

VIEWS OF THE ACADEMIC PERSONNEL WORKING IN INSTITUTIONS GIVING SPORTS TRAINING IN HIGHER EDUCATION ABOUT ELECTRONIC TRADE

Ali Serdar YÜCEL¹

Yunus Emre KARAKAYA¹

Bilal ÇOBAN¹

Cemal GÜNDOĞDU¹

Özgür KARATAŞ²

ABSTRACT

In this study the views of the academic personnel working in institutions giving sports training at higher education level in Turkey about electronic trade has been researched. Sample of the study is constituted by 214 academic personnel working in institutions giving sports training at higher education level in Turkey. Validity and reliability study improved by Sevindik (16) was made to determine the views of the participants and "e-Trade User View Form" was used. SPSS 11.5 package program was used in assessment of the questionnaires and t-test, Variance Analysis (ANOVA), Kruskal Wallis Test and LSD test analyses were made. As a result it was observed that, 86% of the academic personnel working in institutions giving sports training at higher education level in Turkey expressed the importance of electronic trade, 81,3% of them expressed that they used electronic banking system and 59,9% of them emphasized that electronic trade eliminates the traditional trade. Furthermore it was determined that there was a significant difference between the views of the participants towards electronic trade according to the variants of sex and education.

Key Words: Internet, Electronic Trade, Academic Personnel, Electronic Banking

YÜKSEKÖĞRETİMDE SPOR EĞİTİMİ VEREN KURUMLARDA GÖREV YAPAN AKADEMİK PERSONELİN ELEKTRONİK TİCARET HAKKINDAKİ GÖRÜŞLERİ

ÖZET

Bu araştırmada, Türkiye'de yükseköğretim düzeyinde spor eğitimi hizmeti veren kurumlarda görev yapan akademik personelin elektronik ticaret hakkındaki görüşleri araştırılmıştır. Araştırmanın örneklemini Türkiye'de yükseköğretim düzeyinde spor eğitimi hizmeti veren kurumlarda görev yapan 214 akademik personel oluşturmaktadır. Katılımcıların görüşlerini belirlemek amacıyla Sevindik (16) tarafından geliştirilen, geçerlilik ve güvenilirlik çalışması yapılmış "E-Ticaret Kullanıcı Görüş Formu" kullanılmıştır. Anketlerin değerlendirilmesinde SPSS 11.5 paket programı kullanılmış, t-testi, Varyans Analizi (ANOVA), Kruskal Wallis Testi ve LSD testi analizleri yapılmıştır. Sonuç olarak, Türkiye'de yükseköğretim düzeyinde spor eğitimi hizmeti veren kurumlarda görev yapan akademik personelin % 86'sının elektronik ticaretin önemli bir ticaret olduğunu, % 81,3'ünün elektronik bankacılık sistemi kullandıkları ve % 59,9'unun ise elektronik ticaretin geleneksel ticaret anlayışını yok ettiği şeklinde görüş bildirmişlerdir. Ayrıca katılımcıların cinsiyet ve öğrenim durumu değişkenlerine göre elektronik ticarete yönelik genel görüşleri arasında anlamlı bir farklılık olduğu tespit edilmiştir.

Anahtar Kelimeler: İnternet, Elektronik Ticaret, Akademik Personel, Elektronik Bankacılık

¹ Fırat University Sports Sciences Department

² İnönü University Sports Sciences Department

INTRODUCTION

Today people have become able to access all kind of information with the entrance of computer, especially the internet, to human life (11). Development of internet made either appliers or academicians think over this issue intensely (18).

When development process of internet is reviewed in brief; firstly internet's first steps were taken in 1969 with "Advanced Research Projects Authority Net" system which was formed by the Ministry of Defense of the United States of America, ARPA unit. This system initiated the collection of thousand of computers all around the world under one network since 1990 (9). The dimension of institutionalization was completed only by 1995 and today it evolved into a system used by millions of people (10). Internet is defined as an electronic interaction, sharing, intelligibility and cooperation environment constituted between individuals, organizations and societies at different locations (13). Internet is a worldwide network constituted by networks of computers which were established according to common standards (10).

Electronic Trade

Today the term electronic trade which is named as the new term for trade stands before us electronic sale/purchase of commodities generally over a network (15). Quick change in recent years and the real reason after the development is the advancements achieved in internet technology which is open to anyone's use. On internet environment it is seen that electronic trade started to be used intensely on 1996 (7).

E-trade covers all profit making or non-profit making institutions and associations (4). E-trade is defined as the making of the production of commodities and services, advertisement, sale, insurance, distribution and payment processes over computer networks (5). Electronic trade has also relationship with certain concepts. In terms of

communication it is used as the distribution of products, services, information and payments on computer networks or any electronic environment. In terms of management it is defined as the application of technology by way of the automation of management processes and work flows. In terms of services; it is defined as a tool that assists the desires of firm, customer and management for increasing service quality and service speed while decreasing the costs. In terms of online; it is used as the realization of sale and purchase of product and information with the help of internet and other online services (19).

As a result of increase of credit card usage, innovations in banking system and similar developments along with the popularization and cheapening of internet usage it sustains its increase trend (22). It gives opportunity for potential customers to get informed about any products in markets of all around the world and new producers to enter into world market. Thus cheap priced and quality products' entrance to markets increases the rivalry and decreases the cost of all commercial proceedings (17).

Today it is expressed that e-trade has six basic tools. These are telephone, fax, television, electronic payment and money transfer systems (ATM, credit cards, smart card, electronic money etc.), electronic data exchange and internet. However the concept of e-trade is used as a trade made mostly over internet. The reason for this is that the e-trade made over internet is the transmission of sound, view and written texts between one or multiple persons interactively and simultaneously, unlimited time and space and low costs (23).

There are four parties in e-trade. The relationships of each of these parties constitute the types of electronic trade. These are inter-enterprise e-trade, e-trade from institution to consumer and e-trade from the state to the citizen and from state to the institution. Along with this a new type of e-trade structure has appeared called e-trade from customer to customer (12).

The difference between traditional and electronic trade is as given on Table 1 (6).

Table 1. Comparison of Traditional Trade and Electronic Trade

The Purchasing Firm	Traditional Trade	Electronic Trade
Ways of acquiring information	Negotiations, journals, catalogues, advertisements	Web pages
Demand specification method	Written form	Electronic mail
Price out	Catalogues, negotiations	Web Pages
Ordering	Written form, fax	Electronic mail, Electronic data interchange (EDI)
Supplier Enterprise		
Stock control	Written form, fax, telephone	Online database, EDI
Shipment preparation	Written form, fax, telephone	Electronic database, EDI
Bill of lading	Written form	Online database, EDI
Invoicing	Written form	Electronic mail, EDI
The Firm Making the Order		
Delivery Confirm	Written form	Electronic mail, EDI
Payment program	Written form	Online database, EDI
Payment	Bank transaction, mail, collector	Internet banking, Electronic Fund Transfer (EFT)

The reason internet has evolved to an efficient position in sports sector as in other sectors in commercial terms derives from the fact that internet has ability to transmit sound, screen and written text etc. quickly and immediately. Coban et al. (2010), rank the products marketed to the consumers on electronic environment as the following. These are fitness and condition tools, sports materials, special sports and recreation facilities, sport books, sports materials spare parts and accessories, clothing products (sportswear etc.) sports CD's, sports tourism sector products, sports facility materials and equipment, sports health machine and materials (3).

In the light of above given information the increase on e-trade shows increase also in sports sector along with the internet. On this direction the purpose of this study is to present the views of academic personnel working in institutions giving sports training at higher education level in Turkey about electronic trade.

METHOD

The population of the study is constituted by the academic personnel who work in institutions giving sports training at higher education level in Turkey. Sample is

limited to 214 academic personnel who work in these institutions giving sports training.

The questionnaire form named "E-Trade User View Form" improved by Tuncay Sevindik (2010), who is an academic member of Yildiz Technical University was used in this study by taking permission, in order to determine the views of the study group. Questionnaire form was sent by mail to 984 academic personnel working in institutions giving sports training at higher education level in Turkey and 226 questionnaire forms returned and of this amount 12 wrongly filled questionnaire forms were eliminated and 214 questionnaire forms were taken into assessment.

Obtained data was uploaded to SPSS 11,5 package program and below mentioned analyses were made. Cronbach Alpha security coefficient of the questionnaire applied in the study was found to be 0.86. In order for data to be straightly interpreted five grading range of the questionnaire was determined to be: "I don't agree at all" (1,00-1,80), "I don't agree" (1,81-2,60), "I'm indecisive" (2,61-3,40), "I agree" (3,41-4,20) "I totally agree" (4,21-5,00). Statistical significance degree was accepted to be Alpha (α) and level of significance was accepted as $p < 0.05$. In order to determine

whether study group's general ideas regarding the electronic trade showed difference according to sex or not, "t-test" was applied for independent groups after the homogeneity of the variances were tested. Single way "Variance Analysis (ANOVA)" and "Kruskal Wallis Test" were applied according to the variants of age and education status and "LSD test" was applied

to determine the difference between groups. Furthermore, the answers given to the article: "Do you have any e-trade site that you use?" which is at demographic information section of the questionnaire were read one by one, reported and tabulated in accordance with the frequencies (Table 12).

FINDINGS

The findings obtained in accordance with the data taken from the below mentioned sample group have been explained in tables

Table 2. General Distribution of Participants According to their E-banking System Usage Levels

E-Banking System Usage Level	f	%
Yes	174	81.3
No	40	18.7
Total	214	100.0

It was determined on Table 2 that 82,3% of the participants were using e-

banking system while 18.7% of them didn't use that system.

Table 3. General Distribution of Participants According to their Daily Internet Levels

Daily Internet Usage Level	f	%
0-1 hour	32	15.0
2-3 hours	98	45.8
4-5 hours	44	20.6
6 hours and above	40	18.7
Total	214	100.0

On table 3 it is seen that 45.8% of the participant had the highest usage level

(2-3 hours) while 15.0% of them had the lowest usage level (4-5 hours).

Table 4. General Distribution of Participants According to their Sexes

Sex	f	%
Males	167	78.0
Females	47	22.0
Total	214	100.0

On table 4 it is seen that 78% of the participants were male academic members while 22% of them were females.

Table 5. General Distribution of Participants According to their Ages

Age	f	%
21-30 years old	25	11.7
31-40 years old	76	35.5
41-50 years old	57	26.6
51 years old and above	56	26.2

Total	214	100.0
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When examining the distribution of the participants according to age variant (Table 5) it was determined that 11,7% took place in 21-30 age group while 35,5% were in 31-40

age group, 26,6% of them were in 41-50 age group and 26,2% of them were in 51 and above age group.

Table 6. General Distribution of Participants According to their Education Status

Education Status	f	%
Bachelor's Degree	6	2.8
Postgraduate Degree	57	26.6
Doctoral Degree	151	70.6
Total	214	100.0

When examining the distribution of the participants according to their education status (Table 6) it was determined that

26,6% of them had postgraduate degree and 70,6% of them had doctoral degree.

Table 7. Distribution of Participants According to their General Views towards E-Trade

M. No	Statements Directed to the Academic Personnel participated in Study	X	Ss ±
1	E-trade is an important trade environment	4.22	0.76
2	E-trade provides efficiency to persons and institutions using it in economical terms	4.15	0.79
3	Commercial units in e-trade have obtained what they desired in terms of rivalry and market	3.97	0.77
4	With e-trade small companies have reached to same market and competition opportunity with big companies	3.35	0.92
5	E-trade system is cheap	3.53	0.83
6	E-trade system can give you the same service all around the world	4.11	0.84
7	There is no display cost in e-trade, you have the opportunity to exhibit as many goods as possible	4.28	0.96
8	E-trade enables reaching multiple customers and giving more services simultaneously	4.45	0.78
9	Easiness flashes to our minds when we talk about e-trade	4.19	0.93
10	E-trade applications are at a level that can respond to expectations	3.68	0.99
11	There are still many missing points in e-trade (Security, customer relations, product tracing etc.)	3.94	1.09
12	E-trade is a beneficial application in all ways	3.64	0.89
13	I believe that e-trade shall be widespread on each day	4.20	0.78
14	E-trade eliminates traditional trade understanding	3.62	0.97
15	Internet is efficient in development of e-trade	4.61	0.74
16	There is no difference between Turkey and the world concerning e-trade applications	3.25	0.99
17	E-trade positively influences the social life	3.30	0.93
18	Our country is sufficiently informed about e-trade	2.20	0.82
19	The first things drawing my attention on e-trade sites are discounts and campaigns	3.81	0.89
20	E-banking applications give confidence in e-trade applications	3.02	1.05
21	E-trade users make shopping mostly by using electronic banking	3.67	0.81
22	E-trade is mostly used internationally	3.07	0.83
23	Usage of personal information on payment phase in e-trade is disturbing	3.87	1.19
24	Necessary laws are present in our country concerning e-trade	2.78	0.75
25	Cyber crimes in e-trade give the users a sense that e-trade is unreliable	3.26	1.09
26	Traditional trade is more expensive comparing to e-trade in terms of cost	3.33	1.01
27	E-trade can show difference according to geographical regions	3.51	0.94
28	In parallel with developments in internet technologies e-trade platforms also develop	4.01	0.62
29	In parallel with the widespread of internet usage of e-trade increases	4.19	0.75
30	Delivery period of a commodity bought on e-trade is at expected level	3.59	0.71

31	E-trade makes the international trade easier	3.82	0.84
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If the Table 7 is reviewed it is seen that the academic personnel selected the article named “Internet is efficient in development of e-trade” (Article No: 15) with “I totally agree” option (X=4,61 + 0,74). It is seen that the academic personnel

participated in the questionnaire selected the article named “Our country is sufficiently informed about e-trade” (Article No: 18) with “I don’t agree at all” option (X=2,20 + 0,82) with the lowest average.

Table 8. Distribution of Certain Data of the Participants concerning E-Trade

Article No	Percentage and Frequency	I don't agree at all	I don't agree	I'm indecisive	I agree	I totally agree	Total	\bar{X}	S
1	%	0.5	1.9	11.6	47.3	38.7	100	4.22	0.76
	f	1	4	25	101	83	214		
5	%	0.5	10.3	34.6	44.8	9.8	100	3.53	0.83
	f	1	22	74	96	21	214		
11	%	6.5	2.9	14.5	42.5	33.6	100	3.94	1.09
	f	14	6	31	91	72	214		
14	%	1.0	14.0	25.1	42.0	17.9	100	3.62	0.97
	f	2	30	54	90	38	214		
18	%	21.0	43.0	31.3	4.7	-	100	2.20	0.82
	f	45	92	67	10	-	214		
21	%	1.0	5.6	32.2	48.1	13.1	100	3.67	0.81
	f	2	12	69	103	28	214		
29	%	1.4	0.5	10.2	53.3	34.6	100	4.19	0.75
	f	3	1	22	114	74	214		

When the Table 8 is reviewed it is seen that 86% and 54,6% of the academic personnel participated in study answered the articles named “E-trade is an important trade environment” (Article No: 1) and “E-trade system is cheap” (Article No: 5) at “I totally agree” and “I agree” levels. 59.9% of the academic personnel participated in research

answered “I agree” to the article that offers “E-trade eliminates traditional trade understanding” (Article No: 14). Moreover 64% of the participants answered “I don’t agree” to the article that offers “Our country is sufficiently informed about e-trade” (Article No: 18)

Table 9. Comparison of the General View Averages of the Participants According to their Sexes concerning E-Trade (t-test)

Sex	N	X	Ss	Levene		t	p
				F	p		
Males	167	3,72	0,33	20,71	0.00*	2,16	0.03
Females	47	3,58	0,54				
Total	214	3,65	0,44				

p<0.05

On Table 9 a significant difference was determined between the sexes of the participants and their views regarding e-trade ($p < 0.05$).

Table 10. Distribution of Participants' Views According to Age (Kruskal-Wallis Test)

Age	N	X	Ss	Line Average	Sd	KWH	p
21-30	25	3,80	0,25	120,88	3	2,01	0,56
31-40	76	3,70	0,42	108,91			
41-50	57	3,64	0,49	107,03			
51 and above	56	3,68	0,26	100,10			
Total	214	3,69	0,39				

$p > 0.05$

On Table 10 not a significant difference was determined between the ages of the participants and their views regarding e-trade ($p < 0.05$). According to this result it can be said that the views regarding e-trade don't show difference according to age

Table 11. Distribution of Participants' General Views According to their Education Status (Anova Test)

Education Status	N	X	Ss	Anova		LSD
				F	p	
Bachelor's Degree	6	3,05	0,34	9,10	0,00	3-1 2-1
Postgraduate Degree	57	3,72	0,46			
Doctoral Degree	151	3,71	0,34			
Total	214	3,69	0,39			

$p < 0.05$

On Table 11 a significant difference was determined among groups between the education status of the participants and their views regarding e-trade ($p < 0.05$). As a result of the LSD Test it was determined that no difference was seen among participants who study at postgraduate and doctoral level while a difference was seen between these participants and the those having bachelor's degree training. It is seen that the participants who get postgraduate and doctoral level training gave more positive views towards e-trade.

Table 12. Distribution of E-Trade Sites According to Education Levels of the Participants

E-Trade Sites	Bachelor's Degree	Postgraduate Degree	Doctoral Degree	f	%
	N				
www.gittigidiyor.com	-	1	10	11	16.9
www.hepsiburda.com	1	3	13	17	26.1
www.markafoni.com	-	3	8	11	16.9
www.kirazbaby.com	-	-	1	1	1.5
www.yemeksepeti.com	-	1	3	4	6.1
www.thcibo.com.tr	-	-	2	2	3.1
www.sahibinden.com	-	2	3	5	7.7
www.arabam.com	-	-	3	3	4.6
www.kitapyurdu.com	-	1	4	5	7.7

www.idefix.com	-	1	3	4	6.1
www.amazon.com	-	-	2	2	3.1
www.prodirectsoccer.com	-	-	1	1	1.5
www.trendyol.com	-	1	-	1	1.5
www.ebay.com	-	-	2	2	3.1
www.humankinetics.com	-	-	2	2	3.1
www.strawberyynet.com	-	-	3	3	4.6
www.elfe.com	-	-	1	1	1.5
www.limango.com	-	-	1	1	1.5
www.tekmar.com	-	-	1	1	1.5
www.kitapostasi.com	-	-	1	1	1.5
www.saat.com	-	-	1	1	1.5
www.kitapagaci.com	-	1	-	1	1.5

On Table 12 it is seen that 69,6% of the participants gave no comment to the offer "Do you have any e-trade site that you use?" while 30,37% of them expressed that the sites they used mostly other than e-banking transactions were "www.hepsiburda.com" (%26.1), "www.gittigidiyor.com" (16.9),

"www.markafoni.com" (16.9). Furthermore, when education status of the participants using e-trade sites is reviewed it is seen that e-trade usage increases with the increase of the level of education. It is seen that e-trade sites are mostly preferred by the academic personnel having doctoral education.

DISCUSSION AND CONCLUSION

The fast developments experienced in recent years on cyber technologies and especially achievement of communication networks by obtaining global qualification and enabling all individuals worldwide to communicate without geographical boundaries have significantly increased the communication between societies and accelerated the globalization tendencies. Development and widespread of internet technology has removed the boundaries between countries and has turned the concept of time upside down. With e-trade data transmission method between two parties has changed. While in tradition method data transfer was achieved via direct personal contact, telephone, fax or mail, with e-trade it started to be transferred over computer networks (8). As found in conclusion of the studies of Kalayci (2008) 76,8% of the participants of this study expressed that they believed electronic trade had become widespread on each day and 80,5% expressed that internet was efficient in development of e-trade.

Avsar and Cinkara (2008), determined on their study applied on academic

personnel in Kyrgyzstan that 34,2% of the participants used internet less than 1 hour while 31,4% of them used 2 or 3 hours (2). It was also determined on this study that 45,8% of the academic personnel had a rate of using internet 2- 3 hours while 15,0% of them had 0-1 hours of rate.

In a study of Yayli et al. (2003) to determine the internet usage levels of the academicians it was reached to the conclusion that "e-mail reading and receiving" and "scientific purposes" were among the internet usage purposes of academicians. Furthermore they determined that they partially preferred internet for "shopping" purposes (21). In this study it was determined that academicians gave positive answers regarding that e-trade was an important trade environment, e-trade provided easiness and e-trade became widespread on each day. It can be said that academicians started to use internet as e-trade environment other than different purposes in a fast growing information and cyber technologies age and they have positive approach on this matter.

Stating that online shopping is at infancy period even for developed economies and there are no miraculous changes in retail

trade, Vijayasarathy (2004) also expresses that there is no data obtained concerning the subject that traditional retail system shall be eliminated during internet shopping process or its efficiency shall diminish (20). However when the general views of the participants on e-trade are examined it is seen that to their opinion e-trade has removed traditional trade understanding (52%).

When the general views of the participants of the study are reviewed it is seen that 55,7% of them expressed that in Turkey people are not sufficiently conscious concerning e-trade. The rate of participants expressing that e-trade is mostly used in international trade is 23,2%. Furthermore 66,3% of the participants expressed that e-trade still had missing parts (security, customer relations, product tracing, etc.). In a study of Elibol and Kesici (2004) results in parallel with this suggestion were reached. In this study they expressed that the number of countries that completed necessary legal arrangements is not high and the debates concerning the problems experienced in e-trade are continuing in international platforms. However, the fast developments on e-trade make it compulsory in Turkey to constitute a trade conscience, fast completion of physical and administrative infrastructure deficiencies and the

execution of necessary legal arrangements (6).

E-trade should be assessed as a communication tool that has been developed to provide a better service to the consumers. Likewise in internet usage, electronic trade also brings harms with its benefits (14). In this study, when the general views of the participants on e-trade are examined it is seen that 50,4% of them think e-trade is beneficial in all ways while 29,7% of them think that e-trade positively influences the social life. As a result it is seen that the companies active in Turkey partially benefit from the possibilities of the electronic trade and cyber technologies in order to achieve competitive superiority. Considering its benefits it can be said that e-trade shall be at an important stage within sports sector. In order to prevent future unfair competition and loss of states in terms of taxes necessary studies should be made. It is a vital importance that more similar studies with the views of people within sport sector such as sports managers, referees, sportsmen/sportswomen are made. Because they can make important contribution to firms in sport sector in determination of attitudes and behaviors of the consumers.

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