Duygun, A. ve Şen, E. (2020). Evaluation of Consumer Purchasing Behaviors in the COVID-19 Pandemic Period in the Context of Maslow’s Hierarchy of Needs, *Pazarlama Teorisi ve Uygulamaları Dergisi*, 6 (1), 45-68.

Evaluation of Consumer Purchasing Behaviors in the COVID-19 Pandemic Period in the Context of Maslow's Hierarchy of Needs

Adnan DUYGUN[1]

Erdal ŞEN[2]

Abstract

Although consumers show certain purchasing behaviors in their normal daily lives depending on certain purchasing motivations in general, they may display different purchasing behaviors depending on different purchasing motivations in unexpected, unpredictable or unusual situations. Based on this point, in this study; in the new type of coronavirus COVID-19 pandemic, it is aimed to analyze the purchasing behavior of consumers based on Maslow's hierarchy of needs theory. In the study, firstly, Maslow's theory of needs hierarchy is given. Then, important researches and reports in the world and in Turkey during the COVID-19 pandemic were mentioned. Finally; based on researches and reports on consumer purchasing behaviors, consumer purchasing motivation steps, which are predicted to include consumer purchasing behaviors according to Maslow's hierarchy, were emphasized.

Keywords: COVID-19, Pandemic, Consumer Purchasing Behavior, Hierarchy of Needs.

[1]**Sorumlu Yazar/Corresponding Author:** Assist. Prof. Dr., İstanbul Gelişim University, Faculty of Economics, Administrative and Social Sciences, aduygun@gelisim.edu.tr, https://orcid.org/0000-0003-4026-4054

[2]Assoc. Prof. Dr., İstanbul Aydın University, Faculty of Economics and Administrative Sciences, sen@senizm.com, erdals@aydin.edu.tr, https://orcid.org/0000-0003-1179-7214

Makale Türü / Paper Type: Derleme Makale / Review Paper

Makale Geliş Tarihi / Received: 11/05/2020

Makale Kabul Tarihi / Accepted: 03/06/2020

COVID-19 Pandemisi Döneminde Tüketici Satın Alma Davranışlarının Maslow'un İhtiyaçlar Hiyerarşisi Kuramı Bağlamında Değerlendirilmesi

Öz

Tüketiciler her ne kadar normal gündelik yaşamlarında, genel olarak belli satın alma motivasyonlarına bağlı olarak belli satın alma davranışları gösterseler de beklenmeyen, öngörülemeyen ya da olağandışı durumlarda farklı satın alma motivasyonlarına bağlı olarak farklı satın alma davranışları gösterebilmektedirler. Bu noktadan hareketle ortaya koyulan bu çalışmada; yeni tip koronavirüs COVID-19 pandemisinde tüketicilerin satın alma davranışlarının Maslow'un ihtiyaçlar hiyerarşisi kuramı bazında incelenmesi amaçlanmaktadır. Çalışmada öncelikle, Maslow'un ihtiyaçlar hiyerarşisi kuramına yer verilmiştir. Ardından, COVID-19 pandemisi sırasında dünyada ve Türkiye'de yapılan önemli araştırmalara ve raporlara değinilmiştir. Son olarak; tüketici satın alma davranışları ile ilgili araştırmalar ve raporlar baz alınarak, Maslow'un ihtiyaçlar hiyerarşisine göre tüketici satın alma davranışlarının yer aldığı öngürülen, tüketici satın alma motivasyonu basamakları üzerinde durulmuştur.

Anahtar kelimeler: COVID-19, Pandemi, Tüketici Satın Alma Davranışı, İhtiyaçlar Hiyerarşisi.

INTRODUCTION

Today, companies operating in developing markets face a number of problems, especially in turbulence, complex and variable climates. There are some challenging factors such as political, environmental, social, technological, economic, and legal that are compelling companies to adapt to complex and changing contexts. Despite all these challenges, firms must adapt to the changing climates and develop new marketing strategies to survive and deal with rapidly changing conditions. Firms can maintain their existence by predicting the dynamic purchasing behavior of customers and developing proactive marketing strategies (Akkaya and Tabak, 2017: 119; Akkaya, 2020: 390). Thus, they can predict consumer behavior in a competitive context and manage them sustainably. The perception and consequently purchasing behaviors of the consumers cover cognitive and emotional processes based on needs and demands. Scientific identification, measurement, and management of this continuum lead up to strategic applications of marketing activities (Şen, 2020: 180; Darıcı, 2020: 60). In this context, it is necessary to determine the consumer's demands and needs and accordingly execute the management of the variables that affect the purchasing behavior based on their motivations.

At this point of view, the determination of the needs and demands is vital. Individuals must consume in order to survive. However, with these consumption habits, it is observed that some differences arise with the change and transformation of the society structure in which individuals live. Originating from the traditional society where fulfilling basic needs is prior, comes the modern-days where certain demands started to turn into needs. Especially, technological progress has increased both on the production level and within the product range. This situation revealed the contradiction of whether a consumer good is a need or a demand (Bakırtaş and Demirhan 2015: 71).

While the need is expressed as necessity, vital, requisition for anything, the concept of demand is defined as "the tendency towards something, desire, enthusiasm" and "the longing for the object or circumstance thought to meet a certain deficiency" (TDK Dictionaries, 2020). In today's world; the fact that the demands are perceived as needs or that some demands can be interpreted in the status of need, especially in the context of "consumption culture", is of great importance within the scope of "New Normal" concepts that are being questioned during the COVID-19 pandemic crisis and are likely to be discussed after the crisis.

The main value that is aimed to be presented in the study is the effort to reflect consumer behavior after March 11, 2020, the date of the pandemic crisis announcement, which is the global beginning of the COVID-19 crisis (World Health Organization, 2020). However, with the initial phase of the crisis, it is presented as an important research subject that is in different parts of the world, in different consumer mass structures and within different stages of the pandemic crisis.

MASLOW'S THEORY OF HIERARCHY OF NEEDS

One of the most remarkable theories about motivation belongs to Abraham Harold Maslow (Latif, 2018: 576). According to the motivation theory put forward by

Maslow in 1943, he claimed that there is a "hierarchy of needs" based on existence, which can be expressed as the achievement of goals within individuals (Güzel and Barakazı, 2018: 1002).

According to this theory, the needs of individuals are in steps, levels or grades. In order to go to the next level, step or grade, the needs of a lower level, step or grade needs to be met (Kula and Çakar, 2015: 194; Güzel and Barakazı, 2018: 1002; Gökçe, 2011: 329; Tekke, 2019: 1705; Henden Şolt, 2018: 218; Parıltı, 1999: 270).

According to Maslow's theory of needs hierarchy, these five steps are listed as follows (See Figure 1): Physiological needs, Safety needs, Belonging and love needs, Respect or respectability needs and Self-actualization needs (Maslow, 1943: 372-382; Maslow, 1954: 35-46; Kula and Çakar, 2015: 195; Ertürk and Kıyak, 2011: 138; Seker, 2014: 43; Yağbasan and Şener, 2019: 140).

Figure 1. Maslow's Hierarchy of Needs

(Source: McLeod, 2020)

"Physiological Needs" in Maslow's Hierarchy of Needs are biological requirements for human survival. Examples of physiological needs are air, food, beverage, shelter, clothing, warmth, sex, sleep, and excretion. Without the satisfaction of these requirements, the human body cannot functionally exist. Maslow accepts physiological needs as the most important needs and unless the needs at this level are met, he assumes that all other needs become secondary (Maslow, 1954: 35-38).

After meeting the physiological needs of the individual in the first step, the second step in the hierarchy of needs is "Safety Needs". According to Maslow, people want to live in order, predictability, and control in their lives. These needs can be met by the family and society. Police, schools, work and medical care, emotional security, financial security (e.g. employment, social welfare), law and order, relief from fear, social stability, property, health and welfare (eg safety against accidents and injury) can be given as examples for needs in second step (Maslow, 1954: 39-43).

After the needs of physiological in the first step and safety in the second step, feelings of belonging and love emerge, which is the third level of human needs. Maslow argues that the need for interpersonal relationships will motivate behavior. Examples of belonging and love, friendship, sincerity, trust and acceptance, giving and receiving love and affection, membership, being part of a group (family, friends, work) can be given as examples (Maslow, 1954: 43-44).

The fourth step in the Hierarchy of Needs is the need for respect. Respect needs are divided into two categories by Maslow. Self-esteem (respectability, success, mastery, independence) in the first category and desire for respect from others (eg status, prestige) in the second category. Maslow states that the need for respect and respectability is the most important need for children and adolescents and precedes true self-image or dignity (Maslow, 1954: 45-46).

Self-actualization needs mean that a person is seeking his personal development and the highest experiences, unlocking his/her potential, realizing himself/herself. Abraham Maslow defines the highest level of the hierarchy of needs as the desire for the individual to be the best he/she can be, the desire to accomplish everything possible and to be as high as possible, and points out that the obvious emergence of these needs usually occur after the needs of physiological, safety, love and respect are met (Maslow, 1954: 46).

EXAMPLES OF RESEARCHES AND REPORTS ABOUT CONSUMER PURCHASING BEHAVIORS AFTER THE BEGINNING OF COVID-19 OUTBREAK

In this section, with the beginning of the COVID-19 outbreak, researches and reports on the purchasing behaviors of the consumers are emphasized. First, examples from the world are given, then the examples in Turkey are included.

The COVID-19 Researches and Reports: The Cases From The World

Since the news of the emergence of the novel Coronavirus COVID-19 began to be heard in the world; a wide range of changes occurred in the individual, social, and business life. The data on the change of consumer behavior in different parts of the World, took a very important place as short-term indicators of the period. Table 1 lists the results of researches or reports on consumer behavior in different parts of the world. According to the researches or reports the findings and results are also mentioned.

Table 1. Findings and Results of The Researches or Reports About COVID-19 from The World

Research or Report	Findings – Results
Nielsen (Meyer, 2020)	- Sales of products such as hygienic and medical masks increased by more than 300%. - Growth of products such as milk and milk substitutes (especially oat milk) with a long shelf life is more than 300% in dollar basis. - As people increase their time in their homes, it's no surprise that the usage of digital services like Netflix, Amazon, Hulu, and Disney + has increased as well. - At the same time; in addition to the obvious sectors such as entertainment, restaurants, and travel, one of the sectors that are expected to suffer significant losses is the luxury goods industry. - In addition to this information and comments in the same report, multi-channel vendors, such as large stores such as Macy's and JCPenney, and large chains such as Abercrombie Fitch and Nike, have also decided to close their physical stores as people are not interested in shopping for clothes at this time. - Although the data presented in this report may show similarities in many regions of the world, the prediction that there will be a contraction in the luxury goods industry provides a basis that should be observed, measured and discussed.
Contentserve (Murillo-Vargas, 2020)	- During the occurrence of this pandemic, older generations are considering online shopping as a valid and safe option to purchase their groceries. - Were there similar changes in other product categories? Restricted living conditions for many consumers caused an increase in popularity in certain areas, especially entertainment and media itself. This claim is not surprising, considering that the amount of content watched by people who stay home increased by 60%. In the US, the internet traffic used by video games and the video games themselves have seen a 75% increase with all these imposed restrictions. However, certain fields did not see such an increase in traffic in purchases, especially travel sites.
Nielsen (The Nielsen Company, 2020)	- **Market Sensitivity** - Sensitivity around the pandemic - Changes to lifestyle, shopping, social and entertainment activities - New normal behavior - **Categories on Demand**

	- Effect on food drinks, personal care and health products consumption - Impact length (short, medium or long term) - Brand change tendency - Results synthesized using sales trend data (RMS data) - **<u>E-commerce Ecosystem</u>** - Change in shopping behavior (online and offline) - Online channels to buy products - Intention to shop online in the next 6 months by category - **<u>Travel Behavior</u>** - Travel behavior in the next 6 months - Impact on leisure and business travel - Changes to summer vacation plans and destinations - **"Impact of COVID-19 on Consumer Behavior, A Global Survey of Consumer Sentiment and Behavior During The Pandemic"** - **Methodology:** Online surveys in most countries (CATI in a few) - **Sample Size:** n=500 up to n=1.000 depending on country - **Target Sample:** Country representative adults, male/female, 18 + years old.
The Drum (King, 2020)	- For China, the e-commerce advertising budget is predicted to grow by 17.7% and social media spending by 22.2%, however, prediction for annual advertising growth rates fall to 3.9% from 7% in 2020. - All of this seems to cause a change in consumer behavior, making them switch to buying online products instead of offline. Furthermore, as people spend more time in their homes, it is also seen that the brands switch to an online environment from offline space as a response and it is seen that 14% of the brands report this course of action. - The same piece of research also states the following: "Exponential growth with e-commerce platforms had already been seen, especially in FMCG, seeing a growth of seven times faster than the entire sector in 2019 in China for spending rates; an accelerating trend with the COVID-19 outbreak."
Business Insider Intelligence and eMarketer Analysts (King, 2020)	- Business Insider and Intelligence eMarketer Analysts also painted a similar Picture in March 2020, as the consumers avoid physical stores, a rise in e-commerce is expected. The data they have shows that 74.6% of US internet users will likely be avoiding shopping centers and malls as the coronavirus outbreak gets worse and more than half of them avoid shops by all means.
Ipsos MORI (King, 2020)	- Ipsos MORI conducted a new study from Mid-March 2020, revealing that 50% of Chinese and 31% of Italian consumers say that they now use e-commerce in a more frequent manner. On the contrary, only 18% of UK respondents claim that they would be using online stores more frequently and an amount close to half states that "no change" occurred in their e-commerce habits. However, since the UK is now also in lockdown, these statistics will likely to change in a significant manner, expected to be trending similar to how it is in other counties with higher COVID-19 issues.
China Beats (2020)	- While this crisis did not cause a reduction in expenditures, the buying habits of consumers changed. Chinese consumers switched to e-commerce from offline activities, bringing a huge relief to the economy and setting the course for a rapid recovery (Figure 2).

Figure 2. Demand Decreased and Increased Due to Epidemic
(Source: China Beats, 2020)

McKinsey & Company (Ho et al., 2020)	- During COVID-19, consumption of discretionary categories was more heavily affected. - **<u>Question: How has the coronavirus situation impacted your family's overall consumption in the following categories?</u>** - Makeup - Skincare - Snacks - Alcohol - Personal care - Fresh food - Home cleaning (Figure 3).

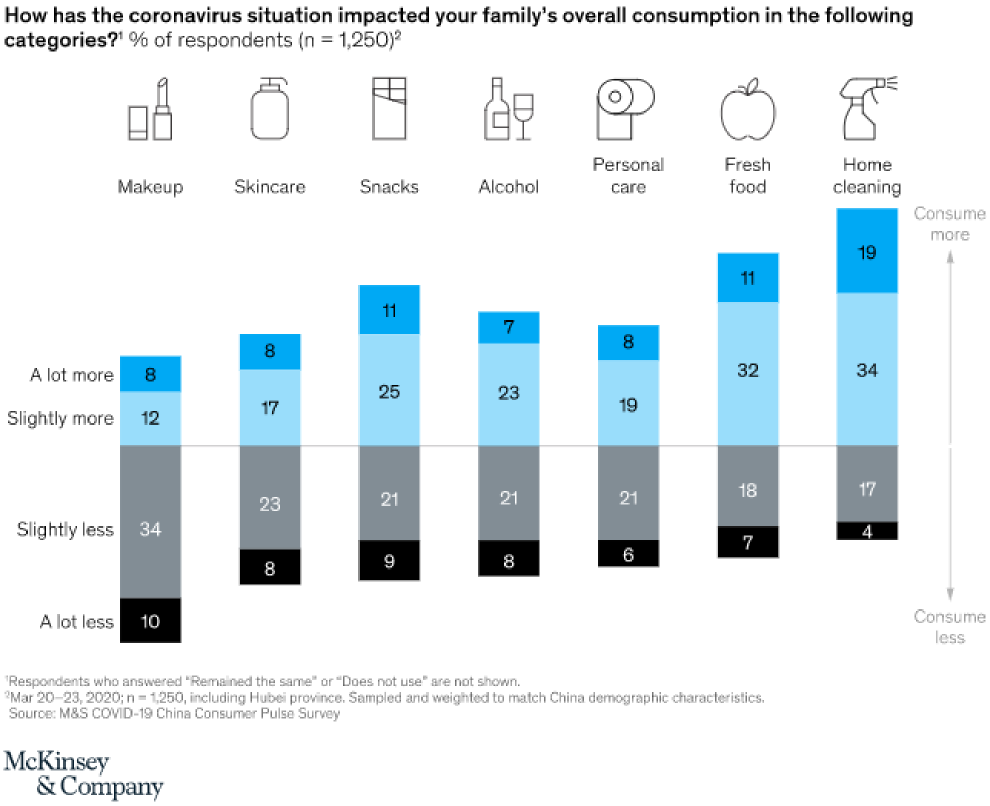
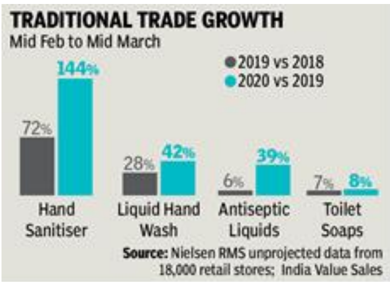


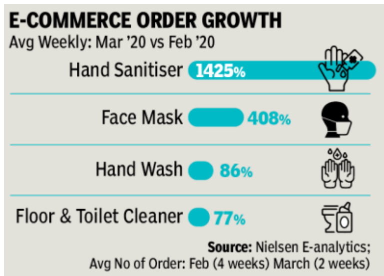
Figure 3. Family's Overall Consumption During COVID-19 in China
(Source: Ho et al., 2020)

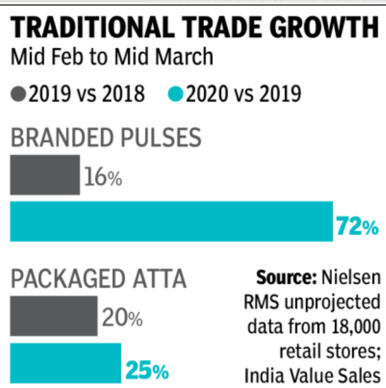
Valassis (Berthiaume, 2020)	- A marketing technology and consumer engagement firm Valassis, conducted a survey on 1000 US adult consumers during the week of March 16. Half of the respondents reported a change in their online shopping behavior during COVID-19 (coronavirus) pandemic. This figure includes two diverse figures, one who shops 42% more online and 8% who shops less online. - Amongst 10 respondents, one of them have tried buy-online-pickup-in-store (BOPIS) for the first time, 13% started using it more frequently. Three amongst 10 of the respondents stated that they haven't used BOPIS yet, but they may consider it. - Social media usage during the pandemic for a majority of consumers (nearly half, 46%) has also changed. The respondents stated that they use social media more by thirty-nine percent (39%) and seven percent (7%) claimed that they use it less. - Usage of delivery services has also increased for some consumers during this pandemic. Fourteen percent (14%) of respondents have used grocery delivery services for the first time, thirteen percent (13%) had an increase in the frequency in which they use such services. Thirty-two percent (32%) have not used the grocery delivery services yet but they would consider it. - As for restaurant delivery services, ten percent (10%) of the respondents have used them for the first time, fourteen percent (14%) had an increase in the frequency in which they use such services. Twenty-seven percent (27%) haven't used restaurant delivery services yet but they would consider it. - In terms of restaurant carry-out, a quick glimpse at how consumer behavior is affected from the pandemic shows the following percentages: twelve percent (12%) of respondents have ordered carry-out from a restaurant for the first time, while nineteen percent (19%) had an increase in the frequency in which they use such services. More than one in five (22%) amongst the respondents have not ordered a carry-out yet, but they would consider it. - While brand loyalty isn't completely harmed during the coronavirus pandemic, results clearly indicate that certain buying behaviors have changed. Close to half (48%) of respondents still prefer to purchase the same brands they always did, while twenty-one percent (21%) of the respondents prefer a mix of their usual brands, also choosing some of the new brands. - Moreover, thirteen percent (13%) of the respondents are trying to discover new brands while nineteen percent (19%) have slightly lost their sense of brand loyalty, purchasing whatever brand is available. The brands that go out of their way to deliver relevant and timely information are appreciated by a majority of respondents (87%) during the coronavirus pandemic. Within this percentage, forty-six percent (46%) gave the "strongly agree" answer while forty-one percent (41%) said "I somewhat agree". - In the future, just over half of respondents expect a change in their shopping behaviors into the new as part of their routine, as forty-eight (48%) of the respondents won't be adopting new shopping behaviors after the pandemic threat is over.
Nielsen Brandbank (Dunning, 2020)	- It is extremely vital to have a complete view of the Marketplace as COVID-19 becomes a global pandemic and consumers are adapting to new shopping behaviors. Nielsen has also conducted some research showing the full impact of COVID-19 on the UK FMCG Industry from the week ending the 21st March 2020. - UK shoppers spent £3.2 billion on groceries, increasing the sales up to 43.1% in just this one week – just a bit behind in comparison with the total amount of shoppers spent during the peak Christmas

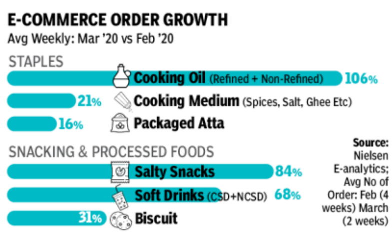
	week of 21st December 2019 (£3.4 billion). As we all know, the Christmas event happens once every year, forcing the industry to prepare a supply chain perspective during the holiday season, however, the reaction to COVID-19 was unexpected and it was impossible to plan for it. - For the week ending 15th of March 2020, considering the sale trends of other European countries that entered quarantine ahead of the UK, we can see that the sales increased by 26% in France, 28% in Germany, 31% in Italy and a significant 71% in Spain. It is also within predictions that, in the coming weeks, the UK will also experience a similar growth as the country begins quarantine. - **<u>Preparing for quarantine</u>** - In terms of preparation for quarantine living, this week has probably been the peak in stockpiling as shoppers continue to purchase fundamental items to prepare. Even though many of the cupboards were already well-stocked, the government's recent announcements triggered this kind of reaction from the consumers and the research shows that the sales of ambient grocery were up by 104%, frozen food up by 84%. - The sales of beer, wine, and spirits also experienced a surge during the lockdowns, especially after the announcement of the closure of pubs and restaurants – up to 67% over this time last year, which was no surprise. This is a perfect example of how consumers change their purchasing behavior as COVID-19 progresses, consumers are purchasing additional items to maintain their desired lifestyle, not for just survival. - Nielsen research shows how shoppers prepare for the quarantine, showing that quick and easy meals tops the list, considering many shoppers were juggling work and childcare, As an example to this, the following can be stated; canned pasta sales increased by 226%, ambient noodles increased by 167%, pot noddle snacks increase by 150%. Sales for essential elements such as medicines, bath and shower products, and facial wipes have also increased. - As this behavior causes an increase in the sales in a rapid manner, supermarkets reduce the range of what is available on the shelf, creating more space for Essentials, which helps shoppers in and out of the store safely while also utilizing social distancing.
LRW (Lieberman Research Worlwide) (DeCamp, 2020)	- **For the past three weeks (through March 22, 2020) information collected from 44.005 respondents and a dozen of tracker in the US present the following findings:** - Between the week ending March 8 and the one ending March 22, consumers who had a "change in their consumer behavior in response to COVID-19 ("Coronavirus") has more than doubled in number, from 37% to 78%. - Amongst the discussed behavioral changes, the biggest ones are out-of-town travel by plane or car (50%), public transportation usage (46%), and going out to bars or restaurants (46%) in the week ending March 22. - Consumer behavior has been affected: in the week ending March 22, online shopping increased by 25%, buying "non-essentials" decreased by 52% and in-store shopping declined by 64%.
Criteo (Pruett, 2020)	- According to Criteo research, as the circumstances keep evolving each day, more than half (52%) of Americans state that online shopping appeals to them more for the next two weeks as a result of COVID-19 and fifty-one percent (51%) state that they will be buying more groceries online.

<table>
<tr>
<td></td>
<td>
- **<u>Our data indicate the following</u>:**
- Grocery sales are increasing. Purchases of shelf-stable grocery items in the US have increased significantly in the last few days, this includes Rice (+432%), Flour (+423%), Canned & Jarred Vegetables (+337%), Canned & Prepared Beans (+433%), and Canned & Dry Milk (+378%), in comparison with the first four weeks of January.
- In Southern Europe, sales of medical supplies are soaring. In Italy, to take good care of themselves on February 25th with the partial lockdown, people made preparations. Medical Supply sales increased by +286% in early March. After a country-wide quarantine measure taken by France, sales of medical supplies even surpassed the sales of food products in early March, rising almost +600%.
- Non-perishable milk and fruit are preferred mostly by the United Kingdom. Sales of Canned & Dry Milk increased rapidly, more than 350%, while Canned & Jarred Fruits were up by +297% and flour sales skyrocketed to +623% compared to last week in the UK.
- On the Fashion&Luxury category, online transactions remain still above 2019. Fashion&Luxury category – including products such as designer clothes, watches, jewelry, and handbags – had an increase in online transactions compared to 2019, ever since the start of year. The growth trend in January 2020 has not lost its severity, despite worsening conditions with the COVID-19 outbreak in the US.
- High sales can also be seen for home furnishing products. Since offices are mostly closed and the employees are mostly working from home during the outbreak, the outfitting choice of many individuals has switched to clothes that allow them to work comfortably and efficiently. In the US, sales of home improvement, gardening, and interior design products—products such as office furniture, lamps, and area rugs – have also seen an increase of 13% in early March and continues to go up by 8% last week, compared to January 2019.
</td>
</tr>
<tr>
<td>Nielsen (2020)</td>
<td>









</td>
</tr>
</table>

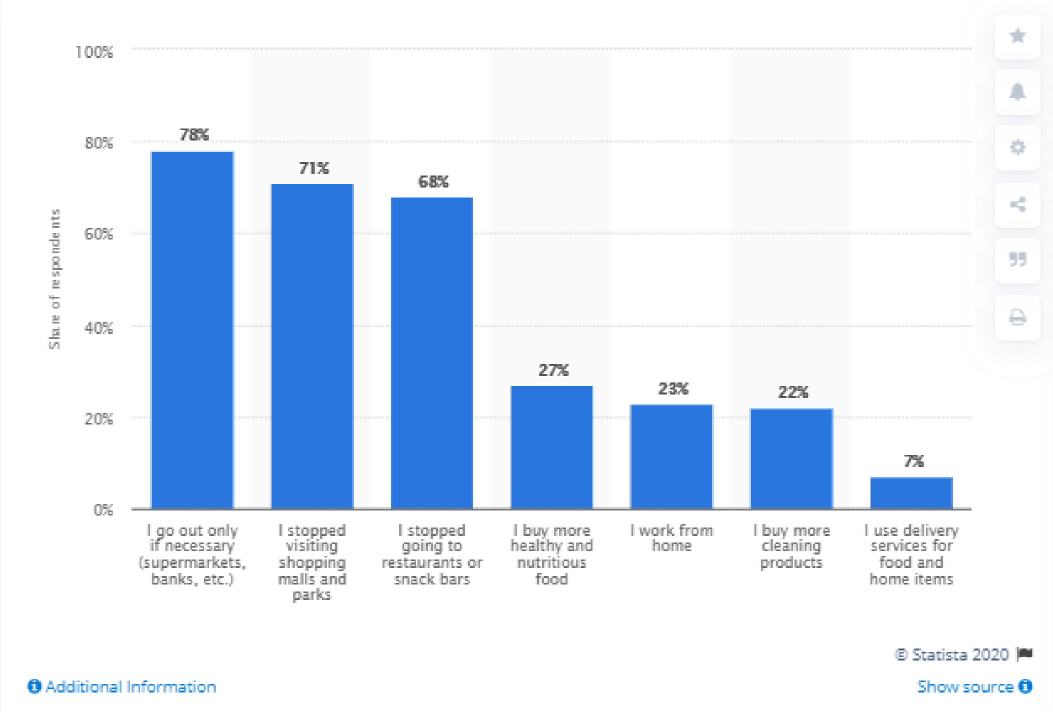
<table>
<tr>
<td>Statista (Statista Research Department, 2020)</td>
<td>
- A survey conducted in March 2020 in Brazil indicates that 78 percent of respondents only leave their homes if it is necessary, like buying food or going to the bank. Furthermore, amongst ten respondents, seven of them stated that they would stop going to the mall or to parks, whereas 68% no longer consume food in restaurants or snack bars. As for shopping behavior, 27% of the respondents state that they obtained more healthy and nutritious food than usual and 22% of the respondents claim to be buying more cleaning products (Figure 4).
- **Release date:** March 2020
- **Region:** Brazil
- **Survey time period:** March 13 to 16, 2020
- **Number of respondents:** 500 respondents
- **Age group:** 18 years and older
- **Method of interview:** Online panel
</td>
</tr>
<tr>
<td colspan="2">


Figure 4. In March 2020, Consumer Behavior change due to coronavirus COVID-19 outbreak in Brazil
(Source: Statista Research Department, 2020)
</td>
</tr>
<tr>
<td>Sagaci Research (2020)</td>
<td>
- Compared to the rest of the World, internet retail was much slower to establish itself in Africa. Many traditional retailers in Africa claimed the Internet retail as irrelevant, or in some cases, a necessary evil, while most of the e-commerce establishments had difficulties due to logistical challenges and consumer wariness.
- Today, those days are behind us, traditional (brick and mortar) retailers also see e-commerce space as a viable option to establish themselves. Kenya is one of the most evident examples of this, considering Tusky's, as one of the largest supermarket chains in the country, applying a bare-bones e-commerce strategy during late March and its rival, Naivas, also providing free deliveries on online orders of USD10 or more.
</td>
</tr>
</table>

The COVID-19 Researches and Reports: The Cases From Turkey

The date of the first COVID-19 case in Turkey was announced by The Minister of Health on his official Twitter account at March 11, 2020 (Koca, 2020). According to the researches and reports; the findings and results for the Turkish consumers market are given below (Table 2).

Table 2. Findings and Results of The Researches or Reports About COVID-19 from Turkey

Research or Report	Findings – Results
(Meral, 2020)	- **The figures given below are the figures obtained as a result of interviews with the main statistics and e-commerce site owners:** - When we look at the last 30 days (March 2020) figures in the e-commerce sector, it was stated that there was a 25% increase. However, it is said that there are serious changes in the product categories sold. - Sales of hygiene products increased 2 times. As an example of these hygiene products; detergent, soap, disinfectant, gloves, mask, toilet paper, and cologne. Especially the announcements about soap, disinfectant and cologne increased the sales of these products very much. - It was stated that sales of virtual markets increased by 60%. - Sales of hobby products were also positively affected. Puzzle sales increased by 65% and book sales increased by 25%. - Herbal product sales increased by 45% and vitamin C sales increased by 85%. - On the other hand, an average increase of 10% was recorded in sports products. - In the clothing industry, sales dropped by 25%. - In the tourism sector, there has been a decrease of 80% in reservations. - When technological product sales are analyzed, a decrease of up to 40% has been observed.
Pazarlamasyon Prime (Pazarlamasyon Prime, 2020)	- Pazarlamasyon Prime has published a report related to a study conducted with 3900 participants in the business world. According to the results, which are in line with the fastest consumption data of the IPSOS Household Consumption Panel in March 2020, the products purchased, starting from the most purchased product; cologne, disinfectant, vitamins, gloves, masks and other.
Insider (Ulukan, 2020)	- Insider has prepared a report on the Coronavirus outbreak according to the information received from 626 web pages from global partners that compares sectoral changes in different regions between 2018, 2019, and 2020 for the dates between February 1 - February 27, and March 1 - March 27. - Google searches of Coronavirus that begin at 22th of January shows its main effect in Turkey by peaking on 11 March and beyond. Coronavirus Google search trends are followed with similar trends on mask, cologne, and pasta searches. In search

	of cologne and pasta, there is a 200 percent increase in search records and 300 percent in red meat searches. - 3 times increase in the media sector: The number of sessions held in the world in the past 2018 and 2019 is increasing in the transition from February to March. In 2020, the number of sessions is experiencing a sharp decline in the automotive and travel industry, remains the same in the retail industry, and experiences a 3x increasing trend compared to the past two years in the media sector. - The increase in the retail sector: From February to March 2020, while the number of retail sessions in Asia Pacific, Middle East & North Africa, Australia, and Europe was lower than 2019; Turkey shows an increase in the number of these sessions. This increase is less than the increase experienced in 2019; more than the increase experienced in 2018. The number of sessions in the fashion retailer falls from February 2020 to March in all regions. - For the fashion retailing sector: while the number of sessions fell in all regions from February 2020 to March; conversion rates are increasing in all regions. - For the travel sector: a drop of forty-five percent (45%) has been experienced. - For the automotive sector: a drop of twenty-one (21%) has been experienced.
The Interbank Card Center (Önemli, 2020)	- We asked the important players of the sector, Migros Virtual Market, Getir, Banabi, and İstegelsin, the effects of the coronavirus period on online market shopping. - According to the data of BKM (Interbank Card Center), the comparison of online shopping numbers between 1-22 February and 1-22 March in our country, the market-food category is increased by 32%. - **Migros Virtual Market - Most ordered products** - Fruit - vegetables, Turkish coffee, mineral water, milk, water, wet wipes, pasta, bread, eggs, flour, and rice. - **Getir - Most ordered products** - Water, pasta, rice, pulses, canned foods, flour, soap and cologne. - **Banabi - Most ordered products** - "Basic Food - sugar, vinegar, canned and frozen food", - "Fruit & Vegetable", - "Home Care - bleach, garbage bag and toilet paper" and - "Personal Care - mask, cologne, soap and hand creams". - **İstegelsin - Most ordered products** - Cleaning and hygiene materials, groceries, fresh fruits and vegetables, especially orange, grapefruit, lemon, box games and playing cards, frozen vegan products, frozen pita and lahmacun (a pizza with spicy meat filling)

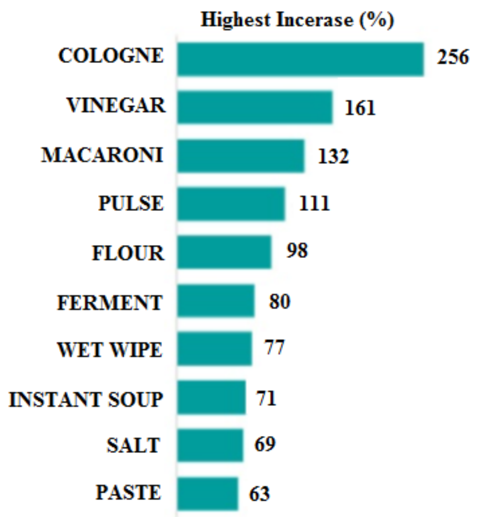
<table>
<tr>
<td>Ipsos (Üçhisarlı, 2020)</td>
<td>


Figure 5. The Most Increasing Categories of The Household Consumption
(Source: Üçhisarlı, 2020)
- The number of records transmitted from digital households, which are members of the Ipsos Household Consumption Panel, increased by 21 percent on 11-17 March compared to the previous week.
- Among the most increasing categories, Cologne and Vinegar are among the products used to protect and disinfect one's self from the virus. Then there is an increase in products such as pasta, groceries, and flour that can be stocked from food products at home (Figure 5).
</td>
</tr>
</table>

In general, although the data do not appear similar numerically or proportionally, In the COVID-19 pandemic crisis, it is possible to say that the products related to consumption habits increase or decrease both in the world and in our country in a similar or parallel manner.

CONCLUSION AND SUGGESTIONS

In recent years, especially revolutionary changes and transformations in information, communication, and production technologies, techniques, and methods have caused dramatic differences in the forms of production and consumption. High interaction level and speed of the information and communication World has led up to the "re-emergence" of systems, structures, and processes. The results of these interactions emerge in different fields with their economic, political, technological, social, cultural, military, diplomatic, and legal dimensions. The consequences of revolutionary change and transformation in all forms of production and consumption with cyber-physical systems continued to be monitored, especially as of the mid-1990s, the inclusion of internet and mobile communication in daily life, and the use of technology got involved more intensively in production and consumption. High amount of interaction increased the mobility of information, people, products, services, brands, and the World and the phrase is also known as “Global Village” expressed by Marshall McLuhan in the year 1964 within his academic article “Understanding Media” was added to the academic literature (Şen and Batı, 2020: 73).

Defining and measuring the satisfaction process of the individual's needs has great importance in the fields of management and marketing as a motivation theory. Both the planning, evaluation and realization of individuals in the administrative processes in the institutional and political context in the production processes as well as the measurement and analysis of their perception and behavior as a consumer and the management of all these processes have an important place in business life and social life.

All production and consumption interactions gain meaning starting from the physiological needs of the individual to the stage of self-realization. In this context, both scientific and sectoral studies in today's world examine the complex relationships and interactions of many related variables in detail. However, the period that started with the New Type Coronavirus COVID-19 pandemic, which started in the last days of 2019 in Wuhan city of Hubei province of China, has allegedly affected the world in a short time, has reformed many functions of many variables that are worth studying which had been studied beforehand. Since the first days of this pandemic, many data such as virus identification, spreading rate, contamination, and loss of life rates have been tried to be defined by all the communication channels of the global public and scientific literature in the field of health. Uncertainty and fear, which have been observed and measured since the first days of the pandemic, have brought about “highly interactive” data and information exchange in mass communication channels and on the internet and social media channels.

Database management, customer relationship management (CRM) software and mobile technology facilities have created instant solutions and applications. Today, Artificial Intelligence (AI), Blockchain Technology, Internet of Things (IoT), Augmented reality, robotics, Big Data, and all database management programs and technologies are changing and transforming the basic production and consumption systems.

In the COVID-19 period, determining how consumer behavior has changed and transformed until today and determining the main motivators underlying this change has been vital for understanding and analyzing today.

Motivation theory put forward by Abraham Harold Maslow in 1943 involves the identification of individuals in the context of needs, information and communication technologies, which have started to gain more and more importance in daily life, especially in the mid-1990s, and all the innovations that emerged within this framework have caused revolutionary results in the field of information and communication. The systems and structures that are used today, mainly the internet, and which are based on data and information, have revealed huge changes in the fields of production, consumption, communication, etc. in comparison with the past.

In the studies conducted after the COVID-19 pandemic crisis started, the order and importance of meeting the needs of the consumers can be seen clearly. In this period, based on the researches and reports in Table 1 and Table 2, when consumption form and behavior is evaluated within the context of Maslow's hierarchy, the primary step is the observation that “Physiological Needs” such as air, food, beverage, shelter, clothing, temperature are tried to be satisfied. In addition to this, “Security Needs”, which is the second step in the requirements hierarchy, also stands out in the global health crisis. Within the framework of order, predictability and living within control, needs such as police, schools, work and medical care, emotional security, financial security (e.g. employment, social welfare), law and order, relief from fear, social stability, property, health and welfare are also felt at different levels. In addition, as a more effective example of the “Security Needs”, in the US, gun and ammunition sales have increased during the COVID-19 pandemic (GHN Staff, 2020). Roughly, 2.6 million guns were sold in the US in March 2020. Compared with the last year, there is an 85% increase.

During the COVID-19 pandemic, most of the people who bought guns in the US are reported that they have purchased guns for the first time (Schwartz, 2020).

For reasons such as isolation and quarantine practices, state of emergency, and taking drastic measures by governments were implemented and as a result, schools, cafes, restaurants, artistic cultural events, sports events, many social and business life activities that require face to face interactions have been halted. Physical proximity and contact among people in social areas have been reduced within the scope of personal distance rules due to virus protection and hygiene. Many new working and learning systems, such as Distance Working, Distance Learning, and Online Conference Interviews, have begun to adapt to work and education life at a very high pace. In addition, consumers' cash use has been replaced by credit cards, even contactless transactions, transforming into online shopping preferences. Such constraints hinder the transition to the third step "Love and Belonging Needs" in Maslow's Hierachy of Needs.

In the COVID-19 pandemic crisis isolation period, with the proliferation of distance work and distance learning, new searches began to be observed in lifestyles. When the consumer who worked from home was looking for a detached house due to the pandemic, prices flew. The price of the detached house for sale increased by an average of 25% and 18% for the rental. Search for garden houses in search engines increased by 252% (Milliyet, 2020; NTV, 2020).

In addition to hobbies and leisure activities done in homes, a serious number of people tend to deal with the maintenance and renovation of their homes. Thereby, a radical increase in the time spent at homemade market and hardware spending increased (Tepav, 2020: 2).

According to Ritz (2020), the eight ways retail will shift after COVID-19: "Smaller retail footprints, Mixed retailing and services, The ongoing growth of ethical retailing, Collaborations, Mature digital customers, A deeper understanding of supply chains, Room for smaller retailers and boutiques, A renter's market".

The basic classification within the scope of the "hierarchy of needs", which Maslow claims to be within the individuals and on the basis of their existence, and thus expresses the achievement of their targeted needs, still remains valid today, however, it may be necessary to redefine the individual affected by many changes and transformations in the long term after the COVID-19 pandemic crisis and re-interpret the hierarchy of needs in this post-crisis period.

It's possible that in the coming period, social distance implementation and security measures may be the "New Normal" of society, while all habits will change. However in the long-term, with the effect of the COVID-19 pandemic, the possibility that the current digitalization process will accelerate and deepen re-defining of the concept of "individual"; within the concept of "Senism" (Şen, 2020: 201-202).

REFERENCES

Akkaya, B. (2020), "Review of Leadership Styles in Perspective of Dynamic Capabilities: An Empirical Research on Managers in Manufacturing Firms", Yönetim Bilimleri Dergisi, 18(36), 389-407.

Akkaya, B. and Tabak, A. (2017), "The Impact of Dynamic Capabilities on Firm Perceived Marketing Performance of Small and Medium Sized Enterprises", Transnational Marketing Journal, 5(2), 121-125.

Bakırtaş, D. and Demirhan H. (2015), "İhtiyaç ve İstek Paradoksu: İktisadi ve Metafizik Bir Yaklaşım", Research Journal of Politics, Economics and Management, 3(3), 72-87.

Berthiaume, D. (2020), "Survey: Consumers Shop Differently During COVID-19 Pandemic", https://chainstoreage.com/survey-consumers-shop-differently-during-covid-19-pandemic, (Access: 05.04.2020).

China Beats (2020), "Coronavirus Impact on Consumers and Business, A Preliminary Report on COVID-19 and Its Implications", 9 March 2020, https://www.reply.com/en/covid-19-report, (Access: 05.04.2020).

Darıcı, S. (2020), Şeytanın Al Dediği, Destek Yayınları, İstanbul.

DeCamp, H. (2020), "Consumer Behavior and Coronavirus: The Disparity Between U.S. Coasts and the Heartland", https://lrwonline.com/perspective/consumer-behavior-and-covid-19-the-disparity-between-u-s-coasts-and-the-heartland/, (Access: 05.04.2020).

Dunning, A. (2020), "How is COVID-19 Impacting Consumer Behaviour?", https://www.brandbank.com/how-is-covid-19-impacting-consumer-behaviour/, (Access: 05.04.2020).

Ertürk, K. Ö. and Kıyak, C. M. (2011), "Müşteri Memnuniyetini Artırma Aracı Olarak Halkla İlişkilere Maslow'un İhtiyaçlar Hiyerarşisi Pencerinden Bakmak", İletişim Kuram ve Araştırma Dergisi, Sayı: 32, 127-150.

GHN Staff (2020), "Gun Sales and Risks Surge with US COVID-19 Cases", https://www.globalhealthnow.org/2020-03/gun-sales-and-risks-surge-us-covid-19-cases, (Access: 21.05.2020).

Gökçe, F. (2011), "İhtiyaçlar Hiyerarşisi Kuramına Göre Öğretmenlerin Motivasyon Düzeyleri", Uludağ Üniversitesi Eğitim Fakültesi Dergisi, 24 (2), 317-334.

Güzel, M. O. and Barakazı, M. (2018), "Maslow'un İhtiyaçlar Hiyerarşisi Kuramı Kapsamında İnsanların Turizm Hareketlerine Katılma Durumları Üzerine İlişkisel Bir Değerlendirme", Social Mentality and Researcher Thinkers Journal, Vol 4, Issue 14, 1001-1010.

Henden Şolt, H. B. (2018), "Kentlerde SWOT Analizi ve Maslow Gereksinim Hiyerarşisi Etkileşimi", Avrasya Sosyal ve Ekonomi Araştırmaları Dergisi (ASEAD), Cilt 5, Sayı 5, 214-223.

Ho, J., Hui, D., Kim, A. and Zhang, Y. (2020), "Cautiously Optimistic: Chinese Consumer Behavior Post- COVID-19", https://www. mckinsey.com/industries/consumer-packaged-goods/our-insights/cautiously-optimistic-chinese-consumer-behavior-post-covid-19, (Access: 05.04.2020).

King, A. (2020), "The Impact of COVID-19 on User Behaviour and Ecommerce", https://www.ayima.com/blog/the-impact-of-covid-19-on-user-behaviour-and-ecommerce.html, (Access: 05.04.2020).

Koca, F. (2020), Twitter Account, 11 March 2020, https:// twitter.com/drfahrettinkoca?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor, (Access: 15.03.2020).

Kula, S. and Çakar, B. (2015), "Maslow İhtiyaçlar Hiyerarşisi Bağlamında Toplumda Bireylerin Güvenlik Algısı ve Yaşam Doyumu Arasındaki İlişki", Bartın Üniversitesi İ.İ.B.F. Dergisi, Cilt: 6, Sayı: 12, 191-210.

Latif, H. (2018), "Bilişim Devrimi Maslow'un İhtiyaçlar Sıralaması Kuramını Etkiledi mi?", TURAN-SAM Uluslararası Bilimsel Hakemli Dergisi, Cilt: 10, Sayı: 40, 575-578.

Maslow, A. H. (1943), "A Theory of Human Motivation", Psychological Review, 50(4), 370-396.

Maslow, A. H. (1954), Motivation and Personality, Harper & Row, Publishers, Inc.

Mcleod S. (2020), "Maslow's Hierarchy of Needs", https://www. simplypsychology.org/maslow.html, (Access: 30.03.2020).

Meral, B. (2020), "E-ticarette Corona Virüs (Covid-19) Etkisi", https://www.techinside.com/e-ticarette-corona-virus-covid-19-etkisi/,(Access:02.04.2020).

Meyer, S. (2020), "Understanding the COVID-19 Effect on Online Shopping Behavior", https://www.bigcommerce.com/blog/covid-19-ecommerce/, (Access: 02.04.2020).

Milliyet (2020), "Corona Virüs Sonrası Fiyatlar Uçtu!", https:// www.milliyet.com.tr/ekonomi/corona-virus-sonrasi-fiyatlar-uctu-6201293, (Access: 29.04.2020).

Murillo-Vargas, D. (2020), "How the COVID-19 Pandemic Is Influencing Consumer Behavior", https://www.contentserv.com/en/blog/how-covid-19-pandemic-is-influencing-consumer-behavior/, (Access: 05.04.2020).

Nielsen (2020), "Covid-19: How The Deadly Virus is Changing Consumer Behaviour", 27 March 2020, https://timesofindia.indiatimes.com/business/ india-business/covid-19-how-the-deadly-virus-is-changing-consumer behaviour/articleshow/74841180.cms, (Access: 06.04.2020).

NTV (2020), "Corona Virüs Sonrası Müstakil Ev Fiyatları Katlandı", https://www.ntv.com.tr/ekonomi/corona-virus-sonrasi-mustakil-ev-fiyatlari-katlandi,7sG4UKBm1EmlOQn65CvHLQ, (Access: 30.04.2020).

Önemli, Ş. (2020), "Online Market Alışverişlerine Koronavirüs Etkisi", https://digitalage.com.tr/online-market-alisverislerine-koronavirus-etkisi/, (Access: 06.04.2020).

Parıltı, C. (1999), "Maslow'un İhtiyaçlar Hiyerarşisi Kuramında Kendini Gerçekleştirme İhtiyacı", Kamu-İş - İş Hukuku ve İktisat Dergisi, Cilt: 4, Sayı: 4, 267-277.

Pazarlamasyon Prime (2020), "COVID-19, Marka Profesyonelleri Ne Düşünüyor? Markalar Ne Gibi Hamleler Yaptı?", Mart 2020, https:// pazarlamasyon.com/wp-content/uploads/2019/01/COVID-19.pdf, (Access: 13.04.2020).

Pruett, M. (2020), "[RESEARCH] 5 Ways the Coronavirus is Affecting Consumer Behavior", https://www.criteo.com/insights/coronavirus-consumer-behavior/, (Access: 05.04.2020).

Sagaci Research (2020), “Six ways in which Covid-19 will impact consumer behaviour in Africa”, 31 March 2020, https://www.sagaciresearch.com/six-ways-in-which-covid-19-will-impact-consumer-behaviour-in-africa/, (Access: 06.04.2020).

Schwartz, N. S. (2020), “Why Canadians and Americans are Buying Guns During The Coronavirus Pandemic”, https://theconversation.com/why-canadians-and-americans-are-buying-guns-during-the-coronavirus-pandemic-135409, (Access: 21.05.2020).

Seker, S. E. (2014), “Maslow’un İhtiyaçlar Piramiti (Maslow Hierarchy of Needs)”, YBS Ansiklopedi, Cilt 1, Sayı 1, 43-45.

Statista Research Department (2020), “Change in Behavior Among Consumers due to The Coronavirus (COVID-19) Outbreak in Brazil in March 2020”, https://www.statista.com/statistics/1109449/consumer-behavior-change-coronavirus-brazil/, (Access: 06.04.2020).

Şen, E. (2020), “Global Virus of the Digital Village COVID-19 and Senism”, Eurasian Journal of Social and Economic Research, 7(3), 176-204.

Şen, E. and Batı, G. F. (2020), “COVID-19 Pandemik Krizinin Yönetim ve Ekonomi Politik Üzerine Olası Etkileri”, Yönetim, Ekonomi ve Pazarlama Araştırmaları Dergisi, 4(2), 71-84.

Ritz, N. (2020), “The Eight Ways Retail Will Shift After COVID-19”, https://www.smartcompany.com.au/coronavirus/the-eight-ways-retail-will-shift-after-covid-19/, (Access: 06.04.2020).

TDK Sözlükleri (2020), https://sozluk.gov.tr/, (Access: 19.05.2020).

Tekke, M. (2019), “Maslow’un İhtiyaçlar Hiyerarşisinin En Son Düzeyleri: Kendini Gerçekleştirme ve Kendini Aşmışlık”, Eğitimde Nitel Araştırmalar Dergisi – ENAD, Cilt 7, Sayı 4, 1704-1712.

Tepav (Türkiye Ekonomi Politikaları Araştırma Vakfı) (2020), “COVID-19’un Tüketici Harcamalarına Etkisi, 17 Mayıs 2020”, https://www.tepav.org.tr/upload/files/1589711610 7.COVID_19un_Tuketici_Harcamalarina_Etkisi_Bulteni_170520.pdf, (Access: 19.05.2020).

The Nielsen Company (2020), "Impact of COVID-19 on Consumer Behavior", https://www.nielsen.com/wp-content/uploads/sites/3/2020/03/Impact-of-COVID-19-on-Consumer-Behavior-Global.pdf, (Access: 05.04.2020).

Ulukan, G. (2020), "Insider'ın "COVID-19 Dijital Trendler Raporu"nda Öne Çıkanlar"", https://webrazzi.com/2020/04/06/insider-corona-virus/, (Access: 13.04.2020).

Üçhisarlı, C. (2020), "COVID-19 Salgınında En Çok Harcama Yapılan Hızlı Tüketim Ürünleri", https://pazarlamasyon.com/covid-19-salgininda-en-cok-harcama-yapilan-hizli-tuketim-urunleri/, (Access: 05.04.2020).

World Health Organization (2020). "WHO Characterizes COVID-19 As a Pandemic", 11 March 2020, https://www.who.int/emergencies/diseases/novel-coronavirus2019/events-as-they-happen, (Access: 30.04.2020).

Yağbasan, M. and Şener, Y. (2019), "İhtiyaçlar Hiyerarşisi Ekseninde Çevrimiçi Sanal Oyunların demografik Değişkenler Açısından Karşılaştırmalı Analizi (Elazığ İli Özelinde Bir Alan Araştırması)", Karadeniz İletişim Araştırmaları Dergisi, 2019/2, 137-161.