

Review Article

A Conceptual Analysis on Mobile Retailing in The World & Turkey

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Abstract - As a sector, retailing has a dynamic structure that has renewed itself with technological transformation. With the introduction of smartphones into our lives, it has made the transition to mobile channels. These transitions have created new experiences on both the firm and the consumer side. Today, when global coronavirus pandemics are experienced, consumers who do not go to a physical store/market have started to get used to shopping from their homes. In today's world, where smartphones in homes also facilitate mobile retailing, it is still a gap that needs to be filled in to investigate what affects the intention to purchase through the mobile channel academically. In this study, mobile retail started reviewing the current research in the world to examine theoretical backgrounds that reveal the state of the sector in the world and Turkey. The study gives new insights for academics and managers; today as mobile shopping continues to increase. First emerging in Turkey for the mobile retail market in the world, and the data were revealed. Then, academic studies in the field of mobile retailing have been summarized, and suggestions for subsequent research have been created.

Keywords - Marketing, E-commerce, Mobile Retail, Attitudes, Intention to Purchase.

I. INTRODUCTION

Digitalization in the retail sector has shifted shopping habits from traditional channels to online channels. It has also begun to evolve towards mobile retailing thanks to the smartphones developed from here. Thanks to this evolution, businesses focus on providing services with new models and platforms while consumers try to gain new experiences.

Mobile retailing is a new opportunity for online research, browsing, comparison, and purchasing of products or services, making it "always and everywhere" for the consumer with a mobile device (Groß, 2015). With this opportunity, customers are available around the clock; they can shop as he wishes in any location where they are, at home, at the office, or on the street.

Although the first studies on the mobile retailing channel started in the 2000s, the number has increased in

recent years. (Marriott, Williams, & Dwivedi, 2017). Besides online shopping channels' examination of the factors that affect, the mobile channel, which has emerged as a new channel, should be examined in parallel with this development. In this context, a detailed examination of the rapidly developing mobile retailing area in every country will contribute to the studies to be carried out, both academic and managerial.

This study examines the mobile retail sector in Turkey and the world. Like the other developing countries, Turkey has much more growth rates on mobile commerce, as we conducted at first. Then, the theoretical background of mobile retailing research was investigated academically. The most used theories and the variables in those theories were examined. Some primary prior research studies in the field are also summarized. By the way, this study would like to contribute further research as an enabler.

II. MOBILE RETAILING SECTOR IN THE WORLD AND TURKEY

The organized retailing sector has spread widely in the USA, England, and European countries in the world since the 1950s. Mobile retailing, which emerged in the digital world in the 2000s, has spread rapidly in the technology-intensive Asian countries of the world such as China, Japan, South Korea, and Singapore, as well as European countries and America. It is observed that mobile retailing practices in these countries are ahead of many countries in Europe. Both firm practices and consumer use are proportionately higher.

In global retail sales, the ratio of digital channel sales to total sales increased from 7.5% in 2015 to around 15% in 2020. Global e-retail sales, which reached a total sales volume of \$ 3.53 trillion in 2019, are estimated to approach \$ 6.54 trillion in 2022 (Statista, 2020). When comparing e-commerce by country, the average online retail ratio of developed countries against total retail is 11.1%, while this rate is 5.9% for developing countries. In Turkey, from 4.1% in 2017. The ratio of overall retail online retail rose to 5.3% in 2018. With these ratios, Turkey is closely following the average of developing countries (Deloitte, 2019: 18).



Turkey, in 2015 in exchange for product-information research via the mobile ratio, is %32 and increased to 46% in 2017; it is expected to increase gradually. In the total e-retail volume for the first time in 2019 in Turkey are mobile use desktop usage history (DigitalAge, 2019). 60% of revenues and 70% of consumers who visit online retailers in Turkey have now come through mobile (Deloitte, 2019: 18).

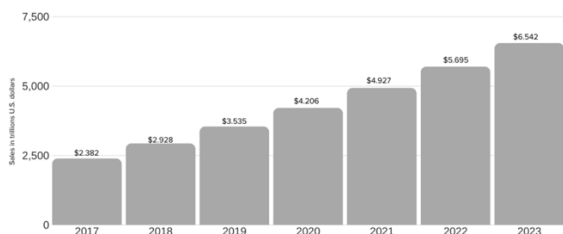


Fig. 1 World E-Commerce Sales Volume Growth

It is observed that our country surpassed many European countries in terms of mobile usage. There is research done by PayPal in 2015. In this study, it was asked how much of these online shoppers had done on their mobile phones in the last 12 months. In Turkey, this ratio found to be 53 per cent lower than in other European countries have been identified. For example, 17% in the Netherlands and 21% in France and Sweden. (<https://ecommercenews.eu/mobile-commerce-europe/>).

Turkey is the 20th volume in the world, with a \$ 10 billion Large e-commerce market (Statista, 2020). The top five countries in the world are China, the USA, Japan, England, and Germany. In Turkey, by the end of 2019, e-commerce shopper profiles determined that 55% of them are men and 45% women.

Top 5	
1. 🇨🇳 China	US\$1,020,785m
2. 🇺🇸 United States	US\$389,023m
3. 🇯🇵 Japan	US\$97,140m
4. 🇬🇧 United Kingdom	US\$89,911m
5. 🇩🇪 Germany	US\$80,435m
20. 🇹🇷 Turkey	US\$10,142m

Fig. 2 Global E-Commerce Volume Rank-2020

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On the occasion of the vulnerable young population density technology in Turkey, these people also assume that the e-commerce market began to earn money to continue the current annual growth rate of 39%. It can be predicted that such a rapid transformation will shift from physical merchandising to digital and mobile shopping at the same speed in retailing.

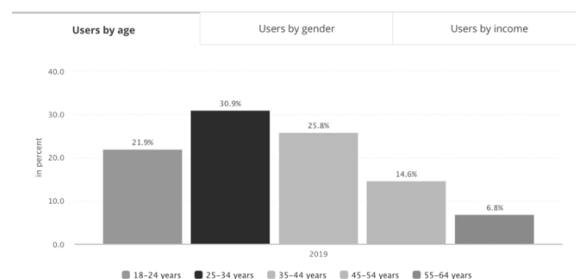


Fig. 3 Turkey E-Commerce Shoppers Distribution by Age Group

When the income distribution is analyzed, it is observed that the low-middle and high-income groups shop at a similar rate (30-34% range) online. Turkey has the highest proportion of shoppers in the 25-35 age group; it is observed followed by the 35-44 age range (Statista, 2020).

III. PRIOR EMPIRICAL STUDIES ON MOBILE RETAILING

A. General Overview

Since mobile retail is a new phase of online shopping and new technology that has entered our lives after the experience of online retail, studies in this field are mostly carried out by adapting from online retailing and adjusting from there. Therefore, in the previous studies related to mobile shopping, the theories that are mostly used for online shopping are: "Reasonable Action Theory"; "Planned Behavior Theory"; "Technology Acceptance Model" and "Combined Theory of Technology Acceptance and Use"(Marriott, Wiliams, and Dwivedi, 2017).

Mobile shopping studies are observed to be progressing either by adapting these theoretical models to new markets/sampling, or further tests are carried out with new variables participating in the model. The main focus of these theories is to examine the premises and successors of individuals' adaptation and acceptance of the new conditions. While people behave towards a specific subject, various attitudes have formed that frame their behaviour. These attitudes are shaped by both positive and negative judgments and expectations regarding both experience and the issue. The role of these theories is summarized in the section below.

The studies included in the literature on online shopping in general and mobile shopping, in particular, continued in the 2000s and continued to increase with the effect of technological developments. According to the analysis by Groß (2015), it reduced the studies on mobile shopping to two themes. Mobile shopping is seen as a new

online distribution channel over mobile devices that are still in development. For this reason, these studies have to do with research on technology acceptance and adaptation of shopping. To this end, consumer-based empirical studies were conducted to investigate and explain mobile shopping acceptance, which is broadly grouped around two themes (Groß, 2015).

B. Theory of Reasoned Action

This theory, which has frequently been used in research on shopping behaviours, assumes that the intention to realize behaviours is caused by attitudes and subjective norms. Justified action theory reveals that there are two determinants of intent conceptually independently. The first is a personal factor called attitude towards behaviour, and it refers to the degree to which a person evaluates that behaviour positively or negatively. The second predictor of intention is the social norm, the subjective norm, which means perceived social pressure to perform a behaviour or not. Justified action theory reveals that attitude and subjective norm are the precursors of intent. The theory assumes that behaviour is a function of noticeable knowledge or beliefs about behaviour. There are two types of beliefs: Behavioural beliefs that are supposed to affect attitudes towards behaviour and normative beliefs that form the determinants underlying subjective norms. Each behavioural belief connects behaviour to a particular outcome or to another attribute, such as the cost associated with performing the behaviour. As a result of the evaluation of these, the related intent and the behaviour are followed (Ajzen and Madden, 1986).

C. Planned Behavior Theory

This theory emerged as an extension of the reasoned action theory. (Conner & Armitage, 2005). The theory is regarded as one of the most effective and popular conceptual frameworks in researching human action (Madden, Ellen, and Ajzen, 1992). According to the theory (perceived in the previous one), the perceived behavioural control variable added to the attitude towards behaviour and subjective norm variables. The perceived behavioural control variable questions the possibilities of whether the person can do the proper behaviour if the attitude towards the behaviour is positive and not under social pressure (Madden, Ellen, and Ajzen, 1992). Planned behaviour theory determines behavioural intent and behaviour as behavioural control factors, factors that can further increase or prevent the performance of the behaviour. As a result, attitudes towards behaviour, subjective norms, and perceived behavioural control combine to create behavioural intent (Ajzen, 2002; p.1).

D. Technology Acceptance Model

The third examined theory is the technology acceptance model. This model is put forward by Davis (1989) as an enhancement of reasoned action theory for technology acceptance. The premise of the model attitude assumes that two variables are decisive: perceived utility and perceived ease of use. The model reveals that these variables will affect the consumer attitude; this attitude

will affect the usage intention, and consequently, the purchasing behaviour. According to the model, one's use of technology, directly or indirectly, is its behavioural intent, attitude, the benefits it perceives when using the system, and the convenience it recognizes when using the system (Davis, 1989). It stated that the technology acceptance model ranks first, with 44% among the studies conducted in the field of mobile marketing (Marriott, HR, Williams, MD, and Dwivedi, YK 2017).

E. Prominent Empirical Studies in Mobile Retailing in Turkey and The World

Gross, which included in the studies affecting mobile shopping intent with the extended technology acceptance model, tried to measure the user intent and shopping behaviour in mobile shopping in Germany by using the modified 1989 version of its model. (Groß, 2015a). Perceived entertainment and confidence added to the classical model, where perceived benefit and perceived ease of use affect the attitude towards mobile shopping and, it also influences its intention to use. As a result of the research, it determined that perceived entertainment factor affected attitude and trust factor affected behavioural intent (Groß, 2015). This research shows that the enriched technology acceptance model can be used to explain mobile shopping intent.

Lu and Sue conducted another essential study in Taiwan. They examined the mobile shopping intent by taking the technology acceptance model and developing it with additional factors. The technology acceptance model adds to the concern about mobile shopping, the ability to use mobile devices, mobile adaptation and innovations, and fitness for mobile life (Su, Lu, & Su, 2009). The researchers stated that they especially tried to see how an adverse effect would change the model and ultimately understood that the anxiety variable has a significant impact on the model (Su et al., 2009).

Another study based on planned behavioural theory was conducted by Seol et al. in Korea. In this study, which intended for the use of mobile office, although it is not in the mobile shopping title, the effect of attitude, subjective norm, and perceived behavioural control on behavioural intent was investigated. Perceived benefit positively affects the attitude variable; it revealed that perceived risk also had a negative effect (Seol et al., 2016). It demonstrated that the variables of attitude, subjective norm, and behavioural control positively affect the intention to use.

In a study conducted with 470 participants in Spain, the researchers investigated the effect of personal characteristics such as innovation, compatibility, and proximity with the technology acceptance model variables and their purchasing intent (Aldás-Manzano, Ruiz-Mafé, & Sanz-Blas, 2009). It has revealed that the relevant variables of personality traits have a positive effect on mobile purchasing intent, together with the factors of "ease of use" and "benefit" (Aldás-Manzano et al., 2009).

A study in the UK on mobile purchasing revealed that when the mobile phone experience is positive, it also has a positive reflection on mobile purchasing. In the same study, it suggests that the possibility of instant connection is an important indicator of mobile shopping acceptance, and future studies should focus more on this connection (Hubert, Blut, Brock, Backhaus, & Eberhardt, 2017).

In a study in India that investigated adaptation to mobile shopping, Gupta and Arora examined the effect of "behaviour-oriented" and "behaviour-based" factors on behaviour based on the behavioural justification theory. (Gupta & Arora, 2017). According to the results of the research, self-efficacy, consumer anxiety, and relative advantages make it difficult to adapt to mobile shopping. According to the results, it will increase the adaptation of consumers to resolve their concerns about mobile shopping and give them confidence. Variables adapting to mobile shopping behaviour (behavioural) are price advantage, variety advantage, and suitability. For mobile retailers to direct consumers to shop, they must reduce the barriers that prevent shopping and increase the reasons for shopping. (Gupta & Arora, 2017).

A recent study investigating the impact of trust and risk factors on mobile shopping intent was also conducted in the UK (Marriott & Williams, 2018). The researchers examined the effect of risk factors consisting of four different factors and trust factors, which also contain four distinct elements, on the intended use and determined that the confidence factor is still useful in mobile shopping. The researchers who found that the confidence factor differentiated according to demographic factors, for example, discovered that older users differed according to the youth.

A study conducted in Turkey has researched consumers what pushes mobile shopping. In the research, in which the trust in the mobile shopping site and the attitude towards mobile shopping on the intention to purchase revealed; sub-variables of ease of use, perceived benefit, like, fitness for lifestyle, security, and privacy were used (Alan et al., 2018). Although it is a current study, it has determined that the trust factor is an essential preliminary variable that affects mobile shopping intent (Alan et al., 2018).

Although it observed that the trust factor has a significant effect on mobile purchasing intent, it noted that it is not determinant in the decision to continue using after the experience of the consumer. This observation appeared in his doctoral thesis by Bölen. In the study where the divider investigated the effect of perceived benefit, satisfaction, trust, focus, and pleasure variables on the intention to continue to use, it determined that the Turkish consumers put the trust factor, which based on benefit, enjoyment, and satisfaction, in the decision to repurchase. Of all three, the most significant impact is caused by satisfaction from previous experience (Divider, 2017).

A study conducted by Sarbak using a Turkish sample examined attitudes and behaviour towards mobile shopping. In the study, in which the perceived benefit, ease of use, entertainment, and social effect had a positive impact on attitude, the mediating effect of hedonic motivation was also investigated, and this effect was found in perceived ease of use. Again in this study, similar to the previous ones, it was determined that the risk factor negatively affects the purchase intent, and the positive effect of satisfaction was confirmed (Sarbak, 2018).

IV. DISCUSSION AND CONCLUSION

Many sectors in world history have developed rapidly every year. Recently, this chance of development has been seen in the mobile retailing industry. The fact that mobile shopping can be used independently of time and space opens up a new space for consumers to shop online, apart from classic e-commerce and traditional trade channels. (Hubert et al., 2017). The great mobilization that emerged when the internet entered our lives reached a different stage with the use of smartphones (Yaman, 2018).

Business models have transformed into a mobile shopping phenomenon, with the consumer accessing these new technological possibilities. The opportunity to shop from the most remote corners of the world with smart devices began to examine both academic and managerial. This study has tried to reveal the place of the mobile shopping sector, which has increased rapidly in the last few years, the world, and Turkey. As a result of the examinations and analyses conducted, it can predict that the rapidly developing sector in the world would continue to increase with the global coronavirus pandemic.

After 2000, which is considered as the period of the rise of the concept and works of mobile shopping, 81 articles were scanned, and their features were removed in the study of Groß between 2000-2012 (Groß, 2015). The literature stated that even if there are nearly 100 researches that have tested with different variables, even with advanced techniques such as structural equation models studies in the field, those are still insufficient. New studies on new concepts, models, markets, and consumer types are still needed.

In this research, recent studies in the field of mobile retailing have been compiled academically. Considering this review, it can say that attitudes, trust factors, and usage events of the related mobile application affect mobile shopping the most. On the other hand, mobile shopping occurs differently according to the income status of the people. A summary of all these infrastructures is presented with this conceptual study. Based on this theoretical model and empirical research, it will be beneficial to investigate the intention and behaviour of mobile purchasing with new variables.

When looking at the previous studies, it would be appropriate to mention a study by Barutçu, for example. In the research conducted in 2007, where mobile shopping is

not conventional yet, it determined that people have negative attitudes towards mobile shopping (Gunpowder, 2007). It observed that today's consumers have a positive attitude towards mobile shopping, as in the current research conducted after 2010, with the spirit of the time and the development of technology.

While the consumers interact with the company related to the smartphones they put up to their beds, there is no longer a third party around; it turns into interaction and experience. As a result of this experience, purchasing takes place, and then repurchase is possible. As a result, they reinforce user habits and increase the sales and revenues of the company.

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