

Factors Influencing Buying Behavior on Daily Deal Sites in Turkey

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The Internet is experiencing a new fashion in the last two years. Daily deal sites have become popular also in Turkey like many other countries. They provide daily discounted offers to the customers for various items. Most of the people look at those sites for discounts before they start to work. This new way of shopping becomes almost a habit for them. Those sites are nearly a part of our daily lives. But, this means not that every person using the Internet for shopping purposes prefers daily deal sites for purchasing goods and services. There are some behavioral differences between customers. The factors that initiate the buying process differ across customers.

This study will try to investigate the factors that influence Turkish consumers' buying behaviors and satisfaction from daily deal sites in Turkey. A model is proposed of the buying process in the online shopping environment. Mostly price related constructs and the impulse buying tendencies of online consumers will be used as predictors of buying behavior. Satisfaction from daily deal sites is held a result of buying behavior. Hypotheses will be developed according to the effects of the factors on buying behavior and satisfaction from daily deal sites. The hypotheses will be tested using multiple regression analysis. A survey will be held through online daily deal site shoppers in Turkey who bought at least one item using those sites in the last three months. Findings of the study will be useful both for the academics and online retailers.

Keywords: Daily Deal Sites, Online Shopping, Turkey, Multiple Regressions