üniversitesi, Türkiye

nuray.ceviz@marmara.edu.tr

<https://orcid.org/0000-0002-9670-6176>

<i>Atf</i>	AKÇAGÜN, E.; YILMAZ, A.; ÖZ CEVİZ, N. (2022). THE EFFECT OF COVID-19 PANDEMIC ON CONSUMER SHOPPING HABITS: CASE STUDY OF UNIVERSITY STUDENTS. <i>İstanbul Aydın Üniversitesi Sosyal Bilimler Dergisi</i> , 14(2), 179-197.
------------	--

ABSTRACT

The changing shopping habits gained speed with the Covid-19 pandemic and online shopping sites started to be used more. The application development process has gained momentum and web interface designs have tended to keep individuals staying at home in quarantine more on the screen and to shop more. The effect of the Covid-19 pandemic on consumers' shopping habits was examined within the scope of this research. For this purpose, university students were taken as a sample and a survey was developed to understand the impact of the pandemic. The research was carried out with the participation of 257 people in

Geliş tarihi: 09.11.2021 – Kabul tarihi: 27.01.2022, DOI: 10.17932/IAU.IAUSBD.2021.021/iausbd_v14i2003

Araştırma-Bu makale iThenticate programıyla kontrol edilmiştir.

Copyright © İstanbul Aydın Üniversitesi Sosyal Bilimler Dergisi

total. The questionnaire was administered online via e-mail and social media. Survey questions, along with questions containing demographic features, include hedonistic behavior developed by Babin, Darden and Griffin (Babin et al., 1994), impulsive behavior developed by Rook and Fisher (Rook and Fisher, 1995), and social media and advertising questions developed by us. The data obtained from the questionnaire containing 5-point Likert type questions were evaluated in statistical package programs. According to the results of the research obtained by the interpretation and evaluation of the data; the Covid-19 pandemic has had an impact on the shopping habits of consumers in the sample of university students. 85.3% of the participants stated that they used online shopping sites during the pandemic. The basic need, food shopping (23%) has left its place to clothing with 34.2%. While there was a great increase in online food shopping, which was the basic need at the beginning of the pandemic, it was seen that clothing shopping came to the fore in the following period. As a result, it has been seen that there has been a great change in people's consumption shopping methods compared to the period before the pandemic, and the pandemic has affected the growth of online shopping with great acceleration.

Keywords: *Consumer Behaviors, Pandemic Effect, Online Shopping.*

COVID 19 PANDEMİSİNİN TÜKETİCİ ALIŞVERİŞ ALIŞKANLIKLARINA ETKİSİ: ÜNİVERSİTE ÖĞRENCİLERİ ÖRNEĞİ

ÖZ

Bu araştırma kapsamında Covid 19 pandemisinin tüketicilerin alışveriş alışkanlıklarına etkisi incelenmeye çalışılmıştır. Bu amaç doğrultusunda üniversite öğrencileri örnekleme alınmış ve pandeminin etkisini anlayabilmek için bir anket geliştirilmiştir. Araştırma toplam 257 kişinin katılımıyla gerçekleştirilmiştir. Anket elektronik posta ve sosyal medya aracılığıyla çevrimiçi olarak uygulanmıştır. Anket soruları demografik özellikler içeren sorular ile birlikte, Babin, Darden ve Griffin (Babin ve ark., 1994) tarafından geliştirilen hedonist davranış, Rook ve Fisher (Rook ve Fisher, 1995) tarafından geliştirilen iç tepkisel davranış ve tarafımızdan geliştirilen sosyal medya ve reklam soruları içermektedir. 5'li likert tipi sorular içeren anketten elde edilen veriler istatistiksel paket programlarda değerlendirilmiştir. Verilerin yorumlanması ve değerlendirilmesi ile elde edilen araştırma sonuçlarına göre; Covid 19 pandemisinin üniversite öğrencileri örnekle-

lemindeki tüketicilerin alışveriş alışkanlıklarına etkisi olmuştur. Araştırmaya katılanların %85.3'ü pandemi sürecinde online alışveriş sitelerini kullandıklarını belirtmişlerdir. Burada şaşırtıcı olan temel ihtiyaç olan gıda alışverişinin (%23) ilk sırayı %34,2 ile giyime yerini bırakmış olmasıdır. Pandeminin başlangıcında temel ihtiyaç olan online gıda alışverişinde büyük artış görülürken ilerleyen dönemde giyim alışverişinin daha fazla ön plana çıktığı görülmüştür. Sonuç olarak pandemi öncesindeki döneme göre insanların tüketim alışveriş yöntemlerinde büyük bir değişim olduğu, pandeminin online alışverişin çok büyük bir ivme ile büyümesine etki ettiği görülmüştür.

Anahtar Kelimeler: *Tüketici Davranışı, Salgın Etkisi, Çevrimiçi Alışveriş.*

INTRODUCTION

Covid-19, which was seen in Wuhan, China in late December 2019, was diagnosed on January 13, 2020, as a result of research conducted on a group of patients who developed respiratory symptoms (fever, cough, difficulty breathing). (URL-1). The disease, which was thought to be limited to China in its first release period, was declared as a pandemic by WHO on March 11, 2020 (URL-2). Pandemic is the general name given to epidemic diseases that spread over a wide area in more than one country or continent in the world. (Şeker et al., 2020).

Countries have started to apply many methods to struggle with the disease, which has started to spread rapidly in Europe, America, and other continents since May 2020. While the strictest measure to control the pandemic was lockdown restrictions, many practices such as the obligation to wear a mask and social distance have become a current issue. These practices have started a great impact on individual and social lives of people.

In addition to the measures taken with the pandemic, many changes have occurred in business life. Virtual meeting tools and project management technologies, which were used before the pandemic, started to be used much more widely in this period. Businesses prepared for this digital transformation have adapted more easily to this pandemic process (Hardy, 2020).

Literature Review

Many studies have been conducted on the social and economic effects of Covid-19 on consumers. He et al. (2020), in their studies examining the impact of Covid-19 on corporate social responsibility and marketing philosophy, stated that the pandemic will have a long-term impact on many dimensions such as the political, cultural, social, and economic dimensions of societies, and this change

was the biggest environmental variable in the history of modern marketing after the 1930 Great Depression (He and Harris, 2020). As lockdowns were imposed and travel was restricted, communication instruments between buyers and suppliers have changed. There has been an increase in the use of online communication tools such as Skype, WhatsApp and Zoom (and many others). The digital age of online, mobile, and social media marketing has progressed quickly within weeks (He and Harris, 2020). With Covid-19, there has been a great increase in e-commerce shopping volume compared to the pre-pandemic period. Especially in this period, the growth in mobile shopping trends accelerated (Fuciu, 2020), (Bhatti et al., 2020), (Pantelimon et al., 2020), (Salem and Nor, 2020), (Sardjono et al., 2021), (Elrhim and Elsayed, 2020).

In the study by Kim (2020), it is seen that consumers tend to act according to the urgency effect during the pandemic period. It has been stated that the habits of the consumers may change with the pandemic, and these changes may continue for a long time even after the pandemic has ended. Kim (2020) also stated in his study that the pandemic has an accelerating effect on digital transformation (online education, working at home, etc.) (Kim, 2020).

Baker et al., (2020) used financial data to examine the impact of the pandemic on the shopping habits of American households. With the spread of news of the pandemic, it has been seen that people are making purchases aimed at stocking food products. As the number of cases of the virus continues to increase, food expenditures continue to increase, while other sectors such as restaurants, retail sales and airlines have seen sharp declines (R. Baker et al., 2020).

Jiang and Wen (2020) investigated the possible effects of the pandemic on the hotel industry and emphasized the importance of cleaning and hygiene measures (Jiang and Wen, 2020).

In a study conducted during the pandemic period in Turkey, it is stated that the tendency of the participants to shop online has increased. According to the results of the research, it has been observed that there is a big increase in the online grocery shopping rates of individuals. They also stated that there were changes in the product groups purchased by consumers in online shopping compared to before the pandemic. According to the results, while consumers were shopping more for clothing before the pandemic, they were shopping more for food after the pandemic (Danışmaz Telli, 2020).

In another study, Nguyen et al. (2020) investigated the impact of the pandemic process on consumers' online book purchase intention in Vietnam. The results of the research show that the tendency of consumers to shop online has increased

during the pandemic period. It is observed that consumers prefer online shopping because they take into account health risks during their store visits (Nguyen et al., 2020).

Hanghun et al. (2021) examined the changes in consumer behavior of Korean citizens after COVID-19 in their study. As part of the study, they analyzed changes in consumption in the education, wholesale and retail, online purchasing, catering, entertainment, and travel sectors using credit card data between January and June 2020 in Seoul. A step-by-step correlation analysis was conducted between credit card transaction data consumption amount (card consumption) and the number of confirmed patients and policy implementations. As a result of the study, no significant correlation was found between changes in consumer behavior and the effects of COVID-19 (Jo et al., 2020).

Gürsoy (2020) conducted a study to observe the changes in the clothes buying habits of consumers with the pandemic. Within the scope of the study, the shopping habits of the consumers before and after the pandemic were evaluated through a survey. The survey was conducted with the participation of 355 people and as a result, it was observed that the shopping habits of the consumers were negatively affected (Gürsoy, 2021).

A study was conducted by Kaynak (2020) to measure how the coronavirus pandemic affected online shopping intention and behavior. He tried to measure the effect of the disease with four sub-dimensions. He defined these dimensions as duration, outcomes, emotion, and illness perception sub-dimensions. It was concluded that duration, results, and emotional subscales affect online shopping intention, but the sub-dimension of understanding the disease does not affect online shopping intention. He concluded that there was an effect caused by the course of the pandemic in the place where the study was conducted (Kaynak, 2020).

Agus et al. conducted a study to examine the effect of the Covid pandemic on e-commerce consumer shopping habits. In this context, they conducted a longitudinal study with a callback sample of 88 end-customer participants and 55 vendor participants before and after the COVID-19 pandemic. According to the results of the study, they found that before the pandemic, customer review scores had a significant positive effect on the performance of the e-commerce platform, but not after the pandemic (Agus et al., 2021).

İnce and Kadioğlu (2020) examined the effect of the desire to stock products, which increased with the pandemic, on online shopping. As a result of their studies, they stated that in parallel with the increase in stocking tendency, online shopping habits increased (İnce and Tor Kadioğlu, 2020).

The aim of this study is the effects of the pandemic on the purchasing behavior of university students. It is aimed to contribute to both businesses and the literature about consumer behavior with this study.

MATERIALS AND METHODS

Research Methodology

The research was performed to determine the status of university students to choose clothing products in their purchases from e-commerce sites during the Covid-19 pandemic. The research was conducted with a general scanning model. University students who attended distance education in the 2019-2020-2021 academic years and graduates of the university constitute the universe of research. The universe is limited only to students and graduates who studied between these years. In this context, the results of the research cannot be generalized to all students. Students who can be easily accessed by the convenience sampling method which is one of the non-probabilistic sampling methods constitute the sample of the research. The study seeks answers to the following questions:

- What are the levels of interest of individuals who are studying at university or have graduated from university to online shopping websites during the Covid-19 pandemic?
- Shopping habits of university-educated individuals during pandemic; Does it differ significantly according to variables such as gender, age, class level, number of family members, and earnings?
- Do these variables vary according to the factors determined?

The survey method was used as a data collection tool in the research. The survey consists of 24 questions containing expressions of behavior patterns displayed during shopping habits during the pandemic process. The survey was used as data collection tool composed of two parts. First part of the survey comprises personal information form created by the researchers. Second part of the survey comprises questions with a 5-point Likert scale. Questionnaire was developed by using the scale developed by Babin, Darden and Griffin (Babin et al., 1994) for the detection of hedonistic shopping behaviors, the scale developed by Rook and Fisher (Rook and Fisher, 1995) for the internal reactive buying behaviors, and the questions we developed for the determination of the effect of social media and advertising.

The survey coincided with the suspension of university education due to the Covid-19 pandemic and was applied to students online. Students were informed

that participation was voluntary before completing the survey. The students were selected from among those who studied or graduated from various universities in Turkey using the convenience sampling method. In addition, participants were informed that the collected data would be used for a scientific study and that it would be confidential.

In the analysis of the data, Percentage, Frequency, Standard Deviation and Mean were used as descriptive data. Independent t-test and factor analyses were performed for the difference between the groups. All results were evaluated in SPSS and R package program.

Research Variables

The survey study consists of 24 questions. The suitability of the selected questions was tested with the Parallel Analysis Scree Plots method, which was applied to determine the factor loads, and the factor distributions were determined. However, when the questions were analyzed by factor analysis, it was determined that the question number 24 was loaded with more than one factor and was excluded from the evaluation. According to this, the 24 questions are grouped and distributed with 4 factors as follows.

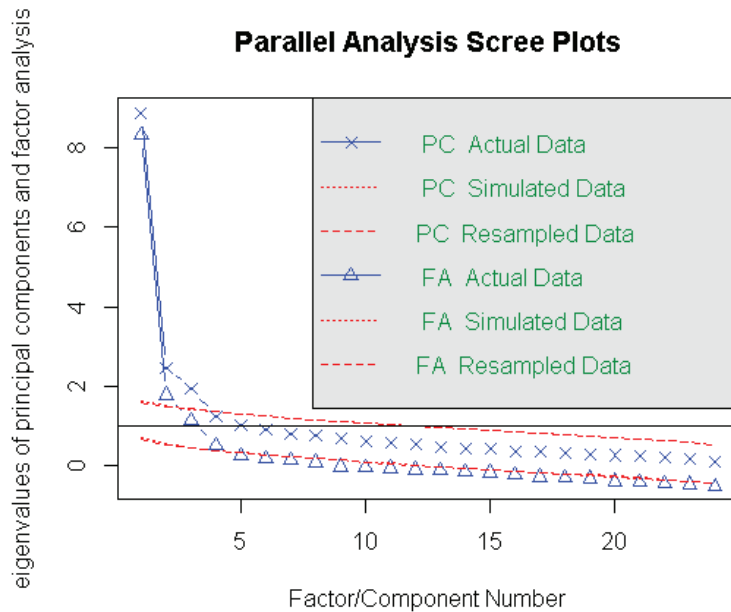


Figure 1. Determination of Factors

When Figure 1 is examined, it has been determined that the values 1 and above 1 constitute factor loads, and the following distribution has been made.

- a.** 5 questions containing expressions about the 1st factor *hedonistic* behavior,
- b.** 7 questions containing expressions about the 2nd factor *internal reactive* behavior pattern,
- c.** 4 questions containing expressions about the 3rd factor about the way of *influenced by social media*,
- d.** The 4th factor consists of 8 questions containing expressions about the behavior of being *influenced by advertising*.

Factor analysis applied to 24 statements prepared to measure the online shopping preferences of the participating students during the Covid-19 pandemic and their clothing shopping habits among these preferences, was carried out by applying the Varimax rotation. While determining the factors in the study, it was taken as the basis that item (variable) loads should be at least 0.35 and have the highest value compared to other factors. In addition, KMO (Kaiser-Meyer-Olkin) test was applied to determine whether the data obtained were suitable for factor analysis. KMO (Kaiser-Meyer - Olkin Measure of Sampling Adequacy) value is the value that shows the condition of applying factor analysis to the research data. Bartlett's Test of Sphericity value is the value indicating that meaningful factors or variables can be extracted from research data (Yaşlıoğlu, 2017). Therefore, whether the sample size of the scale was appropriate or not was measured by KMO and Bartlett tests, and the result was found to be 0.904 and found to be appropriate.

Table 1. Factor Loads Variance Table

Lower Dimensions	<i>B1</i>	<i>B2</i>	<i>B3</i>	<i>B4</i>
SS loadings	6.35	3.02	2.03	1.41
Proportion Var	0.26	0.13	0.08	0.06
Cumulative Var	0.26	0.39	0.48	0.53
Proportion Explained	0.50	0.24	0.16	0.11
Cumulative Proportion	0.50	0.73	0.89	1.00
Correlation of (regression) scores with factors	0.96	0.91	0.88	0.98
Multiple R square of scores with factors	0.92	0.84	0.78	0.97

Minimum correlation of possible factor scores	0.84	0.67	0.56	0.94
---	------	------	------	------

Table 1 shows the variance results of factor loadings according to the dimensions after the factor analysis applied to the data. It is an important criterion of factor analysis that the explained variances exceed 50% over the total variance. In our questionnaire consisting of 24 statements, the total eigenvalue of 4 factors with an eigenvalue greater than 1 after rotation was found 12.81, and the explanatory value of the factor structure was found 0.61 (Yaşlıoğlu, 2017). Thus, Mean item complexity is found 1.6 and test of the hypothesis that 4 factors are sufficient.

Table 2. Factor Analysis Results

Lower dimensions		S.S.	Eigenvalue	Variance Description Ratio	Cronbach's Alfa
B1: Hedonistic	3.76	1.31	13.3625	14.207	0.674
B2: Internal reactive	3.03	1.24	16.1545	37.036	0.807
B3: Social media	3.20	1.19	10.8638	10.255	0.558
B4: Advertising	3.17	1.24	19.807	55.064	0.883
KMO (Kaiser-Meyer-Olkin)				0.904	
Barlett's Test of Sphericity				2.874 E3; p<0.005	
Cronbach's Alfa				0.911	

Table 2 shows the results of factor analysis. As a result, four lower dimensions were obtained. The resulting lower dimension mean scores, respectively,

B1: Hedonic shopping $\bar{X} = 3.76$ (s.s.=1.31, $\alpha = 0.674$),

B2: Internal reactive shopping $\bar{X} = 3.03$ (s.s.=1.24, $\alpha = 0.81$),

B3: influenced by social media, $\bar{X} = 3.20$ (s.s.=1.19, $\alpha = 0.56$),

and B4: influenced by advertising. $\bar{X} = 3.17$ (s.s.=1.24, $\alpha = 0.88$).

When examined in general, it is seen that the mean scores of the lower dimensions are above three out of five.

“Cronbach Alpha” internal consistency coefficients were calculated for reliability study of the scale. The internal consistency/reliability coefficient of the scale, which consists of 24 items in total is $\alpha = 0.91$ as shown in Table 2. The Cronbach Alpha reliability coefficient obtained for the expressions in the survey is statistically sufficient and shows that its scale is consistent and reliable. Table 2 contains four factors obtained because of the factor analysis and the related eigenvalues and variance explanation rates.

Ethics Committee Approval

In this study, all the rules specified to be followed within the scope of “Scientific Research and Publication Ethics Directive of Higher Education Institutions” were complied with. Participants were informed about the research, it was stated that the data would be used for scientific research, and their written and verbal consents were obtained.

FINDINGS

Demographic Analysis

Descriptive statistics were determined by first revealing the demographic characteristics of the participants in the sample and shown in the Table 3.

Table 3. Demographic Information of Individuals Using E- Commerce websites

Variable		N	%
Gender	Female	167	65
	Male	90	35
Total		257	100
Age	18-19	92	36.1
	20-22	103	40.4
	23-25	15	5.9
	26 and above	45	17.6
Total		255	100
Education Status	First Grade	84	33.2
	Second Grade	90	35.6
	2+	34	13.4
	Graduated	45	17.8
Total		253	100

Total Number of People in the Family	2	10	3.9
	3	39	15.1
	4	96	37.6
	5	72	27.6
	6 and above	39	15.1
Total		257	100

When Table 3 is examined, 167 (65%) of the 257 people participating in the survey study are female and 90 (35%) are male. 92 (36.1%) of the participants in the 18-19 age range, 103 (40.4%) of the 20-22 age range, and the proportion of those over the age of 26 is 45 (17.6%). When their educational status is examined, 84 (33.2%) are educated individuals who are in first grade. 45 (17.8%) of them are graduates. Among the survey participants, there have generally elementary families consisting of 4 people 96 (37.6%) and consisting of 5 people 72(27.6%). The number of large families consists of 6 or above people is 39 (15.1%).

Table 4. Frequency Analysis Table of Income-Related Information of Survey Participants

Variable		N	%
Family's Monthly Total	1000 and below	8	3.3
	1001-1500	12	4.9
Income Status (TL)	1501 - 2 000	22	8.9
	2001-3000	51	20.7
	3001-4000	52	21.1
	4001-5000	32	13
	5001 and above	69	30
Total		246	100
Total Number of Employees in the Family	No employee	26	10.1
	1 person	140	54.5
	2 people	76	29.6
	3 and above	15	5.8
Total		257	100

When Table 4 is examined, total monthly income of the family members of participants is seen. Accordingly, there are 42 (16.1%) participants whose monthly income is below the 2020 Annual Minimum Wage. Most of the participants ap-

pear to have an average income, while 69 (30%) respondents stating that they have an income of 5001 TL or more.

Table 5. Frequency Analysis Table of Online Shopping Habits of The Survey Participants During the Pandemic Process.

Variable		N	%
Shopping from e-commerce sites during the pandemic process	Yes	220	85.3
	No	38	14.7
Total		258	100
The group which has the most transaction in e-commerce during the pandemic process	Books, magazines, CDs etc.	41	16.9
	Food	56	23
	Clothing	83	34.2
	Electronic	26	10.7
	Cosmetic	11	4.5
	Others	26	10.7
Total		243	100
The amount of money spent at once in e-commerce during the pandemic period (TL)	21 - 50 TL	33	13.8
	51 - 100 TL	90	37.7
	101 - 250 TL	66	27.6
	251 - 500 TL	33	13.8
	500 TL and above	17	7.1
Total		239	100
Share of monthly income allocated to e-commerce	10% and below	164	68.3
	11% to 20%	50	20.8
	21% to 30%	17	7.1
	31% and above	9	3.7
Total		240	100

When the data obtained in Table 5 are examined, it is seen that 85.3% of the participants shopped on e-commerce sites during the pandemic process, and 83 (34.2%) participants made the most clothing purchases on the sites where they shopped. Food shopping follows clothing with 23%. 37.7% of the participants spend a maximum of 51-100 TL at once and use e-commerce sites even for

small purchases. In addition, it is seen that 20.8% of the participants spent between 11% and 20% of their monthly income on e-shopping.

Table 6. Frequency Analysis Table of The Survey Participants' Social Media Usage.

Variable		N	%
Social media usage status	Yes	244	94.9
	No	13	5.1
Total		257	100
The status of following the pages online shopping sites (for discounts, campaigns, etc.) on social media	Yes	137	53.3
	No	120	46.7
Total		257	100

When the data obtained in Table 6 are examined, almost all the participants (94.9%) use social media platforms. On the other hand, the rate of following the pages of shopping sites on social media is almost half (53.3% - 46.7%).

Table 7. Independent Group T-Test Results Conducted to Determine Whether the Factors Differ by Gender Variable

Factors ** Gender	SS	df	MS	F	Sig. (2-tailed)
B1	.85	254	.16	.960	.120
B2	.85	246	.12	.173	.279
B3	.82	247	.25	.216	.024
B4	.93	247	.47	.611	.000

As a result of the T-test conducted to examine the effect of factors on gender, a significant relationship was found between gender and advertising ($p < 0.05$) and gender and social media influence ($p < 0.05$) in terms of shopping. As a result of the T-test, no significant relationship was found between hedonistic and internal reactive behavior and gender. However, studies conducted before the pandemic reveal that women do more hedonistic shopping than men (Yayla, A., Tektaş, N., Ceviz, N. Ö., Sarıkaş, A., Polat, Z., and Tektaş, 2016).

Table 8. Independent Group T-Test Results Conducted to Determine Whether the Factors Differ by Following the Pages of Online Shopping Sites on social media for Campaigns, Discounts Etc.

Factors** social media following	<i>SS</i>	<i>df</i>	<i>MS</i>	<i>F</i>	<i>Sig. (2-tailed)</i>
B1	.79	254	.40	.223	.000
B2	.85	246	.41	.698	.000
B3	.82	247	.33	.099	.002
B4	.91	247	.58	.084	.000

As a result of the T-test to examine the effect of tracking factors for discounts, campaigns, information, sweepstakes, etc. on social media, a meaningful relationship was found in all sub-factors in terms of shopping ($p < 0.05$). With the developing technology, it is observed that all groups can easily reach all companies thanks to the smartphone applications or alternative websites they use and carefully monitor the activities of these companies.

CONCLUSION

In this study, subjects such as the interest of young people who continue their university education in e-commerce sites during the pandemic period, their shopping tendencies, and the dimensions of the types of behavior they show during the pandemic were examined and evaluated after the survey study.

Due to the repeated quarantine periods with the pandemic and the reduction of contact in terms of the operability of the mask-distance-hygiene rule, people have been hesitant to go to shopping places, and they have become able to buy all kinds of products from online sites to live comfortably at home, especially their basic needs. Currently, it is seen that the use of e-commerce applications is spreading rapidly with the technological developments and especially the increase in the use of smart phones and household internet (URL-3). With the pandemic, the websites offered the opportunity to buy many products at the same time, with more interesting software, easy-to-use advantages, and a wider product range. 85.3% of the individuals participating in the study stated that they used e-commerce sites during the pandemic. What is surprising here is food shopping that is the basic need (23%) has left its place to clothing with 34.2%. The research was conducted during the first year of the pandemic period (January-March 2020). It is seen that the tendency towards basic needs and food (Danışmaz,2020) in the early days gave way to clothing over time. In fact, this result of our research is consistent with the market research (URL-4), (URL-5). In the aforementioned

study, a remarkable trend is observed in comfortable clothing products such as home clothes, pajamas and tracksuits, and slippers. Our survey participants stated that they spend 11-20% of their monthly income on e-commerce. This indicates a serious increase.

They are the most used social media platforms among smartphone applications. Among the 5.22 billion smartphone users worldwide, there are 4.20 billion active social media users (URL-6). Therefore, e-commerce sites also use social media effectively and try to speed up their processes and make them more effective, especially during the pandemic period. 94.9% of the individuals participating in our survey stated that they actively use social media. The number of users who stated that they follow and try to benefit from the advertisements, campaigns or promotions of e-commerce sites is also above the average (53.3%).

The 24 questions, including the Likert-based questionnaire applied to the participants, were evaluated by factor analysis in four dimensions, and a question affecting factor analysis was excluded from the study. The four dimensions obtained were examined by making an independent t-test on both demographic variables, social media, and shopping habits. Since the results obtained were similar in both groups, only one sample was shared. Accordingly, gender, age, education level and the total number of people in the family differ according to the size of being affected by advertisements. Here, it can be said that the diversification of advertising platforms, the creation of interesting content, the use of celebrities or social media influencers as the face of advertising affected all participants. It can be said that advertisements, which are not watched much in the absence of a pandemic, become more watched with the increase in the rate of being online during the pandemic (Ulukan). This increase of time spent in front of the screen has brought content consumption with it, and it forces advertisers to make various innovations. The results of our research show that these advertising campaigns increase participants' tendency to shop on e-commerce sites. Because especially the content produced in social media affects the shopping of individuals in all dimensions (Table 7). It is seen that the content used and produced on these platforms triggers the feeling of pleasure in the individual in terms of realizing the shopping behavior and acts as a natural reaction.

As a result, it is thought that the investment tools of e-commerce sites will increase and diversify even more. Because the pandemic has not yet ended, and it will take time for the vaccines found to reach all individuals. The increasing number of cases pushes each country into situations such as re-lockdown, travel restrictions, etc. from time to time. Working at home, distance education etc. which started in March 2020, has started to be discussed whether distance educa-

tion can now be permanent. Some companies make their employees permanent in terms of working from home. These and similar situations make it necessary for individuals to make their time at home a more comfortable, more enjoyable, and less stress-free environment. Due to the contact situation, individuals have also started to turn their shopping habits from home into continuous behavior. In this sense, the interfaces of e-commerce sites have been simplified in a way that makes it easier for anyone who has never used these sites to shop, regardless of their age group. It is obvious that more advanced software will be made in this regard. It is thought that shopping habits that have changed since the beginning of the pandemic may also change in studies to be carried out in six-month periods. Therefore, this and similar studies are important because they analyze the shopping trends of individuals on e-commerce sites and enable them to invest according to the increasing trend.

REFERENCES

- Agus, A. A., Yudoko, G., Mulyono, N., & Imaniya, T. (2021). E-Commerce Performance, Digital Marketing Capability and Supply Chain Capability within E-Commerce Platform: Longitudinal Study Before and After COVID-19. *International Journal of Technology*, 12(2), 360. <https://doi.org/10.14716/ijtech.v12i2.4122>
- Babin, B. J., Darden, W. R., & Griffin, M. (1994). Work and/or Fun: Measuring Hedonic and Utilitarian Shopping Value. *Journal of Consumer Research*, 20(4), 644. <https://doi.org/10.1086/209376>
- Bhatti, A., Akram, H., Basit, H. M., Khan, A. U., & Raza, S. M. (2020). *E-commerce trends during COVID-19 Pandemic*. 13(2), 1449–1452.
- Danışmaz Telli, A. (2020). Covid-19 Salgınının Tüketicilerin Online Alışveriş Tercihine Etkisi. *Social Sciences Research Journal (SSRJ)*, 9(2), 83–90.
- Elrhim, M. A., & Elsayed, A. (2020). The Effect of COVID-19 Spread on the E-Commerce Market: The Case of the 5 Largest E-Commerce Companies in the World. *SSRN Electronic Journal*. <https://doi.org/10.2139/ssrn.3621166>
- Fuciu, M. (2020). Effects of the SARS-COV-2 Pandemic on the Marketing and the Consumption Activity. *Land Forces Academy Review*, 25(4), 347–355. <https://doi.org/10.2478/raft-2020-0042>
- Gürsoy, F. (2021). Covid-19 Pandemisi'nin Tüketicilerin Giyim Alışverişleri Üzerindeki Etkileri. *Social Sciences Studies Journal*, 7(78), 723–730. <https://doi.org/10.26449/sss.3052>
- Hardy, Q. (2020). Covid-19 And Our Surprising Digital Transformation. *Forbes*.
- He, H., & Harris, L. (2020). The impact of Covid-19 pandemic on corporate social responsibility and marketing philosophy. *Journal of Business Research*, 116(January), 176–182. <https://doi.org/10.1016/j.jbusres.2020.05.030>
- İnce, M., & Tor Kadioğlu, C. (2020). Tüketicilerin Covid19 (Korona) Virüsüyle Artan Stoklama İsteğinin Online Satın Alma Davranışına Etkisi. *OPUS Uluslararası Toplum Araştırmaları Dergisi*, 16(29), 1–1. <https://doi.org/10.26466/opus.716041>
- Jiang, Y., & Wen, J. (2020). Effects of Covid-19 on hotel marketing and management: a perspective article. *International Journal of Contemporary Hospitality Management*, 32(8), 2563–2573. <https://doi.org/10.1108/IJCHM-03-2020-0237>

Jo, H., Shin, E., & Kim, H. (2020). Changes in Consumer Behaviour in the Post-Covid-19 Era in Seoul, South Korea. *Sustainability*, 13(1), 136. <https://doi.org/10.3390/su13010136>

Kaynak, İ. (2020). Koronavirüs (Covid-19) Algısının Online Alışverişe Etkisi. *Journal of Turkish Studies*, Volume 15 (Volume 15 Issue 4), 633–645. <https://doi.org/10.7827/TurkishStudies.44391>

Kim, R. Y. (2020). The Impact of Covid-19 on Consumers: Preparing for Digital Sales. *IEEE Engineering Management Review*, 48(3), 212–218. <https://doi.org/10.1109/EMR.2020.2990115>

Nguyen, H. V., Tran, H. X., Van Huy, L., Nguyen, X. N., Do, M. T., & Nguyen, N. (2020). Online Book Shopping in Vietnam: The Impact of the Covid-19 Pandemic Situation. *Publishing Research Quarterly*, 36(3), 437–445. <https://doi.org/10.1007/s12109-020-09732-2>

Pantelimon, F.-V., Georgescu, T. M., & Posedaru, B.-S. (2020). The Impact of Mobile e-Commerce on GDP: A Comparative Analysis between Romania and Germany and how Covid-19 Influences the e-Commerce Activity Worldwide. *Informatica Economica*, 24(2/2020), 27–41. <https://doi.org/10.24818/issn14531305/24.2.2020.03>

R. Baker, S., Farrokhnia, R. A., Meyer, S., Pagel, M., & Yannelis, C. (2020). *How Does Household Spending Respond to An Epidemic? Consumption During the 2020 Covid-19 Pandemic* (No. 26949).

Rook, D. W., & Fisher, R. J. (1995). Normative Influences on Impulsive Buying Behavior. *Journal of Consumer Research*, 22(3), 305. <https://doi.org/10.1086/209452>

Salem, M., & Nor, K. (2020). The Effect Of COVID-19 On Consumer Behaviour In Saudi Arabia: Switching From Brick And Mortar Stores To E-Commerce. *International Journal of Scientific & Technology Research*, 9, 14.

Sardjono, W., Selviyanti, E., Mukhlis, M., & Tohir, M. (2021). Global issues: utilization of e-commerce and increased use of mobile commerce application as a result of the covid-19 pandemic. *Journal of Physics: Conference Series*, 1832(1), 012024. <https://doi.org/10.1088/1742-6596/1832/1/012024>

Şeker, M., Özer, A., Tosun, Z., Korkut, C., & Doğrul, M. (2020). *Covid-19 Pandemi Değerlendirme Raporu*.

Yayla, A., Tektaş, N., Ceviz, N. Ö., Sarıkaş, A., Polat, Z., & Tektaş, M. (2016). Önlisans Öğrencilerinin Sosyo-Demografik- Ekonomik Statülerinin Alışveriş Davranış Biçimlerine Etkisi. *Journal of Research in Education and Teaching*, 7/1(8–18).

ELECTRONIC REFERENCES

URL-1 <https://covid.saglik.gov.tr> (Access date:10 May 2021)

URL-2 <https://www.who.int/emergencies/diseases/novel-coronavirus-2019/interactive-timeline> (Access date:15 May 2021)

URL-3 [https://data.tuik.gov.tr/Bulten/Index?p=Hanehalki-Bilisim-Teknolojileri-\(BT\)-Kullanim-Arastirmasi-2020-33679](https://data.tuik.gov.tr/Bulten/Index?p=Hanehalki-Bilisim-Teknolojileri-(BT)-Kullanim-Arastirmasi-2020-33679) (Access date:10 May 2021)

URL-4 <https://www.ideasoft.com.tr/pandemide-internette-en-cok-satan-urunler/> (Accessed date: 07 May 2021)

URL-5 <https://www.ntv.com.tr/ekonomi/pandemide-en-cok-moda-alisverisi-yapildi,j1HAFzEkTE-64novV7wOAg> (Access date: 16 May 2021)

URL-6 <https://dijilopedi.com/2021-dunya-internet-sosyal-medya-ve-mobil-kullanim-istatistikleri/> (Access date: 16 May 2021)