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OUR RESEARCH · E-COMMERCE IN TURKIYE

What keeps young shoppers loyal to one platform?

Discounts don't buy loyalty.
Service recovery does.

Trendyol **Hepsiburada** **Amazon TR**

Qualitative study · 9 in-depth interviews

BUS401 Research Methods · Kadir Has University · 2026

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01 · THE APPROACH

Same products, same prices, zero switching cost

9

in-depth interviews, 25–35 min each

4

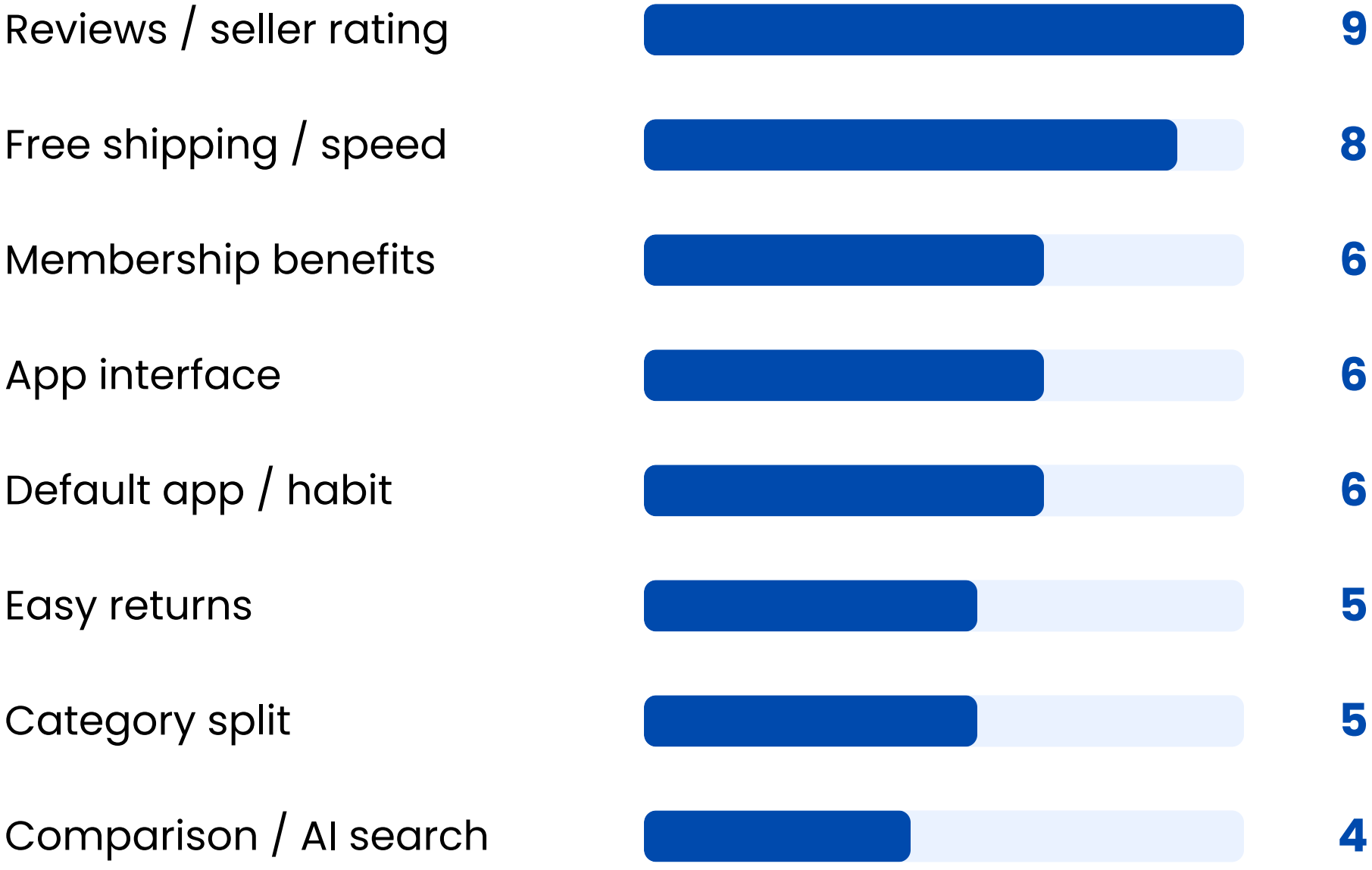
research questions: choice, trust, loyalty, brand personality

> **Research design.** I built the interview guide from scratch, from icebreakers to projective techniques: “If these platforms were people, who would they be?”

> **Analysis.** Verbatim transcripts, coding in ATLAS.ti and NVivo, six-phase thematic analysis into themes and recommendations.

02 · WHAT DRIVES PLATFORM CHOICE

Reviews and delivery come up in almost every interview



Participants mentioning each code, out of 9. Exploratory, not representative.

Coded in ATLAS.ti and NVivo

03 · KEY INSIGHTS

Four things that decide where people shop

1 **Habit beats discounts**

Most open one “default” app first. Even sale days rarely pull them to a platform they don't already use.

2 **Each platform owns a category**

Amazon or Hepsiburada for electronics, Trendyol for clothing and everyday items.

3 **Trust sits with the platform, not the seller**

Official stores, verified badges and easy returns. A star rating isn't enough: people read the reviews.

4 **Service recovery decides loyalty**

One bad order doesn't lose a customer. A “not our fault” reply does; an apology coupon kept one.

04 · IF THE PLATFORMS WERE PEOPLE

Three clear brand personalities

AMAZON TR

The trusted professional

speed · technology · trust · easy returns

TRENDYOL

The popular everyday shopper

big · discount · variety · clothing

HEPSIBURADA

A dated relative with an unclear identity

technology · campaign · “colourful but still naive”

05 · SO WHAT FOR PLATFORM MANAGERS

Compete on trust and recovery, not only on price

→ **Make verified badges mean something**

Audit marketplace sellers so the platform's guarantee is real.

→ **Invest in service recovery**

Fast returns, real human support instead of bots, apology gestures.

→ **Own a category and the delivery promise**

Habit and category fit hold customers longer than the next sale day.

Next: these themes feed a quantitative survey in the project's second phase.