

RETAIL

- Retailing is an intermediary service that enables the transportation of goods between producers and consumers. In other words, it is the whole of the activities related to the marketing of goods and services directly to the end consumer, on the condition that they are not used for commercial purposes or resold, or used for personal needs .

FUNCTIONS OF RETAILING

- It has four main functions;
- -Purchasing and storing goods
- -Carrying the title of the goods
- - Providing information about the use and sale of goods
- - Granting credit to buyers in some cases

SMART RETAILING

- With the rapid spread of information communication technologies and smart technologies, the traditional retailing model is changing dramatically and a brand new business model called new retailing or smart retailing is developing.
- With smart technology applications, various products and services are offered in smart retailing, such as smart shelves, smart carts and safes, smart changing rooms, smart mirrors, smart checkpoints and personalized recommendations .
- Smart retailing, which combines the physical and digital dimensions of retailing, differs from the traditional retailing approach in many ways.

Key Differences Between E-retailing and Smart Retailing.

Özellikler	e-Perakendecilik	Akıllı perakendecilik
Alan	Dijital	Dijital ve fiziksel köprüleme
Çekirdek teknoloji	Web siteleri	Sayırsız sensör, akıllı telefon ve uygulama
Etkileşimin doğası	Müşteriler ve web mağazaları arasında, müşteriden müşteriye	Müşteriden perakendeciye, Müşteriden müşteriye, Müşteriden ürünlere (markalar), Ürünlerden (markalar) Perakendecilere, Makineden makineye
Deneyimin doğası	Çevrimiçi alışveriş deneyimi	Etkileşimin doğası gereği yeni kişiselleştirilmiş ve kusursuz müşteri deneyimi
Hizmet sunumu	Her zaman açık hizmetler	İçeriğe özel, her zaman duyarlı hizmetler

Kaynak: Roy vd., 2017; Pantano ve Dennis, 2019'dan uyarlanarak hazırlanmıştır.

WHY IS SMART RETAILING NEEDED?

- For retailers, being able to provide and maintain value to customers is very important for businesses trying to maintain their existence and progress in the global competitive environment.
- In this context, traditional retailing activities remain inadequate today. Therefore, retailers make their

ŞEKİL 1 | Akıllı Perakendecilik Bileşenleri



Kaynak: Pantano ve Dennis, 2019

TRENDYOL

- Trendyol was founded in 2010 by Demet Mutlu as a shopping site with a capital of 300 thousand dollars. 75 percent of Trendyol in 2018 and 86 percent in 2021 will be owned by China's online shopping giant Alibaba , which is among the top 10 most valuable companies in the world. It was purchased by for 1 billion 78 million dollars .

TRENDYOL PICK UP POINT

- **a Pick Up Point ?** Takeaway points are points consisting of Takeaway branches and Takeaway cargo vending machines where you can easily pick up your cargo yourself without having to wait at home .
- **How to use Takeaway Vending Machines ?**
 1. your products to the cart and press the "Confirm Cart" button .
 2. "Pick Up Point " as the delivery address during payment .
 3. the Gel Al O tomat from the map that appears and complete the payment process .
 4. your order reaches the Pick Up Point , you can receive your order by entering your password on the order detail page or in the SMS sent to the Pick Up Cargo vending machine screen .
- **Note:** Your order must be received within 5 days after it reaches the Pick Up Point . Products not received within 5 days may be returned to the seller.

What are the advantages?

- When your order is delivered, "I'm not at home!" You won't have any worries.
- from the Pick Up Point at a time that suits you. You can receive your order.
- It is an environmentally friendly delivery service.

○ DECISION PROBLEM

Trendyol _ Should smart retailing practices be terminated or continued ?

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

○ RESEARCH PROBLEM

Does

Research Method: Descriptive Research

- Research ", which is one of the inferential research methods .
- In our research, we chose to learn the effects of the designs made by e-retailers in their online stores on the purchasing behavior of their customers.
- Our reasons for choosing Descriptive Research:
 - The data to be obtained in descriptive research should consist of quantitative data,
 - Being measurable and analysable.

RESEARCH MODEL

