

THE IMPACTS OF RECIPIENT'S EMOTIONS AND EXPECTATIONS ON SALES OF EXCHANGES ON INTERNET

ABSTRACT

The purpose of this study is to examine the effect of consumer's emotions and to find out if there is a relationship between the consumers benefit and frequency of making purchases in on-line exchanges.

Sectional and descriptive nature of this research was held between 01 January – 31 March 2012 in Turkey. 715 internet recipients were participated in the survey.

Survey data analyzed with SPSS statistical program. During the analysis of data and information; factor and reliability analysis, frequency distributions and correlation analysis were applied. The significance level based on $p < 0,01$.

As a result of the research, the consumer's emotions in on-line shopping process have been affected. A meaningful relationship was founded out between the expectations of consumers benefit and the frequency and amount of on-line shopping. Consumers decide shopping decisions according to the feelings of the snapshot. Curiosity and entertainment are the most real emotions of on-line shopping.

The end of the research, suggestions were given to businesses to know on issues; having a highly secure web sites, easy and simple transactions of recipients, expectations which are revealed that psychological factors in on-line shopping.