

POSSIBLE EFFECTS OF COVID 19 PANDEMIC ON CONSUMERS IN THE LONG TERM: A FIELD RESEARCH IN KIRIKKALE PROVINCE OF TURKEY

COVID 19 Salgınının Uzun Dönemde Tüketicilere Olası Etkileri: Türkiye'nin Kırıkkale İlinde Saha Araştırması

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ABSTRACT

Nowadays, effects of COVID 19 pandemic on businesses and consumers have been taken attention of researchers. But studies mostly focusing on short term effects of the pandemic. Although long term effects of the pandemic remain unclear and difficult to guess, it is likely that it will affect the behaviors in the long term and form the "new normal". So the researches about long term effects of the pandemic will contribute to understand and clarify how the new normal and future attitudes and behaviors of consumers after the pandemic will be. Under this framework, present research aims to investigate the possible intention changes of consumers after the pandemic. To reach this goal, initial data gathered by a field survey which is conducted in the Kırıkkale province of Turkey from 490 people and obtained data analyzed. According to findings of the research, the future effect of pandemic on consumer behavior can be especially in terms of health oriented shopping and healthy product consumption. The information and suggestions generated in the research is supposed to be useful for firms and public institution.

Keywords: COVID 19 Pandemic, Consumer Intention, New Normal, Pandemic and Consumer

ÖZET


Günümüzde COVID 19 salgınının işletmeler ve tüketiciler üzerindeki etkileri araştırmacıların dikkatini çekmektedir. Ancak çalışmalar daha çok salgının kısa vadeli etkileri üzerine odaklanmaktadır. Her ne kadar salgının uzun vadeli etkileri belirsiz ve tahmin edilmesi zor olsa da, uzun vadede davranışları etkilemesi ve "yeni normal"i oluşturması muhtemeldir. Bu nedenle, salgının uzun vadeli etkileri ile ilgili araştırmalar, salgından sonra yeni normalin ve tüketicilerin gelecekteki tutum ve davranışlarının nasıl olacağını anlaşılmasına ve açıklanmasına katkı sağlayacaktır. Bu çerçevede, bu araştırma, salgın sonrasında tüketicilerin olası niyet değişikliklerini incelemeyi amaçlamaktadır. Bu hedefe ulaşmak için, Türkiye'nin Kırıkkale ilinde 490 kişi ile gerçekleştirilen bir saha araştırmasıyla toplanan veriler analiz edilmiştir. Araştırma bulgularına göre, salgının tüketici davranışı üzerindeki gelecekteki etkisinin özellikle sağlık odaklı alışveriş ve sağlıklı ürün tüketimi açısından olması olasıdır. Araştırmada üretilen bilgi ve önerilerin firmalar ve kamu kurumları için yararlı olması umulmaktadır.

Anahtar Kelimeler: COVID 19 Salgını, Tüketici Niyeti, Yeni Normal, Salgın ve Tüketici

1. INTRODUCTION

On March 11, 2020, the World Health Organization announced that the COVID 19 pandemic was a new global pandemic, and the world economy entered into a sudden and deep economic recession in a short time (Reade & Singleton, 2020). Researches are conducted to analyze the effects of the pandemic by examining data such as income, spending, investments, the posts in the media and conducting surveys (Buckman et al., 2020). At this point, whether the post-pandemic conditions will be the same as before, is an important discussion topic. People who learn to live with the pandemic, have new consumption attitudes and carry out new or different consumption behaviors, will change their lives after the pandemic at a certain level. At this point, it is risky to expect that consumers will exhibit their previous consumption behaviors (they will buy the same brand or products with the same way) after the crisis (Kim, 2020).

In economic conditions with pandemic or social isolation; while delivery, electronic commerce, video conferencing and healthcare businesses have significant opportunities, companies such as accommodation, tourism, airline transportation and oil trade have faced major challenges and all businesses had difficulties in terms of distribution / delivery. In the beginning and during process of the pandemic; consumers become more anxious about health and shortage, hoarded food and health

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products, spent more time at home, bought products for basic needs through internet and couldn't made their consumption behaviors outside (eating out, going to the cinema, etc.). Such changes in consumer behavior are likely to continue after the pandemic at a certain level, and this will affect business life in the future.

Not knowing how and to what extent the pandemic and its effects will continue, reveals the need to prepare for businesses to keep up with new realities. After the pandemic, businesses may need to pay more attention to issues such as being more sensitive to consumers' health and sustainability issues, keeping pace with digital transformation, developing new communication channels (especially with online and social media marketing) and meeting the expectations of customers who have become more value and health oriented. Although many countries struggle to eliminate the crisis and bring life back to old normal (interest rates are reduced, hygiene measures are taken, vaccine experiments are carried out, etc.), it is uncertain whether the changes in people's attitudes and behaviors will be permanent or at what level behavioral changes will continue. In this context, marketing research on the possible effects of the pandemic on consumers and businesses in the long term will make it easier to understand commercial life in the post-pandemic period.

2. THE EFFECTS OF COVID 19 PANDEMIC ON COMMERCIAL LIFE

The COVID 19 pandemic, which rapidly spread worldwide due to increase of displacement or travel limitations, has dramatically changed the economic structure of the world and the behavior of people (working, shopping, communication, etc.) in a short time. After 24 February 2020, the number of cases outside China exceeded those in China. Due to the crisis, consumer confidence and economic growth levels decreased (Craven et al., 2020), people tried not to go outside except to purchase basic needs, avoided crowds and contacting with others, made bulk purchases, demanded more medical and hygiene products (Chauhan, 2020).

Although sales of basic goods (food and health, etc.) increased with the onset of the crisis, demand has dropped significantly in general (Roggeveen et al., 2020). For example, in a study conducted in Denmark, it was determined that total expenditures decreased by 27% with the intensity of supply restricted products within 7 weeks from the start of the crisis, and the decrease in spending was associated with loss of work, assets and exposure to disease (Andersen et al., 2020a). In another study examining the daily expenditure data of 5 million people in Scandinavian countries (credit and debit card expenditure data was evaluated in the study), it was determined that the pandemic caused 25% / 29% economic decline and this was mostly due to the virus or the perceived risk associated with the pandemic rather than governmental restrictions (Andersen et al., 2020b). In short, the main economic impact of the pandemic was the rapid fall or cessation of economic activities, especially for entertainment/leisure, travel and accommodation services (Reade & Singleton, 2020; Buckman et al., 2020).

Similarly, after the outbreak in Turkey, confidence indexes (retail confidence index etc.), supply and demand rapidly fell (credit card expenditures decreased 31 % at the end of March compared to the previous week), and has emerged problems in the supply chain. In terms of demand; the fact that a significant proportion of total spending consisted of transportation, entertainment-culture, restaurants, hotels and tourism expenditures affected this situation (Ozatay & Sak, 2020). For example, while the revenues of hotels and travel agencies came to a halt in the tourism sector, their fixed expenses continued. Accordingly, it is seen that travel agencies are quite pessimistic and expect solutions or support (deferred debt, employment support etc.) to cope with their costs (Salim, 2020). In short, it is stated that pandemic is not only a supply side, but also a demand side shock due to the fact that consumption behaviors with many social aspects decrease significantly due to the outbreak (Wren-Lewis, 2020). In general, issues such as supply chain management, inventory management, delivery, workplace safety (Roggeveen & Sethuraman, 2020), protection of employees, crisis management, liquidity adequacy and proximity to customers (investing in the

online environment, understanding the changing preferences of the consumer, etc.) have gained importance for businesses (Craven et al., 2020).

2.1. Short-Term Effects of COVID 19 Pandemic on Commercial Life

Research related to COVID 19 mostly focused on human behavior and business activities in the crisis period. In the research of Knotek et al. (2020); at the beginning of the crisis, while people predicted the impact of the crisis on total production as - 2%, it was determined that this rate increased to -20%. In addition, a significant proportion of people increased their personal savings (around 30% at the beginning of the crisis, about 70% later), avoided large purchases (40% at the beginning of the crisis, 80% later) and experienced job loss worry (30% at the beginning of the crisis, around 50% in the coming period). In addition, more than 40% of people hoarded food products and nearly 30% of people hoarded medical products at the beginning of the crisis, more than 60% of them hoarded food and about 45% hoarded medical products in the later phase of crisis. In terms of expectations regarding how long the crisis will last; while the majority expected to last less than 6 months at the beginning of the crisis, the rate of those who expected to last 1 year or more increased with the progress of the crisis (Knotek II et al., 2020). Therefore, it is understood that expectations regarding the pandemic and its effects vary depending on stage of the crisis.

In Shaikh's (2020) study by conducting a survey of in India to investigate the change in consumer behavior during the COVID 19 pandemic; during the crisis, most of the participants preferred products online and avoided going to the market place, about 30% of the participants preferred online shopping to the market place, most consumers preferred the mobile application of the retail store rather than waiting in line, consumption of daily basic products increased (such as packaged flour, pulses, rice and oil etc.) and consumers were more concerned about the nutritional value of the products.

Hasanat et al. (2020) examined the effects of COVID 19 on e-commerce by conducting a survey with firm executives in Malaysia, since many e-commerce sites in the country are dependent on China for half of their products. According to the research results, the pandemic has reduced the purchasing behavior of Malaysian consumers, which in turn reduced supply chain and transportation activities. In the study it is seen that the presence of Chinese products is effective in this decrease.

The effects of the pandemic on consumers also draw attention in terms of consumer communications. In a study conducted using the survey method in India, 95% of people increased their social media usage significantly during the crisis (WhatsApp, Facebook and Youtube etc.). In addition, it was determined that 76.5% of the participants stated that the crisis affected their shopping behaviors and 52.2% of them accepted that crisis affected their online shopping. In addition, it was determined that online shopping is the main shopping mode in the crisis period (Chauhan, 2020). Therefore, during the pandemic process, it is understood that businesses can reach customers through communication channels such as digital journalism and social networking sites (Celik. 2020).

Schmidt et al. (2020) investigated the effect of the pandemic on food purchasing behavior of the American consumer based on google search tendency data. Accordingly, it was seen that between February 16-22; people are concerned about food shortages and storage, between March 1-7; local food sources researched, between 8-14 March; package service and delivery options; from the beginning of March they are interest in food banks.

In addition to these, unemployment increased and unnecessary business activities had to be closed due to the increase in deaths in a short time due to the pandemic. At this point these effects were limited in the production and distribution of food products and demand for products such as frozen vegetables, fruits, fish and potatoes increased and supply chains continued to work to a great extent. For example, the main effect of the pandemic crisis in the dairy, poultry and egg sector is decrease in the demand for these foods in accommodation services and increase in demand for retail services.

In the study conducted in Canada; it is stated that the demand for food services, which occupies 1/3 of the consumers' food expenditures, has left its place in retail sales. In the research, the main effects of the pandemic in the dairy market are summarized as follows (Weersink, et al., 2020):

- ✓ Increasing retail demand increased the need for employees to perform online sales. The need to renew products on the shelves and fulfill online orders has become more important.
- ✓ In terms of distribution, there has been more stockpiling of products for the stores.
- ✓ In terms of processing, the packaging volumes of the products have changed, and milk-egg products have been offered in smaller packages.
- ✓ In terms of farming, there was not much problem in the supply of products such as seeds, fertilizers, fuel and pesticides used in production.
- ✓ The milk produced and stocked by farmers has been a problem for processing plants that produce cheese-like products which previously have not enough stocking capacity.
- ✓ Continued decrease in demand may cause dairy farmers to look for alternative markets.

2.2. Possible Long-Term Effects of the COVID 19 Pandemic on Commercial Life

Beyond the short-term effects of the pandemic, it is likely that it will affect the behaviors in the long term and form the “new normal”, which is the term expresses different attitudes and behaviors before the pandemic. The main element of the new normal in terms of consumption is online shopping. The fact that online shopping becomes more normal than before, requires businesses to think about what they can do to make online shopping similar to face-to-face shopping like to promote online internal purchases. Another fact of the new economy is the loss or worry of losing jobs, the reduction of consumer spending and the realization of more value-oriented consumption. Under these conditions, it is possible for businesses to offer value-oriented brands and follow discounted strategies. Also, in an environment where perceptions about necessity of products can change with the crisis, businesses need to know what is accepted as compulsory and what is luxury. In addition, it should be known what the consumer cares about in the post-pandemic store environment (especially cleaning instead of entertainment, not having to touch the screen / menu, requesting a disposable menu, a secluded environment, barriers between tables, etc.). Besides, firms would need be prepared for; new precautions for employee health (such as wearing masks etc.), using more robots and balancing health-privacy paradox etc. (Roggeveen & Sethuraman, 2020).

In the pandemic process, where it is important to survive in terms of businesses, topics gained importance such as; establishing technology on the basis of the business model, creating local supply chain, sustainability like cleaning, health, conservation of natural resources (De Meyer, 2020) and automation in production or processing (Weersink et al., 2020). However, the importance of these changes in the long term depends largely on whether consumers' perception of the pandemic and the perceptions, attitudes and behaviors that changed during the pandemic will continue after the crisis.

New normal highlights issues such as sustainability and considering environmental uncertainty in strategic planning, analysis of brand reputation, identifying possible new goods and services, focusing on creative and strategic marketing campaigns, effective use of targeted advertising and social media for firms. Therefore, it is possible for businesses to act subtle, empathetic or careful, and spread reliable, open and accurate content through influencers and celebrities. In addition, activities such as sweepstakes and competitions can bring customers closer to the business. In addition, it is possible to design charity sales and cause-related marketing activities (DiResta et al., 2020).

Another situation that businesses should pay attention to is to tell the consumers what is done to prevent the carrying viruses of products. Because even though there is no evidence that the virus is transmitted through foods, it is possible for employees who do not show any symptoms to infect the products and consumers. Therefore, the main suggestion for businesses could be that to pay attention to hygiene or sanitation about value offerings (Sagdic et al., 2020).

In short, the main effects of the pandemic in terms of consumption are; increasing in online shopping including food products, socially sensitive shopping, individual consumption rather than co-consumption, and sustainable or health oriented consumption (Maurie, 2020, Richards & Rickard, 2020). To what extent these changes will continue after the pandemic, expresses how the new normal will differ from the traditional behavioral patterns. Research is needed to predict this, and these researches will make it easier for businesses to keep up with new conditions.

3. EFFECTS OF TRAUMATIC EVENTS ON CONSUMER BEHAVIOR

It is possible to take advantage of the researches about the effects of traumatic events in analyzing the long-term effects of the Covid 19 crisis on consumers. Because the pandemic is a health-related traumatic event causes many people to lose their lives and experience this anxiety. It is known that traumatic events are related with negative emotions such as stress (Sanford et al., 2014; Fahrudin, 2012; Suedfeld, 1997; Øktedalen et al., 2014) and negative mood in the short or long term (Brom et al., 1993; Bryant & Harvey, 1995).

The effects of traumatic events are mostly examined in terms of specific traumatic events in the related literature. For example, it is seen that after the September 11, 2001 attacks, people responded to depression-like emotional reactions (Galea et al., 2012), people experienced intense anxiety after the 2004 Indian Ocean Tsunami (Wahlström et al., 2013), people became stressed and depressed moods after August 2005 Katrina hurricane (Sneath et al., 2009), people experienced post-traumatic stress after the January 12, 2010 Haiti earthquake (Culver et al., 2015).

At this point, researches are conducted about the effects of traumatic events on consumer. And it is seen that traumatic events can be related with alcohol or smoking using after event (Amstadter et al., 2009; Boscarino et al., 2006), representing distracting or relaxing like consumption behaviors to reduce negative emotions and mood are the main ones (Hama, 2001; Somer & Ruvio, 2014; Sneath et al., 2009) etc. In addition, it can be seen that traumatic events such as war may have consequences like paying less attention to the brand and more attention to price (Sigirci et al., 2017). In the light of these explanations, it is thought that the effects of COVID 19 pandemic on consumer attitudes and behaviors may be related primarily to negative emotions (stress etc.) related with or caused by the pandemic. As a matter of fact, according to the Emotional Events Theory, it is accepted that people have emotional experiences in their lives (work environment, etc.), often give emotional reactions to them and these may affect attitudes and behaviors (Weiss & Cropanzano, 1996).

4. FIELD SURVEY

4.1. Goal and Method of the Research

Within the scope of the study, a survey conducted with 490 attendants by convenience sampling method between the dates of 1.6.2020-15.6.2020 in Kirikkale city of Turkey. Survey form consist of three main parts. First part consists of questions about current situation of participants (whether the attendee is infected or not etc.) and expectations (estimation of how long the outbreak will last etc.) about Covid 19 pandemic. Second part consists of 5 point Likert type items, which discussed in the literature. At this part, first variable is stress about pandemic and the others are specific future consumer behaviors (to think that making more internet purchasing, being more low price oriented, being health orientated in post pandemic period) of participants. To construct the items about pandemic induced stress; Sneath et al. (2009) and Horowitz et al.'s (1979) studies, for pandemic related consumer intentions Korgaonkar (1984), Lichtenstein et al., (1993), Venkatesh & Morris (2000), Wakefield & Imman (2003), Dutta-Bergman (2004), Van Slyke et al. (2006), Truong et al., (2008), Hong (2009), Thoumrunroje (2014), Lankton et al., (2017), Seegebarth et al. (2016), Kvatchadze & Akıncı's (2018) are benefited by largely adaptation to research. And third section of the survey form consist of demographic features (age, gender etc.) of the participants.

4.2. The Features of Participants and General Analysis

The characteristics of the participants can be seen in the Table 1. In terms of gender, % 27,1 of the participants (130 person) is female and % 72,9 of the participants (350 person) is male. Moreover, % 57,2 of the participants (275 person) has high school education level, % 30,7 of the participants (144 person) is at the 1601-3000 TL monthly income group and % 45 of the participants (216 person) is between the ages of 20 and 35.

Table 1. Participants

Education	Q	%, Valid	Monthly Income (Turkish Lira, TL)	Q	%, Valid	Age	Q	%, Valid
Primary School	31	6,4	0-1600 TL	135	28,8	20-27	121	25,2
High School	275	57,2	1601-3000 TL	144	30,7	28-35	95	19,8
College	130	27,0	3001-4600 TL	124	26,4	36-43	89	18,5
Undergraduate or above	45	9,4	4601-7200 TL	66	14,1	44-50	72	15,0
	481	100,0		469	100,0	51 an above	104	21,6
Missing Value	9		Missing Value	21			481	100,0
Total	490		Total	490		Missing Value	9	
						Total	490	

The answers of participants related with pandemic is seen in Table 2. Accordingly, most of the participants who answers these questions think that pandemic will last 1 year or more. Among participants, only 6 person get infected with virus, 19 person has a relative who infected and 16 person has a relative who died because of virus. At last, 104 person thinks that the pandemic will continue and our lifestyle will completely change.

Table 2. Basic COVID 19 Pandemic Related Answers

	Q	Valid %	Cumulative %
How long do you think the COVID 19 outbreak will last?			
Less than 6 months	83	17	17
6-12 months	117	24	41
1-2 years	151	30,9	71,9
More than 2 years	137	28,1	100
Have you get infected with Covid 19?			
Yes	6	1,2	1,2
No	480	98,8	100
Have you had any relatives get infected with Covid 19?			
Yes	19	3,9	3,9
No	467	96,1	100
Have you had a relative who died because of the COVID 19 virus?			
Yes	16	3,3	3,3
No	465	94,9	100
What is your future expectation about the COVID 19 outbreak?			
The pandemic will pass completely and we will return to our previous lifestyle	149	31,6	31,6
The outbreak will decrease to a minor level and our lifestyle will be slightly affected	218	46,3	77,9
The pandemic will continue and our lifestyle will completely change	104	22,1	100

In terms of economic effects of pandemic, it is seen that % 13,3 of the participants (51 person) has lost his/her job, % 25,7 (100 person) has been worried about losing job and % 18,7 (73 person) has worried about not finding a job because of the pandemic. Moreover, % 15,4 of participants (75 person) experienced working in more difficult conditions. These values support the idea that pandemic significantly effects the work life.

Table 3. Effects of Covid 19 Pandemic on Working Conditions

Have you lost your job due to the COVID 19 outbreak?			
Yes	51	13,3	13,3
No	333	86,7	100
Do you feel worried about losing your job due to the COVID 19 outbreak?			
Yes	100	25,7	25,7
No	289	74,3	100
Have you ever been worried about not finding a job because of the COVID 19 outbreak?			
Yes	73	18,7	18,7
No	318	81,3	100
		100	

Table 3. (continuous) Effects of Covid 19 Pandemic on Working Conditions

Have you had to work in more difficult conditions (home environment, etc.) due to the COVID 19 outbreak?			
Yes	75	15,4	15,4
No	411	84,6	100

The answers to the questions about consumption channel changes of participants because of pandemic is seen in Table 4. Accordingly, % 15,4 of the participants (75 person) shop online for the first time because of pandemic. And, % 16,8 of the participants (81 person) accepts that pandemic has increased their online shopping. At last, pandemic cause the % 12,7 (60 person) of the participants to buy certain products (food etc.) through internet that previously did not purchased online. In general, although the proportion is not high, it is understood that pandemic effect consumers' purchasing channel.

Table 4. Effects of Covid 19 Pandemic on Internet Shopping

Did the COVID 19 outbreak cause you to shop online for the first time?			
Yes	75	15,4	15,4
No	411	84,6	100
Did the COVID 19 outbreak increase your online shopping?			
Yes	81	16,8	16,8
No	401	83,2	100
Did the COVID 19 outbreak cause you to buy products (food, etc.) that you had not previously purchased online?			
Yes	60	12,7	12,7
No	414	87,3	100

4.3. Reliability and Factor Analysis

To test the reliability, Cronbach Alpha coefficients of the research variables are calculated. As seen in Table 5. Alpha coefficients are high. So the item groups are accepted as reliable.

Table 5. Reliability Analysis

Variable	Alpha Coefficient	Item Q
Pandemic Related Stress	0,829	6
Future Consumption Intentions	0,880	30

To understand the structural validity of the data, exploratory factor analysis is conducted toward research variables. For the variable of pandemic related/induced stress, KMO coefficient is depicted as 0,799 and Bartlett value is seen as significant and one factor is seen explaining % 55,128 of the total variance. The component matrix is seen in Table 6.

Table 6. Factor Analysis for Pandemic Related Stress

Pandemic Related Stress Items	Factor Loadings
I think of images related to the pandemic	0,828
Outbreak reminders (news, pictures, etc.), causes me to experience negative emotions (anxiety etc.) about the pandemic	0,815
Even if I don't want to, I think about the pandemic	0,807
I worry about getting the pandemic	0,681
I have bad dreams about the pandemic	0,651
I have trouble sleeping due to what I think of the pandemic (getting infected, etc.)	0,646
Eigenvalue: 3,308, % of Variance: 55,128	

Similarly, to understand the structural validity of the variable of consumer intentions after pandemic, exploratory factor analysis is conducted with Oblimin rotation. Accordingly, it is seen that KMO coefficient is 0,885 and Bartlett value is significant. 6 factors depicted which explains the % 65,036 of the total variance. Moreover, Alpha coefficients which calculated for each factor shows high reliability level of the factors. The factor and mentioned reliability analysis results is shown in the Table 7.

Table 7. Factor Analysis for Consumer Intentions after COVID 19 Pandemic

	Factor Loadings
1. Factor: Intention of health oriented shopping	
I will try to prefer environmentally harmful products less.	,838
I will try to buy more food with labels that I can monitor the production stages.	,835
I will try to prefer more energy efficient / efficient / low resource products.	,816

Table 7. (continuous) Factor Analysis for Consumer Intentions after COVID 19 Pandemic

	Factor Loadings
I will try to prefer payment methods (credit card, etc.) that will not cause virus infections.	,798
I will make sure that the products I purchase are produced in countries where the COVID 19 pandemic is not very high.	,768
I will pay more attention to cleaning standards (disinfection, etc.) when purchasing products that need to be touched.	,714
I will pay more attention to cleaning standards (disinfection, etc.) when purchasing products that are tested by wearing.	,625
I will pay more attention to the cleaning standards (disinfection, etc.) of the shopping environment.	,601
I will pay more attention to the fact that shopping environments are not crowded	,525
Eigenvalue: 7,440, % of Variance: 24,802, Cumulative %: 24,802, Alpha: 0,906	
2. Factor: Intention of price orientation and conspicuous consumption avoidance	
I will buy less products / brands that affect others	,842
I will buy less products / brands that attract the attention of others	,779
I will buy products / brands that have the prestige symbol less	,774
I can change my preferred business / brand to take advantage of low prices	,706
I will try harder to find affordable products	,632
I will be more sensitive to the differences in the prices of the products	,578
Eigenvalue: 6,021, % of Variance: 20,070, Cumulative %: 44,871, Alpha: 0,837	
3. Factor: Intention of using internet for food purchasing	
As in the pandemic period, I will try to use the internet for food shopping.	,793
I intend to purchase food products more online than before the pandemic	,731
I tend to buy food products I didn't buy before the pandemic on the internet	,720
Eigenvalue: 2,101, % of Variance: 7,004, Cumulative %: 51,875, Alpha: 0,778	
4. Factor: Intention of healthy product consumption	
I will do more individual sports for exercise (exercise at home or outside, etc.)	-,869
I will try to avoid foods that are harmful to health (high-fat, sugary, salty, additive etc.) more.	-,776
I will pay more attention to information about health precautions in shopping environments.	-,760
I will try harder to get healthy foods (fiber, organic, natural, low-calorie etc.)	-,751
I will try to buy more organic products	-,667
I will pay more attention to the healthy production conditions of the products I purchase.	-,462
Eigenvalue: 1,751, % of Variance: 5,838, Cumulative %: 57,713, Alpha: 0,849	
5. Factor: Intention of increasing in internet shopping	
In general, I intend to shop more online than before the pandemic.	,807
In general, I will try to use the internet for my purchases as in the pandemic period.	,802
In general, I tend to buy products that I didn't buy before the pandemic.	,718
Eigenvalue: 1,119, % of Variance: 3,731, Cumulative %: 61,445, Alpha: 0,765	
6. Factor: Intention of preferring healthy payment methods	
I will try to use payment methods with little or no physical contact in my purchases.	-,867
I will use payment methods with little or no physical contact (credit card, etc.) in my purchases.	-,853
I tend to use payment methods with little or no physical contact in my purchases	-,828
Eigenvalue: 1,078, % of Variance: 3,592, Cumulative %: 65,036, Alpha: 0,820	

4.4. Investigating the Averages and Frequencies

As seen in Table 8., averages for the variables is generally low or about the level of “disagree” except intention of health oriented shopping and intention of healthy product consumption. These finding shows that, pandemic can mostly effect consumer behavior in terms of health related issues in long term. Moreover, the low level of pandemic related stress (mean of 2,7761 over 5) draw attention, in terms of the progress of the pandemic in Turkey.

Table 8. Averages

	Mean	Std. Deviation	Skewness	Kurtosis
Pandemic Related Stress	2,7761	,88999	0,226	-0,166
Intention of health oriented shopping	3,6650	,95732	-0,423	-0,624
Intention of price orientation and conspicuous consumption avoidance	1,8665	,62959	0,227	-0,1006
Intention of using internet for food purchasing	1,7364	,69641	0,487	-1,077
Intention of healthy product consumption	3,4117	,95592	-0,201	-0,487
Intention of increasing in internet shopping	1,8361	,66736	0,281	-1,086
Intention of preferring healthy payment methods	1,8599	,72715	0,269	-1,297

To making clear 5 point Likert Type (1. Strongly Disagree, 2. Disagree, 3. Undecided, 4. Agree, 5. Strongly Agree) item groups, answers are grouped into 3 level with the names of “at least disagree level”, “indecisive level” and “at least agree level”. As seen in the Table 9. which shows

frequencies, important part of participants is in the “at least agree level” in terms of intention of health oriented shopping and intention of healthy product consumption. Moreover % 11,9 of the participants at least agrees with the pandemic related stress items. On the other hand, in terms of intention of price orientation & conspicuous consumption avoidance, intention of using internet for food purchasing, intention of increasing in internet shopping and intention of preferring healthy payment methods, there is not a participant with average score of at least 4 which shows the acceptance level of these variable. So it is understood that, future effects of the pandemic can be more on health related purchasing preferences before other ones.

Table 9. Frequency Analysis

	Quantity			%, Valid		
	1	2	3	1	2	3
Pandemic Related Stress	110	306	56	23,3	64,8	11,9
Intention of health oriented shopping	23	221	223	4,9	47,3	47,8
Intention of price orientation and conspicuous consumption avoidance	301	172	0	63,6	36,4	0
Intention of using internet for food purchasing	351	132	0	72,7	27,3	0
Intention of healthy product consumption	42	256	170	9	54,7	36,3
Intention of increasing in internet shopping	340	140	0	70,8	29,2	0
Intention of preferring healthy payment methods	325	158	0	67,3	32,7	0

4.5. Correlation Analysis

As discussed in the literature part of the study, since the effects of traumatic events can be related with stress experienced about them, correlation coefficients (Pearson Correlation, 2 tailed) among pandemic related stress and other research variables are calculated. Before making calculations, skewness and kurtosis values are checked (see Table. 8) for normal distribution assumption. It is concluded that acceptance of normal distribution is possible. And as seen in Table 10., meaningful correlation coefficients are depicted with a low level. So it is understood that, future intentions of consumers (especially for intention of increasing in internet shopping, intention of using internet for food purchasing and intention of healthy product consumption) after pandemic is related with stress experienced about it.

Table 10. Correlation Analysis

	Pandemic Related Stress
Intention of health oriented shopping	,143(**)
Sig.	,002
Intention of price orientation and conspicuous consumption avoidance	,150(**)
Sig.	,001
Intention of using internet for food purchasing	,255(**)
Sig.	,000
Intention of healthy product consumption	,242(**)
Sig.	,000
Intention of increasing internet shopping	,319(**)
Sig.	,000
Intention of preferring healthy payment methods	,190(**)
Sig.	,000

The results suggest the idea that pandemic can effect consumer behaviors in long term. Although participants are at the level of “at least disagree” for the variables of intention of in price orientation & conspicuous consumption avoidance, intention of using internet for food purchasing, intention of increasing in internet shopping and intention of preferring healthy payment method, agreeableness level for intention of health oriented shopping and intention of healthy product consumption is high. These findings are interpreted as research participants accept or see new normal under these two terms mostly. So health oriented shopping and healthy consumption seems to be last in marketplace in long term at a certain level. Or it can be thought that, consumers will continue or want using face to face shopping channel with giving more priority on health.

Furthermore the research finding of pandemic cause stress and pandemic induced stress is related with consumer future intentions after pandemic with a low level, supports the ideas discussed in literature which shows traumatic events cause stress (Suedfeld, 1997, Sneath et al., 2009, Fahrudin,

2012, Wahlström et al., 2013, Sanford et al., 2014) and can affect consumer behaviors (Hama, 2001, Boscarino et al., 2006, Sneath et al., 2009, Amstadter et al., 2009, Somer & Ruvio 2014) in a general point of view. At this point, the low level of pandemic induced stress is taken attention in the present study.

5. RESULT, SUGGESTIONS AND LIMITATIONS

At this study, which is conducted to understand possible future effects of COVID 19 pandemic on consumer behaviors in Turkey, it is supposed that certain valuable findings generated for public institutions and firms. Findings show that; most of the participants think that pandemic will last 1 year or more, the pandemic will pass completely or will decrease and lifestyle will be effected slightly, the rates of shopping online for the first time and increasing online shopping because of pandemic are low (% 15,4, % 16,8 respectively), future intentions of consumer can change especially for health oriented shopping and healthy product consumption. On the other hand, the future effects of the pandemic in post pandemic period can be limited, since the levels of “being more price oriented & avoiding conspicuous consumption”, “using internet more for food purchasing”, “making more internet shopping” and “using healthy payment methods more” are low. At last, these effects are seen affected by pandemic related/induced stress with a low level.

At this point, designing healthy, energy efficient products, giving more importance to traceability and health labels on package, health warnings on store environments, developing cleaning standards for store and products, taking precautions for store crowdedness may be beneficial for firms. For public institutions, developing public awareness communication activities may be beneficial to prevent possible negative effects of the pandemic. Since nobody knows exactly when the vaccine will be available and how long the pandemic will last, being cautious and taking individual level measures against possible infection would be helpful. Because, the thoughts of people can deteriorate the perceptions and attitudes toward individual health precautions like “pandemic will pass completely, it will decrease and it affect lifestyle with a minor level” as depicted in the study.

This research has some limitations. First since survey method is used, it is assumed that participants give honest answers. Second, convenience sampling method prevent the generalizations of the findings. At last since the research subject very changeable depending on time and emotions/perceptions about pandemic, the findings of the study may change within a short time. But the study is expected to produce useful information for marketers, public institutions and marketing researchers and draw attention to possible long term effect of current important pandemic.

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