

**TIME-SAVING AS A MOTIVATOR FOR CONSUMPTION VIA DIGITAL PLATFORMS:
ISTANBUL EXAMPLE IN THE CONSUMING OF CLOTHES¹**

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ABSTRACT

Though women have become more involved in public life, this did not serve to lighten their private workload and “motherhood and housework” have continued to be their primary duties. For women trying to tackle the responsibilities of both the private and the public aspects of life, “time” is one of the most important resources. In this study, the demographic features of women doing their shopping of clothes and accessories through the internet to save time was researched. Subjects of this research were 400 women, living in the 16 districts of Istanbul with the highest socioeconomic level. The data gathering method used in this research was face to face surveying. The results that were obtained through field research indicate that the internet was used in consuming clothing and accessories to save time by working women at the age of 30 and above, who are married and have children.

Keywords: Women, Consumption, Internet, Time-Saving, Clothes

**DİJİTAL ORTAMDA BİR TÜKETİM MOTİVASYONU OLARAK ZAMAN TASARRUFU:
KADINLARIN GİYİM KUŞAM TÜKETİMİNDE İSTANBUL ÖRNEĞİ**

ÖZET

Kamusal hayatta etkinliğini arttıran kadınların özel alandaki iş yükü azalmamakla birlikte, “annelik ve ev işleri” öncelikli görevleri olmaya devam etmektedir. Her iki alandaki sorumluluklarını yerine getirmeye çalışan kadınlar için en önemli olgulardan biri “zaman”dır. Bu çalışmada zaman tasarrufu için giyim-kuşam alışverişlerini internet üzerinde yapan kadınların demografik özellikleri araştırılmıştır. Çalışma; İstanbul’un sosyo-ekonomik düzeyi en yüksek olan 16 ilçesinde yaşayan 400

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kadın üzerinde yapılmıştır. Veri toplama yöntemi olarak nitel araştırma yöntemlerinden yüz yüze anket uygulaması kullanılmıştır. Saha çalışması ile desteklenen arařtırmada elde edilen sonuçlar analiz edildiğinde; interneti giyim kuşam tüketimi için zamandan tasarruf etmek amacıyla, hem kamusal alanda, hem de özel alanda yükümlülükleri olan 30 yaş ve üstü, evli ve çocuk sahibi olan kadınların kullandığı sonucuna varılmıştır.

Anahtar Kelimeler: Kadınlar, Tüketim, İnternet, Zaman Tasarrufu, Kıyafetler

1. INTRODUCTION

With the advancement in digital platforms, new logistical activities and payment options and the ability to perform it anywhere and any time increased people's interest in online shopping (KMPG, 2016). According to the Household Survey on the Usage of Information Technologies conducted by Turkish Statistical Institute, 24.9% of the people in Turkey use the internet to order and sell goods and services for personal use. This means that one in every four people do online shopping. 62.3% of these consumers utilized online shopping to buy clothes and sports equipment (TUIK, 2017).

Among the most preferred products in the retail sector on a global scale, clothing takes the first place (T.R. Strategy and Budget Department, 2021: 12). 50% of the consumers prefer online shopping to traditional methods in order to save time. In Turkey, women utilize online shopping to purchase books and music (50%) the most, then shoes (47%) and then clothes (46%). Turkish consumers shop online 15 times a year on average (KMPG, 2016). Two of the driving products of this consuming culture that has completely surrounded us through online shopping is clothing and accessories.

In this study, women who use online shopping to save time when purchasing clothing and accessories were analyzed with regards to their demographic features. There has been prior research done on the demographic features of women who use online shopping. However, no prior research was done on this matter on the basis of women using online shopping in order to save time. Women becoming more active in public life resulted in them needing more time which requires there be separate research conducted on women who use online shopping to save time when purchasing clothing and accessories. Research on the internet providing no results on a publication that attempted to answer this question was the starting point of this research. The research was done within the context of women living in Istanbul, one of the most important metropoli in the world. 400 women living in 16 districts of Istanbul with the highest socioeconomic level were interviewed for a survey.

Before getting into the research portion of this study, other research on online shopping from both national and international literature will be examined within the context of consumer culture and consumer society. The research will try to answer the question of whether or not the factors of age,

marital status, having children and employment status which increase the need for time, lead women to utilize online shopping more. Thus, the relationship between time-saving and demographic features will be examined. The goal of this research is to contribute to the field literature by determining the demographic features that lead women to utilize online shopping.

2. IDENTITY OF THE CONSUMER WOMAN

Women have had an important societal role Turkish States founded throughout history. Although the role of women varied in accordance with time and place, the role of the Turkish Woman is first and foremost to be a wife and a mother. Family is formed on legitimate grounds and the family has an important place in society. The happiness of the society is dependent on the happiness of the family. Giving birth to and raising a child and giving them their first education is the fundamental duty of the mother (Gündüz, 2012: 130).

Towards the end of the Ottoman Empire, after the declaration of the Rescript of Gülhane, there was a limited increase in women's participation in education, economy and social life. With the founding of the Turkish Republic, women's participation in public life showed another increase through the Civil Code and new regulations regarding education and the right to vote and be elected. More women joined the workforce as a result of the rural-urban migration that started in the 1950s. Today, globalization, advancements in the digital platforms and neoliberal policies gave rise to new forms of work and women are employed now more than ever. With industrialization, women's role in public life increased and the home and the workspace got separated. However, their previous responsibility of creation and maintenance of emotional and social relationships remained. They still had to carry out their traditional duties of housework and care for the child, the sick and the elderly. Leaving the confines of home-oriented private life and entering businesses did not free women from these responsibilities. This is described in socialist feminist literature as the "double burden". Hochschild and Machung define this phenomenon as the second shift. The second shift is a term that refers to the workload assigned to men and women at home with their unpaid duties, in addition to their paid duties in the public field (Başak, et al.; 2013: 20). Women are always secondary in status compared to men in many areas of society. They are oppressed, they experience either open or subtle pressure and have to come home to cook even though they work jobs of their own. They have to stand tall in the face of the patriarchal system (Elçin; 2011: 3).

In this model of civilization where capitalism is at the forefront, people are focused on consuming and their identity is defined by what they consume. Consumption of goods is the acceptance of the capitalist reality and this acceptance is the consumer's passive adoption of their identity. This reveals individual differences. In the mass culture society (or the flip side of the coin,

the consumer society), everybody is different and there is something for everybody. The difference here is in the norms. The construction of an identity out of consumption depends on being bound by a cultural code (Castells, 2004: 128-129).

The project to get people acclimatized to consumption got underway after WW2, in the 1950s. In this age of mass consumption, a consumer class developed whose preferences for goods were guided by advertisers. These consumers were evaluated based on their occupations and occupational groups were the chief factor that determined monetary income. However, from the late 1980s and on, market research analysts and advertisers developed the idea that consumption was determined rather by factors such as age, gender and ethnicity (Aydoğan, 2013: 104-105).

The goal of the consumer culture was to convince large masses to become consumers, making them develop consuming habits, presenting people identities and lifestyles in which they could identify with the values given to them by the consumer products and buying their lifestyles through these presented identities, rather than providing basic necessities to them (Halaçoğlu, 2009: 275). Veblen says that consumption shapes social status (As cited in Hız, 2011: 118) and clothing and accessories are the best indicators of the wealth of an individual (Yanıklar, 2010: 31). Therefore, clothing and accessories are a tool of communication that silently communicates emotions, thoughts and beliefs (Kasapoğlu Akyol; 2010:1).

One of the facilitating factors for consumption is urban life. People who live in the city are no longer ones that avoid unnecessary spending but are now ones that desire to create a sense of identity and thus, have started to consume redundant goods in order to express themselves (Bocock, 2009, 27). According to Baudrillard, for an object to become a consumer object, it must first become a sign. So, a person who wears trainers, does not only think of sports but also of the message that the trainers will convey to others. This way, famous brand X has now become a sign, a status symbol and consumption has become the new way to adopt an identity and has created its own culture (As cited in Senemoğlu, 2017: 66-83).

According to Veblen, women are the first to become slaves to consumption. The reason for this is not their gender but their social and practical activities. In time, the situation created by these two, leads to the consumption of goods (As cited in Ergil, 1978: 103-104). After women got into business life with the consumer identity and the profile of a working woman came to be, a significant change occurred because women were now a consumer group with varying needs with conversely, very little time (Bayraktar, 1995: 1).

Women either purchase 85% of the goods and services or play an active role in their purchase. This dominant rate of purchase, increases in direct proportion to their wealth, level of education and

independence. In an article published in 1998, on USA Today, women were asked to list the greatest advancements in technology that made life easier. 91% listed time-saving home appliances and 79% listed the ability to work from home and another 79% listed online shopping (Quinlon, 2009: 13-174).

Depending on the society, culture and social practices, time has a significant effect on individuals. Any change with regards to time is directly felt by subjects and the social order changes in direct proportion. The progress in technology, international commerce and transportation and the monetary flow necessitated a change to a standardized concept of time. Time came to be measured in terms of money and the interpersonal use of time changed. This reshaping of the concept of time created clear differences between men and women in terms of how they use time. Capitalism made sure that the standardized time was maintained and changed how men and women use time both qualitatively and quantitatively. Thus, the time that people have come under the control of economic powers (Karmaz, 2018: 69).

Because the internet brought all the different geographies under a single present tense, the individual present tense measured through the clock was turned into the collective present tense. In addition, this present tense also creates an intuitive perception of time that allows them to switch between cognitive states. These days, when keeping up with time is a serious issue, the internet has caused a transformation in how time is perceived and experienced (Karadaş, 2015: 339).

Chea, Pisey (2011) found in the research they conducted in the clothing stores in Switzerland that women like spending time doing quality/price comparisons more than men do (Chea, 2011: 1). In today's globalized world, companies have an ever-increasing need for the internet and consequently, e-commerce in order to increase their performance. The internet has become a very attractive solution for the companies to reach customers and for the customers to obtain products. With the use of the internet becoming widespread throughout many areas in life, e-commerce web-sites have become very important (Topal and Bayram, 2019: 314-315).

Online shopping presents a challenge for traditional shopping. One of its most important features and conveniences is the amount of time it saves (Saygılı and Sütütemiz, 2017: 230-237). Convenience, time-saving, safety, the ability to price out and after-sale service are the primary motivators for online shopping (Nazir et al., 2012: 494). People's lifestyles have changed. They are uncomfortable with going to crowded places such as malls and losing time. Online shopping cuts out the middle-man and allows the consumer the ability to reach goods and services directly. Customers are able to visit stores whenever they feel like from the comfort of their homes, through their computers. Consumers may pick and choose from a myriad of products from these stores that are always open (Sunitha and Gnanadhas, 2014: 1). Smartphones and tablets entered our lives as

extensions of the digital media and accelerated the spread of electronic consumptions. With the ease with which one can now access the internet, these devices have become akin to shopping malls that are always close by. The resultant increase in consumption changed the consumer's mentality as well. Consumption is no longer just a way to address one's needs but also to define one's social identity, developing the consumer culture (Ersoy, 2017).

3. METHOD

The survey study used to gather data for this research includes the topics of internet usage, reasons for preferring online shopping, the share of online clothing and accessories purchases within the overall consumption and its effects on it and comparison between traditional and online shopping. This survey is comprised of the most appropriate questions to determine the attitude and the behavior of women of high socioeconomic status who live in Istanbul towards these topics.

Quantitative research method surveying was the chosen method for this research. The data was collected through the quantitative research method of interviewing that also utilized questionnaire forms. The survey consisted of 43 questions total; 24 of which were closed-ended and 19 were open-ended. The questions in the survey were evaluated via descriptive statistics. The survey was tested in a group of 15 in Istanbul. After it was approved, 477 surveys were conducted on women living in Istanbul with 400 being successful and answered in full and precisely.

The universe consisted of the districts of Istanbul with high amount of internet use and population of high socioeconomic status, which include Ataşehir, Bahçelievler, Bakırköy, Beşiktaş, Beşiktaş, Beylikdüzü, Esenyurt, Fatih, Kadıköy, Kartal, Pendik, Sarıyer, Şişli, Ümraniye and Üsküdar. The sample group was 400 women between 15-65 age living in Istanbul. Since use of technology would logically increase in direct proportion to the level of income, socioeconomic development was considered the principal factor when choosing the districts of Istanbul the research would be conducted in. Random sampling method was used in the research. It was determined that the survey has a good level of reliability through the results of the face to face surveys conducted with 15 randomly chosen women in the first stage of this study and the survey reliability test conducted after each of the 400 successful surveys.

The research makes use of the data gathered from these surveys (in accordance with its scope) on women who answered time-saving among their reasons for preferring online shopping and those that did not. In order to be able to measure the preference towards online shopping on the basis of the increasing need for time, the demographic features chosen for this survey are age, marital status, employment status and having children. Literature and expert opinion was utilized in the selection of the demographic features that would define the term "woman who needs time".

A reliability test was conducted to determine the reliability of the examined demographic features to measure the term of “the consumer woman who needs time” which gave a result of 0.721 Cronbach’s Alpha.

Reliability Statistics			KMO and Bartlett's Test		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items	Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		
.721	.736	4	Bartlett's Test of Sphericity	Approx. Chi-Square	.701
				df	633.903
				Sig.	.000

For content validity, expert opinions and the relevant literature were referred to when choosing the demographic features to define the identity of the consumer woman who needs time. Also the high internal consistency rates obtained through Cronbach’s Alpha and the KMO coefficients obtained through factor analysis indicate that reliability and content validity are established.

Rates were compared between different groups and the Z test method was used to determine whether or not there were differences that impacted the universe significantly. The level of significance (α) =5%.

The following formula shall be used to calculate the Z test statistics.

$$Z = \frac{\hat{p}_1 - \hat{p}_2}{\sqrt{\hat{p}(1 - \hat{p}) \left(\frac{1}{n_1} + \frac{1}{n_2} \right)}} \tag{1}$$

- P_1^{\wedge} = 1st sample rate
- P_2^{\wedge} = 2nd group sample rate
- P^{\wedge} = Combined sample
- n_1 = 1st group sample rate
- n_2 = 2nd sample rate

$$p^{\wedge} = (x_1 + x_2) / (n_1 + n_2) \tag{2}$$

- x_1 = 1st group “yes” number
- x_2 = 2nd group “yes” number

On the forming of hypothesis

P_1 = 1st group universe rate

$P_2 = 2_{nd}$ group universe rate

Hypotheses regarding to all the groups assigned in accordance with their demographic features and tested as follows.

H_0 hypothesis; $P_1 = P_2$ (No difference between group sample rates)

H_1 hypothesis; $P_2 > P_1$ (Group 1 average is higher than Group 2 average)

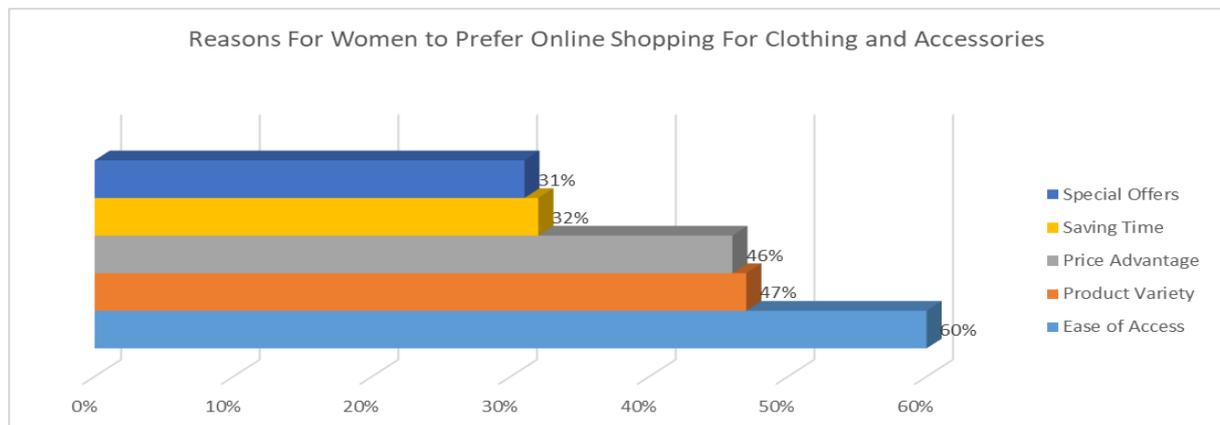
(Based on $\alpha = 5\%$; one-sided test $Z_{critical}=1.645$)

4. FINDINGS AND DISCUSSION

Research Objective: Examining the women who use the internet for consuming clothing and accessories within the context of demographic features.

Multiple answer questions were asked to 400 women on their reasons for preferring to use the internet for their consumption of clothing and accessories. As can be seen in Figure 1, 32% of the women (127 individuals) answered that they were using the internet when shopping for clothes and accessories in order to save time while the larger portion answered the ease of access, product diversity and price advantage.

Figure 1. Reasons For Women to Prefer Online Shopping For Clothing And Accessories



When women were asked why they preferred online shopping when purchasing clothes and accessories, “accessibility” was the most common answer. It was followed by product diversity, price advantage, time-saving and special offers. Our research objective, time-saving, only came in fourth place with 32% of the participants having answered as such. This rate shows that time-saving is not a priority among women who prefer online shopping when purchasing clothing and accessories.

In this study, the sample group of 127 people who answered time-saving are used to research in the context of their demographic features to determine whether or not time-saving is a factor in preferring online shopping.

4.1. Comparison With Regards To Age Groups:

Category of “Age” was examined under the two sub-categories “over 30 years old” and “under 30 years old”. According to the TUIK data that belongs to the year this research was conducted in, the average age for giving birth for women living in Istanbul, 29.6 (Gazete Pusula, 2017). Therefore, the tipping of this analysis was determined to be 30.

Breakdown of all participants who answered time-saving among their reasons for preferring online shopping per their age groups and their ratios within the related groups as presented in Table_1.

Table 1. Narrowed Breakdown per Age Groups of All Participants Who Use the Internet For the Purpose Of the Saving Time

NARROWED BREAKDOWN TABLE PER AGE GROUPS	15 – 29	30 and above	Total
BREAKDOWN OF ALL PARTICIPANTS PER THEIR AGE (NUMBER OF PEOPLE)	304	96	400
BREAKDOWN OF THOSE WHO ANSWERED TIME-SAVING PER AGE (NUMBER OF PEOPLE)	89	38	127
RATE	29%	40%	32%

304 of the participants are in the 15-29 age group and 96 are in the 30 and above group. 89 of the participants in the 15-29 group and 38 of the participants in the 30 and above group answered time-saving as their reason for preferring online shopping when purchasing clothing and accessories. The ratio of those who answered time-saving is 29% in the 15-29 group and 40% in the 30 and above.

The alternative hypothesis per age groups are as follows.

H₁: In the province of Istanbul, the rate of women who use the internet for their clothing and accessories consumption in order to save time is higher in the age group of TUIK-determined maternal age than those who have not reached maternal age ($\alpha = 5\%$).

Z_{test}=1,891 when the data in Figure 1 is run through the Z test statistic formula laid out in the “Method” section. Since Z_{test} (1,891) > Z_{critical} (1,645), the H₀ hypothesis is rejected and the H₁ hypothesis is approved per the 5% significance level. 30 and above age group average is higher than 15-29 age group average.

According to the result of this evaluation, women who are over the average maternal age (29.6) prefer online shopping for clothing and accessories to save time more in comparison to the younger age groups. According to the data presented, due to their responsibilities in public and private life, women over a certain age try to save time and to this end, they utilize digital platforms for shopping.

4.2. Comparison With Regards To Marital Status

For the marital status portion of this research, all participants were categorized into the classes of “married”, “single”, “widowed”, “engaged/betrothed”. For those in the married category, time-saving was the primary reason for preferring to use online shopping when purchasing clothes and accessories. Because there is not a significant difference in the rate between the other groups, the marital status figure was redrawn with only “married” and “not married” and thus interpreted.

Breakdown of all participants who answered time-saving among their reasons for preferring online shopping per their marital status and their ratios within the related groups as presented in Table_2.

Table 2. Narrowed Breakdown per Marital Status of All Participants Who Use the Internet For The Purpose of Saving Time

NARROWED BREAKDOWN TABLE PER MARITAL STATUS	Not Married	Married	Total
BREAKDOWN OF ALL PARTICIPANTS PER THEIR MARITAL STATUS (NUMBER OF PEOPLE)	287	113	400
BREAKDOWN OF THOSE WHO ANSWERED TIME-SAVING PER MARITAL STATUS (NUMBER OF PEOPLE)	82	45	127
RATE	29%	40%	32%

113 of the participants are married and 287 are in the not married group. 82 of the married participants and 45 of the participants who are not married answered time-saving as their reason for preferring online shopping when purchasing clothing and accessories. The ratio of those who answered time-saving is 29% in the married group and 40% in the not married group.

The alternative hypothesis per marital is as follows.

H₁: In the province of Istanbul, the rate of the married women living in Istanbul who use the internet for their clothing and accessories consumption in order to save time is higher than the rate of those who are not married ($\alpha = 5\%$).

Z_{test}=2,176 when the data in Figure 1 is run through the Z test statistic formula laid out in the “Method” section. Since Z_{test} (2,176) > Z_{critical} (1,645), the H₀ hypothesis is rejected and the H₁

hypothesis is approved per the 5% significance level. The married group average is higher than the not married group average.

According to the results after the reclassification, women who are married prefer to use online shopping for purchasing clothing and accessories to save time more in comparison those who are not married. Married women are the main people responsible for the needs of their houses and children. The time they will be saving through online shopping may be an important factor in these women carrying out their responsibilities.

4.3. Comparison With Regards To Having Children

Breakdown of all participants who answered time-saving among their reasons for preferring online shopping per having children and their ratios within the related groups as presented in Table_3.

Table 3. Breakdown per Having Children of All Participants Who Use the Internet For The Purpose of Saving Time

BREAKDOWN TABLE PER HAVING CHILDREN STATUS	Has no children	Has Children	Total
BREAKDOWN OF ALL PARTICIPANTS PER THEIR HAVING CHILDREN (NUMBER OF PEOPLE)	294	106	400
BREAKDOWN OF THOSE WHO ANSWERED TIME-SAVING PER HAVING CHILDREN (NUMBER OF PEOPLE)	86	41	127
RATE	29%	39%	32%

106 of the participants are in the has children group and 294 are in the has no children group. 42 of the participants in the has children group and 86 of the participants in the has no children group answered time-saving as their reason for preferring online shopping when purchasing clothing and accessories. The ratio of those who answered time-saving is 29% in the has children group and 39% in the has no children group

The alternative hypothesis per having children is as follows.

H₁: In the province of Istanbul, the rate of the women living in Istanbul that have children who use the internet for their clothing and accessories consumption in order to save time is higher than the rate of those who have no children ($\alpha = 5\%$).

$Z_{test}=1,788$ when the data in Figure 3 is run through the Z test statistic formula laid out in the “Method” section. Since $Z_{test} (1,788) > Z_{critical} (1,645)$, the H₀ hypothesis is rejected and the H₁ hypothesis is approved per the 5% significance level. The has children group average is higher than the has no children group average.

As was expected, it is proven that, among women who have children, time-saving is given more as a reason for preferring shopping through digital platforms. This preference by women who have children is directly related to our society's perspective of them. A mother must raise her children in the best way possible. Mothers who work to fulfill this sacred duty try to gain some time through online shopping.

4.4. Comparison With Regards To Occupational Groups:

In the occupational groups portion, it was observed that those in the “clerk/technical staff/expert” class had the highest rate of using online shopping with the purpose of time-saving. However, no conclusions could be drawn because of the lack of significant difference in the rates between occupational groups. For this reason, the participants were reclassified into two groups which are “employed” and “not employed”. “Housewife” and “student” sub-categories that are in the survey were both examined under the “unemployed” sub-category.

Breakdown of all participants who answered time-saving among their reasons for preferring online shopping per employment status and their ratios within the related groups as presented in Table_4.

Table 4. Breakdown per Employment Status of All Participants Who Use the Internet For the Purpose of Saving Time

NARROWED BREAKDOWN TABLE PER EMPLOYMENT STATUS	Un-employed	Employed	Total
BREAKDOWN OF ALL PARTICIPANTS PER THEIR EMPLOYMENT STATUS (NUMBER OF PEOPLE)	226	174	400
BREAKDOWN OF THOSE WHO ANSWERED TIME-SAVING PER THEIR EMPLOYMENT STATUS (NUMBER OF PEOPLE)	63	64	127
RATE	28%	37%	32%

174 of the participants are in the employed group and 226 are in the unemployed group. 64 of the participants in the employed group and 63 of the participants in the unemployed group answered time-saving as their reason for preferring online shopping when purchasing clothing and accessories. The ratio of those who answered time-saving is 28% in the employed group and 37% in the unemployed group.

The alternative hypothesis per employment is as follows.

H₁: In the province of Istanbul, the rate of the women living in Istanbul that are employed who use the internet for their clothing and accessories consumption in order to save time is higher than the rate of those who are not employed ($\alpha = 5\%$).

$Z_{\text{test}}=1897$ when the data in Figure 1 is run through the Z test statistic formula laid out in the “Method” section.

$Z_{\text{test}} (1,897) > Z_{\text{critical}} (1,645)$, H₀ hypothesis is rejected and H₁ hypothesis is approved per the 5% significance level. Employed group average is higher than the unemployed group average.

As per the new classification, it was found that women who are employed use online shopping with the purpose of time-saving more than those who are not employed. Working women must fulfill the responsibilities of both public and private life. Thus, time-saving is a need for them. Doing online shopping to meet their aforementioned needs is the expected behaviour pattern.

5. CONCLUSION AND RECOMMENDATIONS

The correlation between time-saving and demographic features was examined within the context of the sample group and a description of the new identity of the consumer woman was attempted. In order to understand the issue more clearly at the microscale, this research focused on women only instead of doing a gender-based classification. According to the results, women with the demographic features that result in them needing more time preferred the use of digital platforms in order to save time. The results show that the women who are employed, married, mothers and who deal with increased responsibilities as a result value saving time more compared to the rest of the women. The term “the woman who needs time” was conceived based on the data at hand. This term describes the women who are 30 years old and above, married, employed and have children. While employment gives a woman economic freedom, women still have to deal with their other responsibilities described by Hochschild and Machung’s term of double burden. This is the double burden brought on by the changing identity of the woman in the new world order. In her second shift, the Turkish Woman has to flawlessly carry out her historical primary role of a wife and a mother. Only then is she deemed successful.

As was stated by Castells, Veblen and Boccock, clothing and accessories allow women to have a place in the societal map and therefore, have an identity of their own. According to Veblen, clothes have become akin to words for women who were the first to become slaves to consumption. Clothes allowed them to communicate with the other members of the society and have the identity that they desire. Women have to satisfy their need to have an identity and fulfill their responsibilities at the same time and thus, they need more time. It is inevitable that women will utilize the internet in order

to save time when purchasing their social language, their clothes. It can be said that the internet has become a digital assistant for women who are oppressed under the patriarchal order and need time. Women who have acquired a weapon against the male hegemony with their financial strength, prefer doing their clothing and accessory purchases online in order to save time.

Women who live in Istanbul and need more time have turned clothes into consumer objects. For these women, clothes are signifiers that convey a message. Women who are trying to have a place in urban life assume the identity of the consumer woman that the dominant powers intended for them. It can be inferred that the consumer woman who is under the yoke of the dominant powers is attempting to regain some of the time she needs through digital platforms.

Though it was found that much research was done on the demographic features of women who do online shopping, none was found that described the women who purchase their clothing and accessories online in order to save time. It is thought that this study will contribute to filling this gap. Based on this research, it can be stated that clothing and accessories can be further categorized in online shopping sites for employed women, women who are 30 years old and above and women who are mothers and allow women to find the products they are looking for in a shorter amount of time.

This study was conducted only within the province of Istanbul. It could be helpful in defining the needs and the identity of the Turkish woman who needs time, if this research is conducted throughout the entire country. This study is derived from the PhD Dissertation and the data contained within belongs to the pre-COVID-19 pandemic period. It is recommended that a new study is repeated during the COVID-19 pandemic period in order to research the identity of the consumer woman during the pandemic.

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