

TURKISH Z GENERATION BUYING BEHAVIOR CHANGE FOR TECHNOLOGY PRODUCTS IN COVID-19**Muhammad Abdul Hannan**

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ORCID No: 0000-0002-0511-8732**ABSTRACT**

The retail sector significantly contributes to the growth and advancement of the GDP of many countries (GDP). As a sector, retail is seen as a fundamental source of employment. The stores that customers choose to shop at are influenced by their own purchasing tendencies. The most catastrophic and terrible externality in recent memory is the COVID-19 epidemic. The majority of governments have taken various actions to contain the pandemic, which have an impact on consumer behavior. Additionally, consumers are changing their own viewpoints, needs, beliefs, and behaviors. The Covid-19 event struck suddenly and led to new rules. These obstructions in both online and disconnected channels had a number of negative effects. There is currently a dearth of incisive work that addresses the modification of consumer purchasing behavior to accommodate COVID-19. The goal of this study is to gain a deeper understanding of what Covid-19 has meant for the retail industry's approach to dealing with consumer purchasing behavior. This review's sole focus is on Turkish recent college graduates' selection of online and offline merchants while making purchases of clothing. This study's main focus is on Turkish new college graduates' shopping preferences. Additional than Turkish consumers aged twenty to thirty, no other consumer groups will be observed. Review's focus is also limited to the retailing of technology, since these companies are in charge of managing items like phones and headsets.

INTRODUCTION

Speedy specialized progression caused a noticeable social shift, and subsequently, the retail business went through additional development that led to new retailing directs and fast development in web based business and computerized promoting (Rita, Oliveira, & Farisa, 2019). Because of the change in customer conduct achieved by the advanced change, physical organizations were at last compelled to close and progress to online deals (Verhoef, Kannanb, & Inman, 2015). Client conduct is a mental part that relates to the characters and buying inclinations of the clients (Srivastava & Barmola, 2010). The web shopping industry is going through consistent change. The latest was welcomed on by the unexpected Covid-19 overall pandemic (Zhao & Bacao, 2021). The Covid-19 flare-up gigantically affected the retail business since it led to another buyer way of behaving (Laato, Islam, Farooq, & Dhir, 2020). Obviously clients had out of the blue moved toward web outlets out of need. Positive or negative externalities often affect purchaser conduct changes. The COVID-19 pandemic is the best serious awful externality within recent memory. Most states have executed different moves toward contain the pandemic, which affect shopper conduct both straightforwardly and by implication. Additionally, in light of the pandemic and related wellbeing stresses, shoppers are adjusting their own perspectives, needs, convictions, and activities.

The progressions in the retail business hugely affected buyer conduct, which was plainly moving toward online stages. In accordance with this, the Covid-19 episode struck abruptly and provoked new regulations that have hampered social commitment. Various adverse consequences were brought about by these impediments in both on the web and disconnected channels. From one viewpoint, the pandemic has raised request on the web channels simultaneously as retailing is changing, which might goodly affect the retailing business. The pandemic's restrictions make it truly plausible that. The manner in which individuals shop has changed. Here is where this paper's center is all the more exactly expressed: it tries to figure out what Covid-19 means for changes in shopper buying conduct. Notwithstanding, there is presently a lack of insightful writing that tends to the change of buyer buying conduct to adjust to COVID-19.

The reason for this study is to get understanding into what the COVID-19 plague has meant for the purchasing propensities for Turkish Generation Z. As per a few exploration, the COVID-19 pandemic has caused generational

differences in customer conduct and life viewpoint (Life with corona network , 2020); (Masters, et al., 2020). There is a conviction that a critical part of recent college grads and Generation Z are not focusing on the general wellbeing caution. As per a few youthful people, life is as yet happening to the surprise of no one (Gharzai, Beeler, & Jagsi, 2020).

The focal point of this study is the buying propensities for recent college grads in Turkey; be that as it may, no other shopper classifications outside twenty- to thirty-year-olds in Turkey will be noticed. Also, the review has zeroed in its information gathering on Turkish twenty- to thirty-year-olds who lived in Turkey previously and during the Covid-19 episode to acquire more exact outcomes.

METHODOLOGY

The critical components of the examination cycle that the specialist is assessing in this study are the exploration procedure, approaches for information assortment, testing technique, selection of information investigation, thought of morals, and imperatives. . The quantitative examination approach, as indicated by (Babbie, 2010), is additionally fundamental for analyzing and understanding the connection between factors. The total population consists of approximately 214 of Gen Z shoppers purchasing through online source in Turkey. On average every buyer contains age of 23-25, which were selected to participate in our study. In additional most 214 numbers of samples are needed to test the result in the population of generation Z residing in Turkey. In this study, samples were recruited by implying the mixed method technique in which research approach whereby researchers collect and analyses both quantitative and qualitative data within the same study. This questionnaire will be divided into two sections. Section A consists of the demographic characteristics of the respondents (location, sex, academic and professional qualification of respondents) while Section B will contain information on respondents' views relating to purchasing decision whether online or offline in the period of Covid 19.

DISCUSSION

As per the observational research, more individuals have moved their shopping propensities to online stores after the Covid-19 scourge, and client tendencies towards them have developed decisively. As per Table 11, it can be analyzed that 66.9% of the respondents which consist of 3 options focused on that they were using online source of purchasing even before pandemic showed its existence and which raised in the time of pandemic. Moreover, in Table 7, when the respondents were asked for their motivational factor towards buying from online store so majority of the respondents suggested that they can easy get their products according to their preferences, total count of respondents opted an option of preferences was 66 and 63 majority also opted the option that it saves time and efforts. But in comparison to this, the table 9 it showed that 74 out of 214 respondents suggested that shopping online takes ample of time as well as, it is hectic to deal with pick up and return.

From the respondents (see table 3), Shopping at offline stores has been recognised as an engaging pastime by 50 respondents. It was corroborated in the survey, where 50 participants said they go shopping alone to have fun and meet new people, while 37 participants said they went shopping for amusement to mingle with their friends. One more significant finding from exact examination is that certain individuals use shopping as a method for easing pressure. As per results (see table 3), 52 participants responded that they see shopping as a stress relive activity. As indicated by the experimental discoveries, people are inspired to peruse at disconnected organizations and make buys when they have direct involvement in the things. As per survey results (see table 9), 66 respondents confirmed that e inability of experiencing the product at online stores is a factor that discourages them from shopping online. This result stresses the significance of the item experience viewpoint in convincing clients to pick disconnected retailers.

As per survey (see table 13), 24 of the respondents showed sorrow on the case that they can't satisfy their urgent need and immediate acquisition of products if there will be fewer stores in the near future. Moreover, as per results (se table 9), 28 of the responded showed worry on the situation that online purchases takes longer time to get delivered and if fewer physical stores strategy gets applied so they will be restricted with urgent buying.

As per conducted survey (see table 7), 63 respondents accepted that online buying saves their time and efforts. Moreover, in support to time efficiency 27 of the respondents supported the fact that physical shopping is a time taking process and efforts (see table 5). Along these lines, contrasted with actual shopping, web shopping is remembered to save time and exertion.

As indicated by the experimental discoveries, clients can like web-based shops since they can rapidly peruse and think about things. As per results (see table 7), 29 of the respondents suggested that online source is more easier to search and compare products online as it makes to opt a superior option, making other one as opportunity cost. Moreover as per table 7, 66 of the respondent also claimed that they can search products as per their preferences which may be time effective method. Additionally, research findings show that shoppers like online shops due to the greater selection of goods available there. As per results (see table 7), 56 of the respondents suggested that they can avail greater variety of products at online source so that they can make a better option to buy as per their budget and preferences. The observational discoveries have exhibited that individuals might accept that web organizations give more reasonable decisions than actual ones. As per findings from survey (see table 8), 28 of the respondents confirmed that online stores provide cheaper options than physical store and the reason for this could be high competition in the ecommerce industry.

This component connects with the way that people quit going to actual stores to safeguard themselves and society from the gamble of COVID-19. Additionally, as per survey conducted (see table 5), 75 of the respondents were focused more on that its a social responsibility to take care of yourself and your surrounding due to the deadly pandemic. Furthermore in Table 5, 44 of the respondents claimed that they reside with high risk group members, which means they are associated with certain age group for whom this virus could result deadly, so they avoid physical purchases. As per the exact discoveries, Covid-19 cutoff points made clients track down less entertainment in disconnected organizations. They were deterred from shopping at actual stores therefore. As per the identified results (see table 5), 34 of the respondents claimed that shopping at physical stores is less entertaining due to the restrictions of covid 19. Additionally, scientific findings have shown that some people view internet retailers as only an alternative to physical stores. As per the results (see table 8), 19 of the respondents suggested that the only alternative to shop for necessities and desires is online stores, due to the closure of physical stores.

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