



Ekonomik ve Sosyal Araştırmalar Dergisi

The International Journal of Economic and Social Research

2023, 19(1)

E-Retailer Brand Perception among Consumers: The Example of Trendyolmilla

Tüketicilerde E-Perakendeci Markası Algısı: Trendyolmilla Örneği

Emine Pınar SAYGIN¹  Dilara GENÇAĞA² 

Geliş Tarihi (Received): 10 Nisan 2023 Kabul Tarihi (Accepted): 9 Haziran 2023 Yayın Tarihi (Published): 27 Haziran 2023

Abstract: In this study, the perception of consumers towards the concept of e-retailing, which we have heard frequently recently, is discussed. The article mentions our changing habits with the developing technology and online shopping, which have become a part of our lives. The concept of online shopping means purchasing over the Internet. The concept of e-retailer, which we started to hear with online shopping, has also taken a place in our daily life. E-retailing means providing services and selling over the internet or online platforms and is called the new age of traditional retailing. The transition from traditional retailing to electronic retailing has accelerated with the pandemic. With the strengthening of e-retailing, e-retailer brands were born. Along with this changing transformed shopping concept, consumer perception has also changed. In this study, the perception of consumers about e-retail brands was investigated through the example of Trendyolmilla, an e-retailer brand that has been mentioned frequently in recent years. The qualitative research method was preferred in the study. 11 themes were reached by conducting content analysis with the comments made by consumers about Trendyolmilla. In line with these findings, it has been tried to reveal how the consumer perceives the concepts of e-retailing and e-retailer brand through an example.

Keywords: Consumer, Online Shopping, E-Retailer, E-Retailer Brand, Trendyolmilla

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Öz: Bu çalışmada, son dönemde sıklıkla adını duyduğumuz e-perakendecilik kavramına yönelik tüketicilerin algısı ele alınmaktadır. Makalede gelişen teknolojiyle birlikte değişen alışkanlıklarımıza ve hayatımızın bir parçası haline gelen online alışverişe değinilmiştir. Online alışveriş kavramı, internet üzerinden satın alma işlemi anlamına gelmektedir. Online alışverişle beraber duymaya başladığımız e-perakendecilik kavramı da günlük yaşantımızda yer edinmiştir. E-perakendecilik, internetten veya online platformlar üzerinden hizmet sunmak ve satış yapmak anlamına gelmekte ve geleneksel perakendeciliğin yeni çağı olarak adlandırılmaktadır. Pandemi ile geleneksel perakendecilikten elektronik perakendeciliğe geçiş hızlanmıştır. E-perakendeciliğin güçlenmesi ile e-perakendeci markaları doğmuştur. Bu değişen alışveriş anlayışıyla birlikte tüketici algısında da değişiklikler olmuştur. Bu çalışmada son yıllarda adından sıklıkla söz ettiren ve bir e-perakendeci markası olan Trendyolmilla örneği üzerinden, e-perakende markalarının tüketicilerdeki algısı araştırılmıştır. Çalışmada nitel araştırma yöntemi tercih edilmiştir. Trendyolmilla hakkında tüketicilerin yaptığı yorumlar üzerinde içerik analizi yapılarak 11 adet temaya ulaşılmıştır. Bu ulaşılan bulgular doğrultusunda tüketicinin, e-perakendecilik ve e-perakendeci markası kavramlarını nasıl algıladıkları bir örnek üzerinden ortaya konmaya çalışılmıştır.

Anahtar Kelimeler: Tüketici, Online Alışveriş, E-Perakendeci, E-Perakendeci Markası, Trendyolmilla

Atf/Cite as: Saygın, E. P. & Gençaga, D. (2023). E-Retailer Brand Perception among Consumers: The Example of Trendyolmilla. *Ekonomik ve Sosyal Araştırmalar Dergisi*. 19(1). 182-194.

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¹ Dr. Öğr. Üyesi, Kütahya Dumlupınar Üniversitesi, Radyo, Televizyon ve Sinema Bölümü, emine.saygin@dpu.edu.tr, ORCID: 0000-0001-8435-2924 (Sorumlu Yazar).

² Kütahya Dumlupınar Üniversitesi, Lisansüstü Eğitim Enstitüsü, Yüksek Lisans Programı, dilara.gençaga0@ogr.dpu.edu.tr, ORCID:0000-0003-4586-0787.

1. Introduction

As the Internet became widespread, some social and economic changes accelerated. Technological development has paved the way for people to carry out their daily activities such as communicating with each other via the Internet, accessing the necessary information resources from the Internet, ordering the products they want, and purchasing them. (Yesir, 2021: 23). With the developing technology, the use of the internet is becoming more widespread day by day. Increasing internet usage paves the way for digitalized shopping and helps digitalized shopping to become widespread. The development of technology, the increase in social media channels, the fact that people spend more time in the virtual environment and the developed mobile applications affect the digitalization of shopping. According to TUIK (Turkish Statistical Institute) statistics, the rate of internet usage in Turkey as of 2022 has been determined as 85.0% for individuals in the 16-74 age group. Again, according to the same research, the rate of ordering or purchasing goods or services over the Internet among individuals aged 16-74 was 46.2%¹. In addition to these, the pandemic process and its effects experienced all over the world have also changed the way of life and contributed greatly to the increase in online shopping. This new era of digital shopping continues to rapidly open new doors in the digital arm of marketing, opening up new markets and new possibilities, from small businesses to large retail brands. This new era of digital shopping continues to rapidly open new doors in the digital arm of marketing, offering new markets and new possibilities from small businesses to large retailer brands.

E-commerce has flourished as businesses continue to innovate to rekindle sales and reach customers during the pandemic. (Ong et al., 2022:1). With the increase in online shopping, e-retailers that mediate shopping have increased and strengthened. Some retailers that have developed their capital and networks have also chosen to create their brands. According to TUIK statistics, 15.9% of enterprises with at least 10 employees made online sales through websites or mobile applications in 2021. While the rate of those who made sales using their website or mobile application was 59.0%, the rate of those using online stores or mobile applications, where different enterprises can also sell, as a web sales platform, was 80.9%². Considering the growth and sales data of these companies, which have carried the traditional retailer brand creation process to the online environment, it can be said that they are successful.

The main point of the research is the question of how e-retail brands, which have become more popular with the increase in digitalization and the pandemic, are positioned in the minds of consumers. For this reason, in this study, Trendyol, an online retailer, and Trendyolmilla, its brand, will be examined from the eyes of the consumer, based on the comments of Trendyolmilla users. The aim here is to reveal consumers' perceptions of an e-retail brand through themes.

2. Conceptual Framework

2.1. The Concept Of Online Shopping

Mass adoption of the Internet is accelerating social and economic change. Technological developments continue to pave the way for people to communicate with each other over the internet, access necessary information resources from the Internet, order and buy the products they want and carry out their daily activities. The online shopping system is designed by connecting buyers and sellers interactively via computer. Online shopping is also expressed as purchasing products or services over the Internet. (Yesir, 2021: 23-25). In many places, lifestyles continue to migrate to online shopping, online markets overcome the barriers of time and space and provide worldwide shopping. (Tahirkheli, 2022:1). Especially in recent years, the number of online shopping portals, the variety of products offered online, and access to high-speed internet have increased continuously. These developments have led to the maturation of online shopping as a retail channel and to changes in people's shopping behaviors (Huyen et al., 2022:273).

Online shopping allows consumers to compare the product they want with the same or similar products from other stores. This opportunity allows consumers to choose a higher quality, lower price product. (Yesir, 2021: 32). Comparison of products while shopping offers both a variety of options and the opportunity to access the same product at lower prices. The demand for online shopping leads to an increase in the number and quality of support services. The increase in the quality of the service offered to the consumers encourages the purchase of faster and more products. In this context, live support service is also offered to consumers in online shopping. By answering the questions of the consumers about the product with the live support service, the obstacles in front of the sale are minimized (Gökgül, 2014: 83). While the number of Internet users continues to increase, online shopping opportunities continue to expand (Overby & Lee, 2006:1160). The fact that online shopping is always open and accessible is an important advantage for consumers. This advantage eliminates the concept of space in shopping and provides access to a wide range of products at any time. In addition, thanks to digital applications (such as filtering) developed for consumers to find the product they are looking for among more products, shopping becomes easier and faster. Thus, customer-specific criteria can be presented and sorted (Butler & Peppard, 1998:609). Another convenience that consumers often use while shopping online is to read the comments made by other consumers. When consumers are undecided, they get help from comments, evaluations, and stars (like rate) (Karaca & Gümüş (2020: 66). Apart from these, online shopping provides many advantages such as 24-hour availability, flexible pricing, discounts, and delivery to the door. With the spread of online shopping, consumers' interest in online retailing has also increased. This is because e-retailers can offer a wide variety of services and products according to customers' preferences (Kumar & Ayodeji, 2021:1).

2.2. E-Retail and E-Retail Brand

The reason for the existence of businesses is to meet the wants and needs of consumers. Businesses use various channels and intermediaries in these channels when reaching consumers. These intermediaries are called distribution channels. In its simplest definition, the distribution channel can be defined as the way or system followed in delivering any good or service from the producer to the consumer or industrial buyer (Altunışık et al., 2014: 459). There are basically four channels that enable the flow of products from the producer to the consumer. Direct selling in the first channel is based on the direct flow of products from the producer to the consumer without any intermediaries. In the second channel, the retailer steps in. In this channel, goods flow from the producer to the retailer and from the retailer to the consumer. In the third channel, goods move from the producer to the wholesaler, from the wholesaler to the retailer, and from the retailer to the consumer. In the fourth channel, it continues to progress from producer to broker, from broker to wholesaler, from wholesaler to retailer, and from retailer to consumer. (Yurt, 2019:7). A retailer is an organization or entrepreneur that directs marketing plans and practices for the sale of products or services to final consumers. The retailer is the unit that buys the product from the manufacturer or wholesaler and delivers it to the consumer. (Mısırlı, 2009:7). Among the retailers, there are shops such as Migros, Carrefour, Teknosa, Boyner, as well as shops that organize steel-pot reception parties, door-to-door vendors and even peddlers (Tek, 1997:582). Retailing is historically the oldest marketing institution that carries out activities related to the direct sale of goods and services to final consumers (İslamoğlu, 2013:265). E-retailing, on the other hand, is the consumer's telephone, internet, etc. It can be defined as the process that enables remote access, selection, and purchase of products, services, and related information using tools (Murray et al., 2004). Today, with the developments in technology and the widespread use of the internet, retailing has changed and transformed like many other sectors. The internet, which enables to introduction a new shopping habit, offers consumers an experience different from the traditional shopping they are accustomed to. E-retails, which are the online reflection of traditional merchandising, play an important role in this sense. As technology develops and e-retailers offer new excitements and alternatives to their customers, their competition with traditional retailing increases (Saydan, 2008: 387). These changes in market conditions and innovations arising from internet technology have brought along new factors affecting consumer behavior. Therefore, in response to these

changes, traditionally adopted consumer behavior models and marketing principles also have changed and adopted new situations (Ambaye, 2005).

At the center of important developments in today's retailing lies the increasing volume of online shopping. The development of online shopping is similarly in the same direction in our country and in the world. Although online shopping will not completely replace traditional shopping in the future, it can already be foreseen that it will change the nature of traditional shopping. In fact, online shopping has already become a global phenomenon (İnci, 2014: 19). The increase in online shopping has led to the development of e-retailing. More and more sellers have migrated to markets on online platforms. Many online shopping platforms such as eBay, Amazon, Alibaba and JD.com have become global leading companies (Zhong, et al., 2023:1).

In the literature, brands created by the retailers "Retailer Brand" is used with expressions such as "Private Label", "Own Brand", "Distributor Brand" "Store Brand", "Unadvertised Brand" and "Private Brand". Although generally used interchangeably, the most common are the terms "private brand", "store brand" and "retailer brand" (Albar & Duman, 2011; Ceylan et al., 2016; Örel, 2004).

Since the focus of this study is an online retailer and the products it offers under its own name, the term "e-retailer brand" has been preferred.

2.3. E-Retail Brand: Trendyolmilla

Trendyol is a fashion e-commerce website founded in 2010 with a capital of 300 thousand dollars. The value of the company, which entered the world of retail sales quickly, reached 150 million dollars in 16 months. Trendyol, analyzes the main trends of the trade well and develops its applications with the preferences of its customers. Many domestic and foreign brands are sold on trendyol.com, an online shopping site. In 2018, Alibaba acquired most of the company's shares. Currently, the main shareholder of the company is Alibaba (Onbaş, 2020, p. 577). In addition, the company has developed its own brands over time. Trendyol Man, Trendyol Curve, Trendyol Modest and Trendyolmilla are the textile brands developed by the company.

Trendyol is a shopping site that attracts attention with the increasing interest in e-commerce, includes many services such as electronics, cosmetics, accessories, sports and health, and has managed to reach a wide audience (Bayrak, 2023:72). In addition, the ease of use of the mobile application, its simple, understandable and interactive interface features and comprehensive search-filtering features contribute to the preference of the company. In the applications used, it causes the company to be watched by many people with the comments categorized depending on the user experience. Trendyolmilla is a very popular e-retail brand that includes various categories and collections (such as clothing and accessories) within the Trendyol platform since 2011.



Image 1: Trendyol Main Screen

3. Research Design

In the study, it was desired to understand what consumers think about e-retail stores and their brands. For this reason, Trendyol, which runs a successful e-retailing system in Turkey, and its own brand, trendyolmilla, are therefore discussed as subjects in the research. Trendyolmilla is one of the successful reflections of the adventure of creating retail brands of many companies in the real market on e-commerce. Although there are many studies on retail brands, there are few studies on e-retail brands. The aim of the research is to reveal how this new trend is perceived by the consumer. In the research, the qualitative research method was preferred since it is thought that it will help the consumer to reveal the process of making sense of what is different and new. The research seeks answers to the following questions.

- How is e-retailing (specifically Trendyol) perceived by consumers?
- How is the e-retailer brand (specifically Trendyolmilla) perceived by consumers?

Content analysis was carried out in the study. The content analysis proceeds with a deductive approach while analyzing written or visual data (Aydın, 2018: 4). Collecting and analyzing text content is called content analysis. Here is the content; words, meanings, pictures, symbols, thoughts, themes or references to any message (Neuman, 2010:466). Concepts are examined to reveal the relationships between them and these relationships are explained with a more inclusive theme. A category or theme is more abstract and general than the concepts provided by content analysis (Karataş, 2015:74). Content analysis analyzes qualitative research data obtained through observation, interview or documents in four steps. These; encoding the data, creating the themes, organizing the themes, defining and interpreting the data obtained. (Yıldırım & Şimşek, 2006).

To comprehend the perception of e-retailer brand without interfering with consumers' mindsets we have use secondary datas. Secondary datas consist of comments about "Trendyolmilla" on the "Ekşi Sözlük" and "Süslü Sözlük" web pages. Since a special title was opened for the Trendyolmilla brand on the "Ekşi Sözlük" and "Süslü Sözlük" platforms and the experiences about the brand were shared transparently here, the correspondence here was used as a sample in the research. Since the comments on the Trendyol site are specific to the product, they were deemed insufficient to reflect the general perception of the

brand. In addition, the comments on the Trendyol site are published under the supervision of the company. Therefore, comments on Trendyol were not included in the research. On these platforms, from 02.04.2022 to 30.01.2023, there are 171 comments and evaluations under the title "Trendyolmilla", 57 of which are in Ekşi Sözlük and 114 in Süslü Sözlük. These comments were read and studied one by one. As a result of the examination, the comments were classified and first the codes and then the themes were reached. In the first examination, 20 themes were reached. Then, the data was re-examined and narrowed down to 11 themes. In order to ensure the reliability of the analyses, the researchers compared the coding they made independently from each other and reevaluated the classification made in several sessions at different times. This process continued until they agreed on all the themes. While creating the themes, not only numerical multiplicity was taken into account, but also the facts representing general tendencies in all interpretations were named as themes (For example; Fast Shipping is included in the sub-meaning of many expressions that are put under other themes according to their meaning weight and expression style. For this reason, even though the Fast Shipping theme consists of a few codes, it has been defined as a separate theme because it needs to be represented).

4. Findings

To find an answer to the question of how e-retailing and the e-retailer brand are perceived by consumers, 11 themes were reached. Reached themes are as follows; "Affordable Price", "Quality", "Satisfaction", "Easy Returns", "Fast Shipping", "Various, Beautiful Designs", " Advantage of Being Online", "Useful for Special Occasions", "Dissatisfaction", "Size Patterns" Inconsistent", " Fabric Choices Are Troubled".

Table 1. Frequency of Codes Under Themes as a Result of Content Analysis on Ekşi Sözlük and Süslü Sözlük Comments

Affordable Price	75
Satisfaction	44
Various, Beautiful Designs	43
Fabric Choices are Troubled	32
Sizes Inconsistent	27
Dissatisfaction	27
Quality	26
Useful for Special Occasions	22
Easy Returns	15
Advantage of Being Online	10
Fast Shipping	8

Source: Prepared by the authors.

Figure 1. Word Cloud Created with Ekşi and Süslü Sözlük Comments According to the Density of the Codes in Content Analysis

Sizes Inconsistent
 Satisfaction Quality
 Fast Shipping Advantage of Being Online
 Affordable Price Easy Returns
 Dissatisfaction Various, Beautiful Designs
 Fabric Choices Are Troubled
 Useful for Special Occasions

Source: Prepared by the authors.

4.1. Affordable Price

As a result of the reviews, Trendyolmilla, an e-retailer brand that is frequently preferred by consumers, is very popular because it is affordable. In line with the comments examined, 75 comments were found regarding the affordable price of Trendyolmilla. The conclusion that can be drawn from this theme is that the consumer is satisfied with Trendyolmilla's prices and the frequent discounts on prices. In particular, the consumer stated that there are plenty of discount coupons that can be used while shopping from Trendyolmilla, and thanks to these discount coupons, they shop very cheaply from Trendyolmilla which is very affordable compared to other brands. consumers said that they were satisfied with the products they bought in terms of price-performance. Examples of comments on this theme are given below;

Example 1- "I bought most of my t-shirts from Trendyolmilla this summer. I don't remember ever returning it, they all came very cheap and very high quality. Both designs and fabrics were beautiful. I probably don't buy winter products because I don't need a winter coat, but I really liked Trendyolmilla this summer. Trendyolmilla's products are quite good both in terms of quality and price" (Ekşi Sözlük-15.09.2021).

Example 2- "Since our purchasing power has decreased, I can no longer wear the brands I used to wear, and this is the only brand that I shop for. Since they introduced the coupon earning feature, I've been able to get good stuff at a very reasonable price compared to the market" (Süslü Sözlük- 10.01.2022).

4.2. Quality

Another theme created from the comments made by consumers is quality. There were 26 comments under this title. According to comments, consumers found the quality standards of Trendyolmilla products satisfactory and stated that they were satisfied with the quality and durability of especially cotton fabrics, and saw it as a brand that improves itself day by day and increases its quality.

Example 1- "The brand whose dresses are very beautiful and of high quality" (Süslü Sözlük- 18.07.2019).

Example 2- "Shoes, bags, clothes, etc., made by Trendyol's own designers. It's boutique. I ordered 2 sneakers last year. They turned out pretty solid. Prices are also reasonable compared to other stores" (Süslü Sözlük- 27.09.2017).

4.3. Satisfaction

There were 44 comments on the theme of satisfaction. In these comments, certain consumer said that they were satisfied with Trendyolmilla, that they used it with pleasure, that the products they bought came as they wanted and exceeded their expectations, that it was better than other brands, that they liked it as a service, that they found it successful and that it was his favorite e-retailer brand. In addition, consumers stated that they did not experience any problems and that they would shop again.

Example 1- "I have not had a problem until now. The sizes came exactly and the quality was satisfactory" (Süslü Sözlük- 18.08.2019).

Example 2- "If I am going to buy trousers, my first choice is Trendyolmilla. I am pleased. I know my body and I am sure of its quality. Also, I don't buy T-shirts from any other brand other than Trendyolmilla t-shirts in summer. With their discounted prices, their prices are very affordable" (Süslü Sözlük- 13.02.2022).

4.4. Easy Returns

Another theme created is easy returns and this theme contains 15 comments. The consumer stated that they found Trendyolmilla's return policy successful. Consumers mentioned that the return process is not a complicated one, it is quite simple and fast, and there are no problems. In addition, consumers said that they were taken care of by customer services during the return process and they were not victimized by the return. They mentioned that they do not hesitate to shop from Trendyolmilla thanks to this easy return system and that they prefer it with peace of mind. The conclusion that can be reached from this theme is that the consumer made a purchase from Trendyolmilla and did not encounter any problems in returning the product that they were not satisfied with. Thanks to this easy return policy, an e-trust has been established between Trendyolmilla and the consumer.

Example 1- "I bought a lot of dresses from Trendyolmilla. Because the dress designs are cool. Some of them came with the seams ripped, but I did not give up on this brand because I had no problems with returning it" (Ekşi Sözlük- 10.01.2019).

Example 2- "I shop from almost every site, but this is the best e-commerce site for return process, shipping speed, and customer service" (Süslü Sözlük- 18.08.2019).

4.5. Fast shipping

In this theme, 8 comments were found stating that the cargo was fast. The consumer stated that the cargo arrived quickly during the purchases made from Trendyolmilla, that they did not have any problems with the speed of the cargo, and that one of the reasons for choosing Trendyolmilla was its fast shipping.

Example 1- "I last ordered a dress in August. The dress arrived as pictured. The shipping was very fast, even though I was not in Istanbul, I had the product the next day" (Süslü Sözlük- 04.10.2018).

Example 2- "I think my favorite feature of Trendyolmilla is that I have my orders in the morning of the next day. Since it has its products, it is supplied very quickly and it is delivered the next day with its couriers" (Süslü Sözlük- 17.08.2019).

4.6. Various, Beautiful Designs

43 comments were found on the theme of various beautiful designs. In this theme, consumers mentioned that Trendyolmilla has a wide variety of products, that it has stylish models like no other, and that its tailor cuts and styles are in line with seasonal trends and are shaped according to fashion. Generally, consumers stated that they have both various and beautiful designs in each category and that the design line is original.

Example 1- "I like their designs and I bought dresses from here that I have never seen in other places, and I am very satisfied with all of them" (Süslü Sözlük- 19.05.2021).

Example 2- "I liked Trendyolmilla's lines. Every year we see the same kind of clothes in stores. No one has any surprises, no tricks. Milla broke it" (Ekşi Sözlük- 29.04.2020).

4.7. Advantage of Being Online

In line with the comments examined, 10 comments on this theme were reached. The consumer thinks that Trendyolmilla being online provides great advantages. The first advantage of these is said to be the coupon-earning feature in Trendyolmilla. It has been mentioned in the comments that it is possible to shop more conveniently by using coupons and codes in shopping thanks to the discount coupons that can be collected under the products viewed, as well as the discount codes that can be used in some product categories. In the comments, it was said that it is advantageous to have the feature of filtering the products in the application according to the desired features. It was emphasized that the feature of ranking the products as lowest-high price, best seller, most favorite, newest and most evaluated in Trendyol provides great convenience. The consumer mentioned that they frequently use the feature of adding to favorites to follow the products they like. Consumers can follow the prices of the products they have added to their favorites, and receive notifications when there is a discount in the price of the product or when the stock of the body is out of stock. In addition, when you become an elite member, you can benefit from campaigns such as free shipping. Other advantages mentioned are that online shopping during the pandemic process in recent years is of great convenience and saves lives, especially when working people have an urgent need and have limited time to shop.

Example 1- "If I could not arrange something to wear on special occasions or if I am late, I order from Trendyolmilla, it is my savior" (Süslü Sözlük- 17.08.2019).

4.8. Useful for Special Occasions

There were 22 comments on the theme named "useful for special occasions". In this theme, consumers mentioned that they prefer Trendyolmilla for special occasions such as weddings, engagements, invitations, parties, and graduations. They found shopping from Trendyolmilla's party collection for special occasions more practical and useful than visiting the stores one by one and trying on clothes. In addition, they said that the prices of the clothes sold for special occasions in the stores are very high, the prices are much more affordable in Trendyolmilla compared to the stores, they have different designs that are not available everywhere, they are also satisfied in terms of quality, and that's why they are the favorites of milla on special occasions.

Example 1- "Trendyol brand whose dresses are most beautiful and high quality in the party line" (Süslü Sözlük- 28.09.2017).

Example 2- "I bought my graduation dress from here, it was very affordable. The quality was fine. If you are looking for evening dresses and you are tired of the same evening dresses in all stores, I suggest you take a look at Milla's party collection" (Süslü Sözlük- 04.10.2018).

4.9. Dissatisfaction

There were 27 comments on the theme of dissatisfaction. In the comments made by the consumer, there were statements stating that they were not satisfied with Trendyolmilla for various reasons. In a few comments, it was said that the shoes were not suitable for use for a very long time, that they were peeling and tearing, that there were some defective products, and that there was a great difference between the product in the image and the product that came. The consumer stated that they were not satisfied with the purchases they made, that they would not shop again, and that Trendyolmilla did not leave a positive impression.

4.10. Sizes Inconsistent

This created theme contains 27 comments. Consumers, in their shopping from Trendyolmilla, have experienced that there is a slight difference in the bottom clothing patterns, especially the trousers,

compared to the normal patterns. Some comments have mentioned that they have large patterns compared to normal, while some comments have mentioned that they have small patterns compared to normal. For this reason, some consumers said that they returned the products they bought, while others said that they continued to use them by making modifications. As a result, it has been understood that consumers have problems with Trendyolmilla size patterns. For this reason, when shopping from Milla, they suggested paying more attention to the body measurements in the product description and paying more attention to the comments under the product.

Example 1- "I love Trendyolmilla's pajamas. Whatever I bought, I wore it all the time. There was no deterioration. Just a brand that has problems with size. When examined carefully, good things come out." (Süslü Sözlük- 05.12.2021).

4.11. Fabric Choices Are Troubled

32 comments were belonging to this last theme, which consists of examining Trendyolmilla consumer comments. In these comments, the consumer wrote that especially products with polyester-containing fabrics are useless. They did not like Trendyolmilla's products made of polyester-weighted or petroleum-based fibers and did not find it pleasant for health. In order not to purchase such products and experience problematic use, they recommended choosing fabrics made mainly of cotton.

Example 1- "I have evening dresses, t-shirts, trousers, shorts, and loose dresses belonging to this boutique. There is a situation that has been mentioned in other comments, but I also noticed. Polyester fabrics can be more troublesome, but cotton fabrics do not cause any problems" (Süslü Sözlük-18.08.2019).

Conclusion And Evaluation

Today, consumer behavior examines not only what is experienced during the purchase, but also before and after the purchase, the experiences at these stages from many perspectives. In the past, researchers interested in consumption focused only on the moment of shopping. Evaluations made from this perspective remain a narrow interpretation of consumer behavior and/or purchasing behavior. (Koç, 2015: 37). With the shift of shopping online, the expectations and perceptions of consumers have also changed. Consumers have moved from physical stores to virtual marketplaces. Online channels, which provide easy access to the source of everything, also provide the opportunity to reach the manufacturers directly. In the light of these developments, retailing has evolved. It has become a place where product comparisons are made quickly, the most suitable option is offered, other consumers' ideas can be learned, shopping lists are kept, and a warning about discounts. The starting point of the study is to understand this change through the leading e-retail company and its brand. Emerging themes confirm these statements.

In this study, we sought answers to the questions, "How are e-retailing (specific to Trendyol) and e-retailer brand (specific to Trendyolmilla) perceived by consumers?". Within the scope of these research questions, consumer comments were examined through online documents (Ekşi Sözlük-Süslü Sözlük) and content analysis was made. The findings obtained as a result of the examinations were divided into groups and 11 themes were reached. These themes are; "Affordable Price", "Quality", "Satisfaction", "Easy Returns", "Fast Shipping", "Various, Beautiful Designs", " Advantage of Being Online", "Useful for Special Occasions", "Dissatisfaction", "Size Patterns" Inconsistent", " Fabric Choices Are Troubled". The themes are presented with examples from the reviewed comments. In line with these themes, the thoughts of consumers about Trendyol, an e-retailer, and Trendyolmilla, its brand, were discussed.

First of all, it should be noted that in the comments, it is seen that the brand is generally evaluated as integrated with the company. According to the research findings, consumers evaluate Trendyolmilla both in terms of advantages and disadvantages in the comments. Among the comments, the most important

reason for consumers to prefer Trendyolmilla is that it is affordable. The usefulness of the products belonging to the brand. The brand creates satisfaction for consumers with its features such as the diversity of designs, the availability of products for special occasions, the convenience of being an online retailer brand, the fast shipping, the simple operation of the return system, the satisfaction of the products in terms of a price-performance relationship. Customers who comment say that shopping is both safer and more enjoyable with the opportunities such as comparative shopping opportunities by examining the comments with the scoring system offered by the Trendyol application, and discount coupons that can be collected special for Trendyolmilla. There were also expressions of dissatisfaction in the analyzed comments. Consumers expressed that they were worried about some fabric choices of Trendyolmilla or suggested that they should be criticized and corrected due to the inconsistency in the size patterns of the products. Many consumers who shared their experiences advised other customers to shop more carefully when they were not satisfied.

In the comments examined in the study, it is seen that consumers are largely satisfied with the Trendyolmilla branded products, which is an e-retailer brand. The applications of the brand based on customer satisfaction ensure that the brand becomes more widespread. The customer dissatisfaction expressed in the study reveals the aspects of the brand that are open to development. Brands that offer products at certain standards to their customers, give confidence and use healthy raw materials as content are appreciated by consumers.

In the study, the perceptions of consumers towards the concept of e-retailer were evaluated through the example of an e-retailer brand. The comments made by the consumers were examined and categorized under themes. In summary, it has been seen that consumers have adopted the e-retailer and e-retailer brand concepts. The combination of the advantages of the internet and a reliable brokerage firm brand had a positive effect. Consumers have adapted easily. The fact that e-shopping, which has gradually replaced traditional retailing, meets the expectations of consumers with the advantages of digitalization, gives the impression that e-retailer brands will become more widespread. For this reason, any kind of work to be done in this constantly developing field is of great importance. Similar studies can be done in other e-retailer brands in future studies. A scale can be developed and a quantitative study can be made on the emerging themes.

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