Chapter 5
Comparison of Private Shopping Sites With User Data From Entropy-Based Moosra Method

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ABSTRACT

The share of electronic commerce (e-commerce) in total trade is increasing. There are many kinds of services and products within the scope of e-commerce. These products and services are subdivided according to their sales forms and product groups. In this chapter, only the private shopping websites in the online sales group were examined. Private shopping sites are the sites where the members buy certain products with limited stock in limited time. In this chapter, six leading sites are defined as alternatives for the purpose of comparison. When the studies in the literature are examined, it is seen that multi-criteria decision making methods are used in order to sort the special shopping sites by taking into consideration the criteria. Entropy method was used to determine the weights of the criteria under each main topic determined in the study. Moosra method was chosen from multi-criteria decision making methods in order to rank alternative websites. As a result, alternative sites were listed separately and then examined as to whether there was a relationship between these groups.

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INTRODUCTION

The medium where information is most available in today’s age is the Internet and websites, which are the most important part of the Internet. Websites are one of the most effective tools used to establish and maintain relations with organizations and individuals worldwide (Özsarı, et al., 2016:210).

With the increase in shopping through websites, the manufacturers of goods and services have begun to develop various competitive instruments to reach a wide range of customers. Opportunity sites strategy is one of the methods whose popularity has been increasing in recent years. Every day, dozens of businesses publicize their discount campaigns or benefits through opportunity sites (Yalçın and BAŞ., 2012:3).

Websites offer major opportunities for both businesses and consumers. Their benefits to businesses include savings in costs, effectiveness in sales and marketing activities, better customer relationships, customer continuity and loyalty, access to global markets, time-saving, equal opportunities, access to new markets and competitive advantage, efficiency and rich information. Their benefits to consumers, on the other hand, include easy shopping, time-saving, rich information, and comparison of products and services, and a controllable purchasing process. In addition, due to the fact that all stages of the sales from order to payment take place in a virtual environment, most of the costs in traditional sales are eliminated, providing a reduction in the costs, which is another important benefit of the Internet (Dündar, et al., 2007:289).

Consumers may be satisfied with their shopping experience from websites; however, the fact that there are many similar shopping sites may also cause them to be indecisive. Furthermore, consumers may be dissatisfied with the products they buy from websites. They may even be dissatisfied with or make complaints about the shopping websites. For this reason, managers of shopping websites should learn the reasons of these dissatisfactions and design consumer-oriented activities in order to satisfy consumers (Yılmaz, et al., 2016:103)). In addition, shopping websites should be designed so as to provide the best user experience (Genç, 2010:485).

Due to this increase in the websites, consumers, on the other hand, may have difficulties in making a decision on which shopping site to use. In this decision-making process, the properties of the websites play an important role. Decision-making is a part of daily life. People, big companies and even countries constantly need to make decisions. Even if the decision-making unit is a human or a machine, the decision maker must perform the following functions. A decision-maker receives information, collects information in itself, processes it in intelligence and makes a decision (Chankong & Haimes, 2008:3). Although people sometimes make decisions based on only one criterion, real life is much more complex. The decision-making problem is usually a complex process that requires multiple parameters to be evaluated
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