Consumers' Perceptions of Online Grocery Applications: "Getir" A Case study in Turkey

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Abstract
With growing numbers of people using mobile applications, consumers can buy almost everything online. Time sensitivity has become a crucial aspect of individuals' lives; working hours, commuting, education, and other resource constraints have made online grocery shopping more important than ever and online shopping platforms increasingly competitive. One such growing mobile application in Turkey is 'Getir'. Although there are other online grocery applications, Getir has become more commonly used and effective. In this study, we analyze the Getir application and the perceptions of its Turkish users. An online survey based on snowball sampling was conducted to evaluate Getir's convenience, design, trustworthiness, price, and food choices. The descriptive analysis of the results indicates that, although users find the application satisfactory in terms of convenience, trustworthiness and design, they believe it should develop itself further to compete with other rivals in terms of price and variety of food choices.

Keywords: Online grocery shopping, delivery applications, Getir, e-commerce, time-sensitivity.

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Tüketicilerin Online Market Uygulamalarına İlişkin Algıları: Türkiye'de Bir Örnek Olay "Getir"

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Özet
Çevrimiçi mobil market alışveriş uygulaması kullanan tüketici sayısı arttıkça, tüketiciler nerdeyse her şeyi online olarak temin etmeye başladı. Zaman hassasiyeti insanların önemli bir parçası haline geldi; çalışma saatleri, işe gidiş-geliş, eğitim, ve diğer kaynak kısıtlamalar çevrimiçi alışverişi çok daha önemli hale getirdi ve online satış yapan platformlarda rekabet arttı. Türkiye'de hızla büyüyen uygulama örneklerinden biri 'Getir' oldu. Başka örnekler olmasına rağmen, Getir daha yaygın kullanılan ve etkili bir hizmet sunan uygulama oldu. Bu araştırmada, Getir uygulaması analiz edildi ve Türk tüketicilerin algısını ölçüldü. Çevrimiçi ortamda, kartopu örnekleme yardımıyla, anket oluşturuldu ve Getir'in kolaylık, dizayn, güvenirlilik, fiyat ve gıda çeşitliliği ölçüldü. Açıklayıcı analiz sonucunda tüketiciler uygulamanın kolaylık, dizayn ve güvenirlik açısından başarılı olduğunu belirtse de, fiyat ve gıda çeşitliliği üzerinden rekabeti artırmak için daha fazla çalışma yapılması gerektiğini ifade etti.

Anahtar Kelimeler: Çevrimiçi market alışverişi, teslimat uygulamaları, Getir, e-ticaret, zaman hassasiyeti.

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Introduction

With the rapid development of technology, many new business models have emerged that make people's lives easier, particularly so they can now access everything easily and quickly. This solution connects conventional business opportunities to the Internet by turning it into a fully integrated and developed e-commerce platform (Chenet al. 2016). Using applications, customers can buy products whenever they need. This saves time and makes products easily accessible using less energy in response to changing and difficult living conditions.

Previous studies have investigated why people prefer online shopping and analyzed their shopping experiences (Ramus & Nielsen 2005: Kuman 2016: Cho et al. 2019). This research is based on a framework of five key quality attributes: convenience, design, trustworthiness, price, and variety of food choices. Trustworthiness emerged as the most important quality factor in online grocery shopping applications. From the customer's perspective, the advantages of online shopping include easy ordering, variety within one shop, and time saving.

The use of grocery shopping applications in Turkey has increased, especially during the Covid-19 crisis. Therefore, this study examines the attributes of the 'Getir' application as an example to identify Turkish people's perceptions about online grocery shopping. Getir is a popular and unique example in Turkey of a purely on-line grocery shopping application without any physical location. Because it is hard for brands to create value in consumers' minds to sell goods and survive in this competitive market, Getir was chosen for this case study. We first applied content analysis to examine Getir's attributes based on data from its official website and mobile application. Secondly, we prepared a questionnaire and surveyed 170 people using snowball sampling. We then analyzed the data using SPSS.

This study contributes to the literature on new market applications while increasing our understanding the mindset of consumers. Especially now, when people around the world are dealing with Covid-19, the risks of leaving the home and going into crowded environments has enabled online grocery applications to spread. This study examines what has pushed Turkish consumers to use these online shopping platforms besides the virus, and identifies the consumers' perceptions of these applications. These findings will be crucial for online grocery start-ups, like Getir, to guide them to further success. Because online grocery delivery services working from a distribution centre to consumers without any offline sales points is still a new concept, they have much to improve. For example, Glovo, which is a successful in

Spain, could not survive in the Turkish market. We therefore try to show what customers expect from these online brands and which concepts can be added to help them fully integrate into the market.

Literature Review

In line with the rise of online shopping applications, studies of online shopping have also increased. Ramus and Nielsen (2005), Kuman (2016), Walters et al. (2005), İşçioğlu (2017), Morganosky and Cude (2000) conducted focus groups and online survey studies with people who have experienced online market shopping. The studies show that the most important advantages of online shopping are saving time and energy. After this is the reduced risk of physically transmitted diseases while it is more convenient for people with physical limitations to use online shopping applications instead of going to the market. It is also very beneficial for families with children. These applications also enable easier comparison of products, better tracking and planning of total spending, and more meals prepared and eaten at home. Freshness and timing of delivery are more important than product prices. On the other hand, some participants think that it is more enjoyable to go shopping instead of shopping online. Thus, there are advantages of both conventional shopping and online shopping. Although traditional shopping is enjoyable, participants find online shopping cheaper. One disadvantage of online shopping applications is that customers cannot benefit from some special offers in the payment section after conventional shopping because, when people go to supermarkets, they receive attractive offers depending on the size of their bill.

Blomqvist, Lennartsson and Nyman (2015), and Hansen (2007) investigated if usage of online market applications is affected by values, attitudes, norms, and perceived behavior control. The findings indicate that the more positive perceptions people have, the more they tend to shop online. That is, their personal attitudes affect their shopping experience. In addition, prior experiences also affect its use. Degeratu et al. (2000) examined whether brand names are more important in online or traditional supermarkets and the effects of price sensitivity. They found that, if information about product attributes are lacking online, then brand names become more important. Descriptive information strongly influences customer choices whereas sensory attributes have less effect. Due to powerful promotion placements, price sensitivity is higher online. Finally, findings sensory attributes are less important for choices in online than offline shopping. Thus, marketers who have confidence in their visual cues should focus more on alternative approaches of providing information**.** On the other hand, Andrews and Currim (2004) claim the opposite. They reported that online consumers are

actually less price sensitive, favour bulk buying, and focus their research on brand names. Cho et al. (2019) examined how the five key quality features listed earlier influence the perceptions of users. They found that the most important quality feature is trustworthiness. Park et al. (1998) investigated how age differences affect online grocery shopping. Their focus groups compared 'hi-tech baby boomers' and 'older/physically challenged' consumers. Baby boomers liked online grocery delivery systems for their convenience and novelty whereas the older consumers were not interested due to their physical constraints and difficulty in visiting the physical store.

Candan and Kurtuluş (2003) found that consumers mainly choose online grocery delivery systems to avoid traffic chaos, transport costs (particularly fuel), and the inconvenience of shopping physically and carrying the goods. Supermarket location, quality of food bought online, and lack of human interaction in online shopping were not considered so important. Sayılı and Büyükköroğlu (2013) investigated online shopping in the eastern Turkish city of Tokat. From less than a third of participants trusted e-commerce transactions, mostly because of the risk of theft of personal information. Moreover, the majority of participants do not find it appropriate to buy food online, particularly due to shipping costs and inability to bargain. Fox and Kempiak (2006) reported that the unavailability of products and non-fresh groceries also discouraged online grocery shopping**.** Huang and Oppewal (2006) studied four circumstantial elements (the aim of the trip, time available for online shopping, delivery costs, and travel time to physical store) that influence consumer perceptions of cost, convenience, enjoyment, and risk. They concluded that people need to see, touch, and feel vegetables and fruits, which online platforms still cannot fulfil, thereby making perceptions more negative. Although most people believe that online grocery deliveries provide fresh groceries, preferences differ individually, which increases the risk that online shopping will not fulfil the customer's needs. Robinson et al. (2007) showed that situational aspects and life events are key reason for UK shoppers to start buying groceries online. Without these situational factors, many consumers go back to the traditional way of shopping in physical supermarkets. Moreover, the post-adoption time is very important for online brands because, after just a few transactions, consumers re-evaluate their online shopping experiences.

Online Grocery Shopping During the Covid-19 Pandemic

Consumers have been forced to change their habits due to the Covid-19 pandemic. More specifically, the use of cash decreased due to hygiene constraints while many people avoided crowded market environments and preferred online grocery shopping. According to Turkish

research center BKM, 2.5 million cards were used for the first time to make contactless payments while 3 million cards were used to do online shopping for the first time in Turkey. Thus, at least 3 million people who had never shopped online before shifted to online shopping. The most significant growth between 1-22 February and 1-22 March was 32% in the food category. To meet the increasing demand in these extraordinary days, online market platforms, fast delivery applications, and marketplace sites have been working with big data. The February and March data of PayTR showed that previously purely offline sellers started selling via websites or applications to reach their consumers. Many grocery stores that previously had no online store have now started to provide online services to consumers in Turkey.

During the pandemic, Getir has grown considerably. Since the first case was announced in Turkey, downloads for the application have increased by 60 percent while the average shopping basket value has increased by 50 percent and overall business volume by 65 percent. Rice, cracked wheat, and pasta were sold more than ever before. In the first three days of the lockdown, there was 22 times more demand for pasta than a week before, along with significant increases in online sales of water, pasta, rice, pulses, canned foods, flour, soap, and cologne. Unsurprisingly, given the large number of families with children in Turkey, people began and increased their usage of online application stores as never before. Grocery application companies, including Getir, created a special support center for the elderly and also accepted orders by phone. (Pazarlama Türkiye, 2020).

E-Commerce Sales Internationally

Worldwide, retailers are increasingly developing e-commerce models that use technology to develop online applications that make it easier for consumers to get the products they need. The doubling in market value from 2016 to 2018 proves that consumers are strongly embracing these new practices. Through technology, the e-commerce industry benefits both customers and brand owners because customers can access, more products and obtain extensive information about them (Karpińska-Krakowiak, 2014). According to Nielsan Company (2015), consumers in developing markets like Asia-Pacific (60%), Latin America (60%) and Africa/Middle East (59%) are the most enthusiastic to use e-commerce options in the near future. In contrast, Europe (45%) and North America (52%) show less enthusiasm. According the consultancy firm McKinsey, the worldwide market for home delivered foods in 2016 was €83 billion, which represents 1 percent of the total food market and 4 percent of food sold through restaurants and fast-food chains.

South Korea has the largest online grocery shopping market, at 20% of all grocery shopping in the country. The United Kingdom has the second largest market, but it is only 7.5%. The key reason why online shopping generally is so popular and increasing in South Korea compared to the lack of growth in countries like the UK and USA is quite clear: it has the world's fastest internet system (Statisca, 2020).

E-Commerce Sales in Turkey

In Turkey, 39.3 million people shop online, spending 11.5 billion US dollars annually. According to TÜBİSAD, Turkey's e-commerce rose from 42.2 billion Turkish Liras in 2017 to 60.8 billion Turkish Liras in 2019. Another dramatic change is that the proportion of online shoppers has grown from 10-15 percent 4-5 years ago to 48 percent. Working women and youth particularly prefer online shopping.

In 2019, 'We Are Social and HootSuite's' released the "Digital Turkey 2019 E-Commerce Report". This showed that many leading brands, especially in online retail, receive more than 70 percent of consumer visits via mobile channels while more than 60 percent of their turnover also comes through mobile devices.

The report also highlighted that Turkey has 13 million people in the 15-24 age group, or 16.1 percent of the total population, giving it the youngest population in Europe. Thus, Turkey offers good investment potential for both local and multinational companies. Regarding the age distribution of Turkey's online shoppers, the report notes that Generation X and Y constitute 34 and 30 percent of online shoppers, respectively. While Generation Z has similarities with Generation Y, it is more technologically oriented and uses social media more intensively. Generation Z users quickly increase the number of layers of interaction by sharing all their behaviors and experiences with people around them. The younger generation's time sensitivity has triggered the development of mobile payment habits. In short, this age range is a distinctive factor in the use of mobile payment methods, which relates both to speed and smartphone ownership (Pazarlama Türkiye, 2019).

The Development of Online Grocery Shopping Internationally

Online grocery shopping started in the late 1980s in the US market. Following the increase in personal computer usage at the beginning of the millennium, the numbers of online grocery buyers also increased (Morganosky & Cude, 2000). One of the first online market applications was HomeGrocer.com, launched in 1997 in Washington State and later receiving huge investment. Early growth was remarkable, with sales passing 1 million dollars a day by

the mid-2000s. This rapid growth attracted investment to enter other markets, such as California, Oregon, Texas, Georgia, and Illinois. The first step in online marketing was Webvan, founded in 1996. After a successful launch in California, the company implemented enormous expansion plans to operate in 26 major US cities and started further development activities with a budget of $1 billion.

There were also failures. When the dot.com bubble burst, investment became harder to find and companies needing cash were left out. HomeGrocer.com, which was then losing money, was sold to Webvan in September 2000, which in turn went bankrupt in 2001, despite being one of the biggest online grocery delivery businesses. Webvan failed because it tried to offer both low cost and fast delivery within 30 minutes. It should have focused more on providing timely delivery rather than be price sensitive because convenience is something people are willing to pay more for (Boyer & Hult, 2005). Webvan was later bought by Amazon. The dot.com crash was not the primary cause of these failures; rather, it was a symptom that quickened the downfall of the first online grocers. Webvan, HomeGrocer.com, and several other grocery tech start-ups had several shortcomings (Sounders, 2018).

The Development of Online Grocery Shopping in Turkey

In this period of changing, digitizing shopping habits, the number of online shoppers in Turkey is increasing, especially in major cities while competition in online grocery shopping has intensified. Migros, a popular supermarket chain, opened Turkey's first online supermarket shopping service in 1997. Its Virtual Market came into service in Istanbul and then Izmir and Ankara, with just 40,000 registered customers. Customers could only use the application during specific times between 12.30-15.30, 15.30-18.30, and 20.00-23.00. Migros's online market had the fastest deliveries in Europe at that time and offered 5,000 product types (Hürriyet,1999).

Today, Turkey has a number of important online grocery applications apart from Getir, such as Banabi, İstegelsin, and Migros Hemen. Banabi, which relies on the experience and power of Yemeksepeti, entered the online market shopping market in April 2019. It can only be accessed within the Yemeksepeti application. Offering average product prices and variety, Banabi is positioned as the supermarket service of Yemeksepeti, and currently serves İzmir, Ankara, Antalya, and Eskişehir. Like Getir, the minimum basket is 20 TL while the shipping fee is 2.5 TL. Banabi's greatest advantage is the presence of Yemeksepeti, which already has 6 million members in Turkey, so customers do not have the inconvenience of downloading

another application. Both Getir and Banabi promise the same delivery time of 10 minutes maximum (Medium, 2019).

İstegelsin is notable for its product range and prices, which are similar to offline prices. However, it does not promise fast delivery. The minimum basket is 60 TL while deliveries are offered at specific time intervals. The shipping fee is 5.90 TL. Thus, it allows people to do their weekly shopping at once. Consumers particularly prefer this application for the large variety of products (Medium, 2019).

Migros Hemen has drawn on its experience from Migros' earlier Virtual Market application and differentiates itself by its platform and its users. It uses location service, such as fetch, and shows your location on a map accessed from its home page. Its delivery time varies by demand between 30 and 60 minutes while the shipping fee is 5.90 TL and the minimum basket is 20 TL.

Getir

Getir is an online grocery delivery mobile application developed by Nazım Salur in 2015 and available for both Android and IOS. It stands out for its slogan 'Bring Me Happiness' and its yellow and purple logo. It is currently available in Istanbul, Izmir, Ankara, Bursa, and Kocaeli. As Salur says, while they want to spread out to more Turkish cities, they will not stop there but aim is to expand abroad. Moreover, Salur claims that Getir is the only application in the world to deliver groceries within 10 minutes. In 2018, Getir had 5 million orders, which was 2.6 times more than the previous year, and a revenue of 300 million Tl. It runs more than 700 motorcycles and 250 cars to provide its service (Webrazzi, 2019).

In 2019, Getir received a 38-million-dollar investment from Silicon Valley after attracting the attention of American investor, Michael Moritz, who is an important name in the American venture capital firm Sequoia Capital Investment Company. Moritz alone invested 25 million dollars while the rest of the money was invested by Brazilian and Turkish investors. Salur said that they had formed a new market for online grocery delivery with Getir and wanted to grow into new markets using this investment. For example, GetirYemek will enable a courier to pick up meals from restaurants and deliver to people's homes or offices. Salur also aims to expand their services to cities outside of Turkey, firstly London, then São Paolo, Paris, and Mexico City (Hürriyet, 2019).

Getir is also an example of O2O (online to offline) marketing. According to Lee et al. (2019), O2O is "a system in which customers place orders for goods and or services online and then

receive the goods or services at an offline outlet". Boyer and Hult (2019) investigated operational differences in grocery delivery companies in terms of four categories based on whether order fulfilment was store-based or distribution center-based and whether delivery was direct or indirect. Getir is an example of Centralized Extended as its order fulfilment is distribution center-based while delivery is direct. The study showed that this means that there is high delivery cost, customer convenience, picking efficiency, and associated capital investment (Boyer and Hult, 2019). Because Getir has its own brand in its mobile application, it does not rely on the popularity of the brand name but created its own popularity. In contrast, other trending online grocery delivery businesses, like Banabi and Migros Sanal Market, have major brand names behind them, respectively Yemeksepeti and Migros.

There are several reasons to choose Turkey and Getir specifically as the case for this study. First, Turkey has Europe's youngest population, which gives the country good investment potential for both local and international companies. In addition, 39.3 million Turkish people currently shop online, spending 11.5 billion US dollars annually, which indicates that Turkish people are open to online applications and are active users. Getir was chosen specifically as it is the first brand offering consumers such a fast service. Getir is also a popular and unique company in Turkey's grocery sector as it only offers its service online. It is hard for brands to create value in consumers' minds to sell goods and survive in this compatitive market. Other similar applications lacked this difference in delivery timing. Because Getir does not have a major company behind it, it has tried to create something from scratch to become the best delivery application. The company has expanded immensely, with orders doubling over the second half of 2019 to almost 1.5 million deliveries in December. Moreover, it has assured $38 million in funding from a group of investors in Silicon Valley, which also have shares in Apple, Facebook, Google, Netflix, Tesla, Twitter, Yahoo!, and eBay. Having the support of this important investment company has increased Getir's popularity in the media and created a WOM (word of mouth) effect in the Turkish market.

The following section analyzes Getir's application in detail in terms of convenience, design, trustworthiness, price, and variety of food choices.

Convenience

10 minutes delivery

In contrast to other companies that may take 2-3 days to deliver, Getir provides the opportunity to deliver within 10 minutes. This goal makes Getir privileged in solving

customers' shopping problems, especially in major cities where traffic is heavy and time is short.

Insulated bags

People especially want market shopping applications to meet their current beverage needs, but are dissatisfied if the drinks are not cold enough. Getir therefore includes insulated bags among its services so that ice cream and cold drinks arrive as customers desire.

Don't press the bell option and contactless delivery

Especially people with babies or patients do not wish the doorbell to be rung when orders arrive. Unlike other applications, the Getir application prevents this via its 'Don't press the bell' option when checking out. Another feature, contactless delivery, especially during the Covid-19 pandemic, takes hygiene rules into consideration, so that the cargo, and the health of the delivery person and customer are not compromised.

From order to delivery; location-based GPS

Getir, delivers orders from its multiple warehouses using its own couriers. As soon as payment is completed, Getir redirects customers to a page showing the order status, enabling them to follow their order live on the map, along with clear information about the delivery person (name and phone number) and the delivery process. it also indicates how soon the order will be delivered. There is a post-purchase option to evaluate and give feedback about the experience. Customers can make product recommendations and contribute to the expansion of the product range during shopping.

Chatbot

With Mastercard's' digital payment platform, Masterpass, Getir launched its chatbot, which offers shopping and payment via Facebook Messenger. This offers users the opportunity to receive more than 600 daily products offered by Getir within 10 minutes of paying with Masterpass. The slogan of this new solution developed by Getpass and Masterpass is #chatdiyeode. Turkey was the first country where Mastercard implemented this innovation.

Design

Getir has a clear and understandable design in which the colors, dominated by purple and yellow, catch the user's attention. It is applied to all areas, such as the color of its bags and couriers' uniforms. The application's interface has a simple and clear design offering products in direct categories when opened. The application has a special tab with campaigns, discounts,

and promotions at the top to enable consumers to see that part directly when ordering. The search section provides a quick shopping experience by showing the names of products ordered by the users as keywords. Products can also be located by voice, thereby avoiding typing. The tabs are designed to show consumers their past preferences, favorites, and billing information clearly, along with detailed information. From the front page, users can directly access 'Getir Büyük', where customers can find more products. In short, the application has adopted a concise design to make it convenient for people of all ages.

Trustworthiness

Getir's website has a detailed explanation in Turkish and English in the 'Terms & Conditions' section under "Protection of Personal Data and Privacy Policy". Personal data was explained along with the purposes of processing it, its transfer, and data security, the user's rights regarding data protection, and other terms related to data.

Price

Getir's current minimum basket is 25 Turkish Lira along with a delivery charge of 3.50 Turkish Lira. However, delivery is free for orders over 60 Turkish Liras. In Getirbüyük, the minimum basket is 100 Turkish liras but with no delivery charge.

The application includes a special part for many promotions that are frequently revised. There are daily promotions for specific products in the form of buy one get one free, buy three pay for two, discounts on certain products if the basket is over a certain amount, and some products that are even free. The discounts can cover products or product lines.

Getir's prices are generally higher than those of other online food delivery services, such as Migros Hemen and Banabi, although this depends on the specific products and categories.

Variety of food choices

Getir offers over 4,000 products from various categories, including vegan products. Getir even has its own water brand, called 'Kuzeyden'. The product categories are new products, water, fruit and vegetables, dairy and deli, baked goods, snacks, drinks, food, ready to eat, home care, personal care, ice cream, fit and form, baby care, pets, home and living, apparel, sexual health, and technology. In Getirbüyük, meat and poultry are added. Getir's best selling products are water, ice-cream, and breakfast foods.

Method

Research design

This study adopted a quantitative research design to measure users' perceptions about the application Getir. An online survey was used to collect the data, consisting of the following attributes: convenience, design, trustworthiness, price, and the variety of food choices. Convenience measures how accessible the mobile application is for customers, which can increase its quality (Liu et al., 2017a, b). Design measures the application's functional structures in terms of usefulness, understandability, and operability, which determine how effortful it is to use (Yang et al., 2004). Trustworthiness is a critical quality attribute of a mobile application, which affects customer decisions and customer loyalty and purchases (Nilashi et al., 2015). Price is another important element in determining users' perceptions, specifically, "a suitable selection of products/services with a fair and reasonable price" (Cho and Park, 2001). Variety of food choices influence consumer preferences for grocery applications (Wang and Somogyi, 2019).

In this study, both secondary and primary data were collected to fully achieve the research goals. Secondary data were collected to investigate what has already been investigated within the field and answer the research question more effectively. Secondary data were collected from databases and the literature to review other online grocery shopping applications and their strategies. The following keywords were used while searching: E-commerce, Development, Adaptation, Consumer Behavior, Attitudes, Consumer resistance, Positive consumer attitudes, and Online grocery shopping.

Data Collection

The questionnaire, prepared on Google Documents, included 28 questions. These were adapted from the master's thesis study prepared by İdil Müge Demir in 2014 to measure consumer expectations and the structure of market websites in market shopping. The first part of the survey included questions to determine the participants' demographic characteristics, and their online grocery shopping experiences and use of Getir. The second part presented statements for participants to assess Getir's convenience, price, trustworthiness, design, and product variety. Finally, participants were invited to write about anything that was missing or could be improved in the application. A 5-point Likert-type scale was used for the second part. For each proposal, answer choices were "I strongly agree", "I agree", "I am uncertain", "I disagree", and "I strongly disagree". To measure the questionnaire's reliability, the internal

consistency coefficient was calculated for the Likert-type questions. The results are shown in Table 1.

Respondents for our online survey were reached through online communities using snowballing. The survey was sent on 1 May 2020 and remained in the system for 2 weeks, by when 170 responses had been received.

Table 1: Reliability Analysis Results for Consumers' Perceptions of Online Market Shopping

Reliability Statistics	
Cronbach's Alpha .712	N of Items 19

Sample

Table 2 presents the socio-demographic and behavioral characteristics of Getir users (n=170). The sample included 48.8% females and 45.9% males while 9 respondents did not specify their gender. The largest group of respondents were 25-34 years old (40.0%) or 18-24 years old (27.6%). The family sizes were equally distributed between one and four members. Half of the respondents were private sector employees (50%); over half had a university degree (62.9%) while a minority were university students (20%). Nearly a third of respondents use their smartphone once or twice a month for online shopping (31.9%) while a quarter use it three times a week and more (27.6%). Nearly half use Getir once or twice a month (48.2%) and nearly half started using the application more than 4 months ago (47.6%).

Table 2: Participant socio-demographics and user behaviors for food delivery applications.

Socio-demographics	*n* (%)	User behaviors	*n* (%)
Gender		*Smartphone usage frequency*	
Female	83 (48.8%)	Never	2 (1.2%)
Male	78 (45.9%)	Once or twice a month	54 (31.8%)
I don't want to specify	9 (5.3%)	Once a week	24 (14.1%)
		Twice a week	43 (25.3%)
		Three times a week and more	47 (27.6%)

Age		*Getir usage frequency*	
18-24	47 (27.6%)	Once or twice a month	82 (48.2%)
25-34	68 (40.0%)	Once a week	26 (15.3%)
35-44	35 (2.,6%)	Twice a week	36 (21.2%)
45-54	13 (7.6%)	Three times a week and more	26 (15.3%)
55+	7 (4.1%)		
Family size		*Time since first usage of Getir*	
1	44 (25.9%)		
2	45 (26.5%)	Within the last month	39 (22.9%)
3	40 (23.5%)	2 months ago	24 (14.1%)
4+	41 (24.1%)	3 months ago	26 (15.3%)
		More than 4 months ago	81 (47.6%)
Educational level			
Primary Education	0 (0%)		
Middle School	2 (1.2%)		
High School	20 (11.8%)		
University	107 (62.9%)		
Masters+	41 (24.1%)		
Occupation			
Private sector employee	85 (50.0%)		
Public sector employee	11 (6.5%)		
Retired	8 (4.7%)		
Business owner	19 (11.2%)		
Unemployed	13 (7.6%)		
Student	34 (20.0%)		

Results

A descriptive analysis of responses regarding the five quality dimensions was conducted using frequencies, means, and standard deviations.

Responses to the five statements for convenience indicate that a majority of respondents strongly agree that Getir enables them to shop when it is convenient and that products are delivered fast. The mean score of 3.59 for the statement about products arriving freshly shows that respondents do not strongly agree, thus Getir could improve their performance here. Respondents found Getir's prices higher than other applications. Nevertheless, a majority were clearly willing to use the application for its promotions, campaigns, and discounts. They responded neutrally regarding the cost of delivery and the minimum order amount. While respondents trust Getir with their credit and debit cards and personal information, they do not

trust the information provided about the products. While a majority strongly agreed that the application is easy to use, they also desired to have the option of 'Sort by price' and a 'My favorites' section. Respondents mostly find it hard to compare products within the application. While the respondents disagreed that was a sufficient variety of products and that they could find products in every price range, they were neutral about the sufficiency of product categorizations.

The 87 responses to the open question asking for suggestions about the application were categorized for clarification. The most frequent comment concerned missing brands, food choices, and the lack of categorization (21.8%). This was consistent with the findings from the statements. Respondents suggested that more popular brands from traditional offline Turkish supermarkets should be available instead of expensive foreign products. Moreover, they recommended wider food choices, especially for fruits and vegetables. This would make the price range more attractive for more customers. Respondents also complained about the non-healthy product range, asking for more basic nutritional products and vegan food. A few respondents also suggested adding a tobacco and alcohol category.

The second most frequent category of suggestions concerned design and technical problems (11.8%). These included the need for filtering options while searching, the lack of a button to choose 'later delivery' when products cannot be delivered due to intense work hours, the inability to cancel deliveries, crashes due to weak application infrastructure, pictures that do not truly represent the actual product, and continuing to show out-of-stock products.

The third most frequent category of suggestions concerned problems with the products (11.2%). These included products delivered near to their expiration dates, products being delivered rotten, drinks being delivered warm. Respondents also wanted the weights of products to be increased while a majority said that products are not fresh. The fourth category concerned the problem that stocks are not renewed for a long time. The last category concerned bad customer service when they cannot reach someone when they need to. Therefore, they recommended including a live customer service function within the application.

A reliability analysis was conducted regarding consumer perceptions regarding the implementation of Getir. Internal consistency was calculated according to Cronbach's alpha (α) and resulted in 0.712, meaning the analysis was internally reliable. If the Cronbach Alpha value is between 0.80 and 1.00, the scale is highly reliable; if it is between 0.60 and 0.80, it is

quite reliable; if it is between 0.40 and 0.60, it is poorly reliable, if it is below 0.40 it is not reliable (Özdamar , 2004, pp. 632-633) while the commonly accepted reliability limit is 0.70 (Pallant, 2001). Thus, the internal consistency of the data collection tool for this study was quite high and above the threshold.

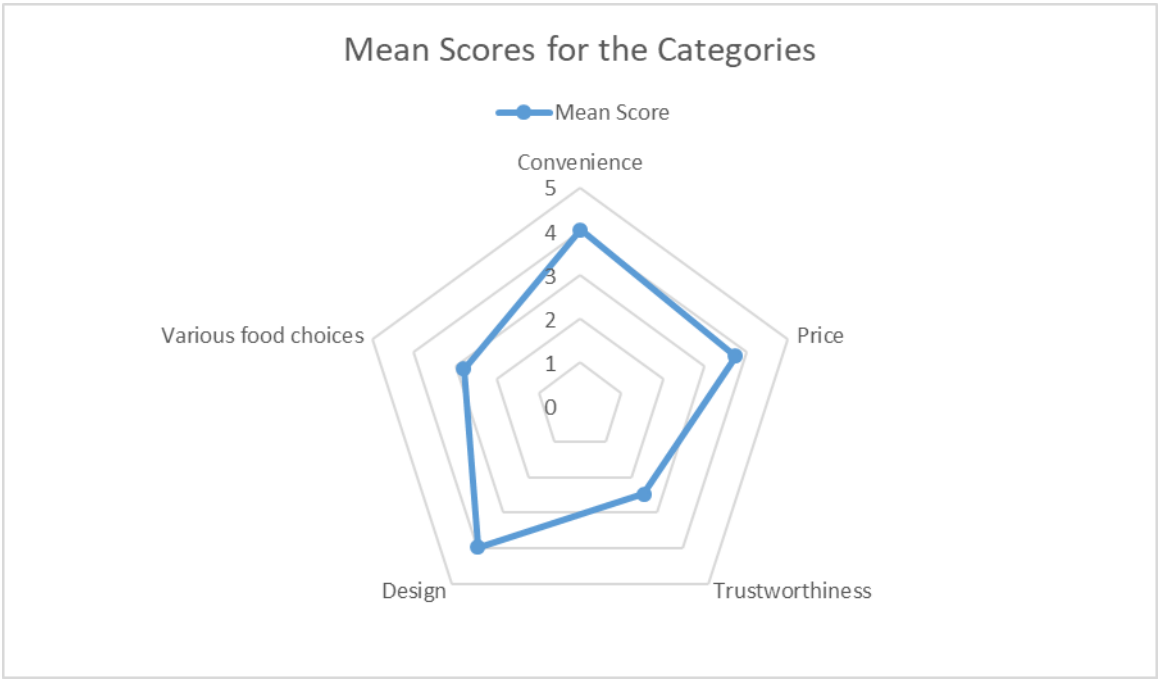
Table 3: Analysis of Survey Questions

Convenience	*n*	Mean	Std. Dev.	Cronbach's **α**
1. I can find detailed information about the products	170	3.82	1.148	0.651
2. I have the opportunity to see and choose products	170	3.97	1.017	
3. I can shop at the hours I want	170	4.39	0.905	
4. Products are delivered fast	170	4.38	0.955	
5. Products arrive fresh	170	3.59	1.252	
Price				
6. I find product prices higher than other applications	170	4.60	1.095	0.500
7. I find the delivery fee high	170	3.15	1.286	
8. Promotions, campaigns, and discounts encourage me to use the app	170	4.11	1.096	
9. I find the minimum order amount high	170	3.06	1.281	
Trustworthiness				
10. I am concerned about my credit/debit card information being stolen	170	1.98	1.231	0.661
11. I am concerned about my personal information (condition for membership) being stolen	170	2.05	1.298	
12. I trust the information provided about the products	170	3.41	1.170	
Design				
13. I find the application easy to use	170	4.53	0.793	0.424
14. I can compare the products	170	2.62	1.350	
15. I would prefer to have a 'Sort by price' option	170	4.26	1.174	
16. I would prefer to have a 'My favorites' section	170	4.46	1.015	
Variety of food choices				
17. I find the product categorization sufficient	170	3.28	1.323	0.762
18. I find the variety of products sufficient	170	2.55	1.283	
19. I can find products in every price range	170	2.54	1.274	

What are the things you find missing in Getir application?	*n* (%)
1. Lack of brands, food choices, and categorization	37 (21.8%)
2. Stock renewal problem	7 (4.1%)
3. Problems with products	19 (11.2%)
4. Design and technical problems	20 (11.8%)
5. Problems with customer service	4 (2.4%)
Total answers out of 170	87 (51.2%)

Table 4 shows that convenience (4.03), design (3.97), and price (3.73) had mean scores between 3.41 and 4.20 which means participants agree with the statements. Mean scores for variety of food choices (2.79) varied between 2.61 and 3.40, which means participants responded neutrally to the statements. The mean scores for trustworthiness (2.48) items varied between 1.81 and 2.60, which means the participants disagreed with these statements.

Table 4: Application Quality Demensions



To determine the mean scores, the following formula was applied to all 19 statements. In a 5-point Likert type scale, the range is 4 (5-1=4) so the highest possible value, 5, was divided into 4 (⅘= 0.80) while the range values were defined as follows: 1-1.80 = strongly disagree; 1.81-2.60 = disagree; 2.61-3.40 = neutral; 3.41-4.20 = agree; 4.21-5.00 = strongly agree. As Table 2 shows, the mean score was 3.49, indicating that the respondents generally agreed with statements as they applied to Getir.

Conclusion

The usefulness of online shopping applications that make life easier has increased during the Covid-19 pandemic, when many new customers started using such applications. This study assessed consumer perceptions about one grocery shopping application in Turkey, called Getir, and identified the features users find important in an online grocery shopping application. The 170 Getir users who participated in the study were mostly between 18-44 years old and had a university education. Based on the literature, convenience, price, trustworthiness, design, and variety of food choices were determined as the dimensions for measuring their perceptions using19 statements with Likert-type responses.

Regarding convenience, participants find the application very useful, especially in terms of speed and time. Since the brand promises customers the value of saving time, this concept stands out compared to other similar applications. Ramus and Nielsen (2005), Kuman (2016), Walters et al. (2005) İşçioğlu (2017), and Morganosky and Cude (2000) all found that the most important advantage of online shopping is saving time and energy. Thus, the participants find Getir both quick and practical, which was very important for their experience. Waiting for a long time for delivery is something that people prefer to avoid in online grocery shopping.

Regarding price, the participants find Getir quite expensive compared to other applications while they have mixed views about delivery fee and minimum order amount. This indicates that Getir needs to make improvements in these areas. Participants report being motivated by Getir's promotions, discounts, and campaigns. Therefore, these should be continued to increase customer loyalty and trust in the brand. Previous research on the price sensitivity of online shoppers is inconclusive. Whereas Degeratu et al. (2000) reported that it is higher, Andrews and Currim (2004) claim the opposite. They found that online consumers are actually less price sensitive if they prefer brands that they have used for a long time. According the participants in the present study, the brands offered by Getir are generally

unfamiliar and expensive. They think that prices will be more appropriate if Getir offers more regular brands.

The results for trustworthiness indicate that users find the application quite secure. Generally, because consumers worry about theft of credit card or personal information, they do not prefer online shopping (e.g. Sayılı and Büyükköroğlu, 2013). However, the feeling of trust is very positive for Getir. Considering that card and personal information, such as home address, are required in online market applications, an online shopping application will be more successful if consumers have a lot of trust in it.

Regarding design, participants find the application very easy to use, but recommend adding various features. For example, comparing products is important because people want to see products in specific categories and examine them in terms of price and performance, but there is no such option in Getir currently. In addition, customers would like a 'sort by price' option because other similar applications include such features.

The lack of variety of food choices was the main source of complaint by the participants. While they are unsure as to whether Getir has enough categories, they agree that the number of products is not enough. This reduces the product price diversity, making it impossible to find products in every price range. This confirms Fox and Kempiak (2006), who found that unavailability of products and non-fresh groceries made consumers less likely to intend to buy online. Thus, Getir should add more products with a varied price range and ensure that stocks are renewed as fast as possible.

Recommendations

Participants were asked to mention any missing features in Getir and 87 of 170 participants provided answers. These suggest several recommendations for Getir. First, the variety of fruit and vegetable products should be increased, cigarettes and alcohol should added, staple products should be prioritized (flour, pasta, rice, etc.), and more vegan products are needed. Most importantly, users will accept higher product prices as long as well-known, daily used brands available in traditional supermarkets, are added. Second, participants recommended several technical and design features. On busy days, users would prefer to have a 'later delivery' option because otherwise they are waiting too long to order while the application's infrastructure should be strengthened to avoid site crashes when too many people place orders simultaneously. Third, the system should avoid presenting products that are not in stock as this creates problems for customers after shopping. Fourth, Getir should ensure that the

delivered products are not too close to their expiration date, arrive fresh, and come in the amounts expected from the application's pictures. Fifth, the most important recommendation is to improve Getir's customer service by providing instant support when users experience difficulties. Currently, their problems are not resolved because they cannot reach customer service. At this crucial time of technological advance, Getir's customer service department needs to work actively to increase consumer confidence and prevent them from feeling ignored while shopping online. Finally, Getir should replenish out-of-stock products immediately as users say that they sometimes have to wait 2-3 days for products to be in stock again. Overall, based on Getir's current performance, although it already includes many features that consumers care about, their expectations are not yet fully met.

Limitations

This study only gathered data from 170 participants so a larger sample of online grocery shopping users should be reached to assess whether the perceptions reported here can be generalized. Further research can focus on including a greater diversity of participants from different regions of Turkey. Future studies could also use focus groups to analyze perceptions of Getir in more detail. It is also necessary to examine and compare perceptions of other popular online grocery shopping applications in Turkey to reach firmer conclusions concerning user preferences for these applications.

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