



<http://dx.doi.org/10.26450/jshsr.2217>

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Citation: Kılıçaslan, İ. & OF, M. (2020). Kocaeli vocational school students online shopping experiences. *Journal of Social and Humanities Sciences Research*, 7(61), 3285-3296.

KOCAELI VOCATIONAL SCHOOL STUDENTS ONLINE SHOPPING EXPERIENCES

ABSTRACT

Computer and of course the internet, which has entered our lives since the second half of the 1990s, has changed many ordinary and calm lives both positively and negatively.

Now, people can access the information they want, make comments from their mobile phones, and even from their mobile phones in recent years, as in this study, they can answer various surveys via mobile phones. Access to everything has become extremely easy thanks to the internet, and now their business in all official departments has been carried into tiny mobile phones (especially live talks) with banks and other commercial activities and even with distant friends and relatives.

In this study, commercial activities, which are among the internet usage areas, are emphasized and the questionnaire studies conducted in Kocaeli University Kocaeli Vocational School in 2019-2020 period are tried to be interpreted.

Keywords: Student Experience, Social Networks, electronic trade

1. INTRODUCTION

The rapidly growing population of the world and the fact that their needs can be met with scarce resources has revealed the fact that technology has been rapidly developed and people have become slaves to the technology they have developed to meet their needs without being aware of it.

In economics, he mentions that human needs that are infinite must be met with scarce resources. It has been seen as a great Sunday for the world marketing industry to meet the human needs that are endless. The multinational enterprises that plan to increase their Sunday share have gone to eliminate scarce resources with substitute goods and the sector has become a whole new state in all aspects of food, textiles, industry and technology.

Accepting new substitute products for people has not been very difficult, especially for multinational enterprises that have analysed advertising methods very well. In the beginning, people who were lazy and made prisoners of television and the press were introduced to the internet and then they were caught up in the wave of social networks and electronic commerce and different new service sectors were created.

It is inevitable that the new system, defined as e-commerce, will become more widespread in the future. Almost all businesses have to keep up with this system gradually. It is understood that the human being who has been thoroughly lazy will now withdraw from the markets, shopping malls, the street and meet the needs of the place where he lives in his home is close to a new order.

Of course, it is not the aim to close people to homes, but a society that is going to become immobile by the day is also the target consumer in different sectors. It is the immobile life itself that will trigger diseases such as diabetes, heart and obesity.

2. WHAT IS E-COMMERCE?

The World Trade life, which is pregnant with new business models, has adopted a philosophy of a more comfortable life, especially with the computer age. Equipped with the ability to adapt quickly to the

environment, the human body adapts more quickly to comfortable environments, especially if it feels confident.

Human beings who adapt the developments in Internet technology to everyday life have had a serious interaction between him and his own body. Humanity, which thinks that everything that exists in the world is created for itself, has made use of internet interaction in both social, cultural, economic and shopping habits.

These new commercial activities carried out in an electronic environment have been put on the agenda as e-commerce and have been met in the literature.

The concept of e-commerce, which comes across in different ways according to the position, situation and point of view, which has no clear definition, actually emphasizes the same thing. The aim is a system that allows both marketing and advertising, sales, payment, and return and exchange opportunities to be made on the internet during the delivery of the products produced to the consumer.

Some definitions of e-commerce appearing in the literature;

- E-commerce is the process of carrying out transactions through communication, maintaining business relations and sharing business information (Güleş, Öğüt and Bülbül, 2000:35).
- E-commerce is the concept of making trade in an electronic environment, which arises with the increase of internet usage (Yüksel, 2014: 79).
- E-commerce refers to the purchase, sale or exchange of products, services and information through computer networks, including the Internet (İyiler, 2009).
- E-commerce can simply be defined as producing, advertising, selling and distributing services and products through electronic media and telecommunications networks (İçigen and Kutlu, 2012: 56).

2.1. Types of E-Commerce

There are 3 types of e-commerce in some publications and 4 types of e-commerce in others. Varieties mentioned in all literature in their basic lines (URL 1);

2.1.1. B2C (Business to Customer – Firmadan Son Tüketiciye)

B2C (Business to customer) system is the best known e-commerce applications on the Web. B2C market, we come across more through web portals and virtual stores that sell directly to the end-user via the web. The concept of retail and merchandising over the Internet can also be used instead of B2C. In this system, customers order products from a company's website or from web portals or virtual stores (e-commerce sites) where the company delivers its products and other companies ' products are marketed. On these types of sites, users send their credit card information to the web site electronically for payment along with the order.

This process is done through a payment mechanism called virtual pos, which provides the opportunity to shop via credit card over the internet with a highly secure and advanced privacy system. The virtual pos system is the Internet-adapted form of POS devices. Since the virtual pos system is a system that operates through banks, the e-commerce firm is required to sign an e-commerce agreement with a bank that provides virtual pos service for such payments. In addition, there are also EFT or wire transfer payment facilities and gate payment systems as per the company's preference.

B2C shopping system;

- 7 days a week 24-hour order and product sales,
- Direct access to the customer without an intermediary,
- The opportunity to closely monitor customer requests, requests and complaints through the feedback system and interactive applications in the web software,
- Opportunity to open up to the world and compete,

- To be able to minimize the staff, time, shop rent and vehicle costs required for marketing activities,
- The elimination of obligations such as time and place in shopping in terms of the customer,
- There are also advantages such as easy completion of the shopping process without prolonging it.

Overall, success in the B2C market spills into easier numbers. Statistics of every product sold and customers help you find the right path. That way, anyone can witness the success. An example is the AMAZON company.

2.1.2. B2B (Business to Business - Company to the company)

The foundation of B2B is based on companies selling goods and services to each other over the internet. But the function of B2B sites is not limited to that. They also enable companies to exchange information and perform financial transactions between each other. and carry out financial transactions. But because all of these processes take place on the web, the process faster and more efficiently. Although the B2B market speaks to a narrower segment, it has a more efficient, comprehensive and technical structure than the B2C in terms of both the transaction load between the companies doing business and the special operation. In this sense, B2B is a concept that symbolizes a much more sectoral network. The B2B model is also a preferred method in the dealership system. It offers businesses significant advantages such as expanding the dealer network and providing more effective services to more dealers. Another function of B2B sites is that they shorten the trading process on the internet. On the web, where there are millions of companies, searching for the most suitable companies to trade with is akin to digging a well with a needle. B2B sites come into play here, bringing the buyer and 2 sellers together. B2B sites radically reduce your costs as they allow you to perform all transactions electronically during the trading process. But the main way to reduce costs through B2B sites is to use electronic Sunday places to supply products or services. Providing products or services by seeing all options and examining the companies that offer the lowest prices leads to a staggering reduction in the costs of your supply chain.

2.1.3. C2B (Consumer to Business - Son Tüketiciden Şirkete)

In consumer to business e-commerce, which is the opposite of the corporate-to-consumer e-commerce model, consumers sell their goods to companies. This model is different from the traditional trading method in which companies offer products to consumers. This model is more likely to be found on personal blogs or on internet forums.

2.1.4. C2C (Consumer to Consumer - Tüketiciden Tüketicibe)

In C2C, which means consumer-to-consumer e-commerce model in Turkish, consumers can buy and sell via the internet through a third party tool. The third party usually receives a certain commission on the products sold. Examples of these sites may be the internet sites where auction or second-hand goods are bought and sold. As an example of the most known of the internet sites that provide consumer-to-consumer e-commerce services in Turkey <https://www.gittigidiyor.com> and <https://www.sahibinden.com> we can show you.

In addition to the e-commerce systems mentioned above, we have included in our “Orienting Students Towards Social Networks and Social Integration at University”, which we previously conducted with Eda Bezhani and Violeta Neza for students in Albania.

2.1.5. Business-to-Management (B2A) - Business-to-Government (B2G)

This section of e-commerce covers all transactions carried out online between companies and public administration.

2.1.6. Consumer-to-Management (C2A) - Consumer-to-Government (C2G)

This section allows the consumer to send feedback directly to the public administration or authorities via a model such as the e-commerce model to both the administration and the state, or to request information about the public sectors. Although it seems like there is no commercial activity here, it is important to have an environment where problems arising from commercial activities are expressed.

3. LITERATURE WORK

It is obvious that there will be a lot of work done in the past and in the future on e-commerce, which is defined as advertising, sales and distribution of products and services over electronic networks.

The logic and purpose of making all the works reveal the different human - internet relationship. Examples of some of the studies we can reach are as follows:

According to the study titled "A Field Research on Internet Usage and Satisfaction of University Students" conducted by Balçı And Bünyamin in 2007;

Flanagin and Metzger (2001: 153) in their survey on 684 students from two different universities in the USA, the relations between the three functions of the internet and other communication tools the use of characteristics examined.

These relationships;

- Access / re-access to information,
- Export information
- It is the capacity to speak.

In their research, the authors identified a number of similarities between traditional media and the internet. For example, conversations in e-mail, chat rooms and discussion platforms show similar features over the phone. For information purposes, the internet is used in the same way as newspapers, magazines and television.

Papacharissi and Rubin (2000: 186) identified five main motivations in their study of internet use and do - yums of 279 students using the survey technique.

Motivations in question in order of importance;

- Social Interaction,
- Evaluating Leisure Time,
- Information Search,
- Convenience And Convenience,
- Pastime.

There are also many studies among Turkish scientists on the subject. Some of them are as follows;

Kuyucu, M. (2019); in his study "e-commerce applications: İzmir example of University Students ' Online Shopping Habits";

The most important advantage of internet shopping for young people studying at University;

- Price advantage,
- Coming to the feet of the desired product,
- To be able to make comparisons between products.

The most important disadvantages of shopping online;

- Being open to fraud,
- Security
- Change
- Reasons such as the risk of extradition.

Yaşar and Baydaş (2017) concluded that in their study "a research on determining the satisfaction of shopping from e-commerce in terms of personality traits", consumers attach importance to whether the site is seller-safe or not in their purchasing decisions.

In addition, in our study entitled “Orienting Students Towards Social Networks and Social Integration at University”, which we previously conducted with Eda Bezhani and Violeta Neza for students in Albania;

- Factors affecting consumer purchasing behavior in an electronic environment;
- Saving time on purchase,
- Comfortable,
- It appears to be convenience.

Also;

- Price comparison opportunity,
- Brand selection,
- Special product selection among many different companies,
- Communication opportunities
- It has been concluded that intense publicity also creates an urge to buy.

As a result, it is important to stress that consumers do not have a good view of the quality of products purchased by e-commerce, that the level of consumer satisfaction is high, and therefore their intention to repurchase products online is also high.

4. E-COMMERCE IN THE WORLD AND IN TURKEY

Being traditionally defined face-to-face method of trading has more advantages than that, and as the days passed, both by opening new horizons for you to save on storage and shipping costs with activities increase your profit margin or reduce costs to consumers able to supply goods at more affordable prices and e-commerce in Turkey and in the world is rapidly accept himself.

4.1. E-Commerce Around The World

According to the report “The development of E-Commerce, Crossing Borders and new norms 2019” by TUSIAD (URL2)

China has a GDP of \$ 13.41 trillion in 2018 and is leading the world with a B2C e-commerce market size of \$ 634 billion, while the United States has a GDP of \$ 20.49 trillion and a B2C e-commerce market size of \$ 504 billion. In 2018, Turkey's GNP was \$ 0.766 trillion and the B2C e-commerce Sunday size was the US \$ 6.1 billion.

The sum of the Sunday sizes of the three largest countries in the B2C e-commerce market accounts for the majority of the global e-commerce market. The top five players of the market, which is projected to reach approximately US \$ 3.5 trillion globally by 2019, are in order according to their projected results for 2018:

China (the US \$ 634 billion), America (the US \$ 504 billion), Japan (the US \$ 123 billion), the United Kingdom (the US \$ 103 billion) and Germany (the US \$ 70 billion).

	GSMH (2018) (trilyon ABD Doları)	B2C E-ticaret Pazar büyüklüğü (milyar ABD Doları)
Çin	13,41	634
ABD	20,49	504
Birleşik Krallık	2,83	123
Japonya	4,97	103
Almanya	4,0	70
...
Türkiye	0,766	6,1

Figure 1. Countries featured by GNP and B2C e-commerce sizes in 2018 **Source:** URL3

Kuyucu, M. (2019); in his study “e-commerce applications: Izmir example of University Students ' Online Shopping Habits”, an interpretation is available as follows:

Online shopping is one of the most popular online events worldwide, with global e-retail sales reaching the US \$ 2.3 trillion in 2017. The fastest growing online retail markets, especially due to digital developments in the Asia-Pacific region, are Indonesia, India, Mexico and China, respectively. Development in these countries is mainly due to mobile commerce. Although the average order value of online shopping orders with smartphones and tablets is still behind that of desktop shopping, mobile shopping is on the rise. The ratio of global e-commerce to retail trade stands at 10.2% as of the end of 2017. This rate is projected to rise to 17.5% in 2021 (Statista,2019a).

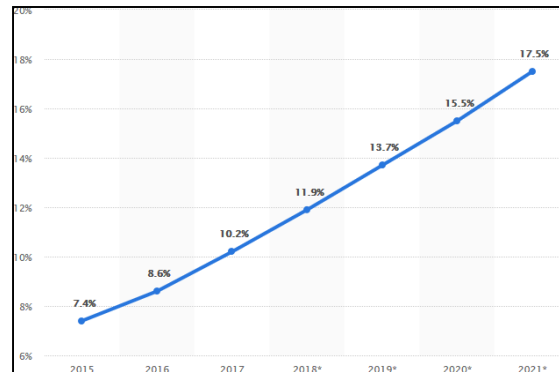


Figure 2. The Ratio of E-Commerce in the World to Traditional Commerce **Source:** (Statista, 2019a)

While the global e-commerce sector had a volume of \$1,336 trillion in 2014, by 2017 it had increased by 72.46% to \$ 2.304 trillion. Global e-commerce volume is projected to rise to \$4.878 trillion in 2021. Online shopping is one of the most popular online activities worldwide, but usage varies by region. In 2016, for example, 19 per cent of all retail sales in China were via the internet. In Japan, however, this rate remained at 6.7 per cent (Statista, 2019b).

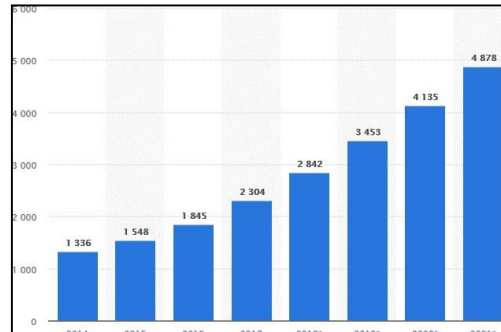


Figure 3. Global E-Commerce Sales Volume and Annual Growth Rate (Statista, 2019b)

4.2. E-Commerce in Turkey

Similar to the e-commerce rate in the world, developments are also observed in Turkey. Many industrial and commercial organizations have started to focus on the relevant issue and have started to draw attention to the importance of the issue by educating both their members and other tradesmen in the market.

Many ministries and municipalities and social community organizations have started to focus on these issues. Business-to-management (B2A)-business-to-government (B2G) and consumer-to-management (C2a)-consumer-to-government (C2G) applications are e-commerce derivatives that are applied all over Turkey today.

It Industrialists Association (TUSIAD) and published in cooperation with Deloitte Turkey "e-commerce is the Sunday-size" in the report, the visits that took place in the year 2018, the shopping, the rotation rates and average basket size data are analyzed, in the past year the e-commerce ecosystem in TL 42% growth rate achieved. This growth remained at 7% on the basis of the US dollar.

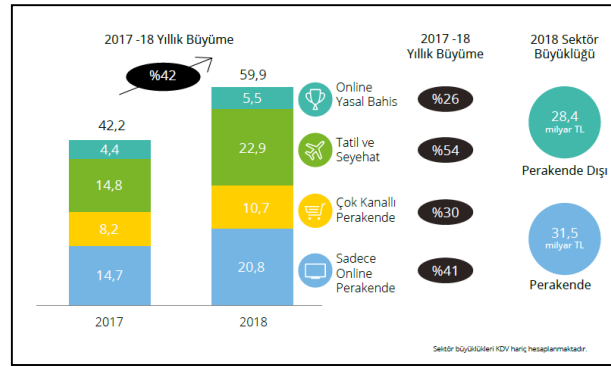


Figure 4. E-Commerce Market Size Values in Turkey Source: URL 3

Some studies conducted by the Turkish Statistical Institute (TUIK) also provide information about the situation of Turkey in e-commerce:

The status of individuals ordering or purchasing goods or services over the internet for personal use in 2011-2019 periods is as follows.

Yıl Year	Mal veya hizmet siparişi veren ya da satın alanlar Individuals purchased goods or services over the internet			En son yapılan zamana göre When individuals last purchased								
	Toplam Total	Erkek Male	Kadın Female	Son üç ay içinde Within the last three months			Üç ay ile bir yıl arasında Between 3 months and a year ago			Bir yıldan önce More than one year ago		
				Toplam Total	Erkek Male	Kadın Female	Toplam Total	Erkek Male	Kadın Female	Toplam Total	Erkek Male	Kadın Female
2011	8,4	11,0	5,8	5,2	6,5	3,9	2,0	2,7	1,2	1,2	1,7	0,7
2012	10,3	12,6	8,1	6,8	8,1	5,6	2,4	2,9	1,8	1,2	1,6	0,7
2013	11,8	14,9	8,7	7,4	9,0	5,8	2,8	3,7	2,0	1,6	2,2	0,9
2014	16,6	20,6	12,5	9,5	11,6	7,4	4,4	5,5	3,3	2,7	3,5	1,9
2015	18,4	21,8	15,0	10,7	12,2	9,2	4,7	5,8	3,6	3,0	3,8	2,2
2016	20,9	24,7	17,1	12,6	14,4	10,8	4,7	5,7	3,8	3,5	4,5	2,5
2017	24,9	29,0	20,9	15,1	17,1	13,2	5,6	6,6	4,6	4,2	5,3	3,1
2018	29,3	33,6	25,0	18,7	21,1	16,3	6,5	7,3	5,6	4,2	5,2	3,2
2019	34,1	38,3	29,9	23,0	25,3	20,8	7,0	8,0	6,0	4,1	5,1	3,1

Figure 5. Personal use status in 2011-2019 Source: URL 4

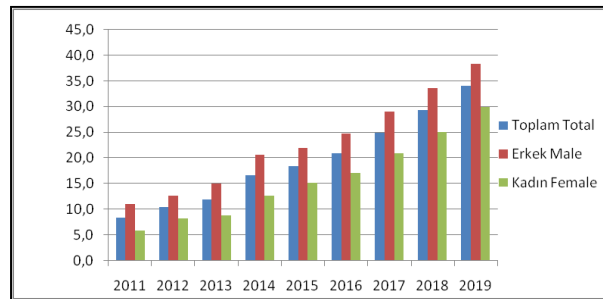


Figure 6. Graphical Demonstration Source: URL 4

Computer and internet usage rate between 2005-2019 is as follows:

Yıl Year	Bilgisayar kullanım oranı Percentage of computer usage			İnternet kullanım oranı Percentage of internet usage		
	Toplam Total	Erkek Male	Kadın Female	Toplam Total	Erkek Male	Kadın Female
2005	22,9	30,0	15,9	17,6	24,0	11,1
2007	33,4	42,7	23,7	30,1	39,2	20,7
2008	38,0	47,8	28,5	35,9	45,4	26,6
2009	40,1	50,5	30,0	38,1	48,6	28,0
2010	43,2	53,4	33,2	41,6	51,8	31,7
2011	46,4	56,1	36,9	45,0	54,9	35,3
2012	48,7	59,0	38,5	47,4	58,1	37,0
2013	49,9	60,2	39,8	48,9	59,3	38,7
2014	53,5	62,7	44,3	53,8	63,5	44,1
2015	54,8	64,0	45,6	55,9	65,8	46,1
2016	54,9	64,1	45,9	61,2	70,5	51,9
2017	56,6	65,7	47,7	66,8	75,1	58,7
2018	59,6	68,6	50,6	72,9	80,4	65,5
2019	-	-	-	75,3	81,8	68,9

Figure 7. Computer and Internet Usage Rate Source: URL 4

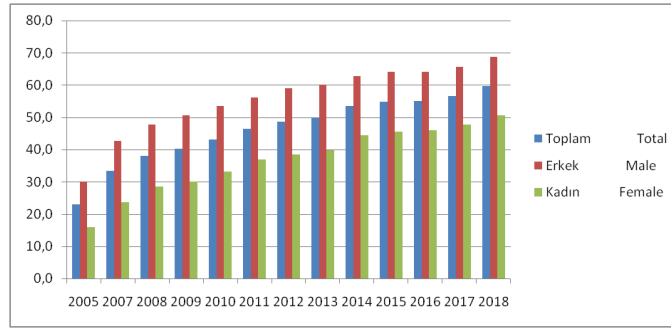


Figure 8. Graphical Demonstration Source: URL 4

According to TUIK data, the frequency of internet usage of individuals u <https://www.tuik.gov.tr/sing> the Internet in the last three months between 2011-2019 according to gender is as follows:

Cinsiyete göre son üç ay içinde İnternet kullanan bireylerin İnternet kullanım sıklığı, 2011-2019 Individuals using the Internet in the last 3 months by frequency by sex, 2011-2019	(%)																										
	Toplam Total									Erkek Male									Kadın Female								
	2011	2012	2013	2014	2015	2016	2017	2018	2019	2011	2012	2013	2014	2015	2016	2017	2018	2019	2011	2012	2013	2014	2015	2016	2017	2018	2019
Düzenli İnternet kullanıcısı Regular internet user	89,5	88,5	91,6	92,5	94,2	94,9	93,8	97,3	98,3	91,3	89,9	92,8	93,3	94,6	95,3	94,4	97,6	98,4	86,8	86,3	89,6	91,5	93,6	94,5	93,0	96,8	98,2
Hemen her gün Everyday or almost everyday	63,2	62,5	68,9	71,2	78,1	83,5	87,9	88,6	90,8	65,8	64,3	70,7	72,9	78,5	84,6	89,2	89,4	91,3	59,3	59,7	66,1	68,8	77,6	81,9	86,2	87,7	90,3
Haftada en az bir defa At least once a week	26,3	26,0	22,7	21,3	16,1	11,5	5,9	8,6	7,5	25,5	25,5	22,1	20,4	16,2	10,7	5,2	8,3	7,2	27,5	26,6	23,5	22,7	16,0	12,6	6,8	9,1	7,9
Haftada bir defadan az Less than once a week	-	-	-	-	5,1	6,2	2,7	1,7	-	-	-	-	-	4,7	5,6	2,4	1,6	-	-	-	-	-	5,5	7,0	3,2	1,8	-
Ayda en az bir defa At least once a month	9,1	8,9	7,1	6,3	4,7	-	-	-	-	7,6	7,9	6,1	5,8	4,4	-	-	-	-	11,3	10,6	8,6	7,1	5,2	-	-	-	-
Ayda bir defadan az (iki üç ayda bir) Less than once a month (Once every two or three months)	1,4	2,6	1,3	1,1	1,1	-	-	-	-	1,1	2,2	1,1	0,9	1,0	-	-	-	-	1,9	3,1	1,7	1,4	1,2	-	-	-	-

TÜİK, Hanehalkı Bilişim Teknolojileri Kullanım Araştırması, 2011-2019
TurkStat, Survey on Information and Communication Technology (ICT) Usage Survey in Households and by Individuals, 2011-2019

Tablo başlığında bulunan bireyler ifadesi 16-74 yaş grubundaki bireyleri ifade etmektedir.
The individuals expression in the table heading refers to the individuals in the 16-74 age group.

Tablo başlığında bulunan son üç ay ifadesi Ocak ile Mart ayları arası ifade etmektedir.
In the last three months expression in the table heading refer to the months between January and March in the reference year.

- Bilgi yoktur.
- Denotes magnitude null.

Figure 9. Individuals using the internet in the last three months between 2011-2019 Source: URL 4

And also the table showing the types of goods and services that individuals ordered or purchased over the Internet for personal use in the last 12 months between 2011 and 2019 by gender is as follows:

Cinsiyete göre son 12 ay içinde kişisel kullanım amacıyla bireylerin İnternet üzerinden sipariş verdiği ya da satın aldığı mal ve hizmet türleri, 2011-2019 Internet purchases by individuals in the last 12 months for the private use by type of goods and services by sex, 2011-2019	(%)																											
	Toplam Total									Erkek Male									Kadın Female									
	2011	2012	2013	2014	2015	2016	2017	2018	2019	2011	2012	2013	2014	2015	2016	2017	2018	2019	2011	2012	2013	2014	2015	2016	2017	2018	2019	
İnternet üzerinden alışveriş yapan bireylerin sipariş verdikleri ya da satın aldıkları mal ve hizmet türleri Type of goods and services ordered/bought over the internet																												
Gıda maddeleri ile günlük gereksinimler Food or groceries	17,3	18,3	15,7	18,0	17,4	19,8	21,9	22,1	27,4	11,5	14,4	12,7	14,5	13,8	17,5	20,7	20,8	25,6	27,5	24,1	20,4	23,6	22,3	22,9	23,4	23,7	29,5	
Ev eşyası (Mobilya, oyuncak, beyaz eşya vb) Household goods (e.g. furniture, toys, excluding consumer electronics)	19,8	21,2	25,6	27,0	25,5	25,8	25,3	26,8	26,9	17,8	20,3	25,7	26,3	25,3	26,7	27,2	28,7	29,0	23,4	22,6	25,4	28,2	25,8	24,5	22,8	24,3	24,2	
İlaç Medicine	6,4	4,0	4,2	3,9	3,1	3,0	4,3	4,4	4,1	5,5	4,1	4,0	4,1	3,3	3,1	4,4	4,6	4,3	8,0	3,8	4,4	3,6	2,8	2,8	4,2	4,1	3,9	
Giyim, spor malzemeleri Clothes, sports goods	28,8	44,4	48,6	51,9	57,4	60,0	62,3	65,2	67,2	22,8	36,1	40,0	43,5	48,1	51,7	51,7	55,9	57,2	39,1	56,5	62,5	65,2	70,5	71,3	76,3	77,3	79,6	
Bilgisayar ve diğer ek donanım Computer hardware	10,7	6,9	7,5	15,1	12,1	11,4	11,0	12,3	12,1	14,6	10,1	10,3	19,5	16,2	16,4	16,2	17,6	17,9	3,9	2,3	3,0	8,1	6,4	4,6	4,0	5,4	4,9	
Elektronik ekipman (kayıt kamerası, dijital fotoğraf makinesi, video oynatıcı vb.) Electronic equipment (including camera)	27,8	25,5	25,8	24,9	22,4	21,0	19,0	18,6	20,3	36,7	34,1	34,3	31,5	30,5	29,9	27,7	26,6	30,2	12,1	12,9	12,0	14,4	11,0	8,8	7,5	8,2	8,1	
Telekomünikasyon hizmetleri (TV, genişbant abonelik hizmetleri (ADSL vb.), sabit veya cep telefonu abonelikleri, ön ödemeli telefon kartları için para yüklemeyatırma Telecommunication services (e.g. TV, broadband subscriptions, fixed line or mobile phone subscriptions, uploading money on prepaid phone cards, etc.)	1,6	1,7	2,3	8,7	5,8	12,4	10,3	15,6	15,3	2,0	2,2	3,1	9,9	7,6	15,8	12,7	19,0	19,1	1,0	0,9	1,0	6,8	3,3	7,7	7,1	11,2	10,5	
Hisse senedi / Finansal hizmet / Sigorta alımı Share purchases, insurance policies and other financial services	1,5	1,7	1,6	3,5	2,6	-	-	-	-	2,1	2,4	2,2	4,4	3,4	-	-	-	-	0,4	0,7	0,8	2,0	1,4	-	-	-	-	
Tatil konaklaması (Otel vb. rezervasyon) Holiday accommodation (hotel etc.)	7,3	7,2	7,8	15,0	14,3	16,9	14,5	15,4	14,8	7,8	7,6	8,7	15,6	14,6	18,5	16,2	17,6	16,8	6,4	6,8	6,4	14,1	13,8	14,6	12,2	12,6	12,3	
Diğer seyahat düzenlemeleri (e.g. transport tickets, carhire, etc.) Other travel arrangements (e.g. transport tickets, carhire, etc.)	15,2	17,4	20,0	26,8	27,0	29,7	24,1	31,9	31,7	15,9	18,9	21,6	28,5	29,7	34,4	28,2	36,9	37,7	13,9	15,3	17,3	23,9	23,1	23,4	18,6	25,4	24,2	
Sportif ve kültürel faaliyetler için bilet satımı (sinema, tiyatro, konser, maç vb.) Tickets for events	7,1	7,6	7,6	15,0	14,8	14,7	13,6	16,8	18,0	5,9	8,2	7,7	15,0	15,4	16,6	14,9	18,0	20,1	9,3	6,6	7,2	15,1	13,9	12,1	11,9	15,1	15,3	
Film, müzik Films, music	5,2	4,3	4,5	7,1	6,9	6,8	5,4	7,7	9,0	5,3	5,0	5,5	7,2	7,4	8,4	6,0	8,7	10,4	5,0	3,3	2,8	7,1	6,2	4,6	4,8	6,5	7,4	
Kitap, dergi, gazete (e-kitap dahil) Books, magazines, newspapers (including e-books)	17,6	15,6	15,9	15,9	18,4	19,4	15,8	20,6	20,2	16,9	15,5	14,9	14,2	17,7	18,9	15,4	19,3	19,0	18,7	15,7	17,5	18,4	19,4	20,1	16,4	22,3	21,7	
e-öğrenme araçları (çevrimiçi eğitim siteleri, CD vb.) e-learning material	2,5	1,8	2,6	4,8	3,9	3,9	2,7	4,9	3,3	2,5	2,3	3,1	4,3	4,3	4,6	2,8	5,0	3,9	2,4	1,2	1,8	5,6	3,3	3,1	2,7	4,8	2,7	
güncellemeleri Video games software and other computer software and upgrades	-	-	-	5,6	5,9	6,1	5,3	6,4	6,6	-	-	-	7,2	7,6	8,5	7,4	9,1	9,8	-	-	-	3,0	3,5	2,9	2,6	2,8	2,6	

TÜİK, Hanehalkı Bilişim Teknolojileri Kullanım Araştırması, 2011-2019
TurkStat, Survey on Information and Communication Technology (ICT) Usage Survey in Households and by Individuals, 2011-2019

Tablo başlığında bulunan son 12 ay ifadesi ilgili yılın Mart ayı ile bir önceki yılın Nisan ayı arasındaki dönem, bireyler ifadesi ise 16-74 yaş grubundaki bireyleri ifade etmektedir.
The last 12 months expression in the table heading refers to period between March of reference year and April of previous year while the individuals expression refer to the individuals in the 16-74 age group.

Tablo başlığında bulunan bireyler ifadesi 16-74 yaş grubundaki bireyleri ifade etmektedir.
The individuals expression in the table heading refers to the individuals in the 16-74 age group.

Birden fazla seçenek işaretlenebilir için toplam 100 olmayabilir.
Respondents may choose more than one option, therefore total don't give 100.

- Bilgi yoktur.
- Denotes magnitude null.

Figure 10. Purchasing by Gender Between 2011-2019 Source: URL 4

The e-commerce application, which has gained rapid momentum in World Trade, which appears to be in the light of the research carried out by TUIK, is moving at a speed that is close to the same momentum for Turkey, and our society is now used to the reality of e-commerce.

5. SURVEY WORK

Kocaeli University Kocaeli Vocational School 2019-2020 period taking into account all the information given above:

- Office Services and Secretariat,
- Accounting and Tax Department,
- Management and Organization Department,
- Marketing and Advertising Department,

This study will be concluded with the data of the survey study conducted by the students on January-2020.

Participants and their distribution are as follows:

Table 1. Distribution of Participants by Departments and Genders

BÖLÜMLER (DEPARTMENTS)	KATILICI (PARTICIPANT)	CİNSİYET (GENDER)	
		ERKEK (MALE)	KADIN (FEMALE)
Büro Hizmetleri ve Sekreterlik (Office Services and Secretariat)	41	30	11
Muhasebe ve Vergi Bölümü (Accounting and Tax Department)	63	32	31
Yönetim ve Organizasyon Bölümü (Management and Organization Department)	63	32	31
Pazarlama ve Reklamcılık Bölümü (Marketing and Advertising Department)	36	20	16

The breakdown of survey participants by ages and sections is presented below;

Table 2. Distribution of Participants by Age and Departments

BÖLÜMLER (DEPARTMENTS)	KATILICI (PARTICIPANT)	YAŞ GRUPLANDIRMASI (AGE GROUPING)			
		16-17	18-19	20-21	21 - ∞
Büro Hizmetleri ve Sekreterlik (Office Services and Secretariat)	41	0	3	30	8
Muhasebe ve Vergi Bölümü (Accounting and Tax Department)	63	0	9	36	18
Yönetim ve Organizasyon Bölümü (Management and Organization Department)	63	0	11	38	14
Pazarlama ve Reklamcılık Bölümü (Marketing and Advertising Department)	36	0	15	16	5

The use of a smart mobile phone has become so common in our society and especially among young people that, as can be seen from the table, almost nobody uses it.

Table 3. Distribution by Smart Cell Phone Ownership

BÖLÜMLER (DEPARTMENTS)	KATILICI (PARTICIPANT)	AKILLI CEP TELEFONUNUZ VAR MI ? DO YOU HAVE A SMART MOBILE PHONE?	
		EVET / YES	HAYIR/ NO
Büro Hizmetleri ve Sekreterlik (Office Services and Secretariat)	41	41	0
Muhasebe ve Vergi Bölümü (Accounting and Tax Department)	63	63	0
Yönetim ve Organizasyon Bölümü (Management and Organization Department)	63	62	1
Pazarlama ve Reklamcılık Bölümü (Marketing and Advertising Department)	36	34	2

Besides smart cell phone ownership, individuals need access to the internet. As the table shows, the vast majority of the new generation of young people buy a large amount of internet access rights.

Table 4. Participants' Monthly Internet Uses

BÖLÜMLER (DEPARTMENTS)	KATILICI (PARTICIPANT)	AYDA YAKLAŞIK KAÇ GB İNTERNET KULLANIYORSUNUZ ? HOW MANY GB OF INTERNET ARE YOU USING?				
		0-1	2-4	4-8	8-10	10- ∞
Büro Hizmetleri ve Sekreterlik (Office Services and Secretariat)	41	1	4	11	7	18
Muhasebe ve Vergi Bölümü (Accounting and Tax Department)	63	1	9	17	9	27
Yönetim ve Organizasyon Bölümü (Management and Organization Department)	63	1	7	14	12	29
Pazarlama ve Reklamcılık Bölümü (Marketing and Advertising Department)	36	1	2	14	5	14
	203	4	22	56	33	88
		2,00%	10,80%	27,70%	16,20%	43,30%

What could a new generation of young people be using smartphones for with such a high-volume (GB) right to use the internet? The question comes to mind. From another point of view, both their phones have very high GB, as well as the need to connect to the wifi network in every environment they go to.

The table below shows that 70.90% of young people use their time and, of course, their internet usage rights in social networks.

Table 5. Internet Uses of Participants

BÖLÜMLER (DEPARTMENTS)	KATILICI (PARTICIPANT)	İNTERNET KULLANIM HAKKINI GENELDE NE AMAÇLA DEĞERLENDİRİYORSUNUZ ? FOR WHAT PURPOSE DO YOU GENERALLY EVALUATE YOUR RIGHT TO USE THE INTERNET?				
		GAME	SHOPPING	SOCIAL MEDIA	VIDEO AND CINEMA	COURSE STUDY AND RESEARCH
Büro Hizmetleri ve Sekreterlik (Office Services and Secretariat)	41	2	0	30	6	3
Muhasebe ve Vergi Bölümü (Accounting and Tax Department)	63	1	3	43	8	8
Yönetim ve Organizasyon Bölümü (Management and Organization Department)	63	1	7	47	4	4
Pazarlama ve Reklamcılık Bölümü (Marketing and Advertising Department)	36	3	2	24	5	2
	203	7	12	144	23	17
		3,40%	5,90%	70,90%	11,30%	8,50%

5.90% who also use the rights of internet usage for shopping purposes is a very good indicator. If marketing companies can attract a new generation of young people to the convenience of e-commerce, the rate will increase very quickly.

In order to confirm the above information, "HAVE YOU SHOPPING ON THE INTERNET ?" when the question is directed;

Table 6. Participants' Internet Shopping Table

BÖLÜMLER (DEPARTMENTS)	KATILICI (PARTICIPANT)	İNTERNET ÜZERİNDEN ALIŞ-VERİŞ YAPTI MI ? HAVE YOU SHOPPING ON THE INTERNET?	
		EVET / YES	HAYIR/ NO
Büro Hizmetleri ve Sekreterlik (Office Services and Secretariat)	41	38	3
Muhasebe ve Vergi Bölümü (Accounting and Tax Department)	63	58	5
Yönetim ve Organizasyon Bölümü (Management and Organization Department)	63	56	7
Pazarlama ve Reklamcılık Bölümü (Marketing and Advertising Department)	36	35	1
		92,12%	7,88%

We see that there is a very large proportion of e-commerce usage, such as 92.12%. But we should not omit that this rate is just a ratio within the participants.

Table 7. Participants' Internet Shopping Topic Table

BÖLÜMLER (DEPARTMENTS)	KATILICI (PARTICIPANT)	İNTERNET ALIŞ-VERİŞİNİN KONUSU GENELDE HANGİSİDİR ? WHAT IS THE SUBJECT OF YOUR INTERNET SHOPPING?				
		KYAP-BOOK	GIFT ITEM - FLOWER	ELECTRONIC AND ACCESSORIES	CLOTHING AND HOME ITEMS	TICKETS AND HOLIDAYS
Büro Hizmetleri ve Sekreterlik (Office Services and Secretariat)	41	3	3	1	30	4
Muhasebe ve Vergi Bölümü (Accounting and Tax Department)	63	7	4	8	36	8
Yönetim ve Organizasyon Bölümü (Management and Organization Department)	63	3	8	11	35	6
Pazarlama ve Reklamcılık Bölümü (Marketing and Advertising Department)	36	4	3	6	17	6
		8,37%	8,87%	12,81%	58,13%	11,82%

As can be seen from the table, young people use the e-commerce application in my choice of clothing and household goods by 58%.

Which site do you prefer most for internet purchases to participants? he asked the owner - GITTIGIDIYOR - HEPSIBURADA - TRENDYOL - MARKAFONI - N11 - INSTAGRAM - ALI EXPRESS and other options are presented.

Table 8. Table of Business Choice for Participants' Internet Shopping

BÖLÜMLER (DEPARTMENTS)	KATILICI (PARTICIPANT)	İNTERNET ALIŞ-VERİŞLERİNİZDE EN ÇOK HANGİ SİTEYİ TERCİH EDİYORSUNUZ? WHICH SITE DO YOU PREFER MOST IN YOUR INTERNET SHOPPING?								
		SAHİBİNDEN	GITTIGIDIYOR	HEPSIBURADA	TRENDYOL	MARKAFONI	N11	INSTAGRAM	ALİ EXPRESS	DİĞER
Büro Hizmetleri ve Sekreterlik (Office Services and Secretariat)	41	1	1	2	17	1	1	13	1	4
Muhasebe ve Vergi Bölümü (Accounting and Tax Department)	63	4	3	12	31	1	2	6	1	3
Yönetim ve Organizasyon Bölümü (Management and Organization Department)	63	3	4	7	26	0	4	13	2	4
Pazarlama ve Reklamcılık Bölümü (Marketing and Advertising Department)	36	1	2	5	20		2	1	0	5
		4,43%	4,93%	12,81%	46,31%	0,99%	4,43%	16,26%	1,97%	7,88%

Internet shopping sites where the participants shop the most are TRENDYOL with 46.31%, and trade via INSTAGRAM with 16.26%. HEPSIBURADA was found to be at a rate of 12.81%.

Table 9. Factors Affecting Participants' Internet Shopping Table

BÖLÜMLER (DEPARTMENTS)	KATILICI (PARTICIPANT)	İNTERNET ALIŞ-VERİŞLERİNİZDE EN ÇOK SİZİ HANGİSİ ETKİLİYOR? WHAT AFFECTS YOU THE MOST IN YOUR INTERNET SHOPPING?							DİĞER
		GÜVEN TRUST	HIZLI KARGOLAMA QUICK SHIPPING	ÜCRETSİZ KARGO FREE SHIPPING	ÜRÜNÜN FİYATI THE PRICE	KOŞULSUZ İADE UNCONDITIONAL RETURN	MÜŞTERİ İLİŞKİLERİNE HIZLI ULAŞIM QUICK ACCESS TO CUSTOMER RELATIONS	DİĞER	
Büro Hizmetleri ve Sekreterlik (Office Services and Secretariat)	41	22	4	1	7	4		2	1
Muhasebe ve Vergi Bölümü (Accounting and Tax Department)	63	28	6	6	11	7		2	3
Yönetim ve Organizasyon Bölümü (Management and Organization Department)	63	25	7	4	18	7		1	1
Pazarlama ve Reklamcılık Bölümü (Marketing and Advertising Department)	36	10	3	2	12	8		0	1
		41,87%	9,85%	6,40%	23,65%	12,81%		2,46%	2,96%

6. CONCLUSION AND RECOMMENDATIONS

It is possible to understand how technological changes and developments affect human life by looking at our environment. Children who play on the street yesterday by making their own toys today have digital toys in their hands.

Yesterday, small grocery stores in the neighborhood today have been replaced by more modern grocery stores. Yesterday the people waiting in line before the bank these days simply went to the same places with the desire to see an old acquaintance.

The tiny devices in our hands gave us all the world's blessings in a moment. Banking, tax, paying bills, complaining, making demands, sharing pictures, video call... we can do everything we can think of.

In fact, we do our friends' phone numbers instead of us, our special days, all the reminders thanks to these devices. It is not only the device itself that has entered into our lives that makes it inevitable, of course, but it is also the infrastructure that connects the devices we call the internet to you. E-commerce is a place where such an enormous infrastructure is used.

There will be a lot of research done and done in the literature on this subject, but in general the results will all be more or less the same.

Things to be considered;

- E-commerce could come to better levels by being linked to social networks,
- The sense of trust in people's minds needs to be strengthened,
- The fact that cargo companies are making themselves more modern will also increase the e-commerce coefficient,
- Young people will also need to take the internet out of their use for online gaming purposes,
- The logic of families looking at the internet needs to change. We need to convince families of the fact that the time young people spend on the internet and social media can actually contribute to their development as well.

- Today, even though Turkey has not been able to catch the pace of e-commerce growth in the world, it is gaining great momentum in itself.

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