

Decision Problem:

Should Trendyol terminate or continue its smart retailing practices?

In order to answer the decision problem, the decision problem must be transformed into a research problem.

Research Problem:

Does Trendyol's smart retailing practices have a relationship with Generation Z's attitude and preference towards Trendyol?

PATTERN

We preferred descriptive research, which is one of the descriptive research methods.

Our reasons for choosing descriptive research:

- The data to be obtained in descriptive research should consist of quantitative data,
- Being measurable and analysable.

In our research, we will try to learn the effects of the designs made by e-retailers in their online stores on the purchasing behavior of their customers.

Since we target Generation Z, we utilize Judgmental Non-Random sampling. With the cross table, we first look at the distribution of age groups among men and women. Our population consists of 206 people in our survey.

Select your age group. * What is your gender?*
cross tabulation

count

		What is your gender?*		Total
		Woman	Male	
Select your age group.	17-19	13	23	36
	20-22	43	71	114
	23-25	17	21	38
Total		73	115	188

Let's investigate whether it affects Generation Z according to the survey conducted on 206 people. If we examine the age range of the respondents by gender;

There are a total of 36 people, 23 men and 13 women, between the ages of 17-19.

There are a total of 114 people, 71 men and 43 women, aged 20-22.

There are a total of 38 people, 21 men and 17 women, between the ages of 23-25.

A total of 188 people gave a common answer and 18 people did not answer either or both.

CHI-SQUARE TEST:

Our qualifying question is, is there a relationship between those who experience the take-away point and Generation Z?

Case Processing Summary

	valid		Missing		Total	
	N	percentage	N	percentage	N	percentage
How often do you shop from Trendyol? * Select your age group.	206	100.0%	0	0.0%	206	100.0%
Have you experienced the Trendyol Pick-Up point (Cargo Vending Machine)? * Select your age group.	206	100.0%	0	0.0%	206	100.0%

Have you experienced the Trendyol Pick-Up point (Cargo Vending Machine)? * Select your age group.

crosstab

count

		Select your age group.			Total
		17-19	20-22	23-25	
Have you experienced the Trendyol Pick-Up point (Cargo Vending Machine)?	Never (If your answer is never, your survey will end here.)	5	26	11th	42
	Rarely	14	43	12	69
	Sometimes	18	36	11th	65
	Often	2	13	5	20
	Always	one	7	2	10
Total		40	125	41	206

hypotheses

Ho: There is no relationship between Generation Z and Trendyol pick-up point users.

H1: There is a relationship between Generation Z and Trendyol pick-up point users.

Case Processing Summary

	valid		Missing		Total	
	N	percentage	N	percentage	N	percentage
Would you prefer the Pick-Up Point (Cargo Vending Machine) when ordering? * Select your age group.	164	79.6%	42	20.4%	206	100.0%
Does Trendyol's switch to smart retailing affect your attitude positively?* * Select your age group.	164	79.6%	42	20.4%	206	100.0%

Chi-Square Tests

	value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	7,060 ^a	8	.530
Likelihood Ratio	7,216	8	.514
Linear-by-Linear Association	.213	one	.644
N of Valid Cases	206		

a. 4 cells (26.7%) have expected count less than 5. The minimum expected count is 1.94.

Result: Since $0.530 > 0.05$, H1 hypothesis is rejected. There is no relationship between Generation Z and Trendyol pick-up point users.

One-Sample Statistics

	N	mean	Std. Deviation	Std. Error Mean
How often do you shop from Trendyol?	206	3.11	1,011	.070
Have you experienced the Trendyol Pick-Up point (Cargo Vending Machine)?	206	2.45	1,071	.075
Does choosing a pick-up point (Cargo Vending Machine) positively affect your purchasing decision?*	164	2.96	1,096	.086
Do you think Trendyol Cargo Vending Machine is environmentally friendly?*	164	3.00	1,003	.078
Do you think Trendyol Pick-Up point (Cargo Vending Machine) is safe?*	164	3.04	1,085	.085
Would you prefer the Pick-Up Point (Cargo Vending Machine) when ordering?	164	2.77	1,013	.079
After shopping from Trendyol, do you worry about your cargo arriving when you are not at home?	164	2.77	1,089	.085
Do you think Trendyol Pick-Up point (Cargo Vending Machine) is more practical?*	164	3.04	1,172	.091
Do you find the pricing structure of Trendyol pick-up point (cargo vending machine) appropriate?*	164	2.93	1,077	.084
Do you think the Takeaway Point (Cargo Vending Machine) is more economical than home delivery?*	164	3.12	1,030	.080
Does Trendyol's switch to smart retailing affect your attitude positively?*	164	3.15	1,072	.084

Have you ever had your cargo go to another address with the Trendyol home delivery option?	164	2.40	1,043	.081
Would you prefer to use Trendyol's Pick-Up (Cargo Vending Machine) application instead of home delivery option?*	164	2.95	.998	.078
Would you recommend Trendyol Pick-Up Point (Cargo Vending Machine) to people around you?*	164	2.96	1,044	.082

One-Sample Test

Test Value = 0

	t	df	Shallow. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
How often do you shop from Trendyol?	44,094	205	.000	3,107	2.97	3.25
Have you experienced the Trendyol Pick-Up point (Cargo Vending Machine)?	32,861	205	.000	2,451	2.30	2.60
Does choosing a pick-up point (Cargo Vending Machine) positively affect your purchasing decision?*	34,628	163	.000	2,963	2.79	3.13
Do you think Trendyol Cargo Vending Machine is environmentally friendly?*	38,301	163	.000	3,000	2.85	3.15
Do you think Trendyol Pick-Up point (Cargo Vending Machine) is safe?*	35,851	163	.000	3,037	2.87	3.20
Would you prefer the Pick-Up Point (Cargo Vending Machine) when ordering?	35,004	163	.000	2,768	2.61	2.92

After shopping from Trendyol, do you worry about your cargo arriving when you are not at home?	32,563	163	.000	2,768	2.60	2.94
Do you think Trendyol Pick-Up point (Cargo Vending Machine) is more practical?*	33,189	163	.000	3,037	2.86	3.22
Do you find the pricing structure of Trendyol pick-up point (cargo vending machine) appropriate?*	34,797	163	.000	2,927	2.76	3.09
Do you think the Takeaway Point (Cargo Vending Machine) is more economical than home delivery?*	38,755	163	.000	3,116	2.96	3.27
Does Trendyol's switch to smart retailing affect your attitude positively?*	37,672	163	.000	3,152	2.99	3.32
Have you ever had your cargo go to another address with the Trendyol home delivery option?	29,430	163	.000	2,396	2.24	2.56
Would you prefer to use Trendyol's Pick-Up (Cargo Vending Machine) application instead of home delivery option?*	37,773	163	.000	2,945	2.79	3.10
Would you recommend Trendyol Pick-Up Point (Cargo Vending Machine) to people around you?*	36,338	163	.000	2,963	2.80	3.12

Ho: The average of the answers given to the scale questions in the surveys is not different from the scale midpoint of 3.

H1: The average of the answers given to the scale questions in the surveys is different from the scale midpoint of 3.

Result: H_0 is unacceptable because $0.01 < 0.05$ in every survey question we asked.

In other words, the average of the answers given to the scale questions in the surveys is different from the scale midpoint of 3.

Chi Square Test

Does Trendyol's switch to smart retailing affect your attitude positively? * * Select your age group.

Chi-Square Tests			
	value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	11,483 -	8	.176
Likelihood Ratio	13,420	8	.098
Linear-by-Linear Association	1,555	one	.212
N of Valid Cases	164		

a. 4 cells (26.7%) have expected count less than 5. The minimum expected count is 2.01.

H_0 : There is no relationship between Generation Z and Trendyol's attitude towards smart retailing.

H_0 : There is a relationship between Generation Z and Trendyol's transition to smart retailing.

Result: H_1 hypothesis cannot be rejected because $0.176 < 0.05$. There is a relationship between Generation Z and Trendyol pick-up point users.

Dependent T Test:

		Paired Samples Test							
		mean	Std. Deviation	Paired Differences			t	df	Shallow. (2-tailed)
				Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	Would you prefer the Pick-Up Point (Cargo Vending Machine) when ordering? - Does choosing a pick-up point (Cargo Vending Machine) positively affect your purchasing decision?*	-.195	1,101	.086	-.365	-.025	-2.269	163	.025

Ho: The average of the answers given to the question "Would you prefer a Take-Out point when ordering" and the question "Would choosing a Take-Out Point positively affect your purchasing decision?" are not different from each other.

H1: The average of the answers given to the question "Do you prefer a Take-Out point when ordering" and the question "Does the choice of a Take-Out Point positively affect your purchasing decision" are different from each other.

Result: H1 hypothesis cannot be rejected because $0.025 < 0.05$. The average of the answers given to the question "Would you prefer a Take-Out point when ordering" and the question "Would choosing a Take-Out Point positively affect your purchasing decision?" are different from each other.

In other words, there is a difference between the decision to choose and the decision to purchase.

Independent Two Sample T-Test:

Ho: The average answers given by Generation Z to the question "Do you prefer a Pick-Up Point when ordering?" are not different from each other.

H1: The average answers given by Generation Z to the question "Do you prefer a Take-Out point when ordering" are different from each other.

Group Statistics					
	Select your age group.	N	mean	Std. Deviation	Std. Error Mean
Would you prefer the Pick-Up	17-19	35	2.57	1,037	.175
Point (Cargo Vending Machine)	20-22	99	2.77	.978	.098
when ordering?					

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Shallow.	t	df	Shallow. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Would you prefer the Pick-Up Point (Cargo Vending Machine) when ordering?	Equal variances assumed	.546	.461	-1.005	132	.317	-.196	.195	-.583	.190
	Equal variances not assumed			-.977	56,771	.333	-.196	.201	-.599	.206

Result: Since $0.317 > 0.05$, H1 hypothesis is rejected.

The average answers given by Generation Z to the question "Do you prefer a Pick-Up Point when ordering?" are not different from each other.

In other words, the preference of Generation Z is directly proportional.

Ho: The average of the answers given to the question "Would you prefer a Takeaway point when ordering by gender?" is not different from each other.

H1: The average of the answers given to the question "Would you prefer a Take-Out point when ordering?" is different from each other according to gender.

Group Statistics

	What is your gender?*	N	mean	Std. Deviation	Std. Error Mean
Would you prefer the Pick-Up Point (Cargo Vending Machine) when ordering?	Woman	57	2.89	1,030	.136
	Male	91	2.68	1,031	.108

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Shallow.	t	df	Shallow. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
Would you prefer the Pick-Up Point (Cargo Vending Machine) when ordering?	Equal variances assumed	.196	.658	1,226	146	.222	.213	.174	-.131	.558
	Equal variances not assumed			1,226	119,222	.223	.213	.174	-.131	.558

Result: Since $0.222 > 0.05$, H1 hypothesis is rejected.

The average answers given to the question "Would you prefer a Take-Out point when ordering?" do not differ from each other based on gender.

Ho: The average answers given to the attitude question of Generation Z and the Pick-Up point when ordering are not different from each other.

H1: The average answers given to the attitude question of Generation Z and the Pick-Up point when ordering are different from each other.

Group Statistics

	Select your age group.	N	mean	Std. Deviation	Std. Error Mean
Does Trendyol's switch to smart retailing affect your attitude positively?*	17-19	35	3.00	1,188	.201
	20-22	99	3.15	1,034	.104

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Shallow.	t	df	Shallow. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
Does Trendyol's switch to smart retailing affect your attitude positively?*	Equal variances assumed	.014	.907	-.716	132	.475	-.152	.212	-.570	.267
	Equal variances not assumed			-.670	53,308	.506	-.152	.226	-.605	.302

Result: Since $0.475 > 0.05$, H1 hypothesis is rejected.

The average answers given by Generation Z and Trendyol to the question "Will the transition to smart retailing affect their attitudes positively?" are not different from each other.

Ho: The average of the answers given to the question of attitude towards the Take-away point when ordering does not differ from each other according to gender.

H1: The average of the answers given to the question of attitude towards the Take-away point when ordering is different from gender.

Group Statistics

	What is your gender?*	N	mean	Std. Deviation	Std. Error Mean
Does Trendyol's switch to smart retailing affect your attitude positively?*	Woman	57	3.32	1,136	.151
	Male	91	3.09	1,007	.106

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						95% Confidence Interval of the Difference	
		F	Shallow.	t	df	Shallow. (2-tailed)	Mean Difference	Std. Error Difference		Lower	Upper
Does Trendyol's switch to smart retailing affect your attitude positively?*	Equal variances assumed	2,365	.126	1,274	146	.205	.228	.179		-.126	.581
	Equal variances not assumed			1,239	108,345	.218	.228	.184		-.137	.592

Decision :

Trenyol smart retail practices always have a positive impact on Generation Z. Although there is no significant relationship with gender, most of our tests show a positive relationship depending on age with the Pearson Correlation test we chose. When we look at single sample tests, we get results above 3 on our average scale with Generation Z, and the fact that it is above average shows us that the satisfaction level is high. In other words, the majority of the survey participants shop approximately Frequently-Always. With the chi-square test we conducted regarding the take-away point users, which is the eliminator question of our survey, no relationship could be established between the take-away point and Generation Z. So there is a demand for more cargo. In order to examine research methods based on both gender and age in the independent sample t test, we examined our 2 important research problems based on both age and gender.