THE REPUBLIC OF TURKEY

İSTANBUL KÜLTÜR ÜNİVERSİTESİ

INSTITUTE OF GRADUATE STUDIES

The Role of E-Commerce and Changing Consumer Behavior in Economic Development

MASTER OF SCIENCE THESIS

Samia R. A. Salim

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Department: Economic Department

Program: International Economics and Finance

Supervisor: Assist. Prof. Dr. Nazife Merve HAMZAOGLU

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OCTOBER 2023 SAMIA SALIM

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LIST OF ABBREVIATIONS

B2B	:	Business to Business
B2C	:	Business to Customers
C2C	:	Customers to Customers
G2C	:	Government to Customers
COVID-19	:	Corona Virus
E-Commerce	:	Electronic Commerce
GDP	:	Gross Domestic Product
IT	:	Information technology
M-Commerce	:	Mobile Commerce
SWOT	:	Strengths, Weaknesses, Opportunities, Threats
TPB	:	Theory of planned behaviour
U.S	:	United States

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Üniversite	:	İstanbul Kültür Üniversitesi
Enstitü	:	Lisansüstü Eğitim Enstitüsü
Bölüm	:	İktisat
Programı	:	Uluslararası Ekonomi ve Finans
Süpervizör	:	Dr. Öğr. Üyesi Nazife Merve HAMZAOGLU
Kazanılan Derece ve Tarih	:	Yüksek Lisans - Ekim 2023

ÖZET

E-TİCARETİN EKONOMİK KALKINMADA DEĞİŞEN TÜKETİCİ DAVRANIŞLARININ ROLÜ

Samia R. A. SALIM

Bu kapsamlı çalışma, Türkiye'de e-ticaretin benimsenmesinin ve değişen tüketici davranışlarının ekonomik gelişimi, teknolojik uçurumların daraltılmasını ve ülkenin küresel sahnede konumlandırılmasını tetikleyen önemli rollerini aydınlatmaktadır. Çalışma üç temel amacı içermektedir: ilk olarak, e-ticaretin ekonomik büyüme üzerindeki etkisini inceleyerek artan istihdam, gelir artışı ve GSYİH büyümesine katkısını araştırmak; ikinci olarak, online alışverişe doğru kayan tüketici davranışı desenlerini ve bu değişimin arkasındaki faktörleri incelemek; ve üçüncü olarak, Türkiye'nin ekonomik ilerleme yolculuğunda değerlendirebileceği gelecek trendlerini ve fırsatları tanımlamak.

Bu araştırma, sistematik bir inceleme yaklaşımı kullanarak, Türkiye'de e-ticaret, tüketici davranışı ve ekonomik gelişme ile ilgili gerçekleştirilen tüm ilgili çalışmaları tanımlamak için farklı veritabanlarını ve referansları titizlikle tarar. Sistematik inceleme süreci sıkı bir metodoloji ve kanıta dayalı sonuçları sağlar.

Bu çalışmanın bulguları, Türkiye'de e-ticaretin büyümesi tarafından sürülen perakende sektörünün önemli ölçüde genişlediğini vurgulamaktadır. Bu, sadece istihdam fırsatları yaratmakla kalmamış, aynı zamanda online pazar yerleri aracılığıyla girişimciliği teşvik etmiştir.

Ayrıca, elektronik ödeme yöntemleri aracılığıyla nakit bağımlılığını azaltarak Türkiye'nin GSYİH'ye önemli katkılarda bulunmuştur. Ek olarak, e-ticaret uluslararası ticareti kolaylaştırmış ve Türkiye'nin küresel ekonomik duruşunu güçlendirmiştir.

Küresel sahnede Türk e-ticaret, uluslararası tüketici tercihleriyle uyum sağlayarak Türk işletmelerinin rekabetçiliğini artırmaktadır. Türk tüketici davranışını anlamak, işletmelere stratejileri özelleştirmelerini ve küresel rekabeti daha da artırmalarını sağlar.

Sonuç olarak, e-ticaretin benimsenmesi ve tüketici davranışındaki değişiklikler, Türkiye'nin ekonomik gelişimini kesinlikle hızlandırmaktadır, teknolojik uçurumları kapatmaktadır ve ülkeyi küresel dijital ekonominin önemli bir oyuncusu olarak konumlandırmaktadır. Bu büyümeyi sürdürmek ve hızlandırmak için bu çalışma, e-ticaret altyapısına, teknoloji benimsemesine, tüketici içgörülerine, finansal dahil olmaya, küresel genişlemeye, kapsayıcılığa, fiyatlandırma ve tedarik zinciri esnekliğine, rekabete ve yeniliğe, düzenleyici farkındalığa, dijital uçurumu kapatmaya, sürdürülebilirliğe ve uyumluluğa yatırım yapılmasını önermektedir. Bu önerilere uyum, Türkiye'yi dijital ekonomideki pozisyonunu güvence altına almanın yanı sıra sürekli ekonomik büyümesine de katkı sağlayacaktır.

University	:	İstanbul Kültür University
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ABSTRACT

THE ROLE OF E-COMMERCE AND CHANGING CONSUMER BEHAVIOR IN ECONOMIC DEVELOPMENT

Samia R. A. SALIM

This comprehensive study delves into the transformation impact of e-commerce adoption and evolving consumer behaviour in Turkey, shedding light on their pivotal roles in driving economic development, narrowing technological disparities, and positioning the nation on the global stage. The study encompasses three primary objectives: first, to examine the impact of e-commerce on economic growth by investigating its contribution to increased employment, revenue generation, and GDP growth; second, to investigate changing consumer behaviour patterns and the factors driving the shift towards online purchasing; and third, to identify future trends and opportunities for Turkey to capitalize on in its journey of economic advancement.

Utilizing a systematic review approach, this research meticulously scours diverse databases and references to identify all relevant studies conducted within the Turkish setting, pertaining to e-commerce, consumer behaviour, and economic development. The systematic review process ensures rigorous methodology and evidence-based conclusions.

The findings of this study highlight the substantial expansion of the retail sector in Turkey, driven by the growth of e-commerce, which has not only generated employment opportunities but has also fostered entrepreneurship through online marketplaces. Furthermore, it has made

significant contributions to Turkey's GDP and reduced cash dependence through electronic payment methods. Additionally, e-commerce has facilitated international trade, bolstering Turkey's global economic standing.

On the global stage, Turkish e-commerce aligns with international consumer preferences, enhancing the competitiveness of Turkish businesses. Understanding Turkish consumer behaviour empowers businesses to tailor strategies, further boosting global competitiveness.

In conclusion, the adoption of e-commerce and shifts in consumer behaviour are undeniably propelling Turkey's economic development, bridging technological gaps, and establishing the nation as a key player in the global digital economy. To sustain and accelerate this growth, this study recommends investments in e-commerce infrastructure, technology adoption, consumer insights, financial inclusion, global expansion, inclusive, flexibility in pricing and supply chain, competition and innovation, regulatory awareness, closing the digital divide, sustainability, and adaptability as essential strategies. Embracing these recommendations will not only secure Turkey's position in the digital economy but also contribute to its ongoing economic expansion.

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1. INTRODUCTION

E-commerce, the process of buying and selling goods and services online, has become an integral part of modern economies worldwide. The prevalence of e-commerce has become a routine aspect of modern life as an increasing number of buyers and sellers engage in online business activities. Technological advancements have facilitated a seamless platform where individuals can readily buy or sell a wide array of products and services online.

E-commerce involves the buying and selling of goods, services, or raw materials using digital platforms by both businesses and customers. Additionally, e-commerce in the retail sector specifically pertains to the interaction between businesses and consumers for the exchange of products and services (Jawaid & Karim, 2021). The evolution of software and other digital innovations in the early 1990s led to the Internet becoming a viable platform for commercial activities, leading to significant global business transformation. The advancement of e-commerce has brought about widespread changes in businesses internationally. Undoubtedly, e-commerce offers time-saving benefits and simplifies the process of goods transportation (Ferrera & Kessedjian, 2019).

Due to the widespread addiction to digital devices and the Internet, a novel set of user behaviors has emerged. This shift has had a profound impact on various markets and industries. With individuals increasingly relying on their online devices, a new pattern of conducting transactions has surfaced, including significant economic sectors like shopping. Consequently, electronic commerce has come into existence as people gravitate toward performing their shopping activities on digital platforms (Ertemel & Çelik, 2016).

The economic shifts have significantly impacted consumers' lives, including purchasing habits and attitudes towards products. These changes in the economic landscape have led to shifts in consumer behavior, particularly during recent years of global economic fluctuations. In economic downturns, consumers adapt by reducing expenditures due to financial constraints, prioritizing essential products. Tough economic conditions lead to ongoing spending reduction until financial stability is regained. Economic fluctuations also prompt shifts between extravagant and frugal lifestyles, altering spending and consumption patterns (Yurievna, 2022).

The rise of e-commerce has significantly changed the way international marketing is carried out. E-commerce covers a wide range of commercial activities, such as interactions between businesses, businesses and customers, customers themselves, and even government-to-customer transactions (Ferrera & Kessedjian, 2019).

The role of e-commerce and changing consumer Behavior in Turkey's economic development is undeniable. E-commerce not only stimulates economic growth and bridges the technological gap but also transforms the way businesses operate and consumers shop. By adapting policies that foster a conducive environment for e-commerce growth and staying attuned to global trends, Turkey can maximize the benefits of e-commerce and continue its journey towards a digitally empowered economy. In Turkey, the emergence of e-commerce has brought about significant changes in consumer behaviour and economic development. This research will explore the importance of e-commerce and its impact on changing consumer behaviour, with a focus on how it contributes to economic growth and helps bridge the technological gap in Turkey while staying aligned with global developments.

This study is organized into several key sections. The introduction section sets the stage by providing context for the research topic, defining the research problem, and outlining the study's objectives and significance. It also briefly previews the study's structure.

The second section encompasses the literature review and theoretical framework. In the literature review, the study delves into the significance of e-commerce in economic development, explores relevant theoretical frameworks, reviews previous research on the interplay between e-commerce, consumer behaviour, and economic growth, and identifies areas for further exploration. The theoretical framework section then builds a conceptual foundation by defining key concepts and variables related to e-commerce, consumer behaviour, economic development, and global trends while establishing the connections between these variables.

The research methodology section outlines the study's design, data collection methods, sample selection rationale, and data analysis techniques. The subsequent section presents the results of data collection and analysis, offering descriptive statistics and insights into the relationships between e-commerce, consumer behaviour, economic development, and global trends.

Following this, the discussion and interpretation section contextualizes the empirical findings within the established theoretical framework, compares them to existing literature, and elucidates their implications for e-commerce strategies, consumer behaviour understanding, and economic development in Turkey.

The study culminates in the conclusion and future directions section, summarizing key findings and contributions, addressing research problem and objectives, acknowledging limitations, offering recommendations for policymakers, businesses, and researchers, and suggesting avenues for future research based on identified gaps. The study also includes a references section for citing relevant sources and any necessary appendices.

1.1 Background to the study

1.1.1 Terms, concepts and definitions

1.1.1.1 E-Commerce

E-Commerce According to the World Trade Organization (WTO), it is the "production, distribution, marketing, sale, and delivery of goods and services through electronic means" (WTO: Ministerial Conferences [MC11], 2017). E-commerce firms are enhancing their technological infrastructure to align with customer demands. The COVID-19 pandemic has spurred rapid digitization both nationally and globally, prompting businesses to adopt advanced technological solutions (Economic Commission for Latin America and the Caribbean (ECLAC), 2021). Due to the increasing utilization of mobile devices and the Internet, a variety of payment methods and advancements in product delivery have emerged, setting the stage for the swift expansion of online commerce (Yasar, 2022).

1.1.1.2 Consumer Behavior

Consumer behavior is a multifaceted concept that has been described in various ways in different contexts. While there isn't a universally agreed-upon definition, a prevalent understanding of consumer behavior revolves around an individual's unique perceptions, habits, attitudes, and practices. It encompasses the entire process of how individuals assess, select, purchase, repurchase, utilize, and even seek out goods, services, and ideas to satisfy their desires and requirements. In essence, consumer behavior highlights the diverse attitudes, decisions, behaviors, and underlying incentives that consumers exhibit when engaging in the market (Nassè, 2021). Consumer behavior research characterizes the sequence of actions a consumer undertakes while seeking, buying, or appraising products or services to fulfill their needs and desires (Alshweesh & Bandi, 2022). Comprehending consumer behaviour can assist companies and managers in enhancing their strategies toward customers, thereby renovating their offerings and services (Nassè, 2021).

1.1.1.3 Economic Development

Economic development refers to initiatives, programs, strategies, policies, activities, or undertakings aimed at enhancing the financial prosperity and overall quality of life of a community. The interpretation of "economic development" varies for individuals based on their respective communities. Each community faces its own unique set of opportunities, challenges, and essential priorities. Planning for economic development should involve the residents and workforce of the community (Ministry of Jobs, Economic Development and Innovation, 2023).

Economic development involves the fundamental reshaping of an economy through the integration of advanced and modernized technologies, aimed at enhancing the efficiency of labor, boosting employment opportunities, raising incomes, and elevating the overall quality of life for the people. For this transformation to be successful, it is crucial to enhance infrastructure, as well as address social, political, and institutional elements that can facilitate the process of economic transformation (Myint & Krueger, 2023).

Enhancing a nation's economic development is seen as crucial for diminishing poverty through the generation of additional jobs, increased earnings, enhanced goods and services, and the adoption of cutting-edge production technologies (Panth, 2020).

1.1.2 Progression of E-Commerce

E-commerce traces its origins back to the late 1970s, when widespread access to affordable computers and home internet connections was not yet a reality. Michael Aldrich, an Information Technology Engineer, along with his colleague Peter Champion, played a pivotal role in the emergence of online shopping in 1979 (Coleman & Ganong, 2014). They devised a system that linked a computer with a television, pioneering what was then known as "Teleshopping". During the 1980s, Aldrich's innovation laid the foundation for a groundbreaking technology that is often considered one of the earliest successful online services predating the internet (Taylor, 2013).

In 1982, France Telecom introduced Minitel, a private network that allowed users to perform tasks such as looking up phone numbers, making travel arrangements, conducting financial transactions, and engaging in online shopping. This precursor to modern e-commerce marked a significant step forward. The 1990s saw a transformative evolution in e-commerce as a result of revolutionary technological advancements (Ertemel & Çelik, 2016).

The emergence of the World Wide Web and websites led to a significant surge in the field of e-commerce. The convenience and effectiveness of online platforms greatly contributed to the rapid expansion of e-commerce, as customers began utilizing the internet to explore a wide array of products and services (Attar et al., 2022). During the mid-1990s, trailblazing e-commerce enterprises like Amazon and eBay were established, playing pivotal roles in the advancement of this industry. In the present day, the dominance of e-commerce has been further propelled by the widespread adoption of interconnected devices like smartphones, tablets, and laptops. This technological accessibility, combined with competitive pricing and convenience, has led to a substantial shift of shoppers from traditional stores to the digital world (Ertemel & Çelik, 2016).

1.1.3 Factors affecting E-commerce

Consumer behaviour is influenced by both external and internal factors. External factors are rooted in the environmental circumstances, while internal factors stem from the consumer's thoughts and feelings. Various elements play a role in influencing consumer behaviour. External influences were categorized into five main areas: demographics, socioeconomic conditions, technology and public policies, cultural and sub-cultural factors, reference groups, and marketing strategies. On the other hand, internal influences encompass a range of mental processes such as attitudes, learning, perception, motivation, self-perception, and semiotics (Mittal, 2013).

There are various reasons behind the decline in the count of online users engaging in buying or selling activities on the internet. These factors encompass inadequate communication, the inability to physically examine products, concerns about product quality, and elevated pricing (Wang et al., 2016). The desire to purchase on a foreign website is affected by levels of consumer trust and perceived value. Moreover, the level of trust consumers have is influenced by the indicators and cues about the information that the seller provides. Additionally, the costs and advantages play a significant role in shaping how consumers perceive value. A higher proportion of benefits compared to costs will result in an increased inclination to make purchases from an international online store (Huang & Chang, 2017). Consequently, establishing trust among online consumers is a fundamental necessity for e-commerce enterprises to attain prosperity (Hong & HwiHyung, 2011).

1.1.4 Consumer Preference

The notion of consumer behaviour has been described in various contexts within the existing literature. Nassè et al. (2019) provided a definition for consumer behaviour as the process through which individuals assess, appraise, and ultimately choose products and/or services that align with their needs. Subsequently, they make purchases driven by particular motivations tied to factors like choice, consumption, quality, preference, advertising, and cost. In the perspective of Nassè (2021), consumer behaviour encompasses the decision-making, examination, and evaluation processes that individuals engage in when considering products and certain services. These processes occur before they commit to purchasing or repurchasing items, driven by specific criteria such as preference, consumption patterns, quality standards, taste, promotional influence, and pricing expectations.

People's intentions are influenced by their attitudes, which influence their choices and actions. This implies that attitude holds importance in activities that require a lot of thought, like shopping online. Studies have proven that attitude greatly affects whether someone intends to buy something online. Good attitudes about shopping online are built by factors such as how risky it seems, the pricing, the quality of the website experience, the practical and emotional benefits, as well as the qualities of the products or services (Vijayan & Oo, 2022).

Consumer behavior can be categorized from two main perspectives: One is considered an attitude, while the other is a choice. Nevertheless, a widely accepted understanding of consumer behavior pertains to specific views on habits, ways of life, attitudes, and routines. Consumer behavior illustrates how individuals assess, choose, buy, re-buy, utilize, and request various goods, concepts, and services to fulfill their desires. Hence, consumer behavior underscores the diverse attitudes, decisions, behaviors, and fundamental incentives of consumers within the market (Nassè, 2021).

1.1.5 Global Competition

Global competition refers to the rivalry among businesses offering services or goods to a worldwide clientele. This form of international competition initiates when a given industry has a minimum of two competing players. Each industry cycle is finished with an assessment of individual player performance, which is determined by both industry evaluations and market dynamics, despite the ongoing and automated process. The competitive phase concludes when the final industry player exits. Within this competitive framework, multiple cycles occur, during which each player strives to enhance their ranking before the current cycle terminates (Kamal, n.d).

Numerous notable legal cases in the realm of "E-commerce" have primarily revolved around safeguarding fair and open Internet access. Such access is crucial to fully unlock the productivity-boosting capabilities of e-commerce. The Internet's standardized protocols have significantly diminished the expenses linked to sharing information between computers, consequently decreasing search and transaction expenses. As a result, e-commerce has the potential to expand both product variety and geographical markets, making them more open, transparent and competitive (Organization for Economic Co-operation and Development, 2001).

1.1.6 E-commerce in Turkey

Turkey possesses a youthful and energetic populace. Approximately 48.3% of the Turkish inhabitants are below the age of 30, with 24.4% falling within the 15–29 age bracket (European Commission, 2023). In Turkey, the e-commerce sector is experiencing significant growth due to a large youth population familiar with advanced technology and steady economic progress. The tangible worth of digital retail has witnessed a remarkable 61.1% increase from 2006 to 2011. This swift enlargement in Turkey's e-commerce market implies that it is on track to play a noteworthy role, not just domestically but also internationally (Ertemel & Çelik, 2016).

Turkey ranks as the 19th largest E-commerce market, poised to achieve a revenue of approximately $18.7 billion by 2023. Projections indicate a compound annual growth rate of 13.6% from 2023 to 2027, leading to an estimated market size of about $31.2 billion by 2027. The Turkish E-commerce sector is anticipated to witness a 26.0% uptick in 2023, contributing to the global growth rate of 9.6% for the same year. E-commerce in the Turkish market encompasses five main sectors. The most prominent among these is Electronics and Media, which constitute the majority at 42.3% of the total E-commerce revenue. Following closely are Toys, hobbies, and DIY at 18.5%, followed by Fashion at 18.4%, then Furniture and Appliances at 11.3%, and lastly Food and Personal Care, making up the remaining 9.6% (StackPath, n.d.-b). The E-commerce sector is projected to witness a growth in user count, potentially reaching 66.1 million by 2027. The proportion of users among the population is anticipated to be 57.2% in 2023 and forecast-ed to increase to 75.5% by 2027. On average, each user is expected to generate around US$391.80 in revenue (Statista, n.d.).

1.2 Purpose and objectives of the study

1. **Examine the Impact of E-Commerce on Economic Growth**: Investigate how the adoption and expansion of e-commerce in Turkey contribute to overall economic growth, including factors such as increased employment, revenue generation, and Gross domestic product (GDP) growth.
2. **Investigate Changing Consumer Behavior Patterns**: Explore the shift in consumer behavior from traditional shopping to online purchasing. Analyze the factors driving this change, such as convenience, product variety, price comparison, and customer reviews.
3. **Identify Future Trends and Opportunities**: Anticipate emerging trends in e-commerce and changing consumer behavior. Discuss potential opportunities for Turkey to capitalize on these trends for continued economic advancement.

1.3 Research Statement

Based on the research topic and its objectives, the statement of the research problem is summarized in the following main research question:

"How does the adoption of e-commerce and the evolution of consumer behavior in Turkey contribute to economic development, bridging the technological gap, and positioning the country in line with global developments?"

This research question encompasses the interplay between e-commerce adoption, changing consumer behavior, economic growth, technological advancement, and Turkey's alignment with global trends. It provides a comprehensive framework for exploring the multifaceted impact of e-commerce on Turkey's economy.

From the main research question, the following questions are branched:

1. *What are the strengths and opportunities for e-commerce and economic development in Turkey?*
2. *What are the weaknesses and threats that impede the growth of e-commerce and economic development in Turkey?*

1.4 Significance and contributions of the study

The theoretical significance of the study lies in its ability to enrich and expand the theoretical literature related to e-commerce, consumer behavior, and economic development by offering real-world evidence and valuable perspectives on the intricate interplay among e-commerce, consumer behavior, economic development, and worldwide patterns. These valuable additions have the potential to influence the direction of future research aimed at driving Turkey's economic progress.

The practical importance of the study lies in its potential to offer tangible guidance, inform decision-making processes, and facilitate the development of strategies that capitalize on the transformation power of e-commerce and change consumer behavior in Turkey's economic landscape. The study can shed light on how e-commerce can contribute to sustainable economic growth and inclusion, especially by providing opportunities for small businesses, rural entrepreneurs, and underrepresented groups to participate in the digital economy.

2. LITERATURE REVIEW AND THEORETICAL FRAMEWORK

This section includes an overview of e-commerce and its significance in economic development, the theoretical frameworks related to e-commerce, consumer behaviour, and economic growth, a review of relevant studies on the interactions between e-commerce, consumer behaviour, and economic development, and the identification of gaps and areas for further exploration.

2.1 Conceptual Framework

2.1.1 Attitude and behaviors

According to the perspective of reasoned action within the expectancy-value model of attitude and the theory of planned behaviour, people's attitudes naturally and reliably stem from the beliefs they can readily access in their memory (Ajzen & Fishbein, 2000). These attitudes then steer their corresponding behaviors. The assortment and nature of these accessible beliefs change based on an individual's motivation, ability to process relevant attitude-related information, and the context they're in. Taking these factors into account, it's demonstrated that the reasoned action perspective aligns with the evidence supporting automatic processes that activate attitudes and behaviors. Additionally, it is consistent with the observation that attitudes can differ based on the context in which they are displayed (Friberg, 2020).

A positive or favorable attitude is typically associated with a positive behavioral outcome. In contrast, a negative or unfavorable attitude is associated with a negative behavioral outcome (Cacioppo & Bernston, 1994). Consumer views of the "favorable" and "unfavorable" aspects of online shopping are the focus of attitudes toward online shopping. Consumers will typically adopt a positive attitude toward online shopping when it is perceived favorably. For the majority of consumers, online shopping is perceived favorably when they want to save time and prefer the convenience of doing their shopping from a distance, gathering information, and doing so quickly (Lin, 2007).

Consumers, on the other hand, will consider the benefits of these advantages in comparison to possible disadvantages. These downsides could include concerns about security breaches, the potential for delays in product delivery, and the inability to physically inspect products before making a purchase decision. If a website facilitating online shopping is perceived as easy to use and customers appreciate the convenience of shopping and accessing information efficiently, they are inclined to choose online shopping. This preference might change if there are negative aspects that outweigh these positive aspects. Even though customers find online shopping convenient, they might opt out due to concerns about security breaches, hesitating to take the risk (Singh, 2019).

2.1.2 Attitude towards using the internet

The inclination to engage in online shopping and the perceived worth of making purchases on the internet are both impacted by one's stance towards embracing technology, especially internet-related technology. Concerning the behavior of buying things online, Goldsmith and Bridges (2000) position technological attitudes as a primary factor within a three-level framework of attitudes, alongside attitudes towards the product itself and the company providing it. A minimal level of fear regarding technology might have a more significant influence on the adoption of self-service technologies such as the Internet compared to demographic characteristics. The level of discomfort with technology can also impact overall enjoyment, intentions to use the technology in the future, and the likelihood of sharing positive experiences with others (Meuter et al., 2003). In addition to attitudes toward online shopping, social effects are revealed to be a significant predictor of Internet users' intentions to make purchases (Athiyaman, 2002).

Consumer viewpoints regarding technology additionally impact how they perceive the risks linked with online shopping (Lian & Yen, 2014). According to Lee & Tan (2003: 879), they contend that the perceived rates of product and service failures will be more elevated in online shopping compared to in-store shopping.

2.1.3 Risk Perception

According to previous literature, perceived risk has a significant impact on customers' purchasing decisions (Alrawad et al., 2023). There are four main types of perceived risk that can discourage potential shoppers from making a purchase: (1) Financial risk; (2) Time and convenience risk; (3) Product performance risk; and (4) Privacy risk (Forsythe & Shi, 2003). In addition to these risks, it's important to consider other factors such as credit card misuse, fraudulent sites, loss of privacy, shipping problems, and product failure (Masoud, 2013). Furthermore, challenges related to establishing confidence in an online platform can impact a customer's inclination to make a purchase and revisit the website. The primary method to alleviate these concerns would be to provide a money-back guarantee, followed by a reputable brand and a reduction in prices (Riley, Scarpi & Manaresi, 2005).

Gender plays a significant role in how individuals perceive risk, especially in the realm of online shopping. Research by Garbarino and Strahilevitz (2004) indicates that female consumers tend to view online shopping as more risky compared to their male counterparts. Additionally, the perception of risk is closely tied to the specific context of a product or service. For example, financial services often trigger heightened concerns about security risks. Furthermore, the characteristics of a product also influence various consumer factors, for instance, the necessity of physically interacting with a product before making a purchase decision (Riley, Scarpi, and Manaresi, 2005).

2.1.4 Shopping Orientation

Shopping orientation relates to the mindset and attitude a shopper adopts while progressing through various stages of the shopping journey, such as searching for information and comparing different options (Büttner et al., 2013). This notion suggests that consumers' intentions during shopping (referred to as process goals) can differ from their expectations related to the product they intend to purchase (known as outcome goals). This concept highlights that the objectives people have during shopping can be distinct from the desires they have regarding the items they are seeking to buy (Murray et al., 2022).

Shoppers have varied objectives when they shop, beyond just purchasing a specific product. They might be looking to gather information, find excitement in exploring an engaging store, connect with fellow shoppers, or search for good deals. These diverse objectives can be categorized into two main shopping approaches: task-focused and experiential. In a task-focused approach, individuals approach shopping as a practical task to be completed efficiently. On the other hand, in an experiential approach, shoppers focus on the pleasure of the experience, aiming to be entertained and stimulated during their shopping journey (Büttner et al., 2015).

Shoppers who enjoy shopping as a leisure activity had a more positive opinion of online retailing compared to economic shoppers, who either dislike or feel neutral about the shopping experience. The pleasure derived from consumers' online shopping experiences is linked to their feeling of being engaged. The two primary categories of online shoppers are those who shop for enjoyment and those who focus on finding good prices. This implies that these two types of preferences can exist together. Managers of hybrid physical and online stores could consider enhancing the enjoyable aspects of their online business while also emphasizing the convenience of shopping from home (Riley, Scarpi & Manaresi, 2005).

2.1.5 Consumer behavior regarding E-commerce

Understanding online buying behavior involves identifying and categorizing different types of online consumers. These categories or segments help businesses tailor their marketing strategies and offerings to better meet the needs and preferences of various consumer groups (FDieffenbacher, 2023). Here are some essential traits commonly used to categorize and segment online consumers (Dogra, 2019):

- **Cultural Online Characteristics**

Variations in online shopping habits can stem from disparities in social classes, as individuals with a higher social status often display a greater inclination towards making online purchases. Conversely, individuals from lower social classes might not possess comprehensive familiarity with the range of technological offerings, potentially limiting their online shopping engagement (Smith & Rupp, 2003).

- **Social Online Characteristics**

In contrast to conventional approaches, online shoppers now possess social leverage thanks to reference groups. These consumers can peruse authentic reviews and firsthand accounts shared by reference groups or influential figures on social media platforms (Dogra, 2019).

- **Personal Online Characteristics**

This includes factors like age, gender, location, education level, and income. Different demographic groups may have distinct preferences and behaviors when it comes to online shopping (Mialki, 2023).

Income has a significant impact on how people behave when making purchases online (Monsuwé et al., 2004). When an individual's disposable income is higher, their ability to make purchases also increases. Disposable income refers to the funds remaining after covering essential expenses. An escalation in disposable income results in greater spending across different goods and services. Conversely, a decrease in disposable income corresponds to a reduction in expenditures on various items. So individuals with greater household incomes tend to have a more favorable attitude towards online shopping because they have better access to the Internet and more exposure to information (Lohse et al., 2000).

Smith and Rupp (2003) identified age as a factor influencing preferences in online shopping. They asserted that the younger generation utilizes the Internet for shopping purposes, whereas older individuals who are less familiar with computers and the Internet tend not to. This leads to a growing trend of frequent computer and Internet usage among young people. It's apparent that the younger demographic possesses a strong grasp of technology. Monswe et al. (2004) found that young adults often display enthusiasm for embracing novel technologies to acquire information and evaluate choices, further reinforcing their decision-making capabilities.

- **Psychological Online Characteristics**

The online consumer behavior process is complicated and guided by psychological factors that shape decision-making. Five key traits influence online shoppers: motivation, perception, personality, attitude, and emotions. Motivation drives individuals to seek rewards, deciding between better deals, online convenience, and purchase necessity. Perception involves interpreting information and questioning online platform safety, product quality, and reliability. Personality reflects personal choices, aligning with cognitive preferences and selecting websites that match shopping inclinations. Attitude responds to circumstances, addressing preferences, hesitations, extra costs, and alternative shopping methods. Emotions, arising from experiences, subconsciously impact decisions, prompting reflection on past encounters and future purchases. Analyzing these traits aids researchers and marketers in understanding shopper processes and crafting strategies for an enhanced online shopping experience (Dogra, 2019).

2.2 Theoretical Framework

2.2.1 Theory of planned behavior and customers' online purchasing intentions

Planned behavior theory connects the beliefs and behaviors of potential consumers. The basis of this model is that individuals make logical, reasoned decisions to engage in specific behaviors by evaluating the information available to them. The theory states that consumers' attitudes toward their realized behavior are based on their subjective behavioral belief in the product or service and their cognitive evaluation of the possible results. These attitudes may be affected by the subjective norms derived from the more objective specifications of faith in the consumption and obedience motivation of the consumer (Ruangkanjanases et al., 2020).

According to the Theory of Planned Behavior (TPB), the main factors that influence behavioral intentions are attitude, subjective norm, and perceived behavioral control. Ajzen and Fishbein demonstrated that behavioral intention can effectively predict actual behaviour. The behavior's intention is influenced by an individual's attitude towards it, subjective norms, and perceived level of control (depicted in Figure 1). According to Azjen's research, an individual's attitude towards a behaviour is determined by their overall assessment of that behaviour. People who hold a more favourable attitude toward a behaviour are more inclined to engage in it. Subjective norms refer to an individual's perception of the expectations held by important groups in their social circle and the importance of these groups' opinions. Perceived behavioral control involves an individual's perception of how easy or difficult it is to carry out a specific behaviour. The aspect of actual control over behaviour is crucial in this context. This notion emphasizes that an individual's perception of their ability to perform the behaviour significantly influences their likelihood of doing so (Zhang & Chen, 2023).

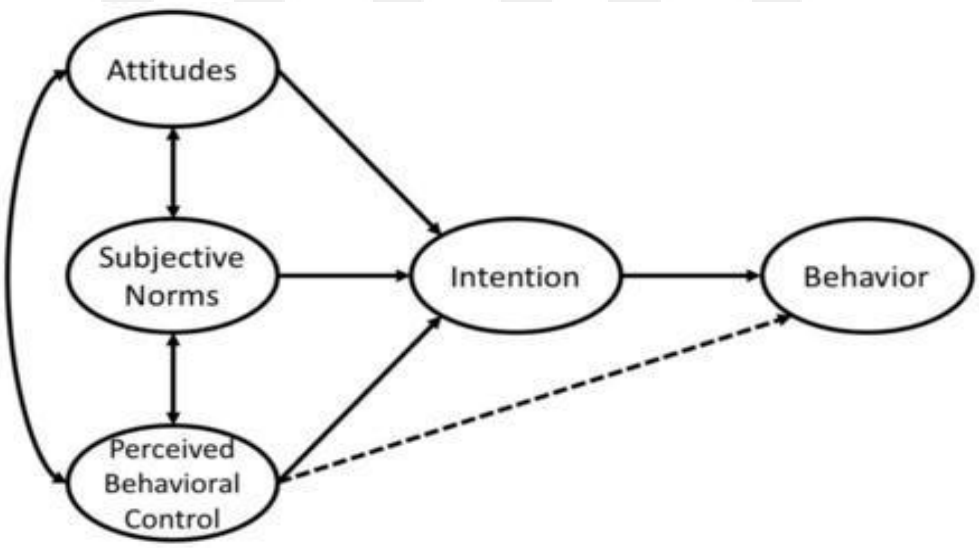

Figure 1 : The Theory of Planned Behavior model (Ajzen, 1991).

2.2.2 Extending The TPB Theory for adoption of E-Shopping in Turkey

The research conducted by Ayar and Gürbüz (2021) aims to investigate how consumers in Turkey engage in sustainable consumption and the factors influencing this behaviour based on the Planned Behavior Theory. The study's outcomes reveal that the elements of Planned Behavior Theory—namely, attitude, subjective norm, perceived behavioral control—along with the addition of altruistic values, significantly impact the intention to practice sustainable consumption. Furthermore, this intention subsequently influences actual sustainable consumption Behavior. Importantly, the research suggests that perceived behavioral control does not directly impact sustainable consumption behaviour. These findings hold significance for a broad range of stakeholders, including policymakers, scientists, environmental and health organizations, as well as businesses..

In a study conducted by Turan (2012), a survey was used to evaluate perceived behavioral control using the framework of Planned Behavior Theory (TPB). The survey was administered to (352) participants, consisting of both university students and faculty members, within a Turkish university. The outcomes of the study indicated that individuals' perceived behavioral control in relation to online shopping was influenced by their perceptions of the risks linked to online purchases as well as their perception of the level of difficulty in completing the online buying process.

Overall, both studies provide insights into the application of the extended Theory of Planned Behavior (TPB) model concerning the adoption of online shopping among Turkish consumers. This underscores the significance of factors like convenience, user friendliness, reliability, and personal norms both in predicting online purchasing behaviour and in acting as intermediate factors influencing the intention to buy. The outcomes of this investigation can be employed to devise strategies that effectively enhance the willingness of Turkish shoppers to embrace online shopping, potentially contributing to the economic advancement of Turkey.

2.3 Literature review

2.3.1 Factors affecting consumer behavior

Consumer behavior is a result of interactions between cultural factors, social factors, personal factors and psychological factors (Kotler & Armstrong, 2018). Cultural factors encompass elements related to consumer values and behaviour. These factors develop in early life through norms, customs, traditions, religion, and more. Social factors shape consumer behaviour through engagements with their social circle. Personal factors impact consumer behaviour by addressing individual needs. While psychological factors interact with an individual's awareness of his desires and necessities, stimulate cognitive processes, and encourage consumer behaviour toward purchasing products (Kotler & Keller, 2016). individual consumer behaviour is influenced by personal factors such as age, life stage, economic situation, personality traits, life perspectives, and lifestyle choices. These aspects collectively determine the specific needs and preferences of each person (Finolda & Padmalia, 2019).

2.3.2 E-Satisfaction

E-Satisfaction refers to the level of satisfaction a customer experiences based on their previous interactions with a particular online retail website. This concept has become progressively more significant in marketing studies in recent years. Analyzing consumer satisfaction within the realm of e-commerce aligns with the widespread agreement that, similar to physical retail, customer contentment plays a vital role not only as an essential measure of success but also as a key indicator of whether customers are likely to make purchases on the website. E-Satisfaction is the contentment of a consumer with respect An essential aspect of online retail is how satisfied customers are with their online shopping experience, known as e-satisfaction. The model for adopting e-commerce encompasses the factors that lead to and result in e-satisfaction. These factors also influence significant concepts in online commerce, such as satisfaction with information and the online system, as well as the intention to make purchases online (Azam et al., 2012).

In the research conducted by Amin et al. (2023), they found that factors such as the quality of information, service, and system, as well as perceived usefulness and confirmation, all have a positive effect on both e-satisfaction and the intention to continue using a service. Interestingly, perceived threats and anxiety don't directly impact e-satisfaction but do influence the intention to continue using the service. Additionally, the study found that higher e-satisfaction leads to an increased intention to continue using the service and building e-loyalty, while a stronger intention to continue using the service also contributes to higher e-loyalty.

2.3.3 E-Loyalty

E-loyalty is related to customers' positive attitude towards mobile payment apps, leading to their consistent and repeated use over an extended period (Anderson & Srinivasan, 2003). According to Kumar and Ramachandran (2013), Loyalty can be described as an ongoing connection formed between a consumer and a brand, which reflects the emotional bond that prompts a consumer to consistently choose and engage with the brand, particularly when making purchases and using their products or services.

Luarn & Lin (2003) study related to customer behavior and loyalty in the context of business or marketing. The research findings suggest that different factors - trust, customer satisfaction, perceived value, and commitment - are distinct concepts that contribute to customer loyalty. Commitment has a stronger influence on customer loyalty compared to the other factors (trust, customer satisfaction, perceived value). Customer satisfaction and perceived value indirectly impact loyalty through their influence on commitment. This implies that when customers are satisfied and perceive value in a product or service, they are more likely to develop a commitment to the brand, leading to increased loyalty. Overall, this information highlights the complex relationship between these factors and their combined effect on customer loyalty, with commitment playing a central role in driving and maintaining loyalty.

Reichheld and Schefter (2013) outlined three advantages of electronic loyalty (e-loyalty). The primary and most significant advantage is the acquisition and retention of a dedicated consumer base. This implies that these customers will spend more money over time compared to other customers. Another crucial point is that loyal customers often recommend a particular brand or business to potential buyers, contributing to positive word-of-mouth. Another vital aspect for online businesses, as highlighted by Anderson and Srinivasan (2003), is customer service. A responsive and courteous customer support system is essential for addressing any website design issues.

2.3.4 Trust and Online Risk

Miyazaki and Fernandez (2001) provided a definition for online perceived risk, characterizing it as the concerns associated with a consumer's online experience and apprehensions regarding the security and privacy aspects while engaging in online transactions.

Businesses must build consumer trust in order to remove uncertainty because customers cannot physically inspect the product while placing an order or face the salesperson. With brand loyalty and broad trust, some Internet disadvantages can be overcome. Also, consumers' fear of online fraud (such as credit card fraud and non-delivery of items) is one of the key reasons they don't routinely use e-commerce (Gommans et al., 2001).

Anderson and Srinivasan's (2003) prediction suggested that the perception of risk among buyers is related to their concerns about potentially missing out on particular online transactions. People also connect risk with the potential for loss when purchasing or utilizing the good or service. Consumers' perceptions of value are positively connected with their intentions to make online purchases, and perceived value encourages e-loyalty by obviating the need or desire for customers to look for other suppliers. Risks associated with online shopping include those related to money, products, and non-delivery.

2.4 Literature Review

2.4.1 E-commerce

E-commerce, commonly known as online shopping, involves the exchange of goods or services using information technology systems. As defined by O'Brien and Marakas (2010), e-commerce encompasses the processes of purchasing, selling, marketing, and providing products, services, and information over various computer networks. Katawetawaraks and Wang (2011) elaborate that online shopping, or e-commerce, pertains to the act of acquiring products (goods or services) through the Internet media. E-commerce covers a wide range of commercial activities, including interactions between businesses (B2B), businesses and customers (B2C), customers themselves (C2C), and government entities and customers (G2C) (Ferrera & Kessedjian, 2019)

In recent years, e-commerce has become an essential aspect of the global retail landscape. Just like many other sectors, the process of buying and selling goods has undergone significant changes due to the internet's emergence. The ongoing digitalization of modern life has enabled consumers around the globe to enjoy the benefits of online transactions. As internet accessibility and usage continue to expand, with more than five billion individuals online, the number of people engaging in online purchases is steadily growing. In 2022, global retail e-commerce sales were projected to surpass 5.7 trillion U.S. dollars, and this number is anticipated to rise even further in the upcoming years (Pasquali, 2023).

Since the early 2000s, dynamic shifts in consumer demands and requirements have fuelled a continuous expansion of the global e-commerce landscape. This growth was particularly accelerated by the unprecedented circumstances arising from the COVID-19 pandemic. Notably, the e-commerce sector in Turkey experienced remarkable development, swiftly becoming one of the most rapidly advancing markets internationally. In the year 2022, approximately 64% of the Turkish populace will engage in online purchases of various goods and services. Consequently, this surge in online buying and selling led to a significant uptick of 37% in e-commerce transactions within Turkey during the final quarter of 2022, in comparison to the same period in the previous year (Dierks, 2023).

Numerous studies have been conducted on E-commerce from various angles, such as its impact on economic development, consumer purchasing behaviors, global competitiveness, or International Trade. **Alshweesh and Bandi (2022)** study aimed to assess how E-commerce affects consumer purchasing behavior in major food and consumer goods stores in Jordan, considering the role of financial technology as an intermediary factor. The study employed descriptive, internal, and analytical approaches. The research included participants from high-level administrative positions and IT departments, totaling (408) individuals. Data analysis was performed using SPSS and AMOS software to evaluate hypotheses. The findings highlighted the significant relevance of e commerce, consumer behavior, and financial technology in Jordan's large-scale consumer and food stores. Importantly, the study demonstrated a noteworthy influence of e commerce on consumer behavior. Furthermore, the research indicated that financial technology played a mediating role, augmenting the impact of e commerce on consumer behavior, though this mediation was partial. The study's recommendations underscored the importance of these large consumer and food stores in Jordan embracing e commerce to enhance their efficiency, effectiveness, and goals. Raising awareness about e commerce's significance and continuing to integrate financial technology were also emphasized due to their positive direct influence on consumer purchasing behavior.

The **Chapagai (2022)** study aimed to explore the benefits and challenges of e-commerce for individual customers in Finland and Nepal. Using a mixed-methods approach, combining qualitative and quantitative methods, the study investigated the positive aspects of online shopping, such as convenience, product variety, and time savings, as well as challenges like product differences and data security. Surveys and discussions were employed to gather responses and primary information. The acquired data was presented visually using tables and graphs for comparison. Ultimately, the issues were adequately examined, leading to the identification of areas requiring enhancement. The research offered valuable perspectives on the e-commerce interactions of clients in Finland and Nepal. The study highlighted essential aspects for enhancing online businesses from the customer's standpoint. Finnish respondents highlighted affordability, while Nepalese participants had a different perspective. The research revealed expectations for improved return options, faster delivery, and stronger online regulations. Interviews with participants from both countries underscored the advantages of time savings and convenience in online shopping. Finnish interviewees faced difficulties with international purchases, while Nepalese interviewees emphasized the need for better infrastructure to support online businesses. Both groups agreed that technological advancements would enhance e-commerce's effectiveness. The study drew insights from various sources, including books, journals, and online materials, to support the theoretical analysis.

While the study conducted by **Mzwri and Altinkaya (2019)** aimed to explore how E-commerce impacts international trade, taking Turkey as a case study. The study delves into a comprehensive analysis of "The Influence of E-Commerce on Turkey's International Trade," highlighting both its benefits and drawbacks for the Turkish economy. While not all published research is equally precise, e-commerce appears to be a prominent factor in the advancement of small and medium-sized enterprises, facilitating their growth into larger, more prosperous entities. This trend is anticipated to make significant contributions to both Turkey's national GDP and the global GDP. The paper draws upon established theories that have aided businesses, governments, and economists in comprehending international trade dynamics and formulating strategies for its management, regulation, and promotion. The emergence of e-commerce is expected to elevate the capacity of international trade, generating fresh prospects through online platforms. The internet has reshaped the manner in which business transactions are conducted and trade takes place, bridging geographical gaps and enabling smoother interactions between buyers and sellers.

Anvaria and Norouzi's (2016) research delved into assessing the impact of e-commerce and research and development, along with two additional variables, on the economic advancement of (21) chosen countries. The study employed the panel data approach along with the Generalized Least squares Regression (GLS) technique, covering the time frame from 2005 to 2013. The findings demonstrated that both e-commerce and research and development exerted a significant and positive impact on the Gross Domestic Product (GDP) per ca-pita, considering purchasing power parity. Notably, e-commerce exhibited a more pronounced effect on developmental progress compared to research and development. Furthermore, factors such as healthcare expenditure and the size of the government also exhibited a constructive relationship with GDP per ca-pita, suggesting their potential for fostering economic improvement and expansion.

The primary objective of **Mittal's (2013)** study was to gather quantitative data that describes the current state of online shopping in India. The aim is to explain the evolution of internet shopping and how it affects consumer behavior. The research draws from existing literature and employs surveys to investigate consumer behavior. Additionally, the study assesses the potential future of internet shopping by comparing consumer behavior across different countries. The research addresses pertinent questions about recent trends, issues in online shopping, and the key factors influencing consumer behavior. The findings reveal that consumer trust in online platforms and their perception of risks significantly impact their purchasing decisions. Factors such as consumer trust, privacy concerns, and security considerations are critical drivers for engaging in online shopping. The level of trust consumers have in websites plays a pivotal role in shaping their purchasing choices. To be specific, the empirical results indicate how e-commerce companies formulate marketing strategies based on the research's data and analysis outcomes.

The previous studies cover a diverse range of topics related to e-commerce and its impact on various aspects of business and society. Overall, these studies collectively contribute to the understanding of how E-commerce influences consumer behavior, economic growth, international trade, and societal perspectives across different regions. They underscore the importance of technology, consumer trust, and adaptability for businesses operating in an increasingly digital marketplace.

2.4.2 Consumer Behavior

Consumer behaviour describes the processes involved when individuals or groups select, purchase, use, or dispose of products, services, ideas, or experiences to meet their needs or desires (Solomon et al., 2019).

Numerous research studies have delved into various aspects of consumer behaviour related to online purchasing. The advent of e-commerce and the increasing popularity of online shopping have led to a wide range of investigations in this field. Some of these studies focused on understanding the concepts and definitions of consumer behaviour in different contexts. For instance, **Nassè (2021)** conducted an intentional investigation into the multifaceted interpretations of consumer behaviour. This approach involved a comprehensive analysis of relevant documents along with both direct and indirect observations. The methodology encompassed thorough literature exploration, source assessment, theme identification, and gap recognition. The outcomes of the study revealed both similarities and differences in how the concept was defined within the scope of the research. Consequently, there isn't a universally accepted definition for this concept. Nonetheless, a shared understanding of consumer behaviour revolves around specific perceptions of routines, ways of living, habits, attitudes, and practices.

Other studies investigated the different factors affecting consumer buying behaviour in E-commerce, like attitudes, platform quality, and the opportunities and challenges of e-commerce for customers. **Vijayan and Oo (2022)** conducted a study to develop a comprehensive framework and analyze how attitude functions as a mediator. They utilized baseline models like the Technology Acceptance Model and Theory of Planned Behavior. The research employed purposive sampling, gathering 314 self-administered questionnaire responses from online clothing shoppers in Malaysia. The hypotheses were assessed using PLS-SEM. The results indicated significant links between attitude and perceived risk, web experience, pricing, utilitarian and hedonistic values, as well as product and service attributes. Additionally, direct relationships were observed between pricing, utilitarian and hedonistic factors, convenience, and the intention to purchase apparel online. Intriguingly, attitude played a mediating role in all variables influencing purchase intention, except for convenience. These findings enrich the academic knowledge in marketing and online apparel studies, particularly in the Malaysian context. The insights gained can assist online marketers and apparel business owners in gaining a deeper understanding of the factors driving online purchase decisions.

Han et al. (2023) conducted a research study that utilized the Information System Success model. The aim was to explore how the quality of cross-border e-commerce platforms affects consumers' intentions to make purchases. The study also examined the roles of perceived value and trust in the purchasing process. Furthermore, the researchers investigated how consumer acculturation influences the relationship between cross-border platform quality and perceived value. Through a questionnaire survey, 446 valid responses were collected and analyzed using structural equations. The results indicated that platform information quality, system quality, and service quality all contribute significantly to consumers' perceived value, ultimately positively impacting their purchase intentions. Additionally, the study found that perceived value and trust work together to influence purchase intentions, with trust acting as a mediator in this connection. The research also confirmed that consumer acculturation moderates these effects, with system and information quality having a negative moderating impact on perceived value while service quality has a positive moderating effect. These findings enrich the field of cross-border e-commerce research and provide valuable insights into the purchasing behavior of African consumers.

In the Turkish context, **Ertemel and Çelik (2016)** conducted an exploratory analysis of online shopping behaviour in Turkey. This study aims to examine the patterns of online shopping in Turkey through a quantitative research approach. It delves into aspects such as the devices used for online shopping, the motivations behind individuals' decisions to engage in or abstain from online shopping, preferred online shopping categories and e-commerce platforms, the methods of payment utilized, the extent of international e-commerce involvement, and the utilization of online marketplaces. The findings of the research highlight that the primary incentive for online shopping in Turkey is the desire to save time, while the survey results indicate that the "travel and bookings" category stands out as the most frequently chosen category for online purchases.

It's evident from the studies mentioned above that consumer behaviour in the context of e-commerce is a complex and multifaceted topic that requires comprehensive investigation from various angles. These studies collectively contribute to a deeper understanding of the factors influencing online purchase decisions and shed light on the intricacies of consumer behaviour in different cultural and market contexts. Collectively, these studies contribute to the growing body of knowledge in consumer behaviour and e-commerce. They offer insights that can aid marketers, e-commerce platforms, and businesses in developing more effective strategies tailored to the specific needs and preferences of consumers in various contexts. By addressing both universal and culturally specific aspects of consumer behaviour, these studies help shape a more comprehensive understanding of this dynamic field.

2.4.3 Economic Development

Economic development refers to the transformation of underdeveloped economies with low incomes into advanced industrial economies. While it's occasionally used interchangeably with economic growth, its main usage pertains to describing a comprehensive shift in a nation's economy, encompassing both quantitative and qualitative enhancements (Krueger & Myint, 2023).

The global shift towards digitization is presenting various possibilities and difficulties, necessitating revisions of current regulations and the introduction of new ones in numerous domains. A notable impact of this digital shift is the expansion of e-commerce. While this trend impacts every part of the world, many developing countries are held back by inadequate readiness for the digital realm. While online shopping has become commonplace in developed nations, the majority of populations in developing countries have not yet embraced it (Kituyi, 2020).

Numerous studies delve into the matter of economic development, including the research paper by **Marić et al.'s (2021)**. This paper examines how economic growth can serve as a potential driver of competitiveness, ultimately contributing to overall economic development. The distinct levels of economic development in their approach lead to varying competitive conditions. Aside from analyzing the influence of economic growth on competitiveness, other developmental indicators like exports and employment rates are also considered. The datasets employed in the analysis encompasses variables like GCI, Delta GCI, and DeltaRank from The Global Competitiveness Report 2019, along with Growth Rate and GDP Growth variables sourced from the World Economic Outlook Database 2019. To validate the research assumptions, statistical methods like Multivariate Analysis of Variance (MANOVA) and One-factor Analysis of Variance (ANOVA), followed by the Turkey HSD test, are utilized to ascertain disparities among the studied subgroups. The outcomes affirm the credibility of earlier research in this specific domain. The varying economic development levels observed across distinct country groups underscore diverse circumstances for economic growth and, consequently, international competitiveness.

While **Couture et al.'s (2018)** study looked at E-commerce integration and Economic development, the study examines the impact of the first nationwide e-commerce expansion program on the well-being of households and the mechanisms underlying its effects. The program aimed to extend e-commerce services to numerous Chinese villages that lacked such connectivity by investing in essential logistics for product shipping and sales. The research utilizes a novel combination of survey data, administrative data, and a randomized control trial conducted with the cooperation of a large e-commerce company. The findings reveal that while the benefits of e-commerce trading are substantial, they primarily benefit a minority of rural households, mainly those that are younger and more affluent. In contrast to previous case studies that inspired these policies, there is limited evidence of significant income improvements for the average rural producer or worker. Instead, the advantages stem from the consumption aspect, manifesting as a considerable decrease in household expenses, particularly in remote rural markets. Moreover, the study indicates that the improvements are predominantly a result of overcoming logistical challenges in rural e-commerce rather than relying on additional investments tailored for the rural population.

Both Marić et al.'s (2021) and Couture et al.'s (2018) studies contribute valuable insights to their respective fields of economic development and e-commerce integration. In summary, both studies offer unique insights into their respective research areas, expanding our understanding of the intricate relationships between economic growth, competitiveness, and e-commerce integration. These findings contribute to more informed decision-making for policymakers, economists, and researchers alike.

All previous studies have a strong relationship with the fundamental ideas of the present study, forming its primary pillars. The researcher benefited from these studies to set the background for the novel research and create a basis for the theoretical structure. Moreover, the investigator extracted essential notions and thoughts from these previous investigations that have direct relevance to their own research goals. Also, the researchers identify gaps or limitations in the existing literature. These gaps highlight areas where this new study can contribute something new or address an unanswered main research question: *How does the adoption of e-commerce and the evolution of consumer behaviour in Turkey contribute to economic development, bridging the technological gap, and positioning the country in line with global developments?*

2.5 Assumptions and Limitations

According to the notion of planned behaviour, individuals act rationally based on their attitudes, subjective norms, and perceived behavioral control. These aspects are not often actively or consciously examined during decision-making, but they provide context. In other words, even if people do not communicate their feelings, they impact their decisions. The purpose of this study is to identify hidden values and ideas that drive decision-making. Because humans can respond emotionally rather than rationally, the presumption of rationality is contentious. Rather than referring to human behaviour as rational, other scholars refer to it as "sense-making".

3. METHODOLOGY

This section presents an in-depth examination of the research approach utilized in this thesis. It includes a comprehensive analysis of research techniques related to e-commerce, consumer behaviour, and economic development studies conducted within the Turkish setting. The chapter provides an outline of the research framework and the techniques employed for gathering data throughout the investigation. It outlines the procedures employed in the research and offers a brief exploration of the sampling approach implemented in the study.

3.1 Systematic Review

The **systematic review approach** will be employed in this research, which includes a comprehensive and methodical exploration of diverse databases and references to identify all research relevant to the current subject of study. The systematic review process involves conducting a thorough and systematic search of various databases and sources to identify all relevant studies on the chosen topic and minimize bias by ensuring that all relevant research is included. Systematic reviews are highly regarded in the academic and research communities due to their rigorous methodology and focus on evidence-based conclusions.

3.2 Methodology and Synthesis

The following describes what a systematic review requires:

1. Searching for all relevant studies on e-commerce, consumer behaviour, and economic development conducted in the Turkish setting through a comprehensive, systematic search of various databases and sources.
2. Screening the identified studies based on predetermined inclusion and exclusion criteria to ensure that only studies meeting specific quality and relevance criteria were included in the review.
3. Relevant data from the selected studies is systematically extracted, including information about study design, outcomes, and any other suitable information.
4. The quality of each included study is assessed to evaluate its methodological rigidity, potential biases, and the reliability of its findings.

5. The collected data are analyzed and synthesized to answer the research question. This can involve statistical techniques for quantitative data or descriptive synthesis for qualitative data to identify patterns, trends, and consistencies across the studies.

3.3 Data Analysis

1. In cases where the included studies are sufficiently homogeneous in terms of methods and outcomes, an analysis may be performed. This involves pooling data from different studies to calculate summary statistics, providing a descriptive synthesis of the role of e-commerce and changing consumer behaviour in economic development.
2. The findings of the systematic review are interpreted in light of the research question. Conclusions are drawn based on the collective evidence from the included studies.
3. Examining the implications of the findings for theory, application, policy, and prospective research. It's also important to recognize any limitations within the review process or the encompassed studies.
4. Writing the systematic review as a comprehensive research article.

4. RESULTS AND DISCUSSION

In this chapter, the findings of the review are presented and interpreted. This pivotal chapter is where the systematic synthesis of existing research is presented, highlighting the key patterns, trends, and insights that have emerged from the comprehensive analysis of the selected studies. In this chapter, the researcher explores the data extracted from various sources, offers a critical assessment of the quality of the evidence, and provides a comprehensive discussion of the implications and significance of the results. Essentially, this chapter is the platform where the systematic review's primary contributions to e-commerce, consumer behaviour, and economic development are revealed and contextualized.

Analysis of the Relevant Studies

This analysis aims to provide a comprehensive and systematic review of all relevant studies conducted on the role of e-commerce and changing consumer behavior in economic development. The purpose of conducting this analysis in this context is to provide a comprehensive, evidence-based understanding of how e-commerce and changing consumer behavior contribute to or influence economic development. It offers a more robust and statistically grounded perspective by synthesizing the findings of multiple studies, ultimately helping to advance knowledge and guide decision-making in this area. The analysis allows the researcher to quantitatively assess the effects observed across various studies, which can help establish the strength and direction of relationships between e-commerce, consumer behavior, and economic development. By aggregating data from multiple studies, the analysis can reveal patterns or trends that may not be apparent in individual studies. For example, it can highlight whether there is a consistent positive or negative impact of e-commerce on economic development across different contexts. It provides a statistical method for reducing bias in research findings. By combining data from multiple sources, it can provide a more precise estimate of the true effect size and help the researcher draw more accurate conclusions.

Table 1: *Analysis of the Relevant Studies*

Authors & Publication date	Title	Study Approach	Study tool	The Main Results
Kıran, S., Alan, B., & Emre, İ. (2021)	Investigation of the Behaviors of Users' Who Shop from E-Commerce Sites	Quantitative descriptive	Survey	1. **Promotions and Discounts**: Promotions and discounts play a significant role in making e-commerce services and products more appealing to consumers. This is especially true in urban areas with hectic lifestyles, where cost-saving opportunities are highly valued. 2. **Product Variety**: The availability of more product options is another key factor. Consumers appreciate the convenience of having a wide range of choices when shopping online, as it saves them time and effort compared to physically visiting multiple stores. 3. **Reading Reviews**: The ability to read product reviews before making a purchase is a crucial aspect of e-commerce. Shoppers rely on these reviews to make informed decisions and gain insights into the quality and performance of products. 4. **Gender Differences**: Interestingly, there is a gender disparity in e-commerce preferences. Men tend to prefer e-commerce more than women, especially when it comes to factors like promotions and discounts, price comparison, and reading product reviews.
Ayar, İ., & Gürbüz, A. (2021)	Sustainable Consumption Intentions of Consumers in Turkey:	Quantitative descriptive	questionnaire	1. The variables within the Planned Behavior Theory, namely attitude, subjective norm, and perceived behavioral control, were found to have a statistically significant effect on

	A Research within the Theory of Planned Behavior.			sustainable consumption intention. 2. Individuals' attitudes, social influences, and perceived control over their actions play important roles in shaping their intention to engage in sustainable consumption. 3. An additional dimension, altruistic values, was introduced, which had a statistically significant effect on sustainable consumption intention. This implies that individuals who prioritize altruistic values are more likely to intend to engage in sustainable consumption. 4. The intention to engage in sustainable consumption has a positive effect on actual sustainable consumption behaviour. This suggests that individuals who have a stronger intention to engage in sustainable consumption are more likely to follow through with sustainable consumption practices. 5. Perceived Behavioural Control was found to have no direct effect on sustainable consumption behaviour. This means that individuals' perceived control over their actions does not directly influence their actual sustainable consumption behaviour.
Saitoğlu, O. et al. (2021)	2021 e-commerce ecosystem in Turkey	longitudinal data analysis between 2017-2021	Reviewing data at increasing intervals over time based on iyzico's virtual POS and Pay with iyzico	E-commerce in Turkey has demonstrated an upward trend parallel to the global developments. In 2021, online retail sales in Turkey made up 4.5% of the country's GDP and accounted for 17.6% of the total retail sector. The success of Turkish e-commerce can be attributed to the widespread

			transactions data between 2017-2021.	availability of the internet, with a penetration rate of 77.7%, and the high prevalence of mobile devices, with a penetration rate of 90.8%.
Mzwri, A. M. N., & Altinkaya, Z. (2019)	The impact of E-Commerce on international trade: Case of Turkey.	Systematic review	Online Research Databases	1. The increase in a country's internet access has a positive impact on its service trade with other nations, primarily through e-commerce. To fully harness the benefits of e-commerce, a conducive environment is essential for its adoption by businesses, consumers, and institutions. 2. To maximize the potential of e-commerce, it is crucial to understand the needs of both businesses and citizens. 3. E-commerce has far-reaching effects on international trade. It influences product prices, output, exports, imports, enterprise profits, and the overall global merchandise trade. 4. The expansion of internet access and the growth of e-commerce have profound implications for international trade, reshaping markets, and fostering economic development.
Özekencı, E., Gülmez, M., & Erbaş, C. (2019)	The Determinants Of E-commerce In Turkey And European Countries: A Panel Data Analysis.	longitudinal data analysis (2004 – 2015)	Dynamic Gaussian Mixture Model (Dynamic GMM)	1. There is a positive and significant relationship between GDP per capita and e-commerce. 2. The number of internet users has a significant positive impact on e-commerce. Internet connection plays a fundamental role in e-commerce development. 3. Population size has a positive impact on e-commerce. 4. Inflation has a negative and significant effect on e-commerce.

				5. No significant relationship between e-commerce and employment rates or educational levels.
Ertemel, A. V., & Çelik, B. (2016)	An exploratory analysis of online shopping behavior in Turkey	Quantitative descriptive	Survey	1. All participants own smartphones, with varying usage times (1 to 18 hours). The average daily usage includes 7.2 hours on computers, 5.8 hours on smartphones, and 1.0 hour on tablets, showing a strong preference for computers and smartphones. 2. 97.4% of participants shop online. The main reasons for not shopping online include the need to physically inspect products (50%), security concerns (33%), and product unavailability (17%). 3. One-third of participants prefer using both computers and smartphones for online shopping, while 29.4% use computers, smartphones, and tablets. 4. The top reasons for shopping online are saving time (72%), delivery to home or office (71%), easier shopping experience (62%), and product/price comparison (61%). These insights can guide e-commerce marketing campaigns. 5. Accessible information, comparisons, better prices, online exclusive products, and free delivery options are key drivers of e-commerce. 6. The most popular categories are travel and fashion (100% and 79% respectively), followed by financial services and congrats-souvenirs (70%). There's potential for growth in the

				grocery category (43%), while technology products (39%) are less preferred. 7. The most preferred payment method is credit cards (97%), followed by digital payment tools (33%), debit cards (16%), cash at the door (9%), money transfer (5%), and mobile payment (3%). 8. According to the survey results, the primary motivation for online shopping in Turkey is "saving time," and the "travel and bookings" category is the most frequently chosen category for online purchases.
Acılar, A. (2016)	E-commerce in Turkey	"Market Research Study" or "Economic Analysis"	Statistical Analysis Software	1. E-commerce has witnessed significant growth in Turkey, paralleling the global trend. Despite traditional commerce still being dominant, e-commerce is on the rise. 2. The improvement of Internet infrastructure in Turkey has played a crucial role in driving e-commerce growth. As the number of Internet users increases, more people are engaging in online shopping. 3. E-commerce volume in Turkey has been steadily increasing over the years. This indicates a growing preference for online shopping among Turkish consumers. 4. The Interbank Card Center's reports suggest that electronic payment methods are becoming more popular in Turkey, highlighting the convenience and security of online transactions. 5. The surveys conducted by the Turkish Statistical Institute have likely shown a correlation

				between increased Information and Communication Technology (ICT) usage and e-commerce growth, as ICT is essential for accessing and participating in online shopping. 6. Eurostat's e-commerce statistics for individuals provide additional insights into the habits and preferences of Turkish consumers when it comes to online shopping.
Kadı, F., & Peker, C. (2015)	Analyzing the Factors Affecting E-Commerce in Turkey	Quantitative analysis. The study used monthly macroeconomic data for the period between 2010 and 2014	Vector Autoregressive (VAR) model	1. Changes in the Consumer Price Index have a significant impact on e-commerce development. 2. The import levels played a significant role in influencing e-commerce in Turkey. 3. The use of credit cards has a significant effect on e-commerce.
Turan, A.H. (2012).	Internet Shopping Behaviour of Turkish Customers: Comparison of Two Competing Models	Quantitative descriptive	Survey	The study found significant theoretical relationships between various factors related to online shopping behaviour in a Turkish context. The behaviour of Turkish consumers is shaped by income, education, experience, product types, gender, and age.

The studies mentioned provide valuable insights into the realm of e-commerce in Turkey, shedding light on various aspects of online shopping behaviour, international trade impact, and the factors influencing e-commerce adoption in the country.

Here is the e-commerce volume development for Turkey in million Turkish Lira (TL) for the years 2009-2014:

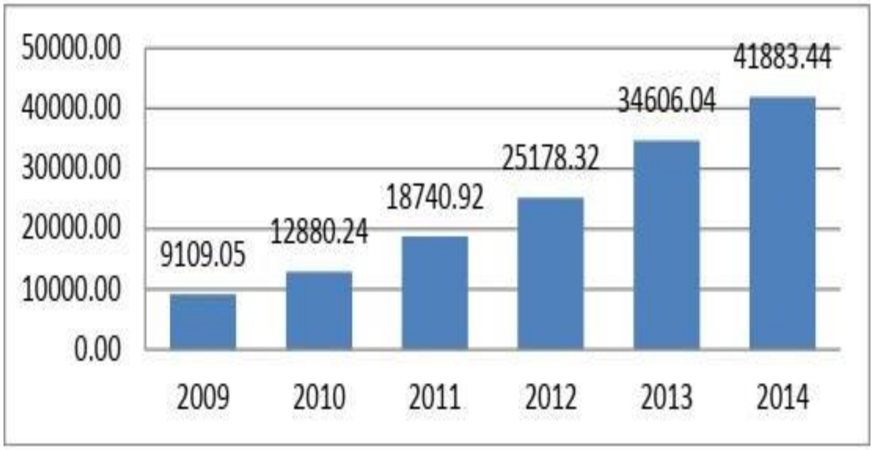

Figure 2: E-Commerce Volume Development of Turkey (Million TL) (Kadı & Peker, 2015)

These numbers show a steady increase in e-commerce volume in Turkey over the years, indicating a growing e-commerce market in the country.

Based on these data, here is the size of the E-Commerce market in Turkey in billion Turkish Lira (TL) for the years 2015 through 2019:

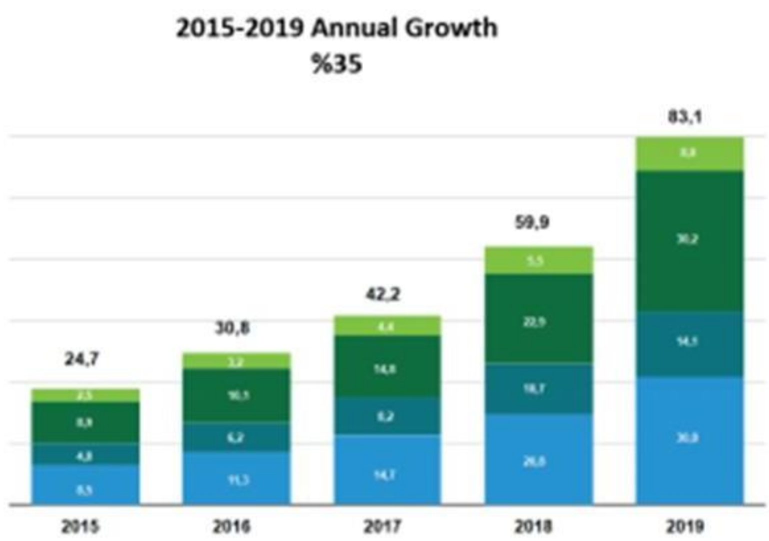

Figure 3: Size of E-Commerce Market in Turkey (Billion TL) (Kıran et al, 2021)

It appears that e-commerce sales volume data for Turkey in billion Turkish Lira (TRY) for the years 2019, 2020, and 2021. Here's the data that provided by Ministry of Trade.

Figure 4: E-commerce sales volume in Turkey (Billion TRY) (Saitoğlu et al, 2021)

This data suggests a significant increase in e-commerce sales volume in Turkey over this three-year period. If you have any specific questions or need further information about this data, please feel free to ask.

The e-commerce volume development in Turkey over the years can be summarized as follows:

1. **2009-2014**: The e-commerce market in Turkey experienced steady growth during these years, with the volume increasing from 9,109.05 million Turkish Lira (TL) in 2009 to 41,883.44 million TL in 2014.

2. **2015-2019**: The growth continued into the next five years, with the e-commerce market size reaching 83.1 billion TL in 2019. It seems that this period marked a significant expansion of the e-commerce sector in Turkey.

3. **2019-2021**: The most notable growth occurred in 2019 through 2021, where the e-commerce market size skyrocketed from 83.1 billion TL in 2019 to 382 billion TL in 2021. This three-year span saw a substantial increase in e-commerce sales volume, indicating the rapid adoption of online shopping in Turkey.

The e-commerce sector in Turkey has witnessed a remarkable evolution over the past decade. Starting in 2009 with a volume of 9,109.05 million Turkish Lira (TL), it steadily grew until 2014, reaching 41,883.44 million TL. However, the real surge came in the following years, with the market size soaring to 83.1 billion TL by 2019, showcasing a significant shift in consumer behavior towards online shopping. The most astonishing growth was observed from 2019 to 2021, with e-commerce sales volume surging from 83.1 billion TL to 382 billion TL. This impressive trend reflects not only the growing digitalization of commerce but also the adaptability of Turkish consumers to embrace e-commerce, making it a vital and thriving sector in the nation's economy. The e-commerce market in Turkey has demonstrated accelerating growth over the years, with rapid expansion from 2019 onwards. This growth reflects increasing popularity and importance of online retail in the country's economy.

Ertemel and Çelik (2016) conducted an exploratory analysis of online shopping behaviour, likely contributing to our understanding of consumer preferences and habits in the Turkish e-commerce landscape. Mzwri and Altinkaya (2019) delved into the impact of e-commerce on international trade, offering a glimpse into how online commerce is shaping Turkey's global economic participation. Acılar (2016) and Saitoğlu (2021) focused on the state of e-commerce in Turkey, providing up-to-date insights into its evolving ecosystem. Kadı and Peker (2015) likely offered valuable information on the factors affecting e-commerce adoption, while Ayar and Gürbüz (2021) explored sustainable consumption intentions, a crucial aspect of contemporary e-commerce. Özekenci, Gülmez, and Erbaş (2019) added a broader perspective by conducting a panel data analysis comparing Turkey with European countries regarding e-commerce determinants. Turan (2012) and Kıran, Alan, and Emre (2021) concentrated on internet shopping behaviour and user behaviors, respectively, offering crucial insights into the psychology and habits of Turkish online shoppers. Together, these studies provide a comprehensive view of the e-commerce landscape in Turkey and its multifaceted dynamics.

The adoption of e-commerce and the evolution of consumer behaviour in Turkey have made several significant contributions to economic development, bridging the technological gap, and positioning the country in line with global developments. Based on the information from the studies provided above, it can be concluded that the key ways in which this is happening are:

1. Economic Development:

Turkey has experienced substantial growth in e-commerce, both in terms of the volume of online sales and the number of online shoppers. This growth contributes to the country's economic development by expanding the retail sector and creating new business opportunities, including online marketplaces and delivery services.

As indicated in the study by Saitoğlu et al. (2021), e-commerce in Turkey accounted for a significant portion of the country's GDP, reflecting its economic importance. The growth of online commerce directly contributes to the overall economic output.

The shift towards electronic payment methods, as highlighted in multiple studies, improves the efficiency and security of financial transactions. This has a positive impact on economic development by reducing the reliance on cash transactions and improving financial inclusion.

The growth of e-commerce facilitates international trade, as mentioned in Mzwri and Altinkaya's study. It allows Turkish businesses to access global markets and consumers, boosting exports and potentially reducing trade deficits.

2. Bridging the Technological Gap:

The studies emphasize the role of improved internet infrastructure in driving e-commerce growth in Turkey. Access to high-speed internet is essential for participating in e-commerce, and investments in this area help bridge the technological gap between urban and rural areas.

The surveys conducted by the Turkish Statistical Institute, as noted in multiple studies, demonstrate the correlation between increased Information and Communication Technology (ICT) usage and e-commerce growth. This indicates that broader ICT adoption is helping bridge technological disparities.

3. Global Positioning:

Turkey's adoption of e-commerce aligns it with global developments in the digital economy. As indicated in Kıran, Alan, & Emre's study, factors such as product variety and reading reviews are in line with global consumer preferences, making Turkish e-commerce competitive on the international stage.

The growth of e-commerce has far-reaching effects on international trade, as highlighted in Mzwri and Altinkaya's study. This positions Turkey within the global context of e-commerce's impact on markets and economic development.

The studies offer insights into Turkish consumer behaviour in an e-commerce context. Understanding these behaviors allows businesses to tailor their strategies and offerings to meet consumer preferences, contributing to competitiveness in the global market.

The adoption of e-commerce in Turkey and the evolution of consumer behaviour are instrumental in driving economic development, reducing technological disparities, and positioning the country in line with global trends. E-commerce fosters economic growth, enhances technological infrastructure, and aligns Turkey with the evolving landscape of the digital economy.

5. DISCUSSION AND RECOMMENDATION

The analysis and interpretation of the results are discussed in this chapter in light of the theoretical frameworks of the research, and recommendations are made based on the analysis of the study's results. But it should be noted here that conducting an analysis on the correlation between e-commerce, shifting consumer behaviour, and economic development is a valuable effort, but it comes with several anticipated limitations. Access to comprehensive and up-to-date data may be limited, potentially constraining the research's scope, while data quality issues can undermine the validity of findings. Additionally, study methodology differences, publication bias, and the dynamic nature of the variables under consideration may affect the analysis. Generalization across regions and industries may be challenging, and establishing causality could be elusive. Moreover, the accompanying SWOT analysis introduces subjectivity and interpretation variations among analysts. Despite these limitations, addressing them cautiously can enhance the credibility and usefulness of the research in shedding light on this critical intersection of e-commerce, consumer behaviour, and economic development.

The studies discussed provide a comprehensive view of how the adoption of e-commerce and the evolution of consumer behaviour in Turkey contribute to economic development, bridge the technological gap, and position the country in line with global growth. The research, including Ertemel and Çelik's study, highlights the significant growth of e-commerce in Turkey. This growth stimulates economic development by expanding the retail sector, creating jobs, and encouraging entrepreneurship through online marketplaces and delivery services. Saitoğlu's study emphasizes that e-commerce plays a substantial role in Turkey's GDP, indicating that it has become a fundamental component of the country's economic development and overall output. Various studies underscore the shift toward electronic payment methods, which enhance the efficiency of financial transactions and promote economic growth and financial inclusion by reducing reliance on cash, as Ayar and Gürbüz's research highlights. Mzwri and Altinkaya's study underscores how e-commerce facilitates international trade, enabling Turkish businesses to access global markets, boost exports, and potentially reduce trade deficits, thus strengthening Turkey's economic position. Turan's research emphasizes the importance of improved internet infrastructure, which is crucial for e-commerce growth. Investments in this area foster economic development and help bridge the digital divide between urban and rural areas. Multiple studies show a correlation between increased ICT usage and e-commerce growth, indicating that the broader adoption of information and communication technology is helping to bridge technological disparities across the country. Kıran, Alan, and Emre's study suggests that Turkish e-commerce aligns with global consumer preferences and trends. This alignment makes Turkish businesses competitive and positions the country as a player in the global digital economy. Mzwri and Altinkaya's research also highlights how e-commerce's impact on international trade positions Turkey within the international context of economic development. This global positioning is crucial for participating in the interconnected global economy. Turan and others pointed out that businesses can tailor their strategies and offerings by understanding Turkish consumer behaviour in e-commerce. This tailoring, based on consumer preferences, enhances competitiveness in the global market. These studies collectively demonstrate that e-commerce adoption and changes in consumer behaviour in Turkey have a multifaceted impact. It is critical to advancing economic development by boosting GDP, improving financial systems, expanding international trade, and positioning Turkey competitively in the global digital economy. Additionally, these changes help reduce technological disparities and foster inclusive growth across the country, ultimately aligning Turkey with global growth trends and developments in the e-commerce sector.

The e-commerce sector in Turkey has experienced significant growth, bolstering the country's economy by expanding the retail industry and creating new business opportunities. This growth is underpinned by Turkey's robust internet infrastructure, which supports the e-commerce sector and narrows the technological gap, increasing access to online shopping and supporting economic development. Adopting information and communication technology (ICT) aligns Turkey with global digital trends, strengthening e-commerce as a driver of economic progress.

E-commerce in Turkey has the potential to boost international trade by helping businesses tap into global markets, reducing trade deficits, and contributing positively to economic development. Understanding consumer behavior in Turkey is crucial for commerce, allowing them to tailor their strategies effectively, which is a critical factor in the success of e-commerce and its contribution to economic growth. The growing trend in online commerce provides businesses with opportunities to expand their digital presence and connect with a diverse customer base domestically and internationally, fostering economic expansion by opening up new markets. Embracing technological advancements in e-commerce, such as AI-powered personalization and efficient payment systems, enhances the customer experience and drives further growth, acting as a catalyst for economic progress.

Promoting products and sustainable practices within e-commerce aligns with the global trend toward sustainability, catering to conscious consumers and tapping into a growing market segment that serves ethical concerns and can contribute to economic growth by capitalizing on the demand for sustainable products and practices.

This analysis discusses several key factors and strategies related to e-commerce adoption and consumer behaviour, particularly in Turkey. Gender inequality in e-commerce preferences can limit market growth. So businesses should customize marketing, products, and user experiences to cater to a diverse audience, including women. Promoting digital literacy among women is also essential to reducing this disparity. Inflation can decrease consumers' purchasing power and reduce spending on non-essential e-commerce items. Thus, businesses should adjust pricing strategies and explore cost-efficient supply chain solutions. Effective e-commerce strategies require a deep understanding of consumer behaviour. While perceived behavioral control may not have a significant effect, focusing on factors like product quality, convenience, and trust-building initiatives can encourage sustainable consumer behaviour. Increasing competition in e-commerce necessitates constant innovation, unique features, and a superior customer experience to maintain market share and profitability. Companies should allocate resources to research and development and optimize logistical operations. Economic factors like inflation and changes in per ca-pita GDP significantly influence consumer spending. E-commerce businesses should remain adaptable and diversify their product offerings to cater to varying income levels. Changes in regulations and taxation policies can disrupt e-commerce operations. Firms should stay informed about these shifts, adapt their business models, and engage in advocacy efforts to influence favourable regulations. Closing the digital divide is crucial for equal access to e-commerce. Initiatives improving internet infrastructure, digital literacy programs, and the affordability of devices can expand the customer base and contribute to economic growth. The study highlights the transformation impact of e-commerce adoption and changing consumer behaviour in Turkey. These factors drive economic development, narrow technological disparities, and position Turkey on the international scene. E-commerce businesses in Turkey, like elsewhere, face challenges related to gender inequality, inflation, and regulatory changes. To thrive in a competitive landscape, they must focus on customization, customer understanding, innovation, and adaptability. Closing the digital divide is essential for inclusive growth, and these efforts collectively play a pivotal role in Turkey's economic development.

This study delves into the significant impact of e-commerce adoption and changing consumer behavior in Turkey, emphasizing their crucial roles in bolstering economic growth, reducing technological disparities, and elevating Turkey's international standing. E-commerce has substantially expanded the country's retail sector, generating job opportunities and promoting entrepreneurship through online markets. This growth has contributed to Turkey's GDP and decreased reliance on cash transactions in favor of electronic payment methods. Furthermore, e-commerce has facilitated international trade, bolstering Turkey's global economic position.

The alignment of Turkish e-commerce with international consumer preferences enhances the competitiveness of Turkish businesses in the global market, emphasizing Turkey's role in the broader context of international e-commerce and trade. Understanding and adapting to changing consumer behavior in Turkey is essential for businesses aiming to remain competitive on a global scale. Continued investment in e-commerce infrastructure, technology, and consumer insights is imperative for sustaining and accelerating this growth. Additionally, addressing issues such as gender inequality, inflation, competition, regulatory changes, and the digital divide is vital for the ongoing success of e-commerce in Turkey. Businesses that fever adaptability and inclusive are poised to thrive and contribute to the continued expansion of the e-commerce industry in Turkey, which is pivotal for the nation's economic growth and global positioning.

In conclusion, Turkey's e-commerce sector holds significant potential for growth and global competitiveness. The following recommendations should be considered to realize this potential and ensure sustainable development:

1. The Turkish government and private sector should prioritize investments in robust e-commerce infrastructure, including reliable internet connectivity and secure payment gateways, to facilitate seamless online transactions.

2. Embracing technologies like artificial intelligence and data analytic can enhance the e-commerce experience, improving customer engagement, streamlining operations, and driving growth.
3. Promoting electronic payment methods and financial literacy programs to reduce cash dependence and enhance financial inclusion, encouraging the shift towards a cashless society.
4. Support Turkish businesses in their international expansion efforts through incentives and resources, enabling them to compete internationally.
5. Address gender disparities in online shopping through targeted marketing strategies and initiatives to make online shopping more accessible and appealing to women.
6. Businesses should remain agile in pricing strategies and supply chain management to ensure affordability and availability, retaining customer loyalty in the face of economic fluctuations.
7. Foster a culture of innovation to stay competitive, continuously improving customer experiences, logistics, and product offerings to meet diverse consumer needs.
8. Stay informed about regulatory changes and taxation policies that may affect e-commerce operations, proactively engaging in advocacy to influence favorable policies.
9. Collaborate with government and non-governmental organizations to close the digital divide by improving internet access, providing digital literacy programs, and making devices more accessible.
10. Embrace adaptability as a core business strategy, as e-commerce is a dynamic environment. Being flexible in responding to changing consumer behavior, market trends, and economic conditions is essential for long-term success.
11. Regular market research is crucial for understanding evolving consumer behavior, preferences, and expectations. This information allows businesses to tailor their products and services effectively.

In summary, Turkey's e-commerce sector can thrive and compete globally by focusing on infrastructure, technology adoption, consumer insights, financial inclusion, international expansion, inclusive, agility, innovation, regulatory awareness, digital access, sustainability, and adaptability. Implementing these recommendations will drive sustainable growth and competitiveness in the digital economy.

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