

The Effect of Promotional Activities Applied in E-Commerce on Consumer Behavior

Dr. Mustafa DEMİR

Akdeniz Karpaz University
mustafa.demir@akun.edu.tr

ABSTRACT

The main purpose of this study is to examine the effect of promotional activities applied in e-commerce on the consumer behavior of individuals living and shopping in the Turkish Republic of Northern Cyprus. The study was conducted using quantitative research method based on Söker's (2022) scale form. The population of the study consists of all individuals residing and shopping in the Turkish Republic of Northern Cyprus, while the sample consists of 336 consumers. The reliability of the collected data was evaluated in the analyzes carried out using SPSS 28.00 program. According to the results of the research, there is a general perception among the respondents that promotional sales strategies are effective on consumers. In particular, promotions such as second item free have the potential to influence respondents' purchasing decisions. The distribution of discount coupons and the use of fair/exhibition booths on digital platforms are other types of promotions that are viewed positively. However, some respondents expressed reservations towards certain promotional strategies. For example, 15.2% had a negative attitude towards discount coupons, while 33.3% believed that promotional products are generally not preferred. These results suggest that the impact of promotional strategies is not the same for everyone and that businesses need to understand their target audience well. In conclusion, promotional selling strategies are generally perceived positively, but some consumers have reservations about such strategies. These findings emphasize the need for businesses to carefully plan their promotional strategies and understand their target audiences.

Keywords: E-commerce, Promotion, Consumer, Consumer behavior.

1. INTRODUCTION

1.1. Problem Status

Today, with rapidly developing digital technologies, e-commerce platforms significantly affect consumers' shopping habits. Understanding the effects of promotional activities implemented in e-commerce on consumers' behavior is of strategic importance for businesses. E-commerce, along with the strong influence of the internet, has brought about a significant transformation in the retail industry (Bayrak, 2023).

Electronic commerce, or simply e-commerce, is a trading model in which transactions are carried out online via electronic platforms. Unlike physical shopping in traditional stores, e-commerce facilitates the purchase of products and services via the internet (Kucukyilmazlar, 2006). E-commerce offers consumers access to various products and services without any geographical limitations. It enables businesses to have a presence on digital platforms and market and sell their products and services online (Elbol and Kesici, 2004).

E-commerce platforms make the online shopping experience more attractive by using various promotional strategies to attract customers and increase sales. Promotion is one of the marketing strategies applied to promote a product or service, increase its sales or strengthen customer loyalty (Tatman, 2023). Promotions are usually valid for a certain period of time and aim to encourage consumers to shop by offering certain advantages or incentives (Bingöl, 2023).

Consumers are individuals or organizations that purchase, use, consume, and generally pay for goods or services. The concept of consumer, from an economic perspective, generally includes individuals or households and emphasizes their ability and behavior to purchase goods or services according to their particular needs and preferences. Consumers are generally individuals who purchase, use and consume goods and services in an economic system (Bagis and Barut, 2023). Factors such as consumer behavior, shopping preferences, spending habits and purchasing decision processes are examined in detail in the fields of marketing and economics. Consumer demands and preferences are an important reference point for businesses to market, develop and offer their products and services to consumers appropriately (Güngör, 2023).

Reduced their dependence on traditional stores and started to prefer digital platforms to access, compare and purchase products and services (Kurtoğlu and Karaman, 2023). As a part of this digital transformation, e-commerce businesses are strengthening their strategies to attract and retain consumers by using various promotional activities. Promotional activities applied in e-commerce are offered in a wide range from discount campaigns to free shipping

opportunities, from loyalty programs to special day discounts (Veral, 2023) . These promotions aim to increase brand loyalty and encourage sales by influencing consumers' shopping decisions (Boran, 2023) . How promotions affect consumers' purchasing decision processes should be examined in a wide range of factors, including price sensitivity, shopping frequency, brand preferences and consumer satisfaction. Additionally, the effects of these studies on groups with different demographic characteristics among consumers should also be evaluated.

1.2. Purpose and Importance of the Research

The main purpose of this study is to systematically evaluate the effects of promotional activities applied in e-commerce on consumer behavior. Understanding how promotions affect consumers' purchasing decisions, brand preferences and online shopping habits will contribute to businesses creating more effective marketing strategies. Evaluating the effects of promotions implemented in e-commerce on consumer behavior will help businesses understand the return on investments made in such promotions. When it is determined which types of promotions are more effective, businesses can use their budgets more efficiently. Therefore, this study will provide valuable insights to businesses, contributing to them gaining competitive advantage and increasing customer satisfaction.

1.3. Hypotheses

The hypotheses of this research are given below:

H₁: There is a relationship between statements about promotional activities applied in e-commerce and gender.

H₂: There is a relationship between statements about promotional activities implemented in e-commerce and marital status.

H₃: There is a relationship between statements about promotional activities applied in e-commerce and the age variable.

H₄: There is a relationship between statements about promotional activities applied in e-commerce and education level.

H₅: There is a relationship between statements about promotional activities applied in e-commerce and income level.

H₆: There is a relationship between statements about promotional activities applied in e-commerce and shopping frequency.

1.4. Limitations

Research;

- research participants,
- Scale questions used in the research,
- It is limited to the sources used in the research.

1.5. Definitions

Electronic commerce: It is a trading model in which transactions are carried out online via electronic platforms (Bingöl, 2023).

Promotion: It is one of the marketing strategies applied to promote a product or service, increase its sales or strengthen customer loyalty (Tatman, 2023).

Consumer: Individuals or organizations that purchase, use, consume, and generally pay for goods or services (Bagis and Barut, 2023).

Consumer behavior: It is an area examined in order to understand the processes of purchasing, using and obtaining goods and services by individuals, groups or organizations (Güngör, 2023).

2. THEORETICAL FRAMEWORK

2.1. E-Commerce Concept and Scope

E-commerce is a business model that is becoming increasingly important today and represents a digitalized version of traditional commerce. This concept refers to the buying and selling of goods and services over the internet and enables businesses to offer their products and services to consumers more effectively. E-commerce includes a number of different business models and has a wide scope (Tatman, 2023). First of all, the most basic form of e-commerce is online stores and retail. Companies offer their products to customers through virtual stores, thus providing access to a wide customer base without being bound by geographical limitations. Electronic marketplaces further increase this diversity, bringing together products from different sellers and offering consumers a wide range of products. E-commerce also includes digital download and subscription services. Online sales of digital products such as e-books, music, software provide quick and easy access to consumers. Subscription models are important in terms of providing regular income. Service-based e-commerce goes beyond traditional commerce and includes a variety of services such as consulting, training and software development. Mobile commerce covers shopping via smartphones and tablets, thus offering consumers the opportunity to shop even on the go (Bahçeci, 2022).

B2B e-commerce refers to the trade of products and services between businesses. This type of trading includes wholesale, supply chain management and business partnerships. Social commerce, on the other hand, includes trading activities through social media platforms and provides companies with the opportunity to interact directly with customers and promote products through social media. The success of e-commerce also focuses on security and payment systems. Measures such as SSL encryption, secure payment transactions and protection of customer information are important to gain consumers' trust. The concept of e-commerce has become an expanding field day by day and has enabled businesses to gain a competitive advantage in the digital world. With the advancement of technology, the scope of e-commerce is constantly evolving and new business models are emerging. This is an important development in terms of both offering better shopping experiences to consumers and enabling businesses to operate more effectively (Turan and Polat, 2009).

When we look at the historical process of e-commerce, the historical process of the concept of e-commerce has evolved rapidly with the digitalization of modern commerce. With its roots in the Electronic Data Interchange (EDI) protocol in the 1970s and 1980s, e-commerce was the first step in allowing businesses to exchange documents electronically. However, practices during this period were generally limited to large companies. By the early 1990s, e-commerce spread to wider audiences as the internet was used for commerce. The first online shopping sites such as Amazon and eBay emerged, allowing consumers to purchase products and services over the internet. Technological developments such as SSL encryption, which guarantees secure shopping, have made significant contributions to the growth of online commerce (Yilmaz and Bayram, 2020).

By the 2000s, e-commerce platforms emerged and began offering businesses a variety of options for setting up and managing their online stores. During the same period, the rise of mobile commerce has given consumers the flexibility to shop via smartphones. The 2010s saw the contribution of social media to interactive commerce. Sales have increased through Facebook, Instagram and other platforms, while artificial intelligence and big data analytics have increased customer satisfaction by supporting personalized shopping experiences. In the 2020s, e-commerce adapted to innovative technologies such as crypto currencies, digital wallets and NFTs. This period is a revolution in which commerce becomes more digital and technological innovations constantly transform the shopping experience. E-commerce is the abbreviation for electronic commerce and refers to the buying and selling of goods or services electronically. Unlike traditional commerce, e-commerce transactions occur over the internet. The concept of e-commerce includes a wide range of services and business models (Çalışır and Aksoy, 2019).

2.2. Definition of Promotion

Promotion is a term that refers to marketing activities carried out to increase the promotion of a product, service or brand, stimulate sales or attract customers (Kul, 2019). These activities are usually carried out through various campaigns, discounts, gifts, special events or other benefits. Promotions are used to make businesses' products or services more attractive and competitive, to increase customer loyalty and to attract new customers (Çelik, 2023).

2.3. Consumer behavior

Consumer behavior is a discipline that examines the behavior of individuals in purchasing, using and evaluating products and services. This field draws from disciplines such as psychology, sociology, economics, and marketing to understand and explain the various factors that influence consumers' purchasing decisions. Understanding consumer behavior is of critical importance for businesses to develop their marketing strategies and better respond to customer needs. The main factors affecting consumer behavior include personal characteristics, cultural influences, social environment, psychological states and marketing communication. These factors that shape consumers' purchasing decisions help marketers better define their target audiences and create more effective strategies to market their products (Kotler and Armstrong, 2011).

Another important aspect of consumer behavior is the stages in the purchasing process. These stages generally include needs identification, information search, evaluation, purchase, and subsequent use and evaluation. Each stage includes different factors that affect the consumer's decision process. By understanding consumer behavior, marketers can make their products more attractive, optimize advertising and marketing communications strategies, and increase customer loyalty. Therefore, research in the field of consumer behavior is important for businesses to gain competitive advantage and adapt to constantly changing market conditions. Modern marketing thought has been built by emphasizing the importance of consumer behavior and therefore consumer behavior has been extensively covered in marketing literature. Many explanations have been made to describe consumer behavior, and this subject has played a critical role in determining and implementing marketing strategies. Consumer behavior is expressed as a set of processes related to an individual's decision to buy or not buy which products or services, from whom, how, where and when (Yeniçeri, Yaraş and Eyup, 2012).

According to another definition, consumer behavior includes the behaviors exhibited by individuals in the process of purchasing, using and evaluating products or services in order to meet their own needs. In this context, the factors that influence consumers' purchasing decisions, the process they follow when making these decisions, and their interactions with products or services constitute an important focal point for marketing strategies. Understanding consumer behavior can help businesses define their target audience more effectively, optimize marketing communications strategies, and increase customer satisfaction. Therefore, marketing professionals and researchers can develop strategies to gain competitive advantage by examining consumer behavior in detail (Öztürk, 2016).

3. METHOD

3.1. Research Method

This study was conducted with quantitative research method. In this context, the relational scanning technique was adopted. Relational scanning technique is a research technique generally used to examine the relationships, connections and interactions between a group of individuals or objects. This method generally aims to understand complex and multidimensional systems. Relational scanning is a research method used to understand the components of a concept, event or system and the interactions between these components (Karasar, 2008).

3.2. Population and Sample

The population of the study consists of all individuals residing and consuming in the Turkish Republic of Northern Cyprus (TRNC). In this sense, no restrictions were made. The sample of the research was selected by random sampling. The randomized sampling method increases the likelihood that the sample is representative of the general population due to random selection. This increases the generalizability of the statistical results obtained. Randomized sampling allows the researcher to control the effects of randomness on the sample by providing a representation within the population where each individual has an equal chance of being selected. This method aims to obtain more reliable and valid results by minimizing the impact of the research on external factors (Karasar, 2008). In this context, 359 female employees were included in the study. Those who received complete feedback from the scale forms distributed via Google Forms were taken into account. In total, 500 scale forms were distributed between 09.10.2023 and 11.11.2023 and 350 forms were received. However, 336 complete forms were included in the research.

3.3. Data Collection Tools

The scale form used by Söker (2022) in his study was used in the study. In the study, a 5-point liquid scale consisting of 29 items was used: strongly disagree, disagree, no opinion, agree and strongly agree. The distribution of demographic information and participation levels in the statements was examined using frequency analysis. Using one-way analysis of variance and t test, it was investigated whether the level of agreement with the statements in independent groups differed significantly according to demographic data. If a significant difference emerged as a result of one-way analysis of variance, the TUKEY test was used to determine which groups this difference belonged to. The analysis was performed at a 95% confidence level and SPSS 20.0 program was used. The scale does not have a sub-dimension, so difference analysis in the study was carried out with expressions.

Table 1. Reliability Analysis

Cronbach's Alpha	Article
0.705	29

Cronbach's Alpha value of the scale was determined as 0.705. This shows that the scale used in the study is reliable.

3.4. Analysis of Data

In the research conducted through the SPSS 28.00 program, the reliability level of the collected data was evaluated.

4. Findings of the Study

4.1. Demographic features

Table 2. Demographic Information

		N	%
Gender	Woman	182	54.2
	Male	154	45.8
marital status	Single	224	66.7
	Married	112	33.3

Age	22-30 years old	112	33.3
	31-40 years old	87	25.9
	41-50 years old	77	22.9
	51 and over	60	17.9
Education status	Middle/High School	108	32.1
	Associate's Degree/Bachelor's Degree	164	48.8
	Master's/Ph.D.	64	19.0
Income rate	High	61	18.2
	Middle	124	36.9
	Low	151	44.9
Shopping frequency	1 time per month	141	42.0
	1 day a week	134	39.9
	3 days in a week	61	18.2
Total		336	100.00

54.2% of the research participants are women and 45.8% are men; 66.7% are single, 33.3% are married; 33.3% are 22-30 years old, 25.9% are 31-40 years old; 22.9% are aged 41-50 and 17.9% are aged 51 and over; 48.8% associate/bachelor's degree; 32.1% are secondary school/high school graduates and 19% are graduate/doctoral graduates. 44.9% of participants were low income; 36.9% are middle income and 18.2% are high income; 42% once a month; 39.9% stated that they shop 1 day a week and 18.2% 3 days a week.

4.2. Distribution of Answers to Statements About Shopping Habits

The response distributions of the participants to the statements about their shopping habits were examined by frequency analysis and are given in the table.

Table 3. Distribution of Answers to Statements About Shopping Habits

		N	%
expression1	I strongly disagree	52	15.5
	I do not agree	46	13.7
	No idea	25	7.4
	I agree	132	39.3
	Absolutely I agree	81	24.1
expression2	I strongly disagree	51	15.2
	I do not agree	52	15.5
	No idea	19	5.7
	I agree	138	41.1
	Absolutely I agree	76	22.6
expression3	I strongly disagree	44	13.1
	I do not agree	38	11.3
	No idea	34	10.1
	I agree	137	40.8
	Absolutely I agree	83	24.7
expression4	I strongly disagree	45	13.4
	I do not agree	45	13.4
	No idea	16	4.8
	I agree	137	40.8
	Absolutely I agree	93	27.7
expression5	I strongly disagree	45	13.4

	I do not agree	36	10.7
	No idea	20	6.0
	I agree	132	39.3
	Absolutely I agree	103	30.7
expression6	I strongly disagree	44	13.1
	I do not agree	38	11.3
	No idea	15	4.5
	I agree	120	35.7
	Absolutely I agree	119	35.4
expression7	I strongly disagree	35	10.4
	I do not agree	46	13.7
	No idea	11th	3.3
	I agree	130	38.7
	Absolutely I agree	114	33.9
expression8	I strongly disagree	52	15.5
	I do not agree	36	10.7
	No idea	21	6.3
	I agree	127	37.8
	Absolutely I agree	one hundred	29.8
expression9	I strongly disagree	36	10.7
	I do not agree	32	9.5
	No idea	11th	3.3
	I agree	122	36.3
	Absolutely I agree	135	40.2
expression10	I strongly disagree	34	10.1
	I do not agree	44	13.1
	No idea	13	3.9
	I agree	122	36.3
	Absolutely I agree	123	36.6
expression11	I strongly disagree	52	15.5
	I do not agree	40	11.9
	No idea	17	5.1
	I agree	108	32.1
	Absolutely I agree	119	35.4
emoticon12	I strongly disagree	48	14.3
	I do not agree	40	11.9
	No idea	18	5.4
	I agree	116	34.5
	Absolutely I agree	114	33.9
emoticon13	I strongly disagree	48	14.3
	I do not agree	30	8.9
	No idea	12	3.6
	I agree	110	32.7
	Absolutely I agree	136	40.5
emoticon14	I strongly disagree	48	14.3

	I do not agree	44	13.1
	No idea	10	3.0
	I agree	120	35.7
	Absolutely I agree	114	33.9
emoticon15	I strongly disagree	38	11.3
	I do not agree	38	11.3
	No idea	25	7.4
	I agree	141	42.0
	Absolutely I agree	94	28.0
emoticon16	I strongly disagree	54	16.1
	I do not agree	62	18.5
	No idea	9	2.7
	I agree	125	37.2
	Absolutely I agree	86	25.6
emoticon17	I strongly disagree	55	16.4
	I do not agree	65	19.3
	No idea	9	2.7
	I agree	121	36.0
	Absolutely I agree	86	25.6
emoticon18	I strongly disagree	42	12.5
	I do not agree	61	18.2
	No idea	13	3.9
	I agree	137	40.8
	Absolutely I agree	83	24.7
emoticon19	I strongly disagree	45	13.4
	I do not agree	70	20.8
	No idea	17	5.1
	I agree	129	38.4
	Absolutely I agree	75	22.3
expression20	I strongly disagree	45	13.4
	I do not agree	61	18.2
	No idea	12	3.6
	I agree	131	39.0
	Absolutely I agree	87	25.9
expression21	I strongly disagree	42	12.5
	I do not agree	54	16.1
	No idea	167	49.7
	I agree	44	13.1
	Absolutely I agree	29	8.6
expression22	I strongly disagree	43	12.8
	I do not agree	69	20.5
	No idea	11th	3.3
	I agree	128	38.1
	Absolutely I agree	85	25.3

expression23	I strongly disagree	39	11.6
	I do not agree	64	19.0
	No idea	9	2.7
	I agree	112	33.3
	Absolutely I agree	112	33.3
expression24	I strongly disagree	41	12.2
	I do not agree	64	19.0
	No idea	10	3.0
	I agree	97	28.9
	Absolutely I agree	124	36.9
expression25	I strongly disagree	36	10.7
	I do not agree	74	22.0
	No idea	7	2.1
	I agree	99	29.5
	Absolutely I agree	120	35.7
expression26	I strongly disagree	30	8.9
	I do not agree	86	25.6
	No idea	15	4.5
	I agree	112	33.3
	Absolutely I agree	93	27.7
expression27	I strongly disagree	31	9.2
	I do not agree	86	25.6
	No idea	13	3.9
	I agree	107	31.8
	Absolutely I agree	99	29.5
expression28	I strongly disagree	42	12.5
	I do not agree	65	19.3
	No idea	18	5.4
	I agree	131	39.0
	Absolutely I agree	80	23.8
expression29	I strongly disagree	31	9.2
	I do not agree	71	21.1
	No idea	13	3.9
	I agree	123	36.6
	Absolutely I agree	98	29.2

39.3% of the participants agree with the statement "When I buy a product, the fact that the second product is free affects my purchase"; 24.1% strongly agree; 15.5% strongly disagree; 13.7% said they disagree and 7.4% said they had no idea. Based on these statistics, it can be said that many respondents think that this type of promotion can influence their purchasing decisions. However, it is still necessary to take into account that everyone has different opinions on this issue and some participants consider such promotions to be ineffective.

of the participants (sum of Agree and Strongly Agree rates) prefer companies that distribute discount coupons. This indicates that the majority of respondents evaluate such promotions positively. 15.2% of Strongly Disagree respondents clearly express their negative attitude towards discount coupons. The 15.5% of respondents who disagree also expressed a negativity towards discount coupons, but this group seems to prefer not to be more clearly opposed. I have no opinion. 5.7% of the participants could not determine a clear attitude or make an evaluation

towards the statement of the survey on this subject. This group may perhaps need more information or experience regarding the impact of such promotions.

The majority of the respondents, 65.5% (sum of Agree and Strongly Agree rates), stated that the stands opened at fairs and exhibitions make it easier to purchase products on digital platforms. Participants who said they strongly agree with 24.7% showed a very strong positive attitude on this issue. Although 13.1% of the participants who said they strongly disagree expressed an opposing opinion on this issue, this rate is lower than other groups.

The majority of respondents, 68.5% (sum of Agree and Strongly Agree rates), believe that promotional products are more attractive than non-promotional products. 27.7% of the participants who said they strongly agree expressed a positive opinion about the attractiveness of promotional products. The participants, with 13.4% disagreeing and 13.4% strongly disagreeing, expressed a negative opinion on this issue. However, these rates are lower than the agree and strongly agree rates, indicating that overall the majority of respondents responded positively to this statement.

The majority of the participants, 70% (the sum of the agree and strongly agree rates), stated that the "promotional" expressions used by the companies had a positive effect. Participants, 30.7% of whom said they strongly agreed, expressed the positive effects of promotional statements more strongly. 13.4% of the participants, who stated that they strongly disagree, expressed a negative opinion towards the promotional statements.

The majority of the participants, 71.1% (sum of agree and strongly agree rates), believed that the subsequent usability of product packaging could positively affect their purchasing decisions. Participants, 35.4% of whom said they strongly agree, expressed a very strong positive opinion on this issue and stated that the reusability of packaging could significantly affect their purchasing decisions. Although 13.1% of the participants who answered strongly disagree expressed a negative opinion on this issue, this rate is lower than other groups.

The majority of the survey participants, 72.6% (the sum of the agree and strongly agree rates), stated that collecting coupons to win a free product is a positive action. 33.9% of the respondents who said they strongly agree expressed a very strong positive opinion on this issue and believe that accumulating coupons is an effective strategy to earn free products. The rate of those who say they strongly disagree is 10.4%.

think that giving gifts along with the products can positively affect their purchasing decisions. The participants, 29.8% of whom said they strongly agree, expressed a very strong positive opinion on this issue and believed that giving gifts along with the products significantly affected their purchasing decisions. Although the 15.5% of the participants who stated that they strongly disagree expressed a negative opinion on this issue, this rate is lower than other groups.

The majority of the participants, 76.5% (the sum of the agree and strongly agree rates), believe that they would enjoy using the products given as promotions. The participants, 40.2% of whom said they strongly agree, expressed a very strong positive opinion on this issue and firmly believed that they would enjoy using promotional products. 10.7% of the participants, who stated that they strongly disagree, expressed a negative opinion on this issue. Disagree and no opinion rates are lower, but these groups still tend to express some ambivalence or a distinctly negative view.

The majority of survey participants, 72.9% (sum of agree and strongly agree rates), believed that trying products for free would make their purchasing decisions easier. 36.6% of the participants who said they strongly agree expressed a very strong positive opinion on this issue and firmly believed that trying the products for free would make their purchasing decisions easier. The participants, 10.1% of whom said they strongly disagree, expressed a negative opinion on this issue.

At a rate of 67.5% (sum of agree and strongly agree rates), participants prefer the non-promotional product of a brand they know, rather than the promotional product of a brand they do not know. 35.4% of the participants, who said they strongly agree, expressed a very strong positive opinion on this issue and strongly agreed to prefer non-promotional products of well-known brands. Although 15.5% of the participants who said they strongly disagree expressed a negative opinion on this issue, this rate is lower than other groups.

68.4% of the participants answered that they agree and strongly agree that raffles held by companies encourage them to buy. The 33.9% respondents who said they strongly agree expressed a very strong positive opinion on this issue and strongly agreed that sweepstakes encourage purchases. Although 14.3% of the participants who answered strongly disagree expressed a negative opinion on this issue, this rate is lower than other groups.

The majority of the respondents, 73.2% (sum of Agree and Strongly Agree rates), believe that they tend to buy 4 products in campaigns such as "buy 4, pay 3", even if they do not need them. This shows that participants generally have a perception that such campaigns are effective and influence their shopping behavior. The 40.5% respondents who said they strongly agree expressed a very strong positive opinion on this issue and strongly agreed that they tend to purchase in such campaigns. 14.3% of the participants who said they strongly disagree expressed a negative opinion on this issue. Disagree and no opinion rates are lower, but these groups still tend to express some ambivalence or a distinctly negative view.

The majority of the participants, at a rate of 69.6% (the sum of the agree and strongly agree rates), believed that membership cards and accumulated points affected their purchasing decisions. 33.9% of the participants, who strongly agree, expressed a positive opinion on this issue. Although 14.3% of the Strongly Disagree participants expressed a negative opinion on this issue, this rate is lower than other groups.

The majority of the survey participants, 70% (the sum of the agree and strongly agree rates), believe that promotional products are sold at a higher price than the normal sales price. The 28.0% respondents who said they strongly agree expressed a very strong positive opinion on this issue and firmly believed that promotional products were sold at a higher price than the normal sales price. 11.3% of those who said they strongly disagree and disagree expressed a negative opinion on this issue.

The majority of the participants believed that promotional products with brand logos affected their purchasing decisions, at a rate of 62.8% (sum of agree and strongly agree rates). This shows that participants generally have a perception that brand logos are effective on promotional products. The 25.6% respondents who said they strongly agree expressed a positive opinion on this issue and firmly believe that brand logos are an important factor in influencing purchasing decisions of promotional products. Although 16.1% of the participants who said they strongly disagree expressed a negative opinion on this issue, this rate is lower than other groups.

stated that free delivery of the sold product influenced their purchasing decisions. 25.6% of the participants, who said they strongly agree, expressed a positive opinion on this issue and firmly believe that free delivery of the product sold is an important factor in their purchasing decisions. 16.4% of the participants, who said they strongly disagree, expressed a negative opinion on this issue.

The majority of the participants, 65.5% (sum of agree and strongly agree rates), believed that they were encouraged to participate in various competitions related to the product they would purchase. 24.7% of the participants, who said they strongly agree, expressed a very strong positive opinion on this issue and believed that they were definitely encouraged to participate in the competitions. 12.5% of the participants who said they strongly disagree expressed a negative opinion on this issue.

Most of the participants, 60.7% (sum of agree and strongly agree rates), believe that seeing the promotion of the product they have used before will influence their purchasing decisions. 22.3% of the participants, who stated that they strongly agree, expressed a positive opinion on this issue. 13.4% of the participants who said they strongly disagree expressed a negative opinion on this issue.

Overall, 65.0% of the respondents (the sum of the agree and strongly agree rates) reported that the pens, notepads or calendars given by companies as gifts influenced their purchasing decisions. 25.9% of the participants, who said they strongly agree, expressed a positive opinion on this issue and firmly believe that such gifts are an important factor in their purchasing decisions. 13.4% of the participants who said they strongly disagree expressed a negative opinion on this issue. This shows that overall, the majority of survey respondents believe such gifts are effective. Disagree and No Opinion rates are lower, but these groups still tend to express some ambivalence or a significant negative view.

The majority of the survey participants, 21.7% (the sum of the agree and strongly agree rates), believed that the surprise gifts included in the product packaging affected their purchasing decisions. 49.7% of the participants who said they have no idea seem to be unable to express a clear opinion or make an evaluation on this issue. Although 8.6% of the participants who said they strongly agree expressed a positive opinion on this issue, this rate is lower than other groups. Although the 28.6% rate of those who agree and strongly agree represents a positive opinion, these rates are lower than the rate of no opinion.

Overall, 63.4% of the respondents (the sum of the agree and strongly agree rates) stated that they often buy things they did not plan. Participants, with 25.3% who said they strongly agree, expressed a positive opinion on this issue and firmly believe that buying things that they often do not plan is a common behavior. Although 12.8% of the

participants who said they strongly disagree expressed a negative opinion on this issue, this rate is lower than other groups. Disagree and no opinion rates are lower, but these groups still tend to express some ambivalence or a distinctly negative view.

The majority of the participants, at a rate of 66.6% (the sum of the agree and strongly agree rates), stated that the products given as promotions were not preferred and had slow sales. The participants, who said 33.3% agree and strongly agree, expressed a very strong positive opinion on this issue and firmly believe that promotional products are generally not preferred and have slow sales. Although 11.6% of the participants who stated that they strongly disagree expressed a negative opinion on this issue, this rate is lower than other groups.

Most of the respondents, 65.8% (sum of Agree and Strongly Agree rates), stated that the presence of the word "promotion" on the product packaging, label or poster affected their shopping decisions. 36.9% of the participants, who said they strongly agree, expressed a very positive opinion on this issue and firmly believe that the presence of the word "promotion" on the product packaging or label has a significant impact. 12.2% of the participants who said they strongly disagree expressed a negative opinion on this issue. Disagree and no opinion rates are lower, but these groups still tend to express some ambivalence or a distinctly negative view.

Most of the respondents, 65.2% (sum of Agree and Strongly Agree rates), believe that "buy 1, get 1 free" campaigns encourage more purchasing decisions. 35.7% of the participants, who said they strongly agree, expressed a positive opinion on this issue. Although 10.7% of the participants who said they strongly disagree expressed a negative opinion on this issue, this rate is lower than other groups.

The majority of respondents, 61% (sum of Agree and Strongly Agree rates), believe that complementary products given free of charge (for example, powdered milk with coffee) have a positive impact on consumers. 27.7% of the participants, who said they strongly agree, expressed a very strong positive opinion on this issue and firmly believe that the complementary products provided free of charge have a positive effect. Although 8.9% of the participants who said they strongly disagree expressed a negative opinion on this issue, this rate is lower than other groups.

The majority of the respondents, 61.3% (the sum of the agree and strongly agree rates), believe that filling the determined quota by shopping less in order to participate in the sweepstakes can be used as a strategy. The participants, who said they strongly agree at a rate of 29.5%, expressed a positive opinion on this issue; Although 9.2% of the participants who stated that they strongly disagree expressed a negative opinion on this issue, this rate is lower than other groups.

The majority of the participants, 62.8% (sum of Agree and Strongly Agree rates), stated that they tend to avoid using products that are known to be promotional. 23.8% of the participants, who said they strongly agree, expressed a very strong positive opinion on this issue and firmly believe that they tend to avoid using promotional products. 12.5% of the participants who said they strongly disagree also expressed a negative opinion.

The majority of the survey participants, 65.8% (sum of agree and strongly agree rates), stated that they tend to shop by following promotional activities and waiting for promotional periods to shop. The rate of participants who say they strongly agree is 29.2%, and the rate of participants who say they strongly disagree is 9.2%. This shows that, in general, the majority of the participants believe that following and waiting for promotional periods is important on their shopping habits.

CONCLUSION AND RECOMMENDATIONS

There is a perception among survey respondents that promotional sales strategies are generally effective on consumers. Promotions, such as offering the second product for free, have the potential to influence participants' purchasing decisions. Distributing discount coupons and facilitating shopping on digital platforms by fair/exhibition stands are other types of promotions that the majority evaluate positively. The majority of participants believe that promotional products are more attractive than non-promotional ones. In addition, there is a general opinion that strategies such as promotional expressions, reusable product packaging, collecting coupons to win free products and raffles have positive effects on consumers. However, some participants expressed negative opinions towards these promotional strategies. For example, while the rate of those who have a negative attitude towards discount coupons is 15.2%, the rate of those who believe that promotional products are generally not preferred products is 33.3%. This shows that the impact of promotional strategies is not the same on everyone. As a result, it appears that promotional sales strategies generally have a positive perception, but some consumers have reservations about such strategies. This shows that businesses need to have a good understanding of their target audience and plan their promotional strategies carefully.

Some suggestions that can be made based on the results of the research:

- Since the majority of respondents evaluate discount coupons positively, such promotions can influence shopping decisions. Companies can increase their sales by offering special discount coupons to their customers.
- Since opening stands on digital platforms is thought to facilitate the product purchasing process, companies can offer customers a more effective shopping experience by participating in online fairs and exhibition organizations.
- Customers stated that reusable product packaging and trying free products positively affected their purchasing decisions. Companies can focus on eco-friendly packaging and increase their loyal customer base by offering trial products to customers.
- Since many participants believe that sweepstakes and campaigns encourage purchases, companies can focus on such events and increase customer participation.
- Since the proportion of participants who think that promotional products with brand logos affect their shopping decisions is high, companies can increase customer loyalty by focusing on brand promotion.
- Since the percentage of customers who believe that promotional products are sold at a higher price than the normal selling price is quite high, companies can increase their sales by using such strategies.
- The fact that many participants stated that they purchased products they did not plan on provides companies with the opportunity to guide customers by creating predetermined shopping lists and waiting strategies.
- Since it shows that the majority of customers tend to follow promotional periods and shop by waiting, companies can increase customer loyalty by offering special discounts and promotions for certain periods.

These recommendations can help companies improve their marketing strategies based on the data obtained in the survey. However, since each company's target audience is different, recommendations should be translated into strategies targeting specific customer segments.

REFERENCES

- Bağış, B., & Barut, M. N. (2023). Yenilik ve tüketici satın alma davranışı üzerindeki etkileri. *Türkiye Sosyal Araştırmalar Dergisi*, 27(1), 27-48.
- Bahçeci, İ. (2022). Covid-19 Pandemisinin E-Ticaret Üzerindeki Etkisi. *Uluslararası Sosyal Bilimler Dergisi*, 6(25), 135-147.
- Bayrak, T. (2023). E-ticarette müşteri mağduriyeti: Trendyol örneği. *Yeni Yüzyıl'da İletişim Çalışmaları*, 2(6), 67-80.
- Bingöl, M. E. (2023). E-ticaret platformları lehine öngörülen en çok kayırlan müşteri kayıtlarının rekabet hukuku bakımından değerlendirilmesi. *Ankara Üniversitesi Hukuk Fakültesi Dergisi*, 72(1), 1-44.
- Boran, T. (2023). Çevre dostu mesajlar: yeşil pazarlama mı yoksa yeşil yıkama mı? bir literatür taraması. *Doğuş Üniversitesi Dergisi*, 24(2), 323-339.
- Çalışır, G., & Aksoy, F. (2019). Diyalojik iletişim teorisinin temel ilkeleri kapsamında e-ticaret şirketlerinin web sitelerinin değerlendirilmesi. *Uluslararası Sosyal Bilimler Kongresi*, 7-9 Kasım 2019.
- Çelik, E. (2023). Mobil oyunların fikri mülkiyet hukukunda korunması. *AndHD*, 9(1), 139-152.
- Elibol, H., & Kesici, B. (2004). Çağdaş işletmecilik açısından elektronik ticaret. *Selçuk Üniversitesi Sosyal Bilimler Enstitüsü Dergisi*, (11), 303-329.
- Güngör, M. A. (2023). Sınır ötesi e-ticarette tüketicilerin bilgi teknolojileri kullanımının ve web sitesi hizmet kalitesinin yeniden satın alma niyetine etkisinde tüketici bilgilendirmenin aracılık rolü, Yüksek Lisans Tezi, Necmettin Erbakan Üniversitesi Sosyal Bilimler Enstitüsü.
- Kul, A. (2019). Kültürün Türkiye ve İngiltere'de yaşayan y kuşağı tüketici davranışları üzerindeki etkisi. Yüksek Lisans Tezi. Gaziantep Üniversitesi Sosyal Bilimler Enstitüsü.
- Kurtoğlu, R., & Karaman, M. (2023). metaverse'ün pazarlama ve tüketici davranışları üzerine etkileri. *Pazarlamada Seçme Konular: Kavramlar ve Çalışmalar*, 197.
- Küçükyılmazlar, A. (2006). Elektronik ticaret rehberi. İTO Yayınları: İstanbul.
- Öztürk, A. (2016). Politik tüketici davranışlarının belirleyicileri üzerine bir araştırma. Doktora Tezi. Sakarya Üniversitesi, Sosyal Bilimler Enstitüsü
- Tatman, D. (2023). E-ticaret için moda ürünlerini görselleştirme; 360° ürün fotoğraf çekimi uygulaması. *Uşak Üniversitesi Sosyal Bilimler Dergisi*, 16(1), 60-73.
- Turan, M., & Polat, F. (2009). E-Ticaret programcılığı ve e-ticaretin türkiye'deki uygulamaları. *Çukurova Üniversitesi İktisadi ve İdari Bilimler Fakültesi Dergisi*, 13(2), 55-71.
- Veral, E. S. (2023). Yeşil dönüşümde tüketicilerin güçlendirilmesi: ab'de son gelişmelere ilişkin bir inceleme. *İktisadi İdari ve Siyasal Araştırmalar Dergisi (İKTİSAD)*, 8(21), 630-649.
- Yeniçeri, T., Yaraş, E., & Eyup, A. (2012). Tüketicilerin riskten kaçınma düzeylerine göre sanal alışveriş risk algısı ve sanal plansız tüketim eğilimlerinin belirlenmesi. *Uluslararası İktisadi ve İdari İncelemeler Dergisi*, 5(9), 146-164

Yılmaz, Ö., & Bayram, O. (2020). COVID-19 pandemi döneminde Türkiye’de e-ticaret ve e-ihracat. Kayseri Üniversitesi Sosyal Bilimler Dergisi, 2(2), 37-54.