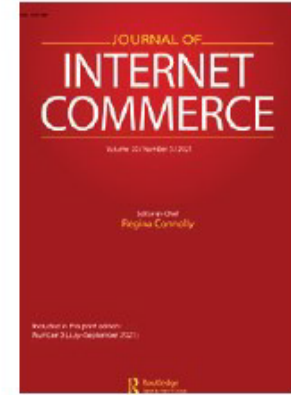




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### Customers' Online Purchase Intentions and Customer Segmentation During the Period of COVID-19 Pandemic

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## *Customers' Online Purchase Intentions and Customer Segmentation During the Period of COVID-19 Pandemic.*

Although many researchers have investigated customers' online shopping behaviors, what is not yet clear is the influence of customers' pandemic concerns on their purchase intentions and purchasing behaviors. Based on a survey of 520 online customers in Turkey, this study aimed to investigate pandemic-related concerns on customers' purchase intentions and their role in customer segmentation. We extended the theory of planned behavior by introducing the impact of customers' pandemic concerns. The results indicated that customers' pandemic concerns impacted their purchase intentions. We also discovered three customer segments using psychographic variables, including pandemic-related concerns obtained from hypotheses testing.