

## ÇEVİRİMİÇİ PERAKENDECİLERİN SANAL ORTAMLARDA UYGULADIKLARI SATIŞ TUTUNDURMA STRATEJİLERİNİN, TÜKETİCİ SATIN ALMA KARARI ÜZERİNDEKİ ETKİSİ

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### Özet

Geniş kitlelere ulaşma ve pazarlamadaki hızlilik ve kolaylık, online platformları oldukça cazip kılan etkenlerdir. İnternet alt yapılarının bu denli gelişmiş olması ile birlikte internete istenilen her yerde erişimin sağlanmasını mümkün kılan cihazların geliştirilmesi, tüketicilerin ürüne olabilecek en kısa sürede ulaşabilir olmasını mümkün kılan platformların geliştirilmesini sağlamıştır. Bu çalışmada, online perakendecilerin sanal ortamlarda uyguladıkları satış tutundurma stratejilerinin, tüketici satın alma davranışı üzerindeki etkisi araştırılmıştır. Çalışmanın amacı, pazarlama faaliyetlerini online platformlarda yürüten e-perakendecilerin benimsedikleri tutundurma stratejilerini ortaya koymaktır. Böylelikle firmalar, bu denli yoğun ve zorlu şartlara sahip olan rekabet ortamına ayak uydurabilmek için gerekli stratejiler uygulayabilir. Veriler, Kayseri'de yaşayan 18 yaş ve üzeri tüketiciler üzerinden toplanmıştır. Bulgular; online perakendecilerin sanal ortamlarda uyguladıkları fiyat promosyonlarının tüketici algılamaları ve satın alma kararları üzerinde etkili olduğunu ortaya koymaktadır.

**Anahtar Kelimeler:** E-Perakendecilik, Tutundurma Stratejileri, E-Perakende, Hizmet Kalitesi.

## THE IMPACT OF SALES PROMOTION STRATEGIES IMPLEMENTED BY ONLINE RETAILERS IN VIRTUAL ENVIRONMENTS ON CONSUMER PURCHASE DECISION

### Abstract

Reaching large audiences, speed and convenience in the marketing area the factors that make online platforms very attractive. In this study, the effect of sales promotion strategies applied by online retailers in the virtual area on consumer purchasing behavior was investigated. The aim of the study is to reveal the promotion strategies adopted by e-retailers who working out their marketing activities on the online platforms. Hereby, companies have to adapt to the competitive environment with the intense, and challenging conditions. The data was collected consumers who living in Kayseri and over the 18 ages. The findings was determined that price promotions applied by online retailers in the virtual platforms are effective on consumer perceptions and purchasing decisions. Moreover, informations about the strategies that online retailers should apply for sales promotion activities has been brought to the literature.

**Keywords:** E-Retail, Promotion Strategies, E-Retail, Service Quality.

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## INTRODUCTION

Since the beginning of time, humans have engaged in a continual cycle of consumption, according to history. Due to the limited activities caused by production and producer limits, firms were able to conduct their commercial activities without the requirement for any kind of plan in the early times.

The diversity of production and consumption was brought about by the fact that mass production was initiated due to the industrial revolution and related advances. This situation forces businesses to utilize specific techniques in the marketing of their goods or services due to the diversity that exists in the market and the number of firms. As a result, it forces them to make a distinction in the services they provide, such as quality and the value they provide to customers, and their marketing initiatives. In order to reach their target audiences with the appropriate promotion tactics through the platforms on which they conduct their commercial activities, firms must now assess all of the processes they have implemented.

Due to its position, the internet, which was first developed with the intention of a project and has since become an integral aspect of human life, has now become the foundation of modern business operations. The e-retail sector has also been interested in this unpredictably high number of internet users. Today's type of branding and marketing is e-retailing. In online platforms where the target audience is intensive, it is essential for businesses to engage in marketing activities and maintain their existence.

E-retail is in a much better position to reach broad audiences, cut expenses, and save time than traditional marketing strategies. Businesses with a wide range of options must use a variety of techniques to boost sales volume on both their websites and the online marketplaces where they are engaged. In this situation, consumers' preferences are heavily influenced by the techniques that e-retailers use to engage with them and the convenience of use that they provide. Since businesses do not directly interact with their customers, they must use the right promotion tactics to boost their preferences.

In this study, the effect of sales promotion strategies applied by online retailers in the virtual area on consumer purchasing behavior was investigated. The aim of the study is to reveal the promotion strategies adopted by e-retailers who working out their marketing activities on the online platforms. Hereby, companies have to adapt to the competitive environment with the intense, and challenging conditions. The research data was collected consumers who living in Kayseri and over the 18 ages. As a result of research, price promotions applied by online retailers in the virtual platforms are effective on consumer perceptions and purchasing decisions.

## 1. E-COMMERCE

### 1.1 DEFINITION OF E-COMMERCE

The developments in internet technologies and the transformation of traditional commercial activities into online platforms have enabled to gain new advantages for both consumers and businesses (Çakırer, 2013, p. 96).

Even though the internet has been used for commercial purposes since the 1980s, it has been mainly used for e-commerce since 1997. The real development of the internet started as a result of its commercial use (Erbaşlar and Dokur, 2016, p. 3). Although the concept of e-commerce emerged in the late 1980s, its main use began to be used in 1994 with the first book sale on [www.amazon.com](http://www.amazon.com) (Çetin, 2014, p. 67).

There are many definitions of the concept of e-commerce in the literature and some of them listed below;

- i) According to the World Trade Organization, e-commerce is that product, promotion, sales and distribution of products and services, which are elements of the marketing mix, through telecommunication networks (<http://www.eticaretgundem.com/elektronik-commerce-2/>, Access Date: 01.01.2022).
- ii) According to the Organization for Economic Cooperation and Development (OECD), definition of e-commerce is; It is all of the commercial transactions concerning individuals

and organizations that enable the digital processing and operation of text, image and sound (Taşlıyan, 2006, p.47).

- iii) The European Union defines e-commerce in the simplest and general sense as the sale of goods and services in online environments (T.R. Ministry of Development, 2013).
- iv) Kayabaşı (2010) defined e-commerce as a modern methodology that focuses on the improvement of business efficiency (p. 23).

### 1.2. Tools of E-Commerce

E-commerce is not just conducted online. Electronic commerce is a term used to represent commercial activity carried out utilizing any type of communication instrument made possible by telecommunication technology (Erdağ and Batuman, 2006, p.11).

The following are the basic tools that enable the utilization of electronic commerce (Korkmaz, 2004, p.16):

- Telephone: One of the earliest and most used forms of communication is the telephone, which is also one of the earliest implements of what is known as traditional e-commerce. Due to its adaptable and interactive design, the phone has experienced a lot of changes throughout time. The phone is employed as an efficient e-commerce tool in addition to being a useful instrument for communication. Customers can place orders over the phone, check the progress of their purchases over the phone, or conduct financial operations over the phone thanks to technology (Yaşa, 2016, p. 6).
- Fax: Fax is an alternative e-commerce tool. Due to its ability to transport documents very fast, fax has taken the role of the old-fashioned letter approach. The method's drawbacks include the low image quality of documents sent by fax and the method's high cost in comparison to alternative tools (Çak, 2002, p. 22).
- TV: Television which is a vital component of our lives is actively employed in marketing and advertising campaigns. It is expressed as a one-way communication tool since there are a

finite number of product promotion venues and because it cannot completely satisfy consumers (Çak, 2002, p. 22).

- EDI: The interchange of commercial documents among all institutions involved in commercial activities is essential. It is possible for organizations to exchange documents in a specific format via the internet through a process known as electronic data interchange, or EDI for short. By removing the need for duplicate paperwork for tasks like order acceptance, invoicing, and necessary contracts, EDI speeds up access to information electronically, lowers costs, and minimizes human error. (Korkmaz, 2014, p. 17).
- Electronic payment and money transfer systems
- Electronic Data Interchange
- Internet

### 1.3. Advantages and Disadvantages of E-Commerce

E-commerce, which grows up as it is utilized more frequently, offers various advantages as well as disadvantages. Under this heading, both benefits and drawbacks will be explored by the help of research that has been published in the literature.

The ability to carry out domestic and international business electronically ensures that the time of business stakeholders, including buyers, sellers, manufacturers, middlemen, customs authorities, transporters, insurers, and other parties involved in the process, is used effectively (Diamond, p. 17, 2012). The ability to electronically prepare the documentation required for the implementation of commercial activities ensures that the transactions are carried out quickly and with the least amount of error (Arslandere, 2019, pp. 9-10). E-commerce has made it irrelevant where the buyer is located or where the sought good or service is. The buyer can get the good or service they want anytime they want thanks to the way that e-commerce is set up, which removes geographical boundaries (www.blog.kobisi.com, access date: 02.01.2022). The fact that e-commerce eliminates the requirement for retailers to maintain regular cash reserves is one of the benefits it

provides to sellers in addition to the benefits it offers to purchasers. Furthermore, the participants are shielded from theft by the fact that money is traded through banks (Ayhan, 2018, p. 17).

In addition to all of these benefits, there are drawbacks to e-commerce. The most critical aspect of e-commerce is trust. Retailers must therefore have a trustworthy e-commerce website. A dependable e-commerce site needs to do well in search engine optimization. It might be challenging to differentiate your business from the competition in the highly competitive world of internet buying. Companies who are unable to control all of these aspects at once will not be able to sustain their assets (www.webtures.com.tr, access date: 02.01.2022). Customers are reluctant to make purchases because there is no assurance regarding the product's quality (Engin, 2021).

#### 1.4. Payment Methods in E-Commerce

Electronic commerce's ability to provide a simple and safe payment option is the main reason it has reached its current volume. Another element contributing to the desire for e-commerce is the fact that payment method reliability is rising steadily (Özbulut, 2014, p. 32).

- **Credit card:** It is used as the most common payment method today. Payment is made when the consumer enters their credit card information through the e-commerce platform (Özbulut, 2014, p.32).
- **EFT:** It is the payment by the buyer who has sufficient balance in his bank account, by transmitting the relevant balance to the seller's bank account (Uluçay, 2012, p.31).
- **Electronic Check:** Buyers who do not want to pay cash pay with an electronic check, which is the virtual equivalent of the currently used check (Arslandere, 2010, p.24).
- **Cash on Delivery:** Payment of the sales process completed on the e-commerce platform is made by cash or credit card during the delivery of the product (Tekatlı, 2018, p.15).

## 2. RETAIL

### 2.1. Definition of E-retail

With the continued advancement of technology and e-platforms, traditional techniques of commerce have been relocated to the electronic world, making it much simpler to promote goods and services. The benefits and conveniences that electronic media provide users have led to a rise in the usage of digital platforms. Companies can use it to expand from a local to a worldwide scope and connect with customers everywhere (Kotler, 2003).

Electronic media offers the chance to rapidly and easily reach the customer, thus businesses choose to relocate their commercial activity there. Online commerce has nearly become a need with the ability to shop from almost any type of technological gadget (İzgi et al., 2012). Retailers were drawn to all of these circumstances, which allowed them to advertise their presence in online venues (Kirim, 2007).

E-retail has gained popularity due to its many benefits, including the ease of buying, time savings, the complete information it provides on goods and services, and door-to-door delivery (Subramanian et al., 2014).

### 2.2. Sector-Based E-Retailing Methods

E-retailing, a new highly developed industry, exhibits a wide range of variations based on the capabilities of the companies. Presently, certain brands provide a variety of products for sale online.

For a variety of reasons, customers go to the websites where e-retailers are located. In this situation, a customer can sign in to the e-commerce site in order to do things like shop or acquire information. The customer can finish the purchase in the relevant brand's physical store after visiting a website to obtain information. Due to this situation, brands with or without physical stores will have their market in the e-retail sector. However, how retailers approach consumers in virtual surroundings and on digital platforms becomes crucial in this situation. The term "multi-channel retailing" refers to a strategy that is employed by numerous businesses. In the clothing industry, i.e.; LCWaikiki, Damat, Adidas, Boyner, Mavi, U.S. Polo

ASSN, YKM, FLO, Nike, Mango, Derimod, Vakko, Sarar, Avva, and Muda Concept. In the food industry, examples include BİM, CarrefourSA, Migros, and A101. In the technology markets, examples include Teknosa, Apple, Toshiba, Media Market, and Vatan.

There are businesses that only conduct their commercial activity online, in addition to multi-channel retailers. These businesses are referred to as single-channel e-retailers. This retail channel is favorable since it may serve vast populations while maintaining a high -profit margin due to space and expense savings (Kuş, 2019, p. 34).

### 2.3. E-retail All Around the World

Shopping centers that conduct their business in the traditional manner face a significant challenge as a result of the rapid growth of e-retailing and the increase in consumers' awareness of digital media and internet usage. In comparison to customers purchasing online, it is now evident that there is a significant decline in the number of shoppers visiting physical stores. The desire of people to access goods and services without traveling and under no time limits can be cited as the cause of this. Customers prefer to make purchases online when they are not able to access physically to the goods or services which they willing to buy (Kuş, 2019, p. 35).

There are regional variances in the number of users accessing the internet when the global e-retail sector is considered. When compared to Asia, which has the densest population in the globe, North America is seen to have a higher percentage of internet users. According to predictions, 1.61 billion people used online marketplaces to buy goods and services in 2019 and that percentage of electronic retail in total global retail sales will rise even further in the next years (www.statista.com, Access Date: 02.01.2022).

Along with changes in the rest of the world, more and more people in our nation are (turkish nation) making purchases online. The growth in internet users has a favorable impact on the e-retail industry as well. With more than 45 million internet users worldwide, Turkey, one of the most populous nations with a population that is growing every day,

tops the list of countries by internet usage rate (Kantarçı et al., 2017).

Due to fact that, Turkey is among the top 10 markets in the world, Turkey is regarded as the most desirable due to the attractiveness of the internet market, enough technological infrastructure and laws, and the development of the retail sector (Sert, 2014). The fact that consumers use the internet frequently and the changes that come about as it develops day by day indicate that it will boost the rate of shopping in this industry.

### 2.4. Advantages and Disadvantages of E-Retailing

E-retailing is defined as a commercial activity between at least two parties over online platforms in studies on the subject. In this context, it is believed that it would be much more appropriate to analyze the benefits and drawbacks of the e-retailing industry in terms of both retailers and consumers (Kanoğlu, 2017, p. 12).

#### 2.4.1. Advantages and Disadvantages of E-Retailing for Retailers

Both newly founded retail brands and retailers that have been in business for some time can benefit greatly from having an online store. The first of these benefits is that with e-retailing, time and location are irrelevant. This gives the retail brand the chance to sell anywhere in the world, regardless of where it is. Businesses in the traditional retail industry must set aside large funds for promotional efforts in order to publicize their identities and brands. However, firms now have the chance to easily and affordably introduce themselves to broad audiences by using e-commerce websites. In conventional retailing, businesses can only operate within specific hours. However; due to fact that there is no longer a concept of time in e-retailing, a 24/7 service is viable. This enables the online merchant to conduct business or get in touch with customers whenever they choose. An e-retailer who has access to his customers' communications at all times over the Internet may also have a significant advantage in terms of managing customer relations. The problems encountered can be addressed in a shorter amount of time. In conventional retailing,

having salespeople on hand is essential. Studies of the literature have shown that the behavior of salespeople and their aptitude for closing deals directly influence consumer purchase decisions. Therefore, it is not an easy process to work with a suitable salesperson or to find sales personnel with these characteristics.

However, these costs do not occur because there is no need for employees such as sales personnel in e-retailing, there is no physical store/building, and there is no daily expenses and store expenses in e-retailing. Not covering these costs is a huge advantage for e-retailers when considering packaging and delivery costs. As a result of developments in information and communication technologies, it is possible to see the footprints of the target audience on the e-commerce site. It is possible to examine in more detail which product the target audience is interested in, how much time they spend on the product in question, where they come from and what they buy. In this way, e-retailers have the opportunity to develop different marketing and sales strategies compared to traditional methods (Kanoğlu, 2017, p. 12).

In addition to all these advantages of e-retailing, various disadvantages can also be mentioned. The disadvantages can be listed as follows (Dennis et al., 2004, p. 3).

- Businesses that do not have sufficient knowledge about e-retailing may have a negative impact on their decision to start their e-retail activities.
- The installation fees for e-retailers might be very expensive. The costs that could arise for the retailers are a negative factor when the expenditures made for the e-commerce site and the recurring charges are included.
- Logistics is one of the most important elements of e-retailing. The fact that logistics activities are more complex and costly in e-retailing than in traditional retailing leads to a shy approach to e-retailing.
- Since sales are not face-to-face in e-retailing, less impact can be established on the target audience compared to traditional retailing. Consumers can answer 'no' more easily when shopping online.

- Consumers touch, experience, smell, etc. can make more positive decisions at the point of purchasing the products. The lack of tangible experience in e-retailing causes consumers to be less willing to buy.

#### **2.4.2. Advantages and Disadvantages of E-Retailing for Consumers**

The main reason why consumers favor e-retailing is that it allows them to easily access the products or services they need from any location in the globe, make comparisons on a computer with comfort, and reach the goods or services they desire through e-retail sites. Through e-retail websites, customers can get their hands on the goods or services they need, from furniture and household goods to electronics, from clothes to stationery. Today's world offers fast access to anything you want over the internet rather than going to actual stores, where living conditions are getting worse and the daily workload has increased so much. One of the things that makes the e-retail industry appealing is the fact that customers spend less time shopping. In the e-retail business, storage, staffing costs, etc. The rates are more reasonable, because there are no expenses. More product kinds are available, at more reasonable rates, and the consumer has easy access to reviews of the product or service in question. Another significant benefit of e-retail websites is that customers can purchase the goods or services they require online if they are unable to do so locally (Kanolu, 2017, p. 14).

### **3. METHODOLOGY**

#### **3.1. Purpose and Importance of the Research**

The purpose of this study is to examine how much consumer purchase decisions are influenced by the sales promotion methods used by online retailers in virtual worlds. The literature review did not turn up any studies on sales promotion tactics for online shops, despite the fact that there are many studies on traditional retailers. This circumstance is believed to highlight the significance of the study in terms of filling the knowledge gap in the field.

### 3.2. Population and Sample of the Research

The population of the study consists of consumers aged 18 and over living in Kayseri. The research was conducted between March 1st and April 30th 2022 through an online survey on 106 consumers.

### 3.3. Assumptions of the Research

It is assumed that the consumer interviews and the comments given are fair and morally upright. Consumers can get the information the researcher requested in this situation. Participants in the poll who are willing to share the requested information are consumers. It is expected that the findings will be applicable to consumers in various jurisdictions and that respondents will provide accurate and truthful answers to the questions asked.

### 3.4. Scope and Limitations of the Research

Consumers who are 18 years of age or older and make purchases from e-commerce sites in Kayseri make up the target audience of the research. The non-probabilistic "Purpose Sampling" method was employed because it would be impractical to reach the full population in terms of time and money. A variety of survey participants' characteristics are taken into consideration as they are chosen at random from the study universe and included in the sample using the purposeful sampling approach (Böke, 2009, p. 125). In this context, a sample of Kayseri-based online shoppers who were at least 18 years old was chosen.

### 3.5. Data Collection Tool

In the research, the online survey technique was chosen to reach the consumer directly and to obtain the information in the shortest way. In the first part of the questionnaires applied in the research, age, gender, educational status, income status, etc. The first 6 questions containing personal information are included. In addition, a five-point Likert-type scale consisting of 11 items was used to determine the effect of sales promotion activities

implemented by online retailers on consumer purchase intention; It is rated as "Highly Influencing (5)", "Influencing (4)", "Undecided (3)", "Lowly Affecting (2)" and "Not Affecting (1)". Cronbach' Alpha reliability coefficient was calculated for the applicability of the scales within the scope of the research, and the Cronbach' Alpha reliability coefficient of the 11-item questionnaire, which reveals the effect of sales promotion activities implemented by online retailers in virtual environments, on consumer purchase intention was obtained as 0.974.

Table 1. Reliability Value

Cronbach's Alpha	n
0,974	11

### 3.6. Analysis of Data

Simple random sampling was used to choose the sample group. Every component of the population has the same probability of entering the sample, according to the basic tenets of the simple random sampling approach. Each questionnaire was assessed separately, and the information gathered was then input into a statistical analysis program and examined.

The statistical program SPSS 24 (Statistical Package for the Social Sciences-IBM®) was used to analyze the data gathered for the study. For categorical variables, descriptive statistics were reported as numbers and percentages, and for numerical variables, as the mean and standard deviation. 95 percent confidence interval was used to determine the statistical significance level, and p0.05 was considered significant.

#### **4. FINDINGS AND COMMENT**

##### **4.1. Frequency Analysis of Demographic Characteristics**

The average age of the people participating in the survey is 43.4%, 51 years and older, 34% is 31-40, and 20.8% is 18-30. While 49.1% of the participants are undergraduate graduates, 20.8% are postgraduate graduates, 18.9% are high school graduates and 11.3% are associate degree graduates. Participants, as monthly average income level, 68.6%, 6501 TL and above, 17.3% 4501-5000 TL, 5.9% 5501-6500 TL, 5.9% 3501-4500 TL, 2.3% 7001 They stated that they have an income of TL or more. 60.4% of the respondents stated that they prefer online shopping, and 39.6% prefer traditional shopping. To the question 'How often do you visit e-retail sites?', 40.8% answered every day, 26.9% every other day, 19.2% every 7-10 days, 13.1% They stated that they visit ' every 15-30 days.

##### **4.2. Descriptive Statistics on the Effects of Online Retailers' Sales Promotion Activities in Virtual Environments on Consumer Purchasing Decision**

In this section, descriptive statistics are given to measure the effect of sales promotion activities implemented by online retailers on consumer purchase intention.



**Table 2.** Frequency distributions and average values of the effect levels of sales promotion activities

Questions		n	%	Ort	Std
How do the promotions applied on the products affect your product preferences on the e-retail site?	Does not affect	12	11,1	3,31	1,31
	It affects little	26	24,1		
	I'm undecided	2	1,9		
	Affecting	49	45,4		
	It affects a lot	17	17,5		
How does the promotion in the form of a price reduction affect your purchasing choice?	does not affect	5	4,6	4,16	0,9965
	It affects little	5	4,6		
	I'm undecided	-	-		
	Affecting	54	50		
	It affects a lot	42	38,9		
How does a price reduction of 2800 TL for a computer with a sale price of 10,000 TL affect your purchase decision?	does not affect	10	9,3	3,72	1,28
	It affects little	10	9,3		
	I'm undecided	10	9,3		
	Affecting	45	41,7		
	It affects a lot	31	28,7		
How does a 125 TL price reduction applied for a one-year internet access package with a sales price of 800 TL affect your purchase decision?	does not affect	10	9,3	3,25	1,28
	It affects little	30	27,8		
	I'm undecided	6	5,6		
	Affecting	43	39,8		
	It affects a lot	17	15,7		
How does a 25% discount applied to a computer with a sales price of 10,000 TL affect your purchase decision?	does not affect	6	5,6	3,62	1,17
	It affects little	17	15,7		
	I'm undecided	13	12		
	Affecting	45	41,7		
	It affects a lot	25	23,1		
How does a 25% discount applied for a one-year internet access package with a sales price of 800 TL affect your purchase decision?	does not affect	12	11,1	3,23	1,31
	It affects little	28	25,9		
	I'm undecided	6	5,6		
	Affecting	43	39,8		
	It affects a lot	17	15,7		

**Table 2.** Frequency distributions and average values of the effect levels of sales promotion activities (cont.)

Questions		n	%	Ort	Std
What impact does a discount coupon for 2800 TL that the online shop gave to your address has on your decision to buy a computer with a sale price of 10,000 TL?	does not affect	12	11	3,32	1,35
	It affects little	26	24,1		
	I'm undecided	7	6,5		
	Affecting	38	35,2		
	It affects a lot	23	21,3		
What impact does a 125 TL discount coupon that the online retailer gave to your address have on your decision to buy a one-year internet access package with a sales price of 800 TL?	does not affect	18	16,7	2,96	1,42
	It affects little	34	31,5		
	I'm undecided	9	8,3		
	Affecting	24	22,2		
	It affects a lot	21	19,4		
Which price promotion offer for a one-year internet connection bundle with a 10,000 TL purchase price is more appealing to you?	Price discount	90	83,3	1,16	0,42
	Discount	14	13		
	Coupon	2	1,9		
Which price promotion offer is more enticing to you when you consider purchasing an 800 TL per year internet access package?	Price discount	80	74,1	1,29	0,55
	Discount	21	19,4		
	Coupon	5	4,6		
How much do you pay attention to whether any promotions are applied on the products during shopping?	I don't pay any attention	2	1,9	3,80	0,98
	I don't pay attention	14	13		
	I'm undecided	10	9,3		
	I pay attention	57	52,8		
	i pay a lot of attention	23	21,3		

The frequency distributions and average values of the impact levels of sales promotion activities carried out by online retailers in virtual environments on customer purchase intention are displayed in Chart 4.1. The question of "How Does the Promotion in the Form of a Price Reduction Affect Your Purchasing Preference?" had the highest average among the expressions in which consumers gave their most favourable thoughts, with an average of 4.160.9965. The question, " How much do you pay attention to whether any promotions are applied on the products during

shopping?," had the highest average of 3.800.98, and the response from respondents was "I pay attention" to whether any promotions are applied to the products during shopping. They've donated.

The research's lowest average expression was 1.160.42 with an average of " Which price promotion offer for a one-year internet connection bundle with a 10,000 TL purchase price is more appealing to you?" and customers referred to this as a "price discount." They have responded.

In the study, it was found that 41.7% of respondents to the question "How does a 25% discount applied to a computer with a sales price of 10,000 TL affect your purchase decision?" responded "affecting."

When asked "How does a 25% discount applied for a computer with a sales price of 10,000 TL effect your buying decision," it was found that 41.7% of the respondents answered "affecting"

In response to the question, "How does a price reduction of 2800 TL for a computer with a sale price of 10.000 TL affect your purchase decision?" it was found that 35.2% of the respondents gave the response "affecting."

When asked "How do the promotions applied on the products affect your product preferences on the e-retail site?" the majority of consumers, or 45.4%, responded "affecting." 39.8% of respondents said that it "affects" their decision to buy when asked how a 125 TL price reduction applied to a one-year internet connection package with a sales price of 800 TL affected their choice.

39.8% of respondents gave the word "affects" in response to the question, "How does a 25% discount applied for a one-year internet access package with a sales price of 800 TL affect your purchase decision?"

The question "What impact does a 125 TL discount coupon that the online retailer gave to your address have on your decision to buy a one-year internet access package with a sales price of 800 TL?" was determined to be the response from at most 31.5 percent of consumers.

When asked, "Which price promotion application is more enticing for you to make a purchase decision for a one-year internet access package with a sales price of 800 TL," the majority of consumers—74.1%—answered "price discount."

According to the research's conclusions, it is revealed that "The marketing tactics and sales promotion initiatives used by online merchants in virtual environments effect consumers' purchasing intentions." Consumers were asked if they pay

attention to product promotions when buying, and the majority of respondents said "I do." Additionally, it has been found that consumers are more influenced by significant price reductions and offers of coupons or discounts while making purchases. Particularly, 83 % said that a price cut offer has an impact on their product preferences.

## 5. CONCLUSION

The internet has spread quickly over the globe and dismantled the ideas of time and borders as a result of advancements in information and communication technologies. This circumstance has practically made it possible for firms to alter their current operations or shift them online, and it has made e-commerce websites more widely used. Customers can now migrate their purchasing practices on the internet and use e-commerce sites, particularly e-retail sites, as a response.

In order to succeed and survive in a competitive climate, businesses that conduct their sales activities online must design their marketing strategies to cater to the interests, desires, expectations, and wants of their customers. Online merchants use virtual environments to connect with their clients quickly and affordably, to attract new clients, and to deliver higher-quality services by collecting client data from databases. On the other hand, customers have the freedom to purchase whenever and wherever they want without having to exert themselves by physically going to the store.

Businesses that are aware of all these benefits must design and implement some strategies in order to survive in these very competitive environments, to sustain their assets, and to be successful. This study aims to quantify the degree to which internet businesses' sales marketing efforts in virtual environments influence consumer purchasing decisions. The examination of the research's findings revealed that 40.8 percent of consumers made purchases every day, 26.9 percent every other day, 19.2 percent every 7 to 10 days, and 13.1 percent every 15 to 30 days. It

was discovered that they went to online stores. Consumers responded "I pay attention" when asked whether any promotions are being applied to the products when they are shopping, which is another finding from the study. Additionally, customers said that a 2800 TL price cut for a 10,000 TL product has a big impact on their buying choices. Particularly, 83.3 percent of consumers said that promotions in the form of price cuts, particularly on expensive items, have an impact on their product preferences.

The study has shown that price discounts used by online merchants in virtual worlds have an impact on consumers' perceptions and purchase decisions. Findings of this study also support other studies in the literature that explore why customers favor companies who provide them with more services in response to shifting demands and expectations. Future research ideas in this field seem to be rather plentiful.

#### Ethics Committee Permission

Ethics committee approval for this study was obtained by Erciyes University Social and Human Sciences Ethics Committee on 25.10.2022.

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