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FACTORS AFFECTING CUSTOMERS' PURCHASE INTENTION IN
E-COMMERCE PLATFORMS ON BLACK FRIDAY

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ABSTRACT

The primary purpose of this study is to determine the key factors affecting purchase intention in e-commerce on Black Friday. The main factors are proposed to be trust, system quality, information quality, service quality and use. Visual appearance, response time, 24-hour- availability and usability are proposed to be subfactors of system quality. Tracking order status, account maintenance, competence and personalization are proposed to be subfactor of service quality. Finally, information and transaction are proposed to be subfactor of use.

In order to test the proposed model, participants are asked to answer a survey according to their most frequently used e-commerce website. The survey data is collected from two hundred fifty-five e-commerce website customers. As a result, it was concluded that trust, visual appearance, 24-hour availability and usability have a positive effect on purchase intention.

Keywords: Online shopping, e-commerce, purchase intention, Black Friday, trust, system quality, information quality, service quality and use.

ÖZET

Çalışmanın amacı Muhteşem Cuma döneminde, e-ticarette müşteri satın alma niyetini etkileyen faktörleri belirlemektir. Ana faktörler “güven”, “sistem kalitesi”, “içerik kalitesi”, “hizmet kalitesi” ve “kullanım” olarak ileri sürülmüştür. Görsel özellikler, cevap verme süresi, yirmidört saat erişebilirlik ve kullanım, sistem kalitesinin alt faktörleri olarak ileri sürülmüştür. Sipariş statü takibi ve hesap kullanımı, yeterlilik ve kişiselleştirme, çevrimiçi servisin alt faktörleri olarak ileri sürülmüştür.

Kurulan modeli test etmek amacıyla, anket katılımlarına en sık ziyaret ettikleri e-ticaret sitesine göre anket soruları cevaplamaları istenmiştir. Anket verisi ikiyüz ellibeş e-ticaret müşterisine sorulmuştur. Sonuç olarak analiz sonuçları e-ticaret sitesine duyulan güven, görsel özellik, yirmidört saat erişebilirlik ve kullanım faktörlerinin satın alma niyetine olumlu etkilerini olduğunu göstermektedir.

Anahtar Kelimeler: Çevrimiçi alışveriş, e-ticaret, satın alma niyeti, muhteşem Cuma, güven, sistem kalitesi, içerik kalitesi, servis kalitesi ve kullanım.

CHAPTER ONE

INTRODUCTION

As of today, online shopping became more popular among customers. Most of the company is running their business online. It seems the total market share of online shopping will increase day by day. Additionally, in most of the country, the company is providing special offers and promotions on Black Friday. As a result of those activities, shopping online on Black Friday became customers' habit. It is important to understand which factors are affecting the online purchase intention of customers to be successful in e-commerce for a company. In this section, the research background, research problem, research purpose and study outline will be provided.

1.1 RESEARCH BACKGROUND

As of today – 2020- e-commerce has become more popular among customers. Most of the customers are shopping online. Customers' shopping habits had already changed gradually since 1991 when the internet was in for commerce. In this part, some historical information regarding e-commerce will be provided. Moreover, the gradual spread will be explained. As time passed, technological improvements affected e-commerce in a positive way, and more customers started to shop online from different age groups and salary levels or education levels.

In 2010 mobile e-commerce, in other words, m-commerce (mobile commerce), has risen (www.statementagency.com). As the number of smartphone users increased, the use of smartphones increased in e-commerce operations in a dramatic way. The increase in usage of the smartphone has directly affected e-

commerce operations. As smartphone usage increased day by day, the volume of e-commerce operations increased. Not only for shopping but also for product search, online shop plays an important role. Online product research has begun in the early 2000s, initiation of the use of smartphones has increased online product research as well (www.statementagency.com).

Additionally, in this resource, it was stated that %81 of customers first conduct research, then they do the shopping. This shows most of the customers do online research before they make the purchase. Additionally, this shows e-commerce websites play a curial role while shopping. People search, compare and get relevant information online. Moreover, they are able to do this activity everywhere, such as at the home, office, on the way, waiting for something or even at a barber. Since they can do this with a mobile device, during almost most of the activities, people can search online or shop online. It can be easily concluded that the use of mobile phones for online shopping had a dramatic effect on online shopping.

While customers are searching online, they do not need to visit the store. It seems they are spending less time while they are searching online. According to Statista, in 2017, online sale revenue was \$2.304 trillion. Additionally, 58.9% of revenue was done via mobile devices. E-commerce revenue is expected to be \$4.848 trillion by 2021, and m-commerce is predicted to be %73.3 percent of the total revenue. (www.nop-templates.com) According to the same resource, google launched its mobile-first index. How it works is explained, and it is stated that when customers do research with mobile devices, google sorts the related websites depending on the availability of mobile websites. As most of the customers use google, having a mobile website plays an important role in the success of the e-commerce company. In addition to these, resource emphasizes the importance of the development of Apple Pay and Android Pay. It is stated that those technologies have played an important role in the spread of e-commerce.

As a result, all these technological improvements played an important role in e-commerce. Those improvements kept e-commerce easy for customers. As shopping online became easier, customers started to shop online more.

Social media has also affected e-commerce. The use of social media and interaction on social media cannot be ignored. Many consumers would like to interact with brands the company via social media. Especially before they make a decision, they would like to interact. It is also stated that a brand's social media presence plays an important role and can affect consumers' shopping behavior (www.statementagency.com). This statement is supported in this source by an example Facebook has 1.59 billion, with the buy button on Facebook. Facebook has a big potential to reach a high number of customers. Additionally according to data from the International Journal of Market Research shows that consumers have greater trust and are more inclined to buy a product after it has been recommended by their peers or influencers on platforms such as Instagram, Twitter, or Facebook. When we consider the user number of social media, social media can be very effective on customers' decisions. This shows how social media affects and plays an important role in e-commerce. The effect of social media on e-commerce cannot be ignored.

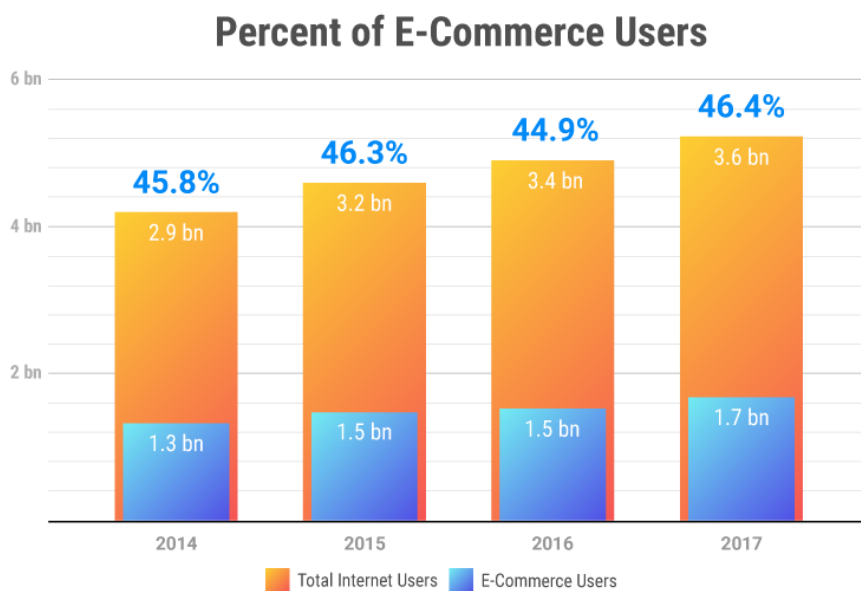
As time passed, building online stores became easier (Csponline, 2016). It is stated that building an online store in 1999 was almost \$100,000, which does not include purchasing inventory, a warehouse to keep inventory. According to this resource, on the other hand nowadays, starting up a new e-commerce business can be achieved with \$30, and stores can start running a business just in a week.

Initiating e-commerce business became easier. Brands can initiate e-commerce business easily and rapidly. The number of e-commerce websites has increased dramatically. As starting up an e-commerce business becoming easier, competition becomes harder. Customer satisfaction becomes crucial for the continuous and sustainable success of a business.

1.2 GENERAL FACTS ABOUT E-COMMERCE

To begin with, 1.7 billion consumers over the world order goods online in 2017, which makes nearly half of the total 3.6 billion Internet users (www.nop-templates.com,2018). Even in 2017, half of the internet users purchased goods online.

Figure 1.1 Percent of e-commerce users



Source: (www.nop-templates.com,2018)

E-commerce has many advantages for businesses. Especially for increasing revenue and reaching more customers, businesses can benefit more. E-commerce has become more popular among customers. Customers used to shop online. Customers' shopping habits have already been changed gradually since 1991 when the internet was in for commerce. In this part, some historical information regarding e-commerce is provided. Moreover, the gradual spread will be explained.

To begin with, the international reach of e-commerce is crucial. It is stated at Nop Templates that e-commerce is the easiest way to reach other continents, markets and to grow your business without a high level of investment. In other words, in this way, businesses are taking less risk. Customers are available to reach many international brands from almost all around the world. Independent of a company's greatness, customers can reach e-commerce business. Even local brands are available for customers from all around the world. Local brands can reach customers from all around the world. Similarly, when we consider niche products, e-commerce is an efficient way of selling products when compared to normal offline retail (www.nop-templates.com, 2018). In addition to being available for a high number of clusters of customers, e-commerce is available 24/7 for customers. Online stores are open 24 hours a day and seven days a week. When we compare e-commerce with brick-and-mortar stores, e-commerce provides service without interruption. Online stores do not have working hours or holidays. As online stores do not have limits or constraints for opening hours or working days, online shopping is more convenient for customers.

While being available for 7/24 in many online shops tailored shopping experience can be provided. Online shops can track customer behavior. In this way, although customers do not communicate with shopping assistants, they have a chance to experience tailored service. In this way, customers experience better service. Also, shopping becomes easier and less time-consuming. Moreover, customers may purchase additional products in addition to their needs.

E-commerce provided cost reduction for the company. A company can run an e-commerce business with a lower number of employees compared to brick and mortar. As cost is minimized, in the e-commerce business, goods or services can be provided at a lower price. This advantage increases customer satisfaction as well. As a result, customers can reach his/her demand easier or can have more options. Also, a company can reach out to more customers and increase its gross margin. Niche market development becomes relatively sustainable by e-

commerce. This is more beneficial for both customers and the company. On the other hand, there are disadvantages as well. Firstly, customers do not have a chance to try or touch the product. Many customers return the product since they do not touch the product. Online shopping may lack human interaction. Some people still prefer brick-and-mortar stores since they give importance to face-to-face interaction. Shipment duration can be a disadvantage for the customers.

E-commerce company continuously is trying to optimize their delivery service and trying to provide different options for different customer needs. Privacy issues and safety concerns are another threat for online shopping customers.

1.3 BLACK FRIDAY

Black Friday is the Friday after the Thanksgiving holiday. In the USA, Thanksgiving takes place on the Third Thursday of the year. Currently, not only in the USA but also in many countries, Black Friday became one of the busiest days of shopping. The exact origin of the term Black Friday is a bit unclear. According to urban myth, Black Friday for the first time used in 1965 by traffic policemen in Philadelphia while referring to the high number of shoppers and the traffic. (www.ecommerceland.com). Additionally, another explanation for black is related to accounting. Losses were recorded in red ink, and profits were recorded in black ink. As a result, Black Friday is the day that retailers hope to see black rather than red. Attracting the attention of customers became one of the main targets of the retailers.

Research has been conducted in order to understand Black Friday consumption rituals. The main questions were what is the meaning of Black Friday for the customer and how Black Friday consumptions and Black Friday consumption rituals are different from ordinary shopping rituals and traditional holiday rituals (www.ecommerceland.com). The findings of this study show that the Black Friday shopping ritual is a unique consumption day. On the other hand, we can call it is a mixture of traditional shopping and holiday shopping. Moreover, it is added elements are adventure, competition and urgency.

With all those findings, it can be concluded that Black Friday is an important day for both customers and business. As this is an important day for shopping, a comprehensive analysis of factors affecting the purchase intention of customers' will be beneficial for the company. Additionally, there are findings regarding the behaviors of customers on Black Friday. For example, there is an article which has been published regarding misbehavior of customers on Black Friday. The article argues that on Black Friday, promotions cause long lines, crowded stores, rude sales assistants, unqualified service, stockouts and misbehavior of customers (www.Statementagency.com). While attracting a high number of customers during Black Friday, the facility at stores may not be well prepared. As a result of not well-prepared stores, customer satisfaction might be low. Moreover, this may cause a distraction for the customers as well. Although this is a potential risk for brick-and-mortar stores, this is not a potential risk for e-commerce.

Another research similarly discussed consumer behavior during Black Friday. According to this article majority of the customers demonstrated calmness, happiness during shopping (Csponline, 2016). On the other hand, some of the customers demonstrated negative and potentially dangerous behaviors that concerned store personnel and other customers (Csponline, 2016). An analysis regarding Black Friday states also some of the consumers at shops show aggressive behaviors. (Suh and Han, 2003) Moreover, it is mentioned since stores are overly crowded with a lack of room to move down over aisles, and shopping carts are blocking the exits, during Black Friday, safety risks occur at brick-and-mortar stores (Suh and Han, 2003). Additionally, another article investigated the effect of emotion, sex, self-control, and public self-consciousness on Black Friday misbehavior (Lennon et al., 2017). As a result, Black Friday shopping situations affected the likelihood of engaging in misbehavior for both women and men (Lennon et al., 2017). Those findings show that consumer behavior may change during Black Friday due to crowd at stores, a limited number of discount items and similar reasons. Since during online shopping, customers do not

communicate with other customers, customers' misbehavior is not a risk for other customers or shopping assistants.

For Black Friday, a case study has been conducted in order to analyze price differences in the offers on Black Friday and special days. The result of the analysis shows that there is not any significant difference in the price (www.nop-templates.com, 2018). Additionally, retailers may focus their significant price discounts on few products in order to attract the attention of customers. This study concludes the increased shopping during Black Friday is due to additional factors other than economic factors or irresistible price discounts. In order to understand the shopping plans of customers during Black Friday, a survey has been conducted. The survey was questioning where do shoppers plan to go shopping? (Marchany and Tront, 2002). Survey participants who are certain to shop replied that they are going to shop both online and at a physical store (Marchany and Tront, 2002).

Millennials are more likely to shop online. 27.8% of millennials plan to shop only online; 15.3% of non-millennials plan to shop only online. (Marchany and Tront, 2002) As they are growing and have the potential to earn more in the future, the total volume of online shopping during Black Friday may increase. Additionally, the motives, characteristics and experience of US Black Friday customers have been investigated, and it was realized that Black Friday customers would score higher on hedonic shopping motives than non-Black Friday shoppers (Slamy,2008). Since customers have higher hedonic shopping motives, the company may increase its revenue by correct strategies.

1.4 RESEARCH PROBLEM

Purchase intention and e-commerce are very popular topics. For purchase intention, many articles have been published, and research has been conducted. In

the literature review part, more detail will be provided. For e-commerce also there is much marketing research conducted to understand consumers' purchase intention. Research has been done for many different factors. As time passes, consumers are getting more used to shopping online. In this thesis, factors affecting purchase intention have been investigated on Black Friday. As Black Friday is a special day and consumers tend to purchase more products, for most of the company, Black Friday is becoming a more important day.

In the thesis, factors that are affecting purchase intention on Black Friday in e-commerce will be analyzed. Factors that are evaluated are trust, system quality, information quality, service quality and use. Subfactors for system quality are visual appearance, response time, 24-hour availability, usability. Subfactors for service quality are tracking order status, account maintenance, competence and personalization. Finally, subfactors for use are information and transaction.

1.5 RESEARCH PURPOSE

The main goal of this research is to question the relationship between purchase intention in e-commerce on Black Friday. Purchase intention will be the dependent variable and the relation to the independent variables of trust, system quality, information quality, service quality and use.

The literature review for the dependent variable, independent variables and subfactors will be provided. This study is useful for business which is running e-commerce or going to enter e-commerce. This thesis will be providing information regarding customers' purchase intention on Black Friday, which is becoming a bigger sale day for most of the company and almost all around the world.

1.6 STUDY OUTLINE

In this part, brief information regarding the study outline is provided. This thesis mainly consists of seven sections. The first section consists of the introduction, research background, problem purpose and outline. In the second part literature review will be provided. Comprehensive past academic researchers will be summarized. The literature review consists of purchase intention, trust, system quality, information quality, service quality, use. Subfactors for system quality are visual appearance, response time, 24-hour availability, usability. Subfactors for service quality are tracking order status, account maintenance, competence and personalization. Finally, subfactors for use are information and transaction. In the third part, the methodology will be explained. The design of research, population, sample selection, data collection part, design of the questionnaire, the theoretical framework will be explained in a detailed way. Additionally, in the fourth part, data analysis and discussion will be provided. Finally, in the fifth part, the conclusion and in the sixth- and seventh-part managerial implications and future research will be provided.

CHAPTER TWO

LITERATURE REVIEW

In this section literature review will be provided. The purpose of this section is to show relevant literature in order to provide an academic framework regarding the thesis topic. The review will be including purchase intention and factors - trust, system quality, information quality, service quality, use- that affect it. Additionally, information regarding subfactors will be provided as well.

2.1 TRUST

Security is one of the most important concerns of customers while shopping at e-commerce retailers. Since the establishment of the first e-commerce store, the security concerns of customers have been revolved around technological improvements. In this part, a literature review regarding the security concerns of e-commerce of customers will be provided.

One of the main issues was preserving the business network and internal systems and also achieving transaction security during the shopping experience (Marchany and Tront, 2002). According to this research, viruses and trojan horses were the two main threats. It is stated that with those tools, hackers can take control of the computer of the customer. With these kinds of tools, hackers can take whole control of the computer of the victim (Marchany and Tront, 2002). When we consider those treats, customers were taking risks while shopping from e-commerce stores. For most of the customers, it might not be worth shopping online due to those risks.

In 2003, a web survey of internet banking users collected 502 cases (Suh and Han, 2003). Statistical analyses of this survey, using structural equation modeling, indicated that perceptions of nonrepudiation, privacy protection, and data integrity

have a significant impact on trust in e-commerce. According to the article, customers are unwilling to provide sensitive information to websites. This shows customers have concerns regarding the security of e-commerce. They do not rely on %100. It is stated that customers are willing to provide general information. On the other hand, they are becoming more sensitive when they need to provide a credit card. Precautions taken by e-commerce websites were increased, and risks were being minimized. Those kinds of widespread cases can damage customers' trust in e-commerce. As a result, e-commerce volume can be affected as well. According to this research, many researchers have discussed the basic security-control requirements are authentication, nonrepudiation, confidentiality, privacy protection and data integrity (Suh and Han, 2003). Based on those requirements, a study has been done, and a survey has been done. This study shows that customer perceived strength of nonrepudiation, privacy protection, and data integrity were found to be important determinants of e-commerce acceptance. Additionally, the study concludes that trust is the mediating belief of the relationship. This study shows how trust plays an important role in customer relationships. It seems e-commerce retailers have to make an effort in customer satisfaction in order to satisfy the customers.

In order to understand the role of trust in online purchase intention for consumer electronics products, research has been done. The findings concluded that trust has a considerable positive effect on online purchase intention in the consumer electronics sector, both directly and indirectly (Hemantkumar et al., 2020). As a result, the research recommends that the online business should give importance to developing the environment that increases the customers' trustworthiness in online shopping. Another research also supports this conclusion. The results of the study show that online experience influences purchase intention both directly and indirectly via trust (Samual and Balaji, 2015). Additionally, another study also suggests that trust is positively related to online purchase intention (Kouser, 2018). These research findings also imply that new online retailers, to promote

online shopping, need to increase the trust of the customer in the website. All those findings indicate the importance of trust in e-commerce.

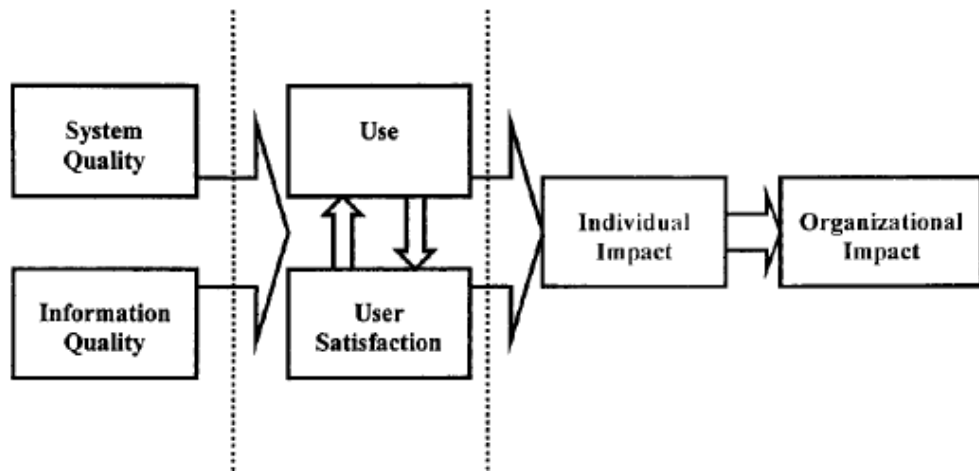
Furthermore, in one of the articles, it is suggested that in order to understand online trust in electronic commerce, trust has to be investigated in the offline world (Kracher et al., 2005). In this article, different fields are investigated, such as philosophy, psychology, sociology, management, and marketing, in order to understand online trust. This shows this topic is quite sophisticated that different fields may be helpful in order to analyze this area. Similarly, in another article, findings show that overall quality and overall trust are important to explain the use and user satisfaction (Tam et al., 2019).

Additionally, a study has been conducted in order to understand the relationship between trust, privacy and security risk and the adoption of e-commerce (Gurung and Raja, 2015). This study concludes that the most important obstacle that has to be eliminated is customers' privacy and security concerns. This finding shows how privacy and security are playing an important role in e-commerce. This article recommends security features help gain the confidence of customers. Additionally, this article suggests putting clear and readable policies on the websites in order to increase customers' confidence in the website. This suggestion may imply information quality is effective on customers' confidence in a website.

2.2 DELONE AND MCLEAN SUCCESS MODEL

There has been much research regarding the purchase intention of customers for online shopping. Purchase intention has been one of the important topics that have attracted marketing researchers. One of the popular models which are measuring factors affecting intention to use and user satisfaction is published by Delone and McLean. The earlier model of Delone and McLean (1992) is based on system quality, information quality, use, user satisfaction, individual impact and organizational impact.

Figure 2- IS Success Model



Source: DeLone and McLean (2003)

After the publication of the model, research contributions are taken into consideration, and the model has been updated as below. In addition to use, service quality, intention to use added to the model. Service quality was added because changing the environment required assessment of service quality as well (Petter and McLean, 2009). Moreover, Pitt, Watson and Kavan (1995) criticized that the first model was focused on products rather than services. Focusing on the only product rather than service may mislead the analysis.

Another revision was the replacement of individual impact and organizational impact by net benefits. “The change addressed the criticism that IS can affect levels other than individuals and organizations” (Petter and McLean, 2009, p. 159). The model was revised for the benefits of different levels such as workgroups, industries, and societies. Intention to use added to model because researchers proposed that use must precede user satisfaction in a process sense, but a positive experience with “use” will lead to greater “user satisfaction” in a causal sense.”

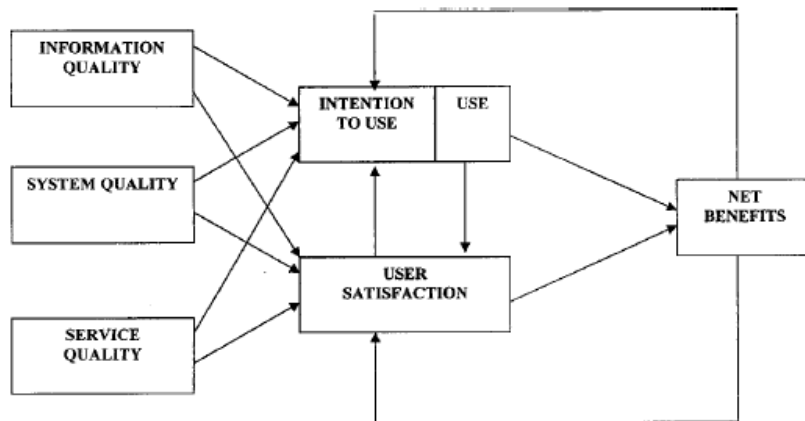
Figure 3- IS success model constructs

IS success model constructs.

Construct	Description
System Quality	Performance of the IS in terms of reliability, convenience, ease of use, functionality, and other system metrics
Information Quality	Characteristics of the output offered by the IS, such as accuracy, timeliness, and completeness
Service Quality	Support of users by the IS department, often measured by the responsiveness, reliability, and empathy of the support organization
Intention to Use	Expected future consumption of an IS or its output
Use	Consumption of an IS or its output described in terms of actual or self-reported usage
User Satisfaction	Approval or likeability of an IS and its output
Net Benefits	The effect an IS has on an individual, group, organization, industry, society, etc., which is often measured in terms of organizational performance, perceived usefulness, and affect on work practices

Source: Petter and McLean (2009)

Figure 4 - Update D&M IS Success Model



Source: DeLone and McLean (2003)

As time passed, measures of system quality have been changed as well. Traditional success measures were usability, ease of use, download time, system responsiveness, response time, dependability and availability, security, scalability and interactivity. New e-commerce success measures transformed into customization, ease of navigation, privacy. On the other hand, researchers paid less attention to information or content quality measures. Dynamic personalization became important. Traditional measures were accuracy, relevance,

understandability, completeness, currency and competitive intelligence. New e-commerce measures for information quality transformed into dynamic content, content personalization and a variety of information. Liu, Arnett and Litecky (2000) proposed service quality as an important measure of website success. Service quality is measured by short-term responsiveness, assurance, empathy and follow-up services. In addition, customized site intelligence and order tracking functions may positively affect customer perception regarding the website. In summary, mainly responsiveness and technical competence play an important role in the success of service quality.

It was stated that this model is a useful model for developing e-commerce success measures. Many empirical studies have been conducted for the validation of the model. The model should continue to be tested and challenged (McLean, Delon, 2003). The service quality dimension should not be underestimated. More field study needs to be conducted for the net benefits.

2.3 SYSTEM QUALITY

One of the important factors affecting purchase intention is stated to be system quality. It was stated that system quality is one of the influencing factors of customer satisfaction (Xuanzhi and Ahmad, 2019). In this article, system quality is evaluated in four dimensions search function, rating function, review function and recommended function. The finding of this study among these four factors review function is stated to be the most important factor. It might be better for businesses to focus on the review function. Additionally, it was stated that the other three factors, search function, rating function and review function, has a strong positive impact on e-commerce customer satisfaction. A major part of users is willing to process the information efficiently and use the website with less effort. Moreover, it was discussed that e-commerce system designers are also confused in understanding the best website design in achieving a quality system. As a result, it shows visual appearance, response time and usability are important factors.

In another study, information quality, website aesthetics, purchase process, website convenience, product selection, price offerings, website offering, website personalization and system availability are stated to be factors affecting website design (Rita et al.,2019). As it can be understood from that list, there are many subfactors of website design. Also, the website design factor is stated to be one of the factors that may affect overall e-service quality. According to the findings of this study, design is important for better service quality of online shopping and suggests that companies should provide an excellent website design that includes enough information, visually appealing content, easy check out process, text design that can be read easily etc. Putting effort into the development of all those areas might be difficult and challenging. To succeed in business, focusing on the development of all those activities might be crucial. Moreover, the study puts emphasis on the importance of attractions of website design. Although this may sound subjective factor, there are different ways of measuring and improving this factor.

As in the model of this thesis stated, usability is suggested to be one of the factors of system quality. In this study, the relationship between perceived usefulness and online shopping behavior and purchase intention is investigated. The findings of this study show that perceived usefulness positively influences online purchase intention (Lim et al., 2015). As a result, usefulness seems to be another factor in order to improve the website experience of the customer. On the other hand, another study reports that for passive user system quality is not an important factor, however for active user system quality is an important factor (Chen et al., 2013) It was stated that the main factor that affected system quality is usability. This shows the importance of usability again. There is another important statement regarding usability states that as long as the basic level of usability is provided for the customers, the website is not differentiated from other websites. This statement triggers another discussion topic regarding usability.

Response time is shown as a subfactor of system quality in the model. Yang and Jun (2002) investigated the importance of responsiveness. It was realized that

there is a significant positive correlation between information download and web user satisfaction. All those results and suggestions indicate the importance of system quality.

2.4 INFORMATION QUALITY

Information quality is one of the factors that may affect purchase intention in e-commerce. There are many studies on information quality. An article has been published regarding the effect of website quality on customers' initial purchases. It was mentioned the findings show that information quality is similarly important for both initial purchase and continued purchase (Kuan et al., 2008). Additionally, it was mentioned carefully analyzing product or service information is important independent of the number of customer visits. Additionally, another article has been published regarding consumer perception of interface quality, security, loyalty in electronic commerce. In this article, it was mentioned almost 66% of the online transactions are not finalized due to a lack of information to complete purchase rapidly (Chang and Chen, 2009). The statement shows how information plays an important role in the purchase decision design quality of websites for electronic commerce. For some of the cases, it is vital, like during transactions etc.

Also, in another article, it was stated that information quality is such an important factor for an online shopping website is that it cannot be ignored (Liu et al., 2000). In this article, it was investigated that whether there is a relationship between information quality and a well-designed website. According to this study, information quality measure includes "relevant, accurate, timely information; flexible & customized information presentation; product/services differentiation; a complete description of products/services; price information; satisfying ethical standards; perceived products/services quality; information to support business

objectives” (Liu et al., 2000, p.123). When we consider this list, it seems to be a comprehensive topic.

Information quality is tested in a very comprehensive and detailed way. In another article, it was investigated whether there is a relationship between customer satisfaction and information quality (Chen et al., 2013). In this same study relation between attitude to website and information quality was investigated. It was concluded that there is a strong relationship between information quality and user satisfaction. As a result, it was stated information quality measures are accuracy, timeliness relevance, and consistency. All those factors that include accuracy, timeliness, relevance and consistency are challenging topics to adapt to business. Additionally, this article states that information quality can be provided by understandable and accessible information.

Another investigation regarding e-commerce website loyalty importance has been published. Few hypotheses regarding information quality have been tested. This hypothesis was testing the relation between information quality and trust towards online shopping websites, information quality and customer satisfaction with online shopping websites, information quality and e-loyalty to online shopping websites (Chen and Yen, 2014). Results of research support that all these three pairs have a relation.

Additionally, another article regarding consumer perception of e-service quality was published. Ease of use was tested based on content. It was tested whether contents are concise, easy to understand and whether the organization and structure of online catalogs were logical and easy to follow for customers (Yang and Jun, 2004). In this article, as a result, it was stated that the organization and structure of online catalogs should be easy to follow and navigate. It was mentioned contents of the website should be concise and easy to understand. Moreover, it was stated conditions and terms regarding products and services should be easy to read and comprehend. All the findings show the importance of

information quality and how it affects customers' experience during online shopping.

2.5 SERVICE QUALITY

Service quality is evaluated as one of the important factors that may affect customer satisfaction and customer purchase intention. For online shopping, flexibility, ease of use and efficiency and enjoyment are proposed as main positive factors. (Santos, 2003) According to some studies, on the other hand, security concerns, risk of obsolescence and lack of control are proposed to be the main negative factors. Additionally, this article states that most of these determinants are related to service quality. This statement shows how service quality plays an important role. Additionally, attentiveness is stated to be an affecting factor for e-commerce service. Attentiveness can be described as individualized attention, personal messages from the company, availability of a message area for customers' questions (Santos, 2003). Although those details seem to be less important, some of the customers may give too much importance. Effects of those factors should not be ignored. On the other hand, in one of the articles, it was stated that service quality has an effect on user satisfaction. (Chen et al., 2013) Moreover, in this article, it was stated that service quality was related to user satisfaction in the case of users' purchases or perform transactions.

Personalization is also an important dimension of service quality. Consumers are willing for personalized or individualized attention. (Yang and Jun, 2004) Moreover, it was stated that one of the needs of the customer is a message area where they can share their comments to ask their questions. In addition to the message area, the importance of real-time interaction is emphasized. In the same study, it was claimed that lack of real-time interaction might decrease purchasing volume of online customers. Some of the customers may need real-time interaction, and without interaction or necessary support, they may quit the website or cancel shopping.

Additionally, interaction can be beneficial for website profit and gross margin. It is critical for a company to attract customers in personalized communication and to learn more about their needs to better understand their future needs. In this way, a company can make forecasts regarding customer demand and needs. As a result of reliable forecasting strategies, a company can increase not only customer satisfaction but also the gross margin of the website.

According to another research regarding the web quality aspects, availability of complete overview of the order is presented before final purchase decision and simplicity of sign-up process (Iwardeen and Wiele,2002). Since a website is used by different types of customers with different profiles, it might be better to keep everything simple and easy to avoid any frustration for customers during the checkout process. In one of the research findings, it is stated that e-service quality and transaction quality positively influence customer satisfaction (Wen et al., 2013). Again, in the service quality, the importance of transaction is emphasized. This shows how transaction plays an important role in service quality and e-commerce customer experience. Perceived service quality is measured by responsiveness, interactivity, clearness about the security and privacy policies and effectiveness in its search and comparison capabilities (Kuan et al., 2008). In this article relation between the perceived service quality of online shopping websites and intention of first purchase and intention of continued purchase has been investigated.

As a result, it was stated that service quality has a great impact on intention. Additionally, this impact is also dramatically stronger on continued purchase intention on initial purchase intention. Moreover, service quality is stated as the support provided by the e-commerce service provider (Chen and Yen, 2015). Also, higher levels of it can increase customer trust. In this article relation between service quality and user trust in online shopping websites has been investigated.

Findings show that service quality has a positive effect on user trust. This shows service quality plays an important role in user trust in the e-commerce system. Furthermore, another finding which underlines the importance of service quality is service quality has a positive effect on user customer satisfaction and loyalty of user.

2.6 USE

In this part, the literature review of use in e-commerce is provided. The transaction is one of the important factors that affect the purchase intention of customers. It was stated that one of the assurance factors in e-commerce is feeling safe during the transaction with employees (Iwaarden and Wiele, 2002). Additionally, it is stated that findings show that at least 50 percent of users are very concerned about the misuse of the credit card information.

An article regarding consumer online shopping attitude and behavior has been published. In this article, it was stated that protection from risks motivates customers to complete a transaction (Li and Zhang, 2002). Moreover, it was stated that better website quality could lead customers to complete a transaction and motivate customers to revisit the webpage again. From this statement, we can easily understand how website quality may affect the transaction process. Research has been done in order to measure customer perceived service quality (Yang et al., 2004). It was stated that “transaction technicalities” are one of the key factors that affect consumer satisfaction. Additionally, it was mentioned the importance of “simplicity and smoothness” of the whole transaction process. In this study, it was claimed that customers may become tired or may not complete transactions due to improper transaction operations or complicated websites (Yang et al., 2004).

This shows the importance of the transaction process in order to complete purchasing activity. Additionally, customers concern regarding the risks of online

transactions has been emphasized. Another article has been published in order to understand consumer perception in electronic commerce. In this article importance of a user-friendly website has been emphasized. In one of the articles, it was stated that customized transaction processes might affect customers' shopping activities in a positive way (Chang and Chen, 2009). By this statement, customization in a transaction is underlined. Even in the transaction, customized service can be provided to the customer. In this way, service customer satisfaction can increase. Another article has been published regarding design quality for electronic commerce (Liu et al., 2000). System use was one of the factors of the model. Under the system use, customers' control of transaction process ease of use, confidence, tracking of the online order status and privacy investigated.

Additionally, another research has been published in order to measure consumer perceptions of online shopping convenience. In this article, transactions' convenience is evaluated in a very detailed way. Transaction convenience has been evaluated with five different subitems, which are check-out process, payment methods, change in the purchase, confirmative reply and price inconsistency. When we consider all those five subitems, transaction convenience seems to be a very sophisticated topic. Also, an article regarding e-commerce website loyalty has been published. In this article, mainly the importance of security in the transaction has been emphasized. What's more effects of service quality on user satisfaction have been investigated. As a result, it was stated that since there is not any face-to-face interaction, other methods that would compensate for face-to-face interaction are recommended (Sharma and Lijuan, 2013). While considering these recommendations and implementing better strategies, online transactions can be affected in a positive way. Also, in another article regarding e-commerce service quality, the transaction has been evaluated under two different topics, which are trust and online completeness.

Finally, another article has been published regarding e-commerce. Transaction-related items are divided into five factors which are value, convenience,

assurance, evaluation, and entertainment. (Chen and Chang, 2003) It was stated that one of the most common types of complaints is regarding the refund and billing issues, return and exchange policies, defective products, and poor customer services. To sum up, use is one of the factors in the model, and there is much research regarding this factor. In all these articles, different aspects with different hypotheses have been tested.

CHAPTER THREE

METHODOLOGY

This part is examining the research design and methodology applied in this study. The development of the survey and its design are presented and analyzed in a detailed way. Also, the data collection method, sampling and data analysis method are explained.

3.1 RESEARCH DESIGN

This study is descriptive in nature since the relationship between independent variables of trust, system quality, information quality, service quality and use and the dependent variable of purchase intention. Additionally, survey research is chosen in order to benefit from the advantages of getting data via survey in an easy way and use measures from earlier literature (Kerlinger and Lee, 2000).

3.2 SAMPLE SELECTION

To receive correct and reliable answers to the questions on the questionnaire, at the beginning of the survey, it was noted that participants should reply to the questions regarding their Black Friday shopping experience or their possible Black Friday shopping experience. In other words, it was requested that they should answer the questions according to the e-commerce website they have already made a purchase during Black Friday or they would like to make a purchase during Black Friday. A convenience sampling method is applied. The main reason for choosing the method was, the questionnaire is shared on online platforms. The sample size is one of the important topics for sample selection. There exist various studies on the sample size. According to one of the articles, the sample size should be bigger to achieve a reliable prediction (Maxwell, 2000).

Additionally, in one of the articles, it was stated that a larger sample size provides a better power for analysis (McQuitty, 2004). When we consider all these recommendations, the sample size was attempted to be as large as possible. Due to the covid pandemic, with the limited social interaction, a total of 255 participants participated in the survey. As a result of the covid pandemic and limited social interaction, the participant number was lower than expected.

3.3 DATA COLLECTION

This study is maintained mainly on the basis of answers requested by a survey. The survey form is prepared on the survey website. The link of the survey is shared via social media accounts, e-mail and other social platforms. General introduction introduced at the beginning of the survey. The total duration of the survey was approximately 4 minutes when all of the survey questions are answered.

3.4 QUESTIONNAIRE DESIGN

In the beginning, the literature review has been completed. Articles and information have been searched, and the survey form was prepared accordingly. The questionnaire used in this study is a structured one which means the standard form of questions is applied to all participants. The survey mostly consists of fixed-alternative questions. There are few open-ended questions for which participants do not choose one of the fixed alternatives.

The survey consists of two sections. The first part is questioning demographics – age, level of education, salary level, gender and marital status – and company they do shopping online and shopping frequency. In the second part, questions regarding purchase intention, trust, system quality, information quality, service quality and use are asked. Answers were collected by using a 5-point Likert scale that included, “I strongly do not disagree”, “I disagree”, “I neither agree nor

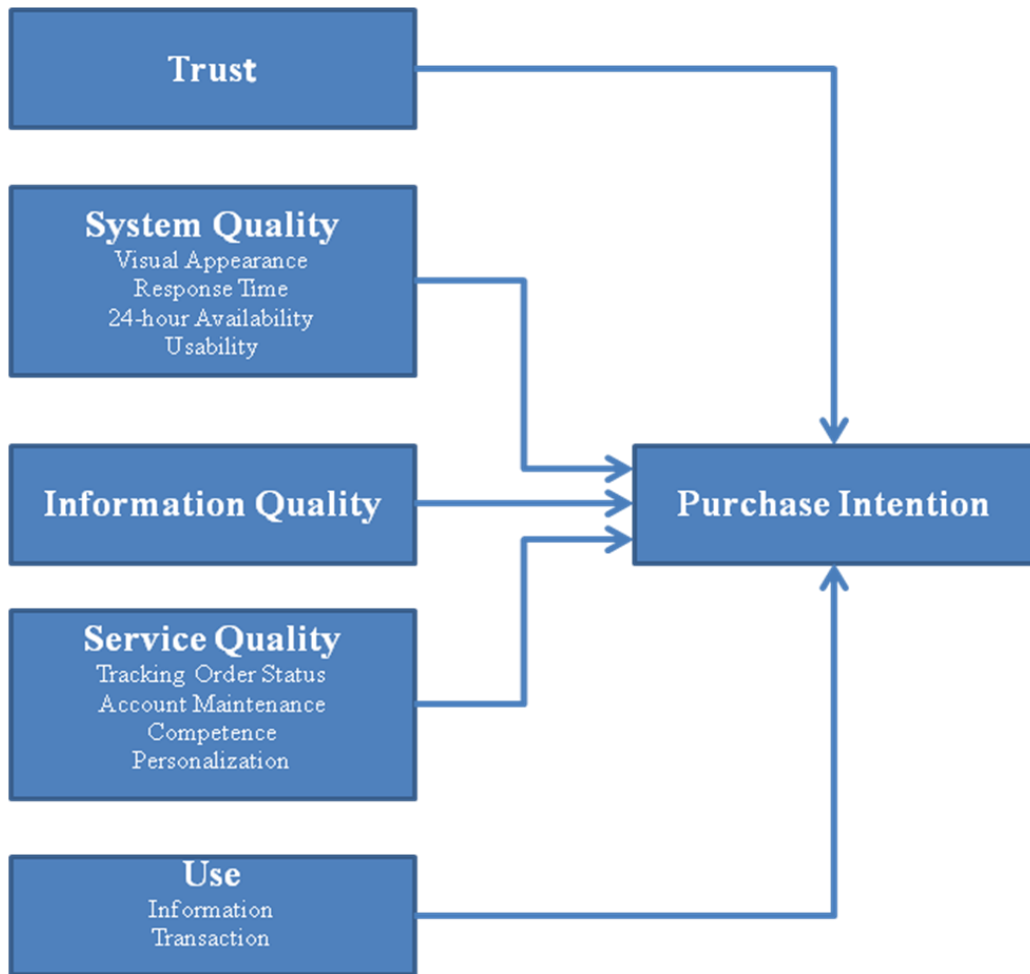
disagree”, “I agree” and “I strongly agree”. Purchase intention has 5 item scale, and trust has 6 item scale. System quality has a total 17 item scale. System quality has four subfactors which are visual appearance, response time, 24-hour availability and usability. The visual appearance has 5 item scale. The response time has 4 item scale, 24-hour availability has 4 item scale and usability has 4 item scale. Information quality has a total 7 item scale. Service quality has a total 11 item scale. Service quality has four subfactors which are tracking order status, account maintenance, competence and personalization. Tracking order status has 3 item scale, account maintenance has 2 item scale, competence has 3 item scale, and personalization has 3 item scale. Use has a total 9 item scale. Use has subfactors which are information and use. Information has 3 item scale, and use has 6 item scale.

While answering the questions, participants asked to answer the questions dependent on online stores they already purchased any product/service on Black Friday, or they would like to shop online on Black Friday. Since most of the participants communicate in Turkish, the questionnaire was formed in English. English version of questionnaire translated into Turkish. The English version of the questionnaire is provided in Appendix-A, and the Turkish version is provided in Appendix- B.

3.5 THE DEVELOPMENT OF THE THEORETICAL FRAMEWORK FOR THE RESEARCH

Independent variables are trust, system quality, information quality, service quality and use. The dependent variable is purchase intention. Based on this, a model is developed.

Figure 5- Proposed Model



The aim of this research is to test the following hypothesis

H1: Trust has a positive effect on purchase intention.

H2: System quality has a positive effect on purchase intention.

H3: Information quality has a positive effect on purchase intention.

H4: Service quality has a positive effect on purchase intention.

H5: Use has a positive effect on purchase intention.

3.6 RESEARCH CONSTRUCTS

3.6.1. Purchase Intention Construct

For purchase intention, several surveys have been conducted. The items to measure purchase intention were taken from Dachyar and Banjarnahor (2017). Answers were collected by using a 5-point Likert scale that included, “I strongly do not disagree.”, “I disagree”, “I neither agree nor disagree.”, “I agree.” and “I strongly agree.”. While answering the questions, participants asked to answer the questions dependent on online stores they already purchased any product/service on Black Friday, or they would like to shop online on Black Friday.

Table 1 - Operationalization of Purchase Intention

Purchase intention	I am probably going to buy the products on this site.
	I am probably going to recommend this site to my companions.
	I would not hesitate to provide information on this website.
	I would utilize my credit card to buy from this site.
	It is likely that I will transact with this web retailer in the future.

3.6.2. Trust Construct

As we have discussed in the literature review part, trust is one of the main concerns of customers. The items to measure trust were taken from Cyr and Bonanni (2005). Answers were collected by using a 5-point Likert scale that included, “I strongly do not disagree.”, “I disagree”, “I neither agree nor disagree.”, “I agree.” and “I strongly agree.”. While answering the questions, participants asked to answer the questions dependent on online stores they already purchased any product/service on Black Friday, or they would like to shop online on Black Friday.

Table 2-Operationalization of Trust

Trust	I believe my credit card information will be secure when shopping at this site.
	If I buy a product from this website, I believe it would be a secure transaction.
	The third-party assurance seals on this website make me feel this website is secure.
	I can trust this website.
	I trust the information presented on this website.
	I trust the transaction process on this website.

3.6.3. System Quality

System quality is one of the wide terms which has subfactors which are visual appearance, response time, 24-hour availability and usability. Among the articles regarding system quality in e-commerce, three different articles have been chosen for the scale. The items to measure system quality were taken from Cyr and Bonanni (2005) and Chen et al. (2013). Answers were collected by using a 5-point Likert scale that included, “I strongly do not disagree.”, “I disagree”, “I neither agree nor disagree.”, “I agree.” and “I strongly agree.”. While answering the questions, participants asked to answer the questions dependent on online stores they already purchased any product/service on Black Friday, or they would like to shop online on Black Friday.

Table 3 - Operationalization of System Quality

System Quality	Visual appearance	The degree of interaction (videos, demos) offered by this site is sufficient
		The site allowed me to efficiently tailor the information for my specific needs.
		The website looks professionally designed.
		The screen design is attractive (color, images, layout etc.)
		The website animations are meaningful.
	Response Time	The internet speed was too slow, particularly at the peak time of its usage.
		I often felt frustrated about slow response time in using online stores
		The system of the website didn't rapidly retrieve the information I requested.
		The internet retailer didn't respond to my inquiry promptly.
	24-hour availability	The website is always available for business
		The website launches and runs right away
		the website does not crash
		Pages at the website do not freeze after I enter my order information
	Usability	I find the website easy to learn to operate
		My interaction with the florist website is clear and understandable
		I find the website easy to navigate
I find the website easy to use		

3.6.4. Information quality

As we discussed in the literature review, information quality is one of the factors that may affect consumers' purchase intention. The items to measure information quality were taken from Kuan et al. (2008). Answers were collected by using a 5-point Likert scale that included, “I strongly do not disagree.”, “I disagree”, “I neither agree nor disagree.”, “I agree.” and “I strongly agree.”. While answering the questions, participants are asked to answer the questions dependent on online stores they already purchased any product/service on Black Friday, or they would like to shop online on Black Friday.

Table 4- Operationalization of Information Quality

Information quality	This website provides the accurate information I need to purchase travel services.
	This website provides sufficient information to enable me to purchase travel services.
	This website provides enough depth of information about its service products.
	The information provided is helpful to me in purchasing travel services.
	The information is clear for me to make a purchase.
	This website uses graphics or animation effectively to communicate the information necessary for me to purchase its services.
	This website provides up-to-date information.

3.6.5. Service quality

For service quality, few articles have been chosen for the scale. Service quality has subfactors which are tracking order status, account maintenance, competence, and personalization. An exploratory study published by Jos van Iwaarden (2002) and Ton van der Wiele (2002) and Leslie Ball (2002), and Robert Millen (2002)

has been chosen. For the scale, another article regarding measuring customer perceived service quality has been chosen (Yang et al., 2004). Also, another article regarding consumer perception of e-service quality has been chosen (Yang and Jun, 2004). Answers were collected by using a 5-point Likert scale that included, “I strongly do not disagree.”, “I disagree”, “I neither agree nor disagree.”, “I agree.” and “I strongly agree.”. While answering the questions, participants asked to answer the questions dependent on online stores they already purchased any product/service on Black Friday, or they would like to shop online on Black Friday.

Table 5 - Operationalization of System Quality

Service quality	Tracking order status	Access to anticipated delivery time is available at all times
		Order-tracking details are available until delivery
		Order cancellation and returns details are confirmed within three days
	Account Maintenance	The registration process is simple.
		The user can make a purchase without Web site registration
	Competence	Employees properly handle any problems that arise
		Employees have the knowledge to answer my questions
		Employees comply with my requests
	Personalization	The Internet retailer gave me personalized or individualized attention.
		The Web site had a message area for customer questions and comments.
		I received a personal “thank you” note via e-mail or other media after I placed an order.

3.6.6 Use Construct

The final part is on the use construct. This part also has subfactors which are information and transaction. For the scale of this part, two articles were chosen. The items to measure use were taken from Cyr and Bonanni (2005) and Iwaaerden et al. (2002). Answers were collected by using a 5-point Likert scale that included, “I strongly do not disagree.”, “I disagree”, “I neither agree nor disagree.”, “I agree.” and “I strongly agree.”. While answering the questions, participants are asked to answer the questions dependent on online stores they already purchased any product/service on Black Friday, or they would like to shop online on Black Friday.

Table 6 - Operationalization of Use

Use	Information	I find information logically represented.
		I find the information on this site to be well organized.
		All product options, product attributes and product information are well presented.
	Transaction	A complete overview of the order is presented before the final purchase decision
		Tax and/or other charges are clearly stated clearly
		All relevant order confirmation details are sent by e-mail within 24 hours
		Terms and conditions of sales accessible
		The website offers free shipping and handling within a set of rules
		The billing process was accurately handled, and records were kept accurately

CHAPTER FOUR

DATA ANALYSIS AND DISCUSSION

Survey answers were analyzed by Statistical Package for Social Sciences (SPSS). After receiving participants' answers, data was analyzed by reliability, t-test and regression analysis. The demographics of the sample are given below. Moreover, the relation between dependent and independent variables was given in this section.

4.1 DESCRIPTIVE STATISTICS

In this part, participants' age, level of education, salary level, gender and marital status are provided. Additionally, the company they shop online and their shopping frequency are provided. Totally 255 participants attended the survey. Among the 255 participants, only a few of them could not clearly reply to the first question, which was regarding the website they have already do the online shopping or would like to do online shopping on Black Friday.

4.1.1 Age

The sample range is between 15 and 70. The average is 35,9. The median and mode of the sample are respectively 34 and 35.

4.1.2 Level of Education

When we consider participants' educational level, there is not any respondent whose educational level is primary school or secondary school. %10 of participants are graduated from high school, and %6 of participants has a Ph.D. degree. %22 of participants have a master's degree. %62 of participants' education level is university.

Table 7- Education Level Breakdown of Participants

Level of Education	Frequency	Percentage
Primary School	0	0%
Secondary School	0	0%
High School	26	10%
University	157	62%
Master's degree	56	22%
Ph.D.	16	6%
Total	255	100%

4.1.3 Salary Level

3% of participants have a salary of 1.500TL and less than 1.500TL. %6 of participants has a salary between 1.501TL -2.500TL. %9 of the respondent has a salary Between 2.501 TL – 3.500 TL. %19 of participants has a salary between 3.501 TL – 4.500 TL. %22 of participants have a salary between 4.501 TL - 5.500 TL. %13 of the participants have a salary between 5.501 TL-6.500 TL. Finally, 29% of the participants are 6.501 TL and more.

Table 8 - Salary Level Breakdown of Participants

Salary Level	Frequency	Percentage
Up to 1.500 TL	7	3%
Between 1.501TL -2.500TL	16	6%
Between 2.501 TL – 3.500 TL	22	9%
Between 3.501 TL – 4.500 TL	48	19%
Between 4.501 TL - 5.500 TL	56	22%
Between 5.501 TL-6.500 TL	33	13%
6.501 TL and more	73	29%
Total	255	100%

4.1.4 Gender

When we consider the gender distribution of the participants, 53% of participants are female, and 47% of participants are male.

Table 9 - Gender Breakdown of Participants

Gender	Frequency	Percentage
Female	136	53%
Male	119	47%
Total	255	100%

4.1.5 Marital Status

When we consider the marital distribution of the participants, 44% of participants are single, and 56% of participants are married.

Table 10 -Marital Status Breakdown of Participants

Marital Status	Frequency	Percentage
Single	113	44%
Married	142	56%
Total	255	100%

4.1.6 Preferred Website by Participants

Participants have shared many different company names for the website they did the shopping/would like to do shopping on Black Friday. Mainly participants prefer three company those are Trendyol, Hepsiburada, N11. 43% of participants replied that they did the shopping/would like to do shopping on Black Friday from Trendyol. 17% of participants replied that they did the shopping/would like to do shopping on Black Friday from Hepsiburada. 9% of participants replied that they did the shopping/would like to do shopping on Black Friday from N11. 31% of participants replied they would like to shop from another company.

Table 11- Company Preferred Breakdown of Participants

Company	Frequency	Percentage
Trendyol	110	43%
Hepsiburada	43	17%
N11	24	9%
Other	255	31%

4.1.7 Shopping Frequency of Participants

When we consider the shopping frequency of participants, only 2% of customers do the shopping more than once a week from the preferred website. Only 5% of customers do the shopping once a week from the preferred website. 22% of customers do the shopping more than once a month from the preferred website. 30% of customers do the shopping once month preferred website. 32% of customers do the shopping more than once a year from the preferred website. 8% of customers do the shopping once a year from the preferred website.

Table 12 - Shopping Frequency Breakdown of Participants

Shopping Frequency	Frequency	Percentage
More than once a week	5	2%
Once a week	14	5%
More than once a month	57	22%
Once a month	77	30%
More than once a year	82	32%
Once a year	20	8%
Total	255	100%

4.2 ANALYSIS OF THE RESULTS

Before beginning factor analysis, sampling adequacy is measured to understand whether the data collected is suitable for factory analysis. The results of Keiser – Meyer-Olkin (KMO) and Bartlett’s test are used in order to evaluate whether data is appropriate. KMO result shows that data collected for the analysis is homogenous. The lower limit of KMO is stated to be 0.50. The upper limit for Bartlett’s test is generally agreed to be 0.05. This shows the statistical significance of the inter-correlation between variables.

4.2.1 Factor and Reliability Analysis of Trust

At first, Factor analysis results show that data is useful and appropriate for the factor analysis, Kaiser Mayer – Olkin and Bartlett test measure was obtained. The results (KMO=0.903, Bartlett test approx. chi-square 1651.405, df=15, p=0.000) were adequate. Also, only one component was extracted.

Table 13- KMO and Bartlett's Test Results for Trust

KMO and Bartlett’s Test	Result
KMO	.903
Bartlett test approx. chi-square	1651.405
df	15
Sig.	.000

Reliability analysis of trust is completed, and Cronbach's alpha value is 0.953. Since trust does not have subfactors, only reliability analysis has been conducted.

Table 14- Factor Analyses Results for Trust

Factor Name	Factor Item	Factor Loading	Variance (%)	Reliability
Trust	I believe my credit card information will be secure when shopping at this site.	.936	81.243	.953
	If I buy a product from this website, I believe it would be a secure transaction.	.897		
	The third-party assurance seals on this website make me feel this website is secure.	.959		
	I can trust this website.	.841		
	I trust the information presented on this website.	.859		
	I trust the transaction process on this website.	.961		

4.2.2 Factor and Reliability Analysis of System Quality

At first, Factor analysis results show that data is useful and appropriate for the factor analysis, Kaiser Mayer – Olkin and Bartlett test measure was obtained. The results (KMO=0.928, Bartlett test approx. chi-square 5476.898, df=136, p=0.000) were adequate. Anti-image correlation diagonals are exceeding 0.5. System quality was grouped into three through the scale that is used in the survey. Only three factors are listed. Usability and 24-hour availability are listed under the

same factor. When we consider questions, items, those items can be listed under the same factor.

Table 15- KMO and Bartlett's Test Results for System Quality

KMO and Bartlett's Test	Result
KMO	0.928
Bartlett test approx. chi-square	5476.898
df	136
Sig.	0.0000

Table 16- Rotated Component Matrix for System Quality

Factor Item	Visual appearance	Response Time	24-hour Availability & Usability
The degree of interaction (videos, demos) offered by this site is sufficient	0.720		
The site allowed me to efficiently tailor the information for my specific needs.	0.746		
The website looks professionally designed.	0.690		
The screen design is attractive (color, images, layout etc.)	0.746		
The website animations are meaningful.	0.800		
The internet speed was too slow, particularly at the peak time of its usage.		0.743	
I often felt frustrated about slow response time in using online stores		0.815	
The system of the website didn't rapidly retrieve the information I requested.		0.924	

The internet retailer didn't respond to my inquiry promptly.		0.903	
The website is always available for business			0.873
The website launches and runs right away			0.884
the website does not crash			0.863
Pages at the website do not freeze after I enter my order information			0.891
I find the website easy to learn to operate			0.859
My interaction with the florist website is clear and understandable			0.884
I find the website easy to navigate			0.863
I find the website easy to use			0.891

After that analysis, the principal component matrix and varimax rotation to the data were applied. In order to analyze internal consistency, reliability analysis is applied.

Table 17- Item-Total Statistics for System Quality

Factor Item	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
The degree of interaction (videos, demos) offered by this site is sufficient	57.68	141.446	.781	.928
The site allowed me to efficiently tailor the information for my specific needs.	57.62	140.001	.845	.926
The website looks professionally designed.	57.51	139.007	.849	.926
The screen design is attractive (color, images, layout etc.)	57.58	139.174	.832	.926
The website animations are meaningful.	57.74	141.407	.763	.928
The internet speed was too slow, particularly at the peak time of its usage.	58.50	148.282	.388	.937

I often felt frustrated about slow response time in using online stores	58.62	148.608	.344	.939
The system of the website didn't rapidly retrieve the information I requested.	59.04	155.506	.151	.942
The internet retailer didn't respond to my inquiry promptly.	59.05	155.596	.137	.943
The website is always available for business	57.53	140.478	.787	.927
The website launches and runs right away	57.46	140.092	.822	.927
the website does not crash	57.72	141.818	.720	.929
Pages at the website do not freeze after I enter my order information	57.72	141.959	.734	.929
I find the website easy to learn to operate	57.51	140.944	.808	.927
My interaction with the florist website is clear and understandable	57.57	139.962	.834	.926
I find the website easy to navigate	57.53	140.801	.830	.927
I find the website easy to use	57.47	140.644	.816	.927

As a result, the factor analyses findings for system quality is presented in the table below, where variance explained is 22.585% for the first factor, 17.327 % for the second factor, and 43.476 % for the third factor and Cronbach's alpha is estimated as 0.956 for the first factor, 0.877 for the second factor and 0.974 for the third factor.

Table 18-Factor Analyses Results for System Quality

Factor Name	Subfactor Name	Factor Item	Factor Loading	Variance (%)	Reliability
System Quality	Visual Appearance	The degree of interaction (videos, demos) offered by this site is sufficient	0.720	22.585	0.956
		The site allowed me to efficiently tailor the information for my specific needs.	0.746		
		The website looks professionally designed.	0.690		
		The screen design is attractive (color, images, layout etc.)	0.746		
		The website animations are meaningful.	0.800		
	Response Time	The internet speed was too slow, particularly at the peak time of its usage.	0.743	17.327	0.877
		I often felt frustrated about slow response time in using online stores	0.815		
		The system of the website didn't rapidly retrieve the information I requested.	0.924		
		The internet retailer didn't respond to my inquiry promptly.	0.903		
	24-hour availability/ Usability	The website is always available for business	0.873	43.476	0.974
		The website launches and runs right away	0.884		
		the website does not crash	0.863		
		Pages at the website do not freeze after I enter my order	0.891		

	information	
	I find the website easy to learn to operate	0.859
	My interaction with the florist website is clear and understandable	0.884
	I find the website easy to navigate	0.863
	I find the website easy to use	0.891

4.2.3 Factor and Reliability Analysis of Information Quality

At first, Factor analysis results show that data is useful and appropriate for the factor analysis, Kaiser Mayer – Olkin and Bartlett test measure was obtained. The results (KMO=0.910, Bartlett test approx. chi-square 2379.267, df=21, p=0.00) were adequate. . Also, only one component was extracted.

Table 19- KMO and Bartlett's Test Results for Information Quality

KMO and Bartlett's Test	Result
KMO	.910
Bartlett test approx. chi-square	2379.267
df	21
Sig.	.000

Reliability analysis of information quality is completed, and Cronbach's alpha value is 0.963.

Table 20- Factor Analyses Results for Information Quality

Factor	Factor Item	Factor Loading	Variance (%)	Reliability
Information quality	This website provides the accurate information I need to purchase travel services.	.827	82.096	.963
	This website provides sufficient information to enable me to purchase travel services.	.825		
	This website provides enough depth of information about its service products.	.951		
	The information provided is helpful to me in purchasing travel services.	.920		
	The information is clear for me to make a purchase.	.934		
	This website uses graphics or animation effectively to communicate the information necessary for me to purchase its services.	.954		
	This website provides up-to-date information.	.955		

4.2.4 Factor and Reliability Analysis of Service quality

The first factor analysis shows that data is useful and suitable for factor analysis. Kaiser Mayer-Olkin and Bartlett test measures were obtained. The results for KMO is 0.974, for Bartlett test approx. Chi-square is 3275.175, for df is 55, and p is 0.000. All Anti-image correlation diagonals are exceeding 0.5. All of the items of tracking order status, account maintenance, personalization, competence are

listed under the same factor. When we consider questions, items, those items can be listed under the same factor. Only one component was extracted.

Table 21- KMO and Bartlett's Test Results for Service Quality

KMO and Bartlett's Test	Result
KMO	0.974
Bartlett test approx. chi-square	3275.175
df	55
Sig.	0.0000

Table 22- Factor Analyses Results for Service Quality

			Factory Loading	Variance (%)	Reliability
Service quality	Tracking order status	Access to anticipated delivery time is available at all times	.873	70.780	0.924
		Order-tracking details are available until delivery	.865		
		Order cancellation and returns details are confirmed within three days	.978		
	Account Maintenance	The registration process is simple.	.964		
		The user can make a	.947		

		purchase without Web site registration	
Competence		Employees properly handle any problems that arise	.928
		Employees have the knowledge to answer my questions	.918
		Employees comply with my requests	.896
Personalization		The Internet retailer gave me personalized or individualized attention.	.971
		The Web site had a message area for customer questions and comments.	.938
		I received a personal “thank you” note via e-mail or other media after I placed an order.	.949

4.2.5 Factor and Reliability Analysis of Use

The first factor analysis shows that data is useful and suitable for factor analysis. Kaiser Mayer-Olkin and Bartlett test measures were obtained. The results for KMO is 0.905, for Bartlett test approx. Chi-square is 2878.875, for df is 28, and p is 0.000. Anti-image correlation diagonals are exceeding 0.5. Only one of the transaction factor items – transaction item number one- is listed under information. Since this is not acceptable, that item is eliminated. The item could not pass component analysis and varimax rotation tests, so it is removed.

Table 23- KMO and Bartlett's Test Results for Use

KMO and Bartlett's Test	Result
KMO	0.905
Bartlett test approx. chi-square	2878.875
df	28
Sig.	0.0000

Table 24- Rotated Component Matrix for Use

Factor Item	Information	Transaction
I find information logically represented.	.895	
I find the information on this site to be well organized.	.892	
All product options, product attributes and product information are well presented.	.894	
Tax and/or other charges are clearly stated clearly		.884
All relevant order confirmation details are sent by e-mail within 24 hours		.899

Terms and conditions of sales accessible		.899
The website offers free shipping and handling within a set of rules		.892
The billing process was accurately handled, and records were kept accurately		.900

Afterward, principal component matrix and varimax rotation to the data sets were applied. For testing the internal consistency, reliability analysis is employed, and Cronbach's alpha is valued.

Table 25-Item Total Statistics for Use

Factor Item	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
I find information logically represented.	31.13	54.266	.780	.957
I find the information on this site to be well organized.	31.09	53.646	.818	.955
All product options, product attributes and product information are well presented.	31.20	54.324	.758	.958
A complete overview of the order is presented before the final purchase decision	31.06	53.602	.790	.956
Tax and/or other charges are clearly stated clearly	31.02	52.669	.829	.955
All relevant order confirmation details are sent by e-mail within 24 hours	30.98	51.850	.879	.952

Terms and conditions of sales accessible	30.93	51.810	.893	.951
The website offers free shipping and handling within a set of rules	30.98	52.543	.860	.953
The billing process was accurately handled, and records were kept accurately	30.96	52.282	.871	.952

As a result, the factor analysis findings for use are presented in Table 26, where the total variance explained is given as 54.268 % for the first factor, 36.948% for the second factor and Cronbach’s alpha is estimated as 0.951 for the first factor, and 0.976 for the second factor.

Table 26- Factor Analysis Results for Use

Factor	Subfactor	Factor Item	Factor Loading	Variance (%)	Reliability
Use	Information	I find information logically represented.	0.895	54.268	0.951
		I find the information on this site to be well organized.	0.892		
		All product options, product attributes and product information are	0.894		

		well presented.			
	Transaction	Tax and/or other charges are clearly stated clearly	0.884	36.948	0.976
		All relevant order confirmation details are sent by e-mail within 24 hours	0.889		
		Terms and conditions of sales accessible	0.889		
		The website offers free shipping and handling within a set of rules	0.892		
		The billing process was accurately handled, and records were kept accurately	0.900		

4.2.6 Reliability Analysis of Purchase Intention

At first, Factor analysis results show that data is useful and appropriate for the factor analysis, Kaiser Mayer – Olkin and Bartlett test measure was obtained. The

results (KMO=0.888 Bartlett test approx. chi-square 1573.641, df=10, p=0.000) were adequate. Also, only one component was extracted.

Table 27- KMO and Bartlett's Test Results for Purchase Intention

KMO and Bartlett's Test	Result
KMO	.888
Bartlett test approx. chi-square	1573.641
df	10
Sig.	.000

Reliability analysis of purchase intention is completed factor item Cronbach's alpha value was 0.953.

Table 28- Factor Analyses Results for Purchase Intention

Factor	Factor Item	Factor Loading	Variance (%)	Reliability
Purchase intention	I am probably going to buy the products on this site.	.893	85.026	0.953
	I am probably going to recommend this site to my companions.	.890		
	I would not hesitate to provide information on this website.	.976		
	I would utilize my credit card to buy from this site.	.887		
	It is likely that I will transact with this web retailer in the future.	.834		

4.2.7 Summary of Reliability Analyses for Each Construct

Reliability scores of each construct extracted with Factor Analyses were conducted. Table 29 shows the Cronbach's Alpha scores of each construct in the study.

Table 29- Summary of Reliability Analyses for Each Construct

Constructs	Reliability (Cronbach's alpha)
Trust	.953
System Quality / Visual Appearance	.956
System Quality / Response Time	.877
System Quality / 24-hour availability & Usability	.974
Information quality	.963
Service quality	.924
Use / Information	.951
Use / Transaction	.976
Purchase intention	.953

Factor analysis and reliability analysis have been completed. According to factor analysis and reliability analysis, it was concluded that the items for each construct -except service quality are factorable and consistent. Moreover, some of the factor items have been eliminated. Accordingly, the model has been revised, and the hypotheses have also been revised as:

H1: Trust has a positive effect on purchase intention.

H2a: Visual appearance factor of system quality has a positive effect on purchase intention.

H2b: Response time factor of system quality has a positive effect on purchase intention.

H2c: 24-hour availability and usability factor of system quality have a positive effect on purchase intention.

H3: Information quality has a positive effect on purchase intention.

H4: Service quality has a positive effect on purchase intention.

H5a: Information factor of use has a positive effect on purchase intention.

H5b: Transaction factor of use has a positive effect on purchase intention.

4.3 CORRELATION ANALYSIS

A correlation test is performed on the independent constructs in order to understand whether there is a relationship between them. According to the analysis, trust and purchase intention, service quality and information quality also information and transaction are highly correlated to each other. The high correlation between independent variables, in other words, multicollinearity, has to be eliminated for a successful analysis.

Table 30- Correlation Analysis Results

	Purchase Intention	Trust	Visual Appearance	Response Time	Usability 24Hour Availability	Information Quality	Service Quality	Information	Transaction
Purchase Intention	1								
Trust	.880**	1							
Visual Appearance	.761**	.710**	1						
Response Time	.050	.056	.198**	1					
Usability 24Hour Availability	.797**	.714**	.798**	.007	1				
Information Quality	.757**	.718**	.813**	.062	.838*	1			
Service Quality	.720**	.686**	.756**	.089	.774**	.878**	1		
Information	.639**	.619**	.713**	.102	.692**	.846**	.895**	1	
Transaction	.684**	.659**	.659**	.006	.717**	.694**	.737**	.656**	1

4.4 MULTIPLE REGRESSION ANALYSIS

Regression analysis is performed in order to analyze the effect of independent variables on dependent variables. In this study, linear regression analysis with a stepwise method is performed in order to test the hypotheses proposed. The results will be provided in the next sections.

4.4.1 Regression Analysis of Purchase Intention and Independent Variables

Purchase intention is taken as the dependent variable. Trust, visual appearance, response time, 24-hour availability & usability, information quality, service quality, information and transaction are taken as the independent variable. Stepwise multiple regression analysis is conducted, and both VIF and tolerance values are examined.

Coefficient of determination, R squared value is provided under the table below. R squared is used to show to what extent the dependent variable is explained by independent variables.

Table 31 - Model Summary of Regression Analysis Between Key Drivers and Purchase Intention

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.880 ^a	.775	.774	.48708
2	.913 ^b	.833	.831	.42073
3	.915 ^c	.837	.835	.41657

a. Predictors: (Constant), Trust

b. Predictors: (Constant), Trust, Usability24hourava

c. Predictors: (Constant), Trust, Usability24hourava, VisualAppearance

Table 32 - Model Summary of Regression Analysis Between Key Drivers and Purchase Intention

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	206.739	1	206.739	871.415	.000 ^b
	Residual	60.023	253	.237		
	Total	266.762	254			
2	Regression	222.155	2	111.078	627.518	.000 ^c
	Residual	44.607	252	.177		
	Total	266.762	254			
3	Regression	223.207	3	74.402	428.761	.000 ^d
	Residual	43.556	251	.174		
	Total	266.762	254			

a. Dependent Variable: PurchaseIntention

b. Predictors: (Constant), Trust

c. Predictors: (Constant), Trust, Usability24hourava

d. Predictors: (Constant), Trust, Usability24hourava, VisualAppearance

Table 33-Model Summary of Regression Analysis Between Key Drivers and Purchase Intention

		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.791	.112		7.077	.000
	Trust	.866	.029	.880	29.520	.000
2	(Constant)	.204	.115		1.770	.078
	Trust	.625	.036	.635	17.278	.000
	Usability24hourava	.374	.040	.343	9.332	.000
3	(Constant)	.138	.117		1.175	.241
	Trust	.594	.038	.604	15.638	.000
	Usability24hourava	.303	.049	.277	6.146	.000
	Visual Appearance	.119	.049	.111	2.461	.015

According to these results, H1, H2a H2c are supported. On the other hand, H2b, H3, H4, H5a, H5b are not supported.

DISCUSSION & CONCLUSION

In the last part, the discussion and conclusion will be provided. Mainly this part consists of four subparts which are discussion of findings, theoretical and managerial implications, limitations of this study and suggestions for future research.

6.1 DISCUSSION

In this thesis, factors affecting purchase intention have been investigated on Black Friday. As Black Friday is a special day and consumers tend to purchase more products, for most of the company, Black Friday is becoming a more important day. The importance of this study is to synthesize different perspectives and different models. The finding of this study indicates that there many factors that have an effect on customer purchase intention on Black Friday.

The survey results partially support the model. To begin with trust, since the establishment of the first e-commerce store, the security concerns of customers have been revolved around technological improvements. As mentioned, one of the main issues was preserving the business network and internal systems and also achieving transaction security during the shopping experience (Marchany and Tront, 2002). Additionally, another study also suggests that customer perceived strength of nonrepudiation, privacy protection, and data integrity were found to be important determinants of e-commerce acceptance (Suh, Han, 2003). Also, another research supports that trust has a considerable and positive influence on online purchase intention. When we consider these findings, model, survey results and analysis of survey results also are parallel to those findings. Trust has a positive effect on purchase intention in e-commerce on Black Friday.

One of the important factors affecting purchase intention is stated to be system quality. As mentioned in the articles, system quality is one of the influencing factors of customer satisfaction (Xuanzhi and Ahmed, 2019). When we consider these findings, model, survey results support that visual appearance, and 24-hour availability factor of system quality has a positive effect on purchase intention. Information quality is also one of the factors that may affect purchase intention in e-commerce. There is much research regarding information quality. For example, an article has been published that information quality is both important for the initial purchase and continued purchase (Kuan et al., 2008). It is also important to in one of the research it was stated that 66% of online transactions are not finalized due to lack of information. (Chang and Chen, 2009) According to the analysis of survey results, “information quality has a positive effect on purchase intention.” is not supported. We need further research.

Service quality is evaluated as one of the important factors that may affect customer satisfaction and customer purchase intention. As mentioned in one of the research, e-service quality and transaction quality positively influence customer satisfaction. (Wen et al., 2013) While considering all those statements, analysis of the survey results gives us a similar recommendation. According to the analysis of survey results, “Information quality has a positive effect on purchase intention in e-commerce on Black Friday.” is not supported.

Finally, use is one of the independent factors of the model. The transaction is one of the important factors that affect the purchase intention of customers. It was stated that one of the assurance factors in e-commerce is feeling safe during the transaction with employees. (Iwaarden and Wiele, 2002) Additionally, it is stated the findings show that at least 50 percent of users are very concerned about: misuse of the credit card information. All those findings show the importance of use in the model. While considering all those statements, analysis of the survey results gives us a similar recommendation. According to the analysis of survey results, we cannot conclude that use has a positive effect on purchase intention in e-commerce on Black Friday. We need further information.

6.2 THEORETICAL IMPLICATIONS

The findings of this study introduce some theoretical implications to the existing academic literature. First, this study provides valuable information for e-commerce on Black Friday. Although there is much research on e-commerce and purchase intention, there is limited research regarding e-commerce purchase intention on Black Friday. The model consists of various independent variables and their subfactors. The main factors are proposed to be trust, system quality, information quality, service quality and use. Visual appearance, response time, 24-hour-availability and usability are proposed to be subfactors of system quality. Finally, information and transaction are proposed to be subfactor of use. As a result, this model gives a chance to evaluate e-commerce shopping on Black Friday with wide perspectives.

6.3 MANAGERIAL IMPLICATIONS

As we all know, one of the main objectives of a company is to increase sales year by year. In order to achieve this objective, companies should preserve loyal customers and increase the number of loyal customers and positively affect customer online purchase intention. In this research, the direct effect on business sales has not been analyzed. It is measured by customer online purchase intention. If customer online purchase intention level is higher, there is a higher potential that customer may maintain shopping and increase shopping on that website. It is important for managers, business owners and organizations to realize the importance of customer online purchase intention. It can be developed by factors as mentioned in the model. It is better for companies to begin with trust, visual appearance and 24-hour availability subfactors of system quality.

Trust can be increased by technological improvements. By benefiting and making investments in technological improvements, trust can be increased. Improvement

in trust in online shops is recommended. As mentioned in the survey items, it is important to make customers feel their credit card information is secure when they are shopping. While information is secure for the credit card, the transaction has to be secure as well. Additionally, a third-party assurance seal on the website may make feel customer secure about their transaction. Support from a third party can be helpful and useful. In order to gain the trust of customers, the information presented on the website has to be reliable.

System quality can be improved by better visual appearance, response time, 24-hour availability and usability. System quality can be both improved by investment in research and development and organizational development. In order to satisfy customers for the response time, internet speed has to be preserved during the peak time of usage. Customers should not feel frustrated due to the slow response time of online stores. Information requested by a customer should be presented rapidly to the customer. While satisfying customers regarding response time, service should be provided 7/24 for the customer continuously. Any kind of crash has to be eliminated. The website has to be launched and ran right away. Additionally, any freeze after entering information has to be avoided. All technological developments and investments for these developments should be implemented. For other factors – information quality, service quality, information and transaction – further information and research are required.

The main objective of this research is to analyze the relation between online purchase intention and trust, information quality, system quality, service quality and use on Black Friday. It was realized that there is a positive relationship between purchase intention and trust. Trust is one of the important factors. There is a positive relationship between visual appearance and the 24-hour availability and usability factor of the system. In conclusion, in order to increase customer online purchase intention, improving trust, visual appearance, 24-hour availability, and usability can be useful.

6.4 LIMITATIONS AND SUGGESTIONS FOR FUTURE RESEARCH

While this study provides some managerial implications, those implications should be evaluated considering some of the limitations. First, this study is based on data collected in a limited time. Moreover, most of the participants are located in Turkey. Due to that reason, results may vary when this study is applied in different countries. Also, due to the covid pandemic, only a limited number of participants attended to survey. For future research suggestions, this study may be expanded to different countries. Moreover, due to a limited number of participants, for future research number of participants may be increased. Another limitation is that participants are asked to answer questions considering the website they did the shopping/would like to do shopping on Black Friday. However, each online shopping website has its own weak and strong areas, so that it may affect users' perception of online shopping websites. As a result, it is recommended to focus on different online shopping websites. In this study, models used are mainly not based on special days since the literature is limited for Black Friday on purchase intention. Therefore in the future, it better to find models based on special days and Black Friday.

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APPENDICES

Appendix-A

Survey

Part-1

Age
Level of Education
Salary Level
Gender
Marital Status
Preferred Website

Part-2

Purchase intention	I am probably going to buy the products on this site.
	I am probably going to recommend this site to my companions.
	I would not hesitate to provide information on this website.
	I would utilize my credit card to buy from this site.
	It is likely that I will transact with this web retailer in the future.
Trust	I believe my credit card information will be secure when shopping at this site.
	If I buy a product from this website, I believe it would be a secure transaction.
	The third-party assurance seals on this website make me feel this website is secure.
	I can trust this website.
	I trust the information presented on this website.

		I trust the transaction process on this website.
System Quality	Visual Appearance	The degree of interaction (videos, demos) offered by this site is sufficient
		The site allowed me to efficiently tailor the information for my specific needs.
		The website looks professionally designed.
		The screen design is attractive (color, images, layout etc.)
		The website animations are meaningful.
	Response Time	The internet speed was too slow, particularly at the peak time of its usage.
		I often felt frustrated about slow response time in using online stores
		The system of the website didn't rapidly retrieve the information I requested.
		The internet retailer didn't respond to my inquiry promptly.
	24-hour availability	The website is always available for business
		The website launches and runs right away
		the website does not crash
		Pages at the website do not freeze after I enter my order information
	Usability	I find the website easy to learn to operate
		My interaction with the florist website is clear and understandable
		I find the website easy to navigate
I find the website easy to use		
Information quality	This website provides the accurate information I need to purchase travel services.	
	This website provides sufficient information to enable me to purchase travel services.	

		This website provides enough depth of information about its service products.
		The information provided is helpful to me in purchasing travel services.
		The information is clear for me to make a purchase.
		This website uses graphics or animation effectively to communicate the information necessary for me to purchase its services.
		This website provides up-to-date information.
Service quality	Tracking order status	Access to anticipated delivery time is available at all times
		Order-tracking details are available until delivery
		Order cancellation and returns details are confirmed within three days
	Account Maintenance	The registration process is simple.
		The user can make a purchase without Web site registration
	Competence	Employees properly handle any problems that arise
		Employees have the knowledge to answer my questions
		Employees comply with my requests
	Personalization	The Internet retailer gave me personalized or individualized attention.
		The Web site had a message area for customer questions and comments.
		I received a personal “thank you” note via e-mail or other media after I placed an order.
	Use	Information
I find the information on this site to be well organized.		
All product options, product attributes and product information are well		

		presented.
	Transaction	A complete overview of the order is presented before the final purchase decision
		Tax and/or other charges are clearly stated clearly
		All relevant order confirmation details are sent by e-mail within 24 hours
		Terms and conditions of sales accessible
		The website offers free shipping and handling within a set of rules
		The billing process was accurately handled, and records were kept accurately

Appendix-B

Anket

Anket Açıklama	
Giriş	Lütfen Black Friday / Muhteşem Cuma / Efsane Cuma'da alışveriş yaptığınız veya yapmayı tercih edeceğiniz websitesini dikkate alarak aşağıdaki anket sorularını yanıtlayınız.
	Bu dönemlerde birden fazla sitede alışveriş yaptıysanız en sık alışveriş yaptığınız siteye düşünerek soruları cevaplayınız.
	Black Friday / Muhteşem Cuma / Efsane Cuma 'da alışveriş yaptığınız veya yapmayı tercih edeceğiniz websitesi hangisidir?

1.Kısım								
	Bu sitede alışveriş yapma sıklığı (Ortalama)	Haftada 1'den fazla	Haftada 1 kez	Ayda 1'den fazla	Ayda 1 kez	Yılda 1'den fazla	Yılda 1 kez	
	Eğitim	İlkokul	Ortaokul	Lise	Üniversite	Yüksek Lisans	Doktora	
	Gelir Düzeyiniz	1.500 TL'e kadar	1.501 TL– 2.500 TL arası	2.501 TL – 3.500 TL arası	3.501 TL – 4.500 TL arası	4.501 TL - 5.500 TL arası	5.501 TL- 6.500 TL	6501 ve üstü
	Cinsiyet	Kadın	Erkek					
	Medeni Durum	Evli	Bekar					

		<i>Kesinlikle Katılmıyorum</i>	<i>Katılmıyorum</i>	<i>Ne Katılıyorum Ne Katılmıyorum</i>	<i>Katılıyorum</i>	<i>Kesinlikle Katılıyorum</i>
2.Kısım						
1	Bu websitesinde yüksek ihtimalle tekrar alışveriş yaparım.	1	2	3	4	5
2	Bu websitesini arkadaşlarıma tavsiye ederim.	1	2	3	4	5
3	Bu websitesinde bilgilerimi paylaşırken tereddüt etmem.	1	2	3	4	5
4	Bu websitesinde alışveriş yaparken kredi kartımı kullanırım.	1	2	3	4	5
5	Bu websitesinde yüksek ihtimalle ileride tekrar işlem/alışveriş yaparım.	1	2	3	4	5
6	Bu websitesinde alışveriş yaparken kredi kartı bilgilerimin güvende olduğuna inanırım.	1	2	3	4	5
7	Bu websitesinde alışveriş yaparken, işlemlerimi güvenli bir şekilde yaptığıma inanırım.	1	2	3	4	5
8	Farklı bir kurumun bu websitesi ile ilgili güvenliğini garanti etmesi bu sitenin güvenli olduğunu hissettirdi.	1	2	3	4	5
9	Bu websitesine güvenebilirim.	1	2	3	4	5
10	Bu websitesinde paylaşılan bilgiye güvenirim.	1	2	3	4	5
11	Bu websitesinde ödeme vb. işlem süreçlerine güvenirim.	1	2	3	4	5
12	Bu websitesi tarafından paylaşılan/sunulan video/demo vb. içerikler yeterlidir.	1	2	3	4	5
13	Bu websitesi ihtiyaçlarım için bilgiyi verimli bir şekilde sağladı.	1	2	3	4	5
14	Bu websitesi profesyonel bir şekilde tasarlanmıştır.	1	2	3	4	5
15	Bu websitesinin tasarımı -renkler,şekiller, düzen- dikkat çekicidir.	1	2	3	4	5
16	Bu websitesinin animasyonları anlamlıdır/ihtiyaçlarıma uygundur.	1	2	3	4	5

17	Bu websitesinde alışveriş yaparken kullanıcı sayısının yüksek olduğu saatlerde internet çok yavaştı.	1	2	3	4	5
18	Bu sitede araştırma yaparken işlem süresinin yavaş olması yorucudur.	1	2	3	4	5
19	Bu websitesinde aradığım bilgiye hızlıca ulaşamadım.	1	2	3	4	5
20	Bu websitesi sorguma hızlı bir şekilde cevap vermedi.	1	2	3	4	5
21	Bu websitesi her zaman erişilebilir ve kullanıma hazırdır.	1	2	3	4	5
22	Bu websitesinde arama ve işlem yapmaya her zaman başlanabilir.	1	2	3	4	5
23	Bu websitesinde 7/24 (7 gün 24 saat) duraklama meydana gelmez.	1	2	3	4	5
24	Bu websitesinde sipariş bilgilerimi verirken sayfalarda donma meydana gelmez.	1	2	3	4	5
25	Bu websitesinde istediğim işlemleri yapmayı öğrenmek kolaydır.	1	2	3	4	5
26	Bu websitesi ile etkileşime girdiğimde aldığım bilgi net ve anlaşılırdır.	1	2	3	4	5
27	Bu websitesinde dolaşmak/sayfalarda geçiş yapmak kolaydır.	1	2	3	4	5
28	Bu websitesini kullanmak kolaydır.	1	2	3	4	5
29	Bu websitesi ihtiyacım olan servis/ürün ile ilgili tam/doğru/eksiksiz bilgiyi sağlar.	1	2	3	4	5
30	Bu websitesi satınalacağım ürünü satınalabilmem için yeterli bilgiyi sağlar/sunar.	1	2	3	4	5
31	Bu websitesi ürün/servis ile ilgili yeterli zenginlikte bilgi sağlar/sunar.	1	2	3	4	5
32	Bu websitesinin sağladığı/sunduğu bilgi, ürün/servisi satınalırken yardımcı oldu.	1	2	3	4	5
33	Bu websitesinin sunduğu bilgi alışveriş yapmak için yeterince açık ve nettir.	1	2	3	4	5
34	Bu websitesi satınalacağım ürün/servis ile ilgili grafik ve animasyonları verimli bir şekilde kullanır.	1	2	3	4	5
35	Bu websitesi güncel bilgi sunar.	1	2	3	4	5
36	Sipariş verilen ürünün/servisin öngörülen teslimat tarihi ürün teslim edilene/servis tamamlanana kadar takip edilebilir.	1	2	3	4	5
37	Sipariş teslimat/servis tamamlanma detayları teslimat tamamlanana/servis tamamlanana kadar erişilebilirdir.	1	2	3	4	5
38	Sipariş iptali ve iade durumlarında onay	1	2	3	4	5

	bilgisi 3 gün veya daha kısa sürede gelir.					
39	Bu websitesinde hesap kolaylıkla açılabilir.	1	2	3	4	5
40	Bu websitesinde hesap açmadan alışveriş yapılabilir.	1	2	3	4	5
41	Bu websitesindeki çalışanlar meydana gelen sorunları düzgün bir şekilde ele alır ve çözümler.	1	2	3	4	5
42	Bu websitesinde çalışanlar sorularımı cevaplayacak yetkinliğe sahiptir.	1	2	3	4	5
43	Bu websitesinde çalışanlar taleplerimi dikkate alır/yerine getirir.	1	2	3	4	5
44	Bu websitesi bana kişiselleştirmiş ilgi gösterir.	1	2	3	4	5
45	Bu websitesinin müşteri soru ve yorumları ile ilgili bir bölümü vardır.	1	2	3	4	5
46	Bu websitesinde alışveriş yaptıktan sonra kişiselleştirilmiş bir "Teşekkür ederiz." vb .mesaj içeren bir e-posta vb. alırım.	1	2	3	4	5
47	Bu websitesinde bilgi mantıklı bir şekilde sağlanmaktadır.	1	2	3	4	5
48	Bu websitesinde bilgi düzenli bir şekilde sağlanmaktadır.	1	2	3	4	5
49	Bu websitesinde tüm ürün seçenekleri, ürün özellik ve bilgisi muntazam bir şekilde sağlanmaktadır.	1	2	3	4	5
50	Bu websitesinde siparişin tüm detayları satın alma işlemi sonlandırılmadan önce websitesinde paylaşılır.	1	2	3	4	5
51	Bu websitesinde sipariş ile ilgili vergi vb. tüm ücretlendirme bilgileri detaylı bir şekilde paylaşılır.	1	2	3	4	5
52	Sipariş onayı ile ilgili detaylar 24 saat içinde e-posta aracılığı ile paylaşılır.	1	2	3	4	5
53	Ödemeye ilişkin şart ve koşullar erişilebilirdir.	1	2	3	4	5
54	Site bedelsiz yükleme ve nakliye sunarken koşullarını da paylaşır.	1	2	3	4	5
55	Faturalandırma süreci doğru olarak yapılır ve kayıtlar düzgün bir şekilde tutulur.	1	2	3	4	5