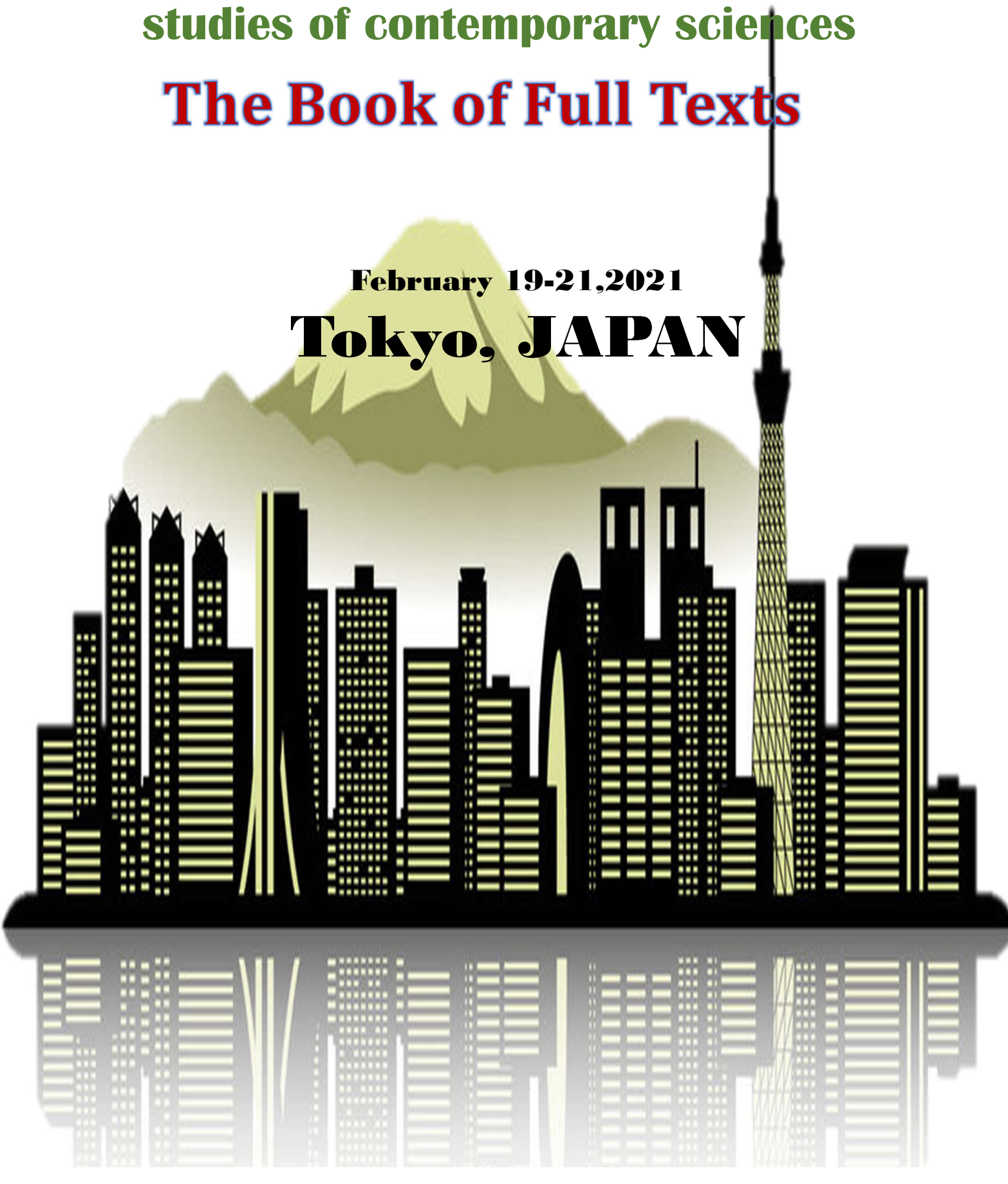
TOKYO SUMMIT-III

3rd international conference on innovative studies of contemporary sciences

The Book of Full Texts

February 19-21,2021

Tokyo, JAPAN



The Book of Full Texts

Editors
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Zhuldyz Sakhi

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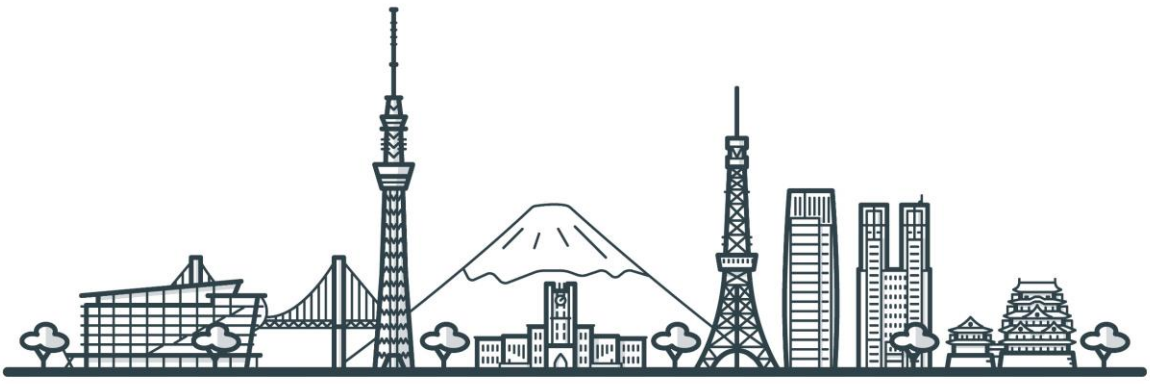
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Ankara Local Time: 09^{00}-11^{00}

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Mohammed Mustafa Hussein Abdullah Salim Ghaeb	Mosul University *Iraq*	ADOPTION OF THE INTERNATIONAL STANDARD ISO 17799 TO ENSURE INFORMATION SECURITY A CASE STUDY IN MOBILE TELECOMMUNICATIONS COMPANIES IN IRAQ



RESEARCH OF CONSUMERS' ONLINE SHOPPING ATTITUDES AND INTENTIONS, BASED ON FEAR OF CORONAVIRUS (COVID-19) AND DEATH ANXIETY

Lect. Özge HABİBOĞLU[1], Res. Assist. Dr. Zübeyir ÇELİK[2], Lect. Yunus BÖLÜKBAŞI[3]

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Abstract

Recently, researchers have shown an increased interest in the impact of the coronavirus (covid-19) disease on economic activities. However, few studies have investigated its effects on emotions and consumer behavior. The main aim of this study is to examine the effects of the fear of coronavirus (covid-19) on online shopping attitudes and intentions, as well as death anxiety. This paper analyses two different dimensions of consumer reaction to the coronavirus (covid-19): the emotional reaction and the symptomatic reaction. This research employs a two-stage research design. First, it examines the effects of the emotional and the symptomatic reactions (variables) on death anxiety and online shopping attitude. Second, it analyses the effects of death anxiety and online shopping attitude on online shopping intention. This paper also compares different groups using control variables such as age, gender, income, and shopping attitude. Data for this study is based on a snowball sampling of 318 respondents and collected using the online questionnaire. Regression and nonparametric tests (Mann-Whitney U test and Kruskal-Wallis test) are performed using SPSS. The research findings show that 1-) consumers reactions to the coronavirus (covid-19) have a significant and positive effect on death anxiety; 2-) death anxiety has a significant and positive effect on online shopping attitudes; 3-) the attitude towards online shopping has a significant and positive effect on online shopping intention.

Also according to the results of the analysis; females' emotional coronavirus (covid-19) reactions are higher than males'. Individuals in the low-income group have more symptomatic coronavirus (covid-19) reactions and death anxiety. Finally, individuals who turned to online shopping during the pandemic period due to coronavirus (covid-19) have lower attitudes and intentions towards online shopping than individuals who have been using online shopping for a longer period. And also the highest income group appears to have more online shopping intentions.

Keywords: Fear of Coronavirus, Death Anxiety, Attitude, Intention, Online Shopping

INTRODUCTION

Covid-19 has negatively affected society's health and psychology. Also, world trades and national economies declined in the same way. During the pandemic, the transition to a more digital life has accelerated and as a result, consumers have bought more online shopping. How

individuals are affected by the pandemic can change and this can affect the attitudes and intentions of consumers towards online shopping. This paper analyses two different dimensions of consumer reaction to the coronavirus (covid-19): the emotional reaction and the symptomatic reaction. The main aim of this study is to examine the effects of the fear of coronavirus (covid-19) on online shopping attitudes and intentions, as well as death anxiety. This research employs a two-stage research model. First, it examines the effects of the emotional and the symptomatic reactions (variables) on death anxiety and online shopping attitude. Second, it analyses the effects of death anxiety and online shopping attitude on online shopping intention.

LITERATURE REVIEW AND RESEARCH HYPOTHESES

There is concern about the impact of coronavirus (Covid-19) on the health system, economy, and society (Mertens et al., 2020). Due to this concern, the Coronavirus (Covid-19) pandemic has an impact on household expenditures at the transaction level (Baker et al., 2020). There are significant differences in consumers' grocery shopping preferences during this pandemic (Grashuis et al., 2020). It is stated that consumers are more oriented towards basic needs during the epidemic process, increase the number of shopping transactions online and use digital platforms more (Çakıroğlu et al,2020). Accordingly, the impact of the Coronavirus(Covid-19) pandemic on online data is significant (Kaynak, 2020; Yilmaz and Mutlu, 2020).

A study showed that consumers react emotionally and symptomatically to the fear of Coronavirus (Covid-19) (Bitan et al., 2020). Coronavirus (Covid-19) sentimentality perception, coronavirus (Covid-19) symptomatic or consequences perception has an impact on both online shopping intentions and online behavior (Kaynak, 2020). In this context, H_1, H_2, H_8, and H_9 hypotheses were developed:

H_1: *Emotional coronavirus reaction has a positive and significant effect on attitudes towards online shopping.*

H_2: *Symptomatic coronavirus reaction has a positive and significant effect on attitudes towards online shopping.*

H_8: *There are significant differences in individuals ' death anxiety based on age, gender, income, and last year's online shopping behavior.*

H_9: *There are significant differences in individuals ' symptomatic coronavirus reactions based on age, gender, income, and last year's online shopping behavior.*

The fear of becoming infected during the coronavirus (Covid-19) s perception process results in stress, anxiety, and depression in many people (Mertens et al., 2020; Stănculescu, 2021; Taylor et al., 2020). Fear of coronavirus (Covid-19) is observed to cause an increase in death anxiety globally (Menzies and Menzies, 2020). In this context, H_3 and H_4 hypotheses were developed:

H_3: *Emotional coronavirus reaction has a positive and significant effect on death anxiety.*

H_4: *Symptomatic coronavirus reaction has a positive and significant effect on death anxiety.*

When the relevant studies are examined, it is seen that there is a direct interest in the subject of death (Karakuş, 2012). Studies explaining the characteristics, premises, and results of the concept of death anxiety especially within the subject of death are predominant. As an example, in a study conducted by this scope, the literature between 1980-2007 for death anxiety is systematically reviewed (Lehto and Stein, 2009). According to the results of this study, the source of emotional, cognitive, experiential, developmental, sociocultural shaping, and motivation are the basic qualities of death anxiety. Experience of stressful environments and unpredictable situations, diagnosis of a life-threatening disease or experience of a life-threatening event, and experiences of death and death are among the key premises leading to death anxiety. Moreover, according to the results of this study, death anxiety results in

adjustment and behavioral disorders. In studies conducted based on consumer research, death anxiety, current consumption desire (Nokay, 2011), as well as consumer attitude (Boeuf, 2019; Erciş et al., 2016) has a significant effect. H5, H6, and H10 hypotheses have been developed in this context:

H_5: *Death anxiety has a positive and significant effect on attitudes towards online shopping.*
H_6: *Death anxiety has a positive and significant effect on online shopping intention.*
H_{10}: *There are significant differences in individuals ' death anxiety based on age, gender, income, and last year's online shopping behavior.*

Although there is no clear definition of attitude towards online shopping, attitude towards online shopping is a cognitively, emotionally, and behaviorally multidimensional construct (Hasan, 2010; Özgüven, 2011). In terms of these dimensions, individuals' attitudes towards online shopping differ significantly according to gender (Hasan, 2010; Özgüven, 2011). However, the attitude towards online shopping has a significant effect on online shopping intention (Koçak Alan et al., 2018; Zhou et al., 2007). On the other hand, the online shopping intentions of individuals differ significantly according to gender (Zhou et al., 2007). In this context, H7, H11, and H12 hypotheses have been developed:

H_7: *Online shopping attitude has a positive and significant effect on online shopping intention.*
H_{11}: *There are significant differences in the attitudes of individuals towards online shopping according to age, gender, income, and last year's online shopping behavior.*
H_{12}: *There are significant differences in online shopping intentions of individuals according to age, gender, income, and last year's online shopping behavior.*

METHODOLOGY

This study aims to examine the effect of consumers ' reactions to coronavirus (covid-19) on their online shopping intentions. Coronavirus (Covid-19) fear scale Ahorsu et al.(2020), death anxiety scale Sarikaya and Baloglu (2016), online shopping attitude scale Chan et al.(2018), and finally online shopping intention scale from Liu et al.(2016) were adapted for this paper.

A total of 318 data were obtained using the online survey and snowball sampling method. The 318-person sample size of the study provides minimum sample size criteria with 15 subjects per independent variable (Stevens, 1996: p. 72). Frequency, factor, reliability, and regression analyses as well as Mann-Whitney-U and Kruskal-Wallis tests were performed for the analysis of the data collected using the SPSS 25 package program.

RESULTS

Emotional Coronavirus (covid-19) reaction, symptomatic Coronavirus (covid-19) reaction, death anxiety, attitudes toward online shopping, and intention to shop online are developed as a conceptual model of the research variables are shown as in Figure 1. Besides, age, gender, income, and online shopping behavior variables in the last year are control variables in the research model.

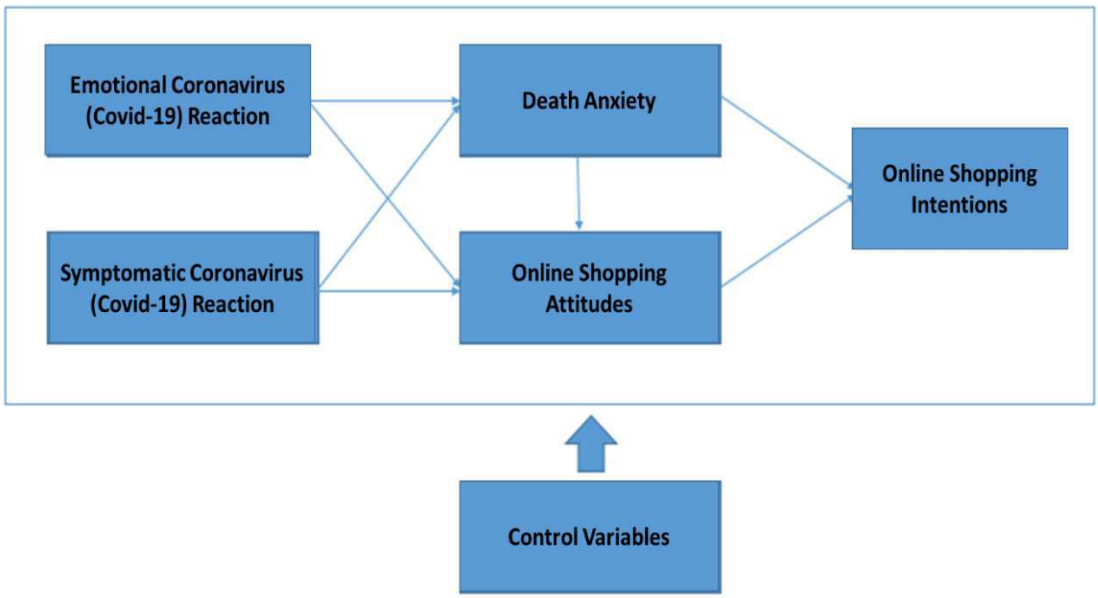


Figure 1: Conceptual Model

Consumers who live in Turkey and shop from e-commerce sites created the research sample. An online research survey was collected from participants using the snowball method. A total of 318 surveys were obtained. Frequency Analysis, Regression Analysis, and difference analysis were applied to the obtained data in the SPSS program. Table 1 contains the characteristics of the demographic structure of the participants.

Table 1: Socio-Demographic Characteristics of Participants

Gender	**f**	**%**
Female	224	70,4
Male	94	29,6
Age	**f**	**%**
0-20	42	13,2
21-40	167	52,5
41-55	85	26,7
56 and above	24	7,5
Education	**f**	**%**
Primary Sch.	5	1,6
Middle Sch.	4	1,3
Highschool	96	30,2
University	213	67,0
Monthly Income	**f**	**%**
0-2.500	94	29,6
2.501-5.000	76	23,9
5.001-7.500	61	19,2
7.501 and above	87	27,4
Total	**318**	**100**

In Table 1, 70.4% of the participants were females. Looking at the age group, 52.5% are between the ages of 21-40. At the level of education, 67% of the participants are university graduates. Looking at monthly income, 29.6% of participants have a monthly income of TL 0-2.500.

As part of the study, respondents were asked whether they had tested for covid-19 and online shopping behavior since the onset of the pandemic, the results are included in Table 2.

Table 2: Shopping Behavior During the Pandemic Period

The respondent that tested for Covid-19	**f**	**%**
Yes	91	28,6
No	227	71,4
The respondent with a positive Covid-19 test result	**f**	**%**
Yes	25	7,9
No	293	92,1
Shopping routine in the last 1 year	**f**	**%**
I've only been shopping online for the last 1 year.	73	23,0
I've been shopping online for more than 1 year.	245	77,0
Online shopping frequency in the last 1 year	**f**	**%**
I did more online shopping	167	52,5
I did less online shopping	45	14,2
I did a similar amount of online shopping.	106	33,3
Total	**318**	**100,0**

When Table 2 is examined, 71.4% of the individuals participating in the study did not have the covid-19 test. Those who get the result of the Covid-19 test positive are 7.9%. The consumers who started shopping online in the last 1 year are 23% and 52.5% of the participants stated that they have made more online shopping in the last 1 year.

The scales covered in the study were first subjected to explanatory factor analysis. Table 3 contains the factor loads and KMO values of scale expressions.

Table 3: Explanatory Factor Analysis Of Research Variables

Scale	Factor	Loadings	Kaiser Meyer Olkin (KMO)	K2	df	p
Emotional Coronavirus Reaction	ECR1	0,735	0,782	416,782	6	0
	ECR2	0,831				
	ECR3	0,785				
	ECR4	0,842				
Symptomatic Coronavirus Reaktion	SCR1	0,822	0,704	355,109	3	0
	SCR2	0,87				
	SCR3	0,887				
Death Anxiety	DA1	0,78	0,916	2364,816	45	0
	DA2	0,58				
	DA3	0,81				
	DA4	0,803				

	DA5	0,827				
	DA6	0,822				
	DA7	0,848				
	DA8	0,818				
	DA9	0,817				
	DA10	0,772				
Online Shopping Attitude	OSA1	0,784	0,792	683,759	6	0
	OSA 2	0,887				
	OSA 3	0,908				
	OSA 4	0,822				
Online Shopping Intention	ONI 1	0,895	0,82	781,038	6	0
	ONI 2	0,86				
	ONI 3	0,885				
	ONI 4	0,862				

According to the analysis results in Table 3, KMO values show that there is a strong relationship between variables that can be factored into factor analysis, and the p-value less than 0.05 indicates that there is a relationship at a sufficient level for factor analysis. Factor loadings above 0.500 indicate that they have sufficient weight (Durmuş, Yurtkoru, & Çinko, 2016). Table 4 contains the results of the reliability analysis of the scales.

Table 4: Reliability Analysis of Research Variables

Scale	Cronbach's Alpha
Emotional Coronavirus Reaction	0,808
Symptomatic Coronavirus Reaction	0,823
Death Anxiety	0,933
Online Shopping Attitude	0,87
Online Shopping Intention	0,898

The fact that the alpha values of the scales are higher than 0.80 in the results obtained in Table 4 shows that the scales are highly reliable (Lorcu, 2015).

The normality test of the research data was performed, this is because the choice of analysis to be made within the scope of the research is based on the normality test result. As a result of the normality test, the results of the Kolmogorov Smirnov and Shapiro Wilk tests were greater than

0.05, so it was concluded that the research data were not normally distributed (Durmush, Yurtkoru, and Çinko, 2016).

In the conceptual research model, it is claimed that there are significant and positive directional relationships between variables. Multiple regression analysis was applied to test hypotheses. As a result of the regression analysis the level of significance of the relationship that is established meaningful for adoption Anova p <0.05 to be at the regression assumption for the existence of VIF values less than 10, the positive relationship to be accepted as the value of must be greater than 0 beta (Standing Yurtkoru and ÇİNko, 2016). Table 5 contains the results of regression analysis.

Table 5: Multiple Regression Analysis Result Between Variables

Hypothesis	R^2	β	Un. Sta. β	P	Tol.	VIF	Results
H_1: Emotional coronavirus reaction has a positive and significant effect on attitudes towards online shopping.	0,070	0,820	0,070	0,146	1	1	Not supported
H_2: Symptomatic coronavirus reaction has a positive and significant effect on attitudes towards online shopping.	0,000	-0,150	-0,013	0,796	1	1	Not supported
H_3: Emotional coronavirus reaction has a positive and significant effect on death anxiety.	0,250	0,500	0,530	0,000	1	1	Supported
H_4: Symptomatic coronavirus reaction has a positive and significant effect on death anxiety.	0,209	0,457	0,517	0,000	1	1	Supported
H_5: Death anxiety has a positive and significant impact on attitudes towards online shopping.	0,024	0,154	0,125	0,006	1	1	Supported
H_6: Death anxiety has a positive and significant effect on online shopping intention.	0,010	0,102	0,830	0,069	1	1	Not supported
H_7: Attitude towards online shopping has a positive and meaningful effect on the intention of online shopping.	0,718	0,848	0,847	0,000	1	1	Supported

Looking at the results of Table 5, the p values of hypotheses H3, H4, H5, and H7 are less than 0.05, the VIF values are less than 10, and the beta value is greater than 0 shows a positive and significant relationship between the variables.

Since the research data were not distributed normally, Mann-Whitney U and Kruskal Wallis tests were applied for the hypotheses where the differences between the groups were tested. The H8 hypothesis tests the differences in emotional coronavirus reactions of individuals

according to age, gender, income, and online shopping behavior in the past year. According to the research data, only a significant difference was found in gender, it is indicated in Table 6.

Table 6: Mann-Whitney-U Test Results of Emotional Coronavirus Reaction of Individuals by Gender

Gender	N	Mean Ranks	Z	p
Female	224	174,21	-4,427	0,000
Male	94	124,45		

When Table 6 was examined, there was a significant difference in emotional coronavirus reaction by gender ($p<0.05$). Females' emotional coronavirus reactions appear to be greater than males'.

The H9 hypothesis tests the differences in individuals' symptomatic coronavirus reactions relative to age, gender, income, and online shopping behavior over the past year. According to research data, a significant difference in income and online shopping was found, indicated in Table 7 and Table 8.

Table 7: Mann Whitney-U Test Results of Symptomatic Coronavirus Reaction of Individuals According to Online Shopping Behavior

Online Shopping Behavior	N	Mean Ranks	Z	p
I've only been shopping online for the last 1 year.	73	192,52	-3,541	0,000
I've been shopping online for more than 1 year.	245	149,66		

When Table 7 is examined, there is a significant difference in the online shopping behaviors of individuals ($p <0.05$). Especially for the last 1 year, it has been observed that individuals who have turned to online shopping have more symptomatic coronavirus reactions.

Table 8: Results of Symptomatic Coronavirus Reaction of Individuals by Income

Income	N	Mean Ranks	Chi-Square	df	p
0-2500	94	150,84	19,342	3	0,000
2501-5000	76	198,26			
5001-7500	61	153,58			

7501 and above	87	139,16			

When Table 8 is examined, a significant difference was observed in the symptomatic coronavirus reactions of the individuals according to their income ($p < 0.05$), it is seen that the symptomatic coronavirus reaction of the individuals in the relatively low-income group is higher.

H10 hypothesis tests the differences in death anxiety of individuals according to age, gender, income, and online shopping behavior in the last year. According to the research data, a significant difference was found in gender and income, which is given in Table 9 and Table 10.

Tablo 9: Results of the Mann Whitney-U Test Of Death Anxiety By Gender

Gender	N	Mean Ranks	Z	p
Female	224	171,15	-3,490	0,000
Male	94	131,74		

When Table 9 was examined, there was a significant difference in individuals ' death anxiety ($p<0.05$). It seems that females have more death anxiety than males.

Table 10: Results of Kruskal Wallis Test of Death Anxiety By Income

Income	N	Mean Ranks	Chi-Square	df	p
0-2500	94	175,97	11,830	3	0,008
2501-5000	76	175,63			
5001-7500	61	145,75			
7501 and above	87	137,25			

When Table 10 was examined, it was seen that there was a significant difference in death anxiety compared to the income group ($p < 0.05$). It is seen that the relatively low-income group has more death anxiety than the high-income group.

H11 hypothesis tests the differences in individuals' attitudes towards online shopping according to age, gender, income, and online shopping behavior in the last year. According to the research data, a significant difference was found in the online shopping behavior of individuals, age, and income.

Table 11: Results of the Mann Whitney-U Test of Individuals' Attitude Towards Online Shopping According to Online Shopping Behavior

Online Shopping Behavior	N	Mean Ranks	Z	p
I've only been shopping online for the last 1 year.	73	104,51	-5,904	0,000

I've been shopping online for more than 1 year.	245	175,88			

When Table 11 is examined, a significant difference is observed in the online shopping behaviors of individuals ($p < 0.05$). It has been observed that individuals who shop online for more than 1 year have more attitudes towards online shopping.

Table 12: Kruskal Wallis Test of Attitude Towards Online Shopping By Age Group

Age	N	Mean Ranks	Chi-Square	df	p
0-20	42	154,52	18,273	3	0,000
21-40	167	173,59			
41-55	85	153,66			
56 and above	24	90,85			

When Table 12 is examined, it is seen that there is a difference in the attitudes of individuals towards online shopping according to age group ($p < 0.05$). It is observed that especially individuals aged 56 and above have low attitudes towards online shopping.

Table 13: Results of the Kruskal Wallis Test of Attitude Towards Online Shopping By Income

Income	N	Mean Ranks	Chi-Square	df	p
0-2500	94	161,05	8,827	3	0,032
2501-5000	76	134,09			
5001-7500	61	167,49			
7501 and above	87	174,42			

When Table 13 is examined, it is seen that there is a significant difference in attitude towards online shopping according to income groups according to the income group ($p < 0.05$). It is observed that especially individuals in the relatively high-income group have a higher attitude towards online shopping.

H12 hypothesis tests the differences in online shopping intentions of individuals according to age, gender, income, and online shopping behavior in the last year. According to the research data, a significant difference was found in the online shopping behavior of individuals, age, and income.

Table 14: Results of the Mann Whitney-U Test of Individuals' Online Shopping Intent According To Online Shopping Behavior

Online Shopping Behavior	N	Mean Ranks	Z	p

I've only been shopping online for the last 1 year.	73	97,69	-6,752	0,000
I've been shopping online for more than 1 year.	245	177,92		

When Table 14 is examined, a significant difference is observed in the online shopping behaviors of individuals ($p < 0.05$). It has been observed that individuals who shop online for more than 1 year have more online shopping intentions.

Table 15: Kruskal Wallis Test of Online Shopping Intention By Age Group

Age	N	Mean Ranks	Chi-Square	df	p
0-20	42	158,69	11,012	3	0,012
21-40	167	165,82			
41-55	85	163,71			
56 and above	24	102,04			

When Table 15 is examined, it is seen that there is a difference in the attitudes of individuals towards online shopping according to the age group ($p < 0.05$). It is observed that online shopping intentions of individuals who are 56 and above are particularly low.

Table 16: Results Of Kruskal Wallis Test of Online Shopping Intention By Income

Income	N	Mean Ranks	Chi-Square	df	p
0-2500	94	156,19			
2501-5000	76	132,67			
5001-7500	61	171,08			
7501 and above	87	178,40			

When Table 16 is analyzed, it is seen that there is a significant difference in attitudes towards online shopping according to income groups according to income group ($p < 0.05$). It is seen that especially individuals in the relatively high-income group have more intention to shop online.

CONCLUSION

The purpose of this study is to examine the effects of coronavirus (covid-19) fear on online shopping attitudes and intentions and death anxiety. At the same time, individuals in this study, age, gender, income, and online shopping in the last year based on behavior, emotional

coronavirus (covid-19) in reaction to symptomatic coronavirus (covid-19) in reaction to attitudes towards online shopping, online shopping intent, and the differences between death anxiety are examined.

Many conclusions have been reached by statistical analyses. According to the research result, individuals ' responses to Coronavirus (covid-19) have a significant and positive effect on death anxiety. Death anxiety has a meaningful and positive impact on online shopping attitudes. The attitude towards online shopping has a meaningful and positive impact on the intention of online shopping. Also, according to the research result, females' emotional coronavirus (covid-19) responses are higher than males'. Individuals in the low-income group have more symptomatic Coronavirus (covid-19) responses and death anxiety. Finally, individuals who turned to online shopping due to Coronavirus (covid-19) during the pandemic period have lower attitudes and intentions towards online shopping than those who have used online shopping for a long time. Also, the highest income group has more online shopping intentions. However, since the sample size of this study is limited to 318 participants, it does not seem possible to generalize the research results.

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