

**A NEW APPROACH IN INTERNET MARKETING: CUSTOMERS'  
PURCHASING ATTITUTES FROM OPPORTUNITY SITES, AN  
APPLICATION FROM TURKEY**

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***Abstract***

*Group buying websites have emerged as a new buying trend in online shopping business. It is known as opportunity sites in Turkish literate. One thing is clear: these sites have become a “global phenomenon”. Opportunity sites negotiate deals with local merchants and assure to deliver crowds of customers in exchange for deep discounts. The aim of this paper is to explain how we reach to this technology (from electricity to opportunity sites). How often people visit or make purchase from these sites. What and how much they buy from these sites. Make a factor analysis about consumer’s “needs and the perception of artificial scarcity”, “low price perception”, “innovation” and “feeling privileged”. Whether opportunity sites shopping attitude has a realitonship with factors and demographic features.*

## **İNTERNET PAZARLAMADA YENİ BİR YAKLAŞIM: MÜŞTERİLERİN FIRSAT SİTELERİNDEN ALIŞVERİŞ ALİŞKANLIKLARI, TÜRKİYE'DEN BİR UYGULAMA**

### **Özetçe**

*Grup satın alma online alışveriş sektöründe yeni bir satın alma trendi olarak ortaya çıkmıştır. Grup satın alma Türk literatüründe fırsat siteleri olarak bilinmektedir. Bu sitelerin evrensel bir fenomen olduğu aşikardır. Fırsat siteleri yerel ticari işletmelerle büyük indirimler karşılığında birçok müşteriyi bu işletmelere çekme konusunda anlaşma yapmaktadırlar. Bu makalenin amacı bu teknolojiye nasıl ulaşıldığını (Elektrikten fırsat sitelerine), insanların ne sıklıkta bu siteleri ziyaret ettiklerini veya bu sitelerden alışveriş yaptıklarını, bu sitelerden neyi ne kadar fiyata satın aldıklarını, müşterilerin ihtiyaçları, yapay kıtlık algıları, düşük fiyat algıları, yenilik, ayrıcalıklı hissetmelerine ilişkin bir faktör analizi yapmak, fırsat siteleri satın alma tutumlarının demografik özelliklerle ve faktörlerle bir ilişkisinin olup olmadığını açıklamaktır.*

**Key Words:** *Technological developments, internet, internet marketing, online shopping, group buying, opportunity sites.*

**Anahtar Kelimeler :** *Teknolojik gelişmeler, internet, internet pazarlama, online alışveriş, grup satın alma, fırsat siteleri.*

### **1. INTRODUCTION**

People can access group buying sites easily, make purchase at lower prices. Internet offers fast, low cost and global reach. With the help of internet opportunity sites offer various product and service at incredible prices. In this paper, we try to explain how we reach to this technology (from electricity to opportunity sites). The factors are affecting people's attitude towards opportunity sites. This paper aims to find out whether factors and people's attitude has a relationship with demographic features.

### **2. TECHNOLOGICAL DEVELOPMENTS**

Since the industrial revolution, technological developments have been growing rapidly. Technology is improving fast and is adding new ways to our life. We can describe the age we live in as knowledge and

communication age. Technology is exceeding geographical borders. Namely, the world is becoming global village. Recent developments in information and communication technology are incredibly amazing. The fast developing technology has enabled the media to communicate people all over the world [1]. This is a new media order. The man has changed, community has changed, business has changed [2]. According to Tom Chatfield, the great joy of new media is when things happen that you could possibly anticipated, but you hoped would happen [3].

Technology is spreading all over the world. Today, the best ideas are not only emerging from Silicon Valley, but also from all around the world. The biggest planes are in Europe, the biggest film studios are in India, the tallest building is in Dubai and the richest man is living in Mexico. 150 years ago, there was no plane, no TV, no phone, no battery and no MR machine [4]. Over the last few years; there has been an explosion in the methods of communication. From the age of teleprinters, we have come to the age of, radios, TVs, fax machines, computers, the internet and cell phones. Distributing electricity to 50 million subscribers took 50 years, distribution of radio took 37 years, distribution of TV took 12 years. But distribution of internet took only two years [5].

### **3. INTERNET**

The Internet carries lots of information resources and services. The Internet is not a recent innovation. The origins of the Internet emerged in 1960s. [6] USA government funded the internet. Initially, it was limited to education, research, and government uses. Commercial networks began to grow in 90's. The U.S. government make available internet access to the general public in 1992 [7,8].

After that the nature of the internet began to change. The internet has become one of the most indispensable thing in the daily lives of people. Now, the internet is a part of real-world. The innovation of the internet was originally used for communication between scientists and for military. Now it is omnipresent in all around the world. The internet is known as a new

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technological innovation. But, the most important thing about internet is, it is also a new type of technology [9]. Internet is a great tool for sharing information. The power of community is the power of the individual [10].

Anybody can access the internet. It is becoming accessible by means of different technologies such as computers, mobile devices and TV. While demand for internet is growing every year, the cost of access is decreasing. [11] In October 1992, as a result of a project carried out together with TUBITAK and METU, Turkey connected to the internet network [12]. In 1969, there was only 4 computer that have internet network [13]. As of 2011, 2.100.000 of Earth's population uses the services of the Internet. This equals to 30% of the world's population. Today, one out of every two Turkish spend time online [14]. The reason why people in Turkey use the internet are ranked as following in Süleyman Barutçu's research; (1) communication, (2) entertainment, (3) following news and reading newspaper, (4) gathering information, (5) e-shopping, (6) academic studies, and (7) online banking [15]. Growth in internet access has been especially rapid and wide spread among adolescents and young people. Internet offers cheaper, fast and global reach [16].

Today, the majority of people are surfing on the internet. People use internet for e-mail, bank works, looking for weather condition, reading news, searching for something, watching videos or films and shopping online. People's life style has been changed by the world wide web. And also, popular culture has been altered by the web. Even when they are on vacation, people can access internet and stay connected with world [17]. Bill Clinton, 42'th president of USA said that "When I took office, only high energy physicists had ever heard of what is called the World Wide Web. Now even my cat has it's own page" [18]. The extraordinary success of Wikipedia shows the power of internet. 16 million article in 270 languages, is available and accessible to everyone in Wikipedia. Jimmy Wales, the founder of Wikipedia, said that there is Wikipedia's 420 million unique visitors per month. According to Wales, "ordinary people" wrote in a media but, even the best-selling newspapers can't achieve the volume of the reach of wikipedia [10].

#### **4. INTERNET MARKETING AND ONLINE SHOPPING**

The internet is rapidly and amazingly becoming the most useful choice for business, news, entertainment, shopping and marketing. With the help of internet, the global village is rapidly turning into the global metropolis [19]. The importance of e-commerce and internet marketing has increased with the growth and importance of the internet. The distribution of products are effected with the internet [20]. E-commerce usually refers to commerce applications that are performed with the support of computers and internet. The use of the world wide web to carry on business [21].

Amazon.com is known as one of the most successful businesses on the internet. At the beginning amazon constitute itself as a source for buying books on the web but, it has began to sell many other kinds of products. Amazon has improved a cultured and dependable technology in support of its outrageously high-volume business. Amazon permits other individuals and organizations to use its substructure to sell their products or services. In response for it, amazon is earning a commission on each sale [22]. And another good example is alibaba.com. It is one of the biggest e-trade sites in the world. Brian Wong, the Vice President of Alibaba.com, said that we are providing new jobs with our new investments. Since 2000 e-tailers sales have shown a enermous increase in Turkey [15].

Internet makes available an extensive marketing concepts that can be accessible and affordable [11]. Internet marketing is known as digital marketing, online marketing or and also e-marketing. It is marketing products or services by means of internet. You can shop at any time of the day from anywhere in the world overwhelming the restriction set by geographical location and time differences [23]. With development of internet and increased globalisation of the world economies, market concepts seem to be eternal for most entrepereneurs and customers [24].

In the last century many retail store formats penetrated in our lives. But online shopping that a new way for marketing has begun to threaten

others [12]. From past to nowadays, marketing is the topic that have been researched and made applications many times by researchers. The internet used by marketing experts to catch online customers. Consumers can get information easily and buy products at reduced prices with alternative selection. Internet technologies make online stores more entertaining and convenient to users. For the customers, the internet and internet marketing mean reducing the cost of products and comparing offers. The internet has become the best way for finding the best price. Internet makes buyers and sellers in contact at reduced price. And they share product's price and information. Consumers seek for their benefits and consider the cognitive costs for their advantage [19].

## **5. GROUP BUYING SITES**

Recently, group buying sites have appered as a new buying trend in online shopping. Group buying is a newest and fastest marketing way. The opportunity sites makes retailers/entrepeneuers see stars. It is also known as a collective buying. Because, it is collective consumer process. Group buying's origin used in China as Chinese tuangou trend. When there are a large number of people who want to buy the same product, team buying was accomplished for having the discount prices from the retailer. A group of friends from an online forum gather and negotiate a discount on an product or service. But in group buying, group buying sites make the negotiations and gather the people. People only need to take up the offer on the site [25].

Group buying is a new internet style and become a "global phenomenon". Group buying sites brings online marketing into the hands of local retailer [26]. These websites are different from other buying sites. Group buying websites propose products and services at large discounts, only if a minimum number of buyers would make the purchase. Most of the group buying sites propose local deals [27]. Group buying websites called as "opportunity sites" in Turkish literature. A lot of opportunity sites are available nationwide, mostly in big cities in Turkey. Cosmetic and clothing to health, restaurant and sport to education and holiday even down to the fun, opportunity sites offer great opportunities in virtually every area of life,

and provides significant benefits to both consumers and businesses. Opportunity sites varies with the internet. Opportunity sites carefully follow communication sectors and the new shopping trends, and are taking shape in this context. A lot of interest revenue of opportunity sites, in a single day, can be over 200.000 Turkish Liras. Opportunity sites is in increasing competition. Offering a new and different opportunities is more important for opportunity sites. Opportunity sites, in particular draws attention with their advertising investments in social Networks [28].

## **6. HOW GROUP BUYING SITES (OPPORTUNITY SITES) WORK**

Group-buying sites negotiate deals with local merchants. They offer very deep discounts between 50% to 90% off on things. Examples include 50% off at paintball, 50% off at a restaurant, 70% off spa services, 70% off language course, 40% off Prag holiday tour. The sites earn a portion of the profit from a deal [29,30].

- When members are logging on sites, they have to enter their email address. The sites send details of deals to members by means of e-mail, Twitter and Facebook [29].
- The deals they offer are from member's city/town [30].
- Most deals activate after minimum number of people's signing up. After that members will be charged. In case insufficient people sign up for the offer, the deal is cancelled and members will not have to pay [29,31].
- Some deals put a limit for the number of coupons per person. For example, deal restrained people from buying more than four coupons for restaurant [29].
- Members can pay with a debit card or credit card. After that the voucher is emailed to members. They print it off and present it to the retailer when they use [29,31].
- Some deals expire within a month, some in six months. The date is printed on the coupon voucher. Also, members can see the date at their online account [29].
- Some sites make you win bonus if you refer deals to your friends [29].

## **7. OPPORTUNITY SITES IN TURKEY**

Group buying is a win-win event for both buyer and seller. For retailers, a good group buying deal can be a win-win viral promotion that keeps existing customers happy and they can save money. For the customer, they purchase goods/services at very deep discounts [32]. Firstly, group buying appeared in USA. Groupon and LivingSocial are the most popular in USA [33]. Media Monitoring Center (MTM) examined over 1700 newspapers and magazines in Turkey. They identified in relation to all the news published by newspapers and magazines. According to their research, "grouponya.com" is the most popular in news and magazine. "Sehirsati.com" is in the second, while the third took place as "grouponi.com" [28]. Kadir Has University organized the 9th Information Technology Festival. The university made a survey. According to the survey, grouponi.com is the most favored opportunity site [34].

In our survey, we focused on grouponya.com, grouponi.com, sehirsati.com, markapon.com and yakala.co. These are the most popular sites in Turkey. We ask people whether they buy holiday, hotel, restaurant, cafe, education, entertainment, personal care, spa or sports shopping like clothes and shoes.

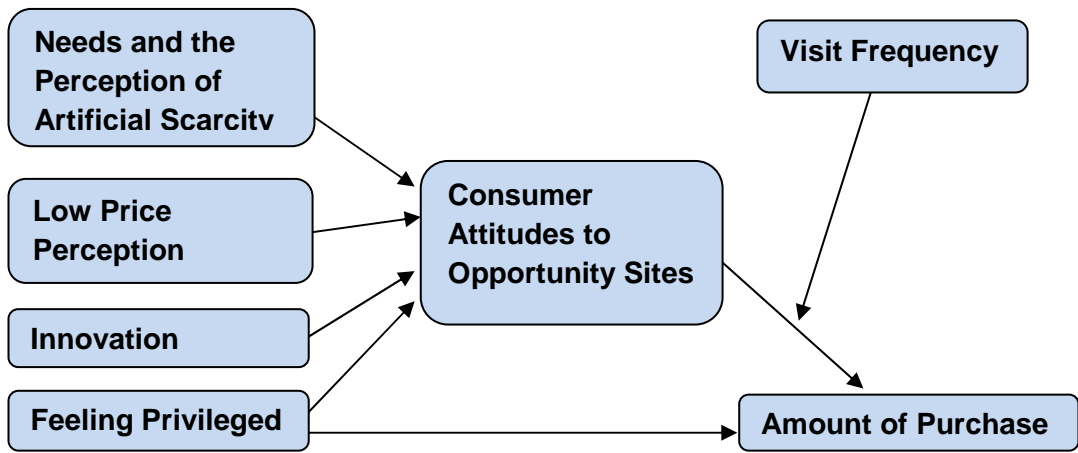
## **8. RESEARCH METHODOLOGY**

Research process consists of four stages. Preparation of the first phase, the second phase of the survey preliminary test phase, the third phase is the last phase of data collection and data analysis.

Survey format consists of three parts. In the first section, asked whether they are members of the six opportunity sites, how often they visit these sites, how often do their shopping and what amount of shopping they do. The second section, opportunity sites research model variables according to the severity of the likert scale with 5 markups. The last



episode, measuring the properties of the demographic questions for the participants.



### **Research Methodology: Consumer Attitudes to Opportunity Sites**

According to the variables and observations, the survey questions have been prepared. After, the survey was conducted a preliminary test work to measure small applicability. After preliminary tests, more than one question added to the survey. The survey application process lasted a month long. The survey was conducted through face-to-face and e-mail application.

#### **8.1. To Analyse The Data**

Analysis of the data collected as a result of the implementation of the survey, to prepare the 95% confidence level, SPSS (Statistical Package for Social Sciences) have been analyzed in the statistics package 11.5.

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### 8.1.1. Demographic Features

<b>GENDER</b>	<b>f</b>	<b>%</b>
Female	188	45.52
Male	225	54.48
Total	413	100
<b>MARITAL STATUS</b>	<b>f</b>	<b>%</b>
Single	162	39.23
Married	246	59.56
Divorced/Widow	5	1.21
Total	413	100
<b>AGE</b>	<b>f</b>	<b>%</b>
<20	24	5.81
21-25	113	27.36
26-30	120	29.06
31-40	102	24.70
41-50	45	10.90
>51	9	2.18
Total	413	100
<b>EDUCATION STATUS</b>	<b>f</b>	<b>%</b>
Primary School Graduate	3	0.73
Secondary School Graduate School and Equivalent	7	1.69
High School Graduate of the School and Equivalent	60	14.53
University	127	30.75
College	106	25.67
MA-MS-MBA/PHD	110	26.63
Total	413	100
<b>JOB/PROFESSION</b>	<b>f</b>	<b>%</b>
Private Sector Officer	21	5.08
Private Sector Workers	61	14.77
Public Sector Officer	117	28.33
Public Sector Workers	24	5.81
Housewife	34	8.23
Retired	6	1.45
Unemployed/Looking for Work	3	0.73
Unempoved but have income	6	1.45
Senior Executive	12	2.91
Small/Medium Business Free Professions	22	5.33
Specialized Professions (Read About College)	49	11.86
Sportsman, Artist	16	3.87
Student	42	10.17
Total	413	100
<b>AVERAGE MONTHLY INCOME</b>	<b>f</b>	<b>%</b>
750-1500	46	11.14
1501-2000	91	22.03
2001-2500	98	23.73
2501-3000	85	20.58
3001-4000	56	13.56
4001-5000	28	6.78
>5000 TL	9	2.18
Total	413	100

54.47% (225 of total 413 questionnaire) of the respondents were men, representing the profile of using opportunity sites. According to the age groups, the majority (56,42%) of the respondents belong to the group of 21-30. 83.5% of the respondents were university graduates and 77,48% have a monthly income between 750-3000 TL. The majority (43,1%) of the respondents are private sector workers and public sector officer. 59.56% of the respondents were married, 39,22% single and the rest 1.21% were widow/divorced.

### **8.1.2. General Findings**

413 people participated in the survey. 261 of them were members of grupfoni.com. Grupfoni.com have been identified as the most preferred opportunity site. It have been identified that 241 people were members of sehirsati.com, 211 people were members of sehrikeyif.com, 197 people were members of grupanya.com, 128 people were members of markapon.com, 89 people were members of yakala.co. According to these results, they prefer to be a member of more than one opportunity site. According to the question of the frequency of visit opportunity sites, 32.9% once in a week, 23.9% more than one in a week. Even though 6 of respondent are members of the sites, they don't visit those sites. According to the question of the frequency of shopping from oportunity sites, 26.6% once in a month, 24.4% more than one in a year. 27 of respondents never did shopping. These results show us that are participants are regular opportunity site customer and do regularly shopping. 284 of respondents prefer to buy daily goods, 259 of them prefer to buy restaurant/cafe opportunity and 157 of them prefer to buy fun/activity opportunity. Participants prefer hotel/vacation, education, spa or sport opportunity less than others.

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<b>Frequency of Visit Opportunity Sites</b>	<b>F</b>	<b>&amp;</b>
Once a day	27	6.54
>1 in a week	99	23.97
Once a week	136	32.93
>1 in a month	72	17.43
Once a month	39	9.44
>1 in a year	28	6.78
Once a year	6	1.45
Never	6	1.45
Total	413	100
<b>Frequency of Shopping from Opportunity Sites</b>	<b>f</b>	<b>&amp;</b>
Once a day	12	2.91
>1 in a week	41	9.93
Once a week	89	21.55
>1 in a month	110	26.63
Once a month	101	24.46
>1 in a year	33	7.99
Once a year	27	6.54
Never	413	100
<b>Amount of Shopping</b>	<b>f</b>	<b>&amp;</b>
Never	27	6.54
<50 TL	42	10.17
51-100 TL	87	21.07
101-200 TL	122	29.54
201-400 TL	84	20.34
401-600 TL	36	8.72
601-750 TL	3	0.73
750-1000 TL	9	2.18
>1000 TL	3	0.73
Total	413	100.00

### 8.1.3. Factor Analysis

Factor analysis is a statistical method used to analyse the relationship of the large number of variables.

One certain prerequisite to be able to execute factor analysis is the correlation between variables must be rough enough. If the value of KMO is above 0.60, the sampling is in enough level. Be the value of KMO 0,912 the factor analysis of the variables in the compliance is good. It also is .05 significance degrees low Barlett test p variables is the relationship between factor analysis to an adequate level.

While test results are meaningfull, data set (KMO and Bartlett) was appropriate for factor analysis (KMO=0,912,  $\chi^2$ Bartlett test (120)= 7153,407,  $p=0,000$ )

#### KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.912
Bartlett's Test of Sphericity	Approx. Chi-Square	7153.012
	Df	276
	Sig.	.000

Varimax rotation method is applied to survey, the entire questionnaire 27 questions (before extracted from the questions) in factor analysis. 3 questions are extracted which were under the value of 0.50 sampling adequacy, the only remaining variable close together or under factor weights. The remaining 24 question variable in the analysis of all questions were collected under 4 factors. Described total variance of these factors are %67,179. Sitting under the same factor as the similarity to each other are named new factors “Needs and the Perception of Artificial Scarcity”, “Low Price Perception”, “Innovation” and “Feeling Privileged”.

The weights of all of the factors, as shown in the table is greater than 0.50 values.

<b>Factor Name</b>	<b>Number of Question Items</b>	<b>Explanation of Factor (%)</b>	<b>Cronbach Alpha</b>
1. NEEDS AND THE PERCEPTION OF ARTIFICIAL SCARCITY	8	22.257	0.919
2. LOW PRICE PERCEPTION	8	19.298	0.903
3. INNOVATION	5	15.967	0.858
4. FEELING PRIVILEGED	3	9.657	0.832

#### **8.1.4. Research Hypothesis**

Research on the relationship between the dependent and independent variables in the model to test the following in all research. Research developed the following hypotheses to be tested. Investigation of the factor analysis results obtained with t-test and anova tests by demographic factors, variables tested the clocks show the differ. Research t test and anova analysis was founded two hypotheses :

**H<sub>0</sub>**: There is no difference in between the means.

**H<sub>1</sub>**: There is difference in between the means.

As a result of analysis if p value is bigger than 0,05 H<sub>0</sub> hypothesis is accepted, H<sub>1</sub> hypothesis is rejected. Include the individually in header for all the research hypotheses were analyzed whether they're statistically meaningful or not. Notice that the result column in the test results as a statistical table and see the most significant difference in hypothesis is considered in more detail at the table's last raw.

	Method	Results	The Most Significant Difference In The Group
HA: There is no difference between the means of participants visit frequency and purchase frequency from the opportunity sites.	Anova Test	Rejected	Visiting once a year
HB: There is no difference between the means of participants visit frequency and amount of purchase from the opportunity sites.	Anova Test	Rejected	Visiting once a year
HC: There is no difference between the means of participants purchase frequency and amount of purchase from the opportunity sites.	Anova Test	Rejected	Make purchase once a year
HD: There is no difference between the means of participants low price perception and amount of purchase from the opportunity sites.	Anova Test	Rejected	Make purchase <50 TL
HE1: Their emphasis on the needs and the perception of artificial scarcity, according to the gender, there is no difference between the means.	t-testi	Acceptance	-
HE2: Their emphasis on the low price perception, according to the gender, there is no difference between the means.	t-testi	Rejected	Woman
HE3: Their emphasis on the innovation, according to the gender, there is no difference between the means.	t-testi	Acceptance	-
HE4: Their emphasis on the feeling privileged, according to the gender, there is no difference between the means.	t-testi	Acceptance	-
HF1: Their emphasis on the needs and the perception of artificial scarcity, according to the age group, there is no difference between the means.	Anova testi	Rejected	<20 age group
HF2: Their emphasis on the low price perception, according to the age group, there is no difference between the means.	Anova testi	Rejected	31-40 age group

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HF3: Their emphasis on the innovation, according to the age group, there is no difference between the means.	Anova testi	Acceptance	-
HF4: Their emphasis on the feeling privileged, according to the age group, there is no difference between the means.	Anova testi	Acceptance	-
HG1: Their emphasis on the needs and the perception of artificial scarcity, according to the marital status, there is no difference between the means.	Anova testi	Rejected	Divorced/Widow
HG2: Their emphasis on the low price perception, according to the marital status, there is no difference between the means.	Anova testi	Acceptance	-
HG3: Their emphasis on the innovation, according to the marital status, there is no difference between the means.	Anova testi	Acceptance	-
HG4: Their emphasis on the feeling privileged, according to the marital status, there is no difference between the means.	Anova testi	Rejected	Divorced/Widow
HH1: Their emphasis on the needs and the perception of artificial scarcity, according to the income, there is no difference between the means.	Anova testi	Acceptance	-
HH2: Their emphasis on the low price perception, according to the income, there is no difference between the means.	Anova testi	Rejected	Have income between 2001-2500 TL
HH3: Their emphasis on the innovation, according to the income, there is no difference between the means.	Anova testi	Acceptance	-
HH4: Their emphasis on the feeling privileged, according to the income, there is no difference between the means.	Anova testi	Acceptance	-
HI1: Their emphasis on the needs and the perception of artificial scarcity, according to the job/profession, there is no difference between the means.	Anova testi	Rejected	Private Sector Workers
HI2: Their emphasis on the low price perception, according to the job/profession, there is no difference between the means.	Anova testi	Rejected	Sportsman, Artist



HI3: Their emphasis on the innovation, according to the job/profession, there is no difference between the means.	Anova testi	Rejected	Specialized Professions (Read About College)
HI4: Their emphasis on the feeling privileged, according to the job/profession, there is no difference between the means.	Anova testi	Rejected	Small/Medium Business Free Professions
HJ1: Their emphasis on the needs and the perception of artificial scarcity, according to the education status, there is no difference between the means.	Anova testi	Acceptance	
HJ2: Their emphasis on the low price perception, according to the education status, there is no difference between the means.	Anova testi	Rejected	MA-MS-MBA/PHD
HJ3: Their emphasis on the innovation, according to the education status, there is no difference between the means.	Anova testi	Rejected	Primary School Graduate
HJ4: Their emphasis on the feeling privileged, according to the education status, there is no difference between the means.	Anova testi	Rejected	Primary School Graduate

## 9. RESULTS AND EVALUATION

Technology is improving fast and is adding new dimensions and ways to our daily life. No previous technology has expanded as quickly as globally as the internet. The internet turn into the global medium of choice not only for news, but also for entertainment, business and marketing.

For the customers, the internet and internet marketing are means of reducing the cost of purchase by making comparisons between and having access to a greater numbers of offers. Opportunity sites is the newest and fastest marketing event. These sites have emerged as a new buying trend in online shopping business. Group buying websites brings online marketing to the doorstep of the local retailer. Opportunity sites offer great opportunities in virtually every area of life, and provides significant benefits to both consumers and businesses.

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In the research survey was conducted in 413 people. Frequency analysis, factor analysis and interpreted the statistical program SPSS. According to results, people not only aware about opportunity sites, but also be member of them and make purchase from these sites. They prefer to be a member of more than one opportunity site. And, sehirsati.com. found as the most favourite opportunity site. At least once a week, 56% of the respondents visit these sites and 34% make purchase once a week. Participants prefer hotel/vacation, education, spa or sport opportunity less than restaurant/cafe and fun/activity.

In the research model, the effect of demographic characteristics on “needs and the perception of artificial scarcity”, “low price perception”, “innovation” and “feeling privileged” were analyzed. As a result of the factor analysis, according to the results of the participants in the research, questions gathered under 4 factors. We found what percentage they gave importance for factors. Then T-test and ANOVA tests were examined in whether a significant relationship between factor groups and the demographic characteristics. In the hypothesis tests, we try to find out the relationship in visit frequency, purchase frequency and amount of purchase.

In research hypothesis section, we show the test results as a statistical table. If hypothesis result is acceptance, it show us that there is no difference between variables means. If hypothesis result is rejected, it show us that there is difference between variables means. And, the most significant difference in hypothesis is considered in more detail at the table's last row.

As a result of the qualitative and quantitative models are consistent with research and meaningful. This literature review and application in model's work is meaningful, safe and valid. I think that the results of this research will be helpful to assess customer's attitude to opportunity sites.

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