


## Chapter 8

# E-Retailing Practices in Mobile Marketing: The Case of Getir Application

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### ABSTRACT

*Today, the Internet has become a frequently-used tool in trading information, products, and services. Together with the transformations in the Internet, new media, and mobile technologies, the retail sector is also developing its service area. With the development of mobile technologies, retail giants determine the expectations and needs of their consumers in a good and fast way with artificial intelligence applications. This situation transforms it into purchasing behavior with the reflection of customer preferences on products and increasing personalization. One of the key issues in the mobile retail sector is to make the purchasing behavior permanent by ensuring the satisfaction of consumers. In the study, Getir application, a mobile marketing application was analyzed with focus group research technique performed on university students selected in accordance with certain criteria. As a result of the research, the availability, awareness, and satisfaction status of the participants on Getir application were revealed.*

### INTRODUCTION

Communication technologies, which are seen as the most rapid development area of our age, together with the changes and transformations on societies, also provide the basis for the formation of a different culture. Nowadays, the possibility of distributing information very easily and quickly on the axis of new communication technologies encourages institutions to be positioned in different areas in many areas.

DOI: 10.4018/978-1-7998-0035-4.ch008

With different environments, individuals are offered the opportunity to be active in technology and various sharing areas are produced in this direction. A rapidly evolving technology has allowed the devices such as radio, television, computers, smartphones to be used with the Internet. At this point, many studies are being carried out in order to provide instant and effective communication to wider audiences especially in marketing. Organizations use mobile applications to inform their customers about their products and services and campaigns in accordance to their target audience. In the face of the rapidly evolving and continuously developing competitive environment, the institutions that constantly renew themselves develop their marketing and communication strategies in this context.

New communication technologies, especially the use of the Internet and the use of mobile telephones, have greatly improved in the area of traditional marketing. A brand new business area where digital tools are used extensively with the digital marketing shaped under the name of interactive platforms. In this new system, where the Internet is treated as a global market, advertising and sales activities and mobile marketing brands have been included in the marketing strategies.

As digital individuals who spend a large part of their daily lives on mobile phones, now they have a phobia such as inability of being without mobile telephones. In this context, in the sense of digital dependence, individuals no longer spend a moment without their mobile phones with them. This enabled many organizations to start running sales and marketing strategies through mobile phones. On-demand application is also functioning in metropolitan life at the point of solution to the individual's fast pace of life. The application aims to provide the individuals' needs in an instant and high-quality manner.

In the research section of the study, Getir application, which is a mobile marketing application, is analyzed with the focus group research technique performed on university students selected in accordance with certain criteria. As a result of the research, it was aimed to reveal the availability, awareness and satisfaction status of the participants on Getir application.

## **NEW TREND MOBILE MARKETING IN THE GLOBALIZING WORLD**

New communication technologies and many new concepts, which meet societies and trying to make sense of them, emerge in the axis of social changes and transformations at a dizzying pace. Gambling underlines the rhetoric that societies can no longer be treated with old concepts and theories and it states that after the industry western societies have become post-modern and even post-history (Kumar, 1995). These concepts, which are used to express the new world order and are constantly renewed, constitute the center of the debate on globalization. Each society develops a technological infrastructure whose form belongs to them. The characteristic of information age related to computer and computer-oriented developments, microchip, which is the main element of information technologies, consists of almost all information. While the industrial society is shaped by the presence of steel and the products connected to it; it is the concept of information production that determines the development criterion of the information society. In this context, Bozkurt focuses on the determinism of the processing and distribution of the production of information and its distinctiveness from the industrial society. (Bozkurt, 1997) In the process of transition to an information society, the transformation is not only in the product services produced but also in the quality of human resources. The unqualified worker based on the arm power of the industrial society is now replaced by the information worker. Human resources are among the most important competitive instruments in terms of enterprises. The necessity of having knowledge about marketing philosophy, aims, and applications of enterprises has emerged. While industrial products are

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