

**THE REPUBLIC OF TURKEY
BAHCESEHIR UNIVERSITY**

**CONSUMER BEHAVIOUR IN ECONOMIC DOWNTURN:
A QUALITATIVE RESEARCH DURING COVID-19
PANDEMIC**

Master's Thesis

CEMAL AKSOY

ISTANBUL, 2020

**THE REPUBLIC OF TURKEY
BAHCESEHIR UNIVERSITY**

**GRADUATE SCHOOL OF SOCIAL SCIENCES
MASTER OF BUSINESS ADMINISTRATION**

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Thesis Supervisor: ASSOC. PROF. AHU ERGEN

ISTANBUL, 2020

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Üye

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Cemal AKSOY

Istanbul, May 2020



ABSTRACT

CONSUMER BEHAVIOUR IN ECONOMIC DOWNTURN: A QUALITATIVE RESEARCH DURING COVID-19 PANDEMIC

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The economic crisis that occurred in different countries at certain times from past to present has a global dimension affecting the whole world. Consumers are significantly affected by crisis periods. Changing income levels cause changes in consumers' needs, priorities and purchasing behaviour. Knowing consumer behaviour in a crisis environment enables companies to make the right decisions about their possible behaviour, preferences and expectations. In this study, the effects of the economic crisis that occurred today and the changes in the consumer purchasing behaviour in the COVID-19 pandemic are examined both theoretically and practically, and also the impact of the crisis has been analysed. This study was conducted with 12 consumers from Y generation living in Istanbul. The analysis shows that they prefer cheap and discounted products. They are affected negatively from the crisis. They are more careful about spending money and they avoid extravagance. The results show that consumers are negatively affected by both the crisis and COVID-19. Today, consumers are at the center of the economy and understanding the consumption of their new behaviour is extremely important.

Keywords: Consumer Behaviour, Economic Crisis, COVID-19 Effect, In-depth Interview

ÖZET

EKONOMİK KRİZDE TÜKETİCİ DAVRANIŞI: COVID-19 PANDEMİSİNDE BİR NİTEL ARAŞTIRMA

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Geçmişten günümüze farklı ülkelerde meydana gelen ekonomik kriz, tüm dünyayı etkileyen küresel bir boyuta sahiptir. Tüketiciler kriz dönemlerinden önemli ölçüde etkilenmektedir. Gelir seviyelerinin değişmesi tüketicilerin ihtiyaçları, öncelikleri ve satın alma davranışlarında değişikliklere neden olmaktadır. Kriz ortamında tüketici davranışını bilmek, şirketlerin olası davranışları, tercihleri ve beklentileri hakkında doğru kararlar vermelerini sağlamaktadır. Bu çalışmada, bugün meydana gelen ekonomik krizin etkileri ve COVID-19 salgınının tüketici satın alma davranışında meydana getirdiği değişim hem teorik hem de pratik olarak incelenmiş ve krizin etkisi analiz edilmiştir. Bu çalışma İstanbul'da yaşayan Y kuşağından 12 tüketici ile gerçekleştirilmiştir. Bulgular tüketicilerin kriz döneminde ucuz ve indirimli ürünleri tercih ettiklerini göstermektedir. Krizden olumsuz etkilendikleri belirlenmiştir ve bundan dolayı, para harcama konusunda daha dikkatli ve savurganlıktan kaçınmaktadırlar. Günümüzde tüketiciler ekonominin merkezindedir ve yeni davranışlarının tüketimini anlamak son derece önemlidir.

Anahtar Kelimeler: Tüketici Davranışı, Ekonomik Kriz, COVID-19 Etkisi, Derinlemesine Mülakat

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ABBREVIATIONS

ADSL	: Asymmetric Digital Subscriber Line
AMA	: American Marketing Association
Appx.	: Appendix
Assoc.	: Associate
BBC	: British Broadcasting Corporation
BKM	: Interbank Card Center
BSc	: Undergraduate Degree
CBRT	: Central Bank of Turkey
COVID-19	: Coronavirus
EFA	: Factor Analysis
Etc.	: Et Cetera
Et al.	: Others
I1, I2, I3...	: Interview
MSc	: Graduate Degree
PhD	: Doctoral Degree
Prof.	: Professor
RMB	: Chinese Yuan
USA	: United States
TEPAV	: The Economic Policy Research Foundation of Turkey
TL	: Turkish Lira
WHO	: World Health Organization

1. INTRODUCTION

Consumer behaviour can be described as a procedure that includes decisions and activities linked to choosing, buying, expending and positioning products and services to meet the desires and requirements of individuals or groups (Ogbeide, 2015, p. 337). Specifically, changes and developments in the economic structures of countries affect the consumer purchasing behaviour. Especially the economic crises, which are called as an economic dilemma, cause a change in the consumers purchasing behaviour; on the other hand, affect the priorities of the consumers in purchasing. During the economic crisis, consumers seek to purchase fewer goods, postpone purchases or prefer to buy cheaper goods in order not to lose their life levels (Voinea and Filip, 2011, p. 15).

The economic crisis means that the events that suddenly and unexpectedly arise in the economy will have a serious impact on the economy of the country in macro terms and the companies on the micro aspect. Economic crises have been experienced at certain periods in the world from time to time and continue to live. For example; the economic crisis of 1929, the Asian crisis in July 1997 and the global financial crises that occurred in the United States (USA) in 2008 come to the fore. Today, Coronavirus (COVID-19) pandemic seems to causes a global economic recession so consumer behaviour is changing quickly in times of economic crisis, which has significant results. While consumers tighten belts during a recession, businesses are developing strategies to increase demand and discourage consumers from making savings. In other words, consumers' expectations and thoughts about wages, products and services, prices and lifestyles change, and changes in their attitudes and behaviours during the economic crisis periods (Marangoz and Uluyol, 2010, p. 83).

The purpose of the thesis is to understand the alterations in consumer buying behaviour during the economic crisis. The present thesis emphases on economic crisis and consumer buying behaviour in Turkey. Changes in economic situation play roles in consumer behaviour routines. This thesis highlights on the case of Turkey and current,

consumer behaviour influences, consumer essentials, consumer behaviour in answer to the economic crisis.

The research question attempts to investigate the relationships between consumer purchasing behaviour and economic crisis. Therefore, this study attempts to answer the following question and sub questions:

- i. What are the effects of economic crisis on consumer purchasing behaviour in Turkey?
 - a. What is the effect of the economic crisis on the consumer purchase behaviour of Y generation in particular?
 - b. What is the effect of COVID-19 on the consumer purchasing behaviour?

Thus, the present paper contributes to the existing scientific and academic literature especially on business administration.

The thesis reveals the importance of consumer behaviour habits during economic crisis. In the preparation of this thesis, first of literature has been examined. The regulations and reports of the relevant authorities were scrutinized. Theses and books were searched and conferences, symposiums, and presentations were investigated. Then, by interviewing with a certain age group, consumer buying behaviours are put forward practically.

This thesis is a four sections study. In the first part of this study, there is information about motivation for the study, importance of study, method, and structure of the study. In the second part of the present thesis, there is theoretical framework to examine consumer behaviour effect on economic crisis. In the third section, data and method of the research is given. The purpose of the study is given first and then the method and results of the study are presented. In the conclusion section, the findings are evaluated, and then this section offers some practical suggestions for customer during economic crisis.

2. LITERATURE REVIEW

2.1 CONSUMER BEHAVIOUR: A THEORETICAL FRAMEWORK

In this study, a literature review regarding consumer behaviour and economic crisis has been introduced. In the first part of the literature review, the conceptual framework of consumer behaviour is examined. In the next section of literature review, economic crisis and consumer consumption and in the last part, COVID-19 effect on consumption is investigated.

2.1.1 Definition of Consumer and Consumer Behaviour

A consumer is defined as a person or organization that purchases and uses goods or services produced by a company and replace the term consumer with the term customer. The difference is that the customer only purchases goods or services, which means that each consumer is a customer, but not every customer can be a consumer. Consumers are end users and can decide whether they want to buy goods or services and where, when, what and how they want to buy, based on the comparison between competitors and their production (Güvendiren, 2019, p. 2).

Consumer behaviour is an emotional part of an individual that makes a difference in purchasing goods, services and everything else. The behaviour of any consumer depends on numerous causes that are very significant for any marketing management team in any commercial or any organization directly interested in consumers. The American Marketing Association (AMA) defines consumer behaviour as the dynamic interaction of cognition, behaviour and environmental phenomena in which people play the change direction of their lives with diverse public and emotional variables (Barmola and Srivastava, 2010, p. 268). In other definition, consumer behaviour is the process of individuals' choices about which goods and services to buy, from whom, how, where, when and whether or not to buy. The proportional weight of each factor affecting this process varies from one purchasing behaviour to another. Consumer behaviour emerges

as a result of a decision, which has an impact on marketing components and socio-cultural factors as well as motivating factors. Numerous models have been advanced to explain consumer behaviour. Although no tangible and very reliable results can be obtained in this regard, significant progress has been made in the processes and processes that have taken place until the consumer purchase decision has been formed and disclosed as an action (Öz, 2011, p. 97). The general features of the consumer purchasing behaviours are as follows (Kaşer, 2017, p. 12).

- i. Consumer behaviour is related to inadequate goods and services. While the air we breathe in our environment is not issue to consumption behaviour, the treated water we drink is handled in this framework.
- ii. Consumer behaviour is linked to all types of goods. Consumer behaviour can be in the procedure of the delivery of tangible, tangible goods, or in the form of the delivery of abstract services. Taking a bottle of water or going to a jazz concert is a matter of consumer behaviour.
- iii. Consumer behaviour may not be reasonable and pre-designed. For instance, buying a PC is intended and performed by comparing it with rational measures. However, some consumer behaviours can occur as they come from within. It may not be a pre-agreed behaviour for a student going to the student cafeteria to order a juice.
- iv. Consumer behaviour sometimes depends on behaviours. For instance, purchasing wears continuously from an exact store is permanently about choosing the similar brand.
- v. Consumer behaviour comprises not only personalities but also groups. Persons like to achieve definite behaviours collectively. Such as going on a holiday together, going to a match together, watching a movie together.

- vi. Consumer behaviour concerns all associations. For-profit firms, non-profit institutes, or public institutions that ensure different social services are straightforwardly linked to consumer behaviour.

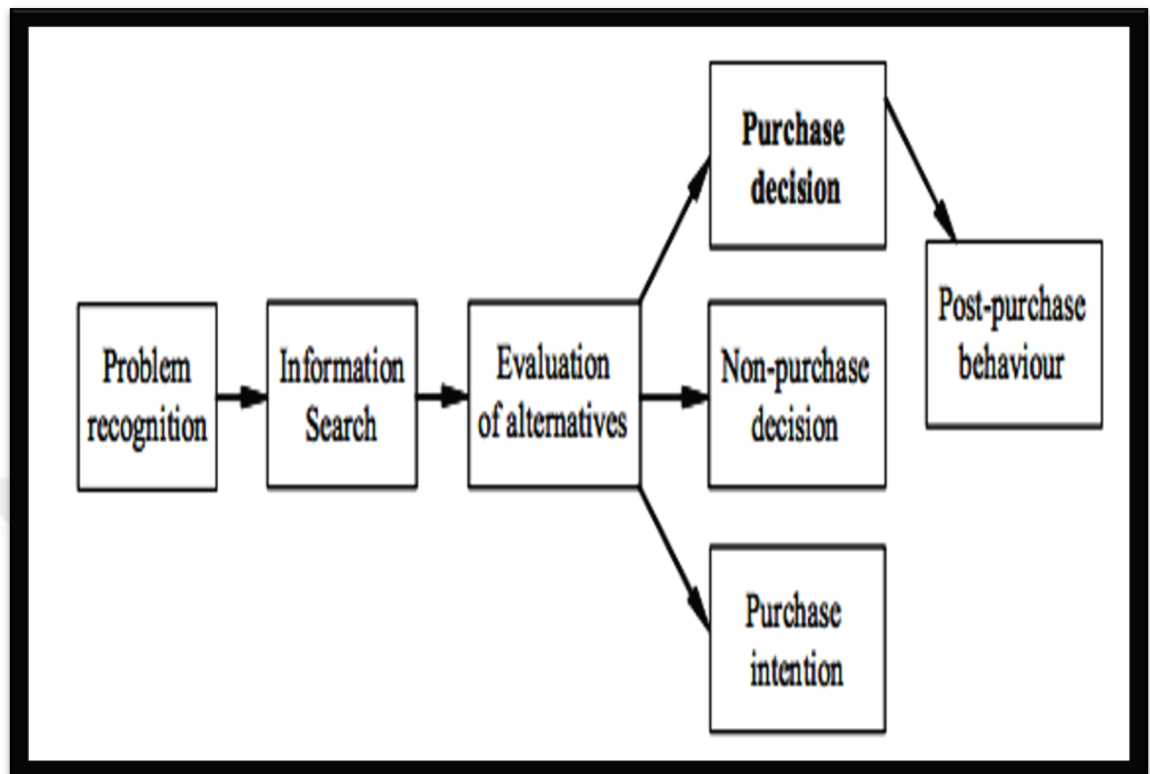
According to Akturan (2007, p. 238), consumer behaviour is defined as one's decisions and events connected to buying and using economic products and services. From a broader perspective, consumer behaviour is activities related to obtaining, using and consuming products or services and involving a decision-making process before and after. It is possible to summarize the characteristics of consumer behaviour under six main headings:

- i. Consumer behaviour is a behaviour that is motivated to achieve a goal. The aim is to satisfy the needs and demands that create tension when not met.
- ii. It is a dynamic process that includes consumer behaviour, emergence of need, selection, purchasing and usage stages.
- iii. Consumer behaviour includes a number of activities before, during and after the purchase.
- iv. Consumer behaviour has a complex structure and varies over time. Moreover, consumer behaviour differs from individuals.
- v. There are diverse roles in the consumer behaviour procedure. The consumer may come up with compositions different from these roles.
- vi. Environmental issues affect consumer behaviour. In other words, consumer behaviour can adapt to external factors or change according to external factors.

2.1.2 Consumer Buying Behaviour Decision Process

When purchasing a product, the buyer actually goes throughout five stages. These stages are problem acknowledgment, info seeking, assessment of choices, purchase decision and post-purchase performance, which are presented in Figure 2.1 in detail. It is clear, however, that the purchasing process begins long before an item is purchased and determines its effects long after (Munthiu, 2009, p. 27). In essence, the consumer purchasing process includes the complete procedure of the consumer before, during and after the buying. This concept is intently connected to the question of why the consumer buys it. The process scrutinizes purchasing behaviour as a decision procedure. The consumer purchase decision procedure begins long before the real purchase and continues its results long after the purchase. It is generally accepted that the consumer purchasing procedure contains of five phases. Although there are explanations that this process has four or six stages, it is striking that there is no big difference between them (Özcan, 2010, p. 30). A five-stage consumer purchase decision procedure is shown in Figure 2.1.

Figure 2.1: The Buying Decision Process



Source: Munthiu, (2009, p. 28).

As seen in Figure 2.1, recognizing the problem or need is the first stage of the purchasing decision process. It occurs when the consumer knows a large enough difference between the real level of pleasure of a particular need and the amount of satisfaction he longs for. The next warning of attention is usually reading material, discussing with friends, searching the Internet, etc. means active information search. When it comes to buying a car, a person usually decides to buy a car and pays more attention to car ads, friends' cars and car chats. After information research and identification of likely substitutes, the consumer goes to the next phase of the decision-making procedure. Consumers evaluate the product. Now the consumer processes the information to reach brand preferences. Consumers do not use a basic and solitary assessment procedure in all purchasing situations. At the assessment stage, consumer brands line up and create purchasing intentions. In general, the consumer's decision to purchase will be to purchase the most preferred brand. The purchase decision process

ends with a post-purchase evaluation, not a purchase decision. At this stage, the consumer analyses how well the purchase decision is (Munthiu, 2009, p. 29).

2.1.3 Consumer Buying Behaviour Decision Models

Numerous models have been developed to understand what consumers pay attention to when making decisions and how they behave. These models are as follows.

2.1.3.1 Howard-Sheth Model

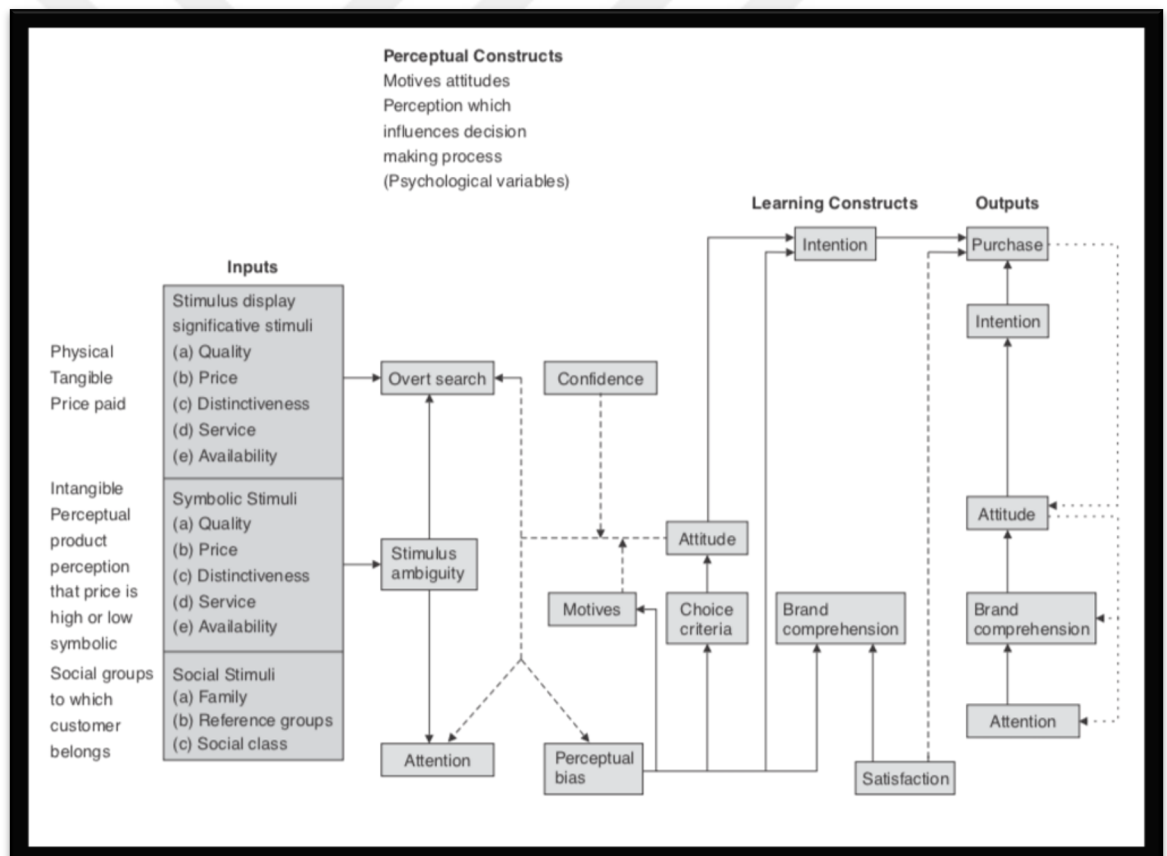
In this model, external factors such as the necessity of the purchasing process, the duration of the purchase, the urgency of the need, the individual characteristics of the person, the social class, the financial situation, the social environment, the information and the current location directly affect the decision making process. Here, the products that need to be bought are subject to an order of urgency, such as important and less important. This model mostly refers to the realization of the repurchase action by having an idea about the products that were purchased and experienced before (Güler Binkanat, 2019, p. 15).

The most often mentioned from all consumer behaviour models is the Howard-Sheth behaviour model, developed in 1969, shown in Figure 2.2. The model is significant because it emphasizes the significance of inputs to the consumer purchasing procedure and the consumer instructions these inputs before making a finishing decision. The Howard-Sheth model is not perfect, as it does not defend all buyer behaviour; however, it is a wide-ranging theory of receptive behaviour established throughout experimental research. This model proposes to make decisions at three levels (Prasad and Jha, 2014, p. 339).

- i. The first level defines comprehensive problematic solving. At this level, the consumer has no simple knowledge or information of the brand and has no favourite for any product. In this case, the consumer will ask for information about all the dissimilar brands in the market before buying.

- ii. The second level is restricted problem solving. This applies to consumers with little information of the market or partial knowledge of what they need to buy. In order to reach a brand preference, some comparative brand knowledge is sought.
- iii. The third level is regular reaction behaviour. At this level, the consumer is knowledgeable about dissimilar brands and can distinguish between the features of each product, so he chooses to buy a certain product.

Figure 2.2: Howard-Sheth Behaviour Model



Source: Khan, (2006, p. 179).

According to Figure 2.2, the Howard-Sheth model has four main variable sets (Khan, 2006, p. 178-180).

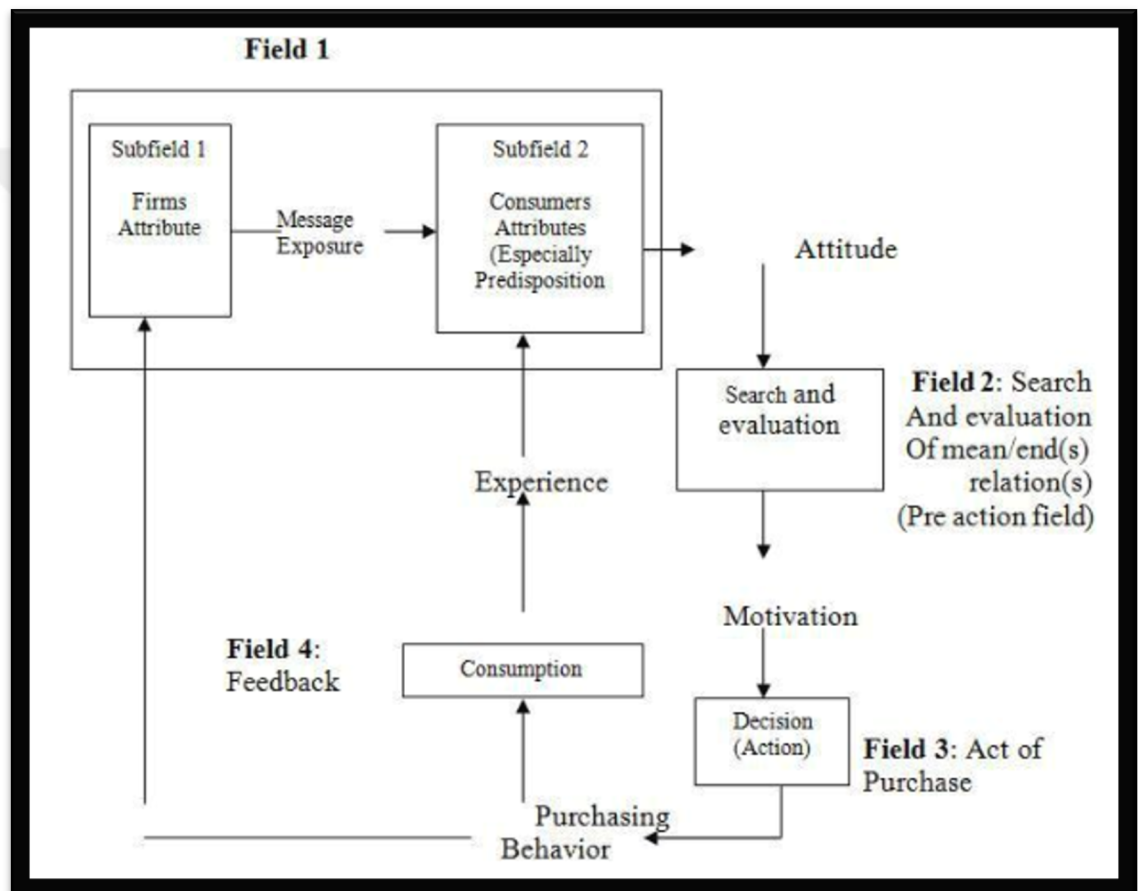
- i. *Inputs:* Input variable contains three different kinds of incentives. Tangible features of a product which is necessary for decision making (significative), features of a product that influences consumers (symbolic) and incentives offered by the social environment of the consumer (social). All three types of stimuli provide inputs for the particular consumer, either the product class or specific brands.
- ii. *Perceptual and Learning Constructs:* These are psychological variables which can affect consumer decision making. Incentive uncertainty occurred when the consumer did not understand the message from the environment. Perceptual bias happens when the consumer distorts the knowledge he receives to suit his requirements or practices, which he has distorted. Learning structures category, information about consumers' goals, brands, and standards for assessment options, preferences and purchasing intentions are included. If consumers give the product a good rate at the end, they finally buy it.
- iii. *Outputs:* Outputs are the consequences of perceptual and learning variables and how consumers will reply to these variables.
- iv. *External Variables:* These variables are different from person to person and their influence on consumer decision making is indirect. These variables are personality, social class, financial status and importance of purchase.

2.1.3.2 Nicosia Model

According to the Nicosia model, consumer decision-making and buying behaviour comprises of four basic steps. First step include the concept of advertising, which covers all written, printed and visual activities in order to introduce something in order to affect the behaviour of the consumer. Second step requires the consumer to evaluate, compare and research alternatives among the products he decides to buy. Then, according to the results of the research, it is to decide and realize the buying behaviour. Last stage is to provide feedback on purchasing behaviour. Nicosia model includes closed system

features (Güler Binkanat, 2019, p. 16). In other words, the Nicosia model focuses on the purchase decision for a new product. The model was anticipated by Francesco Nicosia (1976) and shown in Figure 2.3. The model focuses on the organization's efforts to communicate with the consumer and the tendency of consumers to act in a convinced approach (Prasad and Jha, 2014, p. 338).

Figure 2.3: Nicosia Model of Consumer Decision Process



Source: Prasad and Jha, (2014, p. 338).

As shown in Figure 2.3, the model emphasizes on the relationship between the organization and its probable consumers. The organization communicates with consumers throughout marketing messages (advertising), and consumers respond by purchasing responses to these messages. When we look at the model, we observe that firms and consumers are connected; we see that this firm affects the consumer with the decision that the organization attempts to effect and the consumer takes the firm. The

Nicosia model is allocated into four principal regions (Prasad and Jha, 2014, p. 338-339).

- i. *Field 1 - Consumer Attitude Based on the Messages of the Companies:* The first area is alienated into two sub-areas. The first subfield concerns the company's interaction strengths, which affect the marketing environment and consumer approaches, the competitive atmosphere and the characteristics of the target market. The second subfield stipulates how it perceives consumer features, for example, experience, individuality and the idea of the product promotion. At this step, the customer creates the firm's attitude towards the product based on the understanding of the message.
- ii. *Field 2 - Investigate and Assessment:* The consumer will lead to explore for alternative brands and assess the brand of the company compared to others. In this case, the company encourages the consumer to buy their own brands.
- iii. *Field 3 – Purchase Process:* The consequence of impulse will come up by resounding the consumer to buy products from a particular trader.
- iv. *Field 4 - Feedback:* This model evaluates both organization and customer feedback after buying the product. The company will advantage from trades data in the form of feedback and will use its customer experience with the product that directs individuals' attitudes and tendencies in relation to the company's future messages. The Nicosia model does not ensure a thorough enlightenment about the inner features that can affect the individuality of the customer and how the customer progresses his approach towards the product. For instance, the customer may find the message of the business extremely remarkable, but it cannot buy the brand of the company, as it comprises something that almost pushes it to its faith. It seems significant to contain these causes in the model that provides more insight into the features that affect the decision process.

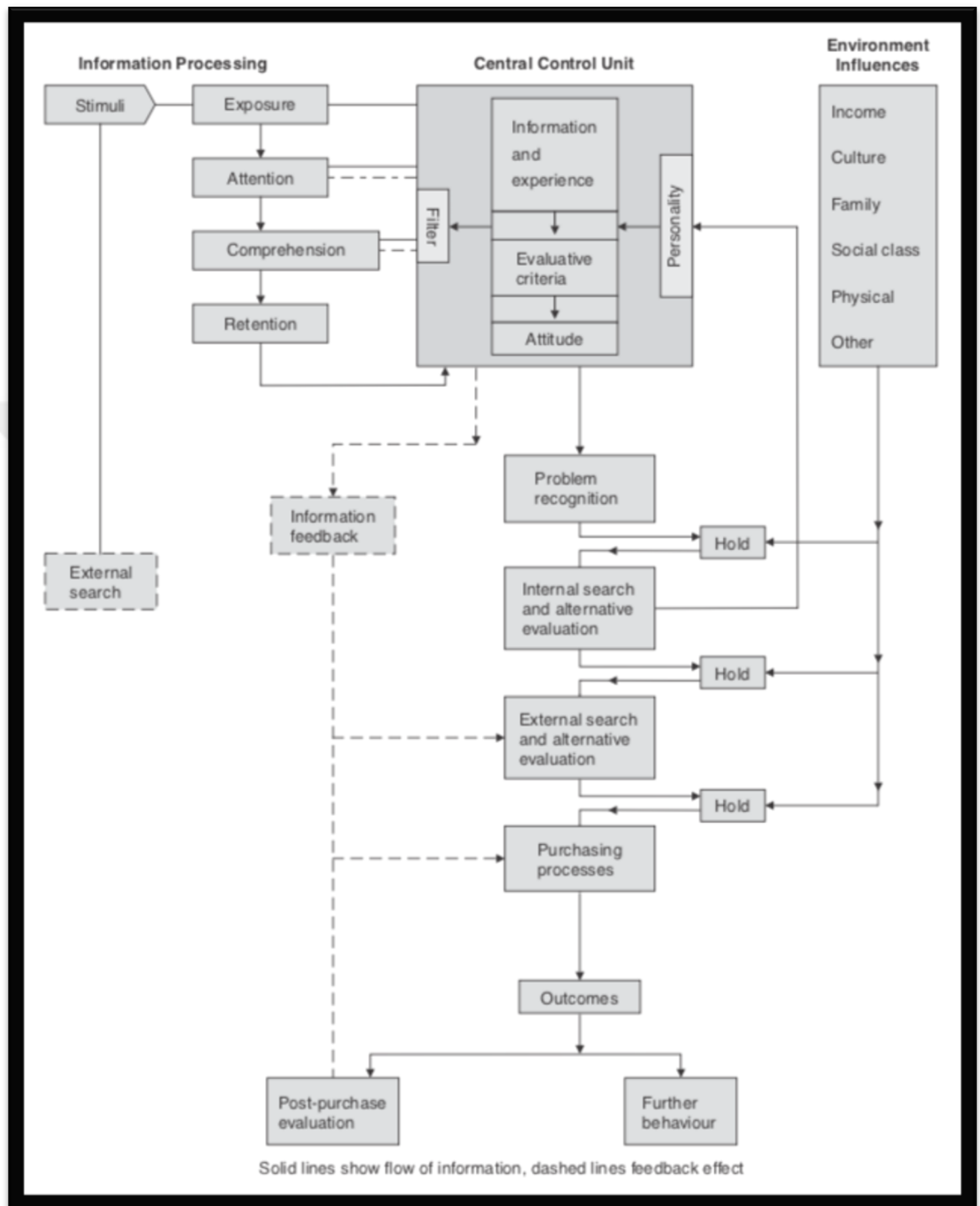
2.1.3.3 Engel-Kollat-Blackwell Model

This model explains how the consumer has to decide from the realization of the problem or need to the time he makes the choice. It adopts external factors (environment, culture, economic situation, etc.) and internal factors (personality traits, motivation etc.) that affect consumer decisions. He argues that if the consumer will have an impact on the solution of the problem, it will be affected by environmental factors, otherwise it will not be affected by environmental factors. In this model, the consumer acts by knowing what he / she will turn to and be satisfied with regarding the product or brand due to his previous purchases and experience. This model approaches to consumer decision process in six stages (Güler Binkanat, 2019, p. 17):

- i. The emergence of need
- ii. Identifying the Problem
- iii. Doing Research
- iv. Improving Options
- v. Making a Choice
- vi. Evaluating Results

The model is shown in Figure 2.4 below (Khan, 2006, p. 181).

Figure 2.4: The Engel-Kollat-Blackwell Model of Consumer Behaviour



Source: Khan, (2006, p. 181).

The Engel-Kollat-Blackwell Model, seen in Figure 2.4, contains four different components (Khan, 2006, p. 180-182).

- i. *Knowledge Processing*: This phase is the customer experience, consideration, awareness, recognition and storage of received knowledge. The customer must first be showed to the message, reserve space for this knowledge, understand the incentives, and hold the message by assigning the input to long-term memory.
- ii. *Central Control Unit*: This phase shows the processing of received knowledge by four psychological factors: existing information, evaluative criteria, attitude and personality.
- iii. *Decision Procedure Phases*: The main emphasis of the model is the five step decision procedure phases: problem recognition, searching for replacements, alternative assessment, purchasing and results.
- iv. *Variables Affecting Decision Making*: This phase contains of environmental impacts that affect all five phases of the decision procedure. It comprises income, culture, family, social class and physical factors.

2.1.3.4 Marshall Economic Model

The consumer tries to maximize the benefit for himself by choosing to buy the goods or services that will benefit him the most. The biggest drawback of this model, which helps explain customer habit, is that it does not take into account the elements affective customer behaviour (Güler Binkanat, 2019, p. 17).

- i. According to this model, it behaves according to the interests of the person to meet their needs.
- ii. The model advises the consumer about purchasing behaviour and does not try to define how the purchasing action is performed.
- iii. According to the model, economic factors include the factors that direct customer behaviour.

According to the Marshal economic model, individual buyers will spend their revenue on goods that will provide the greatest satisfaction, depending on their flavour and the relative prices of other goods. This brings the revenue and substitution influence of customer habit. Marshal theory has the function of marshal utility as cardinal output. If a consumer can win U service (Asamoah and Chovancová, 2011, p. 77).

$$U = XY \quad (2.1)$$

Where X and Y denote the amount of two fast food brands, the customer benefits from both the fast food brand X and the fast food brand Y as a compliment by getting them in rising amounts and is luckiest when he has an unlimited number of both X and Y. λ money for public entities, then λ is the marginal utility of money. In balance, the marginal usefulness of money should be equal to the marginal utility of spending. The customer's decision problem can be obtainable as follows:

$$z = u(x) - \lambda p'x \quad (2.2)$$

Here z signifies highest satisfaction, while x and p are consumption and price vectors correspondingly, and λ is the marginal utility of money. λ and p values are known. This equation characterizes Marshall's maximum net satisfaction ideology (Asamoah and Chovancová, 2011, p. 78).

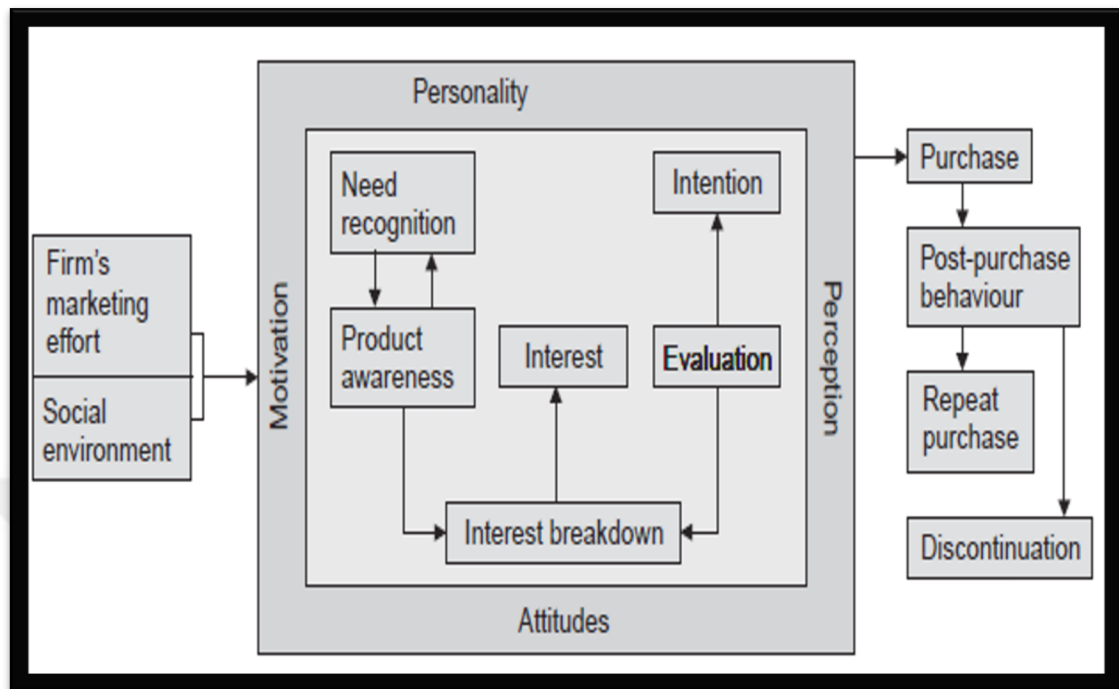
2.1.3.5 Pavlovian Model

This theory comes from the work of the Russian psychologist Ivan Pavlov. In a well-known research, Pavlov exposed that if he stole a bell just before nurturing a dog, he could ultimately steal the dog and dribble it. He concluded that most consumer behaviour was caused by conditional responses (Husson University, 2018). The learning

procedure contains of the following elements and graphical representation is given in Figure 2.5 (Dayan and Berridge, 2014, p. 474).

- i. *Drive*: This is a strong inner stimulus that activates the action. Due to driving, a person is encouraged to act to accomplish their wishes.
- ii. *Drives*: It may be congenital (congenital) arising from functional requirements such as hungriness, thirstiness, pain and unkind. A learned drive, such as struggling for position or social approval. The reason is poor stimuli that determine when the recipient will answer.
- iii. *Strengthening*: Therefore, when a person needs to buy clothes, say and go through a showroom, and their clothes, colours and style, which serve as a display, must be drawn and make a buying. He uses it and if he enjoys it, an execution takes place and he is satisfied and fulfilled with the buying. He also commends this to his friends and revisits the same shop. The learning segment is therefore a significant segment of consumer habit and the marketer attempt to design a worthy image of the product in the consumer's mind for repurchases throughout learning.

Figure 2.5: Input, Process and Output Pavlov Model



Source: <https://www.wisdomjobs.com/e-university/consumer-behaviour-tutorial-94/3-dot-pavlovian-learning-model-10579.html>, (09.05.2020).

Based on the Pavlov model, businesses are trying to ensure that their customer buy certain products over and over again and create a habit for customers who buy the same products. This method is used in order for a product that enters the market for the first time to pass the existing products, it is offered to customers as a stimulus for effective advertisement studies (colours used in advertisements, music, social messages, etc.) and it is tried to ensure that they purchase the product. In short, this model offers consumers certain stimuli. These stimuli create a desire to buy in the consumer. The response to these stimuli is repeated and the behaviour is reinforced in this way. In this model, it can be used as advertising factor stimulus in terms of purchasing (Güler Binkanat, 2019, p. 18).

Some examples for implementation of conditioning in marketing can be continuously showing ads on extreme sports to create an excitement response, constantly playing patriotic songs for political campaigns to excite nationalistic feelings and playing

Christmas music in stores to evoke emotions which can be end up with purchasing (Hawkins and Mothersbaugh, 2010, p. 328).

2.1.4 Factors Influencing Consumer Behaviour

Customer habit is very complicated due to numerous factors and their tendency to interrelate and impact each other. These factors can be classified as external environmental factors (culture, social class, family, geography, political, economic, religious environment, etc.) and individual factors (personality, motivation, perception, learning and attitudes, etc.) (Barmola and Srivastava, 2010, p. 270). However, in general, factors affecting consumer purchasing behaviour are generally classified in three ways. These factors are psychological, socio-cultural and demographic factors and detailed explanations in the following sub-headings.

2.1.4.1 Psychological Factors

Consumer purchasing behaviour is influenced by psychological elements. Psychological elements are classified as motivation, perception, learning, beliefs and attitudes (Rani, 2014, p. 58-60).

- i. *Motivation:* Motivation is what motivates customers to progress a buying habit. It is an appearance of an essential that pressures enough to make the customer want to please him. It generally works at an unconscious level and is frequently challenging to measure. The level of motivation also influences the customer purchasing habit. Motivation is straightforwardly linked to want and is stated in the equal categorization as described at the phases of the consumer purchasing decision procedure. In order to increase sales and encourage customers to buy, brands should attempt to generate, raise awareness or strengthen the need in the minds of the customer to develop purchasing motivation.

- ii. *Perception:* Awareness is the procedure by that the individual chooses, classifies and understands the knowledge he obtains to do something significant. Perception of a state at a certain time can decide how the person behaves and how he behaves. There are three altered perceptual procedures: selective thoughtfulness, selective interruption and selective retaining. In the case of selective interest, marketers attempt to fascinate the customer's attention. However, in the event of selective deterioration, customers try to understand the knowledge to support what they already believe.
- iii. *Learning:* Learning is an act. Learning alterations the behaviour of the individual as he gains knowledge and practice. For instance, if you are ill after drinking milk, you have had a negative experience; you acquaintance milk with this condition and learn that you should not drink milk. Therefore, you are no longer getting milk. On the contrary, if you had a good experience with the product, you will have much more desire to buy it again next time.
- iv. *Beliefs and Attitudes:* Belief is the opinion of the individual on something. The customer has a special belief and attitude towards several products. Marketers are concerned in these opinions and attitudes as they form the brand image and impact consumer-purchasing behaviour. Marketers can change their opinions and attitudes by launching distinctive campaigns.

2.1.4.2 Socio-Cultural Factors

Culture is the main factor of a person's desires and habit. People with dissimilar cultural, subcultural and social class features have diverse product and brand preferences. A culture can be called a complicated of figures and works generated by a particular culture and passed down from production to production as the determiners and regulators of individual habit. The following are cultural factors that affect a person's consumer behaviour (Karunanidhi, 2009, p. 61-63).

- i. *Culture*: Culture is a different way of life that forms one group of people and another. Most customer behaviours are strong-minded by culture.
- ii. *Sub-Culture*: Subculture examination allows marketers to section their markets to meet explicit wants, inspirations, perceptions and attitudes shared by participants of a particular subcultural group. A subculture is a different cultural group that happens as a recognisable section in a greater, more complicated society.

A community's culture consists of two parts. The characteristics of specific subcultures and key characteristics which are shared by almost every member of the community regardless of specific subcultures. While subcultures have its distinctive features, common dominant values are culture (Schiffman and Wisenblit, 2015, p. 291).

- iii. *Social Class*: Social class is well-defined as the upper, middle and lower class according to the ranking, strength and prestige of the people in a society.

The second main factor group that affects customer decision making is social elements, which comprise all the impacts on purchasing behaviours arising from communications between the customer and the external environment. The following are social factors that affect consumer behaviour (Gajjar, 2013, p. 11-12).

- i. *Reference Group*: Customers are also affected by reference groups, which are a reference fact for describing the requirements of individuals and improving their views.
- ii. *Family*: The family has a main impact on the consumption habit of its participants. Furthermore, the primary object for most products and product groups is the market.
- iii. *Social Status*: The social situation is how the position of the society in relation to other people is measured and the position symbols are the products used as a

reference in this assessment. A person who owns a luxury car has more status than someone who owns a medium size car, and a person who owns a medium size car has more status than a person who owns a small car.

2.1.4.3 Environmental Factors

Environmental factors related with customers' needs and wants are economy, technology and public policy. The roles of these resources in customer needs and wants are as follows (Güvendiren, 2019, p. 5-6).

- i. *Economy*: It is the economic characteristics of the environment in which the consumer lives. A consumer living in a country with an economic crisis prefers cheaper products, while another consumer living in a welfare country can choose quality foods.
- ii. *Technology*: It is the technological opportunities of the environment that the consumer has. While a consumer living in a country with high-tech opportunities prefers Fiber Internet connectivity, a reverse consumer may have to opt for a low-bandwidth Asymmetric Digital Subscriber Line (ADSL) connection.
- iii. *Public Policy*: These are the rules set by the government. In a country with a national-based economy model, consumers tend to buy local food, because the assortment is limited.

To analyse these terms in depth, the work of psychologists can be studied in detail. They built a pyramid called Maslow's Hierarchy of Needs to meet human wants. Requirements from the lowest to the highest level become more complex. Normally, according to this pyramid, low-level needs must be met first to reach the high-level needs step, but Maslow believes that the order may be different for some individuals. While psychologists do not categorize these steps, marketing professionals categorize the first two steps as needed and the rest as desired. These needs are listed below from the lowest to the highest:

- a. *Physiological Needs:* These are mandatory requirements for survival and the human body cannot function properly unless the requirements are met. Food, water, air, shelter and clothing are examples of physiological needs.
- b. *Security Needs:* These are essential for people to have control and protection in their own lives without any inconsistency and injustice. For example; health insurance, job ownership and financial security and safety needs.
- c. *Needs for Belonging and Love:* These are emotional social needs. The need for these sensual and interpersonal relationships drives human behaviour. If these needs are not met, psychological problems such as anxiety and depression may arise. Friendship, sincerity, social groups, romantic relationships and family are some examples of needs for belonging and love.
- d. *Respect and Ego Needs:* These are the needs to gain the likes, dignity and respect of others. Human nature desires to be known and valued for what it does. They are happy to do something with benefits and contributions to the world. These needs play an important role in enhancing self-confidence. Academic achievements, hobbies and professional activities are some examples of respectability and ego needs.
- e. *Self-Realization Needs:* These are the needs to be a person with the most efficient talent and potential. These people do their best, they realize themselves, and they deal with self-improvement more and less with other people's ideas.

2.1.4.4 Personal Factors

Demographic factors affecting consumer behaviour, which are age and life periods, lifestyle, economic situations, profession, personality and health (Durmaz et al. 2011, p. 118-120; Güvendiren, 2019, p. 4-5).

- i. *Lifestyle*: The view of lifestyle includes a wide range of content covering almost every feature of daily life, such as the values of individuals, where they live, what they do, what they eat. Lifestyle is a significant element for market separation. Customers are not segmented only by taking into account age, gender, income, household size, education, and other demographic features; market segmentation can also be made by taking into account where they live, their buying behaviour, personal features, attitudes, attentions, thoughts, actions and administrative memberships.
- ii. *Economic Conditions*: Economic conditions are the conditions or situations that exist when deciding on the choice of product of the consumer.
- iii. *Profession*: The profession of the consumer determines, first of all, its economic situation. It greatly affects the goods and services they will buy. The profession of the consumer creates the need and desire for certain goods. An engineer and a doctor want many different instruments and equipment linked to their occupation. Furthermore, as the level of education of consumer's increases, their needs and wants increase and diversify.
- iv. *Personality*: If a correct relationship can be established between personality kinds and product and brand selections, it can be a valuable variable in examining customer habit.
- v. *Health*: In addition to personal elements that affect customer habit, it can be given in health. For example, the individual who consumes red meat under

normal conditions does not purchase red meat products after being diagnosed with gout (protein disease).

- vi. *Personal Value or Financial Resources:* These are financial possibilities that consumers can use. According to these possibilities, consumer behaviour changes. A consumer with low financial probability prefers standard foods, while a consumer with high financial probability prefers gourmet food.
- vii. *Institutional Source:* Organizations or groups that the consumer connects to. For example, a hippie consumer may prefer backward clothes to other consumers.
- viii. *Age and Life Stages:* Age and life stages play a major role in meeting the needs of people throughout their lives. The products and services that every age group wants and interest have separable characteristics. While older consumers may remain loyal to that brand due to their experience about a brand, young customers are in a life cycle process that would require customer consciousness on the contrary.

2.1.5 Y Generation and its Consumption

Generation Y includes people born since 1981. This generation is also called the millennium belt. Generation Y is a generation that meets and is open to innovations as it grows with technology. He began to see technology like Y generation X not in adulthood but as a child and adapted to technology immediately. With these aspects, a technologically equipped generation has emerged. Generation Y wishes to have a strong knowledge instead of purchasing a product they need. Generation Y has an effect on their progress by considering their parents deferential to generational authority X, which pays very long-term debts. This influence indications generation Y to escape long-term debt and like the earth. That is why the idea of buying a 10-year home scares generation Y (Gökmen, 2019). The general features of the Y generation are given in Table 2.1 below.

Table 2.1: The Characteristics of Generation Y in Turkey

Social Life	Technology	Business Life
Identity Confusion Experienced	Speed Buff	Pending Guidance
Individual	Innovator	Money is important for Y
Libertarian	Curious	Overconfident
Caring for Family Values	Technology Consumer	Internal Entrepreneur
Low Social Capital	Internet Buff	Team Player
Who thinks they are socializing on the Internet	Installing perception of social status on digital devices	Who do not want to take orders and want flexible working conditions
Hedonist		Pending Feedback
Compromising and distrustful without moral corruption		Thinking that Different Ideas are Development
Pessimistic		
Materialist and Violent Prone		

Source: Ekşili and Antalyalı, (2017, p. 96).

In other words, generation Y, which is called a digital generation, lives by developing the technology that develops and changes since they were born. Generation Y consists of pragmatic individuals who respect diversity, tend to cooperate rather than take orders, as a point of view of events. They prefer to focus on the moment rather than think about the future. This generation is defined as entrepreneurial, impatient, individualistic, result-oriented, high-tech, fast consumer, internet-loving, ego and self-confident. Generation Y attracts attention with its focus on consumption as well as being a generation with mixed pleasures and mixed shopping behaviours. The product types that they are most interested in consumption are; clothing, shoes, furniture, sports apparatus, cars, accoutrements and entertaining. Customers in generation Y have dissimilar consumption behaviours than the generations before them. Having more money than they can spend and being born in a society focused on consumption are

significant elements in these differences (Dölekoğlu and Çelik, 2018, p. 57; Sarı and Harta, 2018, p. 969).

There are many studies in the literature on the consumption of Y generation. Ladhari et al. (2019, p. 113) examine generation Y online female customers in sections based on their psychographic, demographic and behavioural features. The data were gathered from members of two customer panels of a women's fashion retailer. The results reveal four approaches to online shopping, and these approaches are trend shopping, pleasure shopping, price shopping and brand shopping. Six shopping profiles, each with different goals, are also defined: These are price customers, discovery customers, sensitive shoppers, tactical shoppers, fashion lovers and shopping fans. Kumar and Ray (2018, p. 355) scrutinize the consumption arrangements and attitudes towards soft drinks among Indian youth. A questionnaire was used to examine the consumption patterns, attitudes and socio-demographic profiles of the participants who attended the university between the ages of 18-30. Cluster analysis and factor analysis were conducted to better understand the attitudes towards soft drinks among young customers. According to the findings, Indian youth prefer diet drinks and juices more than routine soft drinks. Soft drinks were mostly consumed different drinks (not as substitutes) and in certain situations. The availability of soft drinks in close proximity to consumers is a critical element in controlling customers' purchasing and consumption levels. The attitude concerning the benefits and nutritious measurements of soft drinks has a optimistic and important effect on the regularity of consumption. Çelebi and Bayrakdaroğlu, (2018, p. 11) aim to reveal the conscious consumption behaviour of the Y generation consumers based on the knowledge that the generations have different characteristics. In this qualitative study, in-depth interview technique was used as data collection technique. Purposeful sampling techniques were used to determine the study group of the study. Each participant in the working group represents generation Y consumers. In the research, semi-structured interview form was used as a data collection tool. Descriptive analysis technique was used to analyse the data obtained at the end of the interviews. According to the findings took as a consequence of the study, it is seen that generation Y consumers highlight ethical behaviour and socially responsible behaviour in their conscious consumption behaviours. Dölekoğlu and Çelik (2018, p. 55) purpose to reveal

the food purchasing, decision and behaviour characteristics of this generation, which constitutes a significant part of the consumers, in this context, a survey was conducted with 300 people in the 8-37 age group living in the center of Adana. 60.7 percent of the participants eat outside the house at least once a week and 84 percent of the participants spend 100-500 Turkish Liras (TL) monthly for out-of-home meals. Traditional cuisine (kebab, liver, doner, etc.) with meat is determined as the most preferred type of food. Giovannini and Thomas (2015, p. 22) aim to examine Generation Y consumers' luxury fashion consumption. Generation Y is a extremely significant section for the luxury market in the USA. In particular, this study aims to increase the consumption of luxury fashion products for generation Y consumers; the effect of self-related personality traits on brand awareness; it is intended to investigate from the perspectives of brand consciousness on consumer behaviour, such as consumption motivations, purchasing intent and brand loyalty. An online survey was accompanied and 305 valid surveys were gathered. The projected hypotheses are tried consuming structural equation modelling (SEM) analysis. In terms of self-concept, this investigation has shed some light on generation Y consumers' luxury fashion consumption behaviour. It has been discovered that both public self-awareness and self-esteem have an important effect on brand consciousness of Generation Y consumers, and consequently luxury consumption motivations and brand trustworthiness.

Kim and Jang (2014, p. 39) discuss why Generation Y maintains position consumption lifestyles, although many young adults still rely on parental fiscal support and regulated income. This paper provides an interdisciplinary bridge between state consumption psychology, economic mental accounting, and evolutionary biology research by analysis the hypotheses assessed in a luxurious food service setting. In particular, they discovered that "income source accounting" affects attitudes towards state consumption when people are extremely money-oriented, social comparison objectives are stimulated or the want for reputation is strong. In addition, the cost signalization indicators of the situation consumption by Generation Y women lead to higher spending on luxury and publicly purchased purchases. Ultimately, this study confirms the moderate role of Generation Y's income source. Padgett et al. (2013, p. 486) evaluate that a popular USA has developed a behavioural model, which is a planned behavioural theory. In this

study, Generation Y also explains the buying behaviour of Chinese consumers regarding a fast food restaurant meal. The results provided significant support for the robustness of the planned theory of behaviour to predict and explain the intention to buy a fast food meal. The model also postulated reasonable compliance measures for the Chinese sample. Findings can increase the available literature on the universal applicability of the model and can be used as suitable references for further investigation of the model's validity for other cultural settings and other groups of behaviour. Mueller et al. (2011, p. 176) aim to present a detailed examination of Generation Y's selections regarding the consumption of wine and other alcoholic beverages by scrutinizing the consumption conditions in a traditional wine producing country. The paper pertained the multinomial logit model, which includes an example of Generation Y alcohol customers in a city in Northern Italy. Generation Y is aware of the dissimilar tasks of alcoholic beverages in dissimilar consumption circumstances. Also, the kind of business they have affects beverage selections. Wine is the favoured beverage in festive or hospitality situations or situations. However, this consequence barely follows the conventional wine consumption pattern. Segmentation items are underlined taking into account gender and age.

Sun (2010) tries to examine the behaviour of Chinese young customers in purchasing luxury fashion branded products and the current literature discussion. The paper describes the results of 309 surveys from Beijing and Shanghai in China. Due to the difficulty of obtaining a satisfactory reply rate, a snowball sampling method was used. The findings of the study displays that there is no important difference in the luxury consumption of the consumers according to which cities they came from, the age, gender or education background of the consumers. As anticipated, the paper established that fiscal capability is an important element for luxury consumption. Participants also purchase luxury products to exact their personality and personal taste rather than to suit their peers.

2.2 ECONOMIC CRISIS EFFECT ON CONSUMER BEHAVIOUR

The third part of the study examines the impact of the economic crisis on customer behaviour. In this framework, the response and effects of consumer behaviour against the economic crisis are examined. In addition, the literature on the effects of the consumer on purchasing behaviour during the economic crisis is given.

2.2.1 Economic Crisis and Consumption

Positive or negative alterations happening in the nation-wide or worldwide economy come first among the factors other than the consumer himself and his environment that affect the behaviour of customers. These changes differ from country to country and from customer to customer within the country, because the economic condition of each country and the level of revenue of each customer and fiscal power are different. In addition, the buying habit of the customers varies according to the type of crisis. For example, during the period of oil crises, consumers preferred to use their vehicles less due to high oil prices (Yürük, 2010, p. 80).

When the crises are evaluated within the framework of; the impact of the Mexican crisis on consumers has been very profound. Due to the 15 percent decrease in household income, their consumption decreased and significant changes occurred in the composition of the consumed goods. For example, consumers' spending on luxury goods has declined significantly, while their expenditures for durable and semi-durable goods have been delayed, and their spending on basic food consumption has been reduced to a lesser extent (Attanasio and Székely, 2004, p. 3). In the Southeast Asian crisis; consumers were affected by the crisis both financially and psychologically. Generally, their consumption and wastefulness decreased, and they started to be more careful about the purchase decision and gather more information. Consumption of

compulsory goods rather than luxury goods has changed to prefer domestic brands rather than foreign brands (Ang et al. 2000, p. 99).

During the recession, there may be changes in customer behaviour under stress and economic difficulties. The purchasing procedure starts with the consumer's want or problem feeling. The requirements of internal and external incentives allow the individual to act. Consumers' preferences to purchase comparatively cheaper products instead of expensive products after the crisis, changes in customer behaviour with new retailers entering the market ensure that the behaviour change effects are at a large scale (Gedik and Afsar, 2017, p. 72). In this section, first the concept of the economic crisis and then the effects of the economic crisis on the consumer are explained.

2.2.1.1 Definition of Economic Crisis

Some improvements that were formerly unidentified or unpredictable in the crisis state at the macro level; on the micro level, it creates consequences that will extremely impact organizations. The negative developments that occur in a sudden and unexpected moment are called crisis. The economic crisis is one of the most significant areas of economic research. Crisis, in the most general sense, is the disruption of supply and demand balances of goods and services in the process of economic development, and the disconnection between all economic elements. Economic crises are a severe fluctuation of an acceptable limit of change in prices and/or amounts in any good, service, production factor or foreign exchange market (Öcal, 2011, p. 206).

The economic crises that cause the general situation of the economy to change, appear as a very important concept for a country to maintain its existence and its future, and it has significances that will sincerely undermine the country's economy and micro enterprises in terms of macro. Economic crises are defined as a severe fluctuation that goes beyond an acceptable limit of change in prices or quantities in any goods, services, production element or foreign exchange market, and is divided into two as financial crises and real sector crises (Yürük, 2010, p. 71-73).

- i. *Financial Crises:* With the increase in capital flow and expansion of credit creation mechanisms, financial crises arise when a recession occurs after a continuous increase in economic activities, it negatively affects the performance of financial organizations and causes the disruption of payment schemes and the well-organized division of resources as an outcome of its spread to the whole economy. Financial crisis types are divided into four as money (foreign currency) crisis, banking crisis, systematic crisis and foreign debt crisis.
 - a. *Money (Foreign Exchange) Crises:* Money crises arise when the market participants suddenly shift their demands from assets combined with national currency to foreign currency assets. In order to qualify as a financial crisis, a financial crisis requires a decrease in the value of money, a decrease in foreign exchange reserves and an increase in overnight interest rates.
 - b. *Banking Crises:* The banking crisis is divided into 2 according to the way the crises occur. While the first refers to the loss of all or a large part of the capital of the banks in the system, the second is the existence of situations that adversely affect the banks, such as banking crises in a broad sense, the state management seizing banks, forced to merge or close, and the withdrawal of bank deposits. That is, bank crises, deterioration of bank balance sheets, increase of non-return loans, fluctuations in the securities markets, etc. It occurs when bank depositors are in a panic and insecurity towards banks due to the deterioration in the active structures of banks for reasons.
 - c. *Systematic Financial Crises:* Systematic financial crises are described as a shockwave that happens in financial markets and interrupts significant gatherings of the system such as asset valuation, credit allocation and payments. Systemic financial crises occur in financial markets. The financial crisis that started in one firm grows with expansionist policy by spreading to other companies, then to the

whole country and then to other countries. Although liquidity problems are the basis of systematic financial crises, these crises can also occur for many different reasons. Some of these reasons are; the increase in the country's debt irrationally, the moral hazard affected by the deposit insurance system, the Central Bank's failure to provide liquidity when needed, and changes in the international conjuncture, etc.

d. *External Debt Crises*: External debt crises are defined as the state of a country's inability to pay both public debt and private sector debt. Foreign debt crises arise when the state is unable to pay interest or principal payments due to a shortage of foreign currency reserves.

ii. *Real Sector Crises*: Real sector crises are divided into two, the contractions in the goods and services markets, namely production, and the recessions in employment, which is defined as the unemployment crisis in the labour market. The continuous increase in the general price level in the goods and services markets and the rise of these increases above a certain limit are described as the inflation crisis. The shrinkage and stagnation in the real sector has led the country's economy towards a major economic crisis.

Some of the economic crises that are effective and prevalent throughout the world are evaluated in the study. The first encounter of the crisis is a crisis of the world, and Turkey in 1929. All over the world that it is effective crisis caused serious problems in Turkey as well as the added debt remaining from the Ottomans and during this period it has decreased the value of the Turkish currency. One of the remarkable crises in the world is the Mexican crisis. In 1994, a series of growths arose, which led to negative expectations in the Mexican economy. The increase in world interest rates along with the economic recovery in developed countries caused a sharp decrease in foreign capital flows entering Mexico. The increase in political problems and crime events within the country negatively affected the anticipations for the economy and a valid exchange rate regime was shaken. Due to the continuity of the negative political environment, the

measures that stabilized the domestic financial markets from April to November are now inadequate and economic instability has become more evident. After the Asian crisis, Brazil also faced great difficulties. One of the major causes of the Brazilian crisis was fixed exchange rate policy; However, special attention should be paid to the role of the public sector. Indeed, the main reason for the deterioration of the financial balance between 1995 and 1998 is not the debt interest payments but the growth of public deficits. 1997 Southeast Asian Crisis started in Thailand and spread to other countries of the region, Malaysia, Indonesia, South Korea, Philippines, Hong Kong and Singapore. Initially, the currencies of countries fell significantly against the dollar, and their stock markets collapsed. In a few months, the world has come to the brink of the global crisis, many countries have gone back for years, along with economic instability and political instability. Turkey's 1994 crisis in the history of the Republic largest current account deficit and the size of the public deficit is seen macroeconomic imbalances. Turkey's economy, especially after 1989, has seriously impaired public sector income-expenditure balance. Public sector deficits were not structural, but structural, institutional reasons. 2000 - In the 2001 crisis, have formed large impact on Turkey's economy and create a sense of why the adoption of new decisions and measures. The 2008 global financial crisis in the USA affected all the countries of the world (Turan, 2011, p. 59-70).

2.2.1.2 Changes in Consumer Behaviour During Economic Crisis

People's purchasing behaviours tend to change during difficult and stressful times, such as the economic crisis. The customer responds to the economic condition by altering his consumption. This is due to a change in risk perception levels. The financial crisis impacts clients not only economically but also psychologically. Therefore, even if the customers can afford it, they do not want to spend money on premium products. It only buys its needs and switches to cheaper brands. In addition, it begins to compare dissimilar products and makes a choice based on the quality that compromises the price. In this case, the purchasing process can be transformed from being a programmed behaviour or a controlled decision-making habit to become a comprehensive decision-making purchasing habit. The impact of the crisis on people is also reflected in the consumption of the consumer (Sharma and Sonwalkar, 2013, p. 39).

Consumers reorganize their purchasing behaviour according to economic conditions throughout the crisis period. Not having enough money to meet the needs makes it compulsory to reallocate income among the needs in order of importance. Therefore, while some factors such as quality and prestige lose importance in the purchasing decision process, some factors such as price suitability come to the fore. In times of crisis, consumers are more cautious about spending and saving than before. Thus, they try to protect themselves against the bad effects of the crisis by saving more and spending less. For this reason, the consumer tends to buy less goods than before and to choose goods that are cheaper when buying. The most obvious change of the crisis period on the behaviours is that consumers become more sensitive to the price. The change in the purchasing strategy that consumers will create against economic shrinkage and sudden price increases first appears in the price area. Consumers' perceptions about prices directly affect the buying behaviour. It is possible to summarize the consumers purchasing behaviours in times of crisis as follows (Hayta, 2012, p. 20).

- i. Decrease in total consumption and wastefulness
- ii. Extended information research on products
- iii. Substitution with cheaper brands
- iv. Buying local products rather than foreign brands
- v. Prefer informative ads over visual ads
- vi. Intense interest in discounted stores and promotional goods

During the economic crisis, changes of consumer purchasing behaviour are observed. These changes are in the form of buying cheap brands, choosing retail outlets, reducing the amount of purchases, paying more attention to the price and searching for the product to be purchased. These are explained in the following sub-headings.

- i. *Brand Switching*: Customers are changing their buying behaviour during economic crisis periods. At the beginning of these changes, the brand switching comes first, because the customer does not want to spend a lot of money on

shopping during the economic crisis. Therefore, it is constantly replacing a brand it bought with a cheaper brand (Grundey, 2009, p. 15).

- ii. *Retail Venues:* Customers change their choice of merchandising locations during an economic crisis. Customers become more unrestrained following an economic crisis by shopping in a broader diversity of supplies. Specifically; cheaper, discount-oriented stores become more popular among customers who are looking to save money by purchasing lower priced products. For example, after the economic crisis in 2008, consumers started gathering to discount and they were more willing to travel for good prices (Einarsdóttir, 2016, p. 28).
- iii. *Increased Price Consciousness, Thriftiness and Quality:* During an economic crisis, customers become more price aware than they were before economic crisis. Price becomes a more concern when disposable income decreases and so in economic crisis when occupations and wealth become indefinite in consumers' lives, price becomes a more concern. Moreover, the economic crisis made frugality both acceptable and fashionable. Customers were economizing and becoming thriftier, even in areas where they did not always want to (Einarsdóttir, 2016, p. 30).

Consumers look at various quality dimensions when purchasing products. Consumers create quality expectations before purchasing and consumption and have quality experience after consumption. Perceived price information is one of the factors affecting quality expectations. The relationship between price and quality has attracted the attention of marketing, because understanding consumers' perceptions of value is an important function of pricing (Ollila, 2011, p. 31).

- iv. *Purchase Reduction:* During the economic crisis, customers make fewer buys and buys of selected goods are delayed. The effect of economic crisis on products that are not classified by the customer as requirements but rather luxury, nonessential goods tends to be more serious than on products. For

instance, sale of electric goods, travel, clothing and cosmetics have been found to reduction during economic crisis. In other words, customers have been found to postponement buys that would demand a considerable share of their flexible income during an economic downturn (Einarsdóttir, 2016, p. 31).

- v. *Impulse Purchasing, Buying Planning and Knowledge Research:* Impulse purchasing is a quick want that hints the customer to buy instantly with no pre-shopping purposes. During the economic crisis when customers' income decreases, they are less likely to make impulse buys. Planning before buying, customers make spending list, also decreases the possibility of impulse buys. In other words, customers' increased thriftiness and consciousness of value, customers are doing more investigation before the buying to make more educated purchased decisions. Consumers would like to find to deep search as an online for vulnerable bargains. In addition, consumer would like to find to look for more simple product alternatives to match their desire for a simple lifestyle after an economic crisis and during the economic downturn (Einarsdóttir, 2016, p. 31-32).

2.2.2 Past Economic Crisis and Effects on Consumption

It is observed that the economic crisis has an influence on consumer purchasing behaviour. There are literature studies about the effects on the consumer behaviour of the economic crisis. For instance, Ang (2000, p. 5) shows how customers are affected by the Asian economic crisis and how they adjust their consumption behaviour correspondingly. Although consumption modifications are perceived in terms of price, product, elevation and distribution, adjustments regarding the product are the most obvious among the customers who avoid risk. Value-conscious customers were also more affected by the crisis than consumers with less awareness. They reacted by spending more distinctly from their spending, less believing in advertising, and changing where they shop. Remarkably, it has been found that materialist consumers make more adjustments than less materialist consumers. They were much more careful with their money, went shopping in neighbourhood stores, asked salespeople more

questions before starting a purchase and bought more ruffle-free and do-it-yourself products. Bohlen et al. (2010, p. 17) examine how US customer habit changed in the downturn. According to the findings of the study, most consumers said that the quality of the lower priced brand was higher than expected, and therefore made a brand change. About 32 percent of face moisturizer consumers stated that they intend to use the lower priced brand.

Bondy and Talwar (2011, p. 365) scrutinize the effects of stagnant economic situations on consumers' buying habit. An online survey was applied to 306 fair trade customers from Canada, the UK and the United States. The results reveal that there is an inconsistency among fair trade customers solitary because customers who occasionally buy fair trade adhere to established consumer behaviour norms, that is, they reduce their buys of fair trade products and become more conscious of the price. Contributors who keenly consumed fair trade usually continued loyal to their purchases. While some active consumers changed their buying behaviour, this phenomenon was not common among this group because no statistically significant change was detected. Canada and the USA fair trade consumers significantly reduced fair trade consumption due to the recession, so there were differences between the three countries, but UK consumers did not. Furthermore, theoretic and decision-making consequences will be examined along with future research aspects. Voinea and Filip (2011, p. 14); Sharma and Sonwalkar (2013, p. 33) highlight a portrait of the new customer, which is essentially derived from the need for originality and characterises it from the so-called traditional customer. Not only a financial crisis, but also a worldwide economic crisis, one of capitalism, has been compared. Economic recession has led consumers to search for more economical places. Research in different countries has shown that downturn has a strong economic and social influence on customers. The study analyses the outcomes of some research conducted in diverse countries in the downturn period to underline the main changes in new customer purchasing habit and to portray it after the economic crisis. Sharma and Sonwalkar also analyse the consequences of some research conducted in different countries during the recession in order to emphasize the main changes in consumer purchasing habit and to draw a portrait after the economic crisis. Furthermore, Sharma (2011, p. 381) focuses on the impact of consumers on purchasing behaviour during

times of economic recession. The data collected by 50 retailers in Navi Mumbai were analysed and the results were different than anticipated by the researcher. The consequences indicated that hypermarkets witnessed a bigger change in the window-shopping habit of supermarkets than rent shops. They also thought that the kind of trade format would negatively affect customers' footprints for luxury products. It has also been determined that common purchasers can respond to discounts more than others. According to the findings, it has been shown that frequent shoppers are more likely to spend more on shopping. In addition, it has been discovered that customers who shop more regularly witness higher fluctuations than luxury products for luxury products. Therefore, it designates that shopping for luxury things is facing more variations than steady shopping things, which means that customers shopping for luxury goods can be delayed during recession stages, but they continue to shop for normal products.

Özgül and Özgüven (2012, p. 239) examines the changes in consumers' purchasing behaviour to adapt to the recession. In the analyses, it was determined that approximately half of the consumers were adversely affected by the 2008 global crisis, and they used their coping strategies at different levels according to their level of influence and various socio-demographic characteristics. Alina and Lelia (2012, p. 931) examine the effects of the economic recession on customer purchasing behaviour. Consumers react by adapting their buying behaviour to more cautious and rational buying decisions. Since consumers are buying needs or tend to migrate to cheaper brands, many companies prefer a product selection strategy by pulling products and services out of the market that have noticeably decreased demand. Companies to offset the negative effects of low demand often adopt price reductions. Given the individual perceived uncertainties, the overall impact of the economic crisis on consumption is difficult to predict with a high forecast, because most consumers are affected not only financially but also psychologically. Kumar and Singh (2014, p. 203) explore the impact of recession on consumers' purchasing. The study was carried out in the West Delhi area. The aim of this paper is to scrutinize the effect of stagnation on customers' purchasing attitude, by considering the differences in food, comfort and luxury products in expenditures in goods consumption. To analyse the changes in the shopping habits of the customers due to the increase in prices or the decrease in income and to analyse

whether the decrease in the purchasing capacity of the customers spoils their preferences for branded products. The outcomes were patterned according to whether recession affects purchasing behaviour. Therefore, it was tried to find the results of the research which factors were affected by stagnation by a consumer. Vilčeková (2014, p. 306) aims to scrutinize the attitudes towards the brands of Slovak consumables and to compare the differences in purchasing behaviour at the beginning of the economic crisis and now in the end of the crisis. Secondary data from demonstrative studies on purchasing behaviour in Slovakia were used as a basis for assessment with primary research consequences in 2013. As the comparison shows, alterations in customer behaviour are affected by the economic situation. In 2009, when the economic recession hit Slovakia, the chief trigger for buys was the price of products; currently it is the brand and country of origin. Now is a good time to take advantage of this condition, where customers are aware of the significance of purchasing local products to assistance the Slovak economy overwhelmed the recession.

Tsourgianis et al. (2014, p. 439) aim to identify factors affecting consumers' buying behaviour for locally produced foods in Greece (Greece Food) during the economic recession in Greece. The intersection questionnaire in a randomly chosen example consists of 197 customers in the summer of 2012 in Greece. Multivariate statistical analysis was conducted to determine the behaviour of consumers regarding these foods. Particularly, in order to determine the elements affecting people in buying domestically produced foods in Greece, basic components analysis was conducted. Factors that affect people in Greece to purchase Hellenic food are: (a) product characteristics (b) psychological problems, (c) financial matters. In addition, poultry analysis was used to categorise customers with alike purchasing behaviour to Greek food, and identified three sets of customers: (a) supporters of the National Economy, (b) those affected by psychological problems, and (c) opportunists. Discriminatory analysis was conducted to evaluate how defined elements originated from the principal component analysis can predict cluster membership. This study has shown that there is an important correlation between the adoption of a purchasing behaviour and the factors that affect them to select domestically produced food. In addition, consumers who prefer to purchase domestically produced foods in Greece contribute to strengthening

the national economy. They are also willing to pay a premium between 5 percent and 10 percent to purchase these foods.

Furthermore, Tsourgiannis et al. (2015, p. 32) aim to recognize the elements affecting customers' buying habit to local foods during the economic recession in Greece. Field interviews were conducted in a randomly selected sample of 549 consumers. Multivariate statistical analysis was performed to determine the behaviour of consumers towards local products. The results showed that the factors affecting people in Greece to purchase local food products are: (a) marketing problems (b) timeliness, (c) digestive issues, (d) health safety issues, and (e) psychological issues. Consumers with purchasing behaviour similar to local foods are divided into two groups: (a) those affected by product characteristics and (b) those affected by marketing problems. This study showed a significant relationship between the adoption of purchasing behaviour and the factors, preferences, opinions and personal characteristics that affect consumers' selection of locally produced foods. It has also been found that consumers who prefer local foods consciously consider them better (superior) and healthier, and their consumption contributes to strengthening the local economy through psychological issues such as curiosity and prestige.

Valášková and Klieštík (2015, p. 290) reveal how the shopping behaviour of European customers has changed. The main purpose of the study is to analyse consumer behaviour during the economic recession. As a result, changes in the consumer market - the use of new technologies, the creation of a single European market and the economic downturn - subsidised to changes in customer habit. Consumers go to shopping less. Mohammed (2015) attempts to recognize the theoretical framework of the economic recession, its reasons, significances, and its effect on the behaviour of Canadian students' buying models. Decision-making is a complex procedure and is linked to many inner and exterior elements that can directly affect consumer-purchasing behaviour. The condition is further problematic when the economic crisis and stagnation are related to these uncertainties. Customer purchasing behaviour and decision-making procedures are examined along with individual, social, psychological and situational elements. Polychronidou et al. (2016, p. 163) study the effects of

financial crisis to customer purchasing habit. The paper was conducted in Greece in 2010-2011 and the data were collected using a structured questionnaire comprising 32 questions. According to the findings obtained, consumer purchasing behaviour changes during the economic crisis. Berdysheva and Romanova (2017, p. 397) purpose to show that the increasing reflexivity and activity of consumers, when deciding on market prices (containing the boycott of speculative prices), leads to personal independence in the case of financial and political confusion. Economic turbulence has reinforced doubts about the fair market prices and the overall legitimacy of the market order in Russia. Study findings expose that proactive price performance is measured as a sign of communal competence, economic independence and high cognitive capacity. Proactive pricing behaviour allows consumers to use their purchasing power to resist injustice and social insecurity in the market and rise their personal sustainability chances.

Răileanu et al. (2018, p. 98) aim to determine the effects of the financial banking crisis on consumers and the behavioural changes caused by this economic situation. The research has a sample of 60 participants. According to the findings, it is observed that the impact of the crisis is different depending on the income level, and both behavioural and psycho-socio-demographic effects guide consumer-purchasing behaviour. Theodoridou et al. (2019, p. 298) also focuses on investigating the factors and shopping attitudes that affect consumers in the turbulent economic period that characterizes the previous years. In particular, the main goal of this paper is to investigate and contribute to thoughtful consumer behaviour and to investigate factors affecting consumers during food exchange in adverse economic conditions. The study focused on identifying consumers' existing spending habits and investigating consumers' food buying behaviour. The data were obtained from an intersection survey accompanied in a randomly selected sample of 553 customers in Thessaloniki Province between January-May 2016. In the data collected, initially, the reliability and validity test was done with Factor Analysis (EFA), followed by a second check. The results provide a conceptual model for investigating consumers' behaviour towards food. According to the results, income is directly and significantly effective in consumer purchasing behaviour. At the same time, there is a rejection of the "quality" factor due to its high price. Şen and Yengin (2020, p. 69) measured whether consumers' purchasing behaviours in digital

consumption have changed during the crisis. As a result of the paper, it is seen that the fluctuations in the economy deeply affect the consumption and purchasing behaviour of the consumers. Especially, digital consumption, which increases due to technological developments, takes its share from this situation. Consumers who have difficulties in seeing their way due to the crisis start to pay attention to digital consumption expenditures and engage in a saving shopping effort.

2.2.3 COVID-19 and Effects on Consumption

The coronavirus epidemic that happens in Wuhan, China, affecting the disease so-called COVID-19 regenerates to spread through the earth. The COVID-19, which was first seen in December and called "2019-nCoV", is recognised as the Coronavirus or Corona Virus. The World Health Organization (WHO) named the coronavirus-induced illness COVID-19 on February 11. It was following acknowledged a pandemic, which means a worldwide epidemic. General symptoms of the virus are high fever and dry cough. At the end of a week, shortness of breath problems appears. In China, some patients had to be treated long-term in the hospital. Especially those with advanced age and chronic disease are known to experience COVID-19 more severely. Many people survive the disease with mild symptoms and at home. The coronavirus can cause symptoms that can lead to death from moderate colds. The general features of the virus, whose vaccine and treatment cannot be found for the present, are as follows (BBC, 2020).

- i. After testing samples from patients in laboratories, Chinese officials and WHO concluded that the infection was Coronavirus (Corona Virus).
- ii. The disease is projected to be affected by the Huanan seafood market in Wuhan, which is a China's 11 million-population city.
- iii. Coronavirus is a category of a large family of viruses. But only seven, comprising the new virus, can infect humans.

- iv. According to WHO, the "incubation period" of the new virus, that is, from the moment the contamination is diseased until the symptoms seem, is around 14 days. But some researchers say that this period can be up to 24 days.
- v. Chinese researchers forewarn that some people blow-out the contagion even without indications/signs.

According to the WHO, COVID-19 case report dated 26.06.2020, the total COVID-19 cases seen around the world were around 9.4 million, while the total loss of life was over 484 thousand. The countries with the highest number of cases are listed as USA, Brazil and Russia respectively. As of June 26th, the COVID-19 figures are shown in Table 2.2 below. Furthermore, the first case in Turkey is announced on March 11th and the total number of cases were 193.115 while total deaths were 5.046 on June 26, 2020.

Table 2.2: COVID-19 Cases and Deaths by WHO Region (26.06.2020)

Regions	Number of Case	Total Deaths
Africa	258.752	5.564
America	4.709.927	233.628
East Mediterranean	987.534	22.464
Europe	2.619.753	195.535
Southeast Asia	686.192	19.651
West Pacific	210.315	7.394
Total	9.473.214	484.249

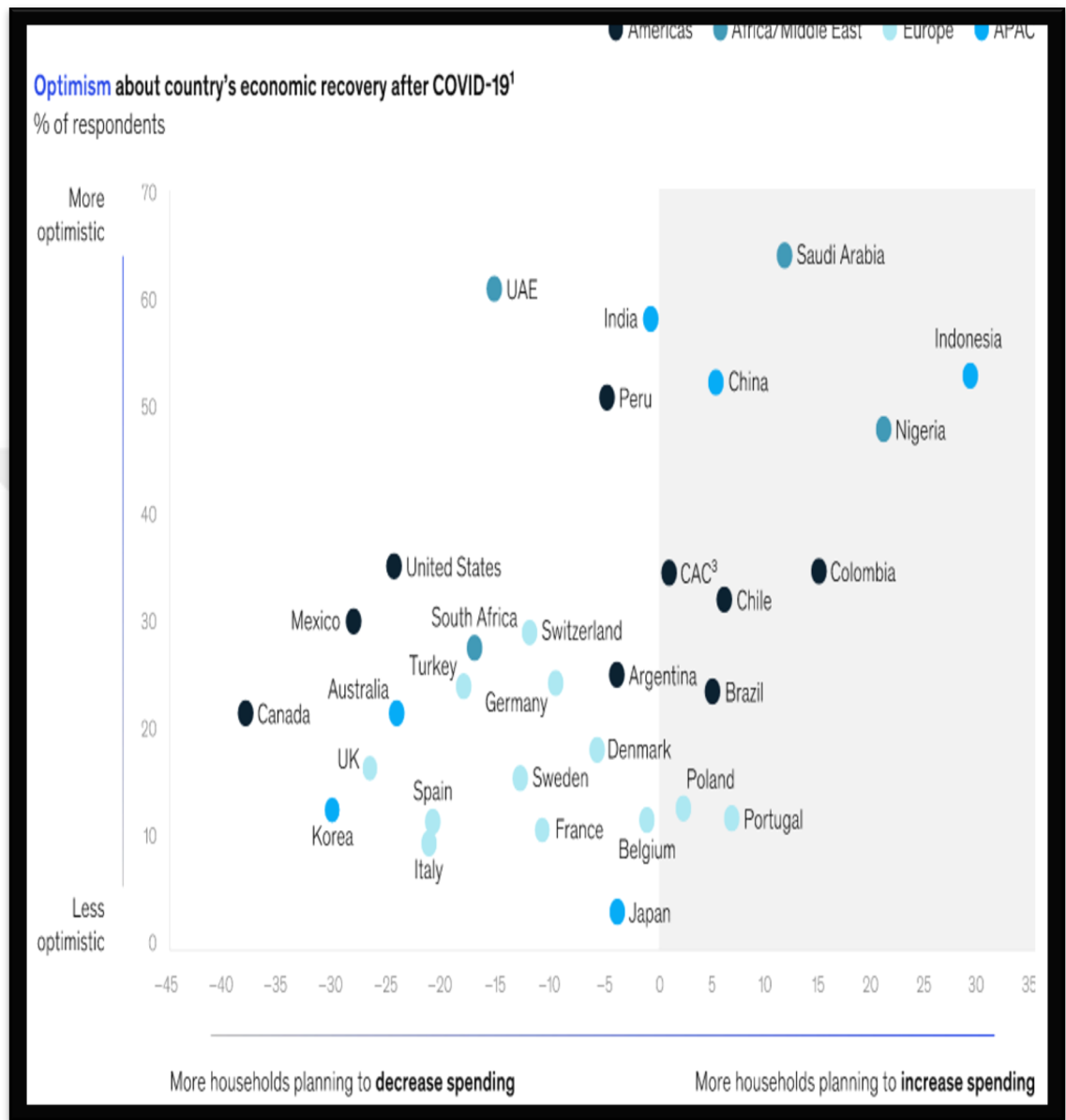
Source: WHO, (2020: 1).

Researchers are trying to predict the effects of COVID-19. As financial markets turn, international supply chains are challenging, encouraging managers to find local fabricated material resources to sustain manufacturing production. Tourism comes to a standstill as travellers cancel travel, as airlines interrupt flights and hotels become more and more wasted. Sports events, concerts, theatre shows, museum demonstrations, and other community vitrines are delayed. An increasing number of businesses are getting free leave from their employees. Economic estimators warn that the gross domestic

product for many countries will shrink in the coming months, perhaps significantly (Cohen, 2020, p. 1).

Essentially, governments and organizations continue to work to control COVID-19. Meanwhile, consumers around the world are feeling their economic impact and still appear to have left discretionary spending substantially. Consumers' spending was generally directed towards digital products and services, but this change was not effective in offsetting the overall reduction in spending. Consumer spending has fallen across America and Europe since mid-March. Consumption levels have fallen to 25 percent from European consumers, especially since mid-March in the UK, France, Spain and Italy. US consumers have fallen by 10 percent since mid-March. Globally, consumers still spend (and sometimes more) spending on home entertainment as well as basic information such as food, household items and personal care items. Consumers significantly withdraw voluntary expenditure in most countries except China. Some of the fastest decreasing categories include restaurants, clothing, shoes, jewellery, accessories, travel and outside entertainment. This behaviour is consistent with large-scale on-site housing orders from around the world and consumers' expectations for a reduction in spending. Consumers expect to spend more on basic issues such as groceries, home appliances and personal care products in some countries. When consumers are also used to, new brands are in denim. Larger brands with stronger supply chains are growing faster as a result, giving them the opportunity to gain consumer trial and loyalty (McKinsey&Company, 2020). Consumer spending expectations in COVID-19 is shown in Figure 2.6 below. Expenditure in some regions increases expectations for increased spending in all regions.

Figure 2.6: Consumer Spending Expectations in COVID-19

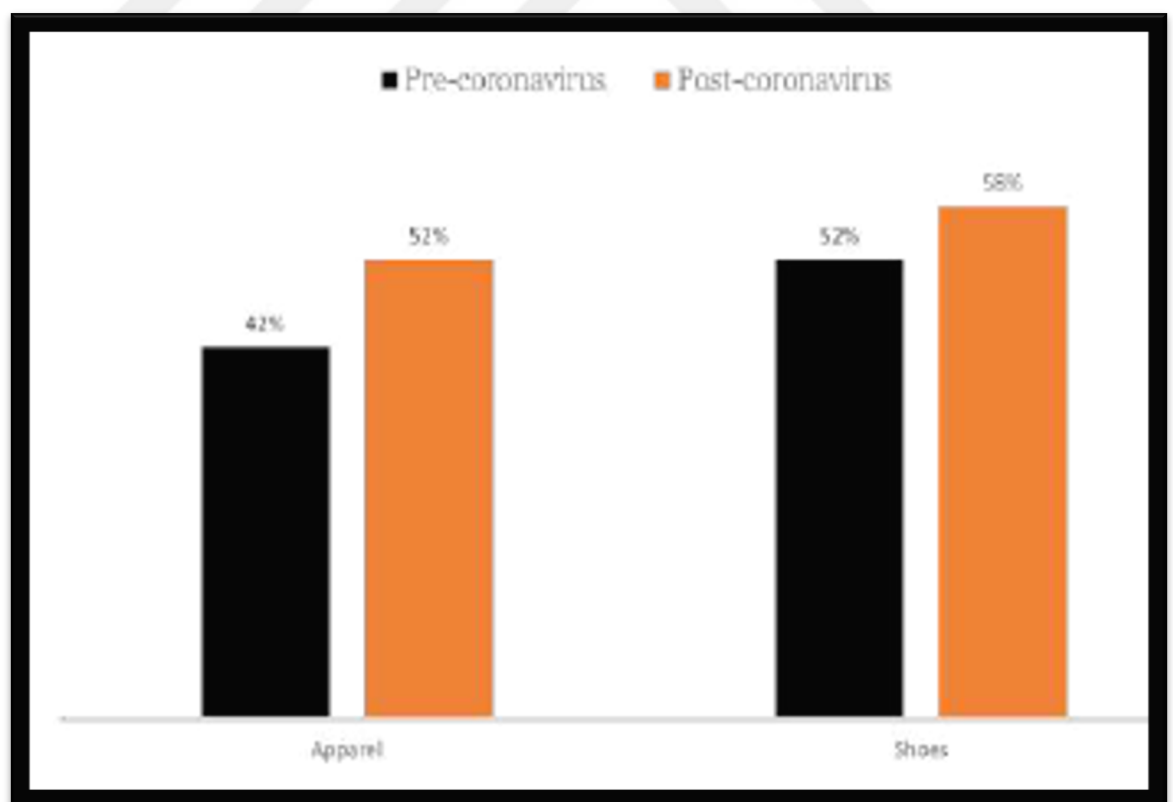


Source: McKinsey&Company, (2020).

As seen in Figure 2.6, while expenditures are expected to decrease in many European countries; In some countries like China, Saudi Arabia, Nigeria and Indonesia increase in consumer spending is expected. The countries with the lowest levels of expected consumption expenditures are Italy, Spain, Korea, UK and Canada respectively.

The COVID-19 is progressively focusing on the global customer sentiment, and in March the Eurozone saw its biggest monthly decline since registrations began in 1985. Its impact on the luxury sector is mainly clear. High wealth customers are more likely to suppose COVID-19 to affect their personal financing from an average adult. In the light of this growing economic alarm, Bain proposes that luxury brands should be advanced in pricing constructions to reflect the declining spending power of many middle-class consumers. When China gradually returns to normal, analysts speculate on how far this phenomenon will support the post-pandemic luxury market. On the one hand, when the high-level Hangzhou Tower in the Chinese mall was reopened for five hours on February 22, it had accomplished more sales a year ago compared to the same date. According to Vogue Business's research in China, both shoes and clothing have seen an increase in their intention to purchase before the pandemic and are shown in Figure 2.7 below (Gray, 2020, p. 14).

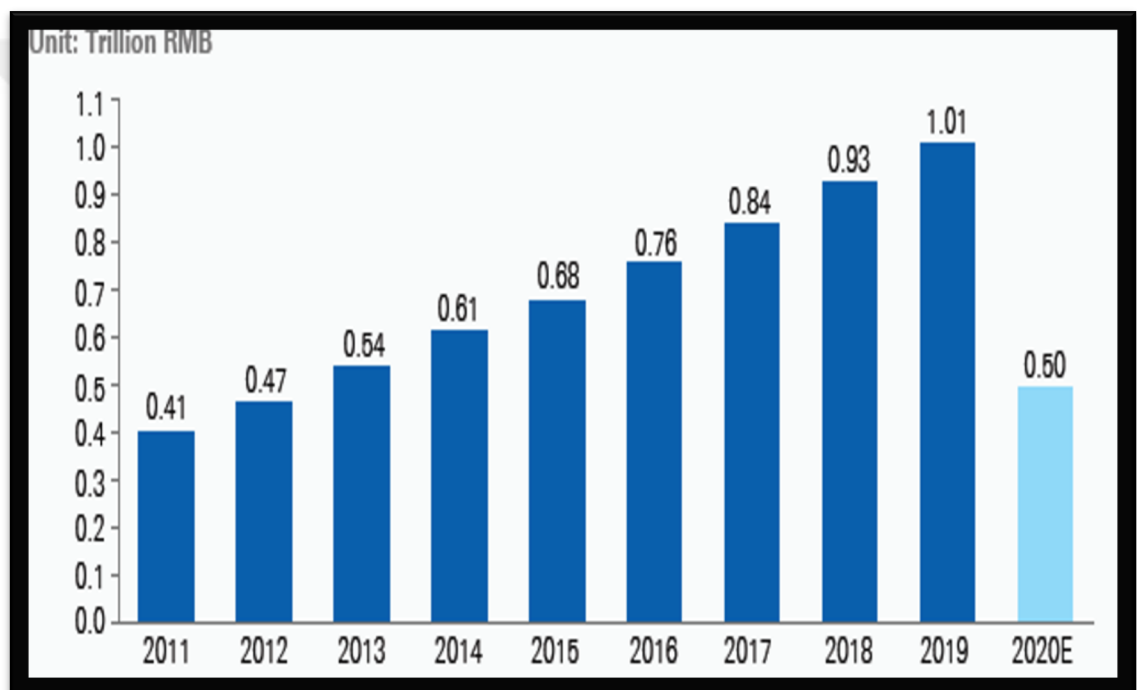
Figure 2.7: Luxury Shoes and Clothes in China



Source: Gray, (2020: 15).

According to Figure 2.7, there is an increase in the purpose of purchase after Coronavirus. However, the effect of the coronavirus outbreak on different retail formats is quite different. On the one hand, while the traditional shopping malls and large stores have been hit hard, the volume of online stores has increased (KPMG, 2020). The comparison of the total retail sales in the week of Chinese New Year in 2020 with the other years is shown in Figure 2.8 below.

Figure 2.8: The Comparison of the Total Retail Sales in the Week of Chinese New Year



Source: KPMG, (2020: 1).

According to Figure 2.8, China's retail sales are growing steadily from 2011 to 2019. In 2020, the amount of retail sales amounted to 0.50 Trillion Chinese Yuan (RMB).

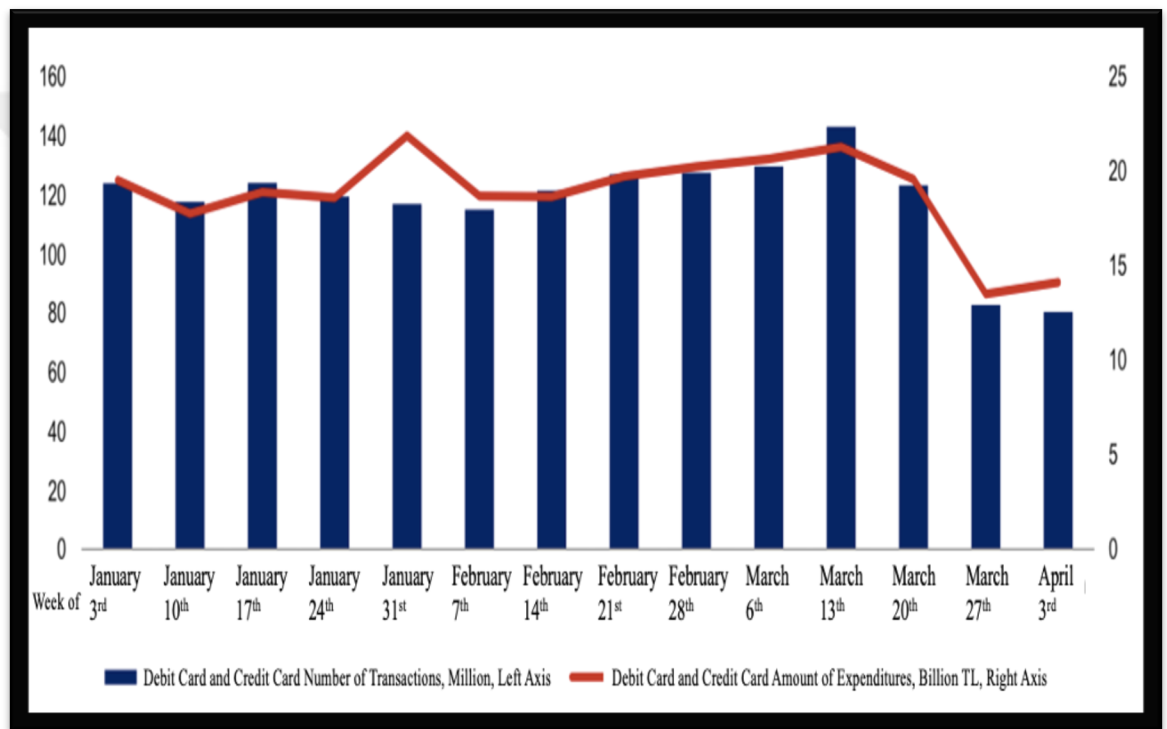
The Deloitte Consulting team has examined the impact of the global COVID-19 outbreak on a consumer and by category basis in Turkey. This study, carried out at a time when the effects of the epidemic were felt, shows the pioneering changes. According to the study, this category of clothing shoes, which practiced a decrease in the second week when the epidemic started to be on the agenda, shows a rising trend in

the last two weeks with aggressive discount operations. In this period when social interaction is limited, this increase is considered to be temporary. Although e-commerce has increased during the epidemic period, the total change in the epidemic process is negative since sales in this category are predominantly done through the store. It is observed that companies that have adapted to e-commerce early are less affected. The strong performance of the personal care and cosmetics category in early March decreased in the second week. After the third week, the interaction increased rapidly with the aggressive campaigns of firms and highlighting e-commerce and the increase continues. In the underwear category, it performed lower than other clothing and shoe categories. As we observe in sports shopping products, this category also shows positive divergence in the home wear and underwear category. In addition, with the increased risk perception, as expected from the durable consumer goods categories, the interaction change in the furniture category was negative. It affected consumers at a time when the need for in-house installation increased hygiene concerns. It is anticipated that the negative trend will continue if the outbreak affects consumer expectations more. The most negatively differentiated category among all examined categories was the Culture-Cinema category, which includes cultural community activities such as cinema, concerts and theatre. The sharp decline that started in early March before the incoming protection measures continued in the following weeks and lost 95 percent of the interaction in the compared January period. This trend is unfortunately expected to continue (Deloitte, 2020).

Furthermore, it is possible to follow the consumption trends on the supply and demand axis through various data, but it is important to follow the data as instantly as possible during the COVID-19 process. In this context, the weekly data of the Central Bank of Turkey (CBRT) Debit Card and Credit Card Spending Amounts allows the tracking of consumer spending. According to the data of the Interbank Card Center (BKM) Card Monitor survey, 7 out of 10 people prefer credit cards in their payments and it is known that many people prefer especially credit cards in payments due to COVID-19. In Turkey, amounting to 14.1 billion TL was spent using a debit card and a credit card on April 3rd week in 2020. Compared to the previous week, spending amount has increased by 626 million TL (5 percent). The number of transactions decreased by 3

percent to 80 million. Compared to the same period of the previous year (15 March - 5 April 2019), the amount of expenditures made on 13 March - 3 April 2020 decreased by 2 percent and the number of transactions decreased by 7 percent (TEPAV, 2020: 1). Figure 2.9 below shows the amount of expenditures and transactions made with credit card and debit card during COVID-19 period in Turkey.

Figure 2.9: The Amount of Expenditures and Transactions Made with the Credit Card and Debit Card during COVID-19 Period in Turkey



Source: TEPAV, (2020: 1).

According to Figure 2.9, since March 13, when the COVID-19 case was first seen, debit and credit card transactions and spending amount have been decreased. Furthermore, 3.8 billion TL (27 percent) of the total expenditures made in the week of April 3 were made via internet, and 898 million TL (6 percent) were made by letter/phone. In addition, 3 percent (355 million TL) of total expenditures constituted customs tax payments. Compared to the previous week, online shopping increased by 24 percent, letter / telephone shopping increased by 7 percent, and customs tax payments increased by 16 percent in the week of April 3.

3. DATA AND METHOD

In this section, the aim of the field study, the data used in the research (data collection tool), the method, the analysis of the data, and the titles listed in the findings are included. Defining the information in the data collection tool such as the variables of the research and the aim of the research creates the scope of the research. Then, the findings obtained from the research were interpreted.

3.1 AIM AND SCOPE OF RESEARCH

Consumption has a big role to play in Turkey's economy. However, the crises that occur as a consequence of the financial recessions in the global area affect consumption negatively and create serious economic problems. For this purpose, in-depth interview technique was used to get deeper consumer insights.

Within the purpose of the research questions determined within the scope of this thesis, an answer tried to be found with the help of the evaluation of the findings obtained from the interview questions. The themes developed depending on the main purpose in the research are explained in the following sections.

3.2 DATA

The interview questions prepared within the scope of the study were directed to the respondents from Y generation. The interviews are conducted by the author in person, and all the interviews were recorded in the sound and the sound recordings were later written by the author. The universe of the study is Generation Y'ers living in Istanbul Province. The sample consists of 12 Gen Y'ers.

3.3 LIMITATIONS

The research was limited to the answers given by the sample group of 12 people who participated in the interview. The answers given by the interviewees are another research limitation in the correct, sincere assumption. The last limitation of the study is the limitation of the persons and institutions interviewed only in Istanbul.

3.4 METHOD OF THE STUDY

The method used in the analysis of the research is given under four headings. First of all, information about the data collection tool and data collection is given and the characteristics of the interviewees are summarized. Finally, the statistical method used is given in detail. In this thesis, semi-structured interview technique, which is one of the qualitative data techniques, was used.

The semi-structured interview technique is used to express qualitative approaches that are theoretically or methodologically open, often involving interviews and observations. Such papers classically include methodical, iterative coding of verbal data, frequently supported by data from other methods. With this technique, it is allowed to ask additional questions to the interview questions prepared during the interview flow, where necessary, other than those interview questions. In this respect, it provides flexibility to the researchers and this method was preferred in this thesis study (Blandford, 2013).

3.4.1 Data Collection Tool

In this thesis study, a semi-structured interview form was used as a data collection tool and this form is given in Appendix 1. The semi-structured interview form, which is preferred for obtaining comparative results, has been developed for Generation Y'ers in

line with the research questions and the information in the literature. In the interview form, the questions addressing the issues of “the economic crisis and the change in consumer behaviour during COVID-19” were addressed.

In order to provide the reliability of this prepared interview form, the opinions of the people who are experts in this subject were taken and a preliminary application was made with 2 people in the Y generation before starting the main negotiations. As a result of the expert opinions and pre-application, the interview form was finalized and the main interview was started. In addition, in order to increase the external validity of the research, the research process and all the details carried out in this process are explained in detail. In this context, the model of the research, working group, data collection tool, data collection process, analysis and interpretation of the data and how the findings are arranged are explained in detail. Finally, all of the findings are given without comment in order to increase the internal reliability of the research. The themes removed from the research were removed from the interviews conducted considering the consumer behaviour, the economic crisis and the conceptual (theoretical) framework of COVID-19.

3.4.2 Collection of Data

The data of the research were conducted in quiet environments where the participants could express themselves comfortably and the interviews took place during the time when the participants gave an appointment. The interviews are conducted in May 2020 and each interview took approximately 45 minutes. Interview questions were tried to be directed to each participant with the same words and same meanings. During the interviews with people in the Y generation, voice recording and note-taking technique were used together, where necessary. Then, the sound recordings were analysed and transcribed due to the ease of analysis. As an outcome of the analysis of the interviews with sound recordings, it was seen that approximately 2 pages were interviewed with each interviewer and a total of approximately 24 pages of data were obtained. Firstly, transcribing the data and sound recordings provided the accuracy of the data. Then, the

data is evaluated according to the themes determined and the comments are made with direct quotations.

3.4.3 Demographic Characteristics of the Interviewees

In this thesis, the standard sampling technique was used to determine the interviews. The criterion sampling method is that the sampling consists of individuals, actions, objects or conditions with defined characteristics related to the problem. In other words, criterion sampling is the study of all situations that meet a predetermined set of criteria. The criterion was created by the researcher or allows the use of previously prepared criteria. The main point in the criterion example is that the cases to be selected are rich in information (Baltacı, 2018, p. 255).

The main criterion determined in this research is how the people in the Y generation are affected by the economic recession and the consumer behaviour from COVID-19. It was tried to determine how the spending habits were affected by the economic crisis and the COVID-19 situation. The demographic features of the interviewees are shown in Table 3.1. The names of the participants are shown as I1, I2... etc. (Interview 1, Interview 2... etc.) within the framework of privacy.

Table 3.1: Demographic Characteristic of Participants

Participants	Age	Gender	Education Level	Profession	Monthly Income (TL)
I1	36	Woman	BSc (Undergraduate Degree)	Business Manager	11.000
I2	27	Man	MSc (Graduate Degree)	Pharmacist	4.500
I3	25	Man	BSc	Actor	2.500-3.000
I4	30	Woman	MSc	Housewife	5.000-6.000
I5	26	Man	BSc	Civil Engineer	3.500
I6	27	Man	BSc	Dentist	4.000
I7	32	Woman	BSc	Architect	4.500
I8	37	Woman	High School	Housewife	10.000
I9	29	Man	BSc	Mechanical Engineer	5.000-8.000
I10	29	Woman	PhD (Doctoral Degree)	Endodontist	10.000-15.000
I11	36	Man	BSc	Mechanical Engineer	8.000-12.000
I12	29	Man	BSc	Psychology	3.000

According to Table 3.1, the age range of the people participating in the study is between 25 and 37 years old. In terms of gender, 5 are women and 7 are men. In terms of educational status, 1 of the participants has doctorate education, 2 of them have master education, 1 of them has high school and the remaining 8 of them have undergraduate education. Participants are in different professions, which are engineer, dentist, housewife, architect, actor, business manager, pharmacist and psychology. Finally, considering the monthly earnings of the participants, it is seen that the earnings vary between 2,500 TL and 15,000 TL.

3.4.4 Statistical Method

In the analysis of the research, descriptive and content analysis techniques were used according to the interview answers. In the study, the data obtained from the interview forms with 12 people were read several times and the coding was made for this purpose. Later on, combining the coding made descriptive and content analyses and creating themes that would outline the research findings.

Descriptive analysis is a kind of qualitative data analysis method that comprises summarizing and understanding data attained with several data gathering methods according to predefined matters. In such an analysis, the researcher may involve guiding the suggestions to reflect the opinions of the participants whom they see or observe. The chief aim of this type of analysis is to present the findings to the reader in a reviewed and interpreted manner. Descriptive analysis is applied in four phases (Özdemir, 2010).

- i. The researcher provides an outline for data analysis based on research questions, the theoretical background of the research or the lengths of the interviews and annotations. Thus, it is determined which data will be given under which theme.
- ii. The researcher then analyses and categorizes the data based on the background created. In this formation, it is very vital to gather the data in a expressive way.
- iii. The researcher explains the data it edits.
- iv. Finally, the researcher reveals, associates and makes sense of the findings. In this step, the researcher also gives the cause-effect relationship between the findings in order to further strengthen their findings and compare various cases if necessary.

The main purpose of this type of analysis is to present the conclusions obtained in a summarized and interpreted form to the reader. Descriptive analysis takes place in four

stages. In the first stage, the researcher creates a framework for data analysis based on the dimensions obtained from the research questions, the conceptual context of the research and the literature review. In this way, it is determined under which themes the data will be organized and presented. In this procedure, it is vital to collect the data in a significant and reasonable approach. The researcher reads, organizes and digitizes the data based on the context it has previously created. After this stage, the researcher identifies the data he has prepared. At the end of this procedure, the scientist clarifies, acquaintances and makes sense of the findings he has identified. At this stage, the scientist describes the cause-effect relationships between the results to further strengthen his comments and if necessary, makes comparisons between different cases (Özen and Hendekçi, 2016, p. 625).

Content analysis is similar to descriptive analysis, but the data that are reviewed and interpreted in descriptive analysis are exposed to a more in-depth procedure in content analysis, and thoughts and topics that cannot be recognized by a descriptive method can be noticed with this analysis. The purpose of content analysis is to reveal the relationships between concepts by explaining the collected data. The main procedure in content analysis is to gather alike data within the context of certain thoughts and arguments and interpret them in a way that the reader can understand (Selçuk et al. 2014). Content analysis is one of the preferred methods in cases where textual data or documents need to be examined systematically. Although the content analysis method has been widely used in many fields of social sciences for a long time, it has been used in the field of business and management in recent years (Ateş, 2016, p. 408). In short, the content analysis method is one of the most frequently used qualitative research methods. In the content analysis, a certain number of written, visual or audio materials are examined according to pre-determined criteria and these materials can be summarized with those categories according to certain coding rules (Özbük and Öz, 2017, p. 580).

The themes and sub-themes obtained from the descriptive and content analysis for this thesis are summarized in Table 3.2 below.

Table 3.2: Theme and Sub-Themes Obtained from Data

Theme 1	<i>Consumer Behaviour and Shopping Frequency</i>
	<i>Basic Needs</i>
	<i>Shopping Frequency</i>
Theme 2	<i>Shopping Platform during the COVID-19 and Preferences</i>
	<i>Online</i>
	<i>Preferences</i>
Theme 3	<i>COVID-19's Impact on the Budget</i>
	<i>Loss the Job</i>
	<i>Income Reduction</i>

In Table 3.2, the themes and sub-themes were created according to the data obtained from the interviews. At this stage, these interviews were read separately and 3 main themes were created independently of each other and an average of two sub-themes were created for each main theme. Under the heading “Consumer Behaviour and Shopping Frequency”, which is the first main theme, opinions about these consumer behaviours and shopping frequency come to the forefront in the interviews due to basic needs and shopping frequency were formed as sub-themes. Under the second main theme, “Shopping Platform during the COVID-19 and Preferences”, two sub-themes have been created to be in other shopping places, while online shopping is usually on the foreground. Under the third main theme, “COVID-19's Impact on the Budget,” the loss of jobs and the decrease in income of the participants emerges as.

3.5 FINDINGS

The opinions of the interviewees are conveyed under these three themes, under the principle of confidentiality, without being given their names. In this framework, as stated above, the interview with each participant is coded as "I" because it refers to "interview" and the numbers of the participants in each interview are given as "I1, I2, I3 I12" next to their code, respectively. In this part of this thesis, the findings obtained by classifying the questions in the interview form according to the themes and sub-themes are given.

Theme 1: Consumer Behaviour and Shopping Frequency

Questions in the interview in line with this main theme: "Did your consumption habits change during the pandemic period? If yes, what kind of changes happened?" and "Did your shopping frequency change during the pandemic process? If yes, what kind of change?" Format. Two main sub-themes emerged in line with the answers received from the interview flow questions. When the concepts that make up these two sub-themes are analysed, the most emphasized point among the participants is that they receive basic needs and restrict their consumption behaviour due to economic conditions.

Basic Needs

One of the common opinions of the participants regarding the change in consumer behaviour is that the basic needs are given priority and other needs are postponed. Some of the opinions highlighted by the participants under this sub-theme are as follows. The opinion of the participants on I1 is *"I get basic needs. I have never started to shop for clothes and accessories."* It has been. Similarly in I8 'and I10, it was said, *"We started to spend only on the kitchen in this process"* and *"food and basic needs have gained priority"* respectively. Participant I2 said, *"My intake of cleaning products, legumes, fruits and vegetables has increased"* and *"I started to buy healthy food more than before and I use cleaning products more than before."* one of the participants said in I7.

Shopping Frequency

Regarding the shopping frequency, while there was an increase in the shopping periods of some participants; some have decreased. For example, I8, I11, I12 from the participants declared that they shop more. On the contrary, I1 I2, I3, I6, I7, I10 say that the shopping frequency is decreasing all kinds. But in general, while there is an increase in the market shopping of the persons, there is a decrease in the clothing, accessories and other shopping categories. Otherwise, there was no change in the shopping

frequency of I5 from the participants. In addition, during this period, 12 participants do not want to buy a house or car and do not plan to go on vacation.

Theme 2: Shopping Platform during the COVID-19 and Preferences

In line with this theme, the question for the student in the interview form is, “Has there been a change in the channel (store, online, market, phone order etc.) where you shop during the pandemic process? If yes, what kind of change happened? ” It was asked in several sub-questions within the framework of the main question. Regarding brand and product preference, “Has your brand preference changed during the pandemic process? If yes, what kind of change happened? ” And “Did your product preferences change during the pandemic process? If yes, what kind of change happened? ” In the form of questions were asked. Within the scope of the answers received in line with these questions and interview questions, two sub-themes emerged as online shopping and preferences.

Online

One of the sub-themes, online shopping, is very popular in this process. The answer of the participants about why I1 did online is as follows. "My shopping is almost entirely online. I order only some needs over the phone." I4, I6, I7, I9, I10, I11, who are in the same opinion as I1, they prefer online shopping. One of the participants, I2, I3, and I12, said that they did not make any changes in the shopping platform. These participants declared that they still buy their food shopping at the market.

Unlike these, I5, one of the participants said "Before my pandemic, I was ordering my shopping online most of the time. It's still the same." In other words, shopping habit is online and continues online. One of the contractors, I8, said that it was the first time that they had made online shopping.

Preferences

I1's response on brand and product preferences is *"I have turned to higher quality brands and my basic needs have become my priority"*. While I2, one of the participants, in terms of brand preference, *"I did not have an intentional change in my brand preferences. The reason for this is that the products are finished very quickly and having the remaining products is more important than having the brand I want"*. Also, I2 said about product preference *"I buy more legumes and vegetables than before, because I have not been eating at restaurants and ordering home since the pandemic started.,"*

In the product preference, while I3 preferred products with longer shelf life; I4 and I7 stated that they are based on food and cleaning products. Among the participants, I6 prefers products with less cost. Similarly, I8 stated that it preferred only kitchen products. Regarding the product preference, I11 said, *"I am thinking of reducing arbitrary, hobby and market shopping and buying more durable and economical products"*. Participants who say that there is no change in brand preference are I3, I4, I5, I6, I7, I8, I9, I10, and I12.

Theme 3: COVID-19's Impact on the Budget

The question posed in line with the third theme stated in the study presented is "Can you evaluate the effect of COVID-19 outbreak on your budget?" has been in the form. It is targeted to expose whether COVID-19 is economically affected by customer behaviour related to this question. The sub-question asked within this framework is "Did you lose your job or have a decrease in your income during the pandemic period?" In line with these main themes and questions, two sub-themes emerged and within the scope of this sub-theme, it is to determine the degree to which the sector is affected by the economic crisis in 2018. When these two sub-themes are analysed, there are opinions that the most emphasized points of being affected by COVID-19 are loss of business and decrease in income.

Loss the Job

Participants have stated that the most evident feature of COVID-19, which emerged in 2020, in consumer behaviour and economy, is that job loss by I1, I3, I6 and I12 participants. Accordingly, the response of the I1 participant is *"I have no income right now because my shop is closed"*. Similarly, I3 was very impressed with the participants and said, *"As I mentioned, I am not working regularly in an institution. However, as you can imagine, while there is an epidemic that has surrounded the whole world, some sectors have stopped. Even companies do not advertise because of this epidemic"*. He is among those who lost their jobs in I6. On the other hand, I12 made a statement in the form of *"There was no decrease in my income because there is no job that I actively work for"*.

Income Reduction

This sub-theme has decreased the income of many people during COVID-19. In the participants, I4 stated that their income decreased. For example, I4 said, *"The decrease in income was due to the cessation of the economy together with the pandemic."* I10 is one of those who do not lose her job in this process. Because she was granted unpaid time off by her workplace. *"I did not lose my job but there was a fall in my income"* he said in I11.

Unlike these, the response of the participants I2 is *"I have not lost my job. My income has not decreased"*. So, there are people who are not affected by this process. In the participants I5, I7, I8, and I9, this process was not affected by both income reduction and job loss.

4. CONCLUSION

Customer habit is a section of economic behaviour, which in turn is a demonstration of human behaviour. As a result of the social and financial improvement of modern humanities, studies on customer behaviour have been concentrated. Consumer behaviour generally results from the merger between economic and human behaviour.

In this study, the entire world and in Turkey in 2020 the effects of the economic crisis which is effective COVID-19 and the behaviour of the consumer is intended to be introduced as both theoretical and applied. In this context, the Turkish position had affected the entire world as COVID-19 is observed. It is also theoretically explained that consumer behaviour is very sensitive to a crisis or sudden unexpected events.

According to the findings of this study, consumer behaviour seems to be highly affected by the economic crisis and COVID-19. While many people lost their jobs in this process, it was concluded that most people decreased their income. However, it is observed that during the economic crisis, people first changed their consumption behaviour. In this context, it is observed that they purchase basic needs rather than luxury needs. In addition, it is seen that some people go for brand changes on the basis of products for their butts that are limited in this process and prefer cheaper products. Finally, it is observed that the economic crisis and COVID-19 process, the specific sector and the working class, which are their own businesses, are more affected, and that this process does not financially affect public employees. In addition, the most prominent feature in consumer behaviour is that people give priority to online shopping.

When the global effects of the COVID-19 epidemic are evaluated, it is now accepted by many that it is a radical, deadly disaster that has dealt a major blow to the existing capitalist social system and the health systems of countries. With this epidemic, social areas (cinema, theatre, parks, etc.) have come to a halt. It is clear that such a deadly disaster caused social change due to its social dimensions. When we look at the assumptions that may arise in our daily life, it is seen that daily routine life is radically

shaken from daily social relationships to consumption culture, from technical use to economy, from education to health, from entertainment to art. COVID-19 epidemic has given important messages to nations to question and plan their future. But the destructive capitalist social system will unfortunately continue to feel its existence during the epidemic, as well as its appetite and ambition after the epidemic. Likewise, domination over nature will intensify further and will continue where pollution, looting and destruction occur. Social disintegration, isolation, loneliness, alienation, violence, conflict, exploitation, migration, unemployment, poverty, rupture will suffer even more. A new human centrism will be built against nature, and this human centrism will be accompanied by egoism and hedonism. Xenophobia based on nationalism, racism and ethnicity will continue from where it left off. The difference between home and workplace will disappear further and houses will turn into workplaces. Digital communication, e-commerce will become more common than ever.

Within the scope of the study, the suggestions to be made to protect consumers from both the economic crisis and the effect of COVID-19 are as follows.

- i. Especially in these difficult processes, people should plan their consumption, except for essential consumption, in order not to suffer.
- ii. People who lose their job due to COVID-19 should do their best to protect them by the state and to be least affected by the economic recession.
- iii. Incentives packages should be explained for the sectors straightforwardly affected by the economic crisis and recession. Especially sectors such as tourism and airlines were affected in this process.
- iv. During COVID-19, everyone's health is very important. To get rid of this epidemic as soon as possible, the public must be made aware of the rules that must be followed.

In addition, recommendations for researchers, companies, industry, and government that will work on this issue in the future are as follows.

- i. It is seen that companies should always have an emergency plan. Because many sectors (such as tourism, aviation, restaurants, import-based companies) are unprepared against COVID-19 and have experienced heavy blows. The government should increase its incentives in order to get rid of this negative effect with the least damage.
- ii. In order to minimize the risk of disease, both the public and private sector's home offices are recommended. Thus, in any case, it will be done via telephone or Internet instead of one-on-one conversation.
- iii. Especially, it is very important for businesses to go online (e-commerce) in such situations to survive and to survive in the national and international market. Because, in this period, businesses that have a good infrastructure in online sales are expected to get out of the economic crisis with the least damage.
- iv. It is important to revise the cash flow estimates and assumptions of companies and to analyse the liquidity needs according to alternative scenarios. It would be beneficial to consider alternative options to ensure sustainable financing.
- v. Finally, those who want to conduct research on the economic crisis and COVID-19 are offered to analyse by collecting data from a wider segment, especially by taking their opinions from people who have had this disease.

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APPENDICES



APPENDIX-1, Interview Questions

Dear participant;

During these difficulty days of uncertainty, social and economical changes in our lives due to the coronavirus outbreak are extremely obvious. Below questions have been prepared to be used in a thesis study carried out in Bahçeşehir University, Institute of Social Sciences. This study aims to understand the effects of economic downturn, which is caused by COVID-19 on the consumer behaviour of generation Y in Turkey. The collected data will be kept confidential.

I would like to thank you for your contribution.

Best regards,
Cemal Aksoy

1. Pandemi döneminde tüketim alışkanlıklarınızda değişim oldu mu? Cevabınız evetse, ne tür değişimler oldu?
2. Pandemi sürecinde alışveriş sıklığınızda değişim oldu mu? Cevabınız evetse, nasıl bir değişim oldu?
3. Pandemi sürecinde ürünlerin fiyatlarına yönelik hassasiyetiniz değişti mi? Cevabınız evetse, nasıl bir değişim oldu?
4. Pandemi sürecinde alışveriş yaptığınız kanalda (mağaza, online, pazar, telefonla sipariş vb.) değişim oldu mu? Cevabınız evetse, nasıl bir değişim oldu?
5. Pandemi sürecinde marka tercihinizde değişim oldu mu? Cevabınız evetse, nasıl bir değişim oldu?
6. Pandemi sürecinde ürün tercihlerinizde değişim oldu mu? Cevabınız evetse, nasıl bir değişim oldu?
7. Pandemi sürecinin uzaması halinde olası bir ekonomik daralmada, tüketiminizde ne tür değişiklikler öngörüyorsunuz?
8. Bu yıl içerisinde ev, araba almayı planlıyor musunuz?

9. Bu yaz tatil planınız var mı?

10. COVID-19 salgının bütçeniz üzerindeki etkisini değerlendirir misiniz?

11. Pandemi döneminde işinizi kaybettiniz mi veya gelirinizde bir azalma oldu mu?

- Yaşınız:
- Cinsiyetiniz:
- Eğitim Durumunuz:
- Mesleğiniz:
- Aylık Geliriniz:



APPENDIX-2, Interview Questions in English

1. Did your consumption habits change during the pandemic period? If yes, what kind of changes happened?
2. Did your shopping frequency change during the pandemic period? If yes, what kind of change happened?
3. Did your sensitivity to product prices change during the pandemic period? If yes, what kind of change happened?
4. Has there been a change in the channel (store, online, market, phone order etc.) where you shop during the pandemic period? If yes, what kind of change happened?
5. Did your brand preference change during the pandemic period? If yes, what kind of change happened?
6. Did your product preference change during the pandemic period? If yes, what kind of change happened?
7. What kind of change do you foresee in your consumption in a possible economic contraction if the pandemic period is prolonged?
8. Do you plan to buy a house or a car this year?
9. Do you have a vacation plan for this summer?
10. Can you evaluate the effects of COVID-19 epidemic on your budget?
11. Did you lose your job or have a decrease in your income during the pandemic period?

