NEW DIGITAL MARKETING ACTORS: PRIVATE SHOPPING CLUBS and THEIR ADVERTISING PRACTICES

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ABSTRACT

Our country is going through rapid changes in all fields such as society, politics, economy, industry and technology. This change is reflected on retailers and their marketing strategies as well. In today’s business world, which is characterized by intense competition, advertisers and marketers take advantage of Internet, social media and digital marketing in order to influence consumers. In this context, consumer-shopping behavior also changes parallel to technological developments and economic power. As a matter of fact, consumer motivations that underlie shopping behavior are very complex. However, consumers today want to spend their shopping time more efficiently and prefer to entertain themselves during shopping. Thus, consumers become more motivated for shopping by digital marketing.

In the first part of the study the concept of digital marketing and its historical background will be explained. In the second part online shopping behavior, online shopping training activities in Turkey and private shopping clubs will be examined. The last part of the study will deal with the advertising practices of private shopping clubs. The study is essentially a literature review; thus, the resources are mostly secondary in nature.

Key Words: Digital marketing, private shopping clubs, advertising

INTRODUCTION

The 21st century is known as an information age. People can reach knowledge easily by using Internet if they have sufficient technological infrastructure and economic power. Internet usage ratio increases depending on infrastructural development. Especially after telecom operators offered their consumers high-speed mobile services, usage ratio of mobile devices such as smart phone and tablet has increased among the consumers, which urged consumers to spend more time online. For instance, customers who wanted to find the best product at the lowest price do

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not have to pay lots of effort and time like in the past. They can reach and search the web easily and can find the best price in a very short period of time. Thus, this situation affects their communication and shopping behaviors. From this point of view, digital marketing and private shopping clubs have very important role on online shopping.

In this paper a comprehensive literature search has been made and secondary sources have been used to examine the advertising practices of private shopping clubs as a digital marketing actor.

1. The Term “Digital Marketing” and Its Historical Development

Digital marketing is a sub-branch of traditional marketing which uses modern digital channels for the placement of products, for instance downloadable music. It is primarily for communicating with stakeholders as customers and investors about brands and products (http://www.simplydigitalmarketing.com/what-is-digital-marketing).

A few years ago, digital marketing was known as Internet marketing. But their actual processes are different. Digital marketing is considered more targeted, measurable and interactive.

Digital marketing is a broad term that refers to various and different promotional techniques deployed to reach customers by using digital technologies. It is included by an extensive selection of service, product and brand marketing tactics, which mainly use the Internet as a core promotional medium, in addition to mobile and traditional TV and radio. Digital marketing includes a raft of Internet marketing techniques, such as search engine optimization (SEO), search engine marketing (SEM) and link building. It also extends to non-Internet channels that provide digital media, such as short messaging service (SMS), multimedia messaging service (MMS), callback and on-hold mobile ring tones, e-books, optical disks and games. A key digital marketing objective is engaging customers and allowing them to interact with the brand through servicing and delivery of digital media. This is achieved by designing digital media in such a way that it requires some type of end user action to view or receive the motive behind that media’s creation (http://www.techopedia.com/definition/27110/digital-marketing).

At the present time digital marketing is in a transformation process. A decade ago consumers order books, DVDs and music CDs physically from online shopping sites. Parallel to this process a new concept appeared by downloading system. Thus, consumers started to order books, films and music in an electronic version. Furthermore, a new concept appeared with the cloud storage. Consumers don’t need to store their documents, pictures, movies or music in their PCs or mobile devices etc. Web sites like Netflix, iTunes, Deezer, Amazon can store those items in place of consumers. And also there is another data storage model that is called cloud storage like iCloud etc. In Apple web site with the following words they explain it clearly. “You never know when you’ll suddenly be in the mood to listen to a song, watch the next episode of a TV series, launch an app, or continue reading a novel you started. With iCloud, anything you purchase in the iTunes Store, the App Store, and iBooks is automatically available on all your devices the moment you tap Buy. You can also
access past purchases from any of your devices. And whenever you start something on one device, all your other devices automatically remember where you left off.” (http://www.apple.com/icloud/features/).

Cloud storage is a model of data storage where the digital data is stored in logical pools, the physical storage spans multiple servers (and often locations), and the physical environment is typically owned and managed by a hosting company. These cloud storage providers are responsible for keeping the data available and accessible, and the physical environment protected and running. People and organizations buy or lease storage capacity from the providers to store end user, organization, or application data (http://en.wikipedia.org/wiki/Cloud_storage).

From now on products are transformed in another version. Consumers don't buy game CD or DVDs from Internet any more. They download it from web sites or they buy the games online versions like Sims etc. Paper maps are the best example of this product transform. People who want to go to the travel can buy a paper map from a physical store or can order a paper map from online store. Another way of having a map is to get an electronic version by navigation device. Traveler can use navigation device in their car or downloading a map as an application through their mobile devices. So in time, paper map has returned to electronic map.

According to Dave Chaffey digital marketing is achieving marketing objectives through applying digital technologies. These digital technologies include Internet media such as desktop and mobile web sites and e-mail as well as other digital media such as wireless or mobile and media for delivering digital television such as cable and satellite. In practice, Internet marketing will include the use of a company web site in conjunction with online promotional techniques such as search engine marketing, interactive advertising, e-mail marketing and partnership arrangements with other web sites. Some businesses who “want to be top in Google”, simply consider Internet marketing to simply equate to Search Engine Marketing, but while this is important this scope is too narrow to take full advantage of digital media (Chaffey, 2013).

Finally, the summarization of digital marketing is to promote of products or brands via one or more forms of electronic media. For instance, advertising media that might be used as part of the digital marketing strategy of a business could include promotional efforts made with Internet, social media, mobile smart phones and electronic billboards, as well as via digital and television and radio channels (http://www.businessdictionary.com/definition/digital-marketing.html#ixzz3BV4dvDXf 26.08.2014).

Traditional marketing existed for many years before digital marketing was ever developed. Marketing has been necessary ever since people started owning businesses. In simple terms, marketing would be defined as making others aware of their particular brand, product or service. It used to be done through other forms of media such as newspapers, magazines, television and billboards. Businesses would purchase ads in a newspaper or magazine so that others could hear about their services or products. In the most basic state digital marketing has the same purpose,
but just uses different means to accomplish their goal of marketing (http://www.netlz.com/seo-blog/2012/09/16/history-of-digital-marketing).

With the invention of the Internet, the world is progressively getting smaller and smaller. Back in the early 1990’s, the Internet began being used as a way for people to communicate with one another, search for information, and purchase things in an online forum. That was the beginning of the digital marketplace, and in the end it led to the need for digital marketing (http://www.studymode.com/essays/The-History-Of-Digital-Marketing-909721.html, Feb, 2012).

In 1993, Lycos launch of first engine to go on to win commercial success, and First clickable banner ad (at time known as web ad) occurred. In 1994, first clickable banner ad by Hotwired (first site to sell banner ads in large quantities) was developed and First full-text search engine that is called Web Crawler was founded. In the same year Jerry Yang and David Filo established Yahoo. In 1996, establishment of relevancy ranking (search results by ranking) was improved. In 1997, “weblog” was coined by Jorn Barger. In 1998, Google was founded as a company (founded by Sergey M. Brin Lawrence E. Page whilst at Stanford University). In 1999, Blogger.com was launched. In 2001, Email for Blackberry was launched, StumbleUpon was founded and Wikipedia was launched. In 2003, WordPress was released, LinkedIn was launched, My Space was founded, Delicious was launched and first commercial mobile SMS (short message service) was done. In 2004, Facebook and Flickr was launched, Digg started out and Tagged was founded. In 2005, YouTube was founded. In 2006, Twitter was launched. In 2007, Tumbler was founded. One year later, Groupon was launched. In 2009, Foursquare created. In 2010, Apple launched iPad and Instagram was founded. In 2012, Pinterest became the fastest site in history to break through the 10 million unique visitor mark. As of 2013, 50% of mobile phone users use mobile as their primary Internet source (http://newsdrillodigital.com/?p=4871).

2. Online Shopping Behaviors and The Concept of Private Shopping Clubs

Online shopping behavior is affected from the development of the technology and increasing use of Internet. Recent interest in the Internet as a medium for commerce has raised the usefulness of retailing on the Web. The growing interest in electronic retailing over the Internet is transforming the traditional shopping to online shopping by marketing the products online by Web sites. New computer and communication technologies allow consumers to shop throughout the world from their homes. Thus, digital marketing and online shopping change the way people shop as well as the structure of the consumer goods and retailing industries (Enginkaya, 2006, p.10).

During the last decade, the number of firms which make sales via the Internet has increased rapidly, which in turn raised the positive expectations for online shopping; however, it can still be said that online shopping is at a very early stage even for developed economies and that it cannot make huge differences in a market overnight. In addition, there are no data which indicate that traditional retailing system shall perish or its effectiveness shall diminish in the process of online shopping (Turan, 2008, p. 724).
Thus, today digital marketing is still far from being a competitive threat to more traditional marketing but it is becoming increasingly attractive as technology and applications improve, and retailers and marketers gain experience. Furthermore, online shopping is increasingly gaining importance in economic, commercial and social life.

Number of people shopping online in Turkey is increasing on a daily basis. The Internet connection prices have been drastically decreasing and infrastructure for better Internet connection is being improved. The level of household income has started to increase, allowing a select group of customers to start shopping online. Although in Turkey the number of consumers who shop from physical stores is still considerably high compared to those who shop via the Internet, there is still an increase in the number of people who shop online.

As a digital marketing actor, special web sites or clubs operate as membership-only sites and offer its members end-of-season products that are limited in quantities. Products are sold in a very limited time period. Around the world, it is estimated that purchase amounts of $100 billion are made annually (http://www.privateshop/Private-Shopping-Sektoru-Rekora-Kosuyor-_125425.html).

Members of such Web sites enjoy discounted items that are specifically tailored to such a targeted customer profile. On private shopping sites, instead of offering thousands of products daily, customers are invited to shop for products from 3 to 4 daily special offers. However, in Turkey the authors have observed that some private shopping Web sites have offered as much as 100 daily special offer deals. This model is distinguished from the classical model of electronic retailing and is therefore more dynamic and more exciting for the online private shopper.

In the classical model of online shopping, the customer usually is in the market for a certain product because they need to purchase a specific product. Instead of searching for that specific product in the physical retailers, they go online to search for that product on the search engines, they compare prices and once they find the best price they finish the purchase.

In contrast, in the private shopping model, the push for a customer purchase is not based on a predetermined need to purchase a specific product. In this model, the member receives an email offer of 50 percent off on a specific product. If the member is interested in this offer, then they go ahead and make that purchase. At the end of such a purchase, the customer owns a product that they love for a very good deal which makes them feel very satisfied about their shopping experience. This type of shopping results in the customer being affected both in a rational and hedonic manner. The customer starts to anticipate the next special deal offer. In time, this type of shopping becomes a habit and turns into a very addictive shopping experience (Egesoy, 2012).

These sites are based on a very simple operating system. The sites sign agreements with major brands to sell the products these organizations have not been able to sell to their members for discounts up to 70 percent for a very limited time on
a first-come-first-serve basis. Members are notified about the promotional deals up to two days in advance. The sale starts at the predetermined set date. The transaction is solely online. When the sale is completed, the brands send the products to the operating sites’ warehouse and then the site mails the product to the customer.

This is a win-win situation for all three parties involved in the transaction. In times of recession, the brand is able to cash its remaining stock items without damaging its brand reputation. The site is able to receive a commission for being the middle party for the transaction. In addition, the sites are able to receive the cash right away from the customers but do not have to pay the brands immediately. Finally, the customer is happy and satisfied for reaching expensive brands at affordable prices.

For a long time clubs used invitation membership system that causes an attraction to the sites. However, after reaching targeted number of membership this system was abandoned. Now private shopping clubs are open to every customer. This is an indication of the size of the market (http://eticaretmag.com/ozel-alisveris-kuluplerinin-tarihi/).

3. Online Shopping Behaviors of Turkish Consumers

The profile of Internet shoppers and other Internet users who do not shop online are different from each other. Internet users can be segmented in two distinct groups: The first group is 18 year-olds and over who shop on the Web; the second group consists of those who use the Internet but do not shop there. At this point, when we glance at online shoppers we can see that they have wealthy, active and diverse lifestyles. Because of their active lifestyles, they are attracted to the convenience offered by online shopping (Belch & Belch, 2001, p.498).

Consumers who shop electronically enjoy the comfort of finding detailed product information and a variety of products on the Internet. However, electronic retailers suffer from the difficulties of differentiating their products and services from their competitors. Although consumers are sensitive to transportation costs and price differences, the number of consumers who shop online, the variety of products that consumers buy, and the amount of products is improving. As a result, online shopping is growing in Turkey in line with other parts of the world (Enginkaya, 2006, p. 12).

From a behavioral point of view, Internet environment is an area where, contrary to the physical environment, the consumers are completely free in their actions. Behavioral norms encountered in ordinary stores cannot be seen in this environment. Internet is customized as far as possible. A large number of Web sites can be browsed in a short period of time and no physical effort is paid for shopping. Most important factors which affect consumer behavior in the Internet environment are saving time and payment convenience in installments. However, it cannot be claimed that basic measures for categorization of such consumers have developed completely (Enginkaya, 2006, p.12). If Internet consumers believe that the data they submit online will be used by third parties or changed in anyway then it will affect the way the Internet is used in commerce (Yıldırım, 2010, p.166).
In the first 7 months of 2012, the e-commerce market in Turkey reached 25 billion pounds. As a result of this growth, in 2012, Turkey became the second fastest growing electronic retailing market in the world. In addition, in the last 2 years, foreign investment in the sector reached approximately $1 billion. Taking into account these developments, the Central Bank of Turkey is revising and proposing new draft laws that will improve and enable secure payment channels and new alternative payment systems. Another positive impact on the growth of electronic commerce is the rising number of credit card users in Turkey, which has reached 51 million. (Sabah Newspaper, 24.08.2012). In the first half of 2012, the electronic trade volume in Turkey has surpassed 25 billion Turkish Liras. In 2011, the electronic trade volume for the whole year was 23 billion Turkish liras. In 2011, the share of electronic retailers from the electronic trade market was 3 to 4 billion Turkish liras. By 2023 in Turkey, it is estimated that 90 percent of the commerce will be electronic commerce (Haberturk Newspaper, 27.07.2012, p. 12).

According to the data from the Turkish Ministry of Economy, Turkey ranks 12th in the world with 35 million Internet users. With the increasing use of the Internet in Turkey, the volume of online shopping market in the last 6 years showed a 16-fold increase (Sabah Newspaper, 24.08.2012).

In addition to another research conducted by Ipsos KMG in 2014, 46% of the population can connect to Internet in Turkey, and 13% of them shop via Internet (http://localveri.com.tr/turk-tuketicisinin-teknolojiye-bakisi-ve-internet-kullanim-aliskanliklari/, 15.Aug.2014). According to Sina Afra, the CEO of Markafoni (Turkish private shopping site), among Turkish online shoppers males are more active in electronic product consumption than females, but the number of female online shoppers are increasing and they prefer to buy clothes, dresses and shoes more than male shoppers. The age of Turkish online shoppers mostly range between 25 and 35. Online shopping consists of 60-65% of electronic products and 35-40% textile products. 75% of electronic products are bought by male customers whereas 75% of textile products are bought by female customers. (http://www.cnnturk.com/haber/ekonomi/genel/online-alisveriste-kadinlarin-tercihi-giyimi, 28.Feb.2014).

4. Advertising Practices of Private Shopping Clubs on Digital and Traditional Media

Advertising practices of private shopping clubs can be examined in two categories, namely digital advertisement and traditional advertisement. Marketers use both of them together because they think that this is a more effective way compared to the marketing communication perspective.

4.1. Digital Media Advertising

4.1.1. Social Media Advertising

Advertisements which are located in social media is called social media advertising. According to a Socialbakers research, consumers see social media as a new way of discovering a brand. Customers who follow a brand in a social media use it for promotions, opportunities, complaints and comments. In addition, social media is very
important for CRM and reputation management (http://eticaretmag.com/sosyal-medyanin-online-alisverise-etkisi/).

According to The Nielsen Co.’s “State of the Media: The Social Media Report 2012” 10% of consumers have bought online based on a social media ad. Social media is growing up. Facebook, Twitter, Pinterest and other social networks have become an integral part of consumers’ daily lives, transforming how they consume news, resolve customer service issues and shop. And increasingly consumers are accessing social networks from mobile phones and tablets. Social networks account for 20% of the time consumers spend on a PC and 30% of their time on a mobile device. And also the report looked at advertising on social networks. 10% of consumers have made an online purchase of a product they saw advertised on a social network and 8% have made a traditional purchase based on one of those ads. 18% of consumers have purchased or obtained a coupon via a social network, such as by clicking a Like button on Facebook. The report also found that 47% of consumers who use social networks seek to get their customer service issues addressed on a social network. And one in three social media users prefer to get information through an online social network instead of contacting a company by phone.

While Facebook remains the largest social network by far with 152.23 million unique U.S. visitors in July that number actually dropped 4% from a year earlier. Meanwhile, Twitter, with 37.0 million unique visitors in July grew 13% year over year. Pinterest, which only launched in 2010, posted the most startling growth; with 27.2 million unique visitors in July its traffic jumped 1,047% from the same time a year ago. Since September 2011, when Google+ opened up to the public, the social network grew 80% to 26.2 million unique monthly visitors in July. And Tumblr grew 55% to 25.6 million in July from July of last year (Stambor, 2012)

According to Turkey’s 5 largest private shopping sites research that was conducted by SOMERA (Erkan, 2014) addressing the competition on Twitter, Trendyol appears as the most buzzed private shopping club brand with 66%, followed by Markafoni (15%), Morhipo (10%), Lidyana (6%) and Limango (2%) between 01.12.2013 and 31.05.2014. Mentioning rates of the formal accounts of these shopping clubs reflect a similar tendency: Trendyol 95%, Morhipo 76%, Markafoni 58%, Limango 69% and Lidyana 63%.

4.1.2. Search Engine Advertising

Search engine advertising is a method of placing online advertisements on Web pages that show results from search engine queries. Through the same search-engine advertising services, ads can also be placed on Web pages with other published materials.

Search engine advertisements are targeted to match key search terms called keywords entered on search engines. This targeting ability has contributed to the attractiveness of search advertising for advertisers. Consumers will often use a search engine to identify and compare purchasing options immediately before making a purchasing decision. The opportunity to present consumers with advertisements tailored to their immediate buying interests encourages consumers to click on search
ads instead of unpaid search results, which are often less relevant. Unpaid search results are also called organic results (http://en.wikipedia.org/wiki/Search_advertising#cite_note-1).

Search engine advertising is more productive in comparison to social media advertisements. Search engine advertising leads to more sales online shoppers from social media advertising (http://eticaretmag.com/sosyal-medyanin-online-alisverise-etkisi/). According to TGI Net Turkey Research, search engine advertising is 10% effective in directing consumers to online shopping (http://eticaretmag.com/online-satis-hangi-reklamlar-arastirma/, 16.11.2012).

4.1.3. E-mail Advertising

A company that delivers its sales messages directly to prospects through an email address is practicing email advertising. These commercial emails usually include links to websites. The consumer can click on the links to purchase a product, or get more information about it. The marketer then tracks the number of emails opened, and the number of times the links in the email were clicked. Finally, the marketer can track the conversion rate, which is the number of sales completed as a result of the email advertising campaign.

Many marketers now use only opt-in lists, so messages are not considered to be spam. Spam messages are unsolicited bulk emails sent to people who did not request to receive such email. Generally, these lists are created when a consumer requests to receive information and sales messages from a specific company.

Some opt-in lists are built for the purpose of allowing other companies to use them. In this instance, the customer opts in to receive email messages on a specific topic from various companies. Marketers can then rent these lists, or have the list owner send an email out on behalf of the marketer. This is also known as an email blast service, or an opt-in emailing service. (http://www.wisegeek.com/what-is-email-advertising.htm)

Online shopping sites e-mail advertising is more productive in comparison to social media advertisements. And also like search engine advertisements, e-mail advertising leads to more sales online shoppers from social media advertising (http://eticaretmag.com/sosyal-medyanin-online-alisverise-etkisi/). According to TGI Net Turkey Research, e-mail advertising is 10% effective in directing consumers to online shopping (http://eticaretmag.com/online-satis-hangi-reklamlar-arastirma/, 16.11.2012).

4.1.4. Website Advertising

Website advertising tries to attract consumers to the advertiser’s website. When advertisements first appeared on the Web, they were banner ads that ran across the top or bottom of a Web page. Advertisers hoped to draw in consumers with eye-catching ads that would bring them to their website. Over time, these Web advertisements have evolved to become much harder for consumers to ignore. Flashing images, ads that must be watched before content can be read, ads
accompanied by music—all are trying to grab the consumer's attention and draw them to the advertiser's website. (http://www.ehow.com/about_6513810_define-advertising.html)

Private shopping clubs use this type of advertising widely. According to TGI Net Turkey Research, 17% of consumers are encouraged to shop online by website advertising. Website advertising is the third effective type of ads after television advertising and pop-ups (http://eticaretmag.com/online-satis-hangi-reklamlar-arastirma/, 16.11.2012).

4.1.5. Pop-ups
Pop-ups are a type of window that appears on top of (over) the browser window of a Web site that a user has visited. In contrast to a pop-under ad, which appears behind (in back of) the browser window, a pop-up is more obtrusive as it covers other windows, particularly the window that the user is trying to read. Pop-up ads are used extensively in advertising on the Web. (http://www.webopedia.com/TERM/P/popup_ad.html).

Like website advertising, private shopping clubs use this type of advertising intensely, too. According to TGI Net Turkey Research, 18% of consumers are encouraged by pop-ups to shop online. Pop-ups are the second effective type of ads after television advertisements (http://eticaretmag.com/online-satis-hangi-reklamlar-arastirma/, 16.11.2012).

4.1.6. Mobile Advertising
Mobile advertising is the communication of products or services to mobile devices and smartphone consumers. The mobile advertising spectrum ranges from short message service (SMS) text to interactive advertisements (http://www.techopedia.com/definition/24260/mobile-advertising).

Forty-seven percent of smartphone users access Internet on their mobile devices. 16.4% of these users are encouraged to buy products online by Internet advertising. In this paper, online shoppers who shop 1 or more times in every 3 months are found as 26.2%. 33.7% of the users; they report that their brand preferences are influenced from the ads they see on the Internet (http://eticaretmag.com/tgi-turkiye-tuketim-aliskanliklari-arastirmasi-yayinladi/, 21.01.2013)

Social networks account for 20% of the time consumers spend on a PC and 30% of their time on a mobile device. Overall, 95.2 million U.S. consumers visited a social network mobile site in July, up 82% from 52.4 million a year earlier, Nielsen says. And 101.8 million used a social network mobile app, up 85% from 55.0 million in 2011. In addition, 204.7 million visited a social network on a PC, down 4% from 213.3 million. (Stambor, 2012). This is a clear indication of the increasing of mobile Internet usage ratio.
4.2. Traditional Media Advertisements

Traditional media consists of radio, television, newspaper, magazine and billboard advertisements. Social shopping clubs have been using the traditional advertising since 2011.

Eighty-four percent of the Turkish population watches television every day. Therefore television is the most effective media for urging consumers to make online shopping. According to TGI Net Turkey Research, 18% of consumers are encouraged by television advertising to shop online. This figure is 11% for newspaper ads, 7% for magazines, 7% for billboards and 7% for insert advertisements in newspapers (http://eticaretmag.com/online-satis-hangi-reklamlar-arastirma/, 16.11.2012).

The fact that private shopping clubs began to air TV ads is an indication that they have increased their share in the digital market. In addition, a considerable amount of Internet users who never make online shopping buy their first products from private shopping clubs after watching television advertising (http://eticaretmag.com/ozel-alisveris-kulupleri-ve-televizyon-reklamlari-dosya/). Furthermore, the marketing directors of private shopping clubs state that, with television advertising they reach the audience that they can never reach by Internet (Budak, 2012).

After Television advertising Limango’s sales increased %40. Membership number has tripled. Unique visitor ratio is increased 33%. Trendyol has increased 150% of the number of new members. Their sales are over 40% of the target. After television advertising Markafoni increased its Alexa domestic sequence from 45 to 27 in four weeks. And also Morhipo indicates that after television advertising its site traffic increased very much. (http://eticaretmag.com/ozel-alisveris-kulupleri-ve-televizyon-reklamlari-dosya/, 20.08.2014) This is a splendid success for private shopping clubs in such a short period of time.

Private shopping clubs use the celebrities frequently in their advertisements. Şenay Gürler (an actress), Hadise, Demet Akalın, Hande Yener who are famous singers in Turkey played a big role to create brand awareness.

In addition to all of these, word of mouth and friend recommendations are important for private shopping clubs, too, as before buying a product people attend to other people's comments. So other people's ideas about sites are important; it acts as sort of free advertising.

Conclusion

Digital marketing shows a development parallel to that of traditional marketing. Due to changing lifestyles, more and more people prefer to shop online, which is the most important factor that accelerates the development of digital marketing system.

Online shopping and private shopping clubs are developing rapidly in the world and in Turkey. As technology becomes cheaper in Turkey, infrastructure problems are solved, and security in terms of payment and confidentiality of personal data is
ensured, more people will connect to and shop from the Internet, for which reason private shopping sites and online shopping shall receive more attention.

According to data, following the trends in Europe and the United States, private shopping in Turkey is growing at a very high rate. However, it is important to note that for the success of the private shopping trend to continue there are three important issues to consider. The first element is customer retention and lifetime loyalty of a customer. Although these sites heavily engage in promotional activities to gain new customers, they also have to pay close attention to retaining these customers once they start buying from their sites. In this context, the relationships they build with the brands will determine their success in customer retention. Having relationships with a variety of brands will have a positive effect building a loyal membership base. The second important issue is to have a smooth distribution system. If there are issues in the distribution system, the customer will not be pleased. Finally, there has to be a well-planned return policy that ensures customer satisfaction. Return customers are very valuable in this business; therefore, having a very organized and customer-friendly customer service center is going to be essential (http://www.privateshop/private-shopping-ozel-alisveris-ve-vente-priveecom.html).

According to the findings obtained through secondary data, 84% of Turkish people watch television advertisements. This figure shows that, in terms of creating brand awareness among consumers, traditional media still occupies the first place. In addition, research shows us that social media is very important about brand awareness and brand reliability. And also pop-ups, e-mail advertisements, search engine advertisements, web site advertisements and mobile advertisements are the most important media for private shopping clubs that incline to purchase online shoppers.

When advertising is examined from the point of marketing communication, it can be seen that the employees of private shopping clubs make use of digital marketing communication tools and transform this into efficiency in terms of sales. Secondary sources used in this study verify this phenomenon. As long as the existence of offering a plethora of options, low price range and opportunities that only can catch with online shopping, private shopping clubs and sites continue to exist in future with increasing profitability.
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