

Online Shopping Behavior of Gen Z Consumers During the COVID-19 Pandemic

Aybegüm Güngördü Belbağ

Associate Professor, Bartın University
Bartın, Türkiye

Abstract

This study aims to examine online shopping behavior during the pandemic in the emerging market, Turkey. The current study benefits from thematic analysis and the stimulus-organism-response model. In-depth interviews with Gen Z consumers were carried out to collect qualitative data. Findings show that shopping from online stores during the pandemic (response) is affected by stimulus (retailers' precautions, crowding, product category) and the organism (pandemic experience, perceived benefits of online shopping, perceived risks of online shopping, past experiences of online shopping, the perceived threat of COVID-19).

Keywords: pandemic, online sales, e-commerce, qualitative study, stimulus-organism-response model.