

Step A

The technological developments we have experienced in recent years have led to significant changes in our lives. As a result of these developments, many new concepts have entered our lives. One of these concepts is e-commerce. E-commerce, which has started to develop in recent years, has gained a very high momentum especially during the covid-19 pandemic. Many people have turned to online shopping both to save time and to social distance and hygiene. For this reason, companies engaged in e-commerce in previous years have developed it themselves. Many companies that have not done e-commerce before have started e-commerce both from the marketplace and through their own sites.

Step B

Since the e-commerce sector is a very wide field and this sector is everywhere in the world, I will do my research on the developments in Turkey. The data I will use in the research will generally be in the form of pre-covid19 and post-covid19. I will need data such as data from various marketplaces, data from digital marketing experts and agencies, online shopping rates.

I will take most of this data from related articles, expert posts, and data from various statistical organizations. The only point I think I will have difficulty with is that the covid19 pandemic still continues and e-commerce continues to develop. For these reasons, the data I use may not be the most up-to-date data.