

An Investigation of Online Shopping Habits of University Students: Gaziantep Province Case

Zafer Kılıç¹, Vildan Ateş^{1*}

¹ Bezmialem Vakıf University, ² Ankara Yıldırım Beyazıt University, * Corresponding author, vginates@gmail.com

Abstract

E-commerce is a big platform and customers from every age like shopping from different online shopping sites. Spending habits and the way of shopping preferences of the customer profiles are important to be scrutinized for the sake of online shopping and e-commerce sites. The aim of this study was to examine online shopping habits of online shoppers in Turkey. The participants were 560 undergraduate students studying in the fall semester of 2016-2017 academic year in three universities in Gaziantep. Questionnaire was used as a data collection tool. Chi-square, one-way ANOVA and Pearson product moment correlation analyzes were conducted using Statistical Package for the Social Science (SPSS 22.0) to analyze data. The statistical results revealed that online customers' purchase preference were gender biased, and their lifestyles had an impact on online customers' monthly spending amounts as well. There was a statistically significant positive relationship between the amount of time and money spent on the Internet. According to the results, students in Gaziantep use Trendyol, Hepsiburada and Alibaba for online shopping. The products that mostly bought by online customers were clothing, stationery products, online tickets and electronic devices. In conclusion, the findings are compared with related literature and suggestions for online shopping sites are presented.

Keywords: Online shopping, Online customers, Shopping habits, E-commerce.

Citation: Kılıç, Z., Ateş, V. (2018, October) *An Investigation of Online Shopping Habits of University Students: Gaziantep Province Case*. Paper presented at the Fifth International Management Information Systems Conference.

Editor: H. Kemal İltar, Ankara Yıldırım Beyazıt University, Turkey

Received: August 19, 2018, **Accepted:** October 18, 2018, **Published:** November 10, 2018

Copyright: © 2018 IMISC Kılıç, Ateş. This is an open-access article distributed under the terms of the Creative Commons Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original author and source are credited.

An Investigation of Online Shopping Habits of University Students: Gaziantep Province Case

Abstract

The aim of this study was to examine online shopping habits of online shoppers in Turkey. The participants were 560 undergraduate students studying in the fall semester of 2016-2017 academic year in three universities in Gaziantep. Questionnaire was used as a data collection tool. Chi-square, one-way ANOVA and Pearson product moment correlation analyzes were conducted using Statistical Package for the Social Science (SPSS 22.0) to analyze data. The statistical results revealed that online customers' purchase preference were gender biased, and their lifestyles had an impact on online customers' monthly spending amounts as well. There was a statistically significant positive relationship between the amount of time and money spent on the Internet. The three most popular online shopping sites were determined as trendyol, hepsiburada and Alibaba. The products most online customers bought were clothing, stationery products, online tickets and electronic devices. Finally, the findings are compared with related literature and suggestions for online shopping sites are presented.

Keywords

Online shopping; Online customers; Shopping habits; E-commerce.

INTRODUCTION

Developments in Internet technologies have altered the way in which trade is made and led to the emergence of a new business model called electronic commerce (e-commerce). E-commerce can be defined as the implementation of the customer's purchase of products or services via certain systems on the Internet (Cyr & Bonanni, 2005). E-commerce provides information, products and services on the Internet almost instantly and easily from anywhere in the world (Kau, Tang & Ghose, 2003).

In parallel to the development of the Internet the new e-commerce business model is growing too in Turkey. E-commerce sites in Turkey have started to show its presence in online shopping as early as 1995. Over the past 23 years, it has been observed that the amount of spending made each year has increased. When evaluating the last two years of online shopping made in Turkey (credit card or bank card) the amount was announced to be 68.4 billion Turkish liras (TL) in 2016 and 86.4 billion Turkish liras in 2017 (E-commerce, 2018). According to the Interbank Card Center of shoppers in Turkey, the vast majority (70%) were reported between the ages of 18-34 (E-commerce Transactions, 2018). Hence, spending habits and way of shopping preferences of the customer profiles of 18-34 year-olds are important to be scrutinized for the sake of online shopping and e-commerce sites in Turkey.

The aim of this study was to determine customers' online shopping habits of online shoppers in the 15-35 age range in Turkey.

Within this overall objective, the sub-goals were to:

1. Identify whether the online customers' preferred paying type changes significantly according to gender.
2. Determine whether the average monthly amount expenditure of the online customers was significant in relation to their life criterion,
3. Determine whether there was a relationship between the amount of time spent by online customers on the Internet and the amount of spending,
4. Determine online customers' most frequently used online shopping sites, products they buy-review and the online shopping counts they have made in the last year.

After international and national studies on online shopping has been examined, it has been seen that the large amount of studies has been conducted in terms of the trust, satisfaction and loyalty of the customers with online shopping. When e-commerce studies in the 15-34 age range in Turkey are examined, there is no detailed study based on payment, gender, amounts of expenditure, focusing on the time and Internet shopping habits.

In Turkey, the number of Internet users' reached 66 million and hence, the related potential for e-commerce, that is, to shop from the online shopping web sites reveals the importance of this issue. The literacy contribution of this study is to evaluate the purchasing behaviors of the customers whose age range are between 15-34 and to reveal the Internet shopping habits of them.

The written report of this study consists of five sections. After the first part introduction and in the second part literature were mentioned, the method of research was addressed in the third part. In the fourth part, which constitutes the original part of the research, findings related to the research were given and in the fifth part which is the last part, discussion and general evaluation were made.

RELATED STUDIES

In this part, recent studies on online shopping habits will be examined.

Lester et al. (2005) have indicated that university students prefer online shopping because they are a generation of technology enthusiasts from the moment they were born. As a result of the study, it was reported that more than 95% of the university students used the Internet for shopping and preferred purchasing via credit cards, mostly online shopping for banking services, concert tickets and clothing. In another research studied with university students, Silku (2009) examined attitudes of communication faculty students towards Internet shopping. It was found that the attitudes of students to shopping on the Internet are negative and this does not depend on the departments, class, age, gender, monthly income, shopping frequency, Internet usage situation. On the other hand, Herná'ndez et al. (2011) reached at the end of their study, after become experienced customers with online shopping have achieved similar results, regardless of their age, gender and income level. Ayden and Demir (2011) pointed out that e-commerce consumers' behaviors and preferences that

those who are 26-35 years of age and have a Bachelor's Degree, whose income is 1500 Turkish Liras and above are more likely to prefer e-commerce. In another study, they have conducted a research on the behavior of civil servants purchasing products from the Internet. As a result of the research, it has been found out that customers who have a high education level and have high income level are shopping more on the Internet. The study also pointed out that the delay in the delivery of products and deceptive and misleading advertisements were the major hindering factors for online buying. (Yayar & Sadaklıoğlu, 2012). Izgü and Sahin (2013) found out too, that consumers who prefer online shopping were young adolescents and educated people. Also it has been reported that male customers pay more importance to items such as plenty of options, comfort, convenience and price advantage according to female ones. Armagan and Turan (2014) examined the effect of socio-demographic factors on Internet shopping in their study. According to the research result, the most important reasons not shopping online was stated as security concerns, the most frequently purchased product is CD/DVD and the most used service is online banking. In another study conducted by Aydogmuş et al. (2015), it has been seen that while the products bought on the Internet are mainly composed of clothes, jewelry and home textiles for ladies, men are buying computer, sporting goods, smart phones, flower and auto accessories and the age distributions of the products bought are 20-21 age group, have concentrated attention on the draw. In addition, the most preferred products are clothing, books, holidays and banking.

METHODOLOGY

In this part, detailed information about the working group of the research and the process of collecting the data, the data collection tool and the analysis of the data are presented.

Working Group

The initial sample were 560 undergraduate students studying in three universities in Gaziantep in the fall semester of 2016-2017 academic year. Three students were excluded in the analysis because of incomplete information in survey questions. Hence, the data analysis was conducted on 560 students. One of these universities was a state university and the other two were private universities. In order to conduct the questionnaire the necessary permissions were granted from ethical commission, rectorate and department chairs from the respective universities.

324 (54%) of the participants were female and 236 (45%) were male students. When the participants were divided up as state and private universities; a total of 239 (43%) students participated from the private universities and 321 (57%) students were from the state university. 204 (36%) of the participants were between the ages of 15-20, 314 (56%) were between the ages of 21-25 and only 23 (4%) were between the ages of 23-35. When the daily Internet usage periods were examined, 294 (52.6%) of them stated that they used Internet between 1 and 3 hours long, 194 (34.6%) of them between 4 and 6 hours long and, 71 (12.6%) of them used 7 hours and more.

Data Collection Tool

Questionnaire was used as data collection tool. Participants in the questionnaire included the following variables: gender, age, class, school, faculty, work status, working status, lifestyle, monthly income, Internet usage time, daily Internet usage time, online shopping site shopping frequency, shopping frequency, online shopping site preferences were asked.

Data Analysis

In order to analyze the collected data chi-square, one-way ANOVA and Pearson moment correlation analyzes were conducted using SPSS 22.0. Before performing analyzes for the dataset collected in the study, it was tested whether they provided the assumptions of ANOVA. The assumptions of the ANOVA analysis are linearity, normality and homogeneity of variances (Buyukozturk, 2017). P plot graphs where monthly expenditure amounts are linear with respect to life forms and normality of monthly expenditure amounts are seen in the examination of histogram graphs. As a result of the one-way analysis of variance, Levene test statistic was examined to test the homogeneity of the variances and the variances were found to be homogeneous (Levene's Test = 0.580, $p > 0.01$). Since the data provided one-way ANOVA assumptions, it was decided that one-way ANOVA analysis could be conducted.

RESULTS

In the first research question by using chi-square analysis, it was examined whether online preferred payment patterns in internet shopping differed significantly by sex.

INSERT TABLE 1 HERE

As shown in Table 1, the dependence between the variables was found to be statistically significant ($X^2 = 16,957$; $p < ,001$) as a result of the chi-square test to determine whether Internet payment options were dependent on the gender variable. It was seen that male preferred to pay by credit / debit cards first and later cash on delivery.

This study's second research question was whether online customers' monthly spending amounts differs significantly from modes of living and a one-way ANOVA analysis was used to find out.

INSERT TABLE 2 HERE

INSERT TABLE 3 HERE

The results of one way ANOVA analysis are shown in Table 2 and Table 3. Table 2 shows that the average of online customers were different from each other according to their lifestyle. According to Table 3, the average monthly spending amounts (518,30) of the online customers living alone at home are higher than the average monthly spending amounts of a family, person living in dormitory or with friends and this difference is a statistically significant difference. In other words, modes of living were found to have an effect on the monthly spending amounts of the customers ($F = 10,103$,

$p < 0.01$). In the third research question, Pearson Product Moment Correlation analysis was used to find out whether there was a relationship between the amount of time spent online and the amount of buying quantity.

INSERT TABLE 4 HERE

As could be seen from Table 4, a Pearson Product Moment Correlation analysis was conducted to determine the relationship between daily spending time and online spending on the Internet, and a statistically significant positive correlation was found at $p < 0.01$ ($r = -.264$; $p < .05$). As the amount of time spent on the Internet increases, the amount of expenditure made is also increasing.

In the fourth research question, the number of online shoppers shopping online and the number of online purchases by online customers, they have made over the past year have been examined.

Of the top three online shopping sites, 168 (30%) were among the top online shopping sites, followed by trendyol first, 97 (17%) of them were hepsiburada as second, and 75 (13%) alibaba third. When online customers buy most of their products, clothing is seen as the first, stationery as the second, online tickets as the third, and electronic devices as the fourth.

Looking at the number of purchases made in the last year, it is seen that the number of shoppers between 5 and 1 constitutes the majority with 314 (56%). 118 people (21%) are between 6 and 10 and 69 people (13%) are shopping between 11 and 20. The rest say that 56 people (10%) are shopping at 21 and over.

DISCUSSION AND CONCLUSION

In this study, online shopping habits of online shoppers between the ages of 15-35 in Turkey were examined. It has been seen that online customers' payment preference for Internet shopping was statistically significantly different according to gender. Men prefer to pay with their credit/debit cards or at the door as second preference. Lester et al. (2005) also stated that male prefer to pay via credit card in their study results with university students. Duramaz and Dundar (2014), another study which is about comparison of online shopping between Turkey and Italy have found that shoppers prefer electronic payment systems. Today, the most widely used card payment systems are in use in Italy and Turkey and by spending Turkey is using more than Italy, the rate of it increases in the payments made and the Internet, while 50% have been reported in Turkey; in Italy is 18% (Duramaz & Dundar, 2014). It was found that the average monthly spending (518,30 TL) of the online customers living alone at home, where the monthly spending amounts of online customers differ significantly from the life styles, is higher than the average monthly spending amount of family, living in dorms and with friends.

In addition, it has been determined that as the daily timewasting on the Internet of online customers increases, the amount of spending increases. As a result of the study conducted by Yayar and Sadaklıoglu (2012) on state employees, those consumers who have higher degree, income level and

daily spending time on the Internet are shopping more on the Internet. As a result of the study done by Izgi and Sahin (2013), consumers who prefer online shopping are young, educated and who spend a long time on the Internet.

Among the top three online shopping sites, trendyol was the first, hepsiburada was the second, and Alibaba was the third. When considering the products bought by online customers clothing was ranked number one, second were stationery products, the third was online ticket and electronic devices were ranked as fourth. Our findings were in agreement with other studies (Lester et al., 2005, Yayar & Sadaklıoğlu, 2012). In the study conducted by Gupta and Utarid in India in 2018, the students bought clothing in first place, second was electronic devices and third was online ticket. It was seen that clothing was the first place in other studies as well.

Online shopping sites and banks should act sensitively in this regard as credit card usage is preferred for online shopping. SSL Certificates and 3D secure integration and payment system options approved for security (PayPal, Iyzico, BKM Express, Turkcell Wallet, Virtual Card) must be found in online shopping sites. Nowadays, security is no longer a necessity, on the contrary, security is a must for online shopping sites to secure payment by credit card.

For Turkey, online shopping sites that sell products the most (clothing, stationery, online ticketing, electronic devices) must be more careful and create strategies to increase the commitment by observing customers' online shopping satisfaction and online customers' loyalty. In addition to this, the most preferred shopping websites trendyol, hepsiburada and Alibaba can be shown as an example of other sites. Other online shopping sites can make comparative analysis by taking these sites as an example.

In conclusion, this study was carried out within certain limitations. This limitation is the fact that there were 560 undergraduate students in Gaziantep. The scope area can be expanded in future researches. It can be conducted with different regions with different age groups or can be expanded all of Turkey with graduate students.

References

- Armağan, E. A. & Turan, A. H. (2014). Internet Shopping: The Effect of Demographic Factors and Individual Requirements: An Empirical Assessment. *Atatürk University Journal of Economics and Administrative Sciences*, 28(3), 1-22.
- Ayden, C. & Demir, Ö. (2011). Electronic Trade; A Study on Consumers' Attitudes and Preferences. *Fırat University Journal of Social Science*, 21(2), 149-161.
- Aydoğmuş, H. Y., Melih, C. A. N., Babayigit, A., & Aydoğmuş, U. (2015). Examining Students' Online Shopping Behavior in Terms of Demographic Characteristics: Case of Alanya

Alaaddin Keykubat University. *International Journal of Alanya Faculty of Business*, 7(3), 243-254.

Büyüköztürk, Ş. (2017). *Sosyal Bilimler için Veri Analizi El Kitabı İstatistik, Araştırma Deseni SPSS Uygulamaları ve Yorum*, (23. Baskı). Ankara: Pegem Academy Publishing, 52.

Cyr, D. & Bonanni, C. (2005). Gender and Website Design in E-business. *International Journal of Electronic Business*, 3(6), 565-582.

Duramaz, S., & Dünder, S. (2014). A Comparison of Electronic Payment Systems: The Case of Turkey and Italy. *Uşak University Journal of Social Sciences*, 7(1), 24-37.

E-Commerce (May, 2018). The Statistics Portal. Retrieved from <https://www.statista.com/outlook/243/113/ecommerce/turkey#>.

E-Commerce Transactions (March, 2018). The Interbank Card Center. Retrieved from <https://bkm.com.tr/en/reports-and-publications/reports-2/>.

Gupta, K.B. & Utarid, R.H. (2018). An Empirical Study On Student's Perspective towards Online Shopping & Its Future in India. *International Journal Of Research Culture Society*, 2(2), 69-75.

Herna'ndez, B., Jime'nez, J. & Martı'n, M. J. (2011). Age, gender and income: Do they really moderate online shopping behaviour? *Online Information Review*, 35(1), 113-133.

İzgi, B. B. & Şahin, İ. (2013). Electronic Retail Sector and Internet Shopping Consumer Behavior: The Case Of Turkey. *Journal of Economics and Management Research*, 2(1), 9-27.

Kau, A.K., Tang, Y.E. & Ghose, S. (2003). Typology of online shoppers. *Journal of Consumer Marketing*, 20(2), 139-156.

Lester, D. H., Forman, A. M. & Loyd, D. (2005). Internet Shopping and Buying Behavior of College Students. *Services Marketing Quarterly*, 27(2), 123-38.

Silkü, H. A. (2009). A Study on The Attitudes of The Faculty of Communication Students Towards On-Line Marketing. *Journal of Yaşar University*, 4(15), 2281-2301.

Yayar, R. & Sadaklıoğlu, H. (2012). A Research On The Internet Product Purchasing Behavior Of Public Employees. *Business and Economics Research Journal*, 3(3), 145-157.

Addendum

Table 1

Chi-Square Test Results to Determine Whether Internet Payment Preferences Are Dependent on Gender Variable

Groups		Gender		Total	X ²	sd	p
		Female	Male				
Online	Credit / Debit Card	187	207	394	16,957	2	0,000

Payment	Transfer / EFT	6	7	13
Options	Cash on delivery	42	108	150
Total		235	322	577

Table 2

Modes of Living Descriptive statistics

Modes of Living	N	Mean	Standard Deviation	Standard Error
Alone	59	518,30	782,38	101,85
With family	235	271,66	309,60	20,19
At dormitory	123	187,95	238,47	21,50
With friend (s)	81	207,96	403,10	44,78
Total	498	269,84	407,79	18,27

Table 3

ANOVA Results for Monthly Expenditure Quantities

Source of Variance	Sum of squares	Sd	Mean Square	F	Significance Level (p)
Intergroups	4777917,068	3	1592639,023	10,103	0,000
Intragroups	77871482,64	494	157634,580		
Total	82649399,70	497			

Table 4

Pearson Product Moment Correlation Analysis Results for Determining Relation Between Spending Duration and Spending Quantities on the Internet

Factor	N	r	p
Time Spent on the Internet (hours)	560	0,264	0,000
Expenditure Amount (TL)			