Analyzing the Relationship between Fear of Covid-19 and Intention Toward Online Shopping in Turkey

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Abstract:-Digitalization took a tremendous boom with the arrival of the pandemic. As a result of strict lockdown and people being isolated and the fear of getting transmitted influenced the consumer purchase intentions. Across the globe, citizens across the countries shifted to online mediums to shop. Based on this, the research aimed its focus to examine the impact of online mediums of shopping on the consumer purchase intention and the fear of COVID-19 among the Turkish citizens. The study determines how fear influenced the purchase intention of consumers in making purchases online. The study follows the quantitative research method, taking support of a Questionnaire-based survey and convenience sampling among 200 participants. The quantitative analysis revealed that Turkish citizens likewise citizens from other countries demonstrated online shopping behaviors and positive consumer purchase intentions due to the fear of COVID-19. Though Turkey has observed good growth in the e-commerce market previously, the arrival of the pandemic resulted in the boost of online channels and many retail businesses shifted to digital mediums. The customers tend to show positive intentions due to the ease of access as well as for safety reasons. However, the need to integrate and enhance the technology, delivery mediums and design of new marketing strategies that fits best with the online channel still remains an important part of online business to compel the buyers.

Keywords:- Online Shopping, COVID-19, Purchase, Intention.

I. INTRODUCTION

Shopping remained one of the most focused aspects of the retail industry. As per the study by Naseri (2021), it is evident that the role of shopping in the consumer's life is not just to satisfy the needs they wanted, but the aspect of shopping is related to several psychological and social aspects, including promotion of money, spending on luxury or problem-solving. The shopping process for an individual is not just buying some products and then consuming them, it is the complex process of decision-making through which people satisfy their needs. As it is stated in the research by Eger et al. (2021) that the aspect of online shopping includes several actors in it including retailers, consumers, policy maker and more which not only impact the whole shopping process but provide a way to identify the loopholes in the shopping processes through which it could be made better for the usage of consumers. Shopping helps an individual to

reach their expectation in some activity completion or achieving some goals.

Before the arrival of Covid-19 people shop not only the buying purpose of luxury items or useful products but go for shopping so they could relax as also expressed in research by (ERDEM and YILMAZ, 2021). After the Covid -19, it is difficult for people to get used to the new methods of shopping and lockdown quickly. The online shopping industry regardless of any other factors boosted and make new records of profits, as the only way of shopping during the pandemic is through online sources. The shopping aspect has turned negative due to the fear felt by people that if they go outside, they might catch a virus which will result in killing not only them but their loved ones and every other individual, who come in contact with them. Covid-19 remained one of the biggest factors that have influenced shopping and how consumers go and shop products for them; this is also identified in the study by (Al Amin et al., 2022). In the region in which there is technology integration and a quickly induced online approach, for the remaining people in the less technologically advanced regions, the issues of food shortage, protests for going out and other aspects become evident. Researching how Covid-19 impact is significant not only from the retailer's perspective but for the consumers to understand and acknowledge their mental well-being despite any factor occurring in life.

According to the study by Eger et al. (2021) it is stated, in the context of the impact of fear of Covid-19 on shopping behaviour, it is observed that consumer behaviour is highly influenced by the fear caused by the global pandemic. Consumers are shopping from physical shops mostly before Covid-19, with the balance number of consumers shopping from an online source, but due to the Covid-19 arrival, most of the shopping was carried out by online methods. Another study conducted by Immordino et al. (2022), studies the health concern of Covid-19 and how its fear and issues caused to impact the life of an individual. The study identified that people after Covid-19 faced serious issues while travelling, working, meeting, eating and social interaction and more areas of life which are only due to the pandemic. The study also identified that the people are having issues and finding themselves afraid in the herds and places which lack hygiene. One of the most interesting aspects identified from the study conducted by Kaya et al. (2021), is that the people of Turkey changed their shopping preferences whether physical mode on shopping or online shopping; that is people started to focus more on nutrition-based and healthy products rather than shopping items which are not related to health. Another study by Güngördü

Belbağ (2022) conducted in the context of Covid and its impact on consumers stated that the global pandemic has impacted the lives of people in turkey drastically, the people who used to go to the electronic store for shopping and indulged in the physical shopping more due to trust, started to shop from the online sources only due to the far of Covid-19 in Turkey. Furthermore, from the study, it can be stated that the factor of fear influenced immensely the impulsive behaviour of buying in Turkey.

➢ *Research Objectives*

Research objectives which would be focused on in the study are:

- RO1: To investigate different factors pandemic influencing the retail sector.
- RO2: To analyze the impact of fear on consumer decision-making.
- RO3: To examine the effect of Covid-19 on the e-commerce industry.
- RO4: To observe the policies around the globe to boost the trust of consumers after Covid-19.

➢ *Statement of the Problem*

There are several problems which are faced by the retail sector due to the pandemic including re-purchase, not purchasing the items and more. It is evident from the study by Ali and Bhasin (2019) that understanding consumer intention is one of the major factors through which the retail sector can take effective measures to opt for the right choice and steps. There are several issues which are faced by the retail sector in Turkey. One of the significant factors that influence the retail sector entity is the drastic reduction in customer engagement in shopping. Who is this lady by Yarimoglu and Gunay (2020), it is identified understanding the customer's intention is one of the most important factors by which the business can increase its profit and gain a competitive advantage. Understanding customer intention helps the retail sector in the tricky to plan decisions and taking essential guidelines regarding the engagement of customers and transforming their intention towards shopping safely during Covid-19. Whether The E-Commerce platform for the physical form of shopping is highly infected in Turkey during Covid-19 as people are afraid of going out due to fear. The innovative aspects adoption and investment in them is one of the basic requirements which is needed for the retail sector in Turkey so that better development options can be implemented. From the study conducted by Gok and Ulu (2018), it is evident that the lack of research to understand customer intention is one of the major factors that decrease customer motivation for shopping and also immensely impacted the other factors of shopping including marketing and planning related to shopping.

➢ *Research Model and Hypotheses*

Fig 1 Conceptual Framework

➢ *Hypothesis*

- **H₀**: Fear of Covid-19 positively impacted the consumer intention towards online shopping.
- **H₁**: Fear of Covid-19 negatively impacted the consumer intention towards online shopping.

II. LITERATURE REVIEW AND THEORETICAL FRAMEWORK

➢ *Covid-19 Pandemic and its Effect on Business and Marketing*

It is evident from the analysis of the studies that the Covid-19 pandemic has impacted almost on every sector regardless of the industry or the product or service being produced offered by them. Covid-19 has started in Wuhan city in China and made its way to almost every region of the world impacting and collapsing almost every sector and region of the world. Covid-19 has been the worst natural occurring crisis has been faced by humankind (Bogomolova et al., 2020). Researches identify that the role of the retail sector and every other sector remained highly under observation as through the observation the loopholes and effective timely measures were taken in regards to sustainable operation. Apart from the health sector which is one of the major and worst affected sectors due to the pandemic of Covid-19, the retail sector is also one of the biggest sectors that have faced the consequences of lack of planning and other issues around the globe. The study of (Djalante et al., 2020) evaluated that the governmental agencies and the other regulatory authorities tried effectively and immensely to stop the spread of the virus, but they failed as the planning was too late implemented in the virus-exposed region. Another study (Garrett, 2020) supported this claim and in its of evaluated stated that the interesting aspect of Covid-19 is that people and governmental bodies are denying its existence and severity at first, due to which there is evidence of the regions faced not only a drastic decline in the sales but even faced major human life loss, due to lack of seriousness and proactiveness in the crises situation.

➢ *Fear of Death in Consumers due to Pandemic*

Due to the Covid-19 pandemic, the fear of death is how observed among consumers and they don't want to get sick and ultimately dead due to the pandemic or virus. This fear appeal is headed by hedonic and utilitarian motives where businesses and specifically marketers were found to use it as persuasive messages. Several marketers used it to make their products more appealing to customers (Haq and Abbasi, 2016). Research identifies this fear appeal as danger or fear control. Danger control is identified as adaptive behaviour among the users to avoid the danger they are facing whereas the latter provides the customers with a control behaviour for their emotional responses to tackle the risk (Ado et al, 2020). With new mediums for promoting and delivering products to customers, this fear of appeal and fear of death due to the pandemic made the online marketing practice enjoy a boom.

Businesses and marketing took a new turn since the arrival of the pandemic. From the study of Pak (2022), it is evident that buying the products and marketing the businesses is also helping the organisation to increase their profit and get substantial growth and it is observed that consumer intention is highly altered resulting in making traditional marketing less effective for the businesses. It is also supported by the study of Kaya et al. (2021) that the effect of the Covid-19 end of fear has created impacted a consumer psychological aspect due to which the marketing has to be stronger and customer oriented. During Covid-19 understanding that consumers and their psychological aspects become highly important to the marketing of the business will impact expectedly.

According to the survey by Goldberg et al. (2019), consumer Behaviour due to the fear of Covid-19 has drastically shifted resulting in grocery sales increasing by 100 and 3% per year in the year 2020 only within the United States consumers spent around 37.7 billion dollars online. With such a situation, consumers reconsidered their practice of purchasing where their established modes of purchasing as well as their shopping habits were moved including more inclination towards cashless payments to home deliveries. This also creates more opportunities for marketers and business owners to monitor and review the changes while adopting new and creative ways to come in alignment with consumer shopping behaviours (Naeem, 2020). Boutsouki, (2019) also added that due to the accessibility of the stores being minimal the need for different distributive channels arose thereby impacting vast influence on consumer purchasing intentions and buying behaviours. Moreover, online channels become more favoured during the pandemic times. It is evident from the facts and figures that consumer Behaviour and the Paradigm of buying from online sources changes according to the Covid-19 waves around the globe.

➢ *Fraud and Scamming in Online Shopping*

Online Shopping Fraud is identified as paying for a product that is not received as it is presented or being cheated or facing deception or swaddled. Digital marketing has been pursuing growth at an exponential level and so come hundreds and thousands of attempts of false products and fake websites owned by scammers and fraudulent activity dealers (Button and Cross, 2017). This interesting aspect which is observed from the study (Pak, 2022) that during the pandemic around the globe several challenges are being faced by consumer consumers on almost every platform. Another study by Nguyen et al. (2021), stated that gives us a boost in online shopping increasing fraud and cheating cases. As individuals started to shop online more as compared to the shopping list of cyber-attacks, cybercrime, fraud, and more are highly observant in the retail sector during Covid-19.

Fraud is identified as the use of lies, cheating and bogus activities utilized for taking advantage of others. During the last two years, such scammers got endless opportunities and plotlines i.e. online mediums like Whatsapp, fake social media profiles, and websites to target their potential victims (Buil-Gil et al, 2021).

It is also evident that during Covid-19 the government has imposed lockdowns in almost every region which has impacted consumer online shopping (Habib and Hamadneh, 2021). Despite fraud cases and scamming it is observed that online shopping boosted during the Covid-19 pandemic. with the number of people shopping online increasing the cases of a scam and victimization of people also getting increased. It is observed that during Covid-19 the businesses that are not running for the benefit of individuals carried out marketing campaigns that focused on the benefit only causing fraud and scamming. Another study by Fihartini et al. (2021), supported the fact that during Covid-19 the busy internet channels that are observed are related to online shopping more as compared to anything else on the other hand cyber fraud also increased.

➢ *Intention Toward Online Shopping*

The purchase Intention of a customer is identified as the degree to which an individual shows willingness towards buying a product playing a central role in the growth of a business and improving its market share efficiently. Shim et al, (2021) studied this intention identifying that it appears as a core principle for brand management and marketing practices making use of risk, quality as well as value. It is identified that there is a strong relationship between the fear of Covid-19 and consumer intention.

Debating customer intention during COVID-19, an important element of discussion is quarantine and the risk of infection as instilling a behaviour to look forward toward safe and touch-less mediums of buying products. The literature presented observed perceptions over health concerns dealing with the issue of safety were among the most impacted behavioural practice that changed the customer intentions to get positively influenced for online shipping mediums (Shim et al, 2021). Al-Hattami, (2021) support a similar idea debating that motivating users for a successful online shopping journey requires motivation. Thereby, adding more responsibility on the marketers to recognize the needs and expectations for the long-term success of the business and ensure sustainability. Meanwhile, marketing of the business and consumer intentions are highly related to each other if the business marketing is not effective and does not allow the consumer to purchase the product then the customer will not buy it (Kazancoglu and Aydin, 2018).

During Covid-19 almost every process and every aspect of life have changed similarly the purchasing and the consumer intention to shopping also got changed purchasing intentions are highly measured in the marketing development of the businesses through effective decisions for the marketing and the development of the policy regarding the launch of the products is made. Among such marketing practices, the delivery medium and the promotion mix supported through the technology acceptance model, and ease of use of any application or website makes it the most favourable among online buyers. Moreover, technology acceptance support marketing and business practices keeping the customers to practice minimal switching among the brands with a lower level of stress and

anger (Khan, Sarwar and Tan, 2020). Thereby, making the process smooth and harmonious from making the purchase to getting it delivered.

➢ *Delay in Online Shopping Services*

Apart from fraud and scams through online shopping during Covid-19, another challenge that hinder the successful consumer experience was a delay in service. In the light of a study by TEHCİ and Ersoy (2020), it is evident that consumer intention is highly related to the internal and external factors impacting it if the factors affect positively then the consumer intention would be more towards buying the product regardless of other factors. Similarly, if the negative impact will be created by external factors including delays in delivery scams and fraud consumer intention will also change and consumers will not be satisfied (Güngördü Belbağ, 2022). Other than the delivery scams and fraudulent activities, the arrival of the pandemic resulted in the disruption of raw material product delivery, operations scale down that also caused late deliveries affecting the sales. Moreover, several business took too long to shift to online services while improving their website outlook and e-commerce options. The long-time to restructure the marketing and sales strategies for the digital mediums and consumer awareness about the brands about their presence on online mediums is also an issue for small businesses. (Kee et al, 2021). For successful completion and convincing consumer, the delivery time must be according to the need and requirements of the order.

Another study by Kutluk et al. (2021), argued that delivery time must be according to consumer satisfaction as they wanted to use the product in that specific time although it is observed that during Covid-19 there were huge delays in the delivery of the product. Another study supported the above claim that consumers and maintaining their emotions through effective delivery of orders plays a crucial role in developing consumer intention in contrast during the Covid-19 delay became a new norm in the e-commerce industry (BOZDAĞ and ÇAKIROĞLU, 2021). The reason for the delay which impacts the consumer intention was due to the increased demand for the product through a single channel which is online shopping. Individuals avoided discomfort and preferred their satisfaction or process that is more feasible for them during shopping due to which most consumers around the globe selected online shopping (Akın and Okumuş, 2020). However, the decision-making was done by the consumers that are engaged with multiple options, brands and their offers promoted via variety of online communication mix. This adds more interest for the firms to assure that they meet the expectations and standards of the customers. According to literature, marketers tend to assure there is satisfaction but the retail industry needs to research and integrate consumer feedback in the online shopping industry so that better services will be provided to the consumers. The qualitative analysis conducted by Shamim et al, (2021) proposed that new potential services must be presented for web stores for better interface with more diversity in the product line to enhance the business and amplify customer engagement in the post-pandemic times. The pandemic indicated the need for innovative online selling strategies and digital platforms to expand business practices online (Kim, 2020). Thus, improving the time delay and better services will provide expanded product development and management.
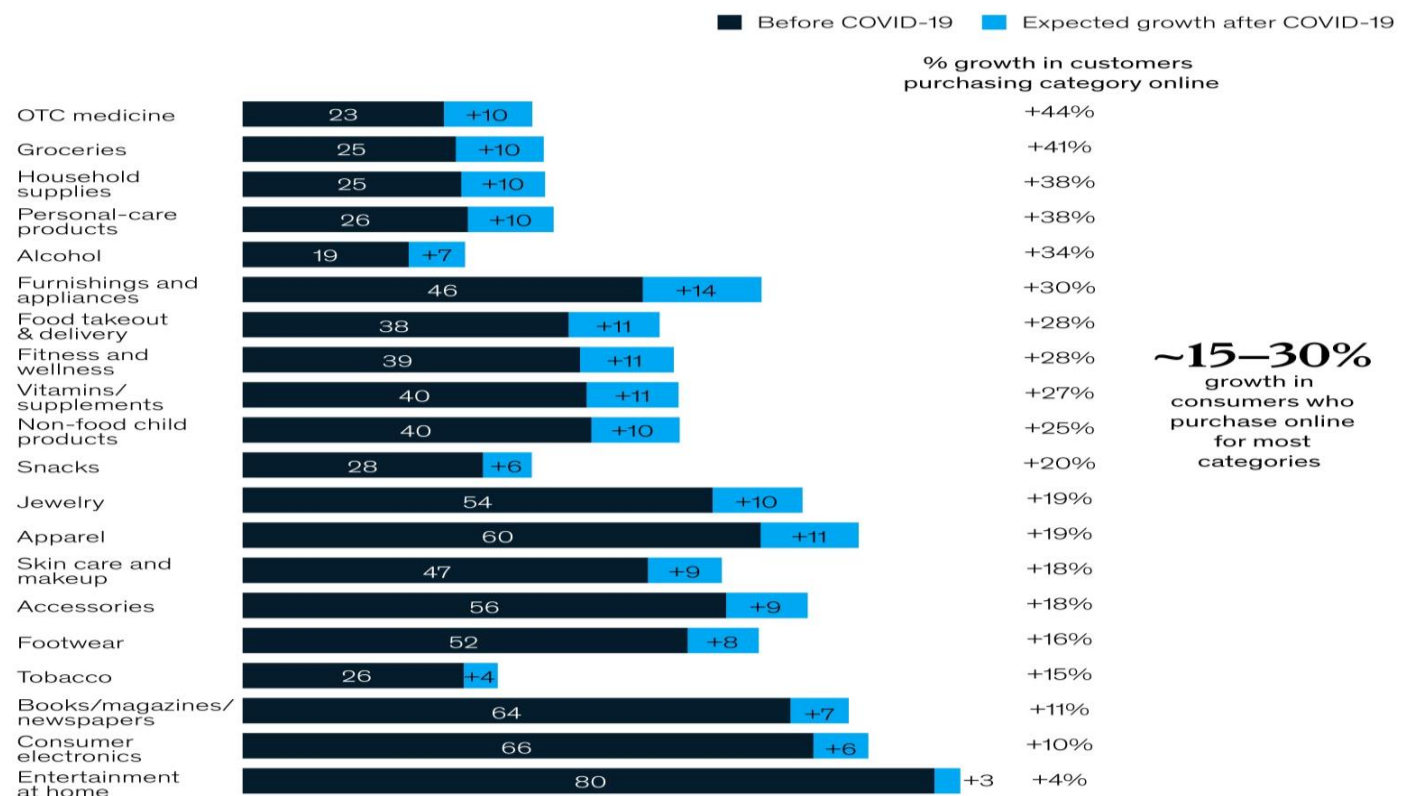

Fig 2 Online Shopping During Covid-19

- *Consumer Intention Towards Online Shopping in Turkey*

The negative impacts that have been created by the Covid-19 global pandemic resulted in a continuous increase in online shopping and consumer intention two words buying from online sources. From the study, it is identified that online shopping is expected and predicted to grow more in the coming years regardless of the presence of Covid-19 and other crises (Ozturk, 2020). The advantages which are open through online shopping impact consumers' intentions immensely through which people that are not able to buy the products by going outside can avail the opportunity of having every item at their doorsteps. From the study by to do it is identified that besides Covid-19 there are several social and environmental factors which are boosted due to the pandemic and result in diverting the consumer intention two words online shopping rather than physical shopping (Akar, 2021). The retail sector of turkey is also one of the biggest share and contributors to the economy after Europe became the centre of the pandemic turkey is among the countries that have been affected by the Covid-19 pandemic which also change consumers' intentions and turkey. The individuals that are living in turkey are compared to going out and shopping from the physical stores. Consequently, the business needs to focus on consumer intention and Divergence in it so that the marketing strategies will be developed accordingly.

The consumer intention not only changed in the shopping or experience during the shopping but the products which are being consumed by the people of Turkey and around the globe also got changed (Güney and Sangün, 2021). People that are spending money on clothes and luxurious items are identified to shop more food products and healthy items during Covid-19 which indicated that the fear of the pandemic immensely impacted the consumer intention to World online shopping and what to prefer during shopping. In the context of Turkey and the consumer intention towards online shopping during Covid-19, it is also evident in the light of a study by Kazancoglu and Demir (2021) that consumers perceived risk and here due to which they are unable to shop from physical stores outside their homes. Also, it is observed that impulsive buying has reduced and in comparison, plant buying has increased effectively because individuals in Turkey are more interested to buy the products that will help them stay fit and healthy rather than spending on their luxurious products. Güngördü Belbağ, (2022) also reported through a quantitative analysis that there were substantial changes in the purchase activities of the consumers where all the informants felt that inflation resulted in daily commodities becoming more expensive. In addition to this, most consumption shifted towards cleaning essentials and fitness-related products to assure their health remains good.

Inflation was another factor that impacted the individuals living in Turkey where in most countries it was a downward trend, however, it was the opposite in the case of Turkey. This happened due to most of the needed goods are exported from other countries due to which the demands reached far higher than the import generated (Özbay and Özcan, 2021). Though inflation influenced the purchasing of citizens it was equally influenced by panic, stress and phobia as reported by Kazancoglu and Demir, (2021) against the disease due to which there was a high purchase of safety and health goods that resulted in the unavailability of necessary items. Hamad and Azimova, (2022) while studying the purchase intentions during the pandemic in Turkey studied that purchase behaviour acted major mediator between COVID-19 and online businesses where such retailers and business owners that made product availability easier for the audience went through success and encouragement. The consumers showed favourable behaviours toward such retailers and superstores that provided them convenient and easy-to-use ways with fast delivery options for their required products.

- *Turkish Market and Consumer Intention*

The business environment witnesses global market challenges and competitive threats because of the saturation of brands and the increasing presence of local and multinational companies. Emerging markets like Turkey are expanding due to the various branding activities utilized by the businesses. Turkey similar to other developed countries is not a growing market with good consumer wealth and sophistication (Akturan and Bozbay, 2018). Research conducted by Enehasse and Sağlam, (2020) on digital marketing and its impact on consumer intention among the Turkish citizen exploring the influence of "brand client", brand trust is studied to be the most critical factor for the individuals to look forward to buy online. The lack of trust in online platforms is one of the core reasons apart from the economic turmoil that results in the individuals' reluctance and their active participation in e-commerce. Therefore, the customer intent is driven by the brands' efforts and external factors that persuades them the exchange of information and knowledge integration (Yang and Chiang, 2017). Moreover, the scholarly presentation also lays interest to the familiarity gained from TV, radio and dramas to influence consumer intentions in Turkey. The support from the hierarchical decision model (HDM) refers to brand awareness leading to brand familiarity and exposure to the product and services (Ertz et al, 2021). Thus, consumer intentions in Turkey tend to influence by experiential associations, the social status as well as their brand knowledge and the number of times they shop.

The global economic recession has also impacted the Turkish markets too eventually impacting the purchasing intention of the buyers. The study by Polat et al. (2021), identified that the role of the Turkish market and the inflation caused by Covid-19 is one of the biggest factors that has impacted the economy and the consumer intention towards online shopping and shopping in general. It is evident that the Turkish market even before Covid-19 was among one of the lowest-performing economies in its regional group, and due to the Covid-19 things become more uncertain and the economy faced losses (Güney and Sangün, 2021). It is also identified that due to the uncertainty in the market consumer tends to buy a product which is related to their health and plan before shopping. Moreover, in the study by Seçilmiş et al. (2022), it is

identified that the consumers in turkey specifically spent a lot on shopping and due to the fear of Covid-19 they shopped for it, as they are concerned about their health and life.

Fig 3 Turkish Market and Consumer Intention

III. RESEARCH AND METHODOLOGY

➢ *Research Design*

Logically, the research method has been divided into two categories which are quantitative and qualitative in addition these two are further sub-divided into supplementary methods. Qualitative research duly incorporates gathering and examining written data, its further emphasis on visual elements which aid in making a thorough description of the author's observations. In this study, the researcher generally collects by observation, interviews, and focus groups with a cautious selection of participants (Ezer, and Aksüt, 2021). On the other hand, the quantitative research method integrates the proper inquiry of specific measurable and observable variables even though in chorus selecting numerical tools aimed at inclusive testing and forecast of the consequences and credentials of the present relationship among variables (Mehrad, and Zangeneh, 2019). It involves questionnaires and surveys coping with a huge population and computed through utilizing the Likert scale, observations that measure the amount of phenomenon repetition.

In the context of this study, the researcher will make use of the quantitative research method in order to investigate the research problem authentically. The selection of this research method could help the author in measuring the relationship between two variables namely fear of COVID-19 and consumer intention towards online shopping in Turkey. It could systematically describe a large collection of pieces of evidence from the quantitative data about Turkey. The quantitative research method will integrate accuracy and objectivity in terms of analysis since it relies on concrete numbers and fewer (two) variables (fear of COVID-19 and consumer intention).

➢ *Research Approach*

The research approach refers to as a stepwise method that covers the whole thing from extensive observations to specific data gathering, scrutiny, and reporting. It focusses on the most critical areas of the subject for the study. The overall decision take in which approach must be exploited to study a subject. Advising this decision must be the logical assumptions the author brings in the study, inquiry procedures, and definite research methods. Statements acquired further support by Nzembayie et al. (2019), that research approaches are universal practices that researchers track when leading a research work. They are generally and usually observed as the research methodologies which entirely depend on the frameworks and designs applied for the study. This evidently demonstrates the fact that approaches in research notify about the selected research methods hence, the important practices utilize to conduct the research study (Song, 2018). In the study, research design according to Fleischmann, and Ivens, (2019) is available in different types, however, they are divided into the inductive and deductive approaches. In the inductive approach, a researcher initiates by data collection which is related to the selected topic. After the collection of considerable amounts of data, then the researcher will yield related facts by the collected data, through a critical lens over it. On the other hand, the deductive approach is identified as the one which integrates the intellectual method of portraying deductive assumptions. Haque (2022) claimed that an interpretation is reasonably effective if the drawn conclusion is rational and hypotheses are admitted. It is further recognized as inductive reasoning, which begins with observations, and concepts are

anticipated towards the conclusion of research development as a consequence of observations. It includes the search for an outline from observation and the progress of elucidation to theories by the series of hypotheses.

A substantial difference between inductive and deductive approaches is the condition aimed at analytical grounds. The inductive approach makes new meanings and premises (or hypotheses); however, the deductive approach inspects the coherence and validity of current concepts.

➢ *Sampling Method*

From the study of Zhao et al. (2018) sampling is identified as a distinctive method that must be applied not merely in respondents' selection although also in elucidating the mathematical influences of the study. It's not only about actualities and data when it derives to concerning mathematical representations, it's further regarding sharing the statistical contribution of statistical procedures. This process utilized to sample by a wider population varies in accordance with the study's nature that is being conducted. Avron et al. (2019) claims that a method of selecting individual affiliates or a subgroup of the related population in order to make statistical implications from them and evaluate the characteristics of the total population is known as sampling.

In accordance with the study's nature, the researcher will go with the non-probability sampling method and make implementation of convenience sampling. As stated by Patten, and Galvan (2019), convenience sampling is a method that depends on the comfort of access towards the subject. It is designated as convenience as of the researchers' comfortable of performing it and acquiring in touch along with subjects. By the incorporation of this research method, the researcher will be able to acquire information from consumers as respondents which do online shopping or involve in it to different locations in Turkey. This efficiently gathers accurate data which defines the relationship between fear of COVID-19 and intention towards online shopping in Turkey explicitly.

➢ *Data Collection*

According to Vogel et al. (2021), data collection always has been the most complex and essential share of the research methodology. Since its strategies the draft which explains how that information will be collected for the assigned phenomenon. Data collection is the sources or manner that are applied so as to gather data. The collected data frames the reliability of the whole methodology being intended. The most important objective of this is to ensure that reliable data and rich information are gathered for executing statistical analysis therefore that data-driven results can be made for research. As defined by Kachikis et al., (2019), the process of collecting and investigating accurate data by sources in order to discover answers of research trends, probabilities, problems, and so forth, to assess possible consequences is recognized as data collection. This procedure by evaluating results and by depending on those forecast probabilities and trends. With it

a researcher might appraise their hypothesis based on the collected data.

The statement supported by Tejtel et al. (2022), data collection is the critical and primary step in the research investigation regardless of the research field. It is the systematic procedure of assorting observations or extents, which allows the researcher to acquire original insights and actual knowledge into their research problem. The approach to data gathering is different for various fields of study, reliant on the needed information. It is the process of data gathering for practicing it in strategic planning, decision-making, and other purposes of research. It serves as a vital part of data analytics implementation in the study, effectiveness in this gives the information required to analyse hypotheses, answer questions, and extract accurate results by which researchers' future actions, trends, and scenarios (Tejtel et al., 2022). In the current study, the researcher will focally accumulate data through designing a questionnaire form in respect to the concern of analysing the relationship between fear of COVID-19 and intention towards online shopping in Turkey.

IV. FACTOR AND RELIABILITY ANALYSIS OF THE SCALES

➢ *Ethical Consideration*

In the research context, it is evident by Navalta et al. (2019) ethical considerations refer to a set of principles or guidelines in research that directs its practices and designs. The researchers should always follow a specific code of conduct when gathering data from individuals carried out. In accordance with Lembcke et al. (2019) research ethics matter a lot for scientific dignity, human rights, integrity, and the alliance between society and science. These principles ensure that participation in research is informed, sage, and voluntary for the selected subject. There are a few ethical considerations followed by the investigators throughout its conductance such as taking permission for data and privacy of collected data. Privacy is identified as the essential and major element thru the collection of data from the respondents or participants as they provide evidence regarding the problem or situation and further give knowledge regarding the selected phenomenon such as delicate information according to (Moradi et al., 2019). The involvement of ethical considerations in this research methodology analytically helps the researcher in ensuring all the moral practices by proper implementation and all the poised data will merely be utilized for research purposes only.

Prior to providing the survey questionnaire, the researcher will explain the study's purpose and highlight the taken moral consideration with the intention to aid the respondents in better know the procedure, research objective, and their rights. Integrity and ethics are the foremost factors also morals reflect a righteous set of guidelines and principles utilized aimed at research study counting the study conductance valid (Navalta et al., 2019). The assortment of data must be through the proper consent or agreement as well as starved of engaging in any

unauthentic and forcing act. The present research tracks and upholds integrity and ethics as well as holds on to the privacy of knowledge or information provided through the participants and is accordingly below ethical considerations application in each stage and communicate properly with the participants in a respective way. The questionnaire was shared by social networks and email to a convenience sample. At its beginning, a knowledgeable consent form was attached which each partaker could make read and click on the "yes" option to fill out the questionnaire. Through this, participants were informed about the purpose of the study, that their participation was voluntary, and collected data would be preserved anonymously.

➢ *Results Correlation*

Table 1 Pearson Correlation

		Fc	**IO**
	Pearson Correlation	1	.427
Fc	Sig. (2-Tailed)		.000
	N	150	150
Io	Sig. (2-Tailed)	.000	
	N	150	150

**Correlation is Significant at the 0.01 Level (2-Tailed).

The Pearson correlation table postulates the strength and magnitude of the explicit relationship shared through the independent and dependent variables. In coherence with the definite standards, the assortment intended for Pearson correlation is -1 to +1 in which -1 indicates a negative, 0 indicates a neutral (no correlation), and +1 a positive correlation regarding the variables that are tested.

In relation to this, the above-mentioned table entitles the Pearson correlation in the best interests of the considered hypothesis for this study seeks a positive demonstration of the hypothesis acceptance. Moreover, this elucidates that fear of COVID-19 positively impacted the consumer intention towards online shopping in the retail industry by 42.7 %.

➢ *Regression*

Table 2 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of The Estimate
1	.427a	.183	.177	.450

- *A Predictors: (Constant), FC*

Consistent with the tabular manifestation, wherein R represents the coefficient of composite correlations concerning additionally two variables to figure out the definite research model. Though, the value of R-square designates the coefficient of strength stating the squared value of the coefficient of composite correlations.

In consort with this, the model summary table demonstrates that consumer intention is an independent variable of the study COVID-19 holds adverse impacts by 18.3 per cent which is the value of R-square. This point to that there is a practical consequence of fear of COVID-19 on the consumer intention towards online shopping in the retail industry and recruits that the research model immaculately fits within the research paradigms.

Table 3 Anova

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	6.683	1	6.683	33.076	.000b
Residual	29.905	148	.202		
Total	36.588	149			

- *Dependent Variable : IO*
- *Predictors: (Constant): FC*

ANOVA appears to be the abbreviated form aimed at Analysing the Variance which demonstrates the investigation by statistics that evaluates the degree of variance among two or more two variables. The table of ANOVA aids in significantly demarcating the gradation and how variance wherever thru relating the inference of the relationship by ANOVA that is shared between the independent and dependent variable is tested.

About this, in the afore-presented table of ANOVA, by following the specific standards value of F should be greater than 1 and the significance value should be lesser than 0.05. Therefore, the tested hypothesis is delineated as an accepted one, in light of the findings presented above. As the table revealed that the value of F is 33.076 which is perceived to be greater than 1. Although the significance value is reachable as 0.000 which is under the standardized value of 0.05, this states that the given hypothesis acquires the acceptance mark.

Table 4 Coefficient

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	**Std. Error**	**Beta**		
(Constant)	1.425	.110		13.012	.000
Fc	.306	.053	.427	5.751	.000

- *A Dependent Variable : IO*

In the research study, the demonstration of a co-efficient table aims to distinguish the statistical relationship shared incidentally by the independent and dependent variables of the research. The value of t designates the test of single-tailed in which is set as the coefficient standard.

Apart from this, the value of Beta normalizes the correspondence of regression where independent variable facts evaluate the dependent one. Aimed at the co-efficient of variables standardized value of Beta and t should be positive and high.

By getting a grip on this, the values of Beta in the above-mentioned table are both positive and high which is 30.6 per cent. While the value of t authenticates that fear of COVID-19 positively impacted the consumer intention towards online shopping in the retail industry 5.751 times. In the interim, the significance value is 0.00 which is lesser than the standard value demonstrating that the given hypothesis acquires acceptance in this research.

V. CONCLUSION AND RECOMMENDATIONS

Conclusively, it can be stated that the covid-19 has impacted how people around the globe used to live. It has been found from the data in the literature review and the findings that covid-19 is one of the biggest tragedies that has been faced by people around the globe. Moreover, the study stated that the role of the covid-19 has not been only in any one sector but almost in every other sector. It has been found out date due to the COVID-19 pandemic every sector faced negative effects including business and marketing to be precise. Businesses around the globe suffered a lot due to COVID-19 and the marketing aspect of the organisation becomes highly inevitable to increase and progress drastically as consumers are unable to get what they want if marketing is unable to fulfil the requirements of attracting a targeted audience. Through the literature review studies and findings, it has been identified that businesses must acknowledge and invest in the sector of marketing, and the business must research new marketing techniques and methods through which the organisation can achieve a competitive advantage. It has also been identified from the studies that have conducted research on COVID-19 impact on the business sector that due to the global pandemic marketing suffers a lot it became highly difficult to identify what consumers want during COVID-19. Consequently, organisational strategies failed and the marketing of the companies did not effectively ticket to the consumers and convert them from regular two loyal customers police it has been evaluated from the results let every business runs due to the consumer and the proper generator through the purchases. If the marketing authorization is not according to the trends or is not resolving the problems faced by the consumers then the profit through the purchase will not increase. Therefore, it can be stated that every business and in every domain marketing aspect must be acknowledged and induced in the organisational strategic goals and policies through which the business can overcome that unexpected threat and conditions like the global pandemic of COVID-19.

Another interesting dimension which has been identified from the findings and the literature review is the fear of death during the COVID-19 pandemic. It is demonstrated from the literature review that around the globe the fear of COVID-19 has struck the world and individuals thought that if they go out and shopping, they will be exposed to the virus and will ultimately die. Consequently, the results of COVID-19 fear showed a drastic increase in online shopping. In the UAE and the majority of the regions around the globe online shopping has drastically increased and people prefer to shop online rather than go out and shop for their daily products. Even the grocery and medicines were bought through online sources invite COVID-19. It is evaluated from the literature and existing studies that COVID-19 imposed due to COVID-19 lockdown has been imposed in almost every major city of the world and even in small cities due to which individuals could not go out and carry out their regular shopping by visiting the physical stores. Therefore, online shopping is the only way through which people can continue their shopping. From the data and the results, it is witnessed that even after the relaxation of the imposed lockdown to YouTube COVID-19 virus people were afraid to go out and do shopping due to which they prefer to stay at home and carry out shopping through online channels including social media and other ways. One of the regions of India, Europe and Asia that has also been struck by the COVID-19 pandemic widely in Turkey. It is observed that Turkey is among the regions that have responded to the COVID-19 pandemic effectively. However, several lacking and improvement areas were left by respective authorities due to which the cases in the region of Turkey of COVID-19 have also increased.

There are several barriers which play identified through the literature review data that resulted in confusion and chaos among consumers regarding whether to adopt the online shopping method or not. Asda the pandemic started to increase around the globe restricting individuals from staying at home and carrying on their lives only from their homes, it is observed date one of the major barriers to the implementation of the online shopping method is hindered the shopping process the online shoppers as online fraud and scams. Several factors have been identified that could impact consumer intentions resulting in an increase or decrease in the profit of the company. Fraud and scamming increased every day and people were forced to change their minds about whether or not to invest in online shopping methods. It has been found out that for every consumer experience of shopping is one of the most important things through product they are resolving their problems please stop on the other hand it is demonstrated that if the consumer experience of shopping did not go satisfied then the consumer will not buy or return for the purchase of the product. YouTube through which not only the implementation of online shopping was done but effectively ensures the efficiency of the purchase, security remains there to challenge for online shopping aspect during COVID-19.

Moreover, the results and the literature review it is strongly identified that consumer intention is immensely diverted and manipulated in the context of online shopping due to the COVID-19 pandemic. Identifying consumer intention is highly important and evaluated as one of the SuccessFactors of the business through which substantial growth can be achieved by the business in the competitive market. In the context of consumer intention, the consumers of Turkey specifically for this study and every customer in every region show different behaviours during the COVID-19 in the context of online shopping. Some of the behaviours that have been identified from the literature

review in the context of online shopping and intention towards shopping include shopping more whether the products are useful or not. It is witnessed that individuals around the globe including Turkey increased their shopping and even buy products which are not useful for them. On the other hand, another consumer behaviour or intention that has been constructed through the online shopping aspect due to the COVID-19 was saving money and investing in food and health mode as compared to any other life aspect. Individuals in Turkey and several regions started to save money and try to invest only in healthy foods and fitness. Consequently, online shopping has increased as a result of profit for the organisation that has adopted technological solutions and integrated the consumer intention of online shopping to achieve success and lead the competitive market. Consuming tension in the fear of COVID-19 are strongly related to each other therefore the news symptoms identified by the health authorities included that people having major signs of illness and weak immune systems are more likely to be exposed to the virus of COVID-19. In contrast, people with strong immune systems and healthy lifestyles with no pre-medical conditions are less vulnerable to further COVID-19 virus.

Through the analysis, it has been identified that the consumer has also exhibited the behaviour of buying the products that are related to health and fitness only as they are highly concerned about their health and wanted to invest only in, the products that are related to health and fitness. Furthermore, the aspect which has been found connected with the consumer intention in the fear of covid-19 is unemployment and inflation. Due to the increased unemployment rates and the economies on the verge of collapsing, it is found that inflation has impacted consumer intention. Consequently, the consumer only shops from online sources and is restricted to products only related to health. Additionally, the aspect that caused the consumer to shift towards online shopping was a decrease in brand loyalty as products are unable to satisfy the consumer demand for being healthy and safe. Consumer perspectives identified from the literature and the findings include being unable to find their brand adhering to the new norms including masks, and sanitisation. Furthermore, it is witnessed that the brand that has adopted the new norms amid COVID-19 is unable to find consumers in physical stores due to the fear of death due to COVID-19. Such factors indicated that because of fear of death, people shifted towards online shopping in which they do not have to follow strict rules for going outside and can get the products which can increase their immunity and fitness levels.

Similarly, from the literature review, it has been identified that consumer information in Turkey and every region around the globe have impacted due be the threat of the COVID-19 virus and the fear of getting exposed to it. Witnessed from the existing studies and the data analysis we found out that consumer intentions change to several other factors which are due to COVID-19 including unemployment and inflation. The evidence from the studies and data that inflation is one of the most pieces of evident factors during COVID-19 as millions of people around the

globe lost their jobs and are unable to find good job opportunities and sustain their lifestyles. Therefore, consumers' intentions have changed in a way that individuals started to save money more and invest less in shopping. Consequently, the profits of the organisation also decreases and several organisations throughout the collapse of the region is purchase has been decreased immensely. But with the increasing inflation and economic crisis several companies have adopted technological solutions including online shopping platform integration and embedding the latest technology through which consumers can buy the product from their home; not only projecting a positive impact on the organisational financial condition and stability but provides consumer they found a way through which they can not only shop without any fear of COVID-19 but can stay at home and continue their purchase.

In addition, it is been demonstrated from the literature findings that updated consumer feedback used by the organisation based less impact of COVID-19 due to increasing purchases as organisations are providing what consumers required. On the other hand, it has also been stated in the literature review that lack of technological integration with no consumer feedback incorporation in the development of shopping platforms also impacted consumer intention. One of the major barriers that have been identified through the existing literature regarding the topic of fear of death amid COVID-19 and its impact on consumer intention, is a delay in order delivery. Evaluated from the data analysis and studies for the consumer intention whole experience of purchasing matters a lot. If the consumer is getting what he or she wants then the consumer satisfaction ratio would be higher as compared to the purchase experience in which only choosing a product was effective however the delivery of the product was unsatisfactory.

Conclusively, it could be summarized as every domain and every business that existed in it must focus on the development of technology and integration of consumer feedback so that the operations in the organization would be optimal. Whereas comprehensive research on the factors that have impacted consumer intention is also required by the business. In the context of Turkey dear economy is already not included in the booming or progressive economy, therefore, the need of inducing customer feedback and eliminating the barriers that are impacting the smooth consumer experience must be eliminated. Consequently, the consumer response would be positive and a prophet margin of the businesses which ultimately projects positive results on the economy of Turkey. However, the government has to focus on the implementation of the processes that are crucial for building a strong economy. Through providing relaxation on business, strict implementation of the SOPs in the context of COVID-19 is highly required in the context of Turkey. Fear of COVID-19 has been felt by every consumer and business, however, some of the business and sector has used it to evolve themselves, whereas it became the reason for many consumers to switch from physical to online shopping.

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