**Description of Specific Steps**

Materials

Materials used for comparative analysis of pricing and assortment strategies in online shopping are consisted of three online retailing websites as Hepsiburada, Trendyol and Amazon which are widespread and frequently used online shopping websites in Turkey. Another material used for this purpose is a code written in Python programming language using Selenium and Pandas modules which collects all the data on page from the specific website and transfers them into an Excel file.

Methods

There are two main methods to observe the online retailing websites indicated above in terms of manual observation and the code written in Python. Categories to be observed are composed of electronics, self-care/cosmetics, women’s clothing, men’s clothing, arts and crafts, household goods and supermarket products (fast-moving consumer goods). There will be formed three different user profiles for each website to test whether the website offers same prices for users with different backgrounds or not. For the manual observation way, at least ten products from each category will be observed and exported to an Excel sheet with the properties of current price, existence of a discount, if it exists the previous price, the number of products in-stock, recommended products related to that item, coupons. The change in price when the user adds the specific item to his/her card or wish list will be followed and, advertisements, notifications and e-mails related to these websites will be followed. On the other hand, with the help of Python code, sorting criteria and prices of “Today’s Deals” will be compared by logging in with three different accounts mentioned to test whether the browsing history affects the price and sorting method or not. The whole process will be repeated within the frequencies of every day, twice a week and once a week.