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Identifying College Students' Feelings and Thoughts about Online Shopping

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Abstract

The Internet has been an essential part of everyday life with the information technologies developing rapidly. It has become a common place for people where they communicate with others, do banking transactions, shop and so on. Notably, supplying all kinds of needs through online shopping has turned into an outstanding phenomenon. Electronic web based shopping systems which are growing in number day by day have taken the place of traditional, face-to-face and written trade systems based on record forms. Not only the benefits it has offered for customers preferring online shopping, but also the advantages it provides for the companies make it popular for both sides. This study aims to investigate the feelings and thoughts of college students about online shopping. The study was conducted on college students studying at Trakya University, Kesan Yusuf Capraz School of Applied Disciplines. The students' feelings and thoughts about online shopping were evaluated by analyzing the obtained data.

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1. Introduction

The Internet has become an important part of human life with the recent developments in information technologies and the many improvements have been brought to our lives. It has become a common place for people where they communicate with others, do banking transactions, shop and so on. Especially, online marketing applications utilized by companies and the online shopping trends have gained popularity worldwide also providing many advantages for both companies and consumers. The increasing number of advantages with increasing varieties also makes online shopping much more popular. Electronic web based shopping systems which are growing in

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number day by day have took the place of traditional, face-to-face and written trade systems based on record forms. Consumers explore a brand-new shopping experience on electronic and web-based media. So, the online shopping options meet the consumers' all kinds of needs and wishes which affects the feelings and attitudes.

The internet has become a vital concept which removes the boundaries and helps people communicate worldwide. People can get goods and marketing services without coming face to face with others and thus helping the formation of new online consumption trends (Cankorkmaz, 2010). As a result, electronic commerce has come forward including consumers and marketers both. The concept broad in scope has many definitions regarding different institutions and persons. Electronic commerce has a wide range of definitions, such as any electronic communication that has a commercial end (Anbar, 2001), any online shopping activity in which all the payments including the sales and purchase of all kinds of goods and services are done using computer technologies, electronic communication media and related technologies (Sarsakal & Aydin, 2003), a process that enables people to use web-based technologies to make commercial transactions easier (Bulut et al., 2006) or an umbrella term that is inclusive of service, online communication, cooperation and society (Arpacı & Ulucay, 2012). However, the rapid changes in e-commerce which pave the way for new opportunities reveal the deficiencies and shortnesses in those definitions resulting in differentiations (Bashan, 2011). Therefore, the definitions made by WTO (World Trade Organization), OECD (Organisation for Economic Co-operation and Development) and UN-CEFACT (United Nations Centre for Trade Facilitation and Electronic Business) have been put forward in literature (Korkmaz, 2004). Based upon those definitions, it can be said that electronic commerce is the sales and purchase of all kinds of products and services through electronic systems, such as the Internet and other computer networks.

Electronic commerce should not be viewed as a mere shop in a different medium or a new sales channel with the help of communication technologies. Rather, it gives companies many more advantages like new supply chains, product distribution services, lower costs and direct sales all of which have vital importance for businesses. It has become a subject that must be taken into account especially by businesspeople (Yalcın & Bas, 2012). In addition, the documents and information that are required for business transactions are sent to relevant persons and organizations with minimum margin of error and no stationary costs thanks to electronic commerce and the Internet. For that reason, the intermediaries that have been replaced by web pages are not needed any more as the purchasers and dealers do not need to meet up. Companies have lowered the costs and the competence between suppliers has been increasing day by day (Ozel, 2013). With the rise of e-commerce, many businesses ranging from courier services to warehousing have turned into dynamic mechanisms with multiple junctions instead of being a mechanic part of the trade between companies as in the past (Erkan, 2012).

Numerous studies have been conducted on online shopping recently. Tan (1999) studied the risk perceptions of Singaporean online customers while Mutum and Ghazali (2006) found that the people who do online shopping are more likely to be older, more educated and informed about internet with higher incomes compared to the ones who do not shop online. On the other hand, Erginkaya (2009) concluded that website design and its operational perfection is of critical importance for meeting the high expectations of online consumers. Cankorkmaz (2010) investigated the college students' levels of information technologies use and online consumption tendencies while Aksoy (2012) examined individuals' reliance attitudes towards electronic marketing and practices. Another example can be the study of social media's impact on consumer behaviors and tendencies (İslek, 2012).

In this study, the importance of electronic commerce was examined together with reference to its definitions and related research in the literature. Demographic information of the undergraduates who do online shopping was analyzed and the relation between this information and the feelings and ideas the students have while shopping online was probed.

2. Materials and Method

2.1. Sample and Assessment Instruments

Students at Trakya Univeristy Kesan Yusuf Capraz School of Applied Disciplines make up the population of the study. The study sample includes a total of 200 undergraduate students from five departments who are first-year, second-year, third-year and fourth-year students during 2013 Fall and 2014 Spring terms. A total of 200

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