Performance Analysis of Online Bookstores by Using MACBETH and PROMETHEE Methods

With the developing technology Internet usage is becoming widespread in many areas. As Internet usage evolves, people prefer to shop online in order to meet their needs. Therefore, at this point they will be faced with decision making process. So as to analyze the performance of various alternatives multiple decision making methods is utilized. In this paper the performance of four different online bookstores were analyzed. Price, security, lead time, product range and customer care were determined as evaluation criteria. MACBETH and PROMETHEE methods were in use on behalf of comparing performances of shopping websites. In MACBETH it is not necessary to use another method in order to calculate weights of criteria whereas in PROMETHEE AHP (Analytic Hierarchy Process) method was used. This study differentiates itself by the methods it used which are rarely applied in Turkey.

Keywords: Multiple Decision Making Methods, MACBETH, PROMETHEE, E-commerce

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