A Study Toward Identifying the Tendencies of the Female Consumers Working in Public Sector to Online Shop

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Abstract- In the last years, together with that women have begun to take place in business life, the time they reserve for shopping form a problem. Depending on this, that traditional shopping method creates time loss and provides time saving for consumers become effective in choosing internet shopping.

The aim of this study is to identify the tendencies of the female consumers working in public sector to shop in internet medium and effect of these tendencies on intention to purchase. In the study, the data were collected from the female consumers working in public sector in Turkey by means of survey method. The data obtained were analyzed in SPSS 22.0 package program and interpreted. In the study, it was identified that there was no difference between the tendencies of the participants to shop through internet and their ages and marital status but there was a difference between the tendencies to shop and their educational levels and income statuses. In addition, it was concluded that the intentions of consumers to purchase goods through internet were affected from instrumentalist value, hedonic value, security, and intention to research.

Index Terms- Online Shopping, Female Consumer, Consumer Behaviors.

I. INTRODUCTION

Today, internet that emerges, as a result of the developments experienced in the area of computer and communication technologies, has been begun to be widely used in a very short time all over the world and in our country. As a consequences of the developments experienced in the technological area, the concept trade went away from the limitations of time and space and has gained a new dimension. In Turkey, after 1998, some of large shopping centers opened stores for shopping through internet. In the early 2000s, in the press and banking sector, the agencies that are pioneers in their areas have also increased their investments in the area of electronic trade (Yamamoto, 2013:20). Thus, electronic trade has begun to acquire place in our life. That internet access is provided from every place of Turkey has made a contribution to the development of electronic trade. In our country, there are 33.7 million internet users. In 2018, it is estimated that this number will rise to 53.5 million. In 2014, together with the increase of the number of people using electronic trade, in electronic trade, country volume, rising to a record level, reached TL 18.9 billion (http://www.emarketer.com.tr).

In our country, along with the increase of employment rate and, depending on this, purchasing power, in TÜİK (Turkish Statistics Institute) Labor Force Statistics Report, according to the data compiled by Ministry of Finance, in 3rd period of the year 2015, it was declared that total employment of public staff was 3 million 509 thousand people (TÜİK, 2015). That in Turkey, women take place actively in business life date to 1950s (Kocacık and Gökkaya, 2005:201). According to the Results of TÜİK House Household Labor Force Study, the rate of the educated women in Turkey to participate in labor force is 30.8%. In 2014, in public sector, the rate of top level female manager is 9.4% (TÜİK, 2015). Depending on this, together with that women take places more in business life, due to the fact that the time they will reserve for shopping, shopping through internet becomes more attractive. In addition, that the product ordered can be delivered to the desired place presents the comfort through internet to the consumers

Purchasing behaviors of consumers present difference according to the gender. Such a difference makes it necessary the female and male consumers to purchase and make positioning, considering the products purchased. While the male consumers act rapidly and are less interested in the environment, the female consumers spend more time during their shopping and buy only 25% of the products they have tried (Odabaşı and Barış, 2002:259). For the female and male consumers, that they make research about product before purchasing stage and the products they enjoy from their purchasing process can also present difference.

II. LITERATURE REVIEW

The people need for the different goods and services to be able to meet their dailygoods and services. Meeting needs forms consumption. In this context, consumption is the use of goods and services consumed to meet the limitless human needs and then presented to the market for consumers (Tekin, 2013:8). The consumer is a person having a purchasing power and purchasing or renting goods and services for his/her personal needs (Tek, 1999: 185).

The process, which covers the decisions of consumers toward how and from where the goods and services will be

supplied; from whom and when they will be purchased; and whether or not they will be purchased, forms consumer behaviors (Abıcılar, 2006:7). Consumer behaviors shows differences according to the gender. That he desires, needs, pleasures, and world views of the women and men differentiate also affects their consumption behaviors ((Akturan, 2009:66). Due to their biological and sensorial differences, the loyalty the female consumers show to the businesses and goods and services they present has important effect on the sales of businesses and, depending on this, their profitability (Özdemir and Tokol, 2008: 58). In view of this, women views shopping more enjoyable activity compared to men ((Bakewell and Mitchell, 2004:234). They spend more time during shopping, visit more stores (Hart et al., 2007:592), and shop more frequently (Dholakia, 1999:159).

As a result of the rapid developments in science and technology today, traditional consumers turn into online consumers. Due to various reasons, consumers show a tendency in the direction of their preferences to be able to make their shopping more easily and in shorter time. And, at this point, shopping through internet gains importance. A large majority of young consumers, their first shopping in internet medium, begin as online consumer (Momtaz et al., 2011:163 and Chen, 2009:2). The number of computer and internet users, as in all over the world, also increases in Turkey. According to the results of research on the use of information technologies of household, published by Turkish Statistics Institute, in Turkey, in April 2005, in the individuals in the age group 16-74, the rate of computer use is 54.8% and the rate of internet use is 55.9%. While the distribution of these rates according to the gender is 64% and 65.8%, it is 45.6% and 46.1%, in women, respectively. In the previous year, the rates of using computer and internet was 53.5% and 53.8%, Together with the increase of the number of computer and internet, while the rate of ordering or purchasing goods and service for personal use through internet was 30.8% in the previous year, it became 33.1% in the year 2015. According to the results of the study, in the period including 12 months between April 2014 and May 2015, 57.4% of the individuals shopping through internet site bought clothing and sports material; 27%, travel ticket, rent a car, etc.; 25.5%, households goods (furniture, toy, white goods, etc.); 22.4% electronic instruments (mobile phone, camera, radio, TV, DVD player, etc.); and 18.4%, book, magazine, newspaper (including e-book). In the tendencies of consumers to purchase goods and services, it can be said that instrumentalist value, hedonic value, security, privacy/customizing, and intension to research are effective.

The instrumentalist and hedonic motives that are effective on the decisions of individuals to purchase form the utility on the goods and service bought. Instrumentalist motives consist of functions directly providing benefit for consumers such as diversity of goods and services, price, and quality of products. Hedonic motives include emotional needs forming the pleasure that buying provides to acquire exhilarative and extreme shopping experience (Mert, 2012:83-84). In internet shopping, that the diversity of product and service is more can become effective in the increase of satisfaction the consumers feel from shopping.

Businesses being in active in internet medium use various security standards to provide the security of customers. The most suitable ones of these are SSL and SET security protocols (Erbaşlar and Dokur, 2012:135). SSL (Secure Sockets Layer) enables the security of information between buyers and sellers to be protected by means of coding method. Information is coded before sending to the opposite part and can be only solved by the right receivers (Yamamoto, 2013:157). SET (Secure Electronic Transaction) was developed in order to provide payments made via credit cards to be realized in secure way in shopping made in internet medium (Zerenler, 2013:124). However, bank provides security by checking the information of both parts (Ekici, 2013:104).

That businesses, using and making deduction information belonging to customer in their systems, identify the desires and needs of customer without coming any demand from customer and that suggestion presented to customer is made private can be defined as privacy (Güngör and Kaya, 2012: 61). It can be said that the specific services presented to the customers themselves make more attractive than shopping through internet. That internet sites present the product that is suitable for their customers and make recommendations, and that there are advertisements and promotions can be shown as examples.

Research behavior that is effective in the intention of consumers to purchase are divided into two as aim focused (purchasing plan) and discovery aimed (without purchasing) in the literature. Aim focused consumers research to collect information about the product attracting their interests, while discovery aimed consumers make research about product without being available any specific information in their minds (To et al., 2007:779).

There are many studies about internet shopping in the domestic and foreign literature. In these studies, the relationships were made between the variables belonging to the different consumer groups and internet shopping

[1] In the study, carried out by Yayar and Sadaklıoğlu on the public employees, it was stated that the consumers, whose educational and income level is high, shopped more. Among the subjects impeding to shop through internet, it was concluded that there were delays in product delivery, and the cheating and misleading advertisements (Yayar and Sadaklıoğlu, 2012.145).

In the study, carried out by Sarıtaş ve Haşıloğlu on women, it was stated that they shopped due to the reasons such as being able to access to the sites for shopping in the desired place and time; speed, delivery easiness, paying in installments, and possibilities to be able to return in free of charge as well as negative states such as emotion the person had, trouble, stress, keeping away from the tiredness of day; and in addition, on the reasons for such as adventure, discovery, socialization, and modernity image (Sarıtaş and Haşıloğlu, 2015:53).

In the study, carried out by Çetin on academics, it was identified that internet shopping was prevalent and that the

most preferred kind of shopping was "discounted days". In addition, it was detected that in the products preferred through internet, there were some differences in terms of gender. It was accounted for that the factor directing to shopping through internet were "advantageous price", "time saving", and " product diversity" Çetin, 2014:65).

In the study of Roman, the relationship between the different kind of products in online shopping, consumption attitudes and demographic characteristics of consumer was examined. He reported that high educated people having positive tendency toward online shopping and consumers buying physical products believed in that they would not be cheated (Çetin, 2010:373).

In the study of Wenjie toward presenting the factors that are effective on online shopping, although online shopping is not intensively used, it was identified that psychological factors were effective on online shopping; that the people having high knowledge and a wide point of view were more interested in online shopping, and that they found online shopping less risky (Wenjie, 2010:612).

The distinction of this study from the other studies is that tendencies of shopping in internet medium and the effect of these tendencies on intention to purchase on the female consumers working in the public sector in Turkey were examined.

III.   GENERAL INFORMATION ABOUT THE STUDY MODEL

This study was carried out to determine the tendencies of the female consumers working in public sector to shop through internet, and effect of these tendencies on intention to purchase.

The main mass of the study consists of women working in public sector in Turkey and shopping in internet medium. The surveys were administered in 2015 October – November and reached 500 people. However, since 35 participants completed the survey in missing or faulty way, these surveys were not taken into consideration and application data were assessed through responses given by 465 female consumers to the survey questions.

In the questionnaire used in collecting data, 4 demographical questions take place. The scale questions toward determining tendencies of consumers to shop in internet medium were adapted from Topaloğlu (2012). The questions were assessed by means of 5-point Likert scale. In this scale, "1" expresses "I definitely disagree with "; "2,", "I disagree with it"; "3", "I am indecisive"; "4", "I agree with it", "5", "I definitely agree with it". In order to test the understandability and reliability of the questions, a pilot application was made on 50 female consumers working in public sector. On the data obtained, reliability analysis was conducted and reliability coefficient was found 0.83. Later, extending the scope of the study, application was begun and reached 500 female consumers working in the public sector and making shopping in internet medium.

In the study, the data regarding the demographic characteristics of participants were shown as frequency and percentage. At the end of the study, as a result of the participation of 465 female consumers, the general reliability coefficient of the survey was found 0.80. Reliability coefficient (Cronbach m Alpha) receives a value between 0 and 1. The scale is reliable at high degree in the interval of , $0,80 \leq \alpha < 1,00$ (Kalaycı, 2010: 405). According to this, it can be said that survey used in the study is reliable at high degree. In order to test hypotheses, Anova Analysis and Multiple Regression Analysis were carried out.

4.1. Descriptive Statistics Regarding Demographic Variables

The information regarding demographical variables of the statuses of the age, marital status, educational level, and income of the female consumers working in public sector take place in Table 1.

Table 1: Frequency Analysis toward Demographic Variables

Category	Frequency (n)	Percent (%)
Age		
Age 18-25	125	26,8
Age 26-35	150	32,3
Age 36-45	111	23,9
Age 46 and over	79	17,0
Marital Status		
Married	272	58,5
Single	193	41,5
Educational Level		
High school	82	17,6
Two-year degree	90	19,4
Undergraduate	198	42,6
Postgraduate	95	20,4
Income Status		

Less than □ 2000	140	30,1
□ 2001-3000	227	48,8
□3001-4000	67	14,4
More than □ 4001	31	6,7
Total	**465**	**100,0**

125 (26.8%) of the female consumers participating in the study, working in public sector, and shopping in internet medium were in the group of age 18-25; 150 (32.3%), in the group of age 26-35; 111 (23.9%), in the group of age 36-45; and 79 (17.0 %), in the group of age 46 and over. 272 (58.5%) of the consumers were married and 193 (41.5%) of them were single 82 (47.6%) of participants graduated from high school and 90 (19.4%) from two-year –degree. 198 (42.6%) people had undergraduate degree and 95 (20.4%), postgraduate degree. Their income statuses are: 140 (30.1%) people have the income less than □ 2000; 227 (48.8%) people, between TL 2001 -3000; 67

(14.4%) people, between□ 3001 -4000; and 31 (6.7) people, more than □ 4,000.

4.2. Hypotheses and Analysis Results

Anova Analysis, toward determining the relationship between the factors affecting the tendencies to shop through internet, of some variables, which belong to the different demographic characteristics the female consumers working in public sector in Turkey and consisting of main mass of our status have, was conducted. The results of Anova analysis take place in Table 2.

Table 2: Results of Anova Analysis Regarding Hypotheses

Variables	n	$\bar{x}$	S.D.	F	p	Result of Hypothesis
H[1]: There is difference between the ages of participants and their tendencies to shop through internet						
Age 18-25	125	3,2771	0,3976	1,094	0,351	REJECTED
Age 26-35	150	3,2743	0,3895			
Age 36-45	111	3,1963	0,4973			
Age 46 and over	79	3,2865	0,3594			
H[2]: There is difference between the marital statuses of participants and their tendencies to shop through internet						
Married	272	3,2459	0,4065	0,624	0,430	REJECTED
Single	193	3,2768	0,4270			
H[3]: There is a difference between the educational level of participants and their tendencies to shop through internet						
High School	82	3,0473	0,5253	9,562	0,000	ACCEPTED
Two-Year Degree	90	3,2744	0,4197			
Undergraduate	198	3,2995	0,3568			
Postgraduate	95	3,3426	0,3577			
H[4]: There is difference between the incomes of participants and their tendencies to shop through internet						
Less than □ 2000	140	3,0957	0,5321	13,357	0,000	ACCEPTED
□2001-3000	227	3,3121	0,3057			
□3001-4000	67	3,3071	0,3932			
More than □4001	31	3,5044	0,2990			

As a result of Anova analysis carried out regarding whether or not there is a difference between the ages and marital statuses of the female consumers and their tendencies to shop through internet, since that p values detected are bigger than 0.05 is not statistically

significant, Hypotheses H_1 and H_2 were rejected. According to this, it can be said that there is no difference between the age groups and marital statuses of the participants and their tendencies to shop through internet.

As a result of Anova analysis carried out regarding whether or not there is a difference between the educational levels and incomes of the participants and their tendencies to shop through internet, since that p values detected are smaller than 0.05 is statistically significant, Hypotheses H_3 and H_4 were accepted. According to this it is understood that there is a difference between the educational levels and incomes of the participants and their tendencies to shop through internet.

As a result of Anova analysis, in order to determine whether or not the significant difference between groups are homogenous, Levene test was carried out. If p value of this test is smaller than 0.05, variances are not homogenous; if it is bigger than 0.05, variances are homogenous. In Table 3, homogeneity test of variances take place

Table 3: Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
Educational Status	10,705	3	459	0,000
Income level	31,801	3	459	0,000

According to homogeneity test, it was concluded that Sig. values of educational status and income levels were smaller than 0.05. According to this, variances are not homogenous Since variances are not homogenous, in order

to identify the intragroup difference, Games-Howell test, among Post-Hoc tests, was carried out. In Table 4, the results of Games-Howell test take place.

Table 4: Games-Howell Test- Multiple Comparisons

(I)Educational Level	(J)Educational level	Mean Difference (I-J)	Std. Error	Sig.
High School	Two-Year Degree	-,22711*	,07297	,012
	Undergraduate	-,25217*	,06337	,001
	Postgraduate	-,29528*	,06865	,000
Two–Year degree	High School	,22711*	,07297	,012
	Undergraduate	-,02506	,05106	,961
	Postgraduate	-,06817	,05749	,637
Undergraduate	High School	,25217*	,06337	,001
	Two-Year Degree	,02506	,05106	,961
	Post –Graduate	-,04311	,04469	,770
Postgraduate	High School	,29528*	,06865	,000
	Two-Year Degree	,06817	,05749	,637
	Undergraduate	,04311	,04469	,770
(I) Income Status	**(J) Income Status**			
Less than □ 2000	□2001-3000	-,21638*	,04938	,000
	□ 3001-4000	-,21143*	,06581	,008
	More than □4000	-,40873*	,07005	,000
□2001-3000	Less than □ 2000	,21638*	,04938	,000
	□3001-4000	,00495	,05219	1,000
	More than □4000	-,19234*	,05744	,009
□3001-4000	Less than □ 2000	,21143*	,06581	,008
	□2001-3000	-,00495	,05219	1,000
	More than □4000	-,19730*	,07206	,038
More than □4001	Less than □ 2000	,40873*	,07005	,000
	□2001-3000	,19234*	,05744	,009
	□3001-4000	,19730*	,07206	,038

*. The mean difference is significant at the 0.05 level.

It is seen that the difference between the tendencies of female consumers to shop through internet and their educational level is present between those graduating from high school and educational level of Two-Year Degree and Postgraduate . When regarded to the differences between income levels of consumers, it was identified that there

was a statistically significant difference between the consumers less than □ 2000 and consumers more than □ 2000 and between the participants, whose incomes are more than □ 4000 and less than □ 4000

Results of regression analysis of the hypotheses toward whether or not the variables toward "instrumentalist value, hedonic value, security, privacy, and

research intension " of the tendencies to shop in internet medium affect the intension to buy goods and services take place in Table 5.

Table 5: Multiple Regression Analyses Regarding Hypotheses

ß	t	p	Result of Hypothesis
H_5: Instrumentalist value affects the intention to purchase goods or services through internet			
0,443	10,758	0,000	ACCEPTED
H_6: Hedonic value affects the intention to purchase goods or services through internet			
0,079	2,267	0,024	ACCEPTED
H_7: Security affects the intention to purchase goods or services through internet			
0,219	5,099	0,000	ACCEPTED
H_8: Privacy affects the intention to purchase goods or services through internet			
0,046	1,253	0,211	REJECTED
H_9: Research intension affects the intention to purchase goods or services through internet			
0,175	4,294	0,000	ACCEPTED
F= 76,808 Adj R^2 = 0,451 p= 0,000			

In order to be able to identify statistically significance of model, as a result of Anova analysis, the value F was calculated as 76.808 it is understood that this value is statistically significant Since significance level (p) is bigger than 0.05 Hypothesis H_8 was rejected. According to this, it is understood that goods and services presented in privacy does not affect intention to purchase . Hypotheses H_5, H_6, H_7, H_9, whose significant levels are less than 0.05, were accepted . According to this, in the tendencies to shop internet medium, the variables "instrumentalist value, hedonic value, security, and research intension " affect the intention of consumer to purchase in the same direction and linearly.

IV. CONCLUSION

In modern societies of today, together with that internet use becomes widespread, it is observed that some changes are also experienced in the daily lives of individuals. That the possibility to be able to purchase every kind of goods and service are being able to be realized in the desired place and time makes advantageous shopping through internet. In addition, shopping through internet present great opportunities toward making price comparisons on the goods and services, collecting information in detail about products and being able to evaluate interpretation of user, choosing from among more alternatives, and delivering the goods the place customer desire to consumers. The increase in the incomes of individuals and, depending on this, increase of purchasing power, become effective in the increase of the share consumers allocate to shopping .

Especially in business life, as a result of increase of female employment, the purchasing of the female consumers, depending on their acquiring their economic freedoms, have also increased. In the study, the participations of female consumers working in public sector

in Turkey were evaluated. When considering that women spend their certain time in work, in realizing the activities such as shopping , the problem with time emerges. Being able to purchase the products needed in internet medium provides time saving for the female consumers that work.

Between the ages and marital statuses of the female consumers working in public sector and participating in the study and their tendencies to shop through internet, any difference could not be found. However, it was identified that there was difference between the variables belonging to the views about educational level, frequency of internet use, payment sort preferred, access to internet sites to be shopped, and security preference of sites and tendencies to shop in internet medium. In addition, it was concluded that instrumentalist value, hedonic value, security and intention to research affected the intentions of the consumers to purchase goods and services.

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