

**UNDERSTANDING NEW GENERATION CONSUMERS IN THE TURKISH  
CONSUMPTION SOCIETY: RESEARCH ON SHOPPING PRACTICES AND  
BUYING BEHAVIORS OF GENERATIONS X AND Y**



**DUYGU AYDIN ASLANER**

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BUYING BEHAVIORS OF GENERATIONS X AND Y**

**BY**

**DUYGU AYDIN ASLANER**

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## APPROVAL PAGE

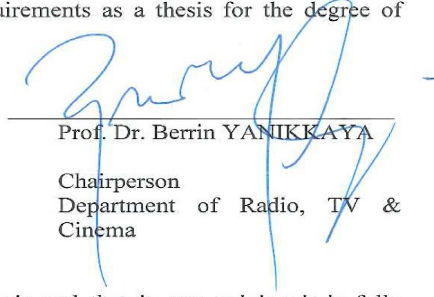
Approval of the Institute of Social Sciences



Prof. Dr. Mustafa Fazıl GÜLER

Head of Social Sciences

I certify that this thesis satisfies all the requirements as a thesis for the degree of Doctor of Philosophy.



Prof. Dr. Berrin YANIKKAYA

Chairperson  
Department of Radio, TV &  
Cinema

This is to certify that we have read this thesis and that in our opinion it is fully adequate, in scope and quality, as a thesis for the degree of Doctor of Philosophy.



Assoc. Prof. Dr. Pelin HÜRMERİÇ

Supervisor

### Examining Committee Members

Prof. Dr. İlker Cenan BIÇAKÇI Yeditepe  
University



Assoc. Prof. Dr. Pelin HÜRMERİÇ Yeditepe  
University



Assoc. Prof. Dr. Meltem ERİNÇMEN KANOĞLU Yeditepe  
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29/12/2016

Duygu AYDIN ASLANER





## ABSTRACT

One of the principal activities, ensuring the functioning of the existing system and its continuity in today's capitalist societies, is consumption. Especially the neo-liberal policies in Turkey, executed in the 1980s, the globalization process and technological developments brought a consumption-oriented social mentality into the forefront, requiring the emergence of a new type of consumer. Affected by these conjunctural conditions of Turkey, Generation X was stuck between the old and the new and became the first consumers of the Turkish consumption culture. The following generation, Generation Y, on the other hand, started to exist as consumers in a time, when digital breakthroughs were witnessed in the society and consumption manifested itself in all areas of life. These changes have deeply influenced the shopping practices of Generations X and Y, also called the new generation consumers, as well as their buying behaviors.

In this framework, this study attempts to reveal the similar and different approaches of Generations X and Y regarding this topic, by evaluating the offline/online shopping practices and buying behaviors of both generations, from the perspective of the consumption society. Performed with this objective in mind, the scope of this study included the elaboration of relevant concepts through an academic literature review and the usage of in-depth interviews and questionnaires, in order to investigate said matter in Turkey, which yielded comprehensive data. In this context, an important finding is Generation Y's preference to shop online more than Generation X and with hedonic values in mind, while they do so.

***Key words:*** *Consumer Society, Consumer Behavior, Generation X, Generation Y, New Generation Consumer, Online Shopping, Offline Shopping*

## ÖZET

Günümüz kapitalist toplumlarında, mevcut sistemin işleyişini ve sürekliliğini sağlayan başat faaliyetlerden biri tüketimdir. Özellikle 1980’li yıllarda Türkiye’de uygulanan neo liberal politikalar, küreselleşme süreci ve teknolojik gelişmelerle birlikte öne çıkan tüketim odaklı toplum anlayışı, yeni bir tüketici tipinin yaratılmasını da zorunlu kılmıştır. Türkiye’nin bu konjonktürel durumundan etkilenen; eski ile yeni zaman arasında kalan X kuşağı, Türk tüketim kültürünün ilk tüketicileri olarak toplumdaki yerini almıştır. Ardından gelen Y kuşağı ise toplumda dijital kırılmaların yaşandığı ve tüketimin tüm yaşam pratiklerinde kendini yansıttığı bir dönemin tüketicileri olarak varlığını göstermiştir. Var olan bu değişimler, yeni nesil tüketiciler olarak adlandırılan X ve Y kuşaklarının alışveriş pratiklerini, dolayısıyla satın alma davranışlarını da derinden etkilemiştir.

Bu çerçevede bu çalışma; X ve Y kuşaklarının çevrim dışı/çevrim içi alışveriş pratiklerini ve satın alma davranışlarını tüketim toplumu perspektifinden değerlendirerek her iki kuşağın konuya ilişkin benzer ve farklı yaklaşımlarını ortaya koymayı amaçlamaktadır. Bu amaçla gerçekleştirilen araştırma kapsamında, akademik yazın taraması yapılarak gerekli kavramlara açıklık getirilmiş; derinlemesine mülakat ve anket yönteminden faydalanılarak konu Türkiye özelinde irdelenmiş ve kapsamlı veriler elde edilmiştir. Bu bağlamda, Y kuşağının X kuşağına göre daha fazla çevrim içi alışverişi tercih ettiği ve hedonik değerlerle alışveriş yaptığı önemli bulgular arasındadır.

**Anahtar kelimeler:** *Tüketim Toplumu, Tüketici Davranışları, X Kuşağı, Y Kuşağı, Yeni Nesil Tüketici, Çevrim İçi Alışveriş, Çevrim Dışı Alışveriş.*

## PREFACE

This thesis aims to reveal the online and offline shopping practices, hence the consumption habits of Generations X and Y in Turkey that already occupy a significant place in the consumer society and will completely change the consumption understanding of the future generations. I would like to start by saying that I owe a debt of gratitude to my esteemed professors, dearest friends and family, who supported me all through my thesis process.

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## TABLE OF CONTENTS

APPROVAL PAGE.....	i
PLAGIARISM PAGE.....	ii
ABSTRACT.....	iii
ÖZET .....	iv
PREFACE.....	v
TABLE OF CONTENTS.....	vii
LIST OF TABLES.....	xi
LIST OF FIGURES .....	xvi
LIST OF ABBREVIATIONS.....	xvii
1. INTRODUCTION .....	1
2. CONCEPTUAL FRAMEWORK.....	5
2.1 The Transition Process from Production Society to Consumption Society ..	6
2.2 The Concept of Consumption and Theories.....	16
2.2.1 Classical Social Theories and Approaches .....	18
2.2.2 Modern Critical Theories and Approaches .....	26
2.2.3 Postmodern Critical Theories and Approaches.....	36
2.2.4 Positivist Theories and Approaches.....	53
2.2.5 The Relations between Consumption Society and Culture within the Frame of Hedonism .....	57
2.3 The Concept of Consumer and Consumer Behavior.....	62
2.3.1 Types of Buying Behavior .....	68
2.3.1.2. Buying Behavior Depending on Time Spent .....	70
2.3.2 Consumer Buying Process .....	71

2.3.2.1 Need Recognition.....	73
2.3.2.2 Information Search.....	75
2.3.2.3 Evaluation of Alternatives .....	77
2.3.2.4 Purchase Decision .....	77
2.3.2.5 Post Purchase Behavior.....	78
2.4 Factors Influencing Consumer Buying Behavior .....	79
2.4.1 Cultural Factors.....	79
2.4.2 Social Factors.....	86
2.4.3 Psychological Factors .....	96
2.4.4 Personal Factors .....	116
2.5 The Concept of Generations and Generation Classifications.....	126
2.5.1 Traditionalists.....	129
2.5.2 Baby Boomers.....	132
2.5.3 Generation X.....	137
2.5.4 Generation Y .....	142
2.5.5 Generation Z .....	147
2.6 New Generation Consumption and Consumer .....	156
2.6.1 Factors Influencing New Generation Consumption and Consumers.....	157
2.6.1.1 Globalization.....	157
2.6.1.2 Media and Advertising.....	164
2.6.1.3 Lifestyles.....	169
2.6.1.4 Digitalization and Digital Technologies .....	178
2.6.2 Shopping, Types of Shopping and New Generation Consumers..	186
2.6.2.1 Offline Shopping.....	190

2.6.2.2 Online Shopping .....	198
3. RESEARCH.....	218
3.1 Research Topic and the Problem.....	218
3.2 Questions and Hypotheses.....	219
3.3 The Purpose And The Scope Of The Study .....	221
3.4 The Significance of the Study .....	221
3.5 Methodology.....	222
3.6 Sample Size .....	225
3.7 Limitations of the Study .....	229
4. RESULTS .....	231
5. DISCUSSION.....	301
REFERENCES .....	314
APPENDIX 1 Questionnaire Filled by Respondents Before In-Depth Interviews ...	337
APPENDIX 2 In-Depth Interview Questions.....	338
APPENDIX 3 The Questionnaire .....	341
APPENDIX 4 How the Sample Group Define Themselves.....	347
APPENDIX 5 The Occasions on Which the Sample Group Shops.....	358
APPENDIX 6 Venues of Preference of the Sample Group in terms of Shopping ....	360
APPENDIX 7 Channels Used by the Sample Group to Seek Information Before Offline Shopping.....	362
APPENDIX 8 Sample Group Reasons as to Why They Shop Offline.....	365
APPENDIX 9 Most Frequently Purchased Products of the Sample Group While Shopping Offline.....	367
APPENDIX 10 Preferred Method of Payment of the Sample Group wile Shopping Offline .....	369

APPENDIX 11 Tools Used by the Sample Group While Shopping Online .....	371
APPENDIX 12 Sample Group Reasons as to Why They Shop Online.....	373
APPENDIX 13 Preferred Method Of Payment of the Sample Group While Shopping Online.....	381
APPENDIX 14 Preferred Sites of the Sample Group While Shopping Online.....	383
APPENDIX 15 Membership Statuses of the Sample Group While Shopping Online .....	386
APPENDIX 16 Sample Group Reasons as to Why They Do Not Shop Online.....	401
APPENDIX 17 Sample Group Opinions Concerning How Shopping Will Be Carried Out in Future .....	405
CURRICULUM VITAE.....	410



## LIST OF TABLES

Table 2.1 Characteristics concerning the culture industry consumption and consumers as identified by the Frankfurt scholars.....	34
Table 2.2 Characteristics of the consumer society and consumers as identified by the postmodern theorists .....	49
Table 2.3 Social classes .....	84
Table 2.4 2012 S.E.S. Groups.....	85
Table 2.5 Decision making according to power structures.....	87
Table 2.6 The relationship between classical conditioning and sales promotion.....	109
Table 2.7. Decision making process in power structure .....	112
Table 2.8. Lifestyle and consumption process.....	118
Table 2.9 Lifestyle patterns.....	119
Table 2.10 Classification of generations.....	129
Table 2.11 Overall view of generations in Turkey .....	151
Table 2.12 The lifestyle of Turkish consumption society.....	173
Table 2.13. Lifestyles in Turkey from 1980s to 2000.....	174
Table 2.14 Rational shopping types.....	188
Table 2.15 Six different motivations for hedonic shopping .....	189
Table 2.16. Number of Shopping Malls and Leaseable Spaces .....	194
Table 2.17 Types of e-commerce.....	203
Table 2.18 Traditional online shopping structures and new trends .....	209
Table 3.1 Appropriate sample sizes for given populations- .....	227
Table 3.2 Table of samples for quantitative research .....	228
Table 3.3 Table of samples for qualitative research .....	228
Table 4.1 Table of In-depth interviews of Generation X .....	233

Table 4.2 Table of in-depth interviews of Generation Y .....	234
Table 4.3 Advantages and disadvantages of online and offline shopping.....	241
Table 4.4 Reasons to shop online and offline .....	243
Table 4.5 Points of view of generations X and Y towards generations.....	256
Table 4.6 Overall distribution of the sample group by sex.....	259
Table 4.7. Distribution of the sample group by sex.....	260
Table 4.8 Distribution of the sample group by dates of birth .....	260
Table 4.9 Distribution of the sample group by educational status.....	261
Table 4.10 Employment Status of the Sample Group.....	261
Table 4.11 Employment status of sample group.....	262
Table 4.12 Distribution of the sample group by occupation.....	263
Table 4.13 Marital status of the sample group.....	263
Table 4.14 Employment status of spouses within the sample group.....	264
Table 4.15 Household incomes of the sample group.....	264
Table 4.16 Household income status of the sample group – level of significance....	265
Table 4.17 Time spent on the Internet per day within the sample group.....	265
Table 4.18 Time spent on the Internet per day within the sample group – level of significance .....	266
Table 4.19 Opinions of the sample group as to whether shopping is a hobby or not	267
Table 4.20 Sample group perspectives on the concept of consumption – first recalled .....	267
Table 4.21 Sample group perspectives on the concept of consumption – second recalled.....	268
Table 4.22 Sample group perspectives on the concept of consumption – third recalled .....	269

Table 4.23 Sample group approaches towards the consumption culture in Turkey ..	270
Table 4.24 Consumer types within the sample group.....	271
Table 4.25 Consumer types within the sample group – level of significance .....	271
Table 4.26 Frequency of shopping of the sample group.....	272
Table 4.27 Sample group opinions as to whether the products they buy reflect their personalities or not.....	273
Table 4.28 Sample group opinions as to whether the products they buy reflect their personalities or not – level of significance .....	273
Table 4.29 offline shopping status of the sample group .....	274
Table 4.30 Frequency of shopping offline within the sample group.....	275
Table 4.31 Sample group perspectives on offline shopping – first recalled.....	276
Table 4.32 Sample group definitions of offline shopping within the contexts of rational or hedonic values – first recalled.....	277
Table 4.33 Sample group definitions of offline shopping within the contexts of rational or hedonic values – level of significance – first recalled.....	277
Table 4.34 Sample group perspectives on offline shopping – second recalled .....	278
Table 4.35 Sample group definitions of offline shopping within the contexts of rational or hedonic values – second recalled .....	278
Table 4.36 Sample group definitions of offline shopping within the contexts of rational or hedonic values – level of significance – second recalled.....	279
Table 4.37 Sample group perspectives on offline shopping – third recalled.....	280
Table 4.38 Sample group definitions of offline shopping within the contexts of rational or hedonic values – third recalled.....	280
Table 4.39 Sample group perspectives on offline shopping – level of significance – third recalled .....	281

Table 4.40 Purchasing processes of the sample group in offline shopping .....	282
Table 4.41 Sample group reasons to shop offline within the contexts of rational or hedonic values.....	283
Table 4.42 Status of shopping offline planned / unplanned within the sample group .....	284
Table 4.43 Online shopping status of the sample group.....	285
Table 4.44 Online shopping status of the sample group – level of significance .....	285
Table 4.45 Frequency of shopping online within the sample group.....	286
Table 4.46 Frequency of shopping online within the sample group – level of significance .....	286
Table 4. 47 Sample group perspectives on online shopping – first recalled.....	287
Table 4. 48 Sample group definitions of online shopping within the contexts of rational and hedonic values – first recalled.....	288
Table 4.49 Sample group perspectives on online shopping – second recalled.....	288
Table 4.50 Sample group definitions of online shopping within the contexts of rational and hedonic values – second recalled.....	289
Table 4.51 Sample group perspectives on online shopping – third recalled .....	290
Table 4.52 Sample group definitions of online shopping within the contexts of rational and hedonic values – third recalled .....	290
Table 4.53 Purchasing processes of the sample group in online shopping.....	291
Table 4.54 Purchasing processes of the sample group in online shopping – level of significance .....	292
Table 4.55 Purchased products of the sample group while shopping online.....	294
Table 4.56 Purchased products of the sample group while shopping online – level of significance .....	294

Table 4.57 Status of shopping online planned / unplanned within the sample group	295
Table 4.58 Status of shopping online planned / unplanned within the sample group - level of significance .....	295
Table 4.59 Sample group reasons as to why they do not prefer online shopping.....	297
Table 4.60 Sample group status of buying products which are not needed.....	298
Table 4.61 Sample group status of buying products which are not needed – level of significance .....	298
Table 4.62 Sample group opinions concerning shopping in future .....	299
Table 4.63 Sample group differences among household income distribution.....	300
Table 4.64 Distribution of sample group by household income.....	300

**LIST OF FIGURES**

Figure 2.1 Abraham H. Maslow's hierarchy of needs.....	59
Figure 2.2 What is consumer behavior? .....	67
Figure 2.3 Types of buying behavior.....	68
Figure 2.4 Consumer decision making process .....	72
Figure 2.5 Problem recognition in consumer decision making process .....	74
Figure 2.6 Information search in consumer decision making process.....	76
Figure 2.7 Factors influencing consumer buying behavior .....	79
Figure 2.8 Purchasing roles and decisions in a family.....	91
Figure 2.9 Types of reference groups .....	92
Figure 2.10 Examples over the roles, assumed by a university student .....	94
Figure 2.11 The Process of perception .....	100
Figure 2.12. The Pepsi example.....	100
Figure 2.13 Consumer behavior and learning.....	107
Figure 2.14 Typology of Generation X.....	139
Figure 4.1 Websites categorized by business activity .....	213

**LIST OF ABBREVIATIONS**

AIDS	Acquired Immune Deficiency Syndrome
ARPA	Advanced Research Projects Agency
BTK	Information and Communication Technologies Authority
B2B	Business to Business
B2C	Business to Customer
CAD	Computer Assisted Design
CAM	Computer Assisted Manufacturing
CD	Compact Disc
C2B	Customer to Business
C2C	Customer to Customer
DARPA	Defense Advanced Research Projects Agency
etc	Et Cetera
EU	European Union
ODTÜ	Middle East Technical University
S.E.S	Socio-economic Status
TC	Republic of Turkey
TRT	Turkish Radio and Television Corporation
TTNET	Turk Telekom Net
TÜAD	Turkish Researchers' Association
TÜBİSAD	Informatics Industry Association
TÜBİTAK	Scientific and Technological Research Council of Turkey
TÜİK	Turkey Statistical Institute
TV	Television
ULAKBİM	Turkish Academic Network and Information Center
UN	United Nations
USA	United States of America
www	World Wide Web

## 1. INTRODUCTION

The rise in the new communication technologies in late 1980s, under the influence of globalization, has caused dramatic changes in consumption, as was the case in many different areas. With the digital age beginning, individuals carry out their consumption activities within the policies that are determined by the system in capitalist societies, where competition is also fierce.

For the individuals in the consumption society, it is as if the ‘commodities’ are presented as idols to be worshipped. The idea that spiritual satisfaction and happiness could only exist by means of consumption is, again, imposed upon the individuals by the system. Accordingly, individuals are working constantly to possess the commodities they desire and look for new ways to earn more and consume more.

In the post-modern ‘consumption society’, individuals continue with their consumptive actions, captivated by the attraction of consumption places, set up both online and offline for their shopping activities. While offline places – indoor bazaars, passages, and markets were designed in the past, outdoor stores and shopping malls make up the dynamo of consumption today.

Along with the post-modern era, shopping malls with their ever increasing visitor numbers in Turkey have become mesmerizing consumption complexes for new generation consumers, where many activities intertwine, rather than being mere shopping venues. In other words, shopping malls are not just places where shopping is carried out; but where free time, money, commodities, desires and entertainment are commonly consumed.



In emerging countries like Turkey, these designed consumption venues are copies of those of the west. Large parking lots, huge and impressive lights, beautiful and pleasant music, wide reaching stores, various events for children and young people, different restaurants, coffee shops, supermarkets, security control at every entrance so that consumers feel comfortable and safe and air conditioning systems that comply with all seasons help consumption to be actualized in a grandiose manner, while also helping consumers enjoy the setting and the commodities they purchase even more and be more satisfied with them.

Generations X and Y (new generation consumers) especially, who were born in the years when consumption society was rising in Turkey, as well as representing a significant portion of the population, now became potential consumers for offline shopping. Moreover, there is a rapid increase in online shopping, in direct proportion with the sphere of influence of the Internet expanding in Turkey, as well as the whole world, with digitalization. This changed the consumption habits of new generation consumers too. In other words, online shopping has taken offline shopping practices to the digital dimension with the new generation (especially with Generation Y); and revealed a new consumption understanding with different approaches and different methods for Generations both X and Y in all areas, by developing a new language within the capitalist system.

Offline and online venues, set up by the capitalist system, aim for new generation consumers to spend the maximum amount they can and buy more products and services. In this present system, although new generation consumers, pushed into the consumption spiral, believe that they are rationally shopping, they are actually consuming commodities, to which they are committed with momentary passion and

happiness via hedonic emotions underlying their thoughts. In other words, surrounded by hedonic motives, new generation consumers take consumptive actions in offline and online shopping practices, even though they do not need it. That is because the system reminds them that they are kings and queens, every single time and convince them that all commodity alternatives are produced, in line with their wants; making them feel the necessity of emotional satisfaction. In this context, the fundamental characteristic of the consumption society is being steered towards consumption in the fastest way possible, without giving the consumers, who take action with their desires, a chance to think twice.

Even though they are called new generation consumers, Generations X and Y actually exhibit differences in their shopping and consumption habits, due to the periodical changes in which they live. In other words, Generation X is the first generation of the consumption society, while Generation Y is the new member of the consumption society that has risen with the digital revolution. Therefore, this study attempts to reveal the extent of the rational and hedonic values in these two generations' lives– X and Y, existing in the consumption society, the differences between the offline and online shopping habits of both and their changing/transforming buying behaviors.

With this information in mind, the study consists of five main parts. In the conceptual framework, followed by the introduction of the study, the process of the shift from the production society to the consumption society, the concept and theories regarding consumption, consumer and consumer behavior, factors influencing consumer buying behavior, the concept of generations and their classification, new

generation consumption and consumers will be touched upon as subheadings and all concepts will be explained in detail.

Following the conceptual framework, the third part of the study will be the research. The research will consist of two stages; qualitative and quantitative. In the first stage, a semi-structured in-depth interview method will be used to acquire rich, qualitative and in-depth information concerning Generations X and Y's buying behaviors, predispositions towards offline and online shopping, ideas, emotions, attitudes and behaviors, while presenting their perspectives on the concept of "digital consumption society" (Mahoney,1997; Yildirim and Şimşek, 2006). In the second part of the research, a quantitative survey method is utilized. With this method, the findings that are gathered in the first stage of the research will be tested with a greater sample; revealing the attitude and behavior towards offline and online shopping of Generation X, born between 1965 and 1979 and Generation Y, between 1980 and 2000.

The final part of the study will include the results and suggestions. In this context, the findings that are gathered with in-depth interview and survey methods within the scope of the research will be discussed by comparison with an academic literature review and the results will be evaluated.

## 2. CONCEPTUAL FRAMEWORK

Within the conceptual framework, the differentiation of production and consumption relationships throughout history will be dealt with, as well as a critical and mainstream perspective on the approaches towards manufacturers and production, emerged in Fordist and Post-Fordist eras. Afterwards, various definitions regarding the concept of consumption, which represents the base of this study, critical theories in the academic field and positivist theories will be touched upon, while shedding light on the concepts of consumption society, culture and hedonism.

Then, the concept of consumer, consumer buying behavior types and consumer need recognition in the buying process, information search, evaluation of the alternatives, purchase decision and all the processes until the postpurchase behavior will be investigated step by step. As a result, psychological, personal, social and cultural factors that influence the buying behavior of consumers will be emphasized in detail.

Following this, the concept of generations, generation classifications, traditionals, baby boomers and Generations X, Y and Z will be explained. At this point, the social, political, economic, cultural and technological developments that are witnessed by these existing generations will be highlighted in detail, from a comparative perspective of America and Turkey.

Finally, the concepts of new generation consumers and consumption will be stressed and how new media and changes in the lifestyles affect consumer trends due to new generation consumption will be revealed via factors influencing new generation consumers, globalization, media and advertising, lifestyle, digitalization

and digital technologies and the diversity of media. Within this process, the effect of the changes in the consumer trends on shopping practices will be examined.

Accordingly, the development process of offline and online shopping across the world and in Turkey will be investigated. Furthermore, as mentioned above, the offline and online shopping practices of Generations X and Y, described as new generation consumers, will be emphasized with rational and hedonic approaches and will be assessed within the Turkish conjuncture.

## **2.1 The Transition Process from Production Society to Consumption Society**

The political, social and economic developments in the transition period from the production society to the consumption society changed the consumption habits of the society, while at the same time, impacting the production and consumption practices deeply. The production society began in 1913 with the Fordist production and continued throughout 1970s with the Post-Fordist economic-social system due to the change in the production and consumption styles. With globalization and the developments in new communication technologies as of the 1980s, a shift from the production society to the consumption society occurred. In order to understand the consumption society, the production society has to be scrutinized first.

The production society is linked with the “Fordist” production system that developed with the industrialization process. The concept of Fordism<sup>1</sup> is used to describe the principles, executed in the conveyor production of Henry Ford – the founder of Ford Motor Company. The production method of the first period of

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<sup>1</sup> The term Fordism was first used by Antonio Gramsci, in the Americanism and Fordism analysis in his Prison Notebook he has written in 1934.

capitalism between 1913 and 1970, Fordism is expressed as the mass production of standardized goods on the assembly line (Browne, 2005). Ford utilized Frederick Winslow Taylor's principles of "Scientific Management" (Taylorism), as he founded this system. Thanks to this method that Taylor developed to improve productivity, the shortest period of time for the workers to manufacture a particular product was determined, division of labor was designated and production was planned daily – monthly. Even though influences of Taylorism are seen on Fordism, it should not be overlooked that Fordism is an entirely different industrial model than Taylorism (Curcio, 2013). According to David Harvey (1992), the most important factor, distinguishing Fordism from Taylorism is Henry Ford's prescience. He thinks that Ford had the perspective for "a new system in the reproduction of workforce; a new policy in the control and management of labor, a new aesthetic and psychology; in short, a rationalized, modernist, populist, democratic society". For Henry Ford, mass production is, simultaneously, mass consumption.

From this point of view, while Ford paid five dollars a day for his workers, which was quite the wage for the time, his actual purpose was to give them the opportunity to buy the products they manufacture (Lewis, 1987). Fordism also standardizes masses with standardized products, aside from presenting this opportunity to the workers. In this context, Model T, the first automobile that Ford manufactured for the middle class, was manufactured only in black, due to the fact that black paint dried considerably more quickly than any other color (Collins, 2007, Sheumaker and Wajda, 2008). So much so that the following quote of Henry Ford nearly describes the whole Fordist process: "Any customer can have a car painted any color that he wants, so long as it is black" (2007, p. 74). In this context, the

preferences of the consuming class do not matter; what matters is that consumers are a part of the mass consumption.

In his analysis on “Americanism and Fordism in Prison Notebooks”, Antonio Gramsci points out that Fordism is a planned economic model. According to Gramsci (1971), Fordism does not only plan the economic areas, but also socio-cultural areas too; one by one. He suggests that Fordism’s purpose is to create “a new type of worker and of man” and most importantly, the American hegemony<sup>2</sup>.

From a marketing perspective, Fordist production mentality from 1914 to 1929 is defined as the production oriented period (Mucuk, 2004). In the production oriented period, the manufacturer only focuses on ‘production’ and attempts to acquire maximum profit in the fastest way possible. The needs and preferences of the consumer are not considered in this process (Jain, 2009). Nezihe Figen Ersoy (2003) lists the consumer characteristics in this period as follows: The consumer is not quite conscious, because the sources where s/he can be informed are either limited or do not exist at all. The lack of products, with which a comparison can be made makes it impossible for the consumer to choose and thus, the possibility of the consumer, being more active in such a structure, is eliminated. In short, the dominant mentality in the production oriented period is expressed as, “I sell whatever I manufacture” (Mucuk, 2001).

The Fordist production mentality had come to an end with the Great Depression in 1929 – the economic crisis that began with the collapse of Wall Street

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<sup>2</sup> The first use of the term, hegemony, is attributed to Georgi Plekhanov, writing on relations between the Bolsheviks and proletariat in the aftermath of the 1905 Revolution in Russia. The concept was later developed by Antonio Gramsci to explain how the liberal democracy is able to maintain the dominance of capitalist interests through the use of consent plus force (Lowes, 2006).

Stock Exchange in New York and gradually spread to the whole globe (Osterhammel and Petersson, 2005). During the Great Depression, unemployment peaked, prices dropped and consumption declined (Hafer, 2005). In the economic model he developed, John Maynard Keynes reveals the necessity of the government's intervention in the economy, by giving up the mentality of a liberal, limited state. Keynes, whose opinions influenced the economy for a long time, posited that with the state governing the economy, hiring will begin, demand will increase and economy will prosper. In this period of time, this Keynesian approach was widely adopted and begun to be used in economic models, with America coming in the first place (Reynolds, 2002).

Following the Great Depression, it was understood that the problem in the consumption did not stem from the productivity of manufacturing, but from the sales of the manufactured goods (Etzel, Walker and Stanton, 2001). Prevailing as of the Great Depression years until World War II, this process is defined as the sales oriented period in marketing (Jain, 2009). Enterprises turned their intensive efforts towards promotion in the sales oriented period and added on to the responsibilities of the sales managers (Etzel, Walker and Stanton, 2001). The prominent marketing tools here are the triad of personal sales, advertising and promotion (Kumar, 2010). During this period of time, the salespeople attempted to persuade the consumers to buy through unethical and deceitful promises and aggressive, overbearing sales methods (Lancaster and Massingham, 2011). The consumers' knowledge regarding the goods and services in the sales oriented period is inadequate and their bargaining power, weak. Thus, the consumers had no influence whatsoever on the enterprises (Korkmaz



et al., 2009). In other words, the dominant mentality in the sales oriented period can be summed up as, “Products are not bought; they are sold” (Kumar, 2010).

Capitalism has witnessed its golden era between 1950 and 1970 with Fordism, standardized mass production at its core, increasing productivity, rising incomes and in addition to them, increasing consumption (Jessop, 1996). America has asserted its existence as a hegemonic power across the world in this post-WWII period, called the ‘golden era’ of capitalism (Singh and Zammit, 2000).

With America’s declaration that it is de facto superior over The Soviet Union, “the course of economic relations worldwide has shifted from economic and technical to the cultural areas.” USA’s advances in areas such as communication, marketing and advertising and imposing this upon other capitalist countries have revealed a transition from the organization of the production towards the organization of consumption (Hobsbawn, 2008). Economist Victor Lebow’s (1955) words are of summarizing quality as to how consumption shall be organized:

“Our enormously productive economy demands that we make consumption our way of life, that we convert the buying and use of goods into rituals, that we seek our spiritual satisfactions, our ego satisfactions, in consumption. We need things consumed, burned up, worn out, replaced and discarded at an ever increasing pace” (p.7).

The mass consumption way began to be used in England after America, then in Western Europe; laboring classes gradually started to be involved in the consumption process and became consumers themselves. At this point, Robert Bocoock (1993) underlines the emergence of new consumer groups in the Fordist mass production era. According to him, consumer groups began to make choices among products through the advertisements and manufacturers began to form images in the new consumers’ minds with them.

Accepted as the time when modern marketing was born, these years witnessed intensive competition, increasing product varieties and more conscious consumption activities by the consumers. In the market oriented period, consumers had acquired a stronger position and the fulfillments of the consumers' needs were taken as a base by the manufacturers (Darroch, 2010). Enterprises started to conduct market research to have a better grasp of consumers' desires and needs and developed their products and services, in accordance with the results of these researches (Masterson and Pickton, 2010). In summary, the dominant mentality in the market oriented era is, "The consumer is the king" (Saxena, 2009).

It has been understood after 1973 that it was impossible to keep the conflicts of Fordist Keynesian capitalism under supervision. Rising inflation and productive stagnation that came along with the oil crisis were, in a manner of speaking, the prophets of a new economic model. The technological developments that appeared between 1970s and 1980s, as well as the globalization process, brought along a transition to a more flexible production style; Post-Fordism (Harvey, 1992). Post-Fordism actually shall be defined as the new form of capitalism.

The main difference between Fordism and Post-Fordism is that a social state mentality is adopted in Fordism; hence, the state continued its existence as a regulatory power. In the Post-Fordist era, this mentality was completely rejected; a self-control and regulation mechanism for the market itself was adopted with the rise of the global markets and companies. The firm and hierarchical organization structure of Fordism was overthrown and replaced with a flexible organization model. In other words, while Fordist production required skilled or semi skilled workers, Post-Fordist production required skilled workers that came forth with flexible specialization.

Fordism's standardized mass products became inadequate in meeting the needs of consumers with Post-Fordism on the stage; as a result, individual oriented production manners and products, tailor-made for the consumers came forth (Kumar, 2005).

Upon ideological inspection, it can be seen that Fordism portrays the economic structure of modernism<sup>3</sup>, while Post-Fordism portrays that of postmodernism<sup>4</sup> (Aslanoğlu, 1998). Various theorists discussed the characteristics of the postmodern era included in Post-Fordism, from different perspectives.

Frederic Jameson (1991)<sup>5</sup> and David Harvey (1992) discussed the concept of postmodernism with economic, political and cultural analyses. Jameson defines postmodernism as the cultural logic of "late capitalism", which is the third stage of capitalism. A similar approach had also been developed by Harvey. According to him, the postmodern era emerges with the transition to the flexible accumulation model, which came as a result of the crisis in the Fordist production. Various changes in the discourses and practices in the cultural arena are also observed with this transition. At the same time, Jameson (1998) mentions that a new, consumption centered society is being built with the postmodern era (this society can be defined with numerous concepts; such as post-industrialist society, consumption society, media society and international capitalism). According to him, this new consumerism with constant

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<sup>3</sup> Fueled with the idea of enlightenment that refuses the forms of traditional art, architecture, literature, religious faith and social union, modernism is a concept that expresses a new economic, political and social life (Kyeyune, 2012). According to Anthony Giddens (1990), 'modernity' is the social living and organizing form, which emerged in the seventeenth century Europe and spread to almost all corners of the world. For Best and Kellner, modernity stepped into the daily life practices of the individuals via "modern arts, consumer society's products and new technologies of communication and transportation" (1991, p. 2-3).

<sup>4</sup> According to Kohler (1977) and Hassan (1985), the concept of postmodernism was first used by Federico de Onis in 1930s, to describe the reaction against modernism (cited in Featherstone, 2007).

<sup>5</sup> Frederic Jameson's article, "Postmodernism or the Cultural Logic of Late Capitalism" was first published in the *New Left Review* journal in 1984.

change at its core, is offering different trends and styles to the individuals it surrounds with advertisements and media.

Jean Baudrillard (1994), on the other hand, characterizes postmodernism, which is the late capitalism stage along with the advancements in new information technologies, as the simulation era. Baudrillard (2006) names the society of this era, the consumer society. According to him, the consumer society is the society mentality that steers individuals towards consumption with global codes and believes that consumption will provide prestige and privilege. Zygmunt Bauman defines the society of the postmodern era as the consumption society as well. He explains as follows: “Ours is a “consumer society” in the similarly profound and fundamental sense in which the society of our predecessors, modern society in its industrial phase, used to be a “producer society” (2005a, p.78). Mike Featherstone (2007) investigates consumption in the postmodern era from a cultural perspective. Featherstone deems the ‘lifestyles’ within the consumption culture<sup>6</sup> as means for individuals to express themselves. This is defined as quenching the thirst for joy and pleasures, rather than quenching the needs for a consumption activity in said culture (Odabaşı, 1999). The individual in the hedonist consumption process believes that s/he will earn a distinct identity and status among the society, by purchasing the products that contain imaginary and symbolic values (Köse, 2010). Pelin Hürmeriç and Ece Baban (2012) point out that in today’s consumer society, consumption has become a need and human beings are evolving from “homo sapiens” to “homo consumens”, with the

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<sup>6</sup> The concept of consumption culture is explained as “the marketing of goods and services and heading towards consumption, being culturally dominant in societies” (Mutlu, 2012, p.308).

increasing importance attached to pleasure and psychological satisfaction. At this point, it is observed that the ‘consumption society’, where needs are replaced with desires, falls within the principal factors of postmodernism.

Krishan Kumar (2005) identifies postmodernism with “information society”, while Perry Aderson and Ellen M. Woodise, with the concept of “information era.” Their approaches converge on new technologies, shaping the principal forms of the postmodern era and these forms, appearing in the cultural, political and economic relations of the society. Lyotard, on the other hand, defines postmodernism as the “postmodern state”. According to Lyotard, the postmodern society employs a rapid and changeable nature, in line with the developments in technology and information. Lyotard claims that the postmodern society is described as the “computerization of the society” (Best and Kellner, 1991). Another fundamental factor that constitutes postmodernism is technology. In this context, technological developments in the 1980s shall be touched upon. Computer assisted design or computer assisted manufacturing (CAD and CAM) practices, automation and robotic studies changed the production, labor and capital processes in the postmodern era. As a result of information and information processing, assuming top priority roles in production, a capitalist organization model emerged, where spatially smaller, flexible production is on the forefront and labor process has a more skilled and specialized structure. These developments paved the way for the financial capital to be gradually more independent and to gain global scale mobility. In other words, this process called the globalization<sup>7</sup> is predicated as the financial capital’s efforts to convert the whole

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<sup>7</sup> The topic of globalization was first begun to be discussed in 1960s by specifically the mainstream theorists. The concept of ‘Global Village’ was first suggested by Canadian mainstream theorist Herbert Marshall McLuhan during these years. According to McLuhan, the electronic

world to a single, integrated market, to gain maximum profits (Şaylan, 1999). So, the postmodern era includes the globalization process, new communication technologies and changes in the political, social and economic fields, where consumption is prominent.

All these developments of the postmodern era have influenced the process of marketing too. Today's marketing understanding is described as postmodern marketing. Postmodern marketing deals with the marketing concepts and practices of every respect, from the perspective of postmodern philosophy (Blythe, 2009). In other words, "postmodern marketing is the reflection of postmodernism in marketing, which suggests banality over perfectionism, lacks a common language, favors the usage of anything and everything and advocates the entertaining, cheerful and ironic forms, in line with the principle of being unprincipled" (Tek, 1990, p. 147). Commodities are offered to the individuals in the postmodern marketing process via images; as a result, postmodern consumers consume these made up images and are satisfied.

The consumer characteristics of the postmodern era are defined as follows; postmodern consumers are active individuals, who pursue pleasure and joy, are satisfied with momentary happiness and play a role in the design and production processes as well, in line with their own pleasures and needs (Odabaşı, 2004). The

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developments had shrunk and shriveled the physical boundaries of the world. Accordingly, the world had now become a global village (cited in Logan, 2010). According to Zygmunt Bauman, on the other hand, cancelling out the time and place, in line with the technological developments "polarized the humanity rather than homogenizing it" (2005, p.18).

dominant mentality of today's marketing approach focuses on 'Whatever the customer wants me to manufacture, I will manufacture and sell that'.

In the section above, the economic, political and social developments in the transition period from production society to consumption society were scrutinized, within a framework of production-consumption relationship and changing trends of consumers and marketing are emphasized. In this direction, the concept of consumption and relative theories shall be scrutinized, which make up the main topic of this study.

## **2.2 The Concept of Consumption and Theories**

Critical and mainstream theorists set forth various definitions by focusing on the different aspects and starting points of the concept of consumption. Originating from "*consumere*" in Latin, the word "consuming" carries the meaning of "buying by making a preference", by using the words "*con*", meaning intensive preference and '*sumere*', meaning to take something up (American Heritage Dictionary, 1992, p.1674). Derived from the word "*consumere*", the word consumption (*consumplio*), on the other hand, is fundamentally used to express wasting, destroying, consuming; numerous other definitions about the concept can also be encountered in health, biology, economy and social sciences.

In health sciences, this concept is used to refer to the exhaustion or depletion of the whole body or at least, some parts of it, due to a disease like tuberculosis; in biology it refers to the exhaustion of natural resources and in economics, to the utilization of goods or services or their purchase (Webster and McKechnie, 1959). In this context, consumption is a salient concept in the interdisciplinary sense. In social

sciences, the definitions put forth by the scholars, who conduct research on the concept of consumption, often focus on the states of utilization, extermination and the means of self-actualization.

According to Robert Bocoock (1993), modern consumers are mentally busy, even if they are physically passive. Thus, consumption<sup>8</sup> is not merely a process, where the consumer fulfills his/her physiological needs, but also a cognitive and challenging process.

According to Zygmunt Bauman (2005b), on the other hand, consumption means exhaustion and the end of the existence of consumed things, both materially and morally. Similarly, Yavuz Odabaşı (1999) also expresses consumption as “obtaining, possessing, using or exhausting a product or service” to meet our existing needs.

According to David Chaney (2002), the concept of consumption is explained as the “social activity that people utilize to list the features or position themselves” when they express themselves. He claims that consumption has become the focal point of social life and cultural values. In other words, the individuals in the society actualize their consumption activities and the main reason underlying this is the desire to build a more understandable world and to make sure of the continuity of their social relations (Douglas and Isherwood, 1979).

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<sup>8</sup> In order for the concept of consumption to be defined clearly, the concept of production shall also be defined, since they, in fact, have a dialectical relation. According to John Scott and Marshall Gordon, “production” is the transformation of resources, including hours and labor, into goods and services with this process (1999, p. 600).



In short, the man who is not self-sufficient in physiological, biological, social and many cultural fields, has numerous and diverse needs. All activities to meet these needs can be stated as consumption (Torlak, 2000).

Consumption has become a highly debated issue in the academic literature, due to its causing of myriad socio-cultural, political and economic changes from the modern era societies to today's world.

Classical social, modern, postmodern, critical and positivist theories have been posited in academic fields, in order to shed light on the nature of consumption. In this context, an investigation regarding the elaboration of consumption theories and the approaches that theorists developed over the concept of consumption is necessary.

### **2.2.1 Classical Social Theories and Approaches**

Social sciences have been fed from various paradigms and shaped accordingly since the 19<sup>th</sup> century. Classical social theories carry great importance in the development of social sciences. Comprising of all the studies that are conducted to understand the society and change it, classical social theory has been the basis of numerous philosophical discussions and theories today. The classical social theory is a literature collection, consisting of the works of Karl Marx, Emile Durkheim, Max Weber and Georg Simmel (Smith, 2004).

The foundation of the theories, set forth to explain the relationship between production and consumption, is represented by the ideas of Karl Marx. In his study, "Grundrisse", Marx touches upon the concept of production first, while assessing the relations of production, consumption, distribution and exchange. Marx puts the individual production, determined by the society, at the center of production. Marx

states that individuals manufacture according to the needs of the society in which they live, it is pointless for an individual outside of the society to manufacture (Marx, 1973).

In his opinion, production and consumption cannot be viewed separately and “production is consumption, consumption is production” (2004, p. 131). Marx (1973) explains this statement as follows:

“Twofold consumption, subjective and objective: the individual not only develops his abilities in production, but also expands them, uses them up in the act of production, just as natural procreation is a consumption of life forces. Secondly: consumption of the means of the production, which become worn out through use, and are partly (e.g. in combustion) dissolved into their elements again. Likewise, consumption of the raw material, which loses its natural form and composition by being used up. The act of production is therefore in all its moments also an act of consumption” (p.31).

Production simultaneously produces the object, required raw material, consumption manner and the consumer for consumption. Consumption, on the other hand, produces production in a double way; (1) a product cannot be a real product without being consumed; and (2) consumption shall produce the requirement for a new production (Marx, 1973). Nazife Güngör (2011) states that this approach of Marx posits that the capitalist system is shaped with consumption; people are made to become captives of consumption and they are trying to find meanings for their existence by means of consumption.

Labor and products of labor, taking the form of commodities<sup>9</sup> in the capitalist system; in other words, the exchange value<sup>10</sup> replacing the use value<sup>11</sup> introduces the concept of “commodity fetishism”.

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<sup>9</sup> Karl Marx defines the concept of commodity as follows, in the first chapter of his book, *Das Kapital*; “A commodity is, in the first place, an object outside us, a thing that by its properties satisfies human wants of some sort or another” (Marx, 2000, p.1).

“Shrouding the social trait of labor, ‘commodity fetishism’ is the source of people being subdued by the processes that are created by the world of things, namely their own activities; but eventually turned against them as objective, independent forces, in consequence of the capitalist economic system’s wheels” (Öngen, 2002, p.8). This power, attributed to the commodities, also initiates the process of alienation.

In “Manuscripts of 1844” where he criticizes bourgeois economics and system, Marx claims that the individuals (workers) are faced with various alienation experiences in the production process. Marx (1997) mentions four different types of alienation here, as a result of alienated labor. The first one is the workers’ alienation from the product of labor, which is a consequence of the production activity; the second one is the alienation from the production process for one does not know where, under what circumstances and when the production will be carried out and the third type of alienation is the alienation from one’s own species-essence, from himself or from his own epitome. Finally, the fourth type of alienation is expressed as people’s alienation from other people. For example, a worker who works at a shoe factory does not notice how and what he produces in the production process. Yet, when he sees a pair of shoes, which is his production, in a display window, he aspires to own it, without even thinking that it is his own production. At this point, the alienation that commodity fetishism causes comes into play (Güngör, 2011). In brief, according to Marx, the purpose of the capitalist system is not to fulfill the

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<sup>10</sup> More than the use value of a commodity, the exchange value is the value, providing the amount of labor and hours (Marx, 2000, p. 3)

<sup>11</sup> The utility of a thing makes it a use value. This value has value only in use, and is realized only in the process of consumption (Marx 2000, p. 2).

fundamental needs of individuals, but to make more profit by converting them into the pieces of the system per se.

While Karl Marx deals with the production and consumption relationship with a materialistic approach; Max Weber evaluates it with a rationalist one. Weber advocates that the factor, shaping the society, is the individuals' frames of mind. In other words, Weber states that the belief and value systems of the individuals in a particular society shall first be understood, in order to understand that society as a whole. Weber defines pre-industrial society as traditional and industrial society as rational (Bahar, 2009).

Weber elaborates his ideas about the capitalist system in his work, "Protestant Ethic and the Spirit of Capitalism". According to him, the main reason as to why capitalism emerged in the West is irrationalization. He ascertains that the desire to possess, the effort for acquisition and profit and the endeavor to earn maximum amount of money are not directly linked with capitalism in itself. The desire to earn unlimited amounts is neither the same as capitalism, nor as the spirit of capitalism. Capitalism can only be identical as the rational balancing of these irrational desires. According to Weber, modern capitalism is the rational organization of production, in order to ensure productivity (Weber, 1992).

The existing rationalization process in the West assumes a significant role in the rise of the Protestant ethic as well (Weber, 1992). "The Protestant ethic is a belief system that is closely related with Calvinism doctrine, which emphasizes hard work, simplicity and ascetism. The development of capitalism has to do with this ethic" (Ritzer, 2008, p.148-149). According to Weber, ideologically speaking, capitalism is fed from the Protestant ethic. In short, with its elements of succeeding, constantly

working, saving and accumulated capital, Protestant ethic has helped capitalism to develop. Weber (1992) sums up the link between consumption and Protestantism as follows:

“The worldly Protestant asceticism acted powerfully against the spontaneous enjoyment of possessions; it restricted consumption, especially of luxuries. On the other hand, it had the psychological effect of freeing the acquisition of goods from the inhibitions of traditionalistic ethics. It broke the bonds of the impulse of acquisition in that it not only legalized it, but looked upon it as directly willed by God... When the limitation of consumption is combined with this release of acquisitive activity, the inevitable practical result is obvious: accumulation of capital through ascetic compulsion to save” (p.87).

Weber attempts to describe the individual in the society by utilizing the stratification theory and using the concepts of class and status as a base. He advocates that the stratification in the society has more layers, by claiming that we cannot explain social stratification based only on economic characteristics. According to Weber, there are three different stratifications in the society – the hierarchy of class, status and political parties. He claims that the classes are stratified via the relations between the production system and commodities and the individual, sharing pure economic interests; status groups, on the other hand, stratify the consumption styles of commodities (Weber, 1978). Furthermore, he draws attention to status groups, being formed by individuals who share social prestige and honor (Gilbert, 2011).

According to Weber, all individuals who wish to acquire the environment of their desire with status have to have a particular lifestyle. In other words, a certain lifestyle must be internalized for a certain status. In this context, various “consumption” patterns to sustain and protect the social status groups must be formed (Marrison, 2006). From this perspective, Weber defines consumption as a social activity, rather than an economic activity that depends on supply-demand and production.

One of the most esteemed scholars of classical social theorists, Georg Simmel attempted to explain consumption within daily life practices, by focusing on the relations between social and mental structures (Ritzer, 2008).

In his work, “The Metropolis and Mental Life”, Simmel reveals the metropolis lives’ influence over the society. All the relations that exist in the Metropolis are dominated by the money economy. This affects both the lifestyles and the psychological states of individuals. In the metropolis life, money economy renders individuals selfish and individualistic (Simmel, 1971).

In other words, “The individual in the metropolis has fallen apart to a thousand pieces. This mood has peaked with the money economy; because, the qualitative and quantitative values of all objects are now measurable with money” (Zorlu, 2006a, p.174). According to him, ‘money economy’ has become the benchmark of production, consumption and human affairs.

Simmel posits that individuals try to bring “fake individualities” to life by producing status, fashion labels or individual diversities, in order to handle the alienation that is accompanied by the metropolis life (Storey, 2000). Individuals’ self expression is only possible with consumption through fashion, for Simmel. According to him, fashion consists of imitations, hence, is the social equalization manner. The dynamic and ever changing nature of fashion often fulfills the function of separating time and social strata from each other, while uniting the individuals of the same classes. Defined as imitation, fashion assumes the role of separating them from the others and by making individuals feel like they are not alone in their actions, satisfies their desires of differentiation and dissimilarity via change (Simmel, 1957). In this context, individuals in the society share common cultural symbols to render

themselves different. This situation paves the way for a constant battle of being noticeable (Bocock, 1993). Simmel explains the limits of fashion as imitation with the concept of ‘trendy’. Accordingly, despite the fact that the concept of trendy is only relevant for upper classes, when the lower classes start to imitate the upper classes via fashion, the upper classes form new styles and consumption patterns to differentiate themselves (Simmel, 1957). Having developed a similar approach to that of Simmel’s, neoclassical theorist Thorstein Veblen, on the other hand, scrutinizes consumption from economic and sociologic angles, in his work “The Theory of the Leisure Class<sup>12</sup>”. According to him, the individual’s entire relationship with consumption stems from social status. Commodities are consumed in two ways; one is consuming for benefits, the other is for waste. The primary use of the commodity for beneficial purposes has the flare at a minimum, while the secondary use is about wasting it. In other words, Veblen characterizes the conspicuous leisure and consumption for prestige purposes as extravagant spending (Veblen, 2005). At the same time, the individuals in the society consume commodities to display their social powers, rather than their benefits. Veblen explains this with the following example; “By purchasing the more expensive between two cars with the same transportation functions, individuals purchase an added value. This added value is nothing more than showing off their powers. In this sense, a product can be consumed for both fulfilling its natural function and for conspicuous consumption purposes (cited in Zorlu, 2006a, pp.163-164)”

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<sup>12</sup> Veblen describes the leisure class as the class that exists thanks to the industrial society, has the living arrangement that goes back to the barbarian age, is fed from the predatory culture, uses objects and times in quite a wasteful way and employs conspicuous consumption patterns (Veblen, 2005).

While claiming that possessing conspicuous consumption goods will bring higher statuses; Veblen also states that leisure classes engage in conspicuous consumption and further, this class spreads conspicuous consumption to the entire society. The existing classes in the society decide which commodities to consume by looking at the consumption patterns of the higher classes. Each social class imitates the hierarchically upper class within the capitalist system; thus, the gusto of the highest class can penetrate into even the lowest classes. At this point, Veblen distinguishes conspicuous consumption<sup>13</sup> and conspicuous leisure. Conspicuous leisure is to idly spend the remaining time from the production hours, to gain a status among the society. Conspicuous consumption, on the other hand, is the consumption of expensive and luxurious commodities, instead of leisure time, by the modern world's elite class. The main purpose of this is to render consumption more visible by earning statuses via these consumed commodities and to spark the feeling of jealousy in other people (Ritzer, 2008). Identified by Simmel and Veblen, this class is the bourgeoisie that consumes to express its own identity and differentiates itself from other classes (Storey, 2000).

Consequently, classical theorists such as Marx, Weber, Simmel and neoclassical theorists such as Veblen shed light on the production society, while at the same time, ascertaining their approaches regarding the bases of the consumption society. Discussed also within classical social theory, Durkheim's works are excluded in this study, for his approaches and theories are concerning different fields. The studies that criticize how the society and the individual are shaped with the

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<sup>13</sup> The term, conspicuous consumption, was first used by Thorstein Veblen (Açıklm & Erdoğan, 2004).



modernization process, on the other hand, appear as critical theories. At this point, modern critical theory and approaches have to be touched upon.

### **2.2.2 Modern Critical Theories and Approaches**

Critical theories are the corpus of social theories, examining and criticizing the society and culture that tend towards the critical Marxism actions. Involving a revolutionary praxis, these theories aim to criticize, resolve and eradicate all systems that are tarnishing the humanity's mind. The critical theories are based on the movement of thought of The Institute of Social Research.

As a center to bring various disciplines together, The Institute of Social Research (The Institut für Sozialforschung) was founded in Frankfurt, Germany in 1923 (Gorman, 1996). Also known as the Frankfurt School, The Institute of Social Research's leading scholars were Max Horkheimer (1895-1973), Theodor W. Adorno (1903-1969), Herbert Marcuse (1898-1979), Walter Benjamin (1892-1940), Erich Fromm (1900-1980) and Jürgen Habermas (Schwandt, 2007)<sup>14</sup>. The school had started with Marxist pioneers, but gradually diverged from Marxism. Frankfurt scholars investigated the society and existing structures, by voicing criticisms on topics such as capitalism, modern society, culture production and consumption.

In "Dialectic of Enlightenment", a work that Max Horkheimer and Theodor W. Adorno penned together, they describe enlightenment as the curse of their own ideals. When the enlightenment project's starting point is examined, it should have proven to support the freedom and critical thoughts of the modern subject; yet, it was stuck in a narrow and pragmatic foundation of thought and enlightenment made sure

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<sup>14</sup> The scholars of the Frankfurt School are referred to as Neo-Marxist theorists (Stamps, 1995).

that modern consumptive capitalism rationalized itself (Horkheimer and Adorno, 2002). This, in turn, deeply influenced the cultural field as well.

According to Adorno and Horkheimer, culture in the modern world infects everything with uniformity; from literature, arts to even the mass media<sup>15</sup> that deliver it. The underlying cause, on the other hand, is culture, itself, as part of the monopolizing capitalist system, presenting itself as an industry and culture products, being converted into commodities.

At this point, it is rather impossible to talk about creativity in industrially manufactured cultural products. The purpose of production for all products is to be quickly and conveniently consumable, standardized with a mass production process, without any profitability purposes. Having examined the process in question with the concept of culture industry, Adorno and Horkheimer (1991) advocate that the individuals, who are surrounded by the culture industry, make up a mass society, comprising of passive and uniform consumers, who constantly consume and look for entertainment. In other words, the culture industry creates satisfied people, who live in joy and amusement, has no critical dimensions and internalizes the dominant capitalist ideology with all its aspects. The culture industry offers individuals a temporary escape from the challenges they face in their daily lives and imbues them with a constant need for entertainment and consumption. Therefore, while the individuals keep submitting themselves to the system without any objection whatsoever, the culture industry ensures the continuity and legitimization of capitalism. According to Ritzer (2002), the culture industry converts more people into

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<sup>15</sup> Mass media refers to all means that distribute messages to large masses. Among the examples are newspapers, magazines, books, televisions, radio and Internet (Ferrante, 2014).

consumers with each passing day and directly contributes to capitalism, and people, as mass consumers, assume a central role in the capitalist system; thus, consumption becomes an important engine in the capitalist production.

The culture industry cheats consumers through products with certain, fake and never-to-come-true promises, so that they constantly consume more. Adorno and Horkheimer explain this phenomenon as follows; “The promissory note which, with its plots and staging, it draws on pleasure is endlessly prolonged; the promise, which is actually all the spectacle consists of, is illusory: all it actually confirms is that the real point will never be reached” (2002, p.111). Briefly stated, the promises, offered to the individual, who is steered towards consumption, has no connection with the reality.

Another theorist who put forth his opinions regarding the rise of the consumption society is Herbert Marcuse. In his work “One Dimensional Man”, Marcuse investigated capitalism, the technology developed parallel to it, and how they directed the society towards consumption by standardization, from sociological and psychological perspectives.

Marcuse’s fundamental opinions concerning consumption are based on the concept of “needs”. Basically, the concept of needs is defined as whatever is deemed to be necessary for something to survive (Basavanna, 2007).

Herbert Marcuse (1964) categorizes needs into two as true and false needs: True needs are those that are required for the individual to survive (clothes, food, shelter, etc.); false needs, on the other hand, are identified by the capitalist system, outside of the control of the individual to subdue the individual. They are

conditionally manufactured. Consuming under the influence of commercials, being entertained, liking or hating similar things as the others are examples of false needs. It is up to the individual to distinguish between true and false needs and decide accordingly. However, having been invaded with the repressive forces of the capitalist system, as well as its technological elements, the individual is not free to carry out this distinction. According to Marcuse, this alienates the individual more and ensures that they are slaves to the system. People define themselves with the commodities they buy and find their souls in automobiles, stereos, duplex houses and kitchen appliances. Moreover, he points out that the mechanism that binds the individual to the society has changed and anchored the individual to the new necessities, produced by the social supervision.

The consumption economics and the violent nature of capitalism have connected the individual to the commodities in an aggressive and lustful way, hence creating a second nature. Possessing commodities, using them, consuming them and constantly renewing them have become biological needs for the individual in this second nature (Marcuse, 1969).

According to Marcuse (1972), consumption field is a part of the individual's life in the society. This field creates the consumption society by shaping the individual's actions, behaviors and minds, in his/her daily life practices (from business life to leisure time). In his work "Counterrevolution and Revolt", Marcuse (1972) emphasizes certain features of the consumption society that emerges in the late capitalism stage as follows; exploitation in the consumer society has spread to a great extent of the people and enslaved individuals. Consumption commodities, on the other hand, are producing and reproducing entertainment and comfort images with

huge efficiency rates and technological advances. Moreover, individuals who integrate with commodities carry on with their fake, good lives. The consumer society is the self-reproduction way of monopolizing capitalism, at its utmost developed level. Besides, this situation has not only caused a change in the economic, but also in the cultural field too. Culture has transformed all social areas, values and production practices; and changed the dominant values according to mass production.

To sum up, individuals, who are surrounded with false needs within the capitalist system, are equipped with consumption oriented, false, cultural products, bombarded with news and became distant from contemplation and questioning, unresponsive, easily governed, standardized masses.

Frankfurt scholar Erich Fromm (2004) scrutinizes and explains the passive and enslaved nature of the consumer society from a socio-psychological aspect. According to Fromm, human personality has been shaped with the conditions of the world that he, himself, has handmade, throughout the centuries. In the 18<sup>th</sup> and 19<sup>th</sup> centuries, the characteristic of the middle class was furnished with features such as “overly exploiter and hoarder”. The purpose of this characteristic is to exploit others by dominating them, so that maximum profit is gained and whatever has been earned is saved. In the 20<sup>th</sup> century, on the other hand, the characteristics of the individuals display passivity, in line with the self-seeking values.

At this point, Fromm draws attention to the organizational structure of contemporary capitalism and technological developments, creating a new model of man. He calls this man, “the organized man”, “robotic man”, “mechanical man” or “consumer man” (*homo consumens*) (1964, p. 54). *Homo consumens* wishes to possess and consume everything he encounters. According to Fromm, *homo*

consumers spends his time with people that he is not interested in, doing things that do not interest him, producing things that do not interest him; as long as he is not producing, he is consuming. He eternally consumes everything the production industry dictates (cigarettes, drinks, movies, sports, conferences), everything that will cure him of boredom, as long as he can afford it - without any intrinsic activities, without any effort whatsoever, like a baby who keeps its mouth open to suckle. This industry of curing the boredom could succeed in preventing the boredom to become conscious; however, it could bore the person more, in the same way. Regardless of it being unconscious, boredom remains boredom. In this context, the passivity of people in today's industrial society is described as one of the most indicative characteristics of man and elements that reflect the disease (Fromm, 1970). In other words, the individual assumes a passive personality, crushing under the system's pressures and unconsciously steered towards consumption with the problems s/he experiences in the daily life practices.

Fromm underlines that wild capitalism requires passive people, whom it can subdue; so that masses could easily be pushed to consumption, likes could be standardized and they could be made to work without an agenda – either good or bad. As a result, Fromm (1995) states that the modern man is alienated from his/her essence, from people and from his/her nature, becoming the same as a commodity; that everything is arranged according to the interests and profit makings of the capitalist system, while human affairs become more and more emotionless, robotized and individuals, imprisoned to a great loneliness and boredom. Individuals are pushed towards consumption to leave this standardized life and to be happy. The commodities in the consumer society always appear to serve the individuals, making

free decisions; yet, in reality, consumption shapes fake freedom and power for the individual. In other words, all commodities are the same with one another in the consumer society and the consumer mistakenly believes to be free and powerful, by making a choice among the alternatives. In this context, the individual does not feel powerful, when s/he is among other members of the society; but as soon as s/he assumes the position of the consumer, s/he is both free and powerful; therefore, always prone to consume (Fromm, 1970).

Fromm (1970) emphasized that culture is also transformed into a 'consumable item' in the consumer society. Watching the movies, listening to the music and reading the books that are all created by the capitalist system are all indications of a decent education, a "symbol of status" for the individual. In turn, culture products are viewed as "handy tools" by the individuals to climb up through the social strata.

The last scholar of Frankfurt School, Jürgen Habermas, investigates the consumer society from a sociological point of view and notes that the most important element in the formation process of the society is mass media, which is developing with the technological advancements. Habermas points to mid-19<sup>th</sup> century as the beginning of the interruption between the debate culture and the consumption culture. According to him, literary field was commercialized and cultural products were standardized and transformed into commodities, with the beginning of this new period (Timur, 2008). Mass media are the most influential means that sever the modern culture from its authentic content, impose mass culture and the mundanity of popular entertainment upon the society and spread them (Habermas, 2001).

According to Habermas, the monopolizing mass media are involved through the conglomerates, in line with capitals and common interests; which came to a point,

where they are serving capitalism. In other words, mass media quit its mentality of broadcasting for the public interest and supporting the freedom, as per its primary duty; and assumed a manipulative nature that only looks out for the interests of itself and the administrative class and broadcasts with the sole motive of steering individuals towards consumption. Accordingly, individuals have been transformed into consumers – enslaved to the system and further away from criticisms (Finlayson, 2005).

In short, Frankfurt scholars such as Max Horkheimer, Theodor W. Adorno, Herbert Marcuse, Erich Fromm and Jürgen Habermas established the first systematical works, regarding the consumer society and culture industry (Kellner, 1989).

In light of all this information, the ideas of Max Horkheimer, Theodor W. Adorno, Herbert Marcuse, Erich Fromm and Jürgen Habermas have been tabulated and classified according to the concepts of system, ideology, culture product, consumption and consumer, as follows (Table 2.1).



Table 2.1 *Characteristics concerning the culture industry consumption and consumers as identified by the Frankfurt scholars*

Theorist	System	Ideology	Culture Industry Product	Consumption	Modern Consumer
<b>Max Horkheimer and Theodor Adorno</b>	-Modern Capitalism	-Liberalism	<ul style="list-style-type: none"> <li>- Standardized</li> <li>- Commodified</li> <li>- Eviscerated</li> <li>- Similar, alike</li> <li>- Cheating individuals with false promises</li> <li>- Intertwined with entertainment</li> <li>- Profit-driven production</li> <li>- Presenting the dominant</li> <li>- Fast and quickly consumed</li> <li>- Aiming to give pleasure</li> <li>- Distracting</li> </ul>	<ul style="list-style-type: none"> <li>-prestige</li> <li>-focus</li> </ul>	<ul style="list-style-type: none"> <li>-passive</li> <li>-monotype</li> <li>-individualistic</li> <li>-away from critical view</li> <li>-away from resistance</li> <li>-pursuing entertainment</li> <li>- pursuing temporary satisfaction and pleasure</li> <li>- immediately accepting whatever is offered</li> <li>- statistical materials, categorized into income groups</li> <li>- ideology of culture and entertainment industry</li> <li>- not kings, but objects of the culture industry</li> </ul>
<b>Herbert Marcuse</b>	-Modern Capitalism	-Liberalism	<ul style="list-style-type: none"> <li>- equipped with entertainment</li> <li>- dominant values in control</li> <li>- surrounded by images</li> <li>- influencing by advertisements</li> </ul>	<ul style="list-style-type: none"> <li>- shaped by false needs</li> <li>- created a secondary nature for individuals</li> <li>- molding the minds and behavior</li> </ul>	<ul style="list-style-type: none"> <li>- monodimensional</li> <li>- uniform</li> <li>- enslaved</li> <li>- alienated</li> <li>- not free</li> <li>- aggressive</li> <li>- lustful</li> <li>- consumption oriented</li> </ul>
<b>Erich Fromm</b>	- Modern Capitalism	-Liberalism	<ul style="list-style-type: none"> <li>- symbol of status</li> <li>- a tool to leap through social strata</li> <li>- relieves boredom and creative</li> </ul>	<ul style="list-style-type: none"> <li>- creating false freedoms and power for the individuals</li> <li>- providing temporary happiness</li> </ul>	<ul style="list-style-type: none"> <li>- organized man</li> <li>- robotic man</li> <li>- mechanical man</li> <li>- consuming man (homo consumens)</li> <li>- overly exploiter and hoarder</li> <li>- wants to possess all</li> <li>- bored, unhappy</li> <li>- passive</li> <li>- lonely</li> <li>- numb</li> <li>- roboticized</li> <li>- unconscious</li> </ul>
<b>Jürgen Habermas</b>	Postmodern Capitalism	Neo-liberalism	<ul style="list-style-type: none"> <li>- Commodified</li> <li>- standardized</li> <li>- commercialized</li> <li>- imposed upon the society through mass media</li> </ul>	Focal point	<ul style="list-style-type: none"> <li>- enslaved</li> <li>- away from criticism</li> </ul>

**Source:** Horkheimer, M. and Adorno, T., 2002; Adorno, T. , 1991 Marcuse, 1964; Marcuse, 1969; Marcuse,1972; Fromm,1964; Fromm, 1970; Fromm, 1995; Habermas, 2001; Finlayson, 2005 Timur, 2008.

As observed in Table 2.1, the scholars of Frankfurt School have developed various studied and definitions regarding consumption and consumers, in line with the

industrialization of culture. The table above illustrates the common points of and distinctions between these definitions. Among the theorists that were discussed accordingly, Max Horkheimer and Theodor Adorno describe the products of culture industry as entertaining products that are standardized through evisceration; that make false promises to the consumers; that are completely profit oriented and that possess pleasure values rather than use values, in the period, when modern capitalist system existed and liberalism, being the ideology behind this system, prevailed. Adorno and Horkheimer claim that such consumption mentality, which has prestige purposes, is molding the passive, standard consumers, who are away from resistance, critical opinions or consciences, as well as being in a search of entertainment. Similarly, another scholar of the same school, Herbert Marcuse also suggests that the products of culture industry are equipped with entertainment elements and images, where dominant values are in control. According to Marcuse, the consumption purpose of the culture industry products is to create false needs and shape the behavior and minds of consumers. Therefore, consumers are being converted into monodimensional, enslaved and alienated individuals.

Erich Fromm, another scholar from the same era, ascertained that the products of culture industry are merely status symbols, utilized to leap through the social strata. In this context, the consumption phenomenon temporarily offers false powers and freedoms to the individuals. According to Fromm, this is how the consuming-men (*homo-consumers*), are transformed into passive, unhappy, numb and lonely individuals, who want to possess and hoard it all.

Distinguished from these three theorists – periodically speaking – Jürgen Habermas, on the other hand, has developed studies in the postmodern capitalism era

and formed counter thoughts towards the neo-liberalism movement, which was the ideology of this period. Differing from the scholars of the other period, Habermas examined the culture industry from a technology oriented point of view. According to him, the basis of these entirely commercial products is the development of technology; namely, media. In this context, the idea of consumption is imposed upon individuals via media; thus, individuals are enslaved and taken further away from critical conscience.

These approaches, developed by the Frankfurt scholars for the consumption society, contributed greatly to the studies of postmodern theorists. However, the changes that occurred during the transition from modernity to post-modernity have revealed different approaches regarding the consumer society. In respect to this revelation, postmodern critical theory and approaches must be scrutinized.

### **2.2.3 Postmodern Critical Theories and Approaches**

Postmodern theories consist of critical studies, where the concepts of consumption and consumer are prominent and societies that are dominated by the technological developments of capitalism are examined. Advocating the emergence of a brand new mentality of consumerism along with the postmodern era, these theorists have attempted to describe the individual, in light of the political, social and economic advancements. In this context, concepts such as consumer society and culture have been discussed with great importance in social sciences, as well as the postmodern era. Among the leading representatives of postmodern critical theories are Guy Debord, Jean Baudrillard, George Ritzer, Fredric Jameson, Mike Featherstone and Zygmunt Bauman.

Having generated ideas regarding the images and signs in the postmodern society, Guy Debord (2002) characterizes today's consumer societies as "society of the spectacle". In this society of the spectacle, a false world is created, as a consequence of the abundance of signs and everything being replaced by representations. According to him, the spectacle is what creates and binds its society. In this context, spectacle is not the entirety of images, but the social relations that are mediated through images.

Debord (2002) posits that the spectacle forms the world of commodities, by invading the economic, cultural and social areas of the society. In such a world, individuals are consuming the commodities that are surrounded with signs; so that they "appear to" possess them, rather than truly "possessing them" (Debord, 2002, p.8). In other words, individuals that put themselves into the service of the spectacle, carry out the activity of consumption to prove their existence within the society. According to Debord, the society of the spectacle, consuming in the glamorous and diversionary world, is also creating an artificial and happy image of society, in line with their false needs.

Having been influenced by Debord's theory of the society of the spectacle, Jean Baudrillard (1998) ascertains that the consumer society he examined within sociological approaches is comprised of individuals, who are besieged by signs, as well as the advancements in the new information technologies.

Baudrillard predicates that objects of consumption, images that lie behind and signs allure the consumer and form a consumption chain. According to him, objects are never presented for consumption, in a disorganized way. However, they do imitate this "disorganization" in certain circumstances, to allure individuals. The main

purpose is to steer the individual towards consumption and make sure that s/he purchases multiple objects with maximum spending. The allured individuals, on the other hand, believe that displaying and consuming the objects that are surrounded by symbols and signs, will bring them privilege within the society (Baudrillard, 1998). In other words, objects become an extension of the individual's self and the fundamental indicators of his ontological existence in defining the individual and representing him on a symbolic level (Köse, 2010). To clarify with an illustration; while buying and driving a Lexus is an indicator of wealth in the postmodern era, when signs were in domination, driving a Kia indicates modest economic conditions. The main purpose is not to drive the car as a means of transportation, but to be satisfied with signs. In this context, consumption is the attempt to be differentiated, rather than a need (Ritzer and Stepnisky, 2012).

Another element Baudrillard points out is the individual's consumption as fulfillment of "the duty of the citizen" with the joy and pleasure, forced upon him in the consumption society. According to him, the individual is not passive in this process, for he is still involved with the consumption activity, which he constantly needs to display. As long as he does not carry out this activity, the modern man faces the risk of "being excluded from the society and be content with what s/he has (Baudrillard, 1998, p.81). This oppressive nature of the society reveals the model of man, who consumes everything.

Baudrillard stressed that the consumer society is founded on the ideology of extravagance. This society has come to such a point that all is dissipated. Furthermore, the individual, living amongst the consumer society, is prone to consume all objects in wantoning, with all his extravagance – beyond his essential

spending. This squandering “goes so far as consumption and destruction”. This is because the consumer society needs to destroy to continue its existence (1998, pp.44-49). In this context, Baudrillard explains the consumer society as follows; “The consumer society is also the society of learning to consume, of social training in consumption. That is to say, there is a new and specific mode of socialization related to the emergence of new productive forces and to the monopolized restructuring of a high-productivity economic system” (1998, p.81).

What is consumed through signs and images in the consumer society is nothing more than fantasies. In a sense, consumption has been transformed from an economic activity into an imaginary one, devoid of reality and more about the consumption of images, signs and symbols, along with postmodernism. This, in turn, severs the link between the individual and reality, by consuming the individuals and society via images and signs (Baudrillard, 1998).

At this point, Jean Baudrillard (2006) postulates that consumption, with the postmodern era, is carried out in an age of simulation<sup>16</sup>. In other words, the distinctions between true/false and real/fantasy are removed via the simulations, created in the consumer society. Simulation and hyperreality<sup>17</sup> have been cultivated into the economic, political, social and cultural fields of society; in short, it is impossible to talk about reality anymore. Baudrillard assesses this over the shopping malls. According to him, shopping malls are hyper areas, where the form of collectivism prospers and its culture is created. This is because the individual is

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<sup>16</sup> Simulation is defined as the generation by models of a real without reality (Baudrillard, 2006, p.2).

<sup>17</sup> Hyperreality: sheltered from the imaginary, and from any distinction between the real and the imaginary, leaving room only for the orbital recurrence of models and for the simulated generation of differences (Baudrillard, 2006,p.3).

pushed into looking for objectified answers to the problems he faces in daily life and choosing one of them. Accordingly, objects lose their commodity attributes; thus becoming signs and multiple-choice answers. Similar to big screens that display equivalent signs, billboards and booths manipulate individuals to purchase.

Baudrillard (2006) sums up this phenomenon as follows;

“Hypermarket is the expression of a whole lifestyle in which not only the country, but the town as well have disappeared to make room for the metro area – a completely delimited functional urban zoning, of which the hypermarket is the equivalent, the micro model, on the level of consumption. But the role of the hypermarket goes far beyond ‘consumption’ and the objects no longer have a specific reality there: what is primary is their serial, circular, spectacular arrangement – the future model of social relations” (p.77).

As a consequence, when a social life with its lost reality becomes some kind of a virtual life, societies are attempted to believe that they are living real lives with the help of advancing technologies and not virtual ones; so maximum amounts of effort, energy and money is spent to this end (Adanır, 2010). Described by Baudrillard, the consumer society merges with simulations; thus, estranges the subject from reality and aims to provide maximum acquisition for capitalism.

Having been influenced by the ideas of Marx, Weber and Baudrillard; George Ritzer explains the consumer society through concepts, such as means of consumption, hyperconsumption<sup>18</sup> and the McDonaldization of the society.

Ritzer defines means of consumption as “things that allow consumption” (Ritzer and Stepnisky, 2012). The means of consumption are parts of a wide cluster of goods and services, ranging from advertising to marketing, from sales to individual tastes, from style to likes (Ritzer, 2005). In line with this, Ritzer categorizes means of

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<sup>18</sup> The concept of hyperconsumption means “buying more than one can afford” (Ritzer, 2011a, p.99).

consumption in two; old and new. According to him, old means of consumption are “means that make the traditional consumption possible; such as taverns, cafés or local restaurants. New means of consumption<sup>19</sup>, on the other hand, are shopping malls, huge stores, theme parks, cruise ships, casino hotels, food-entertainment centers” that ensure maximum levels of consumption. With the old means, material aspects are prominent; the preferred type of communication is vis-à-vis; satisfaction of spiritual aspects for the consumers is also included and payment is in cash (Ritzer and Stepnisky, 2012). The new means, on the other hand, where material structures are prominent, contain fantastic and grandiose structures that support hyperconsumption, that are designed for the consumers to spend the maximum amount of money and that engulf the individuals in dreams and phantasmagorias (Ritzer, 2005; Ritzer and Stepnisky, 2012). Ritzer states that the new means of consumption can also be referred to as “cathedrals of consumption”. These cathedrals are venues that aim maximum consumption by mesmerizing people. Ritzer (2005) explains the attributes of the cathedrals of consumption as follows. Just like cathedrals of religion, cathedrals of consumption;

- Ensure that individuals communicate with each other.
- Are designed to house a symmetrical order.
- Evoke the feeling of belonging to a community for the individuals.
- Offer a setting, where they can attend suppers of ceremony-like quality.

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<sup>19</sup> First emerged in America in 1950, the new means of consumption are all of the spaces that allow the formation of the consumer society (Ritzer and Stepnisky, 2012, p.212).



Ritzer posits that the biggest danger, faced by the cathedrals of consumption today is the possibility of increasing rationality, breaking their spell. In short, as time goes by and spaces wear off, they lose their attractiveness for consumers. At this point, Ritzer scrutinizes fast-food chain, McDonalds – one of the cathedrals of consumption. According to him, founded on the modern bureaucracy's principles of efficiency, calculability, predictability and control, the McDonalds Model is a part of the expansionist policies of America (Ritzer, 2011b). McDonaldization's infusion into all areas of life (sports, education, politics and culture) transformed the individuals into uniform beings, away from creativity, fascinated by the world of spectacles that is formed with simulations, who turns consumption into entertainment (Ritzer, 1998; Ritzer, 2011b). In this context, more than a food culture, McDonalds is now a lifestyle with globalization.

As for Fredric Jameson; while he defines postmodernism, which he evaluates from a Marxist point of view, as the cultural logic of late capitalism; he calls the society that exists in the late capitalism age as the "consumer society". The consumer society is a new social mentality, emerged after the World War II. According to Jameson (1998), the consumer society is the mindset of a society, where new consumption manners emerged, trends rapidly and constantly change, advertisements and media manipulate, the reality turns into the image and time is fragmented amongst a series of perpetual presents. The most significant characteristic of the stage of late capitalism, when the consumer society was born, on the other hand, is its consumption oriented composition of social, economic and cultural areas, as well as spreading the influence of late capitalism across the globe via multinational companies (Bocock, 1993). At the same time, late capitalism infiltrates unconscious

spaces via the de facto propagation of its commodification dynamics onto all areas of social and personal lives (Best and Kellner, 1991).

At this point, Jameson (1992) focuses on the concept of commodification. He explains the display of symbols that lie behind commodities in the new order and intended for the others to see, with the example below;

“The new model car is essentially an image for other people to have of us, and we consume, less the thing itself, than its abstract idea, open to all the libidinal investments ingeniously arrayed for us by advertising” (p.12).

In short, consumption has become more of a theatrical phenomenon in the shape of hedonist consumption of images, signs and simulations, rather than the primary benefits of commodities for individuals. At this juncture, Jameson defines the field of commodification as “the representation itself” and is actually of the same mind as Baudrillard, in terms of identifying it as a simulacra culture, reflecting hyperreality (Connor, 1997; Best & Kellner, 1991). According to him, the universe of commodities are ruling the world in such a way that even culture has been commodified and transformed into a product in itself (Jameson, 1991).

Another theorist who sociologically studies the consumer society and culture from a postmodern perspective is Mike Featherstone. In his study, “Consumer Culture and Postmodernism”, Featherstone suggests that along with the postmodern age, the logic of capitalism is shifting from production-oriented towards consumption-oriented and that individuals exist within this structure through the consumption of images, rather than the generation of benefits (Featherstone, 2007). According to him, the concept of “lifestyle” is associated with individuality, self-expression and a stylistic self-consciousness, as of the postmodern era. In other words, populated within the consumer society, “the body, clothes, talks, ways of spending leisure time, house, car,

dresses bought, etc.” of the consumer are viewed to be indicators of his/her individuality (Featherstone, 2007). Featherstone summarizes this phenomenon as follows: “Rather than extemporaneously adopting a lifestyle through tradition or habit, the new heroes of consumer culture make lifestyle a life project and display their individuality and sense of style in the particularity of the assemblage of goods, clothes, practices, experiences, appearances and bodily dispositions they design together into a lifestyle” (2007, p.81). Hence, even though the concept of “lifestyle” has been used for status groups, it is also being used as a means of self-expression for the individual, whose individuality has been reinforced with the postmodern society.

Another point that Featherstone (2007) points out is the aestheticization of lifestyles. He claims that this aestheticization shall be approached threefold. The first one is the removal of the boundary between the works of art and life (the dominant idea being anything could be art); the second one is the aestheticization of daily life, transformation of life into an art project (aesthetic consumption integrates all artistic and intellectual life). While the third one, on the other hand, predicates the rapid flow of images and signs that surround the society, this phase also influences the development process of the consumption culture and emphasizes the individuals’ tendency to consume commodities for symbolic meanings, as a consequence of the aestheticization of consumption. In other words, consumption is, now, made up of fantasies that promise pleasure to the individuals; in line with this, the individual is consuming to establish his differentiation and identity.

According to Zygmunt Bauman, on the other hand, who examines the consumer society with a descriptive approach; individuals are permanently directed to consumption, with the humane prestige and the trend towards measurement through

monetary rewarding, gaining continuity at the core of capitalism. As a result, a transition from the production society to consumer society was ensured. According to him, the manner, in which today's consumer society is shaping the individuals, is, first and foremost, about assuming the role of consumers. This way, the consumer role, which is imposed upon by the society, steers the individuals towards consumption, more than ever (Bauman, 2005b). Moreover, having been equipped with new wants and desires, the consumer carries out the consumption, which is offered to him with a great appetite. The capitalist system ensures that the individuals remain dissatisfied and insecure. Consequently, the system sets up attractive traps to save them from their present state of dissatisfaction; while making sure that the insatiable consumers exist in the world of unlimited commodities by tenaciously reminding them that they have not seen anything yet. In this context, the needs and wants of the consumers must be fulfilled momentarily for consumption to preserve its continuity (Bauman, 2005b).

Bauman (2005b) states that the task of "self-construction" is assigned to the individuals with the production society mentality. In this period, while the individuals defined their social identities via what they do and their occupations (artisans, farmers, craftsmen, etc.), identities were more stable and involved continuity. With the shift to consumer society, "career and occupation" are no longer valid alternatives for an identity; the identity becomes an element that can be possessed and consumed, just like consumption commodities. In this context, postmodern individuals constitute their identities through the commodities they purchase from shopping malls and so on. The fact that identity can now be established through purchasable commodities renders consumption continuous and mandatory for individuals. In a few words, the

postmodern individual now constructs his own identity on parchment identities that are immediately set up with a series of new beginnings, but can easily collapse; instead of patiently and gradually, while making sure that each element is complete and whole (like building a house) (Bauman, 1998).

Bauman states that the consumption process is an individual effort, just as the production process is a collective one. At the same time, he underlines that the fundamental duty of consumption is to position the social individuals as lonely, individualistic and competitive, while converting them into individuals, who would surrender themselves to the consumer market, which is eternally fueling consumers' desires and dreams. According to him, consumption activities would have had no meaning whatsoever for the individuals, if this was not how the process functioned (Bauman, 2005; Bauman, 1998).

The consumer society is a world of perceptions, which shapes the habits of individuals, as of the moment they are born (Bauman, 2007). Whether or not individuals can exist in the society, as well as poverty, is evaluated only according to the decent living standards in the consumer society that 'increase' in direct proportion with the consumption habits.

Failure to reach the standards that are determined by the society progressed into a process that could be described as "distressing and painful" for the individual and ends in the individual's loss of self-respect. Therefore, poverty is not merely a physiological state in the consumer society, but also a "psychological and sociological" one. Poverty suggests being short of the normal life and not being able to access the "happy image of life", designated by the consumer society. In other

words, poverty is the sole reason why the individual is excluded from the society and is unhappy, if he is not consuming sufficiently (Bauman, 2005b).

Even in the postmodern world, where lifestyles are freely competing, there is a strict gap test that individuals must pass to exist in the society. The individual should adapt to the integration, provided by the temptations of the consumer society and should feel the need to constantly renew himself. At the same time, individuals should take pleasure in establishing identities and the chance to leave them, as well as always being open to pursuing refreshing experiences. Those who fail to pass this gap test are to be defined as the deficient consumers, poors or filth of the consumer society (Bauman, 1998).

In his study, “In Search of Politics”, Bauman (1999) sheds light on this phenomenon as follows;

“The consumer society will go on doing what follows from its nature - beef up desires and expectations and topping up ever new commodities on offer with the added value of “positional” goods, coveted not so much for their own sake as for the distinction they promise to bestow upon their consumers. The consumer race is unlikely to stop, and so there will be ever new poor and deprived, ever new flawed consumers” (p.187).

In other words, the individual consumes to establish his own self identity, to gain a place in the society and to render his life meaningful within the consumer society (Bauman, 2005b).

Consequently, as the consumer society is assessed from a postmodern perspective, it is observed that the capitalist system focuses more on consumption than on production; there is a transition to a more virtual and simulated life with the technological advancements; commodities are losing their attributes as objectives and becoming signs and images; individuals’ desires and fantasies are more prominent

than their needs; the individual is insatiably engaging in consumption activities with ambition and excitement to construct his self identity and to exist in the society; spectacle and display are prominent and each part of the society are allocated to consumption through aestheticization.

In light of all this information, the ideas of Guy Debord, Jean Baudrillard, George Ritzer, Fredric Jameson, Mike Featherstone and Zygmunt Bauman are tabulated and classified according to the concepts of system, ideology, consumer society and postmodern consumer, as follows (see Table 2.2).



Table 2.2 *Characteristics of the consumer society and consumers as identified by the postmodern theorists*

Theorist	System	Ideology	Consumer Society	Consumption	Postmodern Consumer
<b>Guy Debord</b>	- Late Capitalism	- Neo Liberalism	- Society of the spectacle , -A false life is in control - A chained up society - A frozen society that feeds from the movement of banalization - Reflecting the world of commodities - The empire of passivity	- Comprised of signs and images - Element of privilege - Providing false happiness - Supported with advertisements	- Consumes to appear so rather than to truly possess - Away from criticisms - Lives in false cheerfulness -Alienated
<b>Jean Baudrillard</b>	- Late Capitalism	-Neo Liberalism	- Established with new communication and information technologies - Feels the need for objects and the need to destroy them - The society of learning consumption - The society of knowledge, pressure, peace and violence - The only true objectivity is consumption - Monopolizing	- Prestige, privilege - Depleting - Alluring objects - Destroying - The system of ideological values - Signs and symbols - Communication system - Exchange structure - An active and social behavior - An institution - System of social values - Element of social control - Order of signs	- Surrounded with simulations - Lavish - Wasteful - Consumes with the compulsion of happiness and pleasure - Active - A political and social existence per se - Lonely - Persuaded by advertisements
<b>George Ritzer</b>	- Late Capitalism	- Neo Liberalism	- shaped with new means of consumption - building cathedrals of consumption (building flamboyant and grandiose venues) -McDonaldized - Increasing homogenization	- Hyper consumption - Made attractive with simulations	- Communicates and feels as if s/he belongs to a group by consuming - Forms models of men that look like one another



<b>Mike Featherstone</b>	- Late Capitalism	- Neo Liberalism	- Life project	- Lifestyle - A heterogeneous structure - The effort to be differentiated - Aestheticized - Involves desires, dreams and fantasies - An activity done for pleasure	- Consumes for image, rather than benefits, pursues the new and hip, enjoys adventures and can take risks to search for all possibilities of life, constantly in search for an identity
<b>Fredric Jameson</b>	- Late Capitalism	- Neo Liberalism	- New ways of consumption emerge, trends change rapidly and constantly - Manipulated by advertisements and mass media - Reality turns into image - The society where time is fragmented amongst a series of perpetual presents	- A theatrical phenomenon that renders images possible with the attraction of signs and simulations - Pleasure is prominent	- Consumes signs and symbols rather than primary benefits - Displays the symbols, hiding behind the commodities for the others
<b>Zygmunt Bauman</b>	- Late Capitalism	- Neo Liberalism	- Creates sensational excitement - Constantly pushes individuals to consumption - Tempts individuals - Creates images of happy and normal lives - Highlights the aesthetics of consumption - Outcasts the insufficient consumer - An insurance against all disorders that imposes sadness, lethargy, oversatisfaction, anger and boredom - Ensures integration through temptation	- Destruction - Viewed to be a tool to know oneself and gain a position within the society - Ensures identity construction - Indicates position	- Allocates whatever has been consumed to himself - Plays the role of consumer, first and foremost, in the society - Consumes with a constant excitement that never fades away - Should be dissatisfied and insatiable - Happiness collectors - Lonely - Individualistic - Competitive - Takes actions with pleasures and desires - Establishes paper identities

**Source:** Debord, 1998; Debord, 2002; Baudrillard, 1998; Baudrillard, 2006; Ritzer, 1998; Ritzer, 2005; Ritzer, 2011a; Ritzer, 2011b; Ritzer and Stepnisky, 2012; Featherstone, 2007; Jameson, 1991; Jameson, 1992; Jameson, 1998; Connor, 1997; Best and Kellner, 1991; Bocoock, 1993; Bauman, 1998; Bauman, 1999; Bauman, 2005a; Bauman, 2005b; Bauman, 2007.

Table 2.2 combines the points, at which postmodern theorists' ideas and theories converge and diverge. In this context, the first mentioned theorist is Guy Debord. According to him, the consumer society is the passive society of spectacle,

where an imitated life exists and the world of commodities is reflected. The consumption activity within this society of spectacle, on the other hand, is established through spectacle and images; it pumps the individuals with this artificial feeling of happiness through the support of advertisements. This way, postmodern consumers are converted into alienated individuals, who are away from criticism and consume to “appear to be so”, rather than truly “possessing”. Jean Baudrillard describes the consumer society as established with new communication and information technologies, focusing on objects and their destruction, where the only reality is consumption. It is an element that only teaches consumption to individuals. Therefore, the developing phenomenon of consumption is defined as a concept, which is grounded on prestige, as well as the development of symbols and signs via the destruction of objects. Accordingly, postmodern consumers are lonely, wasteful individuals, who have been persuaded by advertisements and besieged by simulations. Another theorist among the postmodern theorists, who developed similar approaches to those of Baudrillard’s, is George Ritzer, in terms of defining the consumer society. According to Ritzer, having been shaped with the means of consumption, the society is imprisoned in the cathedrals of consumption – grandiose spaces. Ritzer describes this new way of consumption, developed side by side with simulations in these spaces, as hyper consumption. The postmodern consumer can only communicate via consuming and can only feel as if s/he belongs to a group via consuming. Having scrutinized the consumer society as a life project, Mike Featherstone has defined consumption as a lifestyle that attempts to be differentiated amongst a heterogeneous structure. In this context, Featherstone also defines the postmodern consumer as the individual, who consumes for images, rather than benefits and is constantly in the search for a new identity, as do many of the postmodern theorists, designated in Table

2.2. Similar to the other theorists, Fredric Jameson, too, identifies the ‘consumer society’ as manipulated with the mediation of advertisements and mass media – this is how reality is transformed into symbols, time is fragmented and new ways of consumption are created in the society. Thus, the dominant factor in the consumption mentality is the pleasures, images that are theatrical phenomena, satisfaction that is achieved from signs and simulations or their attraction. Jameson, on the other hand, describes the postmodern consumer as the individual, who consumes images and symbols, rather than creating benefits – as do the other postmodern theorists. The last theorist, emphasized in Table 2.2, Zygmunt Bauman, defines the consumer society as a structure that tempts individuals, grounds the existence within the social life entirely on consumption and outcasts the insufficient consumer in line with these. According to Bauman, having been developed within this understanding, the phenomenon of consumption is a state that ensures the construction of identity and indicates positions. On the other hand, the postmodern consumer is the dissatisfied, insatiable, lonely individual, who always pursues new excitements and takes action in accordance with pleasures and desires and whose primary role amongst the society is to consume.

The classical, modern and postmodern theorists have analyzed the concepts of production, consumption and consumer within the periods in which they lived and developed a critical point of view. However, when the studies that are conducted in the field are examined, it can be seen that these concepts are reflected differently than the mainstream perspective. In light of this, positivist theory and approaches must be emphasized in detail.

### 2.2.4 Positivist Theories and Approaches

Positivist theories are the set of scientific studies that explain how knowledge shall be systematized and made holistic as much as possible, through a deductive approach. When positivist theories concerning consumption are examined, it is seen that benefit, which has been included in micro economics<sup>20</sup> and rational choice theories stand out.

From a positivist perspective, man is a superior and complex organism for the sake of survival. As is the case in each organism, humans must perceive their environment, adapt to it or if the circumstances do not allow them to do so anymore, take the decision to change the environment and execute these decisions, in order to ensure the continuity of their lives. In terms of the execution of these decisions, on the other hand, as living organisms, humans need to produce energy and consume other species to do so. In the primal consumption setting, this is only aimed at the survival of the human beings (Abaan, 1998). Still, humans determine their decisions and predispositions towards their preferences over the 'benefits' to be acquired, with the diversification in today's goods and services.

In the economic field, the benefit is defined as the satisfaction that consumers acquire through various goods or services (Satijan, 2009). According to the utility theory, the rational individual (consumer) freely chooses the products and services that would provide maximum benefit to him/her (Aleskerov, Bouyssou and Monjardet, 2007). In other words, the consumer cannot buy all of the goods and

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<sup>20</sup> One of the two main parts of the discipline of economics, micro economics is derived from the Greek words "*mikros*", meaning small. Micro economics deals with the analysis of small individual units of the economy such as individual consumers, individual firms and small aggregates or groups of individual units such as various industries and markets (Mishra, 2008, p.24).

services that would meet his needs, because the consumed goods and services have a price, while the consumer has a limited income. Therefore, with his limited income, the consumer must choose among the goods and services he can afford. The benchmark that the consumer considers within this choosing process is its utility; thus, the consumer would like to choose the one that would provide the maximum utility, amongst the goods and services he can afford (Bulmuş, 1994).

One of the leading fundamental concepts in positive sciences, 'utility' is dealt with the help of different approaches in the economic field. The approaches, regarding the measurability of utility are referred to as the cardinal utility theories.

Neoclassical economists of the 19<sup>th</sup> century; Jules Dupit, Hermann Heinrich Gossen, Leon Walsar, Willam Stanley Jevons, Karl Menger, Alfred Marshal and Arthur Cecil Pigou have set forth their opinions about the utility being measurable (Jain and Ohri, 2011). According to them, the consumer can express the satisfaction and desire (utility) s/he acquires during the consumption of a good or service, with cardinal numbers (Landsburg, 2011). The unit of measure of cardinal utility is 'util' or 'utilion' (Singh and Shishodia, 2007). For example; a cup of tea = 10 util and a cup of coffee = 5 util; in this case, the utility of a cup of coffee is half of the utility of a cup of tea for the consumer. This means that compared to coffee, tea is a more satisfactory beverage for the consumer (Jain and Ohri, 2011). On the other hand, many economists such as Francis Ysidro Edgeworth, Vilfredo Pareto, John Hicks and Roy George Douglas have produced counter ideas, claiming that utility cannot be cardinal (Rajagopalachar, 1993). Referred to as the ordinal utility theory, these approaches state that 'utility' is a psychological phenomenon, much like happiness, satisfaction or emotion and by nature, it is a subjective concept that may differ from consumer to

consumer. Accordingly, various goods and services can be ranked with numbers, in terms of their ‘usefulness’ (Sivagnanam and Srinivasan, 2010). For example; the consumer would compare the utilities of a chicken sandwich and a vegetarian sandwich and base his decision by ranking, according to the utility they will provide (Hirschey, 2009).

The utility theory has been influential on the establishment of its successor, rational<sup>21</sup> choice theory, too. Rational choice theory is a concept that can be found in various disciplines such as politics, sociology, philosophy, psychology and economics. According to the rational choice theory, the consumer is rational in all actions. Before s/he decides on what to do, s/he calculates the possible costs and maximum utility to be acquired (Scott, 2000). In other words, the consumer chooses the goods and services, from which s/he will acquire maximum utility, by calculating his/her preferences and external factors. The rational consumer, on the other hand, is referred to as *homo-economicus* or the *economic man*. Homo economicus is defined as the individual, who possesses extensive economic knowledge, optimizes the opportunities he seizes, strives to gain maximum utility and is coherent in his choices (Pompian, 2012). In this context, while the utility theory is focusing on the utility that consumers will earn through the usage of various goods and services, the rational choice theory focuses on the rationality of consumer choices, under certain circumstances (Zorlu, 2006a).

The concept of marketing also becomes prominent, when the positive approaches are examined. Basically, marketing is a social and managerial process that

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<sup>21</sup> Rationality derives from the Latin words *rationalis* (from *ratio*), which was later transformed into the French *rational* (later, *rationnel*); in most of its uses, rationality has meant that an action or a belief was “agreeable to reason” (Webel, 2014,p.5).

includes the exchange of goods and services, which represent a particular value to respond to the needs and wants of individuals and groups (Kotler, et al., 2001). Marketing involves four different utility functions, in order to satisfy the consumers' needs and wants (Ferrell and Hartline, 2012). The first one creates the form utility of the transformation of raw materials and other inputs into goods and services. The size, shape and attributes of the goods to be manufactured are decided at this stage, in accordance with the research and acquired information from the marketing department. In this context, although the form utility points to the production stage, marketing activities still affect the production process, even though it is indirect (Pride, Hughes and Kapoor, 2012). The second one is time utility. Time utility means having the goods or services ready and available; so that the consumer can buy them whenever s/he wants. An example would be the gift stores, staying open and in service until midnight on New Year's Eve. The third one is the place utility. Place utility is ensuring that the consumer can purchase the goods or services from wherever s/he wishes (Ciletti, 2011). For example, McDonalds makes sure that consumers can consume its products wherever they wish, by offering delivery services. The fourth one is ownership/possession utility; which is explained as the transference of ownership of goods and services, from the manufacturer to the consumer (Pride, Hughes and Kapoor, 2012).

In summary, positivist theories and approaches suggest that individuals are rational and lay emphasis on the effort to gain maximum utilities in their choices, in line with this previous statement. Having been founded on 'utility', positivist theories and approaches also highlight that all individuals are free in their choices. Consumption is considered necessary for the development of the system and the

society, for it is the final point, to which economic activities will achieve. At the same time, positivist theories and approaches maintain that the system supports consumption in general and the consumer in specific terms, with various marketing activities, in order to serve for the welfare and happiness of the consumers – a point, where it differs from critical theories.

In line with all these, the relation between concepts such as needs, wishes and hedonism and the consumer society shall be elaborated in detail, since it is at the very core of classical, modern and postmodern critical theories as well as positivist theories.

### **2.2.5 The Relations between Consumption Society and Culture within the Frame of Hedonism**

Throughout history, the concepts of need and desire have occupied a great place in sciences such as sociology, psychology, philosophy and economics, in order to shed light on human nature. Individuals work hard for their whole lives to satisfy these two concepts, which are also directly linked with consumption. First of all, they have to be explained in detail.

Needs are the set of fundamental requirements for the individual to survive; such as, water, air, shelter and clothing and they may cause diseases, even death, when they are not satisfied (Slater, 1998). At the same time, humans, as social creatures, have other types of basic needs such as belonging, being loved and self-expression (Skinner, 1990).

One of the most prominent studies that emphasize the concept of needs is the “Hierarchy of Needs Theory”, developed by psychologist Abraham H. Maslow. In



consequence of his clinical observations, Maslow explains the needs on five different steps and state that these needs are hierarchically ranked (see Figure 2.1). According to Maslow, individuals start to fulfill their needs from the lowest step of the pyramid and in the event of the relative fulfillment of the requirements in a given category of needs, they move to the fulfillment of the needs in the upper step (Maslow, 1970). The basic needs on the first level are defined as physiological needs such as food, water, sex, air and sleep (Plotnik and Kouyoumdjian, 2014). At the same time, physiological needs embody the most important motivation source for the humans to survive. Once the physiological needs are satisfied, the individual moves to the upper level, to the safety needs. Protection, stability, trust, avoiding chaos, order, laws, limits and security needs are on this level (Maslow, 1970). The individual only moves to the upper level, where social needs and their fulfillment are in question, once s/he achieves satisfaction of the needs on these two levels. Social needs are shaped with the individuals' needs of being loved and belonging to a group. Once the individual quenches his/her social needs and has a place among the community, the esteem needs of the fourth level start to surface. The esteem need can fundamentally be evaluated in two different groups: The first one is the need to be strong, successful, sufficient, reliable, independent and free in the world; while the second one is the need and desire to have respectability and prestige. With the satisfaction of all these needs on all these levels, Maslow claims that the need to self-actualize arises on the top level of the pyramid. According to him, the individual must remain loyal to his/her nature, in line with his/her talents and do what suits him/her the most. For example; a musician should either make music or write poems. In this context, the self-actualization need varies from person to person. If the individual is not doing the most appropriate thing for him/herself, then s/he will never be able to conduct self-

actualization, even if s/he satisfies his/her needs on the lower levels of the pyramid (Maslow, 1970).

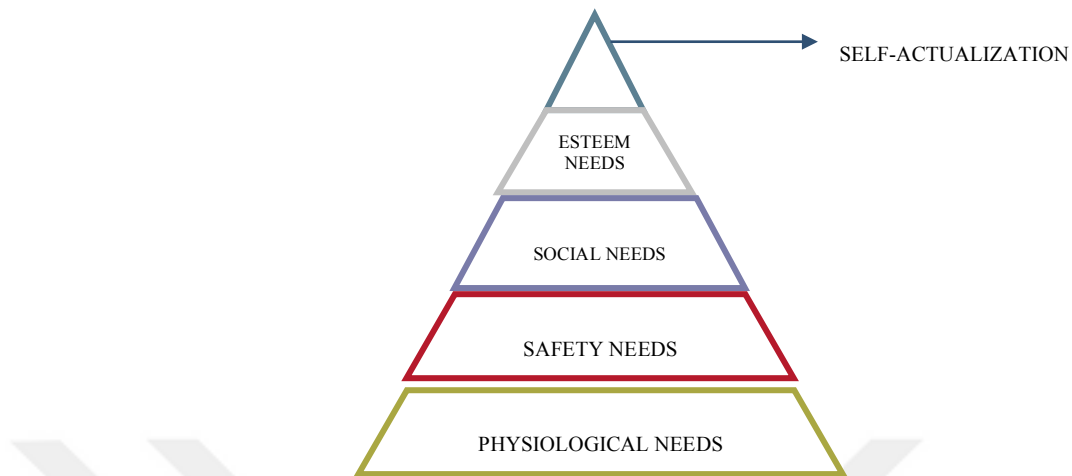


Figure 2.1 Abraham H. Maslow's hierarchy of needs.

**Source:** Maslow, A. H. (2000). *The Maslow Business Reader*. D. C. Stephens (Ed). New York: John Wiley and Sons Inc. p.1.

Hürmeriç and Baban (2012) postulate that with the postmodern society, consumption is not only about the fulfillment of basic needs on the first level of Maslow's pyramid, but it further progressed to the fulfillment of all needs from levels of social needs to esteem needs and self-actualization needs; in other words, with the concept of consumption; a larger scale of cultural situation that exceeds the individuals' vital needs is being depicted in today's postmodern society.

According to Abdurrahman Arslan (2002), while 'consumption' is the indicator of a need in traditional societies, it adopts a more hedonistic form in today's postmodern societies, which is controlled by desires<sup>22</sup> and wishes<sup>23</sup>. That is to say that

<sup>22</sup> The term desire is – in the most general sense – defined as the eagerness and intensive feelings towards a strongly felt aim or wish (Merriam-Webster's Dictionary of Synonyms, 1994, p.232).

<sup>23</sup> Wishes are defined as things that are not crucial for the survival of human beings, but are desired nonetheless (Skinner, 1990).

the individual carries out the practice of consumption because s/he cannot defy his/her desires and will; not because of the fulfillment of his/her needs.

In fact, industrial urbanization is the reason why the consumption phenomenon is no longer about the fulfillment of basic needs, why it has been transformed into a cultural condition that extends to a much wider area of life with the rise of the capitalist society and why desires replaced needs.

Along with these developments in the capitalist society, the phenomenon that would motivate and urge the individual has been desire; for the individuals' lifestyles are being shaped by their wishes, not by the challenges of daily life (Zorlu, 2006a). In this context, needs produce a necessity for the individual, while desires produce passion for consumption (Belk, Ger and Askegaard, 2003).

In the consumer society, where pleasure is principal, the concept of hedonism is preponderant. The word hedonism has derived from the Greek word "*hedone*", meaning pleasure (Ree and Urmson, 2005, p.152). Having been used firstly in philosophy, 'hedonism' is an ethical doctrine that is always in the search for the good. In other words, hedonists define 'good' as the pursuance of pleasure (Moseley, 2008). However, we encounter hedonism today, under the guise of a concept that is being criticized and questioned within the consumer society and the culture it forms. Colin Campbell (1987) distinguishes hedonism into two; traditional and modern. Traditional hedonism includes pleasures that are acquired via taste, smell, touch, sight and hearing; e.g. eating a delicious supper, singing etc. Modern hedonism, on the other hand, includes pleasures that are acquired via dreams, fantasies and images. While senses are prominent in traditional hedonism, modern hedonism highlights feelings. In modern hedonism, the main purpose of pleasure can be considered at the individual's

wistful construction of a relation with the commodities and even his transforming of them into parts of his self. The individual achieves satisfaction through the images, represented by these commodities (Köse, 2010). Hence, in the consumption culture, all provocations of desire that are made up through products and the ‘dreams, fantasies and images’ that occur consequently are the principal source of hedonistic satisfaction (Odabaşı, 1999). Actually, the individual carries out the hedonist consumption by constantly comparing himself to the other individuals. Hedonic consumption<sup>24-25</sup> functions just like a mirror, in terms of reflecting their “identities, likes, aesthetic judgments and statuses” (Köse, 2010, p.131).

In this context, “the emotional themes that postmodern marketing communication utilizes as significant differentiation tools, brand positioning that are developed for the fulfillment of status requirements or the individual’s utilization of products and services in expressing him/herself to the society are the most important initiators of the consumption culture in the society” (Özgül, 2011, p. 26).

Consumption culture imposes upon individuals the idea that true pleasure will be achieved through consumption – beyond what they have felt so far during their lives (Odabaşı, 1999). This, in turn, shows the dominant role of hedonist feelings in consumption. In other words, hedonism ensures that individuals pursue momentary

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<sup>24</sup> Hedonic consumption “is the satisfaction, acquired through the emotional proposition of products and services” (Odabaşı, 2006, p. 113).

<sup>25</sup> Hedonic consumption reflects the opposite of traditional perspective, developed with the consumer at its core and mentioned above within rational choice and utility theories. In these two theories, the consumer is rational in all consumption activities and aims to acquire maximum utility from the product; in hedonic consumption approach, on the other hand, consumer is not rational in all actions and searches for maximum pleasure and joy, instead of maximum utility. In this sense, hedonic consumption activity offers a more abstract satisfaction to the consumer, rather than a rational search (Doğan, Güler and Ağcadağ, 2014).

pleasures; employ consumption and pleasure-oriented lifestyles and develop narcissistic and egotistical personality types through consumption culture (Featherstone, 2007). Smashed under the assertiveness of the consumption culture and hedonism, the modern consumer identifies him/herself with the objects s/he possesses and consumes (Fromm, 1977).

In summary, having established the value system of the consumer culture with postmodern era, said culture is a consumption culture that was imposed upon the individual through the provocation of desires and enforcement of pleasures. In order to exist within the society, which was created under these circumstances, the individual must constantly fight battles. For the individual to define his/her relationship with him/herself and his/her environment, to take part within the social structure, to be accepted or not to be excluded from the social structure, the only enforced element is hedonic consumption, which he has to carry out constantly, in line with his feelings.

There is no doubt that the consumer society and consumption culture, which gets stronger with the advancing technologies, have revealed a new generation of consumers. In this context, first and foremost, we need to analyze the consumer and consumer behavior.

### **2.3 The Concept of Consumer and Consumer Behavior**

As of the moment individuals are born, they constantly feel the absence of certain things and feel the need to fulfill these needs. These needs start with the basic physiological needs to survive, as illustrated in Maslow's pyramid, and extend to the need of self-actualization. In other words, the individual first fulfills his/her vital

needs; then constantly determines certain new needs with his/her pleasures, in accordance with the social, cultural and economic conditions with which s/he lives and works hard to satisfy these new needs. Only this is how the individual can occupy an active place within the social life and be accepted without the fear of being an outcast. An important reason of this is the individuals' insertion into a constant consumption spiral and the foundations of daily life, as well as social life, being positioned on consumption practices. Accordingly, the need to shed light on the concept of consumer, first and foremost, gains more priority today, seeing how individuals are defined as consumers. In the most general sense, a consumer is defined as the person, who purchases goods and services, in line with his/her needs and desires (Solomon, 1999). Pursuant to Article 3 of Law 6502 on the Protection of Consumer Rights (2013), on the other hand, a consumer is "a natural or legal entity, taking action without commercial or occupational purposes". Aside from these definitions, a consumer<sup>26</sup> is expressed to be the key determinant of all business activities for a business, for s/he is the target, who either accepts or rejects the marketing<sup>27</sup> practices that are offered (İslamoğlu and Altunışık, 2013).

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<sup>26</sup> The term consumer is often used to refer to customers. However, these two terms have different meanings in the literature. In this context; the customer is defined as the person who regularly carries out the action of purchasing from a certain store or shop; while the consumer is the person, who evaluates, acquires, uses, consumes and somehow develops a connection with a product or a service (Tyagi and Kumar, 2004).

<sup>27</sup> Aiming to achieve consumer satisfaction, marketing is divided into two as micro and macro, in terms of the strategies it developed and activities it conducts. Micro marketing consists of marketing activities that are sustained to improve specific products or services, so that the wants and needs of a given individual or consumer group can be fulfilled (Bose, 2010). In tis context, micro marketing presents important information to the firms concerning the investigation of consumer behavior and ensures that firms obtain detailed data about small consumer markets. Micro marketing strategy has two main elements. The first one is the market segmentation, also defined as market selection; while the second one is the development of appropriate marketing mix that would suit the target market. Accordingly, the aim is to detect the needs of the consumers that comprise the market and develop proper products and services to meet these needs (Tek, 1999). Micro marketing, at the same time, contains local and individual marketing activities (Krishnamacharyulu and Ramakrishnan, 2009). In this context, marketing at the micro level includes marketing activities intended for firms, consumers or

The concept of consumer is divided into two, according to the purpose of purchase: end consumers and industrial/organizational consumers. While end consumers are described as those, who purchase the products and services for him/herself, their households or environments, industrial/organizational consumers purchase said products and services to sustain their own economic or social activities (Raju and Xardel, 2004). The concept of industrial consumer extends to numerous units of organization; from governments to municipalities, to for-profit and non-profit organizations (Karabulut, 2004). In this context, Odabaşı and Barış (2002) posit that organizational purchases are somewhat similar to purchases for personal needs, due to the fact that organizations consist of individuals and carry certain sets of attitudes, beliefs and personality traits. However, the organizational consumer can prioritize rational factors by carrying out the purchasing activity as a team, while the end consumer merely carries out the purchase. In this context, since the main topic of the study is end consumers, the explanations below will be expressed via the concept of end consumers. The consumer and the behavioral dimension of the actualized consumption activity carry paramount importance for a consumption oriented society. At this point, the subject of consumer behavior shall be clarified.

Consumer behavior is still a relatively young discipline in the literature. It has been stated that studies regarding this discipline have begun to spread out in the 1960s. However, there is evidence that studies concerning consumer behavior have begun long before. Having been emphasized by Veblen in 1899 with the concept of conspicuous consumption and Simmel in 1900s with the combination of capitalism,

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households; while marketing on the macro level includes those intended for marketing systems of consumer groups (Hunt, 1977). Macro marketing also investigates consumer group behaviors by conducting research on macro levels of the developments of consumer culture, consumer trends and retail distribution markets, in line with the principles of modern marketing (Tek, 1999).

marketing and consumption ideologies, this field has expanded with the works of Adorno and Horkheimer in 1944 and attracted the attention of sociologists, anthropologists, historians and economists. Furthermore, the idea of Freudian psychology became so popular in 1950s among researchers and advertisers that when 1960s came, economist Theodore Levitt embodied the concept of marketing by postulating that it does not only consist of the production of industrial goods, but also of consumer satisfaction processes. In other words, the industry starts with the consumer and the consumer's needs, instead of patented raw materials or sales skills. Levitt's approach to industry from a consumer oriented point of view actually underlines the significance of consumer behavior, once again (Mowen, 1993; Wankel, 2009; Naik and Reddy, 1999). In this context, consumer behavior has found a place for itself in 1960s as a separate field of study in the academic literature and has been subjected by various disciplines such as psychology, sociology, social psychology, cultural anthropology, economics and marketing (Mowen, 1993; Batra and Kazmi, 2008). Satish K. Batra and S. H. H. Kazmi (2008) summarize the relationship between consumer behavior and other different disciplines as below;

Psychology is the field of study that focuses on the individual as the subject of analysis and involves motivation, perception, attitude, personality and learning processes. All these factors carry critical importance in terms of gaining a better grasp on the relations between the individuals' needs and consumption, their reactions to various promotional messages and products, the influences of their experiences and personality traits on the product selection and consumer behavior.

Sociology works on groups. How individuals behave within groups and how they behave when they are alone are quite different. Belonging to a group makes a



sociologic perspective necessary to investigate consumer behavior, since there is an element of belonging to groups such as family and social classes.

Social psychology is the discipline that examines how individuals behave within a group, as well as a combination of sociology, psychology and their works. This discipline is needed to reveal how and to what extent leaders, whose ideas are respected, reference groups, families and opinion leaders influence the consumption behavior, at the same time.

Cultural anthropology is the discipline, examining the human beings' place within the society. Analysis of the fundamental beliefs, values and traditions that are inherited from the family reveal how they influence purchase and consumer behaviors. Moreover, cultural anthropology aids in defining subcultures and understanding consumers from different cultures.

The discipline of economics helps to ascertain how consumers spend their investments, how they evaluate different alternatives and how they decide to earn maximum benefit while carrying out the purchasing activity.

The marketing discipline has the consumer at its core; so, this discipline examines the purchasing behaviors of consumers with the support from psychology, sociology, social psychology, cultural anthropology and economics.

Consumer behavior, on the other hand, is a wide field of study, examining the processes regarding the individuals' or groups' selection of goods, services, ideas or experiences to satisfy their needs and desires, as well as their purchasing, utilization, disposal and consumption (Solomon, 1995, p.5). At the same time, it is a discipline,

probing the emotional, mental and behavioral reactions of consumers (see Figure 2.2) (Kardes, Cronley and Cline, 2011).

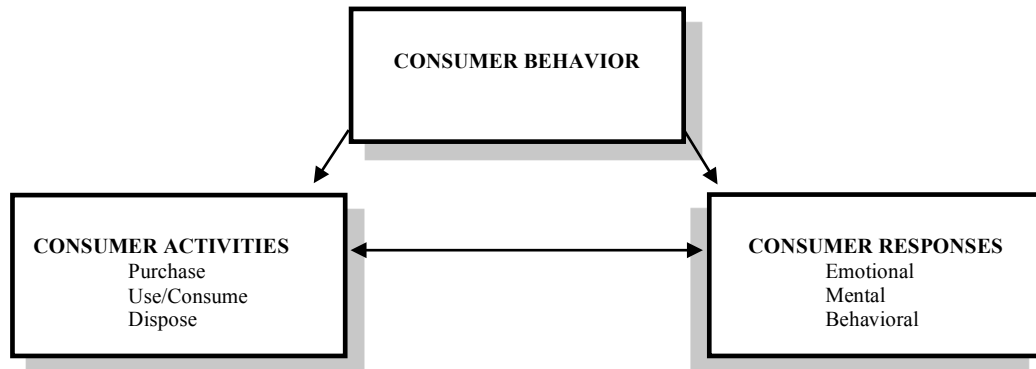


Figure 2.2 What is consumer behavior?

**Source:** Kardes, F.R., Cronley, M.L. and Cline T. W. (2011). *Consumer Behavior*. United States of America: South Western Cengage Learning. p.8

In this context, consumer behavior studies actually investigate who consumers consist of, what, why, when, where, how and how frequently they purchase and use – in short, how individuals consume (Schiffman and Kanuk, 2004; Sahaf, 2008). Ashok Jain explains consumer behavior with six different characteristics. According to Jain (2009), consumer behavior;

- Involves individual and societal processes.
- Studies the nature of society.
- Is interested in the behavior of both consumers and industrial users.
- Is a concept, the communication of which includes purchasing and consumption research?
- Elaborates on the satisfaction that consumers will earn, and the benefit they will be provided with, as soon as they buy the product.
- Is not only interested in why, how and for what purposes consumers purchase, but also where and how they purchase and under what conditions.

In light of all this, types of consumers' buying behavior must be explained.

### 2.3.1 Types of Buying Behavior

The buying behaviors of consumers are not always carried out in the same way. This phenomenon differs, according to the product, the service and the time. Types of buying behavior consist of two different categories; according to the involvement levels and the time consumers spend (Krishnamacharyulu and Ramakrishnan, 2009). In this context, first, the buying behaviors depending on the involvement levels will be explained, then the behavior types according to how much time is spent, will be emphasized.

#### 2.3.1.1 Buying Behavior Depending on the Involvement Level

Consumer buying behaviors are categorized in four; complex buying behavior, in terms of involvement and brand differences; dissonance-reducing buying behavior, variety-seeking buying behavior and habitual buying behavior (see Figure 2.3<sup>28</sup>).

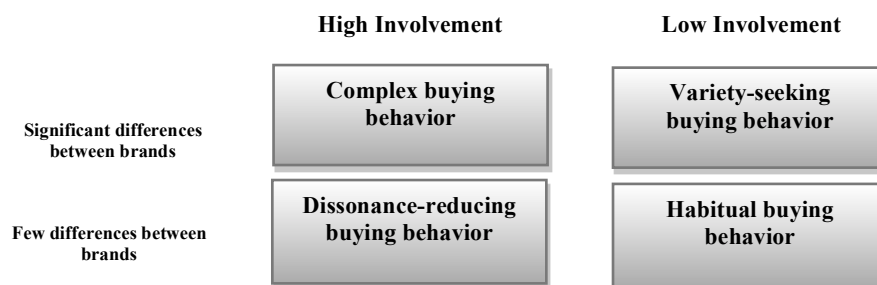


Figure 2.3 Types of buying behavior

**Source:** Kotler, P., Armstrong, G., Saunders, J. and Wong, V. (2001). *Principles of marketing* (3<sup>th</sup> European Edition). Harlow, Essex: Prentice Hall.p.212.

<sup>28</sup> Said authors have adapted the information from Henry Assael's book, *Consumer Behaviour and Marketing*, published in 1987 by Kent Publishing Company and established this table.

Complex buying behavior emerges, when the consumer sees the clear differences between brands and begins to be highly involved<sup>29</sup> with the products and services. This statement is valid for risky and expensive goods and services that consumers rarely buy (cars, houses, furniture, electronic appliances, and so on) (Cant et al., 2007). In complex buying behavior, consumers spend a great deal of time, while evaluating the alternatives among brands or being informed (Krishnamacharyulu and Ramakrishnan, 2009).

In dissonance-reducing buying behavior, consumers cannot clearly see the distinct differences between the brands. However, products and services are in a state of high involvement for the consumers (Panda, 2008). In other words, the product that the consumer is to buy may be one that s/he rarely purchases, quite expensive and rather risky. Therefore, even though the consumer conducts extensive research on the product or is incredibly informed, s/he might not be able to distinguish between the brands. After buying, if the features of the product cannot satisfy the consumer's expectations, the consumer may suspect whether or not s/he made the right decision. Facing such a dilemma, the consumer attempts to gather information that would justify his/her actions and avoids those that might arise concerns (Gupta, 2005). In variety-seeking buying behavior, on the other hand, the consumer is able to see the clear distinctions between the brands; which emerges in the event of low involvement for the products and services. This is especially valid for product groups that are manufactured by various brands and have different features, are cheap and often consumed. In this context, consumers may want to try the products of different brands

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<sup>29</sup> High involvement products are usually expensive ones; consumers think long and hard, as well as evaluate, before purchasing them. Low involvement products, on the other hand, are not difficult to purchase for the consumers; they do not require long thinking processes or evaluation (Dahlen, Lange and Smith, 2010).

or different products of the same brand, for senses of sight, hearing, touch and taste. Changing the brand in this process does not stem from the consumer's dissatisfaction with the product, but from his/her need of a different variety of products and the need to try numerous products (Wankel, 2009; Dogra and Ghuman, 2008). For example, a consumer, who buys strawberry flavored gum of Brand X, may want to go for the watermelon flavored gum of Brand Y next time.

In the habitual buying behavior, on the other hand, the products and services are in a state of low involvement for the consumer. This type of buying behavior occurs with cheap products that consumers automatically buy (toilet paper, soap, pencil, sugar, salt, flour and such) are in question (Donaldson, 2007).

Consumers buy these products without conducting much research, being informed and imagining them. Without considering the features of brands, the consumer walks into the store and buys whatever brand s/he encounters. If the consumer is persistently buying the same brand, that is because s/he is used to buying that particular brand and not because of his/her loyalty towards it (Govindarajan, 2007).

#### ***2.3.1.2. Buying Behavior Depending on Time Spent***

Types of buying behavior are categorized into three as (1) planned buying, (2) unplanned/impulse buying and (3) emergency buying, depending on how much time the consumer spends. In planned buying behavior, consumers decide in advance on which products and brands they will buy and adjust their budgets accordingly. For example, a consumer, planning to buy a car would do the necessary research

beforehand and carry out the buying transaction, after determining his/her preference of Brand X (Krishnamacharyulu and Ramakrishnan, 2009).

Instantaneously and impulsively carried out purchases, which are not planned and actually are consequences of being triggered by various stimuli, are described as unplanned buying. In this context, unplanned buying mainly occurs with consumers, being guided by hedonic motives (Roock, 1987; Blythe, 2013). A consumer who goes to a shopping mall to see a movie, for instance, may walk by Store X, see a denim jacket in the window, like it, desire it, purchase it without having planned it before and enjoy the feeling of buying a product that s/he has not thought of buying.

The consumers' purchases to fulfill sudden and unexpected needs are defined as emergency buying. For this type of behavior, an example would be the purchase of a new light bulb to replace the broken one or of a new charger after the current charger of the smartphone stops working (Krishnamacharyulu and Ramakrishnan, 2009). Once the types of buying behaviors of consumers are examined, we need to delve into how the buying decision making processes function.

### **2.3.2 Consumer Buying Process**

Consumers constantly face instances within their daily life practices, where they have to make decisions. Especially due to the product variety that emerged in consequence with the technological advances and globalization, consumer buying processes are becoming more and more complex. For researchers who investigate the complex structure of consumer behavior, consumer purchasing decision process must be inspected step by step and a model, emphasizing these stages must be formed (Çalık, 2003).

According to this model, consumers embark on a search, as soon as they feel a need and carry out the consumption to satisfy this need with the influence of cultural, social, personal and psychological factors. Aside from the said factors, consumers go through five different phases to make the purchasing decision. These are; need recognition, information search, evaluation of alternatives, purchase decision and post-purchase behavior (Lamb, Hair and McDaniel, 2012) (see Figure 2.4). In other words, consumers' purchase decision process starts with the need for a particular product or service rising and involves the stages, where they purchase the product, evaluate the brand they have chosen and decide whether or not to purchase said product or brand again (Çalık, 2003). In this context, consumer purchasing process must be explained in detail<sup>30</sup>.

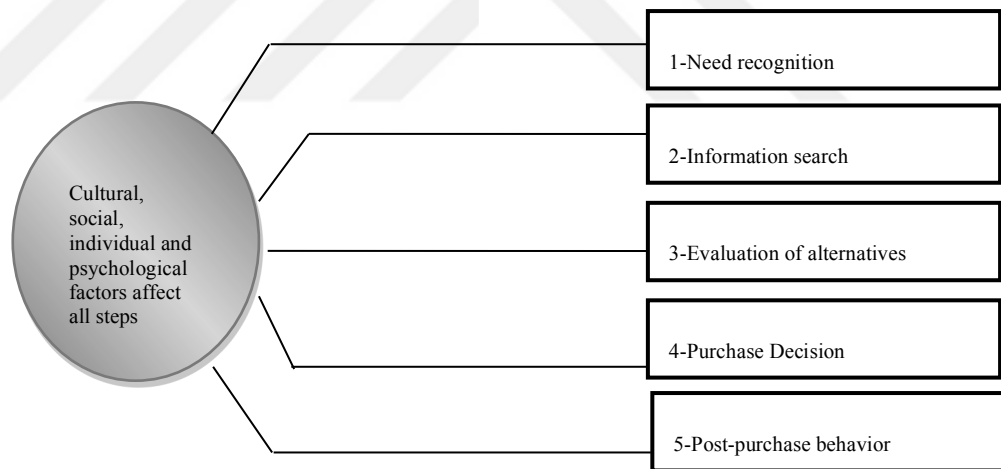


Figure 2.4 Consumer decision making process

**Source:** Lamb, C., Hair, J.F., McDaniel, C. (2012). *Essentials of marketing* (7<sup>th</sup> Edition). United States of America: South Western Cengage Learning. p.190

<sup>30</sup> Cultural, social, personal and psychological factors will be evaluated in detail in the next chapter.

### **2.3.2.1 Need Recognition**

Consumer decision making process begins, when the consumer recognizes his/her need. In this process, internal and external stimulants are in play, for they trigger the consumer to feel this need. Internal stimulants are tensions that arise as a result of physiological or psychological needs, such as hunger, thirst and boredom; external stimulants, on the other hand, are described as those, to which consumers are exposed, consisting sometimes of a commercial and sometimes of sensory factors, such as hearing or smell (Sheth, Mittal and Newman, 1999; Vashisht, 2005). In this context, the consumer recognizes his/her unfulfilled or unsatisfied needs/problems, as a result of the tension of emerging stimulants and is motivated to solve/quench them, in the most critical phase of the purchasing process (Kazmi, 2007).

According to C. L. Tyagi and Arun Kumar, in order for the problem to arise, there has to be clear differences between the actual state and the desired state (2004) (see Figure 2.5). The actual state is determined by various physical factors (something finishing or breaking down) and needs (states of hunger or thirst). The consumer can set out to find an answer for the question “*where am I now?*” by starting from the actual state. Moreover, instantaneous stimulants shall also be considered within actual state (just like the individual, remembering s/he has to buy a present, once s/he is reminded that Mother’s Day is this week). For the consumer’s question, “*where do I want to be?*” the answer is included in the desired state. “It shows how a consumer wants a particular situation to be. Sometimes it may arise as a simple expectation and sometimes a rather great goal may be manifested” (Odabaşı and Fidan, 2002, pp. 349-350).



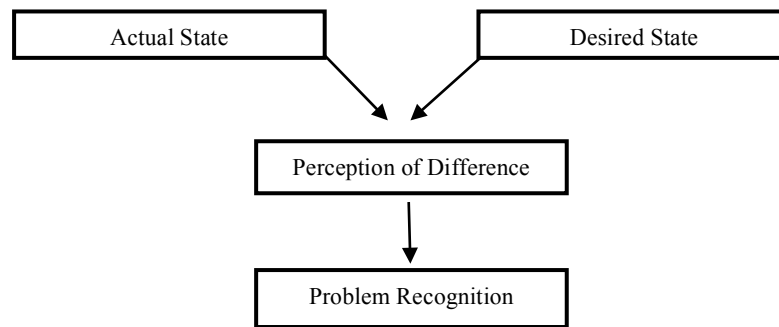


Figure 2.5 Problem recognition in consumer decision making process

**Source:** Wilkie, W.L. (1990). *Consumer behavior*. New York: John Wiley and Sons.

There are numerous factors that cause the consumers' needs to arise in the buying process. First of all, a newly developed product or service, entering the market might affect consumers. For example, a consumer, who already has an iPhone 5 smartphone, may feel the need to buy an iPhone 6, a superior model with more advanced features, once it enters the market. The second factor is the changing financial conditions of the consumers. For instance, if the earned income decreases, the consumer will not feel the need to buy a product from the upper segment; however, with the increase in the earned income, the consumer might feel a need for luxury products or services. The third one is the exhaustion of goods or services that the consumer already has. Running out of toothpaste at home may represent an example for this phenomenon. Finally, the last one is the consumers' dissatisfaction with the existing product or service. For instance, a newly bought pair of shoes may not prove to be comfortable, which, in turn, would influence the resurfacing of the same need (Cant, et al., 2007).

### ***2.3.2.2 Information Search***

Consumers may need the existence of certain information, in line with the decisions they will make during the purchasing process. Accordingly, once the consumer recognizes his/her needs, s/he starts to look for information to pick one among the choices. For example, with the rise in gas prices, consumers may be inclined to do some research about electric cars, as alternatives for gas and try to be more informed about them (Lamb, et al., 2012).

Information search sources are divided into two; processes of internal search and external search. During the internal search process, the consumers first check their memories to see if they can access their experiences of the product or service. If they cannot access sufficient information, they would look for additional external information sources to be informed, which is referred to as external search. In other words, external search is described as the entirety of external sources that consumers apply to, in cases of absence of information that they cannot resolve themselves. These are personal sources (family, close friends), commercial sources (product-price comparisons, sales clerks and advertisements), public sources (mass media, Internet) and experiential sources (trying or examining the product). In this process, the consumer wants to access maximum amount of knowledge about the product or service, s/he is considering to purchase.

Even though family and close friends are influential and fiduciary sources within the purchasing decision process, Internet represents the main source for consumers, due to unlimited access of information (Pride and Ferrell, 2014). That is because the consumers are usually more informed about the products over the

Internet, thanks to the user comments from actual consumers who have used that product.

The consumer aims to achieve information regarding the necessary evaluative criteria, the existence of alternative solutions and the performance of each solution, according to the evaluative criterion for the problem to be resolved. During this process, the consumer would ask certain questions to him/herself and decide whether or not to end the information search. If the necessary evaluative criteria exist, a solution can be produced and said solution can procure a proper performance according to the evaluative criteria for the consumer, the consumer may end the information search, in line with this decidable aspect. The occurrence of the opposite will result in the consumers' persistence of information search (Hawkins, Mothersbaugh and Mookerjee, 2010) (see Figure 2.6).

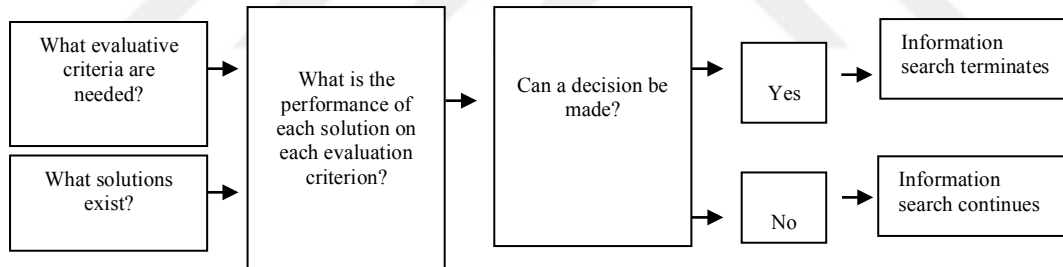


Figure 2.6 Information search in consumer decision making process

**Source:** Hawkins, D. I, Mothersbaugh, D.L. and Mookerjee, A. (2010). *Consumer behavior building marketing strategy* (11<sup>th</sup> Edition). New Delhi: Tata McGraw- Hill. p.593.

Once information is gained, the consumer will be able to make more accurate and rapid decisions about the product or service s/he will purchase, will be more confident about his/her decision, thanks to the information s/he gathered and

accordingly, it will be easier for him/her to make a selection among alternatives (Odabaşı and Fidan, 2002).

### ***2.3.2.3 Evaluation of Alternatives***

In this stage, the consumer evaluates the alternatives, in line with the information s/he acquired. There are two important criteria in terms of the evaluation of alternatives or options: the first one is the evoked set; in other words, the list of certain brands deemed suitable for the consumer to buy, when any category of products or services are in question. The second one, on the other hand, is the evaluation of alternatives, in accordance with the criteria that the consumer him/herself identifies. For example, a prioritized criterion for a consumer who will buy a computer might be the screen size. In this context, it will be easier for the consumer to choose and make a decision (Schiffman and Kanuk, 2004).

### ***2.3.2.4 Purchase Decision***

After the evaluation of options/alternatives, the consumer decides whether or not s/he will buy the product or service. Five elements are considered here, as the consumer decides to purchase in the evaluation process; brand, the store where the product or service will be purchased, the amount, timing and means of payment. However, not all the products have to include these five elements. The price, durability and purchasing frequency of the product are often influential too. Usually, when it comes to high priced products, all processes affect the purchasing process. For instance, while a consumer who is purchasing a television evaluates all processes, s/he may only consider the means of payment, when it comes to purchasing soap. Nondurable consumption goods such as cigarettes, beverages, food and soap that are

purchased periodically may be purchased for trial purposes. If the consumer is satisfied with the product, which s/he bought for trial purposes, s/he will be willing to purchase the same brand, the same product again. However, the same cannot be said for durable consumption goods such as television, refrigerator or vacuum cleaners. This is because the consumers use these products for a long time after they are purchased once (Sarangapani, 2009).

#### ***2.3.2.5 Post Purchase Behavior***

Consumers compare product performance with their expectations after purchasing them. If the product performance does not meet the consumers' expectations, a cognitive dissonance occurs. Consumers usually shape their expectations from a product, in line with the messages they receive from manufacturers, their environment or other sources. If the manufacturer exaggerates the product performance and paints a picture for the consumer to that end, consumer expectations will not overlap with this performance and the consumer will not be satisfied. As the gap between user expectations and product performance expands, consumer dissatisfaction will, in direct proportion, increase. On the other hand, a consumer who is satisfied with the product s/he purchases will buy the product again, spread positive word-of-mouth to his/her environment, will not pay attention to the brands or advertisements of the competitive companies and furthermore, purchase other products of the brand, with which s/he is satisfied (Govindarajan, 2007).

As mentioned above, there are cultural, social, psychological and personal factors, influencing the purchasing process of consumers. Shaping the consumers' purchasing behaviors, these factors shall be probed in detail, in this context.

## 2.4 Factors Influencing Consumer Buying Behavior

The individual is in interaction with him/herself and his/her environment, as long as s/he lives. During this period of interaction, there are four different factors that influence the purchasing behavior of consumers. These are cultural factors (culture, subculture, social class), social (family, reference groups, roles and statuses), psychological (perception, motivation, learning, attitude and personality) and personal (economic situation, occupation, personality/individuality, lifestyle and age) factors (see Figure 2.7).

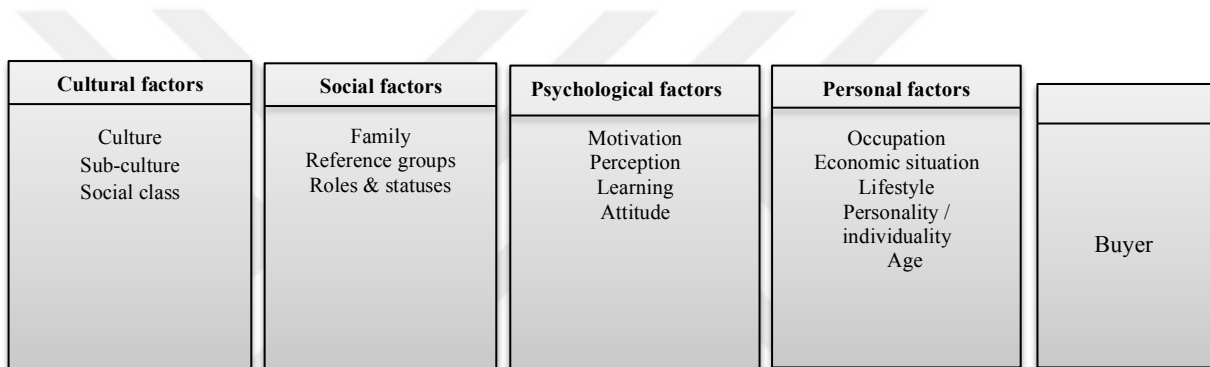


Figure 2.7 Factors influencing consumer buying behavior

**Source:** Armstrong, G. and Kotler, P. (2000). *Marketing: An Introduction (5<sup>th</sup> Edition)*. New Jersey: Prentice-Hall. p.141

### 2.4.1 Cultural Factors

Embracing and surrounding the consumer, culture establishes the dynamics of the society, in which the individual lives. Therefore, the culture that affects the purchasing behavior of the consumer, as well as the subculture and social classes that emerge by extension must be explained.

Derived from the word “*cultura*”, which is derived from “*colera*” in Latin, the word culture used to mean cultivating or raising, in the beginning; then, it evolved to cultivating minds (active *cultivation*) and its connotation gained a new meaning on

a completely new dimension. In the late 17<sup>th</sup> century, it has been called as “the entire lifestyle” of a society (Williams, 1993). In other words, culture is “defined as the totality of material and spiritual values, created throughout the historical and societal development process, as well as the means that indicate the extent to which human beings dominate their natural and social environments and are used to create and transfer said values to upcoming generations” (Turkish Language Society Dictionary, 2014). Accordingly, culture is a structure that is shaped and established by language, religion, morals, values, myths, customs, traditions, rituals, food and arts – the components of a society (Lamb, Hair and McDaniel, 2012; Blythe, 2013).

Culture can be evaluated in two categories, according to the needs of the society – material and nonmaterial. The elements that societies produce to fulfill their biological and physiological needs are referred to as the material culture. In this context, societies form the products of material culture, by developing various tools and equipments, so that they can fight against the nature and adapt to it. Products of material culture are expressed as factories, bridges, clothing styles, dams, transportation vehicles, roads, technological and scientific research and findings. On the other hand, elements that societies form to satisfy their psychosocial and spiritual needs are referred to as nonmaterial culture. At this point, societies produce various spiritual products to harmonize and organize the relationships between individuals, comprising the society. The products of nonmaterial culture are customs, traditions, manners, practices, language, literature, music, moral and religious norms, values, religious and national celebration days, sacred and national places, ways of entertainment, architecture and clothing styles (Eroğlu, 2013).

Culture neither determines the biological skills or traits of humans nor affects them; however, it does direct them as to when and how they can use them (İslamoğlu and Altunışık, 2013). In this context, cultural elements, which are learned as a result of the interaction with other institutions of family and society as of young ages, improve the individuals' values, preferences and perceptions and influence the purchasing decision, which makes up a significant portion of daily life. Accordingly, culture is an element that is presenting itself in all consumption activities and infuses into the individuals' decisions as to what they eat, what they drink, how they will dress, where they will live and where they will go for holidays (Mucuk, 2010). For example, buying candies or chocolate when one visits his/her elders in eid al-fitr (the religious holiday, following the holy month of Ramadan in Muslim communities, also known as the 'Candy Holiday') in Turkey is part of a culture and concordantly, an element that constitutes the consumption dynamics. During this time, supermarkets highlight the chocolate and candy products they sell, increasing the consumer tendency to purchase and actualize consumption.

Each culture is shaped in line with its subcultures. A subculture is defined as a culture that is differentiated from the dominant one by its beliefs, values, customs and traditions, established by a particular group within the society. Subcultures involve various categories within themselves, such as nationality (Turkish, American, German), race (African, Caucasian or Asian), religion (Muslim, Christian, Jewish), geographical location (East Anatolian, Aegean, Black Sea), age (Baby Boomers, Generation Y, Generation Z), gender (male and female), social class (lower, middle, upper) and occupation (engineer, lawyer, doctor) (Tyagi and Kumar, 2004; Schiffman and Kanuk, 2004). The different needs and wants of groups, comprising the



subculture, might be in question here. In order to respond to these wants and needs, marketing professionals develop numerous strategies and aim to increase consumption. A current example would be the Spanish texts used in many marketing activities in USA, instead of in English, in order to address Hispanics among the minorities there.

In addition to all these, as mentioned in the previous chapters, having become prevalent with the help of globalization and technological advances, the consumption culture has influenced all rituals, languages, values, foods and works of art. This homogeneous culture is being transferred from west to east, under the guidance of USA, by embracing the culture with hedonic values.

An example would be Black Friday, as part of the American culture; which is the first Friday after Thanksgiving. On Black Friday, stores open in quite early hours, serve until very late at night and offer products with discounts and promotions to the consumers (Schmid, 2013). However, Black Friday has been happening in Turkey in the recent years and as Ritzer expressed, it has been manifesting itself in shopping malls, which have become cathedrals of consumption. This example can be viewed as a significant indicator as to how consumption is affecting the cultures and shaping the consumption practices of new generations.

Another concept that has to be touched upon within the culture and consumption relation is social class. Social classes, in their widest senses, are expressed as the stratification that emerges between the groups, comprising the culture. Social classes are assessed, according to variables such as prestige, income level, education level, occupational characteristics and lifestyle (Govindarajan, 2007).

In this context, S. Sumathi and P. Sarvanavel (2008) summarize the six characteristics of social classes as follows (pp. 523 – 524):

- Social classes indicate status.
- Social classes are multidimensional.
- Social classes are hierarchical.
- Social classes restrict behavior.
- Social classes are homogeneous.
- Social classes are dynamic.

Social classes are classified as three main groups; lower, middle and upper classes. Tek (1999) has reported that social classes are divided into nine subgroups within themselves, in a hierarchical structure, consisting of high-high, high-middle, high-low, middle-high, middle-middle, middle-low, low-high, low-middle and low-low. According to Tek, each social class has different characteristics, likes and tastes, as well as different consumption habits and he explains this statement with a table as below.

Table 2.3 *Social classes*

<b>High-high</b>	Select, inheritance rich, well-established families, elite club memberships, with children who go to private colleges or study abroad. They can easily deviate from the social norms.	They spend money as if they do not care; their wealth is visible, aristocrats, spacious mansions, summer houses, servants, art, travel, pricy lounges.
<b>High-Low</b>	Families that are socially lively, graduated from university, college, active, in search of respectability, drown their children in properties	Conspicuous consumption is the rule of thumb. Products reflect success and wealth; yachts, swimming pools, furs, large houses, specific labeled clothes, fashion dependent
<b>High-middle</b>	Career interest, mostly graduated from second class colleges, they live without distances, expect too much from children, interested in different subjects like cultural things etc.	Quality product purchases, shows they abide by fashion trends. They buy conspicuous products, but do not try to show them off.
<b>Low-middle</b>	They look for prestige, for status. They obey the law and regulations, try to do a decent job, harmony instead of innovation, they care about cleanliness and tidiness, they like football games.	The most important property is the house. They buy standard furniture etc., tightly controlled shopping, sensitivity towards prices.
<b>Low-high</b>	They mainly look for security, then comes prestige and protection of what they already have, male dominance, women as housewives, take it one day at a time, very keen on changing, brag about their children, narrow minded, not much hopes for ascension, tactless tastes, entertainment oriented.	They are usually located in neighborhoods, the importance of which is diminishing within the city, in small and cramped houses. They prefer national products.
<b>Low-low</b>	Apathy, imprisonment, fatalism, momentary satisfaction, feeble education, squatters.	Impulse purchases, mostly they pay the most expensive price, buy the least quality products, they cannot evaluate quality and do not search for information. They represent a market for TV, food and second hand goods.

**Source:** Tek, Ö. B. (1999). *Pazarlama ilkeleri: Türkiye uygulamaları global yönetsel yaklaşım* (8. Basım). İstanbul: Beta Basım Yayın A. Ş.p. 199.

As illustrated in Table 2.3., each class has its unique consumption, saving and purchasing behaviors; therefore, the services and products they prefer are different from each other. These differences are analyzed by marketing professionals and lead the development of proper products and services, suitable for each segment (Gilbert, 2011). In Turkey, the number of studies on social classes is limited. The studies that have been conducted “classify the society in different ways, by differentiation among groups, according to mainly the size of income and socioeconomic statuses (S.E.S)”<sup>31</sup> (Veliöglü, 2006, p.220).

<sup>31</sup> This can be expressed as the research, identifying the socioeconomic statuses of individuals or households within society.

According to the research, conducted by Turkish Researchers' Association (TÜAD) in 2012<sup>32</sup>, the S.E.S. groups in Turkey are classified as below – A, B, C1, C2, D and E – by considering the variables of main income providers, occupation and income;

Table 2.4 2012 *S.E.S. Groups*

Social Classification	2012 Distribution Of Turkey	Characteristics
(A) HIGHEST CLASS	%4	%99 University graduated % 50 Working with salary qualified expert %10 White-collar who has more than 20 employees %40 Spouse works %20 Saving up for money %30 Spend their holidays by going to hotels/holiday camps.
(B) HIGH CLASS	%9	%60 University graduated % 60 Civil servants, technical staff or expert who is not a manager %15 Has business with 1-5 employees %30 Spouse works % 13 Saving up for money % 20 Spend their holidays by going to hotels/holiday camps
(C1) MIDDLE-HIGH CLASS	%22	%60 High school, vocational high school or higher degree graduate %40 Craftsmen or store owner %15 Retired %13 Spouse works %5 Saving up for money %40 Spend their holidays by visiting their relatives
(C2) MIDDLE LOW CLASS	%29	%80 Graduated from middle school or a lower degree % 60 Laborer with regular work %20 Retired and not working %10 Spouse works %70 Don't go on holiday %75 Spend their holidays by going to their hometowns
(D) LOW CLASS	%28	%70 Primary school graduate or dropout %30 Retired and not working %20 Working by piecework %30 Farmers %80 Don't go on holidays
(E) LOW-LOW CLASS	%9	%95 Primary school graduate or dropout %30 Not working and living by economic support %40 Retired, not working %30 Retired and working as laborers %20 MIP is the housewife.

**Source:** Turkish Researchers' Association (2012).

Evaluated from a consumer society perspective, social classes appear to be pushed into a consumption spiral, just as Simmel put it, and while higher classes

<sup>32</sup>Research studies in 2006 are shaped by the head of the family, rather than the person, who is actually providing the income. Furthermore, S.E.S. groups were established in this study, by taking variables such as the education levels of the head of the household and the spouse, occupation and the education levels of their families into account (Eyüpoğlu, 2012).

always pursue differentiation, lower classes attempt to imitate them. This phenomenon serves as the most important proof of the never-ending consumption dynamo.

In summary, cultural factors include elements that influence the purchasing behavior of consumers. Each consumer carries out his/her consumption practices, in line with various cultural inputs.

#### **2.4.2 Social Factors**

Alongside cultural factors, social factors carry paramount importance in consumer behavior; because, purchasing behavior is not only a process that is shaped individually, but also through social environments. In this context, family, first and foremost, shall be explained within social factors; then, factors such as reference group, role and status will be elaborated.

Family members heavily influence the consumers' buying behaviors (Kotler et al., 2001). In the widest sense, family is the smallest unit of society that is formed when two or more people with blood relations start living together (Lantos, 2011). Many researchers categorize family in three types. The first one is the first family. The first family emerges with the marriage of two people. The second one is the nuclear family that is formed when a married couple has one or more children. The third one, on the other hand, is the extended family. These include close relatives, besides a married couple and their children – like grandparents (Raju and Xardel, 2004). Furthermore, an extended family may include grandparents, brothers, brothers' wives, sisters and their husbands, paternal aunts, maternal aunts and nephews/nieces (Giddens, 2006).

According to the power structure of the family, it could be matriarchal, patriarchal or equalitarian. The mother is the head of the family in matriarchal families, while the father is the one in patriarchal families. In an equalitarian family, on the other hand, the mother and father make shared decisions. The power structures of married couples within the consumer decision making process are considered in four different categories. The first one of these has the couple, autonomously making equal numbers of decisions. The second one has the man in a more dominant position. The third one has the wife in the dominant position. In the final one, the husband and wife make a unifying decision together (Sumathi and Saravanel, 2008). Determined according to their power structures, the families have different decision makers in them, which is reflected on their product choices too (see Table 2.5).

Table 2.5 *Decision making according to power structures*

Decision making types according to the power structure	Decision makers	Product types
Wives are more dominant than husbands	Man is the head of the household	Lawnmowers, hardware, stereos, refrigerators, washing machines and driers.
Husbands are more dominant than wives	Woman is the head of the household	Women's and kids' clothes, home decoration, pots and pans, food.
Autonomous	Spouses make equal number of decisions, but the decision is not a joint one.	Men's clothes, suitcases, toys, games, sports accessories, cameras.
Unifying	Spouses make decisions together	Vacations, TV, living room furniture, rugs.

**Source:** Pride W. and Ferrell, O, C. (2010). *Marketing* (15<sup>th</sup> Edition). Mason, OH:South Western Cengage Learning.p.210

In parallel with the changes in social systems and globalization, the roles of men and women are, naturally, distinguishing from each other. Yet, a rather traditional family structure is still observed in Turkey, despite rapidly being surrounded by globalization. The close relations in the Turkish family structure strongly affect the consumption habits. These close relations of family members do

not only influence the consumption habits, but also reflect them and ensure that these consumption models are transferred to the next generation (Özsoy and Madran, 2010). Still, when the economic, social and cultural changes along with the globalization process in Turkey are considered, it can be said that generation gaps are predominantly manifesting themselves in both the roles of men and women and in consumption practices.

Having covered these definitions, family has certain functions in terms of shaping consumer behavior. These are divided into five as economic, social, emotional, suitable mode of living and filtering. The economic function of the family stems from the necessity of earning financial income, so that individuals, making up the family, can survive. The social function of the family ensures the family members' participation in various events in their free times (such as visiting family elders or friends) and carrying out the socialization process accordingly. At this point, it can be said that family is the first and most important entity in the socialization of the individual. Aside from the economic and social functions of the family, there is also an emotional function at play. The emotional function points to the sharing of family members' emotions such as love, happiness, joy, peace, excitement, pride, pleasure, pain, sorrow and sadness. For instance, while a family member being ill would cause all members to be sad, another family member graduating university with high honors would fill all family members with joy.

Additionally, there is the function of the suitable mode of living. The economic and social condition of the family, the personalities of family members and the family's place on the life curve constitute the mode of living; which actually affects the consumption practices of the whole family. For example, the children of a

family with low financial income may not get the expensive shoes they want. Finally, there is the filtering function of the family. The norms of wider social systems are interpreted by the family, after being filtered. For example, the parents decide which products are healthy for their children and carry out the buying behavior accordingly (Odabaşı and Fidan, 2002). Briefly said, humans are products of the environment they belong to. In line with this, the family assumes great functions in terms of forming the individual's personality, his/her socializing, being a capable human being, both economically and socially and shaping his/her consumption habits (Bahar, 2009).

In addition to the roles of mother, father and children that can be found in all families, it is seen that family members are undertaking various roles in their buying behaviors. These roles are those of initiators, influencers, gatekeepers, decision makers, users, buyers, maintainers and disposers (Jain, 2009; Blythe, 2013):

- **Initiators:** These are the people, who recognize the needs within the family, in terms of products and services. For example, a mother may notice a product that she has run out of and take on the role of the initiator as a consumer.
- **Influencers:** These are the people, who influence the buying behavior with their opinions in the family. In other words, these family members do not directly make the decision to buy or consume anything, but make suggestions or recommendations.
- **Gatekeepers:** These are the people, gathering information about the products or services in the family. Gatekeepers read the flyers, examine them, watch the commercials on TV and do research about the product features online.
- **Deciders:** These are the people, who decide why, where, when and how a product or service is to be purchased. In almost all families, adults are the deciders; however, this may depend on the product in question.



- Preparers: These are the people who prepare the products and make them suitable for other family members to consume.
- Buyers: These are the people, who purchase the product or service.
- Maintainers: These are the people, who assume the task of keeping the product under suitable conditions for the other family members to use.
- Disposers: These are the family members who undertake the task of putting away or packaging the used products or organizing the products for sale or commercial purposes. They also identify the unused products in the family.

When these roles are evaluated within the purchasing process, initiators appear to be the family members that notice the issues and recognize the needs. This indicates the arrival to need recognition, which is the first step in the consumer purchasing process. Gatekeepers are family members, who gather all the information for the family and make suggestions, when it comes to purchasing the product. Children and youngsters often assume this role in families. To illustrate, in a family thinking of going to a vacation, young people may collect all the information with a web search, share it with the other family members and develop suggestions. This indicates the information search, which is the second step of consumer purchasing process. Influencers are the family members, who persuade and make suggestions in the processes of information search and evaluation of alternatives. For instance, while especially mothers in a family assume the role of influencers in the clothing choices of other family members, younger individuals are often more influential on the family's choices, when it comes to technological products. Deciders, on the other hand, are family members who evaluate the alternatives and decide which product or service to purchase. They have the authority in this sense – socially, physically and economically. This role is usually assumed by parents. For example, while fathers are deciders in cars, gardening materials, tools and equipments, mothers usually are in

this role when it comes to food, beverages and cleaning products. In addition, all family members can be shared deciders on the matter of buying a house. Once a shared decision is made, buyers carry out the purchasing transaction. Preparers are the family members who, once the product is purchased, take on the role of preparing it. Cooking might be an example here. Maintainers look after the product and make sure it is kept under suitable conditions. Once a car is bought, for example, it requires certain periodic maintenances (such as taking it to the shop, changing its oil, changing its filter and so on). Family members, undertaking this behavior are described as maintainers. Preparers and maintainers determine the post purchase behavior in the consumer purchasing process. Disposers, on the other hand, are family members, carrying out the disposal activities for the family (see Figure 2.8) (Lantos, 2011).

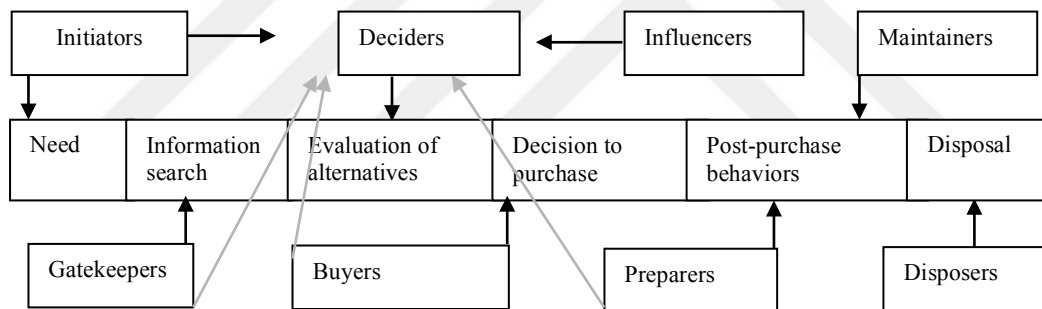


Figure 2.8 Purchasing roles and decisions in a family

**Source:** Blythe, J. (2013). *Consumer behaviour* (2<sup>nd</sup> Edition). London: Sage Publications Ltd. p.260

Another social factor, just as important as family is in buying behavior, would be the reference groups, to which individuals belong. Determining the individual's attitude, values, knowledge and behavior (including buying behavior), reference groups is considered to be bases and models for individuals for comparison purposes (Kumar, 2009a).

Consumers observe the consumption activities of groups, to which they belong and consider similar criteria as those of group members', as they are making their buying decisions. In this context, reference groups are considered in two branches; direct and indirect. Direct reference groups consist of primary and secondary groups, of which consumers are members and vis-à-vis communications are carried out. Indirect reference groups, on the other hand, include groups, the membership of which is not wanted by consumers or completely avoided. These are also divided into two; aspirational and non-aspirational groups (see Figure 2.9) (Lamb, Hair and McDaniel, 2012).

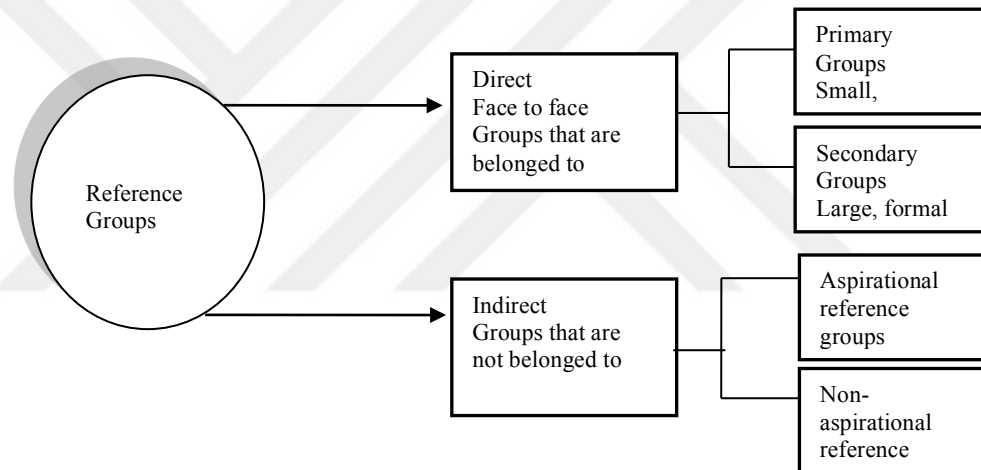


Figure 2.9 Types of reference groups

**Source:** Lamb, C., Hair, J.F., McDaniel, C. (2012). *Essentials of marketing* (7<sup>th</sup> Edition). United States of America: South Western Cengage Learning. p. 207.

Small and informal, primary groups are social groups, where face to face communication is prominent and close and cordial relationships are established. The members of this group display similar behaviors to one another, as well as sharing common beliefs. Having a strong influence on product choices and the formation of shopping behaviors, primary groups also involve family, friends and groups of coworkers (Majumdar, 2010). Secondary groups, on the other hand, are large and

official groups that frequently come together, according to their shared interests. Clubs, professional and religious groups represent examples for secondary groups (Majumdar, 2010; Lamb, Hair and McDaniel, 2012). Aspirational reference groups consist of individuals that consumers envy; they would like to belong to these groups (Kumar, 2009a). Finally, nonaspirational/dissociative groups are groups, the membership of which is avoided by consumers (Lamb, Hair and McDaniel, 2012).

Aside from all this information, Ramanuj Majumdar (2010) posits that virtual groups are reference groups today. This is because they are comprised of individuals, who come together via Internet, in line with shared purposes and interests. Moreover, opinions, experiences and knowledge concerning the products or services are shared in virtual groups, which, in turn, affect the consumers' purchasing decision process and consumption activities.

There are three main factors that cause the consumers to be influenced by reference groups (Schiffman and Kanuk, 2004):

- 1.The knowledge and experience of reference groups: If the consumer has little knowledge about the product or service or thinks that commercials are deceitful, s/he can benefit from the knowledge and experience of reference groups by accessing relevant ideas and recommendations.
- 2.The strength, attraction and reliability of reference groups: When the consumer wishes to access accurate information about the quality and performance of the product or service, s/he can easily be convinced by people, who s/he deems to be trustworthy and well-informed. Moreover, consumers need to possess the products, brands and attitudes they consider to be indicating status and by which they define themselves; so that they are accepted and approved by the group, to which they belong.
- 3.The flamboyance of the product: Consumers are less affected by reference groups, when they buy ordinary products (such as milk, cheese and

detergents). However, when it comes to flamboyant, showy products, which are status symbols (such as automobiles, furniture and trendy clothes); they are more influenced by reference groups.

Aside from its guiding influences over the individuals' consumption activities, reference groups also carry importance for the roles, assumed by individuals within social factors and for their statuses. Roles are all the behaviors, which the society expects from the individual, in accordance with his/her status or social position (Kornblum, 2008). In this context, individuals may take on and play multiple roles, according to their social statuses and interactions they form, throughout their lives; e.g. daughter, son, student, friend, parent, factory worker, police officer, teacher and so on (Browne, 2011). Roles that a university student can assume are shown in Figure 2.10 below (Andersen and Taylor, 2012).

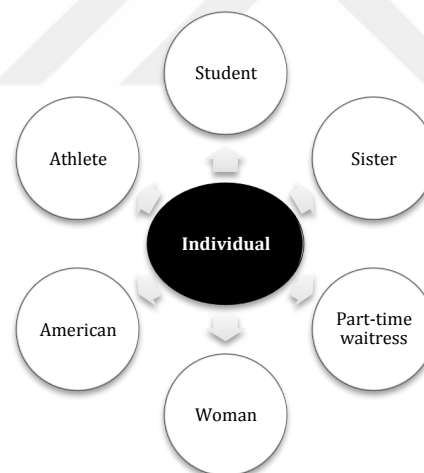


Figure 2.10 Examples over the roles, assumed by a university student

**Source:** Andersen, M. L. and Taylor, H. F. (2012). *Sociology: Understanding a Diverse Society* (4<sup>th</sup> Edition). Belmont, CA: Thomson Learning Inc. p.115.

Taken on by the university student, these roles (student, sister, woman, American, athlete) are reflected on her product choices and buying behaviors. This consumer, when she is playing the athlete role, will choose Nike or Adidas – sports brands that address young people; because consumers actualize the roles they play via the images brands present (Kumar, 2009b).

The status, on the other hand, is a concept, emerging in consequence of the individual's relationship with the level of behavior s/he belongs to. From this perspective, it can be said that each individual possesses multiple statuses. Different statuses intersecting on different levels of behavior establish the social status, indicating the individual's position within the society (Erdoğan, 1991). Consumers often choose the products and services to display their social statuses. For example, the role of an executive manager points to a more important role than that of a sister. At this point, as an executive manager, Gülşah will buy more clothes to project her role and status (Kotler, et al., 2001). In this context, as mentioned in classical social theories, the status symbols and signs of individuals (such as their homes, clothes and jobs) shape their social positions, in Weber's approach (Giddens, 2006).

At this point, already a member of a group or wanting to be one, the consumer will wish to display the behavior, play the role and possess the status and power that is expected by the group. This wish is also reflected on the purchasing and brand choices of consumers (İslamoğlu and Altunışık, 2013).

It can be said that with the postmodern era, new generation consumers are passionately internalizing consumption, due to the infusion of the idea that status and power can only exist through consumption into all societies.

### 2.4.3 Psychological Factors

Alongside cultural and social factors, there are certain psychological factors influencing consumer buying behavior. Psychological factors consist of perceptive and cognitive elements, such as perception, motivation, learning, attitude and personality. In this context, the concept of motivation shall first be emphasized.

The consumers' motivation is the sole power that starts and ends the buying behavior. A motive is, in its widest sense, defined as the potential indicator of behavior, enabling the needs to emerge (Eroğlu, 2013). A motivated behavior, on the other hand, is all the activities, carried out by the individual to achieve his/her goals (Foxall, 2015). In other words, motives stimulate the organism, operationalize it and steer its behavior towards a certain goal. When these two characteristics are observed, the individual is assumed to have been motivated (Cüceoğlu, 2006). While motives are considered to be internal states (something within the organism, causing it to make an effort to reach a goal) they are, at the same time, usually triggered by external stimuli. Thus, motives can arise through the stimulants in the environment, as well as within the person (Morgan, 1988). In this context, motives are categorized in two as internal and external motives. Internal motives comprise an innate physiological process, based on the individuals' instincts and impulses. Such motives concern the satisfaction of needs such as hunger, thirst, safety and sexuality, which refer to the necessary, basic needs for the fulfillment of existence. They have a particular driving power over the individual. External motives, on the other hand, push the individual to take action through environmental stimulants (products, services, ideas, people and situations) and have an attractive power over the individual (Evans, Moutinho and Raaij, 1997).

Different characteristics of motives can be summed up as follows: (1) Since they are psychological, motives are abstract; hence, it is not possible for them to be directly observed, (2) they reveal the consumer's needs, (3) they can be either positive or negative, (4) while positive motives guide the consumer to an object or behavior, negative motives ensure that the person avoids them or does not actualize the behavior, (5) they can emerge both by nature and by nurture, (6) they can be in collaboration and conflict, (7) they shape the behavior, (8) they can be generalized, (9) they can occur consciously and unconsciously, (10) they can be opposites, as well as in harmony and (11) their contrast would cause a conflict within the individual (İslamoğlu and Altunışık, 2013).

Motives assume a guiding role for the consumer behavior. Furthermore, it can be said that consumers consider products and services merely as means to satisfy their motives. In this context, motives can be evaluated in six groups, consisting of primary, secondary, rational, conscious, unconscious and emotional motives, which are summed up as below (Blyhte, 2013):

1. Primary motives: Motives that drive the consumer to purchase the product; e.g. the consumer, buying a new phone, once the current one stops functioning.
2. Secondary motives: Motives that drive the consumer to purchase a particular, predetermined brand; e.g., a consumer, who uses Apple iPhone, preferring an Apple iMac, when s/he has to buy a computer.
3. Rational motives: Motives that are formed rationally, within the boundaries of the consumer's conditions; e.g., a family with a new baby, buying a house with multiple rooms.
4. Dormant motives (Unconscious motives): Motives that are on the subconscious and not noticed by the consumer; e.g., a consumer's



willingness to buy a sports car would be related to his/her middle age wishes, but the consumer does not notice that.

5. Conscious motives: Motives that the consumer is fully aware of; e.g., the consumer knows s/he needs a new mobile phone and consciously purchases one.

6. Emotional motives: Motives that the consumers emotionally develop towards a certain brand; e.g., a consumer would be quite excited to drive a car, s/he just bought.

Hedonic and rational motives are prominent in understanding consumer behavior in the purchasing process. In this context, these motives should be explained in further detail. Hedonic motives address the consumers' feelings and emotions; they are developed according to the basic principle of enjoying and avoiding pain. In other words, consumers want to have feelings such as infatuation, love, passion and happiness, because they enjoy these feelings. In contrast, consumers avoid feelings such as guilt, fear and tension. At the same time, feelings could be built via products and help consumers to enjoy or avoid them. For example, on Valentine's Day, brands set up marketing activities with passion and love at their cores. By doing so, they support the purchasing decision by targeting the hedonic motives. Working parents might take their children to a McDonalds, instead of cooking at home, which may cause them to feel guilty, since it is not a healthy meal; yet, McDonalds carries out many activities for children, in order to reflect the idea of a happy family and they would avoid the feeling of guilt (Burrow and Fowler, 2015). Rational motives, on the other hand, ensure that consumers decide within a logical framework. Consumers purchase by taking criteria such as durability, price and quality into consideration, with the help of rational motives (Srinivasan, 2008).

In the postmodern era, especially with the effectiveness of advertisement and marketing activities, consumers within the consumption society are bombarded everyday with thousands of stimulants and messages about the products and services. In this context, the matter of perception carries great importance in consumer behavior studies to understand consumers' psychological structures.

In the most general sense, perception is the information that individuals gather with their sense organs. Incoming stimulants interact with the stored knowledge (memory) and the perception process begins (Kumar, 2009b). In other words, the individual makes sense out of the stimulants around him/her with perception, and out of the shape, color, sound or taste of the stimulants with sense organs (Cemalcılar, 1998). In the moment of perception, the consumer mind also takes into account the current situation, expectations, past lives, other stimulants that are delivered to other sense organs and social and cultural factors (Cüceoğlu, 2006).

An active and complex one, the perception process consists of three phases. These are exposure, attention and interpretation. In this context, the phase of exposure occurs, when stimulators (advertisements) reach the sensory receptor and get in contact with the consumer. Still, consumer's exposure to stimulators is not enough by itself for the perception process; for this, s/he has to move on to the phase of attention. The attention phase occurs after exposure, when sensory receptors pass to the mental process. The final phase is the interpretation of stimulants, to which consumers are exposed and pay attention (Hawkins, Mothersbaugh and Mookerjee, 2010) (see Figure 2.11).

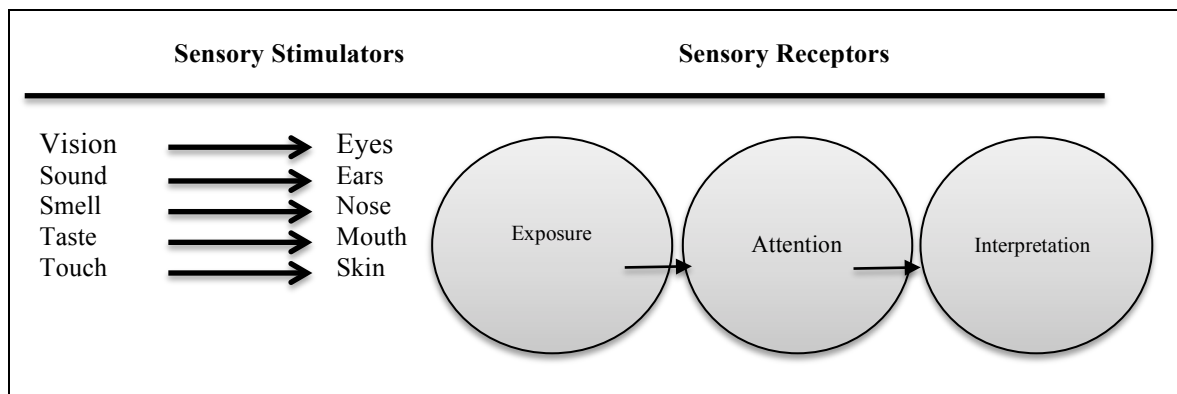


Figure 2.11 The Process of perception

**Source:** Solomon, M. R, Russell Bennett, R. and Previtte, J. (2013). *Consumer behavior: Buying, having and being (3th Edition)*. Malaysia: Pearson Group Pty. Ltd.p.63.

Perception is complex. To illustrate; a Pepsi commercial, aired throughout a football game has a stimulator duty. Hence, the stimulator (Pepsi commercial, in this case) starts to interact with the stored information in the mind of the consumer who is watching the game, and is mentally added to the coke category. This way, consumers spontaneously relate to Pepsi in their mental coke category, by associating it with various adjectives such as trendy or young generation via the stimulants they receive from the Pepsi commercial. Thus, Pepsi is positioned in the consumers' minds with the distinguishing characteristics it wants to be perceived (see Figure 2.12) (Kumar, 2009b).

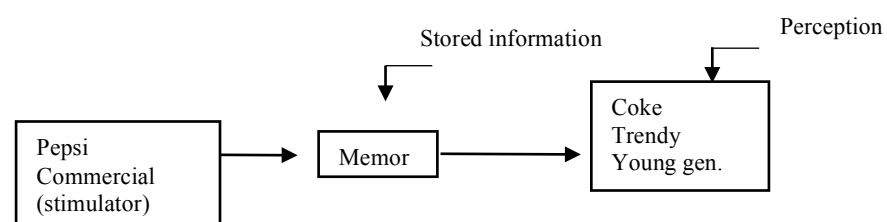


Figure 2.12. The Pepsi example

**Source:** Kumar, S.R. (2009b). *Conceptual issues in consumer behaviour: The Indian concept*. India: Dorling Kindersley Pvt. Ltd.

External stimulants or sensory inputs can be conveyed through various channels; such as what the consumer feels when seeing a billboard, hearing a jingle, touching a product, tasting food or smelling a product. In short, external stimulants are the data that pass through the perception filters of consumers via their five senses. In this context, external stimulants that are based on feelings also have the power to evoke some internal experiences or memories. For instance, when the consumer listens to a song on the radio, s/he may recall the song that played in his/her graduation ceremony. Marketing professionals use multiple sensory channels too, when they communicate with the consumers. For example, in a recent research, subjects were first shown a commercial, stressing the smell of potato chips, then an article about the taste of potato chips. A group of subjects, however, were only shown the article. The results of the study have shown that subjects, who were shown both the commercial and the article, provided a feedback, claiming that the chips tasted better. This phenomenon underlines the consequences of consumers' multiple sensory interactions, as well as the importance of their reactions within a hedonic consumption framework (Solomon, Bennett and Previte, 2013).

The perception process is a subjective one; therefore, consumers may perceive the same stimulators and messages differently. In this context, the dimensions of the perception process; perceptual selection, perceptual organization and perceptual interpretation must be probed.

Consumers are exposed to thousands of stimulators every day, and yet, only a mere percentage of these stimulators are perceived. For example, a female consumer faces 20.000 products in different colors, sizes and shapes, when she steps into the supermarket to shop. In addition, over a hundred people are speaking around her,

walking, buying things, as well as her being exposed to the smells of meat and fruits in the supermarket and stimulants both indoors (counter announcements, credit cards noises and air conditioning) and outdoors (children shouting, cars and plane engines). However, the consumer only perceives a few out of all these stimulators she is exposed to. She chooses the products, according to what she needs and pays for them. The main underlying reason is the perceptual selection. At this point, which stimulator will be chosen is shaped, in accordance with the stimulant's composition, expectations and motives (Schiffman and Kanuk, 2004):

- Stimulant composition: Marketing stimuli affect the consumers' perception process with many variables. These stimuli consist of the physical structure of the products, its packaging design and advertisements. Contrasts are the most eye catching elements in the stimulant composition. They ensure that the product difference is surpassed (small-big, black-white etc.). Folded cosmetics or car advertisements with unconventional sizes that can often be found in tabloid magazines are examples of this.
- Expectations: Expectations are the tendencies to see the similarities as previous experiences. Consumers would like to see that the products and services are meeting their expectations. For example, a consumer who purchases toothpaste with whitening effects would expect to have whiter teeth, judging by his/her previous experiences.
- Motives: Consumers perceive, according to their wants and needs. For instance, a consumer who will purchase a new computer will pay more attention to the commercials in this product group, hence, notice them more.

Within the consumer selective perception process, concepts of selective exposure, selective attention, selective distortion and selective recall must be covered. In this context, selective exposure is the consumers' voluntary exposure to certain

stimuli (such as scanning the catalogues in a closed circuit online shopping site) (Egan, 2007). Selective attention is when consumers, who are exposed to multiple stimuli, notice only the stimuli that s/he considers significant and center on them, while simultaneously rejecting those, outside of his/her area of interest (such as paying attention to pet shop products after buying a pet) (Kazmi and Batra, 2008). Selective distortion is when consumers change or distort the incoming stimuli in a way they would want to perceive them (such as perceiving the products of a cosmetics brand, which tests on animals, low quality). Selective recall, on the other hand, occurs when consumers easily remember the information that supports their attitudes and beliefs (such as the new generation consumers, easily recalling the brands that stress youth and dynamism) (Jayachandran, 2006).

In addition to all these, consumers organize the stimuli to render them meaningful and congruent. In this context, organizational perception is founded on four main principles, figure and ground relation, closure, grouping and bias for the whole (Hoyer and Macinnis, 2010):

1. Figure and ground relation: There is a ground and figure relation in all perceptual processes. The consumer enters the organizational process by distinguishing figure and ground from each other. A black logo on the white background of a product's package design would both catch the consumer's attention and help distinguish ground and figure.
2. Closure: Noticing that a piece of information is missing, the consumer complements it and views it as a whole.
3. Grouping: This is about grouping similar or close information or objects in the same category. Marketing professionals often present the products or services in categories to facilitate this phenomenon. Having various categories such as shoes, dresses, cosmetics, house

and decoration on online shopping sites is an example of the grouping of similar products for consumers.

4. Bias for the whole: This is about the consumers, perceiving the whole as more valuable than its components. For instance, a consumer with 20 Turkish Liras, consisting of one 10 TL bill and two 5 TL bills may easily spend it; however, when s/he has one 20 TL bill, it is harder for him/her to spend it.

Another concept to be covered within the topic of perception is perceptual interpretation; which is expressed as the meaning consumers attach on certain stimuli, judging by their previous experiences. Factors that influence the consumers' perceptual interpretations are (1) physical appearances, (2) prejudices, (3) first impressions and (4) jumping to conclusions. Physical appearance may affect the consumers' perceptions. Research studies about the physical appearance have found out that attractive models are much more persuasive than average looking ones. Therefore, handsome men and beautiful women always appear on cosmetics and conspicuous consumption products' advertisements (Majumdar, 2010). Positive or negative pictures (patterns) that are acquired in the past, establish prejudices in the consumers' minds, regarding the meanings of different stimuli. Prejudices facilitate and automate the process of making sense of what occurs in the daily living practices of consumers (such as, boys play with toy cars, girls play with dolls). However, this is becoming unhealthy, as it reaches to a point, which is borderline discrimination (such as the idea that men make better managers than women) (Wright, 2006). First impressions, on the other hand, are the first moment that products and brands contact the consumer. Changing the first impression is quite difficult; it remains effective for a long time; so much so that the first impression is actually the last one too. If the consumer's first impression is negative towards that product, it is impossible for

him/her to give it a second chance. Jumping to conclusions means that the consumer is drawing to conclusions without having all the evidence at hand. An example here would be a consumer, looking at the image of a hair dye and thinking that his/her hair will be rather voluminous, without reading the instructions inside. The halo effect is the consumer's evaluation and generalization of the product or brand, according to one or a few features that catches his/her attention, despite the product/brand, offering multidimensional features (Schiffman and Kanuk, 2004; Majumdar, 2010). Another example would be the expectation that Apple will always launch high-technology and touch-operated products.

The perceptual process also involves certain risks for the consumers. Perceived risks are considered in six categories; functional, physical, financial, social, psychological and time. Functional risks evolve with regard to the performance of the product or service. In other words, it is the worry that the product or service will not be able to fulfill the consumer expectations. Physical risks refer to the physical harm that consumers might be exposed to. For example, a consumer eating the expired food may experience health issues. In order to reduce this risk, all food brands place dates of production and expiration on their packages. Financial risks are described as the monetary losses, occurring after a consumer purchases a wrong product or service. Social risks are those that occur as a result of purchasing the wrong product or service; it is the risk of the consumer's environment's lack of approval or acceptance. The psychological risks are defined as the injuries to the consumer's self and ego, in case s/he purchases the wrong product or service. Finally, the time risk refers to the loss of time, in case the wrong product or service is purchased (Kumar, 2009a; Singh, Kundu and Singh, 1998).



Another factor as important as perception in the consumer buying behavior is learning. Individuals constantly learn new things, as of the moment they are born; therefore, everything that an individual does (speaking, writing, consuming, buying and so on) is a consequence of learning.

The mode of learning is the leading one among the psychological factors that affect consumer behavior with their contents and characteristics. This is because the individual's psychological nature and characteristics are, to a large extent, determined with the experiences s/he acquires throughout his/her life. The individual utilizes what s/he has learned and experienced to fulfill his/her physical and social needs, satisfy his/her desires and build his/her behaviors (Cemalcılar, 1998). In this context, learning is described to be a very long-term change that occurs in behavior, as a result of repetitions or experiences (Morgan, 1988).

Learning is a necessary element for the consumption process. A large section of consumer behavior generally consists of learned behavior. Consumers acquire attitudes, values, preferences, symbolic meanings, feelings, behaviors, as well as the features of products or services, during the learning process.

Furthermore, culture, social class, family, friends, institutions, mass media and advertisements contribute to the learning experiences of the consumer, while affecting the lifestyles and shaping the consumption activity, as well as the buying behavior (see Figure 2.13) (Hawkins, Best and Coney, 2001).

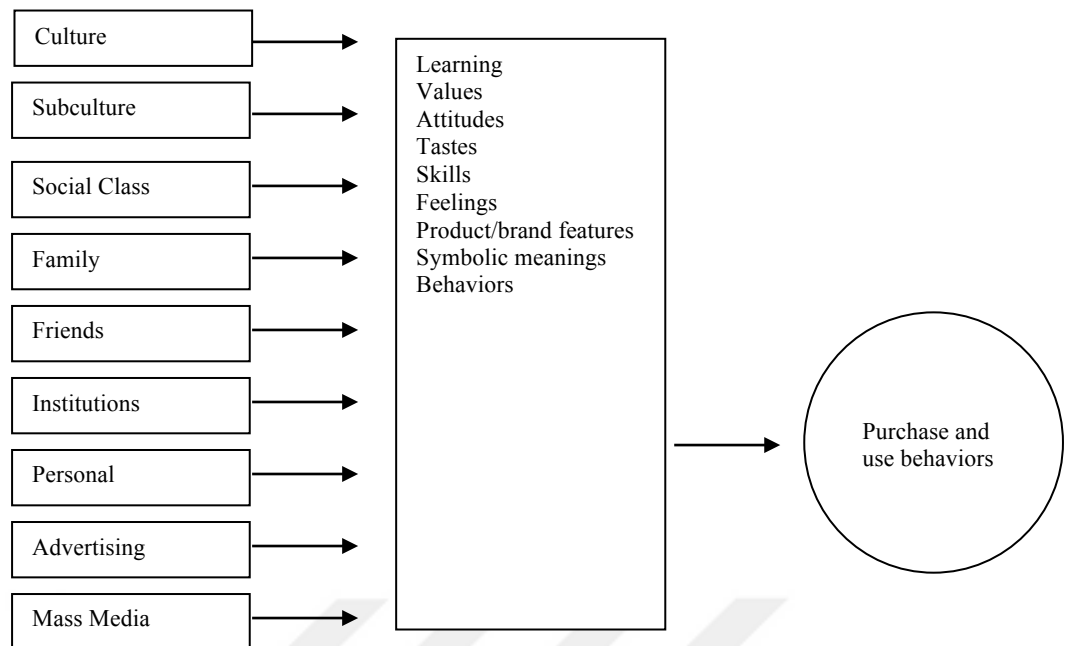


Figure 2.13 Consumer behavior and learning

**Source:** Kumar, Hawkins, D. I., Best, R. J. and Coney, K, A. (2001). Consumer behavior: Building marketing strategy (8th Edition). New York: The McGraw- Hill Companies, Inc. p.325.

In the consumer behavior literature, there are two theories regarding learning; behavioral and cognitive. Behavioral theories emphasize learning as a conditioning behavior in reactions towards a certain external stimulus. In this context, theories that are considered within behavioral learning theories that are also linked to consumer behavior shall be probed; these are classical conditioning, operant conditioning and learning from models (İslamoğlu and Altunışık, 2013).

The first type of conditioning, which was experimentally examined, is the classical conditioning theory, posited by Ivan P. Pavlov. Studying the role of saliva in digestion, Pavlov has developed a four stage conditioning model, as a result of experiments he conducted on dogs. In the first stage of Pavlov's model, which comes before the classical conditioning, the dog was shown food (unconditioned stimulus) and it has been observed that the dog started to salivate (unconditioned behavior)

before it started to eat the food. In the second stage, the bell was rung at intervals (neutral stimulus), but the dog did not display any unconditioned behavior. In the classical conditioning process, on the other hand, the bell rang first, then the food was shown to the dog (this procedure was repeated multiple times) and the dog displayed its unconditional behavior. After the classical conditioning however, it was observed that the dog began to salivate (conditioned behavior) every time it heard the ring (conditioned stimulus), even though no food was shown anymore (Coon, 2006).

Pavlov's classical conditioning theory can be operationalized to explain consumer behavior today, as can be seen in Table 2.6. When this notion is examined with the example of sales promotions in consumer behavior, it can be seen that the unconditioned stimulus is the discount on price, the conditioned stimulus is the visual merchandising of the product and conditioned behavior is the thrilling purchase (Kazmi and Batra, 2008). Marketing experts try to teach certain brands to the consumers via the classical conditioning model – constantly and repeatedly – while also trying to make the purchasing process of the particular brand into a habit for the consumers (İslamoğlu, 2013). At the same time, continuous repetition of the brand message through advertising campaigns are necessary for the consumers to learn. Repetition and continuity contribute to the emergence of brand awareness. Once the consumers acquire this awareness, they can be reminded of the brand by the mere sight of related symbols, colors and signs. This phenomenon is expressed as a consequence of conditioning (Koç, 2012).

Table 2.6 *The relationship between classical conditioning and sales promotion*

	Unconditioned Stimulus	Conditioned Stimulus	Response
Classical Conditioning	Food	Bell	Salivation
Sales promotions	Premium, prize, price discount	Product display, contest	Excitement, purchases

**Source:** Kazmi S.H.H. and Batra S. K. (2008). *Advertising and sales promotion* (3th Edition). New Delhi: Excel Books.p.510.

Another behavioral learning theory is the operant conditioning, developed by Burrhus Frederic Skinner. Operant conditioning is defined as repetitively changing the results with a modifying factor around the behavior, occurring spontaneously. In other words, if a positive situation occurs, which the organism likes too, the behavior is repeated; however, if the opposite occurs, the behavior is avoided (Singh, 2011).

Skinner stresses how the reward and punishment affects behaviors in operant conditioning theory. Developed by Skinner, this theory is also postulated by experimenting on animals, as Pavlov has done too. Designed by Skinner and known as the “Skinner box”, a chamber was prepared with a hungry rat inside. Inside the box, there is a light, which can be turned on and off from the outside, a lever and a valve, while the floor of the box is made of grids. Looking for food in the Skinner box, the rat coincidentally pushes the lever (positive reinforcer), placed in a corner of the box, which opens the valve and produces food, when the lights are off. However, the valve does not open, if the rat pushes the lever when the lights are on; instead the grids on the floor are electrified (negative reinforcer). In this experiment, the rat, pushing the lever is a positive behavior and the food that comes as a result of this is a reward. Consequently, the rat has learned the process of pushing the lever and receiving food, which it coincidentally learned at first, thanks to positive reinforcers

when the lights are off and voluntarily repeated this behavior. Yet, having learned the effects of the negative reinforcer when the lights are on, the rat did not repeat this behavior (Wright, 2006).

Skinner's operant conditioning theory is yet another theory that is utilized by marketing professionals. In this context, consumers display the behavior of repeatedly buying the products and services they like, desire and satisfied with. However, when the opposite occurs, the consumer would refrain from exhibiting the buying behavior (Koç, 2012). Numerous brands employ operant conditioning by distributing sample products along with the purchased ones. In Turkey, there was a period when various promotional products or coupons for such products were offered with newspapers, which represents an example for this application.

Behavioral theories mostly have to do with how the learning process is shaped with external stimuli. Yet, cognitive learning theory deals with the individuals' conscious mental processing of information, in accordance with their feelings and thoughts and how this information guides behavior (Szmigin and Piacentini, 2015). In other words, cognitive behavior theory, posited by Jerome Bruner, highlights the importance of the mind over behaviors. Cognitive learning theory focuses on how the mind perceives, processes, organizes and recalls the information to be used later on. A significant point in this theory is the absence of the learning processes of the mind, during the development process of it (Sullivan, 2009). Moreover, behavioral changes that occur after the learning process can be observed and measured (Dobbins, 2004).

According to the cognitive learning theory, the individual is able to notice the problem s/he faces and learn ways to resolve it thanks to his/her existing skills of

being able to produce an idea, even if there is no relevant past experiences. Producing solutions for the problem at hand is a process that consumers often face and they make decisions, according to the gathered information and experiences. Learning occurs through these (Odabaşı and Fidan, 2002).

Three types of cognitive learning theories carry importance, in terms of having a better understanding of consumer behavior. The first one is iconic rote learning, which is the type of learning via associating two or more concepts, without any conditioning. Throughout iconic rote learning, the consumer may build beliefs about the products or services, without noticing the source of the information. At this point, purchasing may be carried out in line with these beliefs, when needs arise. Developed by Albert Bandura, the second one is the vicarious learning (also known as modeling; observational or social learning). Vicarious learning does not deem it necessary for a consumer to have a direct or indirect experience, regarding any rewards or punishments. Instead, the consumer can form his/her behavior by observing the consequences of others' actions. At the same time, observing that people acquire positive results due to their behaviors, consumers tend to imitate the behaviors of them; yet, those who observe negative results refrain from exhibiting similar behavior (Apruebo, 2005; Sharma and Sign, 2006). The third one is learning through reasoning (analogy). The most difficult and complex one of cognitive learning theories is learning through reasoning. In the event of the consumers' grasp of a new situation or object by utilizing the existing knowledge, learning through reasoning occurs. In this context, consumers restructure their existing knowledge, as well as the new ones and think creatively to form new concepts and connections, within the process of reasoning (Sharma and Sign, 2006).

All these theories are summarized as below from a consumer behavior point of view, with examples of high<sup>33</sup> and low involvement, as established by Hawkins, Best and Coney (2001) (see Table 2.7).

Table 2.7. *Decision making process in power structure*

Theory	Explanation	High Involvement	Low Involvement
Classical Conditioning	If both objects are often or constantly encountered by the consumer together, the reaction at the sight of the first object will be the same as when the second object is encountered.	Recalling Volkswagen cars, when German cars are mentioned. This is because the commercials and advertisements across the world use the message “das auto”, so that Volkswagen consumers can associate the word German with it.	A commercial jingle that is broadcasted with a song, not catching the attention of consumers.
Operant Conditioning	When the same or a similar situation occurs in future, the reinforced reaction is often repeated.	The consumer buys a suit and notices that this suit is very comfortable and not wrinkled easily. The consumer later buys the casual products of the same brand.	It is enough for the consumer, if the canned food s/he bought without thinking much about it, is not expired.
Iconic Rote Learning	The consumer associates two or more concepts, without getting into the conditioning process.	Possessing very little experience about TVs, the consumer investigates the product carefully and in detail, multiple times. In this case, learning will be limited, because the lack of experience will prevent the detailed learning.	The consumer, learning the jingle of a brand and constantly playing it in his/her mind, for it sounds quite catchy.
Vicarious Learning/ Modeling	It is about learning consumer behavior by observing the consequences of other people’s behaviors or potential behavior and producing concerning ideas.	Before purchasing a pair of shoes, the consumer observes how a friend, who has just bought a pair of shoes as well, reacts.	Even though a kid does not think about this in depth, s/he learns that boys are not supposed to put on lipstick.
Reasoning	In order to form new concepts and connections, the consumer ascertains the existing and new information by restructuring and combining them.	The consumer can compare the knowledge regarding the process of buying an electric, hybrid car with the solar system at home and make a decision.	The consumer sees that there is no tomato paste in the store and buys paprika paste instead. The underlying idea of the consumer here is making a quick comparison and deciding that paste is paste after all.

**Source:** Hawkins, D. I., Best, R. J. and Coney, K, A. (2001). *Consumer behavior: Building marketing strategy* (8<sup>th</sup> Edition). New York: The McGraw-Hill Companies, Inc.p. 333.

<sup>33</sup> High involvement is the consumer’s state of being motivated to acquire information. Low involvement, on the other hand, is the consumer’s state of paying little or no attention to advertisements or other messages.

Another concept that should be emphasized in learning is memory. Consumer memory emerges by storing and recalling the learned information over time and ensuring its conscious or unconscious continuity of this learning. Memory plays an active role in the purchasing decision making process of consumers. In this context, there are three types of memories; sensory memory, short term memory and long term memory. Sensory memory is keeping the information that is received by the five sense organs for a short while, such as a few seconds (Hoyer, Macinnis and Pieters, 2013). Various information that is delivered to the sensory memory is then transferred to the short term memory. The short term memory keeps the acquired information for a short time, like 30 seconds. At the same time, short term memory provides the transmission to the long term memory (Kumar, 2009b). Long term memory is storing the information for days, months, even years in the memory (Majumdar, 2010). In this context, there are certain distinctions between long and short term memories.

Retrieval does not, for instance, occur in short term memory, because the information is already erased from the mind; yet, long term memory retrieves the information after little effort. The short term memory is very sensitive towards external hindrances, whereas the long terms memory is resistant in this sense. Furthermore, the short term memory field is quite limited or confined, while the long term memory field is rather extensive (Morgan, 1998).

Consumers are bombarded with thousands of messages about the products every single day. Only a few of these messages are stored by consumers, while the others vanish in the short term memories, before they can make their ways into the long term memory (Swain, 2009). At this point, the studies conducted by marketing



experts aim to be stored in the long term memories of consumers, hence ensuring that consumers recall the brands and buy them.

Viewed from a consumer society perspective, individuals must learn how to be consumers today. Specifically the new generation consumers feel the need to recall the brand and purchase it, in line with the marketing messages they are exposed to, via different channels. As Baudrillard has mentioned, for the problems they face in the consumer society, individuals constantly produce responses that are recognized by the society. The mind, and therefore the memory, objectify constant consumption and transform commodities into signs and multiple choice answers.

Another important parameter among the psychological factors is attitude. Established as a result of life and experiences, attitude is the state of emotional and mental preparation that possesses the power of guiding or dynamic influence over the individual's behavior, towards all relevant objects and circumstances (Lakshmi, 2003). According to another definition, all positive or negative opinions and feelings developed towards a person, object, idea or condition make up the attitude (Shah and D'Souze, 2009).

Attitudes constitute the guidelines for consumers' thoughts, emotions and behaviors. At this point, they have five main characteristics. The first one is the favorability of the attitude; which has to do with the extent to which the consumer likes or dislikes something. The second one is the accessibility of the attitude; that is to say the consumer retrieves the available attitude conveniently. The third one is the attitude confidence; which indicates how the consumer supports his/her attitude. The fourth one is the persistence of the attitude; which has to do with how long the consumer's attitudes will last. Finally, the last one is the resistance of attitude;

implying that it is rather difficult to change the attitude. For example, if the consumer is loyal to a brand, it will be difficult to change it (Hoyer, Macinnis and Pieters, 2013).

Attitudes negatively and positively manifest themselves within the consumer's consumption practices as well. Positive attitudes are the entirety of positive opinions that consumers develop towards objects, whereas negative attitudes are the negative opinions for objects (Raju and Xardel, 2004). Consumer attitudes are built against various social and physical objects, such as products, brands, websites, advertisements, stores and people (Hoyer, Macinnis and Pieters, 2013). If the consumer develops a positive attitude towards a brand, the purchasing will easily be carried out. For example, a consumer who goes to a Migros store will develop a positive attitude, upon seeing that the products are quality and fresh, the store is properly designed and the cashiers are concerned. This consumer will favor Migros for his/her next shopping experience and if the opposite happens, will not prefer that brand again.

Attitudes serve consumers with four different functions. These are information, value, benefit and ego defense functions (Sharma and Sign, 2006; Kardes, Cronley and Cline, 2011):

- 1.Information function:** This function of attitudes simplifies the consumer's world by organizing the information regarding the object or activities and facilitates the decision making process.
- 2.Value function:** This function of attitudes fulfills the task of explaining the central values and individuality of the consumers. If a consumer values nature, s/he can buy environment friendly products to express him/herself.
- 3.Benefit function:** Consumers are prone to developing positive attitudes towards rewarding objects and activities.

4.Ego defense function: These are the attitudes that consumers form to defend their egos or their own images from threats and short comings.

Attitudes are innate; consumers learn attitudes from experiences and people around them (Khan, 2006). In this context, since the society in which we live, is one that is built on consumption, the only thing individuals can learn is thought to be attitudes that are to be developed to consume more.

#### **2.4.4 Personal Factors**

Personal factors substantially influence the consumers' purchase decision processes. Occupation, economic conditions, lifestyle, personality and age constitute the personal factors. In this context, first the occupation and then other indicators of personal factors should be elaborated.

Occupation is one of the personal factors, comprising the consumer behavioral pattern. People from different occupational groups behave differently in every respect. This is why marketing professionals design products, addressing the needs of different occupational groups (Trehan and Trehan, 2007). For example, while a cook may be interested in cutlery sets, wines and special recipe books and buy them, a musician would be interested in musical equipments and sheet music and buy them (Michman, Mazze and Greco, 2003). In this context, differentiation between occupations, needs and interests, as well as diversification in consumption trends, naturally, are ensured. At the same time, occupations steer the consumers' values, lifestyles and overall consumer processes (Hawkins and Mothersbaugh, 2010).

According to the report of "Gender based wage differences according to education and main occupation groups" research, conducted by Turkish Statistical

Institute, the occupational groups in Turkey consist of nine categories. These are (2010);

1. Managers
2. Professionals
3. Technicians and associate professionals
4. Clerical support worker
5. Service and sales workers.
6. Skilled agricultural, forestry and fishery workers
7. Craft and related trades workers
8. Plant and machine operators and assemblers.
9. Elementary occupations.

Having a parallel relation with occupation, another factor is the economic condition of the consumer. The economic conditions of the consumer, i.e. the disposable income, savings and debts are indicators of behavior within the purchasing process. In this context, economic conditions are important determinants of which product the consumer will buy (Korkmaz, et al., 2009). A consumer who is an academic may plan to buy a house of moderate means, in line with his/her economic conditions, yet in the event of a raise in salary, s/he may buy a more luxurious house as well. That said, marketing professionals use economic indicators as a base and may reevaluate, design and position products and services accordingly (Sarangapani, 2009).

Another determinant of personal factors is the lifestyle. The lifestyles carry critical importance for consumer behavior studies, in terms of explaining what guides consumers in their lives, how and why they behave the way they do. In the most general sense, lifestyle refers to the individual's thoughts, beliefs, attitudes and interests about his/herself, family and world. In other words, lifestyles indicate how

individuals live in or experience the world, in line with their attitudes, ideas and interests (Saxena, 2009).

Knowing the kind of lifestyle the consumer has would also point out what s/he thinks about products, how s/he feels, why s/he spends on them and how s/he consumes them (Apurebo, 2005).

When lifestyle is correlated with consumption and purchasing process, it reflects the past experiences, characteristics and current conditions of the consumer. In this context, the determining factors of lifestyle and their influences over the purchasing and consumption processes are summed up as below, in Table 2.8 (Sharma, S. and Sign, 2006);

Table 2.8. *Lifestyle and consumption process*

Factors Determining Lifestyle	Lifestyle (What we live through)	Influence on Buying Behavior
<ul style="list-style-type: none"> <li>• Demographics</li> <li>• Subculture</li> <li>• Motives</li> <li>• Personality</li> <li>• Emotions</li> <li>• Values</li> <li>• Household</li> <li>• Culture</li> <li>• Past experiences</li> </ul>	<ul style="list-style-type: none"> <li>• Activities</li> <li>• Areas of Interest</li> <li>• Likes or Dislikes</li> <li>• Consumption</li> <li>• Expectations</li> <li>• Feelings</li> </ul>	<ul style="list-style-type: none"> <li>• How</li> <li>• When</li> <li>• Where</li> <li>• What</li> <li>• With whom</li> </ul> <p style="text-align: center;"><b>Consumption</b></p> <ul style="list-style-type: none"> <li>• Where</li> <li>• With whom</li> <li>• How</li> <li>• When</li> <li>• What</li> </ul>

**Source:** Sharma, S. and Sign, R. (2006). *Advertising: Planning and implementation*. New Delhi: PHI Learning Private Limited. p.119.

Due to each and every consumer belonging to a different culture, subculture, social class, occupation and so on, their lifestyles are not the same. Accordingly, their lifestyles are resolved within the frame of their activities, interests, opinions and demographics (AIOD). The consumer's spare time activities are described as hobbies,

vacation and shopping habits, exercise choices and clubs of membership. The interests, on the other hand, consists of family, house, job, dining, fashion and media factors, while the ideas are about how the consumer views him/herself, his/her culture, approaches to social and political events and thoughts about the products. Finally, the demographics, i.e. age, income level, education, occupation, family size, location and geographical location are significant determinants of lifestyle (see Table 2.9) (Plummer, 1974; Jain, 2009).

Table 2.9 *Lifestyle patterns*

Activities	Areas of Interest	Ideas	Demographics
Leisure activities	Family	How they view themselves	Age
Hobbies	Home	Culture	Education
Vacations	Work	Social	Income
Shopping habits	Food	Political	Occupation
Clubs belonged	Fashion	Product	Family size
Sports played	Media	Future	Settlement
Entertainment	Accomplishments	Education	Geographics

**Source:** Plummer, J.T. (1974). The concept and application of life style segmentation. *Journal of Marketing*. 38(1), pp. 33-37.; Jain, A. (2009). *Principles of marketing*. Delhi: FK Publication. p.133

As was stated in the previous chapter, according to Weber, who viewed lifestyle<sup>34</sup> from a critical perspective, if the individual wants to possess a certain status, s/he needs to internalize a certain lifestyle as well. Featherstone, on the other hand, argue that individuals, making up the consumer society and culture, present their individualities by converting their lifestyles into life projects and forming all of

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<sup>34</sup> Lifestyles of the Turkish society will be covered in detail in the fourth chapter.

their activities, ideas and interests within the consumption axis, along with the postmodern era.

Another personal factor is the personality. Personality is defined as the whole of the individual's characteristics and distinguishing features and behaviors. Personality is special, due to its representation of individual's behaviors that are frequently exhibited, or of the most typical ones. At the same time, personality is distinguishing, because these behaviors distinguish the individual from others (Morgan, 1998). Another similar definition states that personality "is a consistent and structured type of relationship individuals internally and externally build that also distinguishes them from others (Cüceoğlu, 2006, p. 404). Humans are complex creatures and they are hard to resolve. Personalities help understand individuals. To that end, other definitions concerning personality must be emphasized (Köknel, 1999):

- Personality contains all of the individual's physical characteristics, instincts, dispositions, motivations, past experiences and their consequences.
- Personality is the entirety of features, influencing the attitudes and behaviors of the individual, which s/he established during his/her personal development process.
- During the personality formation process, predispositions and experiences become a whole through certain phases.
- All behaviors exhibited by the individuals to be in harmony with their environments make up personality.
- Personality is a whole, comprised of feelings, ideas, skills, capabilities and habits, the origin of which is based on individual differentiation.

Attributes such as shy, naïve, ill tempered, excited or pessimistic are utilized when describing a person. This is because said person usually exhibits similar features

on different occasions (Ordun, 2004). Within the scope of Lifestyles and Attitudes Research, conducted by Htp Research and Consultancy Company in 2010, the Turkish people were asked to define themselves and elaborate on their personality traits. According to the results, Turkish people define themselves as trustworthy, natural, self-confident, life loving, modest, agreeable, hard working, emotional, meticulous, open minded, brave, consistent, humble, intellectual, extraordinary, lively, athletic, generous, creative, flexible, funny, modern and calm (Htp Research and Consultancy, 2010).

There is a close link between personality and the purchased product. In this context, personality traits affect especially the buying behavior. Consumers reflect their personalities through the clothes, cars, houses, technological devices or jewelries they buy (Pride and Ferrell, 2010).

Various theories and approaches are postulated to have a deeper understanding of personality. Four different theories come forward in consumer behavior studies, in this sense. These are the psychoanalytic theory, trait theory, socio-psychological theory and self concept theory.

Developed by Sigmund Freud, the psychoanalytic theory highlights the psychological and biological reasons that underlie the individuals' behaviors (Seshadri, 2006). Freud states that personality consists of id, ego and super-ego. Id is the set of fundamental and primitive instincts, awaiting instant satisfaction (sex, hunger, aggression and so on). Id is pleasure and indulgence oriented. Moreover, the necessity to refrain from pain is prominent for id. In this sense, id is on the unconscious (Kazmi and Batra, 2008). Ego, on the other hand, makes up the conscious part of our personality formation and works to balance our inner and outer



worlds. Feeding off of the principle of reality, ego also helps the individual to protect the feelings of self within a framework of logic and reason. Representing the counter of id, superego is where the concepts of ethics and conscience are internalized. At this point, super ego tells the individual what s/he can or cannot do (Bernstein, 2013). In this context, the significance of this theory is that consumers can buy and consume products and services to satisfy their previously dissatisfied feelings. Freud depicts the individual as a creature, who needs to rein back his/her sexual feelings and claims that problems and sexual drives that emerge within the personality are socially suppressed. This is why products and services are set up within a sexual framework in marketing practices (İslamoğlu and Altunışık, 2013). Another opinion, on the other hand, states that symbols and fantasies occupy an important space in the unconscious – namely, in id. Therefore, symbolic meanings that are attached to products and services in marketing practices attempt to stir the motives in the consumers' subconscious and to steer the consumers towards the products (Karalar, 2006).

Socio-psychological theory and psychoanalytic theory diverge at two main points. The first one is the social variables carrying more importance than the biological ones in the personality formation. The second one is that the individual is conscious and acts aware of his/her needs and wants (Reddy, 2004). According to the theory, developed by Karen Horney, the personality types of individuals are considered in three categories. The first one is the compliant personality. These people are sympathetic and friendly. The second one is the aggressive personality. Individuals with this kind of personality would try to be superior to others and watch for the weaknesses of those around them. The last one is detached personality. People

with detached personalities are self sufficient and avoid building relationships with others (Seshadri, 2006).

The trait theory, on the other hand, focuses on the numerically measurable personality traits that define the individual differences. According to this theory, consumer behavior divides individuals into five groups; innovation (consumers who are open to trying new things), materialism (consumers who value the purchase and possession of products), self-consciousness (consumers who deliberately observe and control their externally perceived appearance), need for cognition (consumers who feel the need to think in depth and gather information about the brands during the purchasing process) and self observation (consumers who focus on the effect of their own behavior on other individuals) (Solomon, 2005).

The self concept theory is defined as the individual's feelings, thoughts and beliefs about him/herself (Kendall, 2015). Self concept carries paramount importance for consumer behavior, because consumers express themselves through the images of products and services they, themselves, buy. For example, a consumer who defines him/herself as elegant may buy specific designer clothes. The main reason underlying this is the consumer's need to support his/her notion about him/herself. In this context, how the consumer perceives him/herself is a factor, affecting all the consumption processes (Boone and Kurtz, 1995).

There are four components of self concept; actual, ideal, social and private self-concepts. Actual and ideal self-concepts are the exact opposite of each other. This is because; actual self-concept expresses who we currently are, while ideal self-concept has to do with who we really want to be. The same is valid for social and private self-concepts too. Social self-concept is concerning how the others view the

individual, whereas private self-concept is about how the individual wants others to view him/herself (Hawkins, Mothersbaugh and Mookerjee, 2010). Consumers often buy the products and services to help describe themselves with ideal and social self-concepts (Boone and Kurtz, 1995).

Still, when the concept of personality is evaluated from a critical perspective, besides these theories and approaches, Fromm's argument that the capitalist system is gradually limiting individuals' areas of freedom in today's consumer society and the thought that happiness can only exist through consumption is negatively affecting the personality formation, is encountered. In this context, the individual's characteristics begin to display a self-interest and passivity with the postmodern era. Featherstone describes individuals as people who view commodities as means to express themselves and highlight their individualities with hedonistic consumption.

The last of the personal factors that influence the consumer buying behavior is age. Needs and desires of consumers change over time, depending on their ages. While children and youngsters prefer colorful products of design and style over quality, adults prefer quality first (Trehan and Trehan, 2007). Products and services that individuals prefer change throughout their lives (Pagoso, Dinio and Villasis, 2008). At this point, an analysis of buying and consumption activities of consumers is attempted to be conducted via an age-dependant generation classification of consumers. Generally, generations are considered in five groups; Traditionals, Baby Boomers, Generations X, Y and Z<sup>35</sup>.

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<sup>35</sup> Detailed information regarding generations will be covered in the next chapter.

Consisting of different age groups, generations witness different events in different periods of history; therefore, they develop common values within their own generations, while this also causes differentiations between them and other generations. At this point, consumers who share generations and by extension, certain periods of time exhibit similar consumption and consumer behaviors (Hoyer and Macinnis, 2010).

It is observed that children and young people comprise the majority of the population in Turkey. The attitudes and behavior of individuals, who are representatives of a certain generation, especially in terms of consumer trends, reveal differences than those of the previous generations. Younger generations tend to consume more. Therefore, products that are launched in the Turkish market are usually designed to address the young generations' needs.

Accordingly, the consumption patterns, formed by young generations, who are transformed into target groups, depending on their consumption habits, become more and more similar to the western standards with the quality of their education and their active utilization of media (Internet, TV, cinema and so on) (Özsoy and Madran, 2010).

In short, all these cultural, social, psychological and personal factors affect the consumer buying process and hence, the consumption activities. However, age, depending on the personal factors and generations, divided into segments are quite important in terms of not only their explanatory natures, but also revealing the experiences, attitudes, behaviors of individuals of the same age groups and therefore, their consumption practices. In this context, generations and generation classifications shall be explained and examined in detail.

## 2.5 The Concept of Generations and Generation Classifications

Throughout ages social, cultural, economic, political and technological developments in societies have caused the emergence of salient differences between generations. In line with these experienced differences, visible changes have also occurred in the consumption practices of generations too. Today, when the consumer factor is clearly significant, in order to have a better grasp on the current situation, as well as the consumer society, the development in the period of generations should be probed. In this context, first the concept of generation and various concerning studies will be emphasized, then the existing developments, influencing the formation of generations across the world and Turkey, will be covered.

In the most general sense, a generation refers to the community, comprised of individuals who were born around the same dates, exposed to common social, cultural and political events and who therefore have similar ideas, values, behaviors, attitudes and characteristics (Masse, 2009). The concept of generations first made its way into the literature with Karl Manheim's article, "The Problem of Generations" (Benckendorff, Mocado and Pendergast, 2009). According to Manheim (1952), new generations dynamically arise with social and cultural trigger actions, as parts of the social transformation.

Research studies regarding the generational experiences based on grand historical disruptions such as wars and migration, cultural experiences and generational differences in consumerism, intellectual traditions and generational classes from political perspectives and sociological analyses of specific generations do stand out in the literature of generation theory (Turner, 1999). The concept of generation exists in the literature as an important field of research and study per se, in

terms of various disciplines such as psychology, management studies, history, marketing and communications, aside from sociological analyses. A common topic of interdisciplinary studies, generations were classified according to relevant social and cultural events, as well as economic and technological advancements and different generation distinctions were expressed within the context of national and cultural differences (Adıgüzel, Batur and Ekşili, 2014). Still, there is no single approach or classification about generation theory that was posited<sup>36</sup>. Riveting studies in the literature are, on the other hand, as follows: generations from the book “Grown Up Digital: The Rise of Net Generation”, authored by Don Tapscott (1998), where he conducted 300 interviews and explained how today’s Net generation between the ages two and 22 will shape the society in future; the groups here are Baby Boomers (1946 – 1964), Generation X (also called Baby Bust, 1965 – 1976), Net Generation (1977 – 1997) and Next Generation (1998 – present).

Based on the American history, Neil Howe and William Strauss (2000) co-authored the book, *Millennials Rising: The Next Great Generation*, where they classified the generations as follows; Silent Generation (1925 – 1942), Baby Boom Generation (1943 – 1960), 13<sup>th</sup> Generation/Generation X (1961 – 1981), Millennial Generation (1982 – 2004) and Homeland Generation (2005 – present).

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<sup>36</sup> Yet another study regarding generations belongs to Marc Prensky. Prensky (2001a, 2001b) defines the generations that speak the digital native language of computers and internet as “Digital Natives”. According to Prensky’s point of view, there are two different generations today. One of them is “Digital Migrants”, and the other is, as mentioned above, “Digital Natives”. Prensky points out that the most apparent gap between the two generations is stemming from the difference between their brain structures and that digital natives use information quite rapidly, hence the clear differences between their skills, attitudes and approaches, in terms of learning. However, this study only covers the technological dimension of generations; therefore, said study is left out of the scope.

Furthermore, in their book “Generations At Work: Managing The Clash of Veterans, Boomers, Xers and Nexters in Your Workplace”, Susan Zemke, Claire Raines and Bob Filipczak (2000) had four groups, according to the demographics, values and perspectives of generations, where they also touched upon the work lives of generations; The Traditionalists (1943 and before), The Baby Boomers (1943 – 1960), Xers (1960 – 1980) and Millennials (1980-2004).

Emphasizing the work lives of generations with a similar approach, Lynne C. Lancaster and David Stillman (2002) co-authored “When Generations Collide”, where they classified generations as Traditionalists (1900 – 1945), Baby Boomers (1946 – 1964), Gen Xers (1965 – 1980) and Millennials (also called Echo Boomers or Generation Y) (1981 – 2000).

Oblinger and Oblinger (2005), on the other hand, named the generations; Matures (... - 1946), Baby Boomers (1947 – 1964), Gen X’s (1965 – 1980), Gen Y’s, Net Generation; Millennials (1981 – 1995) and Post – Millennials (1996 – today) in their book, “Educating Net Generation”, where they viewed the generations in accordance with the technological developments (see Table 2.10).

Table 2.10 *Classification of generations*

Source	Classification				
Tapscott (1998)		Baby Boomers (1946-1964)	Generation X (1965-1976)	Net Generation (1977-1977)	Future Generation (1998-today)
Howe and Strauss (2000)	Silent Generation (1925-1942)	Baby Boomers (1943-1960)	13 <sup>th</sup> Generation (1961-1981)	Millennials (1982-2004)	Homeland Generation (2005-today)
Zemke Raines and Filipczak (2000)	Traditional Generation (1943 and before)	Baby Boomers (1943-1960)	X's (1961-1980)	Millennials (1981-2004)	
Lancaster and Stillman (2002)	Traditionals (1900-1945)	Baby Boomers (1946-1964)	Generation X (1965-1980)	Generation Y (1981-2000)	
Oblinger and Oblinger (2005)	Mature Generation (...-1946)	Baby Boomers (1947-1964)	Gen X's (1965-1980)	Gen Y's, Net Generation; Millennials (1981-1995)	Post-Millennium Generation (1996- today)

Numerous research studies about generations grab attention in various fields.

Yet, the number of studies in the literature about the generations in Turkey is insufficient. Below are the five main titles; Traditionalists (1900 – 1945), Baby Boomers Generation (1946 – 1964), Generation X (1965-1980), Generation Y (Millennials) (1980 – 2000) and Generation Z (born after 2001), put forth with a foundation made up of critical points in the Turkish history. These categories will be probed from a perspective that covers all across America, yet is specific to Turkey.

### 2.5.1 Traditionalists

Also known as the Silent Generation, Old Generation, Mature Generation or Radio Generation, Traditionalists are born between 1900 and 1945 and witnessed the Great Depression, World War II and Korean War (Friedman, 2005; Shelton and Shelton, 2005). In this context, traditionalists have certain characteristics, due to the influence of the social, political, economic and cultural events they have lived through. These characteristics are described as disciplined, loyal, trusting the



authority, responsible, patriotic, patient, abiders of law and rules, family-oriented, conformists, thrifty and altruistic (Henger and Henger, 2012; Zemke, Raines and Filipczak, 2000). Having been raised under challenging circumstances, the traditionalists are also defined as people of duty, honorable, content with little and hard working (Strass and Meyer, 2013). The social, political, economic and cultural events that the traditional generation, which exists in Turkey as well as USA, witnessed in 45 years must be examined.

Also known as the Republic Generation in Turkey, the traditional generation was excited viewers of the changes brought along by the Industrial Revolution and the bystanders of the restoration of Kanun-i Esasi (*The Ottoman Laws*) during the Second Constitutional Period, the March 31<sup>st</sup> Incident, the Balkan War, the Raid on the Sublime Porte and the openings of various schools (such as nursing and dental schools) between 1900 and 1913 (Senbir, 2004; Üstel, 1998; Atabek, 2011). Between 1914 and 1918, in a time of grand disappointments and mistrust, they faced forced migrations, numerous invasions and epidemics with the World War I (Şarman, 2014). Between 1918 and 1929, they witnessed the congresses (Erzurum, Sivas) held in preparation of the Turkish War of Independence, the invasion of Istanbul and Izmir by the Allied Powers, the establishment of Anadolu Ajansı (*Anatolia News Agency*), abolition of the sultanate, Lausanne Peace Treaty, Ankara becoming the capital, the adoption of 1921 and 1924 Constitutions, declaration of the Republic, social, political, economic and cultural revolutions and the inauguration of the Ford automobile assembly plant in Istanbul, which represents the base of Fordist production system (Üstel, 1998). Furthermore, in a time, when economic distress, unemployment and life struggles were dominant due to the Great Depression, which started in USA and

spread across the world, between 1929 and 1939 (Senbir, 2004), they were the witnesses of financial impasses, the enfranchisement of Turkish women, the founding of the Central Bank of Turkey, the improvements of railroads, the construction of various factories and the demise of Atatürk (Üstel, 1998). Finally, between 1939 and 1945; affected by World War II and in a search for safety, the traditionalists in Turkey (Senbir, 2004), watched the establishment of diverse vocational high schools and institutes, USA's atomic bombing of Hiroshima, the very first steps of the transition to the multiple party period, the establishment of United Nations (UN) and Turkey, taking part in UN (Üstel, 1998). Briefly said, the traditionalists make up a generation that had to face grand changes and transformations, have seen the downfall of the Ottoman Empire in Turkey and the foundation of the Turkish State (Goloğlu, 1971).

The westernization (modernization) mentality in the early periods of Republic has been visible in the political and socio-cultural areas; yet, this mentality was not able to be present in the economic area, due to the ongoing wars. In this context, it is impossible to talk about a complete westernization idea. In a time with constant crises, the state has enacted the current conditions by necessitating additional taxes and sacrifices from the society between two wars, in order to render the economy functional. Also called as the time of scarcity and deprivation in the History of Republic, convenience goods, needed for people to survive, such as bread, flour, sugar, oil or coal, were more than scarce in this period – such consumption goods were being purchased with rations. In short, it is observed that the fundamental change in consumption within the first 30 years of Republic has political grounds, rather than economic ones, in line with mostly the socio-cultural regulations, developed by the policies of state (Orçan, 2008). In this context, the traditionalists

draw attention as the generation that experienced hard times and big changes, both in America and in Turkey, as mentioned above. Moreover, when the technological developments that constitute a significant leg of said change are evaluated, it is seen that the traditionalists in Turkey were the first generation that utilized modern products such as the radio, telephone, refrigerator and various domestic appliances between 1900 and 1945, as is the case in USA. Still, traditionalists in Turkey were delayed to utilize these technologies. For instance, the first radio transmission was conducted in 1906 in USA, whereas in Turkey, it happened in 1927 (Watson and Hill, 2012; Cankaya, 2003).

The characteristics of the traditionalists in Turkey, on the other hand, are addressed as pluralist, frugal, agreeable, nationalistic, respectful towards authority, family minded, patient, and distant to today's technologies, worried about the future, conformist and altruistic (Lüküslü, 2013). In this context, it may be considered that traditionalists carry similar attributes to those in USA.

### **2.5.2 Baby Boomers**

Also known as the Hippie Generation, Anti-War Generation, Television Generation, Modern Generation, Bomb Generation, Education Generation and Credit Card Generation, Baby Boomers make up the most densely populated generation that emerged after WWII ended; the American soldiers came back to their homes and 76 million babies were born. Having changed the American history between 1946 and 1964, this generation has witnessed the Vietnam War and the Cold War in Russia (Burkey, 2006). When the year 1968 came along, Baby Boomers, who were sensitive towards social issues, rebelled against the existing system, in line with their antiwar opinions, defending human rights. In this context, they were the initiators of human

rights and antiwar movements with their protests. The civil and political dynamism, originated in those years, has simultaneously begun to display itself in European and Asian countries too (Lafeber, 2005).

In this period, when the 70s witnessed the political activity, this generation, while putting its stamp on the history as ‘the radicals’ by defending the human and women’s rights, were named as ‘Young Urban Professional’ and ‘yuppies’ due to the importance they placed on their work lives in the 80s (Finzel, 1989). Since Baby Boomers are a more educated generation, they are defined as a more individualistic and self-confident generation in comparison with the previous ones (Cochran, Rothschild and Rudick, 2009). The Baby Boomers were promised an American dream; hence, they continue their lives as ambitious, insatiable and materialistic individuals (Henger and Henger, 2012).

Baby Boomers are the first generation that grew up with black and white television, the most effective mass medium in popularizing the pop culture, along with the technological advancements of the time. Therefore, they were able to know about all the socio-cultural event and changes that occurred in other geographical locations, even if they lived in different places (Benckendorff and Moscardo, 2013). At the same time, Baby Boomers grew up with doing research in libraries and communicating via letters or telephones; however, with the recently developed technology, they have begun to find information online and utilize electronic mails when communicating with other individuals (Gitlin, 2011).

When the consumption practices are examined, it can be seen that this generation shops online, as well as the shopping they do outside of their homes (Gitlin, 2011). In this context, consumption-oriented Baby Boomers Generation is

pleasured by the shopping they carry out for themselves, for their homes and for other individuals around them (Tyagi and Kumar, 2004). Furthermore, another visible element here is that the Baby Boomers Generation has the highest divorce rates in USA, compared to all other generations. This generation has aimed to complete numerous changes in their lives after the divorce and accordingly, changed their appearances first, then moved towards luxury consumption goods. This generation is open to trying new products, including luxury brands and wants to experience the products and services to that end, as well as not being afraid of changes (Okonkwo, 2007; Gravett and Throckmorton, 2007).

The main characteristics of the Baby Boomers Generation can be listed as; optimistic, transformable, dependent on children and elders, fond of personal pleasures, teamwork oriented, questioners of everything, wanting to make a difference, placing importance on personal development and distrustful towards previous generations (Springer, 2013; Twenge, 2006). Having been raised under better circumstances in comparison to the traditional generation, Baby Boomers Generation is also defined to be competitive, consumption oriented, challenging the authority, living to work, possessing effective communication skills and more educated and hence, more individualistic and more confident than the preceding generations (Friedman, 2005; Green, 2006; Burkey, 2006; Cochran, Rothschild and Rudick 2009). Besides all this information, the Baby Boomers Generation in Turkey should be covered as well.

Baby Boomers Generation<sup>37</sup> in Turkey is also known as the Deprived Generation, Revolutionist Generation and 68 Generation, because they grew up in scarcity and challenges when they were children and youngsters, as well as being ideologically and politically emotional (Barem Research International Report, 1997<sup>38</sup>). This generation has witnessed the transition to the multi parliamentary democracy; the Marshall aids USA delivered; Turkey's joining to the North Atlantic Treaty Organization (NATO); the coup d'état on 27 May 1960; the execution of Adnan Menderes; the 1961 Constitution and the founding of Turkish Radio and Television Corporation (TRT) (Üstel, 1998).

Towards the end of the 1960s, the civil and political mobility in Europe and USA has begun in Turkey too, when in 1968, USA's expansionist policy force in the Mediterranean, the 6<sup>th</sup> fleet came to Turkey and student protests spread throughout the country (Lafeber, 2005). The Turkish Baby Boomers Generation has rebelled against the capitalist system, by pursuing its freedom, just as its peers did in Europe and USA (Toy and Elmacı, 2010). The only characteristic, differentiating the 68 movement in Turkey from the other 68 movements around the world, originates from the circumstances, under which the movement was formed. In the west, the youth of the time was the first postmodern generation that lived the industrial age and grew up in a liberal thinking family, while the Baby Boomers in Turkey was yet to live in an

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<sup>37</sup> Population explosions occurred in European and other Asian countries, as well as USA after World War II (Burke, 2006). Despite the lack of a baby boom, similar to the ones in Europe, USA and Asia, Turkey has witnessed an acceleration in population growth, even if it was small-scaled. During the 1950s, the highest population growth speeds of the Republic era were recorded (Gürsoy, 1998). While the country's population was 18.790.174 in 1945, it was recorded to be 20.902.628 in 1950 (TUIK, 2010, p.8).

<sup>38</sup> Conducted by Barem Research International Company in 1997, Intergenerational Changes of Values and Lifestyles in Turkey: the results of the research named Communicating with Young Adults and Baby Boomers were acquired after personal interviews.

advanced level industrial age; hence, it had the characteristics of a generation of a country, where the industrial developments were quite recent. In this context, the 68 movement in Turkey emerged with the political and social resistances formed against the Democratic Party's oppressive rule (Çalışlar, 1988).

Also called revolutionists in the 1970s, when the political movements continued throughout Turkey, this generation surrendered in the 80s to the yuppie movement that arose in USA. During these years, the 'Yuppies', also known as 'The Young Turks', this generation has paved the way for the emergence of a unique management class, along with the modern management mentality. Wearing classy and dapper clothes, knowing foreign languages, being sophisticated and finding pastime activities to fill up the free time were the sought after characteristic of Turkish Yuppies/Young Turks (Bali, 2013).

Along with all these that happened, the main characteristics of the Baby Boomers Generation in Turkey have been shaped as libertarian, peaceful, idealist, honest, prestige and human relations minded, frugal, solidaristic and sharing (Barem Research International Report, 1997).

When the relationship between technology and the Baby Boomers Generation is examined, it is seen that the dominant medium of the period was black and white television. However, television technology had a delayed arrival to Turkey, just as the radio technology. The first attempts for television broadcasting was made in 1952, in the electronics laboratory of Istanbul Technical University (Altunay, 2002). Completely public broadcasts, on the other hand, began in late 60s. Still, due to the insufficient number of television owners in this period, because of their costs, it was in 1970 that television was watched nationwide in Turkey (Uğur Tanrıöver, 2012).

Yet, 450 channels in USA were broadcasting to the whole country in 1956. At this point, Baby Boomers in Turkey have met television later than their peers in America and Europe have (Altunay, 2002). Even though Baby Boomers are of the opinion that digital technologies are facilitating life today, they still keep a distance between themselves and technology – especially computers (Tekelioğlu, 1997).

When the relationship between the Baby Boomers in Turkey and consumption<sup>39</sup> is evaluated, it can be seen that it is quite different than the Baby Boomers Generation in USA. This is because the Baby Boomers Generation in Turkey tends to consume according to their needs due to the unfavorable economic conditions they faced, rather than being consumption oriented like their peers in USA. For them, consumption is only required to survive. Furthermore, they value the product features first, instead of the brands, since no brand loyalties were formed in this generation (Barem Research International Report, 1997).

### **2.5.3 Generation X**

Also known as the Gen X, Xs, Postboomers Generation, Librarians and 13<sup>th</sup> Generation, Generation X has been defined as the generation, born between 1965 – 1979 (Moore, 2001; Rainer and Rainer, 2001). Generation X is investigated under four main typologies; Enthusiastic Materialists, Complacent Materialists, Swimmers against the Tide and New Realists (Barem Research International Report, 1997).

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<sup>39</sup> Consumption understandings are always shaped according to the production system, under which it exists. In this context, 1950s in Turkey are times of assembly production. According to this model, numerous factories were constructed with partnerships between foreign companies and local capitals. Yet, no production system was formed that extends from the second half of 1950s until today (Orçan, 2008).



The Enthusiastic Materialists typology primarily helps to describe young people, living in developing third world countries, such as India, Africa, China and Southeast Asia. Young adults in Turkey and Czech Republic are often considered within this group as well. Included in this typology, Generation X quickly adapts to Western values, defines itself with expressions such as 'Earn so much money, have a nice home and a car', 'I want it now!', is programmed for success in this context and aims to be educated in the best schools and have a career in the brightest institutions. Generation X within this typology is described to be impatient, entrepreneurial and quite optimistic, while also considering rational values to be more important than emotional ones. The second typology, on the other hand, is the Complacent Materialists, regarding the Japanese Generation X. This passive and optimistic group is almost never encountered in the western countries. The third typology, Swimmers against the Tide, is used to define Generation X members, living in South European countries such as Latin America, Portugal and Greece. This typology considers status and symbols to be significant, enjoys success and pomposity and thinks that they are pursuing some kind of an American dream. They spare little time for themselves, by employing the 'live to work' mentality, rather than 'work to live'. In other words, pursuing success and money, Swimmers against the Tide work hard to reach the living standards they desire, but cannot find the time off of work to enjoy the life standard they worked so hard to achieve. Even though they lose themselves in pessimistic feelings, as soon as they grasp that they cannot acquire all they desire, hedonism still occupies a prioritized place in their lives. Finally, the term New Realists that is considered to be the last typology, is used to describe Generation X in Europe, North America, Australia and South Africa. Being aware of the fact that they will not be able to achieve the welfare level of their precedent generation and

designating their goals with this fact in mind, this group is described with its pessimism and reconciliatory nature towards new economic realities (see Figure 2.14) (Barem Research International Report, 1997).

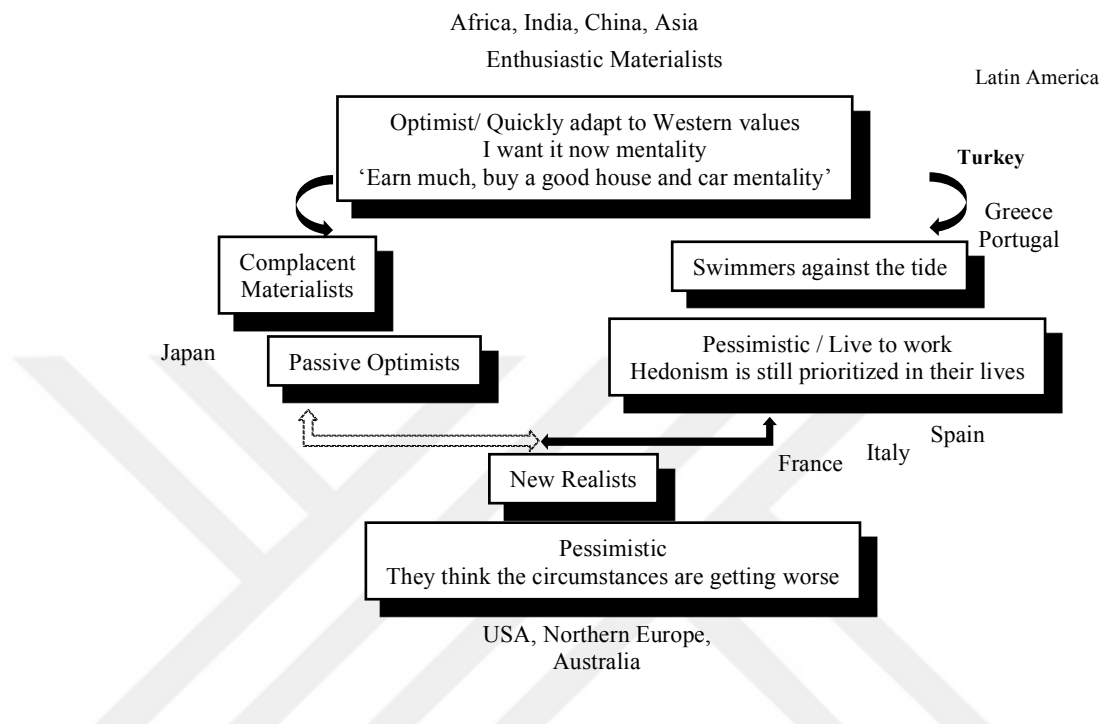


Figure 2.14 Typology of Generation X

**Source:** Barem Research International Report, 1997

Besides all these notions, Generation X has witnessed the Fall of Berlin Wall, Landing on the Moon, Gulf War, emergence of AIDS, Watergate Scandal, Challenger Disaster and numerous terrorist incidents; so, had to deal with various subjects, both economically and psychologically (Hamilton, 2013; Brown and Zefo, 2007).

Spending time by themselves as latchkey kids at home, this generation grew up with televisions, computers, video games and CDs (Loader, 2007; Bernstein, 2006; Oblinger and Oblinger, 2005).

Moreover, this generation had to adapt to the circumstances of the time, when technology was rapidly improving, by utilizing many different technologies ranging from televisions to Internet.

When the relationship between Generation X and consumption is examined, a brand loyalty is encountered like Baby Boomers, due to the fact that products and services, which were diversified with the modern age, had increased the number of alternatives (Ritchie, 1995).

While Baby Boomers were purchasing personal products and services such as aesthetic operations, cosmetic products, healthy foods and beauty products, Generation X usually shops in fields of automobiles, devices and children's products (Hawkins, Mothersbaugh and Mookerjee, 2010).

In this context, the main characteristics of the Generation X are identified as balanced, fun, self-confident, utilitarian, global minded, open to novelties, computer literate, heedless to formality, easily adapted, practical, individualistic and independent (Madhukar, 2009; Hatum, 2010).

From a Turkish perspective, Generation X – also known as the September 12 Generation, Lost Generation or Gap Generation, Stuck Generation – witnessed the Kozlu Strike, Cyprus Tensions, launch of the first Anadol automobile, 68 Events, right and left wing clashes, labor movements, anti-American protests, March 12 Memorandum, curfews, opening of the Bosphorus Bridge, Cyprus Peace Operation, USA embargo, oil crisis, Bloody May 1<sup>st</sup>, oil, gas, sugar and medicine sold in the black market, the Cold War, spy aircraft crisis, energy shortage, January 24 Decisions and September 12<sup>th</sup> coup d'état and learned to struggle, in order to possess their

desires in a Turkey, where economic impasses were present and different value systems were being constructed with all that has been experienced (Barem Research International Report,1997; Toy and Elmacı, 2010; Türk, 2013a; Acar, 2010).

Born in the time of preparations for the transition to digital revolution, Generation X has been a both fortunate and unfortunate generation in the history of the Republic. This generation grew up with a single channel TRT, black and white television, radio, record players, reel-to-reel tapes (cassette players) and wringer washers; then was introduced to Internet in the late 1990s (Tunç, 2005). As mentioned above, Generation X had to adapt to the rapidly improving technological changes, even though they were not born into the technology (Türk, 2013a; Acar, 2010).

Today, Generation X thinks that technology is highly functional. In this context, Generation X considers technology as a whole of new products and devices, accepted, employed and must be followed, due to the advantages it offers. The most important reasons that drive Generation X to follow new technology are their fear of falling behind people around them, losing their status and occupational obligations (Teknolojiyle Büyüme, 2013)<sup>40</sup>.

When the relationship between Generation X in Turkey and consumption is examined, it is seen that this generation, having been educated by their families to be frugal in the 1970s, built their lives around consumption, in line with the neo-liberal policies, developed after 1980s (Tunç, 2005). In this context, Generation X, which has been shown amongst the examples of Turkish consumption economy, has been defining itself over the image, acquired through the consumed goods and services

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<sup>40</sup> Found in May 2013 issue of Brand Age Magazine, this research has been conducted in collaboration with Virtua Research.

(Barem Research International Report, 1997). In light of all this information and the research studies that were conducted, the main characteristics of Generation X in Turkey are defined as ambitious, highly motivated, individualistic, freedom loving, with solidarity in their spirits, placing importance on democracy, money, status, power and image, as well as being consumption oriented (Türk, 2013; Barem Research International Report, 1997).

While ideologies that started to rise in the period of Baby Boomers and were dominant were modernism, Marxism, socialism, secularity and free market capitalism; those that started to rise in the period of Generation X and became dominant were postmodernism, consumerism, new age, individualism and globalization (Savage et al., 2011).

#### **2.5.4 Generation Y**

Also known as the Millennial Generation, World Wide Web Generation, Echo Boomers, Digital Generation and N Generation, Generation Y members were born between 1980 – 2000, witnessed 9/11, Iraq War and great technological leaps – they are defined as the first generation, representing the digital world (Martin and Tulgan, 2001; Cragan, Kasch and Wright, 2009). Born after the Cold War, these children live in a time of globalization, new communication technologies, computers in their homes and 24/7 easy access to information.

In this context, the fundamental characteristics of Generation Y are described as; untroubled, ambitious, success oriented, family minded, quite impatient, highly motivated, cheerful, fun, highly confident, adapting to educated technology and unable to live without computers (Bernstein, 2014; Weiss, 2014; Martin and Tulgan

2001). Deeming that Generation X is unsuccessful in terms of utilizing the technology, this generation considers libraries, which were used by Generation X to be informed, as museums. Generation Y rarely reads books; instead, aims to access maximum information by scanning databases, rather than searching for books (Tucker, 2008). Because of its convenient and quick access to all kinds of information, Generation Y is known to be the most impatient generation in all areas of life (The most comprehensive Generation Y Research of Turkey, 2014).

Grew up as the very first digital generation, Generation Y members took the technology products such as mobile phones, laptops, music players (iPods), cyber and social networks such as Facebook, MySpace etc. and integrated them into their lives (Cragan, Kasch and Wright, 2009). In this context, technology oriented Generation Y prefers communication via e-mails, text messages and social media, rather than face-to-face communication (Bernstein, 2014).

In comparison with the other generations, Generation Y can think globally with the influence of technological developments, as well as being environment sensitive. They purchase green products and brands and are enthusiastic in trying everything that is new. However, they are also aware of all the marketing and brand efforts, aimed at them. This generation spends money on clothes, entertainment and food (Lamb, Hair and McDaniel, 2012).

Also named as Özal Generation, Computer Generation, Global Generation, Digital Generation and Postmodern Generation, Generation Y witnessed the assassination attempt on the Pope, Turgut Özal's reign, the opening of the first shopping mall in Turkey, Galleria, first satellite of Turkey, first private TV channel of Turkey, Magic Box, abolishment of political bans, imported goods started to be

displayed in windows, the construction of Fatih Sultan Mehmet bridge, Gazi Neighborhood Events, the Mediterranean Pact, Sabancı Assassination, compulsory education for eight years and the shutdown of Welfare Party (Çiçekoğlu, 1998; Toy and Elmacı, 2010; Bali, 2013; Tosun, 2015).

Turkish Generation Y members have faced different dynamics since their infancies. Fundamentally, this is because of the globalization phenomenon and technological advancements, as was the case with the rest of world. In this context, social, economic and political structural changes have influenced Turkey too, along with the globalization in the 1980s. Forming the government after the revolution, Turgut Özal effectively enforced neo-liberal policies and the pro-free market “transformation model”, hence established an economic plan with information and consumption at its core (Kaya, 2009). Globalization, rapid changes in the technology, information flow, removal of boundaries and the strong influence of marketing along with this economic model have paved the way for the raising of a constantly consuming, insatiable generation (Civelek, 2009).

When the relationship between Generation Y in Turkey and technology is inspected, striking developments such as the diversification of TV channels, beginning of color transmission, establishment of private television and radio channels, utilization of mobile phones and computers, replacement of record players with MP3s and the active involvement of Internet within the daily life, are encountered (Çelik, 2010).

Considering technology as an indispensable part of life, Generation Y is 24/7 online, utilizes smartphones, laptops and many other technological tools, prefers electronic mails and text messages (sms) over face-to-face communication – basically

it has imposed digitalization to all living practices (Millward Brown and Deloitte, 2013<sup>41</sup>). In other words, technology is much more than a mere tool for Generation Y, which can be considered a pioneer in the adoption of new technologies and content production. For Generation Y, technology is a communication channel that serves different functions in different areas of life (Teknolojiyle büyüme, 2013). As can be seen, the characteristics of Generation Y in USA and Generation Y in Turkey actually correspond. At this point, it can be said that Generation Y's culture is gradually becoming homogeneous and they are living in a world, where hybrid forms of culture are being established (Savage et al., 2011).

The study called '8095', conducted by Edelman Communication Agency in 2012 in 11 different countries<sup>42</sup> including Turkey, offers significant information in terms of understanding the consumption practices of Generation Y. According to this research study, Generation Y, comprising 1.8 billion of the overall 7 billion population of the world, will make up 70% of the working population by the year 2025. Furthermore, Generation Y will have more spending power than Baby Boomers, by 2018. As a digital generation, Generation Y primarily uses search engines with a 51% rate, secondly face to face dialogues with friends with 47% and family dialogues with 45% rate, and thirdly, enquiry web sites with 43%, during the purchasing decision making process. The same ranking in Turkey starts with search engines and is followed by enquiry web sites, face to face dialogues with friends and family. Moreover, 74% of Generation Y members in the survey have expressed that

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<sup>41</sup>Generation Y innovation research, conducted in 2013 by Millward Brown and Deloitte in collaboration, covers 17 countries – Japan, Australia, China, India, Russia, Germany, USA, Brazil, UK, Spain, South Africa, Canada, Netherlands, France, Southeast Asia, South Korea and Turkey.

<sup>42</sup> Countries within the scope of the research are China, India, Germany, USA, Brazil, United Arab Emirates, England, Canada, France, Australia and Turkey (Edelman, 2012).



their peers and other generations might be influential on their purchasing decisions; so much so that today, Generation Y strongly influences their families' purchasing decisions of products and services such as clothes, cars, food and vacation. 63% of the participants support the opinion that shopping is a social activity, carried out with family and friends. This rate is 66% in Turkey. Therefore, the experience according to the products and services occupies a very significant place for Generation Y.

Generation Y wants to share brand preferences online, while considering the brands as tools for self-expression at the same time (Edelman, 2012; Türkiye'de Y Kuşağı, 2013). Also, Generation Y chooses to purchase the product after a price search, instead of impulsively buying it. Being aware of the marketing efforts that are aimed at them like Generation Y in USA, this generation deems friends' comments and recommendations more important than the advertisements in the purchasing process (Türk, 2013b).

The main characteristics of Generation Y in Turkey, on the other hand, are defined as follows: highly energetic, likes to have fun, lives in the moment, places importance on freedoms, in search of new experiences, goal and success oriented, family oriented, idealistic, egocentric, has a hedonist stance, fastidious and quickly bored, trend generating, distracted, places importance on the returns of image, wants to make a difference and adopts flexible relations (Tufur, 2011; Türkiye'nin en kapsamlı Y Kuşağı araştırması, 2014). As can be seen from this definition, all Generation Ys across the world go through similar experiences with the globalization period, making up a uniform generation model. At this point, the globalized world does not only ensure that borders are removed, but also causes explicit difference between generations to be removed as well.

After all, the capitalist system educates Generations X and Y to be consumption oriented, ever since they were children, besides effectively shaping the times, in which we live. Furthermore, consumption economy has reached to a peak in growth with globalization and increasing marketing activities. In this context, Generations X and Y are the new people of consumer society. Their consumption mentality entirely pursues desires and employs the logic of ‘I want or I consume therefore I am’, rather than ‘I think therefore I am.’

### **2.5.5 Generation Z**

Generation Z members are born in 2000 and after; they are also known as Digital Natives, (iGen), New Millennials, Code Generation, Internet Generation, Disney Generation, New Silents, Gamer Generation and Net Generation (Patranabis, 2012; Rasticova, 2013; McCrindle and Wolfinger, 2011; Senbir, 2004). This generation witnessed Barack Obama elected to be the President, the global economic crisis, the war in Afghanistan, Fukushima nuclear power plant disaster and the Syrian war (Ender, Rohall and Matthew, 2014). One reason why this generation is also called New Silents, according to Sladek (2007), is that history repeated itself and that this generation was quite similar to Traditionalist/Silent Generation with its intellectual, political and confidence characteristics.

Generation Z lives in a digital world, where smartphones, iPods, Youtube, Facebook, Twitter and Instagram exists. What drives Generation Z to take action, establishes its behavioral patterns and guides it, is primarily technology. Having been born into technology and using it effectively and actively within all daily practices, this generation also became dependent on itself. Certain social consequences of this technology dependence of Generation Z also catch attention. In this context, this

generation prefers to spend time at home in an isolated manner, instead of going out to public areas and socializing, like previous generations. In line with the technological means it possesses, Generation Z can carry out all business from the comfort of home, with a few clicks and does not miss face-to-face communication to this end. This is because the former, vis-à-vis social relationships, based on friendship and mutual trust have been replaced with Internet settings, where conversations with even complete strangers are normal (Patranabis, 2012).

Conducted by Grail Research in 2010, the research report of “Consumers of Tomorrow: Insights and Observations about Generation Z” presents significant information in terms of understanding Generation Z’s relationship with digitalization and consumption. According to the research, 31% of children between the ages 6 and 12 said they wanted an iPad for Christmas, 29% wanted a computer and the remaining 29% wanted an iPod. Furthermore, 20% of the 12 year old girls who participated in this study said they surf online shopping sites, while 13% said they regularly shop online and prefer environment friendly products and brands. When the technology relations are evaluated, it has been seen that 50% of children between the ages 8 and 12 go online every day, while 25% interact with other countries. At the same time, social networks carry paramount importance for this generation. 46% decide what they will watch on TV, based on the recommendations on social networking sites. Having an emotional relationship with digital equipments, 79% of this generation exhibit stress symptoms, when they are separated from their laptops or mobile phones (Grail Research, 2010).

The prominent characteristics of Generation Z are expressed as;  
individualistic, independent, unable to imagine a life without Internet, technology

oriented, self-sufficient, smart, wistful, materialistic, able to think multidirectionally and quick interpreters of information, compared to other generations (Golovinski, 2011; Patranabis, 2012).

Having been born into the consumer society in Turkey and also known as Crystal Children, Generation Z witnessed the economic crisis, Conditional Release Repentance Law, Gaffar Okkan's assassination, abolishment of Capital Punishment, the cabinet's mandate, EU Harmonization Packages, high speed train crash, Şemdinli events, the new Turkish Penal Code, Republic Meetings (*Cumhuriyet Mitingi*), attacks in Istanbul on synagogues, English Consulate and HSBC Banks, Balyoz and Ergenekon cases and Occupy Gezi movement (2000 yılında, 2014; Toy and Elmacı, 2010; Türkiye'de 2010; Kongar and Küçükkaya, 2013).

Conducted by Ipsos KMG in 2012, the report of "Media Consumption and Lifestyles of Children in Turkey" research about Generation Z in Turkey, on the other hand, draws attention with its focus on the lifestyles, technology relationships and media consumption habits of Generation Z – soon-to-be future of Turkey. According to this research, number one activity that is carried out by Generation Z members and their families, is shopping with 93%. While 17% of children accompany each shopping trip, 95% make category demands. These categories include fast moving consumption goods such as chips, nuts, juice, ice cream, biscuits, crackers and carbonated beverages. Media consumption analysis of Generation Z, on the other hand, reveals that television comes in first place with an 82% rate; it is followed by Internet with 72%. In this context, Generation Z spends 11 hours a week watching television and 5 hours on the Internet. There are 6.2 million online children in Turkey. 73% of these children have computers in their homes, 58% have Internet connection

at home and 72% are Internet users. 25% have mobile phones; 22% have regular ones and 3% have smartphones. Examining online activities of Generation Z, the study has found that games are ranked at the top with 77%; this is followed by studying with 66%, social networking with 47%, music with 29%, series/movies/cartoons with 23%, chatting with 14%, e-mails with 12% and surfing online with 9%. Facebook is at the top of the visited social network websites; two out of five children are Facebook users. In consequence, it has been found out that the gaming and socialization needs of Generation Z are becoming more and more digital (Ipsos KMG, 2012).

Besides all this information, there are certain predictions, regarding the consumer profile that Generation Z will be forming in future. These predictions postulate that Generation Z will be unsatisfied and will have weak brand loyalties; therefore, they will prefer young brands that are specific for them and they will be manifesting themselves as consumers who are prominent reference groups (Senbir, 2004; Türk, 2013).

The main characteristics of Generation Z in Turkey are described as individualistic, independent, fast interpreters of information, consumption and technology oriented, creative, placing importance on education and social status, highly confident and able to think analytically (2000 yılında, 2014). It can be said that they have similarities with their peers in USA with these characteristics.

Generation Z appears to us as the generation of those born in 2000 and after. However, some studies claim that a different generation emerged after 2010, which was named Alpha Generation (Rasticova, 2013).

In consequence, Traditionalists (1900-1945), Baby Boomers (1946-1964), Generation X (1965-1979), Generation Y (1980-2000) that exist today, their ratios to the population, other known names, remarkable events that shaped that particular period of time, technological developments of the time, the consumptions of generations and their characteristics that are specific to Turkey, are tabulated and summed up (see Table 2.11).

Table 2.11 *Overall view of generations in Turkey*

	<b>Traditionalists (1900-1945)</b>	<b>Baby Boomers (1946-1964)</b>	<b>Generation X (1965-1979)</b>	<b>Generation Y (1980-2000)</b>	<b>Generation Z (2000-2010)</b>
<b>Population</b>	%5 3,846,296 people	%16.5 12,593,835 people	% 20.6 15,856,172 people	%33.2 25,521,747 people	% 24.5 18,846,814 people
<b>Also known as</b>	<ul style="list-style-type: none"> <li>• Silent Generation</li> <li>• Republic Generation</li> </ul>	<ul style="list-style-type: none"> <li>• Deprived Generation,</li> <li>• Revolutionist Generation,</li> <li>• 68 Generation</li> </ul>	<ul style="list-style-type: none"> <li>• September 12 Generation</li> <li>• Lost Generation,</li> <li>• Stuck Generation</li> </ul>	<ul style="list-style-type: none"> <li>• Özal Generation</li> <li>• Computer Generation</li> <li>• Global Generation</li> <li>• Digital Generation</li> <li>• Postmodern Generation</li> </ul>	<ul style="list-style-type: none"> <li>• Crystal Kids</li> </ul>
<b>Remarkable incidents of the period</b>	<ul style="list-style-type: none"> <li>• March 31<sup>st</sup> Incident during the Second Constitutional Period</li> <li>• Balkan Wars</li> <li>• Sublime Porte Raid</li> <li>• Various schools</li> <li>• World Wars</li> <li>• Invasion of Istanbul and Izmir by the Allied Powers</li> <li>• Establishment of Anatolian News Agency (AA)</li> <li>• Abolishment of the Sultanate</li> <li>• Lausanne Peace Treaty</li> <li>• Ankara becoming the capital</li> <li>• Constitutions of 1921 and 1924</li> </ul>	<ul style="list-style-type: none"> <li>• Transition to the multi parliamentary democracy</li> <li>• The Marshall Aids USA delivered,</li> <li>• Turkey joining to NATO</li> <li>• Coup d'état on 27 May 1960</li> <li>• The execution of Adnan Menderes</li> <li>• 1961 Constitution</li> <li>• Founding of Turkish Radio and Television Corporation (TRT)</li> </ul>	<ul style="list-style-type: none"> <li>• Bosphorus Bridge</li> <li>• Cyprus Peace Operation</li> <li>• USA Embargo</li> <li>• Oil crisis</li> <li>• Bloody May 1<sup>st</sup></li> <li>• Oil, gas, sugar and medicine sold in the black market</li> <li>• The Cold War</li> <li>• Spy aircraft crisis</li> <li>• Energy shortage</li> <li>• January 24 decisions</li> <li>• September 12<sup>th</sup> coup d'état</li> </ul>	<ul style="list-style-type: none"> <li>• Globalization</li> <li>• Assassination attempt on the Pope</li> <li>• Turgut Özal Period</li> <li>• The first shopping mall opening in Turkey – Galleria; imported goods on window displays</li> <li>• The first satellite in Turkey and the establishment of the first private TV channel, Magic Box</li> <li>• Abolishment of political bans</li> <li>• Fatih Sultan</li> </ul>	<ul style="list-style-type: none"> <li>• Economic Recession</li> <li>• Conditional Release Repentance Law,</li> <li>• Gaffar Okkan's Assassination</li> <li>• Abolishment of Capital Punishment</li> <li>• The Cabinet's Mandate</li> <li>• EU Harmonization Packages</li> <li>• High Speed Train crash</li> <li>• Şemdinli events</li> <li>• The New Turkish Penal Code</li> <li>• Republic Meetings</li> <li>• Attacks in Istanbul on the synagogues, The English Consulate and</li> </ul>

	<ul style="list-style-type: none"> <li>• Declaration of the Republic</li> <li>• Reforms</li> <li>• Establishment of Ford automobile assembly factory</li> <li>• The Great Depression</li> <li>• Enfranchisement of Turkish women</li> <li>• Establishment of the Central Bank of the Republic of Turkey</li> <li>• Improvement of railroads</li> <li>• Establishment of various factories</li> <li>• Atatürk's demise</li> <li>• World Wars</li> <li>• Establishment of vocational high schools and institutes</li> <li>• USA's drop of an atomic bomb on Hiroshima</li> <li>• Establishment of UN</li> <li>• End of the Ottoman Empire in Turkey</li> <li>• Establishment of the Republic of Turkey</li> </ul>			<p>Mehmet Bridge</p> <ul style="list-style-type: none"> <li>• Gazi Neighborhood Events</li> <li>• The Mediterranean Pact</li> <li>• Sabancı Assassination</li> <li>• 8 year compulsory education</li> <li>• Shutdown of the Welfare Party</li> </ul>	<p>HSBC Banks,</p> <ul style="list-style-type: none"> <li>• Balyoz, Ergenekon cases</li> <li>• Occupy Gezi Resistance Movement</li> </ul>
<b>Technology</b>	<ul style="list-style-type: none"> <li>• Radio</li> <li>• Telephone</li> <li>• Refrigerator</li> <li>• Various domestic appliances</li> </ul>	<ul style="list-style-type: none"> <li>• Radio</li> <li>• Television</li> </ul>	<ul style="list-style-type: none"> <li>• Black and white television</li> <li>• Record players</li> <li>• Records,</li> <li>• Reel-to-reel tapes (cassette players)</li> <li>• Wringer washers</li> </ul>	<ul style="list-style-type: none"> <li>• Colored TV</li> <li>• Mobile phones</li> <li>• PC/Laptops</li> <li>• Internet</li> <li>• MP3 players</li> </ul>	<ul style="list-style-type: none"> <li>• Smartphones</li> <li>• Touchpads</li> <li>• Computers and tablets</li> </ul>
<b>Consumption</b>	<ul style="list-style-type: none"> <li>• They conduct consumption activities to fulfill basic needs of theirs.</li> </ul>	<ul style="list-style-type: none"> <li>• Prone to consume according to needs, rather than being consumption oriented</li> <li>• No formation of brand loyalty</li> </ul>	<ul style="list-style-type: none"> <li>• Consumption at the core of their lives</li> <li>• Brands as means to express themselves</li> </ul>	<ul style="list-style-type: none"> <li>• Consumption at the core of their lives</li> <li>• Brands as means to express themselves</li> </ul>	<ul style="list-style-type: none"> <li>• Influential on the consumption decisions of own mother and father</li> <li>• Weak brand loyalty during adulthood (prediction)</li> <li>• Dissatisfied</li> </ul>

<p><b>Characteristics</b></p>	<ul style="list-style-type: none"> <li>• Pluralist</li> <li>• Frugal</li> <li>• Agreeable</li> <li>• Nationalistic</li> <li>• Respects the authority</li> <li>• Family and unity oriented</li> <li>• Patient</li> <li>• Distant from current technologies</li> <li>• Worried about future</li> <li>• Conformist</li> <li>• Self-sacrificing</li> </ul>	<ul style="list-style-type: none"> <li>• Libertarian</li> <li>• Peace-loving</li> <li>• Idealistic</li> <li>• Honest</li> <li>• Places importance on prestige and interpersonal relations</li> <li>• Frugal</li> <li>• Solidaristic</li> <li>• Sharers</li> </ul>	<ul style="list-style-type: none"> <li>• Ambitious, highly motivated</li> <li>• Individualistic, free spirited</li> <li>• Solidaristic</li> <li>• Democratic</li> <li>• Places importance on money, status and power</li> <li>• Impatient</li> <li>• Consumption oriented</li> </ul>	<ul style="list-style-type: none"> <li>• Highly energetic,</li> <li>• Likes to have fun</li> <li>• Lives in the moment,</li> <li>• Free-spirited</li> <li>• In the search for new experiences</li> <li>• Goal and success oriented</li> <li>• Family oriented</li> <li>• Idealistic</li> <li>• Egocentric</li> <li>• Hedonistic stance</li> <li>• Fastidious and quickly bored</li> <li>• Trend generating</li> <li>• Distracted,</li> <li>• Places importance on the returns of image,</li> <li>• Consumption oriented</li> <li>• Wants to make a difference</li> <li>• Impatient</li> <li>• Adopts flexible relations</li> </ul>	<ul style="list-style-type: none"> <li>• Individualistic</li> <li>• Independent</li> <li>• Quickly interprets information</li> <li>• Consumption and technology oriented</li> <li>• Creative, Places importance on education and social status</li> <li>• Highly confident</li> <li>• Able to think analytically</li> </ul>
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In short, traditionalists, who are said to make up 5% of the Turkish population<sup>43</sup> and also known as the Silent Generation (1900–1945), witnessed wars, invasions, raids, economic difficulties, socio-cultural changes, reforms, the end of Ottoman Empire and the foundation of the Turkish Republic. In line with all these, the characteristics of this generation can be summed up as nationalistic, frugal, authority

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<sup>43</sup> All information concerning Traditionalists, Baby Boomers, Generation X, Generation Y and Generation Z in Table 3.2 have been approximately acquired from the numbers of population census, conducted by The Turkish Statistical Institute (TUIK) in 2013. According to TUIK’s (2013) population statistics, the total population of Turkey is 76,667,864 people.



minded and self-sacrificing. When the consumption behaviors of the individuals, making up this generation, are examined, the results show that they are shaped during a period of wars and hence the economic poverty, due to these wars, in line with the concerning state policies to fulfill fundamental needs. The technologies that this generation had, on the other hand, consist of radio, telephone and domestic appliances – which were accepted to be luxury items of the time.

The second one of the Turkish generations, Baby Boomers (1945 – 1964), also known as the Deprived Generation, Revolutionist Generation and 68 Generation, comprise 16.4% of the Turkish population. The transition to the multi parliamentary democratic system, USA's increasing imperialist power over Turkey and military coup d'états can be considered among the significant historical milestones of this generation's period. The main characteristics of this generation are their freedom-loving, peaceful, solidaristic, sharing and frugal natures. In this context, the members of this generation appear to have no brand loyalties; their consumption behaviors are developed according to their needs, rather than their desires, driving them. The dominant technologies of this period are radio and television; so, much like the Traditionalists, this generation was able to access technology with delay.

The third of the generations in Turkey, Generation X (1964 – 1980), makes up 20.6% of the population. This generation has witnessed embargoes that left their mark on history, oil, sugar and medicine being sold in the black market, the oil crisis, the military coup d'état and the Cyprus Peace Operation. The defining characteristics of this generation are impatient, ambitious, freedom-loving, money, status and power-minded and consumption-oriented. In this context, members of this generation view brands as means to utilize in forming identities and put consumption at the very center

of their lives. Having had more chances at technology than its predecessors, this generation was able to adapt to having Internet in adulthood, after having been raised with black and white televisions, record players, records, reel-to-reel tapes and wringer washers in childhood.

Representing the largest population in Turkey (33.2%), Generation Y, also known as Özal Generation, Computer Generation, Global Generation, Digital Generation and Postmodern Generation (1980 – 2000), has witnessed globalization, Özal period and the relevant neo-liberal policies of the time, the first shopping malls, imported goods penetrating the local markets, establishment of private television channels, abolishment of residual political bans from the coup period, new political formations and the founding and shutdowns of political parties. The members of this generation like to have fun, live in the moment, place importance on their personal freedoms, are usually distracted, fastidious and quickly bored, place importance on the returns of image, consumption oriented and adopt flexible relations. In this context, aside from the similarities of their consumption habits with those of Generation X, Generation Y members are more passionate and more dependent on the element of desire; thus, have consumption at the core of their lives. The technologies Generation Y had access to can be listed as colored televisions, mobile phones, desktops and laptops, mp3 players and Internet.

The last one of the Turkish generations, Generation Z (2000 – 2010) is also called Crystal Kids and represents 24.5% of the Turkish population. Still in their childhood, the members of this generation were born into Internet; therefore, they are impatient individuals, who cannot imagine a life without Internet, as well as being materialistic, dependent upon technology and able to interpret information quicker

than the other generations. Since the individuals of this generation are still children, when their consumption habits are examined, it can only be observed that they are influential on the consumption behaviors of their mothers and fathers. Smartphones, touch phones, computers with touchpads and tablets are among the prominent technological means this generation has.

In light of all this information, it can be said that Generations X, Y and Z of the consumer society are integrated into consumption with each step. Still, Generation Z is excluded from the scope of this study, due to the fact that the members are still children and their individual consumption habits cannot entirely be understood. In this context, the factors that affect Generations X and Y - which represent the foundations of the consumption society in Turkey - during the process of becoming new generation consumers and the diversifying consumption practices must be scrutinized.

## **2.6 New Generation Consumption and Consumer**

The globalization and technological advancements of 1980 appear to us as main indicators of the consumer habits and activities of the rising new generation (Generations X and Y), as well as those of economic, political and social lives. In this context, these developments have rendered a new consumption mentality necessary. New generation consumption is thought to be defined as a concept that was formed with hedonic patterns, prioritizes disposable use with the diversification in products and services and was shaped via digitalization, along with the technological developments.

In light of all this information, in order to understand new generation consumers better and to make sense of how the Turkish society converted

consumption into a philosophy of life, factors that influence the new generation consumers must be explained in detail.

### **2.6.1 Factors Influencing New Generation Consumption and Consumers**

Consumption is presented to the new generations as the prerequisite of a habitable and sustainable society. Yet, main factors such as globalization, media and advertising, lifestyles, digitalization and digital technologies, which form the basis for the creation of the society and the new generation consumers, shall be assessed from the Turkish perspective, in order to have a better grasp on the current state of these generations, building the future.

#### ***2.6.1.1 Globalization***

Although it is not a brand new concept, globalization appears to have influenced all societies and united the world after 1980s. In this context, continuing alongside the formation process of the capitalist system, “the notion of globalization is referred to as the spreading growth of economic, political, social and cultural relations between countries and the dissemination of spiritual and material values, as well as the accumulations that were formed within the framework of these values across the globe, by transcending national borders (Yüksel, 2001).

Despite the lack of an explicit definition regarding the concept of globalization, both positive and negative opinions are visible within the works conducted in this field. In this context, according to Bauman (2005a)., who is among those theorists with a negative approach towards the globalization, the new world disorder has a new name – globalization – and it is the ambiguity of everything happening in the world, as well as their impalpability and their wayward nature. In

short, globalization is the absence of a center, a control desk, a board or an administrative body, while the globalization process brings along corruption and turns the magical wheel of desire and consumption. Having evaluated globalization within the frameworks of American imperialism and McDonaldization, Ritzer (2011b), on the other hand, suggests that globalization is the incarnate of America's expansionist policies, which are grounded on rational principles.

Furthermore, John E. Stiglitz (2012) advocates that globalization is nothing but a grandiose disappointment and that the governments handle this process from a point of view, which supports the interests of private groups. Thomas Friedman (2000), on the other hand, states that globalization is not a temporary trend, that at this point, where it is an international system, it is the integration of capitals, technology and information, exceeding the national borders via a global market, by evaluating it from a positive perspective. Finally, Rosabeth Moss Kanter (1997) describes globalization as a global shopping mall, where ideas and products exist all around.

Along with these various definitions, developments driving globalization are set forth as follows; the distances disappearing in many fields, the increase in the intercommunity relations and convergences, information and technologies, considered to be the role source of power in societies, rising to prominence, the acceptance of free market economies by the societies across the world, the economic interaction and integration of societies with technological developments, the gradual discard of the nation state understanding, societies becoming similar to each other more and more, from cultural, political and economic aspects, logistic and communication networks slowly developing and the increasing dependence of societies (Şahin, 2009).

When assessed within the scope of the globalization process itself, it can be seen that the 1980s represented a milestone for Turkey, as well as the rest of the world, in mental, political, economic and social areas.

Appointed by Prime Minister Süleyman Demirel in 1979 as Undersecretary of Prime Ministry, Turgut Özal was asked to design a new economic recovery program (Ruscuklu, 2008). Designed and carried into effect in a brief period of time, this program, favoring the free market, has come to be known in Turkey as January 24 Decisions<sup>44</sup>. When Turgut Özal came into power, following the military coup d'état on September 12, 1980<sup>45</sup>, neo-liberal policies were supported and in this context, an economic liberation program was sustained; along with these developments, the idea of pushing Turkish people into the consumption economy has paved the way for the creation of a Turkish consumption society (Çetinkaya, 1992; Karaman, 2004). In other words, 1980s in Turkey were the years, when consumption was strongly encouraged, as it never was before. In this context, Özal had pursued policies that would take the Turkish society from its “complacent” form and convert it into a “consuming society”, which is also integrated into the capitalist system (Çetinkaya, 1992).

In the 1980s, fascinating products such as blue jeans, various clothes, televisions, refrigerators and so on, which were first imported by America, also known as the land of dreams of the capitalist system, then followed by other western countries, started to find a place for themselves in the society. As these solely

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<sup>44</sup> These decisions were declared to handle inflation in Turkey, to meet the financing deficits and to switch the current system into a more outward market oriented one (Karagöl and Ortakaya, 2014).

<sup>45</sup> The coup d'état on September 12<sup>th</sup> is not merely a period. It is also a system of specific norms, attempting to put the youth into a predetermined patterns. A youth that only acts according to the patterns, designated by the order, will never find itself again (Atabek, 2014).

consumption oriented products and services expanded, the individuals, purchasing and consuming them, have prepared the grounds for the transition to a consumption society. In order to render this situation more attractive, the idea that these consumptive products and services are requirements and sources of happiness must, without a doubt, be imprinted into the consumers' minds. Hence, young women, who are considered to be the principal players of consumption, then men, became consumption machines of the Turkish society (Minibaş, 1993). In other words, global brands were put at the disposal of the young generation that was ready to consume (Özsoy and Madran, 2010). Ayşe Öncü explains the changing consumption climate of 1980s as follows: "Thanks to the increasing wave of foreign investment and the booming exports, Istanbul became the rising pole of growth of the rapid integration that Turkey experienced with worldwide markets. The shop windows were filled with foreign goods, acquired from the four corners of the world – almost overnight. Shopping in installments was quite common (2013, p. 127)." Along with the new banking services, as well as installment shopping, credit cards (Worldcard, Gold and Platinum) became products that the whole society could possess, whereas until 1980, they were status symbols that only the elite classes could have (Bali, 2013). In this context, it can be thought that credit cards are among the few tools that helped the consumers adapt to the consumption economy. The use of credit cards started to rise as of the late 1990s and reached to 15 millions in 2005 (Ahıska and Yenal, 2006).

As the Turkish economy, which turned into a consumption society, opened up to the world, in other words, as the imports gradually were liberalized, "many stores of various brands, fast food chains, cafés, Internet cafes, etc." were opened and these indicators, which are considered to be symbols of globalization, were adapted to the

lives of the new generation (Lüküslü, 2013). As the first members of the consumption society to internalize this whole process, Generation X took its place on the Turkish stage; also known as the Lost Generation, this generation was transformed into selfish, self-seeking individuals with emptied minds, thanks to the wild nature of consumption and capitalism (Atabek, 2011). Generation Y, on the other hand, which is also referred to as the Lucky Generation and Özal's Kids, have just opened its eyes to this newly evolved society. In this context, Zeynep Gögüş divulges this generation from a positive perspective, as below:

“Turks who were born after January 24, 1980 look at the world from a more confident perspective. They carry no frustrations within. They have neither inferiority, nor superiority complexes. The oldest of them being 13 years of age, this generation grew up in an outward-oriented Turkey. This generation lives in the Turkey, where products that are consumed in Europe are being produced. This generation is the Özal Generation...” Turgut Özal had great faith in them. They will be in their 20s in the year 2000. Özal's generation will not disappoint him...” (cited in Bali, 2013, p. 349).

This positive approach can be considered to be pushing new generation consumers into a consumption spiral, while the only thing that is expected from Özal's Kids are for them to consume more and more.

1980s were the years, when reality and images coalesced and consumers tried to find responses for their different demands. In these years, the marketing field in Turkey has also gone through great changes and different areas such as psychology, sociology and semiotics were utilized to impact consumers' buying behaviors. In this context, new generation consumers started to purchase and consume goods and services in the market, according to how they were driven to, instead of their preferences (Özsoy and Madran, 2010). This means that “consumption has become a notion that is related to the systematic manipulation of signs” (Birsal, 2005, p. 224). At the same time, the Turkish society, which placed great importance on sincere



relationships, friendships and neighborliness and avoided vanity in the 1970s, became a different one, where it was drawn to consumption and fiercely competitive vanity became prominent in 1980s and 90s (Aydođan, 2009).

Driven by the westernization mentality, which became common in the Özal period, the Turkish society (and hence the new generation consumers) began to have refrigerators, televisions, other durable house appliances and numerous brands (Sony, Bosch, Philips, etc.) in their lives in the 1990s, with the increasing influence of globalization. Therefore, the brandless objects and home designs of the past were replaced with lives, where brands were quite dominant (Orçan, 2008). Along with this popularity of brands, consumption became an activity, driven by desires, rather than a mere need.

Consumption, being driven by desires is elaborated by Nurdan Gülbilek as follows: "... in the 80s, neglected personal wants were easily being addressed to; however, simultaneously, that thing called desire was subjected to the desires of the others, as never before and mostly remained as a desire to consume" (2014, p. 11).

The Customs' Union Treaty<sup>46</sup>, signed in 1995, under the name of commercial integration with the European Communities (European Union), has gone down in history as another development, fueling the Turkish consumption society. Turgay Tüfekçiođlu summarizes this event as follows:

"Local industry has collapsed upon entering into the Customs Union. That is because imports boomed. Duty free goods of European Union countries have filled the domestic markets. Our local industry, which we have been establishing from scratch as

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<sup>46</sup> Customs Union dictates that two or more countries are freely trading with each other, a common customs tariff is designated and policies regarding other trades are pursued (Dinan, 2005).

of 1923, was crushed against its European competitors in the Customs Union with their strong capitals and expansive international markets; hence it came to a point where it was not able to produce anymore, and then stopped altogether. The workers are unemployed and the country is without an industry. The society gradually became a consumption society (2001, p.65).”

Another negative aspect of the said situation was Turkish society’s special interest towards western products. This means that, when faced with two products that could be purchased, they favor the western product (Külünk, 2005). This is because, the products now reflect the identity and personality of especially the young generation consumers, as never before – the only reality of the globalizing world is to consume the products of the modern civilizations. Erdal Atabek, as a member of the traditionalist generation, explains this phenomenon with a striking example as follows:

“Our generations are Republic Generations... We partially witnessed the periods, when Atatürk lived and we were raised with the principles of those times. I was born in 1930. Working hard was the most important thing to us. Being of use to your society... We assumed responsibility for the existence of the Republic... But what do we see when we look today? We see that in a sense, working hard is not a value anymore. But what replaced it? Being a consumer... Not being a producer. What is the value that replaced it – not to produce values, but to possess valuables and to consume them. As another notion, being of use to the society has transformed into looking out for your own interests and using others for them. I have seen this one advertisement, I take heed of that. This actually reflects the ideology of this era... The advertisement asked who the most popular student of the school was. I thought about it... To us, the most hardworking, socially active, leading, athletic student may be that. But the advertisement did not claim that. According to it, the most popular student of the school was the one, who was wearing Dexter branded shoes. The advertisement was right. Those students who wear authentic Nikes and Lacostes are popular. More so if they have cars. And even more so if they are driving an Alfa Romeo. For that, naturally, new car models have to be seen as well. I see the values of a consumption society here. Our kids are not the ones who are in the wrong; because they are learning to earn values by consumption... Those kids learn that possessing something is a value, not being of use. They see that values are earned, in line with possessing more expensive things and more things” (2011, pp. 29-30).

As mentioned above, the rising notion of globalization has come to such a point today that the new generation consumers are defeated by their pleasures, are dissatisfied, unconsciously spend their money and define the societies, in which they live, through the commodities. This is the type of consumer that we see today.

Along with all this information, media, which is quite influential on the process of building new generation consumers within the Turkish consumption society, its historical development and its impact on consumption must be elaborated.

### ***2.6.1.2 Media and Advertising***

As proponents of the free market, trends and sanctions that are set forth by the neo-liberal policies, executed in Turkey with globalization in the 1980s, also paved

the way for great changes in the media field. While neo-liberal policies were reinforcing the transnational capital forces, they also caused the conglomeration and concentration of the media structure across the world. At the same time, the prevalent order could be legitimized, if and only if the consumption was spread through the media. In other words, individuals must be steered towards a particular direction, in order to establish consumer societies and ensure the sustainability and growth of consumption, accordingly. Media is the most important driver of consumption societies; because, media is the sole instrument that can reach to all corners of the society and change the individuals' consumption habits collectively and radically (Tinas, 2014).

The most important media during the 1980s – in the period of the Özal Government – was television. Monopolized by the state, TRT had switched to colored broadcasting in 1984. Following this development, TRT 2 began its broadcast life in 1986 (Özgen, 2004). Functioning as the ideological tools of the government, these channels were, at the same time, principal helpers of the constitution of the consumption society.

During this period of time, when Turkey was faced with the consumption culture, the programs and contents, which were imposed upon the viewers on especially television, aided to separate individuals from their consciences and make them serve consumption oriented capitalism (Karaman, 2004). In this context, series that were imported from USA and other western regions (Tatlı Cadı/Bewitched, Dallas [1978], Kara Şimşek/Knight Rider [1985], Mavi Ay/Moonlighting [1985], Alf [1986], Cesur ve Güzel/The Bold and The Beautiful [1988], Sahil Güvenlik/Baywatch [1989], Cosby Ailesi/The Cosby Show, A Takımı/The A Team [1990], Hayat

Ağacı/Generations [1990], Bizim Ev/Full House, Yalan Rüzgarı/The Young and The Restless [1990]) and cartoons (Hayalet Avcıları/Ghostbusters, Goofy, Donald Duck, Varyemez Amca/Scrooge, Miki Fare/Mickey Mouse) were actually transforming the consumption habits of the Turkish society, as well as its cultural climate completely. At this point, Generations X and Y, which comprise the children and youth, go down in history as the first generations that were caught in the consumption grip of media.

During this period of time, newspapers, as yet another influential medium, started to collaborate with fashion and business worlds and show young people how they should look and how they should consume (Güneri Fırlar and Dündar, 2007).

Advertisements, on the other hand, were important factors in the acceleration of Turkey's transition into a western lifestyle in the post 1980s, after having a more oriental one in the past. During this time, the commercials were mostly formed with patterns of western lifestyles. In this context, commercials were functioning as the western lifestyles' "carriers and transporters to the subconscious", rather than reflecting the society, for developing countries such as Turkey (Çetinkaya, 1992).

In other words, media and advertisements provided the vision of the "civilized man" for the Turkish society to focus on consumption and pumped the consumption of western style products (Birsal, 2005).

As the late 1980s approached in Turkey, newspapers started to commercialize various products, which may or may not be of some use to their readers, via marketing companies they established. They offered this opportunity to their readers from a wide range of products, including automobiles, apartments, books, electronic dictionaries, encyclopedias, watches, motorcycles, kitchen appliances, televisions and

stereos, in exchange for collection of either paid or unpaid coupons. Also called the promotion wars, this period has witnessed the transformation of newspapers into some sort of marketing organizations and the “passive readers” becoming “active consumers”, as a result of their ultimate profit making goals (Bali, 2013). Magazines, on the other hand, which diversified from the 1980s until the 1990s and increased in numbers, presented the representations of modern women and men, in line with the purposes of the consumption society and began to show individuals the type of consumers they should actually be (Özdemir, 2009). In other words, media left its fundamental duty, which was to broadcast or print for the sake of the public and started to support the consumption economy, in accordance with entirely, interests. Yesterday’s viewers and readers have been positioned as consumers today, from the perspective of media (Dağtaş and Dağtaş, 2009).

When the 1990s came, President Özal was constantly mentioning the necessity of breaking TRT’s monopoly and the transition to the commercial/private broadcasting, every time he gave a speech (Özgen, 2004). Following these continuous statements, the very first private channel of Turkey, Star 1 (Magic Box), owned by Cem Uzan, started its broadcasting life in 1990. With the rise in the private television channel numbers after 1990, media was trying to impose western lifestyles to the society, as if injecting them with the importance of being a consumer. In other words, “Television channels quit being cultural means and turned into commodified, marketized instruments. The majority of the big newspapers launched new channels; hence, accessed great influencing power over both the public opinion and consumption” (Orçan, 2008, p. 260). Meanwhile, game shows, which were imported with the illusion that information is equal to money, promised to give out a lot of

money in a single night; in a sense, they were mixing the Turkish consumption society with the entertainment industry (Aydođan, 2004).

Ahmet Oktay summarizes this as follows:

“Media is seized by a grand capital. The public sector (TRT and municipalities) have lost their reign to them in television and they are defeated against the entertainment industry as well. Just like the wealthy classes, working classes want to spend their free times, having fun. They want to deem that particular time, problem-free. Media gives them that: Entertainment, gossip and sensation. The entertainment sector offers those who are looking for a problem-free time, the glamorous, flamboyant world of the consumer society. One of the large companies in the clothes sector has underlined the main principle in its commercials, years ago: Being noticed. Regardless of what class we belong to, we are asked to constantly separate one from the other and become obsessed with that (1995, p.69).”

Along with the diversification of channels in the 1990s, competition increased and television channels have begun to include reality shows as well. Concurrently, Televole has begun its broadcasting life in 1994; a program, where gossip, entertainment and sensations were combined with a mixture of sports and tabloids. Continued throughout the 2000s, this program, which addressed directly to the sense of fun of the Turkish families, presented the glamorous lives of numerous celebrities, from athletes to singers, models to politicians. The bits called “Acun Ilıcalı ile Maraba” within the program, which planted the ideas of shortcuts to great wealth, once again, were making Generations X and Y envy the consumption cultures of America and Europe.

Around the same time, in the 2000s, programs that divulge the private lives have begun to be broadcasted on Turkish television. Leading these programs was the show, “Biri Bizi Gözetliyor (Adapted from *Big Brother*)”, where prying each others’ lives was reflected in quite the striking manner. American-originated series of the

1980s and 1990s were gradually replaced with local series in the 2000s. At this point, being an actor in a series became one of the most popular occupations among the growing new generation (Ahıska and Yenal, 2006).

During the transition from 1990s to 2000s, great breakages were experienced in both media and advertising industries. In Turkey, where a capitalist mentality is predominant, advertising industry has grown as never before and became a mirror of myriad international firms and even brands. The only truth in this existing system is to possess brands, which address hedonic motives and to consume more. Comprising the children and youth of the society of that particular time especially, Generations X and Y were raised in a country, with the abovementioned mentality.

In short, post-1980 media and advertisements became instruments that make promises of the consumption society to the youth, as well as drawing the picture of a society of abundance (Gürbilek, 2014). In line with all these changes, breakages in the media and advertising fields specifically helped to encourage consumption among new generation consumers. Together with this process, lifestyles began to differ too. In this context, changing lifestyles in Turkey shall be probed.

### ***2.6.1.3 Lifestyles***

The changes that occurred after 1980 have brought along certain transformations for the lifestyles as well. Having seen the western lifestyles with that of USA leading, the individuals within the society have left behind the philosophy of making ends meet and managing with less (particularly the young people), and mainly adopted the philosophy of always trying to acquire the better, purchasing and consuming the deluxe, spending their leisure times at the most eligible venues and



going on touristic visits to other countries (Bali, 2013). In this context, “Values of the consumption economy have manifested themselves through the whole of the values that are measured by brand addiction, sparks of fashion, passion for cars and money spent on good living” (Atabek, 2011, p. 170). Keeping up with this system, the Turkish consumption society redefined its lifestyle over conspicuousness and consumption, while a new mentality, claiming that gaining value is directly proportional to showing, exhibiting and consuming, came into existence among the society. In other words, lifestyles of the Turkish society became more than mere window displays (Gürbilek, 2014).

Post-1980 consumption society in Turkey has developed in particularly two aspects. The first one is the materialization of happiness, having a good lifestyle or improvement, i.e. the passion to have more money; while the second one is the borderline phantasmic dependency and extreme pretentiousness for material products, which originate according to the envy towards particularly western elements and evolve in parallel with hedonistic feelings (Üstün and Tural, 2008). The first phenomenon can be illustrated with Rifat N. Bali’s statement below:

“The purpose for the lower and middle classes was to reach middle and upper classes and benefit from the blessings of the income increase, brought by the leaping of classes... Those who are wealthy were empowered with the changing in the political and social settings after September 12, as well as Özal’s discourse that became common in society that wealth is not a bad thing and all instruments can be utilized to access it. This empowerment caused them to parade their wealth, almost jauntily... Some called it ‘life quality’ and some called it ‘la dolce vita’; still, the middle class that held this lifestyle as exemplary, tried to immediately ‘hit the jackpot’ and boost their level of income, so that they could reach the level or at least a pale imitation of it of those, whose lifestyles they observe on televisions and magazines” (2013, pp.307-308).

The second phenomenon, on the other hand, is elaborated through the orientation towards individual hedonism in the lifestyles in Turkey, which are comprised and filled with consumption. In developing countries, such as Turkey, individual hedonism reflects “pleasure, adventure, difference and exclusivity”, while simultaneously representing westernization and modernization (Dağtaş and Erol, 2009). What triggers this desire has been mainly fashion, which was created by the capitalist system and specifically, the brands. Particularly the products of western brands are the new generation’s instruments of reflecting their lifestyles. Children and youth of 1980s in the beginning of their lives, these generations were asked to form certain brand loyalties, according to the consumption values. It is only natural that in such a depiction, brands that are carriers of lifestyles are to “fulfill functions of vital idols” (Atabek, 2011, p. 98). Abdülkadir Zorlu explains this as follows: “Young people become regulars of branded products... They want to decorate their bodies with prestigious brands to render themselves more visible/differentiated and to compete with their peers” (2006b, p. 84).

Setting forth a one-way depiction, based on the demands of young people only, is insufficient. Brands constantly and regularly remind themselves to the consumers and their customers by pumping hedonistic emotions too. For example, Tommy Hilfiger, an American brand, has the following statements in the company overview section on its official website: “Tommy Hilfiger delivers premium styling, quality and value to consumers worldwide. Tommy Hilfiger is one of the world’s leading designer lifestyle brands and is internationally recognized for celebrating the

essence of classic American cool style, featuring preppy with twist designs.”<sup>47</sup> In this context, Tommy Hilfiger does not only promise the acquisition of a product to its customers, but also the lifestyle as well.

Another matter that shall not be overlooked is that brands categorize new collections each season, as winter, spring, summer and fall; they create seasonal, even momentary trends. The only thing expected from Generations X and Y during this process is to purchase more products and fulfill the requirements of the consumption oriented capitalist system. In this context, Yusuf Tosun (2015) states that in Turkey Generation Y - being younger than Generation X - is a depleting and readily consumptive one, while underlining that this generation is also one that consumes without earning, aside from being addicted to shopping and brands.

Highlighting that under the influence of globalization after 1980, the Turkish society started to display typical consumption society behaviors, Özsoy and Madran (2010) consider the lifestyles, activities, areas of interest and ideas of the Turkish society as in the table below (see Table 2.12<sup>48</sup>):

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<sup>47</sup> This information was retrieved from Tommy Hilfiger’s official website at <http://global.tommy.com/tr/tr/about/overview/20>

<sup>48</sup> This information has been retrieved from the book “Reklamın teknik analizi: Reklamda kadın”, written by Tufan Özsoy and Canan Madran and tabulated.

Table 2.12 *The lifestyle of Turkish consumption society*

<b>ACTIVITIES</b>
Shopping virtually has become a hobby for the Turkish consumers.
The entertainment industry – aqua parks, roller rinks, winter discos, children’s entertainment centers have expanded and became parts of lifestyles of the Turkish consumers.
It has become a habit to spend holidays at touristic centers for consumers with enhanced economic conditions.
Activities such as martial arts, fitness, step, surfing, pilates and such have also become common, aside from traditional sports activities such as basketball, football, volleyball and weight lifting.
The rates of working in volunteer and nonprofit organizations have increased.
<b>AREAS OF INTEREST</b>
The Turkish family structure is transformed into more of an elementary family. Especially in the big cities, the idea of an extended family was left and married couples began to move out and live on their own. Each new house means a new consumption. That is why a particular mobility in the domestic appliances, furniture and electronics industries occurred.
Turkish people began to consider their occupations as means to express themselves among society. Making a lot of money and living in comfort, working well and bringing about innovations, as well as acquiring a respectable position in the society are among the main goals. The idea that earning respect among the society can only happen via raising living standards (dining in good places, going to vacations, being educated, and dressing well) has also formed.
Keeping up with the latest trends in fashion also appears to be an important factor for new generation consumers in Turkey.
The number and diversity in media after 1990 have greatly increased. The diversified media affected the lifestyles and consumption of the Turkish consumers.
Significant changes occurred in food consumption; foreign companies such as McDonalds, Pizza Hut and Burger King have entered the Turkish food market, which increased fast food consumption too.
<b>IDEAS</b>
The range of ideas of Turkish people becomes more and more conservative.
The dominance of global consumption culture is reached.
The American lifestyle is canonized.
Joy, pleasure and entertainment became prominent in consumption.
Global and national brands, as well as products, are diversified and prepared for the young generation to consume.

As can be seen from the table above, the activities, areas of interest and ideas of the Turkish society after 1980s are the most important indicators of the consumption oriented lifestyle. Particularly Generation X, which was raised in this period and Generation Y, which followed afterwards, comprised the individuals of such a society. It is thought that Generation X has passed down the internalization of consumption to Generation Y, as its legacy.

Meltem Ahıska and Zafer Yenil have examined all the changes within the Turkish consumption society and the generations, which were raised in it, as well as

the reflections of these changes on the lifestyles from 1980s until 2000s, in their study called “Aradığınız kişiye şu an ulaşamıyor: Türkiye’de hayat tarzı temsilleri 1980 – 2000 (*The person you have called cannot be reached at the moment: Representations of lifestyles in Turkey in 1980 – 2000*)”. In this context, Table 2.13. has been predicated on this study.

Table 2.13. *Lifestyles in Turkey from 1980s to 2000*

	From 1980s	To 2000s
Economy	The government, gradually withdrawing from the economic platform, supporting of the pro-free market economic model, worldwide hegemony of multinational companies, monopolization and privatization policies.	
Work Life	In the 1980s, work life was the metaphorical guest of honor of the Turkish consumption society; because in work life, success was rewarded with money and money was the only necessary instrument for consumption. In this context, the raising generation in the consumption society, where earning money is a significant benchmark, quit being idealists and assumed a more materialistic form. During this period, Yuppies were prevalent (young, urban and professional). Yuppies were described to be working with handsome salaries in business life, keen on consumption and well educated.	The main characteristics that are sought in the work life since the 1980s until today are; competitive, individualistic, risk taking, open to the world and quickly adapting to the changing working conditions. At the same time, the increase in the number of multinational companies also revealed a new middle class, consisting of engineers, marketing professionals, business administrators, economists and legal professionals. Comprising the traditional middle class, self-employed professionals and government employees, on the other hand, became plainer and relatively poorer. Graduating from the best universities, even possessing a graduate diploma and knowing multiple foreign languages is expected from the individuals of the new middle class. Another feature that is expected from this new middle class is the requirement to have similar consumption patterns (from trends to brands, from food to housing).
Consumption and Shopping	Turkey has entered into an age of consumption after 1980, whereas extreme consumption was considered a waste in the past. In this context, the path to consumption had to coincide with shopping. Shopping malls, the numbers of which have kept increasing since 1980s, as well as the products of various brands, bought by the Turkish consumers, have become the most significant symbols of the western lifestyle. Those who were not able to afford this, on the other hand, stepped into the consumption paradise by purchasing the replicas of various brands from street vendors or local bazaars. Furthermore, market research efforts were developed to define the expectations and needs of new generation consumers, for the sake of the differentiating consumption and shopping habits in Turkey. In this case, the production of consumption accelerated.	
Media and Advertising	Particularly television has become indispensable for the Turkish society after 1990s. Printed and visual media have increased their influence and the advertising industry slowly expanded.	

Prominent Products	<p>One of the unique products of the modernization process in Turkey is the automobiles. Critical booms have occurred in the automobile industry in the 1980s. During this period, domestic production was concentrated on, while the number of imported automobiles also increased. In this context, automobiles were popularized with the growth of the production, assembly lines and import. Around the same time, investments were made for the highways as well. In this context, Turgut Özal, Prime Minister of the time, claimed that highways offer freedom per se. At this point, highways were prioritized and public transportation, railroads and sea ways in the urban life were pushed aside.</p> <p>The most used discourse among the society in 1980s was ‘to step into a new age’. One of the most prevalent areas of stepping into a new age and modernization in this period was the house. Automatic washing machines, electric ovens or food processors were gradually becoming popular. Advertisements gave the impression that lives will be easier thanks to them, especially to women, who were responsible from the house chores. In 1970s, on the other hand, merely possessing a refrigerator or a washing machine was a symbol of status by itself.</p>	<p>In 2000s, the number of automobiles has increased with each passing day. In 2015, this number is still climbing incrementally. Today, the automobile brands are fetishized, for they became status symbols.</p> <p>In 2000s, the assumption that domestic appliances that accelerated and diversified with the help of technology are making the housewives’ lives easier continued to be accepted by the society. Today, on the other hand, the models and brands of these products have become class indicators.</p>
Food	<p>In the second half of the 1980s, Turkish consumers were introduced to the concept of ‘fast-food’, thanks to the foreign food companies, penetrating the Turkish market. Especially American companies, opening new branches in Turkey, such as McDonald’s, Burger King and Pizza Hut, fast-food became integrated into the Turkish eating culture. Shortly afterwards, fast-food restaurants became venues for the new generation, where they could meet and spend time together.</p> <p>Then, traditional dishes of Turkish society, such as <i>lahmacun</i>, <i>kumru</i> and <i>Ayvalık tost</i>, even <i>simit</i>, joined to this fast-food trend in big cities. Accordingly, the culture of Turkish cuisine was damaged too.</p>	
Leisure Time	<p>Making use of spare time and recreations particularly gained importance in the 1980s. It has been observed that during these years, housewives were provided with certain courses. Fabric and wood painting crafts, flowers and macramé courses were opened. Printed press and magazines have provided necessary information about these hobbies. Meeting in certain associations, women filled their free times with fairs and exhibitions they organize, hence redefining their social roles. Children have to learn how to make use of their spare times too. Therefore, they tried to do that by reading books, doing tests, working out and going to camps.</p> <p>Working all weekdays, men, on the other hand, spent their leisure times by going to traditional coffeehouses, doing crosswords, watching games or gardening. It has also been suggested that after 1980, leisure time became a period of time, which is fed with the industries, rather than being spent among family members.</p>	<p>Diversifying day by day, culture also appears to be increasing recreational activities, such as movies, theaters, exhibitions, concerts, festivals and fairs. Other than these, special events for weekends and athletic activities such as hiking, swimming and golf, as well as shopping activities to be carried out in shopping malls are added to the existing ones.</p> <p>The lack of a specific program for leisure time or not attending various events and spending all free time at home causes a feeling of guilt for the new Turkish society, which has been transformed into a consumption society. The surge of alternatives for free time actually “creates the delusion that unquenchable desires will only be fulfilled via consumption”.</p>
Holidays	<p>The large incentives and tax reductions, provided to the investors by the government after 1980 have contributed to tourism’s becoming of an industry. Subsectors of tourism such as congress tourism, golf tourism and winter tourism have been raised, as 5-star hotels and resorts kept being opened in big cities and coastal regions.</p> <p>Fields, forested lands and villages have all become tourism areas. Motels and time share properties have been opened in ineligible regions. Today, aside from these holiday alternatives, specifically the upper classes are attempting to differentiate from lower classes by going to tours abroad.</p>	

Language	<p>After 1980, there were two converse predispositions. The first one was the Turkification policies, made prevalent after the military coup d'état; while the second one was the rapid penetration of foreign words into the Turkish language, along with the Özal period and imported products, coming to Turkey. Foreign words are being added to Turkish with each passing day. Especially the youth began to speak with made up words. As the Internet became more and more common, the written language started to lose the vowels (as in 'naber' becoming 'nbr'). The text messages, sent via Internet or cell phones are the most visible indicators of the defective Turkish.</p>	
Entertainment	<p>Entertainment mentality has adopted a western face after 1980 too. Being entertained has spread to all age groups and all days of the week. Especially the 1990s witnessed the increase of western clubs and taverns. In 20 years, the number of venues rose and they diversified. Many different types of bars and clubs were opened with traditional Turkish music, Turkish pop, world music, hip hop, jazz, rock, club music – addressing people with different tastes.</p>	
Weddings	<p>Weddings went through three changes as part of the conspicuity element after 1980. These are; the proliferation of the ideals and practices of the upper class among the society, industrialization and the invention of traditions. Today, wedding ceremonies and henna nights are converted into ceremonies of the satisfaction of theatrical pleasure and complete conspicuity, instead of being social rituals.</p>	
Games of Chance	<p>Years following 1980 were those, when earning by consuming were imposed upon the society. Soda or beer bottles were opened with the hopes of winning an automobile. Children were constantly buying ice creams to see the word 'free' written on the stick. After 1990, casinos were shut down by the government, due to having a negative influence on the social morals; yet games of chance (national lottery) were strongly supported by the government. While only national lottery, football pools and horse racing existed before, games of chance were fed from the cultural industry and diversified. Afterwards, sports lotteries, <i>şans topu</i>, numerical lottery and football betting (<i>iddaa</i>) were added to the bunch; because, earning money quickly and easily is one of the most important goals among the consumption society.</p>	
Body Policies and Products in the Market	<p>1980s were also the years, when the efforts to create a new type of human began and being fit and skinny started to gain importance in the eyes of the society. In this context, the primary target group during those years was women. Since women's bodies were positioned as if they were capitals in the consumption society, the body became one of the prerequisites of succeeding in both the daily life practices and the business life, for the body was rediscovered and reshaped on the consumption axis and was considered to be the main instrument in earning social status. Among the most important means that imposed this thought upon women were the women's magazines, <i>Kadınca</i> and <i>Elele</i>. Today, these magazines have diversified and increased in numbers, thanks to American and European magazines such as <i>Marie Claire</i>, <i>Cosmopolitan</i>, <i>InStyle</i> and such, joining in.</p>	<p>In today's society, we can observe that this mentality is imposed upon both women and men. Since the 1980s until today, new male types have appeared; metrosexual, light man and macho/yahoo. The first one of these is the metrosexual man. Metrosexuality is a concept, concerning the appearance. In this context, a metrosexual man must follow fashion trends, as much as a woman now, should pursue proper care and have plastic surgeries if necessary, must be fit and dress elegantly. The second one is the light man. Men, who support their wives in house chores and raising children, are called light. The last one is the macho/yahoo type. Macho is the type of man, who "reflects the reactions and searches for the dominant codes of manhood". However, all these types are the commodified indicators of the consumption society and they merely define men through consumption. New generation consumers were formed by being fed with these patterns and added to the consumption society with them in mind.</p>
	<p>Many foreign companies (Unilever, Nestlé, Phillip Morris and etc.) have launched low calorie products to the disposal of the consumers in the consumption society since 1980s until today, hence occupying a place in the weight loss market. Simultaneously, the idealistic body policies that are shaped through the consumption society bring along a paradox with themselves; because, while the newspapers and magazines keep printing weight loss and diet recommendations, they also present the trendy restaurants and venues to the consumers. Since the 1980s until today, this mentality is consistent, even in 2015. Bodies are now reflecting cultural accumulation and identities. Being skinny represents paying attention to one's self, while being fat is the indication of indifference. Today, the fundamental philosophy of the new generation consumers is "You are what you eat". At this point, yet another paradox appears; because, obesity is a serious problem in Turkey, as well as other developed countries.</p>	
Sports	<p>The prominent sports activities of this period were jogging, step aerobics and fitness. Especially fitness became a representative of social status.</p>	<p>Prevalent sports activities of today are; martial arts, swimming, gyms, techno fitness, Zumba, yoga and pilates.</p>

Sexuality	After 1980, sexuality has also witnessed a boom. It has been emphasized that flirting is quite normal, especially for women. Newspapers and magazines started to publish articles about how a happy sexual life is supposed to be like.	In 2000s, it is seen that almost all magazines involve pieces about the sexual lives of both men and women.
Psychology	Individuality has also been highlighted after 1980. In this context, the individual had to render him/herself healthy and useful. In this period, psychological discourses have found a place for themselves within media and the importance on expert knowledge has increased as well.	In 2000s, with the synthesis of psychology and psychiatry, names of disorders have also become more and more technical. The use of antidepressants became more common. Specifically the middle class began to employ alternative methods, such as yoga, NLP and Reiki, in order to relieve stress.
Migration	Migration from villages to big cities in Turkey has begun after the 1980s. Squatting and migrations appear to be the most common reasons of residence struggles. In Turkey, squatters are reflected to the society as spaces, where violence and everything illegal happens. Introduced to be threats, squatters (ghettos) have become the symbols of impoverished migrants, who relocated to urban cities. In 2000s, on the other hand, many squatters are demolished and replaced with luxurious compounds, due to the urban transformation projects.	
Controversies	Western/Oriental, Modern/Traditional, Wealthy/Poor, Developed/Underdeveloped are all words, reflecting cultural controversies and hierarchy.	

**Source:** Ahıska, M. and Yenal, Z. (2006). *Aradığınız kişiye şu an ulaşamıyor: Türkiye’de hayat tarzı temsilleri 1980-2000*. İstanbul: Osmanlı Bankası Araştırma Merkezi Yayınları

To sum up, the lifestyles and all factors that comprise the lifestyles of the Turkish society and particularly new generation consumers, from 1980s until today, have been shaped via consumption. In order to have a better grasp on the subject, digitalization and digital technologies must be evaluated from a Turkish perspective, for they are other factors that impact new generation consumers.



#### ***2.6.1.4 Digitalization and Digital Technologies***

Pioneering the great and rapid changes of both the 21<sup>st</sup> century and the present postmodern era, digitalization and digital technologies are expressed to be important factors, in terms of arranging and determining the life and consumption practices of new generations. In this context, first of all, digitalization and new communication technologies must be understood in depth.

Digitalization is a commonly probed concept today, by myriad information scientists. The notion of digital is derived from the Latin word, “*digitus*”, meaning finger (Vilanilam, 2005). Today, this notion could refer to any situation from two to sixteen, with a digital logic. Still, the most common one that is also encountered the most within daily life practices, is the binary system, which is defined as the data communication and computer technologies (Aydın, 2007). In other words, digital refers to the sending and receiving of numerical data signal series, consisting of zeroes and ones and whether or not there is an electrical signal there (Hornby, 2000). In the most general sense, digitalization, on the other hand, pertains to the transformation process of analogous information into digital. Pursuant to this definition, academic studies regarding this subject tend to add the word revolution to the concept of digitalization, hence attempting to reflect the striking aspects of the concept. In this context, the digital revolution is stated to be the biggest change after the ‘Gutenberg Revolution’ and a leap that changes the mentalities of all societies (Mutlu, 2005).

So much so that digitalization and digital technologies, which affected all societies, have accelerated consumption too, by expanding the product networks, while expediting the information and news flow, simultaneously. In other words,

digitalization and digital technologies have led the way for consumption to become common and prevalent.

Along with digitalization, Turkey has been transformed into an unstoppable hedonistic society, after being an abstinent one for so long. This pushed the society to become extremely obsessional over consumption, hedonistic and individualistic (Oktaç, 1995). Moreover, especially the consumption mentalities and approaches to the technology of Generation Y, which is also called the new generation consumers, have been differentiated from the other generations with the said process. Tosun explains this phenomenon as follows:

“Generation Y will never be able to discover itself. They are just so indifferent. At the same time, quite wayward and self-indulgent. Generation X has no ground to complain about this though. What they could not do, technology did; and now they throw away the historical past like spoiled cheese (2015, p.16)... Generation Y was brought up in the rapid development era of technology, they are especially known with their fondness of computers. This is why; Generation Y is prone to consumption, without in-depth research of information. Having grown up so close to technology, the development of this generation is directly linked with technology. While Generation X climbs to the top due to the age, this technology generation follows closely, especially in the business world” (2015, pp. 28-29).

The three great digital overthrows that occurred in Turkey have been quite influential in the emergence of the technology generation. The first one of these is mobile communication, the second one, the utilization of computer technologies and finally, the last one, the developments in the Internet.

Thanks to Özal’s telecommunication initiative, the 1980s have witnessed the solution of technical issues concerning the telephone and the use of telephones became widespread. The 1990s, on the other hand, were the golden age of

communication. Finally, in 1994, the cell phone<sup>49</sup> entered into the Turkish market (Ahıska and Yenal, 2006).

The first cell phone conversation in Turkey was carried out between Süleyman Demirel and Tansu Çiller in 1994 (Pakkan, 2004). During the transition period from the 1990s to 2000s, the number of cell phone owners has significantly increased (Ahıska and Yenal, 2006). In other words, in the 1980s, mobile communication, which became common in Turkey, was a rather costly service and this technology was only accessed by the upper classes of the society. Yet, due to the rapid advancements in the field, mobile communication opportunities were presented to the usage and disposal of all classes (Ekici, 2013). According to the “Turkish Electronic Communications Sector” report, prepared by Information and Communication Technologies Authority, in the second quarter of the year 2015, there are 72,174,826 mobile subscribers in Turkey, the population of which is 76,667,864 (BTK, 2015, p.38). The sole instruments of mobile communication, cell phones have been status symbols among the Turkish society; ever since the day they were launched in the market (Ahıska and Yenal, 2006). Having become more common in the 2000s, especially multimedia communication devices, i.e. smartphones, also became indispensable parts of the lives of new generation consumers, along with the development of 3G technology (simultaneous talking and supporting faster data streaming). Furthermore, applications, which are developed in addition (books, education, finance, food, beverages, health, sports, music, newspapers, news, social networks, travel, weather, shopping, etc.), ensured that specifically the young

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<sup>49</sup> The first cellphone conversation was carried out by Motorola engineer Martin Cooper in 1973. A Motorola DynaTAC cellphone was used for this first conversation, which had 22 centimeters in length, over 1 kilogram in weight and was modeled for 20 minutes of talking (Cep telefonu 40 yaşında, 2013).

generation prefers mobile communication devices. In this context, according to the mobile communication technologies and Generation Y research data of Unify, a software company, 96% of this generation use their smartphones to go online. Within the scope of the same research, 83% of the Generation Y respondents go to sleep with their cell phones on their bedsides, while 74% believe that desk sets are extinct now (Y kuşağı İnternete telefonlarından giriyor, 2014).

Changing quite rapidly from past until today with the developments in digital technologies, mobile communication technologies drive the new generation consumers towards consumption by seizing all available moments of theirs, while bringing about numerous innovations as well – innovations that previous generations could not even imagine. For example, a consumer, who downloads a given application to his/her smartphone without a fee, has to purchase the application later, in order to have access to more features, after the first use. The same consumer may be driven to purchase a particular product, due to the discount seductions, once s/he logs into the shopping site applications; moreover, s/he may buy the services upon opening the e-mail inbox, for they are presented as opportunities or s/he may pay to download any music s/he would like to listen to. In this context, mobile communication tools have simultaneously become consumption tools, as well as taking the new generation consumers' consumption to the digital dimensions.

The second great breakthrough is the popularization of computer technologies. It has been expressed that usage of computer technologies in Turkey goes back to 1970s. In other words, the technological transformations across the world in the 1970s have paved the way for the computer usage to gain more importance and popularity in Turkey too. Yet, Turkish society's main introduction to the computers took place in

the 1980s. At this point, many foreign companies have entered the Turkish market, in line with the neo-liberal policies, introducing numerous personal computer brands to the Turkish consumers. In summary, 1980s were the years when computer technology came into vogue. Since then, this usage among the Turkish consumption society has been increasing, even until today (Sayhan, 1995). Especially for consumers, who were born after 1980, this development of technologies has caused many areas of their lives to be transferred to the digital dimension.

Another digital breakthrough is the advancement of Internet. The Internet was first mentioned in the early studies of J.C.R. Licklider from Massachusetts Institute of Technology (MIT) as the galactic network. According to Licklider, the notion of galactic network was the globally connected computers, using a program to rapidly reach data and to communicate. In 1962, he was appointed to be in charge of the Defense Advanced Research Projects Agency (DARPA). In addition, Lawrence Roberts and Thomas M. Robert conducted their first interview via two computers, connected to each other through slow speed landlines in 1965; one was in Boston and the other in Los Angeles (Kizza, 2013).

In 1969, DARPA has initiated a project called ARPANET to establish a packet network. ARPANET set up this network for the first time by connecting the computer networks between four centers – University of California at Los Angeles (UCLA), Stanford Research Institute (SRI), University of Utah and University of California Santa Barbara (Everard, 2000).

Having been established for military purposes, ARPANET's functions were developed with scientific research studies, carried out as of the 1970s and a military e-mailing system was added to this improved network. In 1980, the military opened

ARPANET to civil uses, along with the advancements in the e-mailing, correspondence and services and carried on with its own military operations via newly launched MILNET. Yet, ARPANET became insufficient by 1989 and it was then decommissioned as a result of the developments in computer technologies; it was replaced with NSFNET, developed by The National Science Foundation. Developed by European Organization for Nuclear Research (CERN) in Geneva from 1990 and finally put into action with full capacity in 1993, the World Wide Web (www) has laid the foundations of today's Internet (Hey and Papay, 2015). The Internet structure was named Web 1.0 until 2004. The users were only able to access contents, read them or download the information of their choice with Web 1.0. In other words, users had no possibility to intervene with or comment on any content. In 2004, Web 2.0 was developed, as a result of Web 1.0 being insufficient. Web 2.0 saved the users from being passive actors and transformed them into interactive users, who were able to create contents on the Web and actively comment on them (Quesenberry, 2015).

When evaluated within the historical process, it is observed that the first wide Internet network in Turkey was TÜVAKA (Turkish Network of Universities and Research Institutes), in connection with EARN (European Academic and Research Network)/BITNET (Because It's Time Networks) in 1986. Carried out in partnership of TÜBİTAK (The Scientific and Technological Research Council of Turkey) and METU (Middle East Technical University), this project helped Turkey to connect to Internet on April 12<sup>th</sup>, 1993. With a speed of 64 Kbit/s, this Internet line has been the only output in Turkey for a long period of time. Numerous connections were set up by Ege University in 1994, Bilkent and Bogazici Universities in 1995 and Bogazici University in 1996 and Internet usage in academic fields was provided. "With Türk

Telekom, initiating a tender in 1995, a consortium formed TURNET, which began to function in 1996” (Ekici, 2013, p. 23). Furthermore, the National Academic Network Information Center (ULAKBİM) was established in 1996, in affiliation with TÜBİTAK, to lay out the electronic structure for academic and research institutes in Turkey. In order to respond to all these needs, ULAKBİM assumed the functions of TÜVAKA, as well as the education and research tasks of TÜBİTAK’s project, TR-NET (ulakbim.tubitak.gov.tr). Consequently, Internet has found its place in first the universities, and then (in 1996) in businesses and households (Yıldız and Bölükbaş, 2005). In 1996, Türk Telekom was established to set up the Internet network in Turkey, improve and run the system nationally; the same year also witnessed the launch of TURNET and in 1999, Türk Telekom Net (TTNET) was established, which is still in use today (Sarmaşık, 2011). By 2001, the number of Internet users has reached to 35 million (Marangoz, 2014). According to the Household Information Technologies Usage Research in 2015, conducted by the Turkish Statistical Institute, seven out of every ten households have access to Internet and in the first quarter of the year 2015, 87.1% of individuals within 16 – 74 age group was using Internet at home (TÜİK, 2015). In this context, it is safe to say that the Internet usage in Turkey is on the rise with each passing day. Among the reasons as to why Internet is commonly used are easy and fast access to information for individuals, the means to communicate, satisfaction of entertainment search and facilitation of online shopping (Marangoz, 2014).

Evaluated from the generations’ perspective, Internet is a virtual venue, where one has to be online all the time, according to Generation Y - digital children of the consumption age. Generation Y in Turkey would like to benefit from all the

opportunities, presented by the Internet, whether it is with their individual identities or their new generation consumer identities. Therefore, as much as they are similar to the members of precedent Generation X, which was caught in between all these advancements, they are still thought to have different dynamics of generations in many aspects. In this context, Generation Y's difference than the other generations are explained as below:

“Spending easily than scrutinizing Generation X or prudent Baby Boomers before them, Generation Y...becomes an important consumer with each passing day. Having a hedonic idiosyncrasy by nature, Generation Y...spends a great deal of their time on digital media and represents a closed structure for the traditional channels... This is because Generation Y consumes the contents on traditional channels through the digital world as well (Demiray, 2015, pp. 36-37).”

According to Zeynep Kaban Kadioğlu (2013), “the consumption perceptions of today's youth are shaped under the influence of the conditions of their own times, when rather different technological devices are used, in comparison with the previous generations”. Kadioğlu claims that there are six different characteristics, separating the new generation from the others. The first one is that the purchasing power of especially the young generation has increased with the digital revolution and they possess more means of consumption, compared to the precedent generations. Two; the new generation's abilities to navigate new technologies are much more developed than the other generations. Three; despite thousands of information overloads, to which new generation is exposed, they are still able to come up with more practical solutions than other generations. Four; new generations have more advanced and differentiated areas, supporting their individual differences. Those, who represent minorities in societies with their differences, may convene in the Internet setting. While the previous generations were expected to keep up with the current



environments, the new generation can sign up to become members of the groups that are sharing things, according to their likes and lifestyles. In this case, the consumption mentality also changes indirectly. Five; the new generation has various socialization channels (as in Facebook, Instagram and so on). The last one, number six is that the new generation, which is noticed by all businesses now, gets easily attached to brands and quickly gives up on them.

In light of all the information stated above, it is clear that Turkey has witnessed a rise in the consumption society, along with the developments after 1980. Those who experienced these years and those who were born during them comprise the new generation consumers. Moreover, shopping is the activity that motivates these generations for consumption, as well as driving consumption itself. In this context, the concept of shopping and the types of shopping should be clarified.

### **2.6.2 Shopping, Types of Shopping and New Generation Consumers**

Shopping is part of the order of consumption mechanism. In other words, the shopping passion that increases every single day with hedonic motives is the beginning that triggers the new generation consumers itself. In this context, shopping, in its widest sense, is expressed to be the transaction of purchasing or selling, according to the dictionary of Turkish Language Society (2006). As is also understood from the definition, shopping is an activity, which has to remain on the level of fulfilling the needs; whereas today, it has assumed a new structure, which seizes all available moments of individuals and controls them. This is because, the fundamental philosophy of the consumption society is ‘I shop or I consume, therefore I am’. Having stated that the consumption culture is founded on shopping, Barış Önen Ünsalver (2011) sums up this relationship as below:

“We are living in a world, where excessive shopping behavior is supported. It is possible to acquire a credit card in a short period of time, like when you are waiting for the metro to arrive. You can get a loan from a bank by sending a couple of text messages from your cell phone. As soon as you feel the desire to shop, you can satisfy the feeling from your computer, even if it is middle of the night. Whatever you want from anywhere on the world can be delivered to your doorstep. If you are bored with the indoor shopping malls, you can choose to go to semi-open spaces. As long as you are prone to shopping; from that moment on, anything is possible” (pp.14-15).

At this point, coming up against thousands of products and services every day, the new generation has to duly play the role of consumers; a role, which is imposed upon them as their essential responsibility. In this context, first, the hedonic and rational approaches, which are exhibited as shopping behaviors by the new generation consumers, as well as having been mentioned above, should be briefly explained from the shopping perspective.

Consumers shop because of many reasons. These can be listed as follows; satisfying the fantasy of succeeding, being accepted by the society, feeling excitement, momentary happiness, pleasure or really out of need (Ünsalver, 2011). In other words, shopping can be displayed in two ways – rational and hedonic.

Rational shopping is the type, where consumers compare the costs and benefits and rationally carry out the activity, in line with their needs and without spending too much time (Özcan, 2007). Furthermore, there are certain criteria in rational shopping, in accordance with the benefit to be acquired. These are; quality, price, accessibility, performance, usage features, functionality and productivity (Dhar et al., 2008). Examining rational and hedonic shopping types in their studies, Vipul Patel and Mahendra Sharma (2009) suggest three types of rational shopping. These are; convenient shopping, economic shopping and achievement shopping (see Table 2.14).

Table 2.14 *Rational shopping types*

1	Convenient Shopping	Transportation expenses, time and money are saved by procuring products, services or all specific things that are needed, from a single place.
2	Economic Shopping	Price and quality are considered by pursuing various promotions and sales/discounts.
3	Achievement Shopping	All shopping activities are carried out in a planned manner, certain lists are prepared before going shopping and the consumer knows which product s/he should buy before the shopping activity begins.

The exact opposite of rational shopping, hedonic shopping is conducted according to wants and desires, rather than needs and emotional satisfaction is stated to be prominent here (Özcan, 2007). In this context, one of the most critical studies, investigating shopping as a concept beyond needs and why it is carried out, belongs to Edward M. Tauber. According to Tauber, a set of personal and social triggers are in question, when consumers actualize their shopping behaviors. Personal triggers are role playing (as in that of a mother or father), diversion (preferring shopping to avoid daily routines); self gratification (reflecting the consumer's mood; e.g. shopping when feeling unhappy), learning about new trends (consumers learn about new fashions, trends and symbols when they go shopping), physical activity (shopping enables the consumers to conduct their physical activities) and sensory stimulation (noise is a critically important stimulant while shopping and consumers tend to avoid noisy settings); while the social triggers consist of social experiences outside the home (shopping enables the consumers to gain social experiences and meet new people), communication with others (it supports the consumers' communication by coming together, according to common interests and likes), peer group attraction (for example, especially music is a uniting element for young consumers and therefore, music stores are common meeting venues for young people), status and authority (consumers want to feel special when they shop, while they expect the store clerks to pay attention to them, they actually want to display their status and authority) and the

pleasure of bargaining (for some consumers, bargaining is quite enjoyable) (1972). Actually, shopping is done because it is hedonic at the same time, instead of only being rational. At this point, in their study called “Hedonic Shopping Motivations”, Mark J. Arnold and Kristy E. Reynolds (2003) emphasize that there are six different reasons underlying hedonic shopping. These are (1) adventure shopping motivations, (2) gratification shopping motivations, (3) social shopping motivations, (4) value shopping motivations, (5) idea shopping motivations and (6) role shopping (see Table 2.15)<sup>50</sup>.

Table 2.15 *Six different motivations for hedonic shopping*

1	For Adventure	Shopping activities in this category are viewed as adventures. Aside from being exciting, it has been pointed out that this experience evokes the feeling of being in a different world.
2	For gratification	Shopping activities in this category are usually carried out for the consumers to avoid the negative situations they are in or for them to relieve stress. At the same time, the consumer considers it a therapy or treatment for him/herself.
3	For socializing	In shopping activities in this category, consumers enjoy shopping with their families or friends; they like the interaction they establish with other individuals.
4	For values	Shopping activities in this category are usually carried out as pleasurable actions; as part of the consumer, seizing the opportunities, bargaining and purchasing products on sale.
5	For ideas	Shopping activities in this category are carried out to keep up with new trends and fashions.
6	For roles	In shopping activities in this category, the consumer enjoys and takes pleasure out of the shopping s/he carries out on behalf of others.

**Source:** Arnold, M. J and Reynolds, K. E (2003). Hedonic Shopping Motivations. *Journal of Retailing*, 79 (Summer), p.p 77-95.

As expressed in Table 2.15, hedonic shopping helps shopping to penetrate the emotional world of the consumer by making him/her feel good, ensuring s/he is not behind, feeding his/her fantasies, making him/her happy and exciting him/her. From the point of view of products, clothes, accessories and cosmetic products carry larger

<sup>50</sup> This table is constructed in line with the information from “Hedonic Shopping Motivations” of Mark J. Arnold and Kristy E. Reynolds.

hedonic meanings than other products for consumers (Hirschman and Halbrook, 1982).

Along with all this information, today's prevalent shopping is mainly hedonic. In other words, indicators of "wealth, conspicuity, privilege and desired social status" that the product makes consumers to feel, besides its functions, are observed commonly within the consumption society (Kaban Kadioğlu, 2014). It can also be said that the consumption culture, which the Turkish society has formed in itself, is shaped within similar indicators too. Still, when this is considered from the perspective of new generation consumers, it can be said that Generation X places more importance on rational values than hedonic ones. Moreover, Generation Y is prone to hedonic shopping more; its characteristics and consumption dynamics of its time are both formed within the scope of desire and pleasure.

Having substantial populations within the Turkish society, these two generations achieved various shopping experiences through different shopping types as well. In this context, online and offline shopping as shopping types should be elucidated.

#### ***2.6.2.1 Offline Shopping***

Just like consumption, offline shopping has changed over time and constituted new forms. Whether it pertains to the venues or to products and services from past until today, changing offline shopping has always been the priority indicator of consumption in the society. In other terms, offline shopping venues have been redesigned in accordance with the new life and consumption styles, so that consumers are prompted to shop. At the same time, standardized offline shopping venues have

minor differences from each other, satisfying the shopping and consuming desires of new generation consumers (Torlak, 2010).

Offline shopping venues have evolved “from outdoors to indoors; department stores, shopping malls and shopping areas” (Zorlu, 2006b, p.167). The prominent offline shopping venues today are neighborhood bazaars, the number of which decrease every day (shopping venues, where different stands come together and sales are made outdoors), places, where open air stores can be found (high-end avenues, where stores of different brands stand side by side; Bağdat Caddesi, Nişantaşı and so on) and shopping malls, which are often visited by numerous consumers and the number of which constantly increases. In this context, a brief history of shopping malls should be examined first.

Designed by a central unit, shopping malls are large complexes, where various stores and services can be found (Cengiz and Özden, 2003). The first examples of shopping malls in the world are structures, which are built in the form of closed markets, in the 15<sup>th</sup> century. In addition, shopping malls, built as large complexes to outdoor spaces in America in early 1900s have pioneered the concept of today’s modern shopping malls (Ritzer, 2005). The very first shopping mall in USA has been the Country Club Plaza of Kansas City, built in 1922 (Ciment, 2006). After the war in the 1950s, a regional shopping mall was opened in Seattle, USA, called Northgate Shopping Center. This shopping mall was designed as a center with surrounding parks; consumers were able to shop outdoors and numerous stores were found there (Scharoun, 2012). Having lived through their golden ages between 1960 and 1980 in USA, shopping malls increased in numbers with each passing day. While there were

500 shopping malls in USA in 1962, this number rose to 22,100 in 1980 (Ames, 2015).

Planned to buy and sell only clothes in the past, shopping malls provide many services for the consumers today. For instance, The Mall of America, which is the largest one in USA, offers all elements of entertainment to its consumers (bars, movie theaters, restaurants), as well as shopping with the purpose of making them employ consumption as a lifestyle (Miles, 1998). Furthermore, the fine line between shopping and entertainment has vanished. The pleasure, achieved through the products and services are embellished with entertainment, which rendered shopping more fun (Ritzer, 2005). This model is currently being executed in Turkey as well and new generation consumers are pushed into a consumption spiral, under the guise of shopping malls. Accordingly, examining the brief history of shopping malls in Turkey appears to carry importance.

The first examples of offline shopping malls in Turkey are the closed bazaars of the Ottoman period, which existed within urban structures and represented the foundations of commerce (Orçan, 2008). Under the control of certain occupational groups, these bazaars were places, where precious fabrics, jewelries, weapons and antiques were sold. Moreover, they were usually set up in city centers, opened at sunrise and closed at sundown, surrounded by *madrassa* and ateliers with a holistic approach; commerce was conducted and craftsmen were being trained in these offline shopping venues (Süer, 2014).

In order to fulfill the differentiated needs of the boomed population during the period of the Turkish Republic, Sümerbank chain stores, founded after World War II and Migros and Gima supermarkets, established in 1954, appear to be the late

examples of shopping venues (Orçan, 2008). In addition, small grocery stores (*bakkal*) in neighborhoods were at the disposal of the consumers, so that they could meet their daily food and similar basic needs.

The developments in politics and economy after 1980 have brought along certain changes in the daily life practices of the Turkish society too. Having been introduced to the consumption culture, Turkey has witnessed the popularization of credit cards and shopping in installments; which, in turn, rendered the products and services that used to be considered as beyond reach and luxurious, available to the middle class. During the transition from 1980s to 1990s, shopping malls were consecutively being opened, so that modernity was registered in Turkey and the consumption, entertainment and observation needs of the society were met (Bali, 2013).

The first shopping mall in Turkey was Galleria, opened in Ataköy, Istanbul on October 1<sup>st</sup>, 1988. Following Galleria, Karum Alışveriş was opened in 1991, and then Capitol and Akmerkez were opened in 1993. These shopping malls were modeled after those in USA (Bali, 2013; Süer, 2014). The number of shopping malls in Turkey constantly rose as of the 1990s until 2000s. In this context, the number increased to 349 in May 2015, whereas it was merely 12 in 1995. It is currently predicted to reach 454 in 2017. This rapid growth acceleration of 1990s and 2000s is foreseen to be replaced with a more stable rate towards 2020 (İki yılda 105 yeni AVM açılacak, 2015) (see Table 2.16).



Table 2.16. *Number of Shopping Malls and Leaseable Spaces*<sup>51</sup>

Years	Number Of Shopping Malls	Leaseable Space (Thousand M <sup>2</sup> )
2006	117	3.093
2007	145	4.062
2008	189	5.092
2009	207	5.800
2010	232	6.533
2011	264	7.614
2012	296	8.228
2013	326	9.247
2014	345	10.018
2015*	349	10.100
2015**	411	12.241
2016	444	13.421
2017	454	13.941
*(May) **(Yearend)		

**Source:** İki yılda 105 yeni AVM açılacak. (2015, June 12). *Cumhuriyet Gazetesi*. p.8.

There are two important factors underlying the increase of the number of shopping malls as of the 1990s, as well as their development. The first one is the international companies' view of Turkey as a great market, while the second one is Turkish economy's transformation into a consumption oriented system (Zorlu, 2006b). Accordingly, the increase in the number of shopping malls is the most substantial proof of consumption hegemony in Turkey and the extent to which individuals define themselves through consumption (Kozanoğlu, 1995).

Having quite the influence on the visitors' adoption of shopping this much today, shopping malls carry certain similarities. These are; visual merchandising design that attract consumers, the ambient music, improved air conditioning systems, movie theaters, restaurants and coffeehouses inside, as well as the fact that they are all modern buildings. This way, shopping malls are positioned as indispensable spaces, where individuals can spend time on both weekdays and weekends (Bali, 2013; Süer, 2014). Similarly, modern shopping malls are converted into, as Ritzer has noted,

<sup>51</sup> This information in Cumhuriyet Newspaper provides reference to the "Turkey's Shopping Mall Potential Analysis" report, prepared by Eva Real Estate Appraisal Consultancy and Akademetre Research Company, in collaboration.

cathedrals of consumption and became social construction centers that affect and restructure culture, as Baudrillard has mentioned. From this point of view, Gülbilek (2014) evaluates Galleria, the first shopping mall in Turkey, as follows:

“A store owner in Galleria Ataköy has resembled Galleria to *Kaaba*, in an interview with a journalist. This comparison actually enlightens why the majority constructs a relation with Galleria. You have to have a journey to go to Galleria. In this sense, Galleria is not somewhere you can stop by when you get out of work, a movie or a play, like Beşiktaş Bazaar, the stores in the underpasses in Karaköy or Aksaray, the passages in Şişli or the stores in Beyoğlu; it can only “be visited”. In truth, it’s neither a bazaar nor a temple. None of the traditional and familiar concepts are sufficient to describe it. From many perspectives, it is like a promenade; mostly a fair, where goods are exhibited and watched and commodities are visited. Galleria stopped shopping from being a mere part of the urban life and converted it into a purpose per se; use values of the goods are not only transformed into completely erased change values, but it also changes the relation with what is seen to a great extent. It provides people with the opportunity to be tourists in their own cities, by removing the possibilities of an acquaintance relationship with the venue entirely” (pp. 30-31).

With the ambience they create, shopping malls expect the consumers to be impressed by everything they see under their roofs. This way, they aim to attract other consumers to themselves and increase consumption. As “effective sales machines”, shopping malls are turning every consumer into “effective buying machines” (Ritzer, 2005). It is no coincidence that consumers feel this way; because, shopping malls are designed with the idea of being sensuous and carrying out consumption activities for the consumers, with both their interior and store designs. The principal factor of this design is about consumers, walking around without being bored at all and encountering more products (Kaban Kadioğlu, 2014). Accordingly, consumers, who are transformed into “shopping machines”, sustain their increasingly hedonic shopping activities via these centers, rather than the influence of completely rational values. Zorlu (2006b) explains this phenomenon as below:

“Using shopping malls for social, cultural and symbolic purposes, besides practical and rational ones, has become more important. These consumption places, where objects are presented, this “world of paradise” of objects as a world that is full of them are now the places of dreaming to possess them. As social venues, shopping malls are not only places, where objects can be bought, but also places of touching holy objects and being mesmerized by their appearances (p.168) ”.

As mighty structures of consumption, shopping malls have certain advantages and disadvantages for the consumers. Being able to find multiple stores in a single place, purchasing products on sale, in line with the competition between stores, benefiting from entertainment alternatives, being immune to weather conditions, parking in free and spacious parking lots and shopping in a secure setting are among the advantages, while being in a crowded environment, separated from the natural life, not being able to find a parking space on special occasions and the fact that the distance between the shopping mall and the parking lot is usually quite long, hence being exposed to the unfavorable weather outside are among the disadvantages (Kleman, 2008).

Constantly adding a new one to the list, large shopping malls have converted the “neighborhood bazaars and small grocery store customers into ‘consumers’ of shopping malls and hypermarkets and improved the social status of the consumers.” In turn, the likes of the consumers have varied and changed and the most significant target group for the marketing and advertising professionals in Turkey came to be Generation Y (Bali, 2013).

Shopping malls, on the other hand, have been the consumption venues that were always there for this generation, for they grew up with them. At this point, the

relationship between the shopping malls in Turkey and Generation Y has been summed up as below (Kayayerli, 2013)<sup>52</sup>.

- A heterogeneous Generation Y exists in shopping malls; from different social classes and different family backgrounds. The shopping mall youth is a mixed and cosmopolitan one. The educated ones, the non-educated ones due to economic restrictions, the working one, and the unemployed one – they all visit shopping malls.
- Shopping malls are not only places, where they can shop for Generation Y; they are safe spaces, where they have fun and meet their friends. Young people, who are influenced by the popular culture and who like brands, consider shopping malls to be domains of socialization. They are of the opinion that shopping malls are comfortable spaces, where they could have fun with their friends, walk around and spend their leisure times.
- Comprising a true shopping mall youth, the members of this generation state that they are quite keen on brands and are guided towards shopping upon peer influences. In other words, shopping mall youth affect each other, as well as being affected by the popular culture. Simultaneously, the brand passion standardizes these young people and puts a distance between them and the realities of life.
- Young people from high income groups like shopping malls for shopping purposes, whereas those from middle or lower income groups like them to socialize.

In this context, it is observed that offline shopping exists among the consumption practices of Generation Y. Furthermore, it can be said that shopping venues have been redesigned, in line with the differentiated needs (like socialization) over time. In short, shopping malls have become consumption venues for Generation

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<sup>52</sup> Items above are retrieved and itemized from the piece of Damla Kayayerli, as published on Sabah newspaper.

Y, where many pleasures are experienced. Another target group of offline shopping malls, Generation X, on the other hand, is thought to conduct offline shopping activities with certain hedonic motives, despite the lack of a research study in Turkey, examining the opinions of Generation X within this system.

Still, there are obvious differences between Generations X and Y. While Generation X wanted to differentiate, Generation Y wants to resemble one another. Moreover, it was a symbol of privilege and status for Generation X to encounter rarely found items, whereas the products do not matter for Generation Y, unless their friends possess them too (Büyükoşdere, 2014).

In summary, offline shopping practices are consumption activities that are shaped within the scope of hedonic and rational values and developed accordingly for new generation consumers, rather than being mere shopping activities. As is the case for every generation, Generations X and Y, also called new generation consumers, are thought to have certain differences in their offline shopping habits. The detailed information regarding this statement will be revealed with the results of the pertaining research. At this point, the concept of online shopping should be probed in detail as well, for it is also among the shopping practices of new generation consumers.

### ***2.6.2.2 Online Shopping***

The primary recreational activity in today's postmodern consumption societies is shopping. Accordingly, the concept of 'out-of-home entertainment' has been redefined as spending time in shopping malls especially on weekends and this phenomenon has further been adopted by adults, as well as the youth. Moreover, shopping is now being conducted via the Internet too; it is not limited to shopping

malls only, as the need to shop increases or being increased. Along with the alternative of online shopping, individuals can now ensure the sustainability of the action of consuming by shopping anywhere at any given time in their daily lives; at work, while traveling, in the airport or bus stations. Hence; the pleasure individuals get from both their professional and domestic lives have been transformed into buying more and consuming more, rather than having more leisure time or relaxing and so on (Aydoğan, 2004). In this context, e-commerce, specifically online shopping has paved the way for the new generation consumers' shopping practices to go through some changes. In order to have a better grasp on this current change, first of all, e-commerce as the system including online shopping within, must be scrutinized.

In its widest sense, e-commerce refers to the commercial transactions that are carried out via electronic means or the Internet. The notion of e-commerce flourishes every day, aside from involving various definitions itself. At this point, Kenan Mehmet Ekici (2013) sums up the different definitions that are put forth by international and Turkish institutions as follows:

- According to the definition of World Trade Organization (WTO), e-commerce is the effectuation of the production, advertising, sales and distribution of goods and services through telecommunication networks.
- Organization for Economic Cooperation and Development (OECD) describes the concept of e-commerce as the encompassment of all of the commercial transactions, based on the communication of data, such as images, texts and sounds, in which institutions and individuals are present, through open or closed networks.

- According to the United Nations Centre for Trade Facilitation and Electronic Business (UN-CEFACT), e-commerce is the sharing of all structured and unstructured information concerning management, business and consumption activities with manufacturers, consumers, public bodies and all other organizations through electronic means, World Wide Web and all other electronic data exchange tools.

- United Nations Commission on International Trade Law (UNCITRAL) defines e-commerce as the exchange of all electronic data within commercial activities in electronic settings, via data communication channels such as telecopy and fax and especially Internet.

- Electronic Commerce Coordination Committee (ETKK), on the other hand, describes the concept of e-commerce as all of the commercial activities, based on the manner of processing, transmitting and storing the numerical data of individuals and institutions, such as texts, sounds and images in open network environments or closed network environments, which can only be accessed by a limited number of users; hence, aiming to create a value (pp. 39-40).

In light of all the definitions above, e-commerce can be defined as the mutual electronic transmission and sharing between the manufacturers and consumers in electronic environments and all electronically formed commercial transactions, without the forming of any physical connections. In short, it can be said that e-commerce is the exchange of products and services between the manufacturers and consumers, carried out with electronic tools via the online networks.

All these characteristics show that e-commerce has quite a different structure than that of traditional commerce. In other words, there are certain differences between e-commerce and traditional commerce, in terms of the sales, marketing and distribution channels of firms, as well as the modes of purchasing of consumers. Leading the list of these difference are e-commerce's expansion of the market and its adoption of a more global form. This way, commerce exceeds the congestion of time-space and is able to reach wider masses quickly. In addition, many transactions that already exist in traditional commerce and are carried out on paper can be electronically handled in e-commerce, which, in turn, helps enterprises to achieve financial savings (expenses of printing, distributing, archiving and so on). This also accelerates the communication processes of businesses. Enterprises can now set up detailed databases, within the scope of e-commerce, which could easily be audited; therefore, they can easily access different consumer segments and markets, as well as manufacturing many more niche products, addressing the consumer masses and markets. Businesses have not only acquired innovations regarding sales thanks to e-commerce, but they also ensured consumer satisfaction and loyalty from their existing consumers, thanks to the provision of after sales support services online. The distinct innovations e-commerce offers, in comparison with the traditional commerce, are the convenience for the consumers, for they can access the products and services whenever they want, wherever they want, at their convenience, the ability to quickly compare various products and brands, the means to easily get in contact with vendors and the price advantages (Çakırer, 2013).

E-commerce benefits from certain tools by nature. These are; telephone, fax, television, cashless transfer and electronic funds transfer, electronic data interchange



and Internet (Rienert et al., 2009). One of the classic tools of e-commerce, telephones ensure mutual communication by connecting enterprises to each other like a network. Still, telecommerce is much more costly than online commerce. Another classic instrument of e-commerce is the fax machine. Having replaced the letters, fax machines facilitate the communication process by ensuring the rapid transferring of data. However, it has its disadvantages too – it is costly, it cannot ensure interactive communication and end-consumers do not usually prefer it. Television, on the other hand, is quite widespread, along with especially cable TV and the digital platforms that came later. Still, it is important to note that using televisions in e-commerce has its disadvantages, due to the fact that the communication would be unilateral. The systems of cashless transfer and electronic funds transfer refer to the payment systems that started with the ATMs, then spread to smartphone and tablet applications, as well as banks' and companies' websites. Electronic data interchange, on the other hand, comes to the fore as the tool, established by the enterprises among themselves, so that they could interchange data without the human factor. Having a different position than the other tools of e-commerce, Internet, on the other hand, has shaped the whole structure of commerce. As the Internet has become more and more common, businesses found the opportunity to converge with both one another and their consumers. Furthermore, e-commerce that is conducted via the Internet, interactively conveys sounds and texts simultaneously to one or more people, is not limited to time and space and is without expenses; these are among the reasons as to why businesses and consumers favor it so much today (Yeşil, 2010).

There are different types of e-commerce, differing according to the methods and executions and evaluated under different categories. These can be considered under nine main headings, as can be seen in Table 2.17 (Marangoz, 2014).

Table 2.17 *Types of e-commerce.*

<b>E-Commerce Method</b>	<b>B (Business)</b>	<b>C (Customer)</b>	<b>G (Government)</b>
B (Business)	B2B (between businesses)	B2C (from business to customer)	B2G (from business to government)
C (Customer)	C2B (from customer to business)	C2C (between customers)	C2G (from customer to government)
G (Government)	G2B (from government to business)	G2C (from government to customer)	G2G (between government institutions)

**Source:** Marangoz, M. (2014). *İnternette pazarlama*. Istanbul: Beta Yayıncılık. p.70

The most often observed among these e-commerce methods and the one that falls within the scope of this dissertation is the shopping methods that are formed between businesses and consumers and the ones between consumers themselves. So, the sections from the table above, pertaining to businesses and customers (B2B, B2C and C2C) will be examined in detail.

All electronic data exchange, commercial operations and financial transactions carried out between businesses via the Internet, are within the scope of B2B. The online means of these operations provide businesses with certain significant benefits; all transactions are sustained in a fast and efficient manner and inventory-product controls are handled in more accurate and effective ways via databases (Marangoz, 2014). Formed in parallel with the development of web technologies between the businesses and customers, B2C is another shopping type. According to B2C, which is the most frequently employed type of e-commerce; enterprises are able to reach their customers through the websites they set up. This way, they can conveniently access their customers without the need of numerous advertising activities, as well as

establishing customer databases with website membership operations, similar to the membership cards, used in traditional shopping (Rainer and Cagielski, 2011). The last type of e-commerce within this context, is C2C, referring to the shopping between customers themselves. C2C is about consumers, coming together on websites and making online sales on shopping channels. One of the most well-known C2C sales channels in Turkey, gittigidiyor.com is an extension of ebay.com, which is worldwide. Consumers can conduct the sales and purchases of all goods and services on these websites by merely signing up and logging in (Albert and Sanders, 2003).

Parallel to the increment of Internet access and users, as well as the information above, the number of businesses and consumers, utilizing e-commerce is rapidly rising too. Moreover, businesses that transfer their activities to the virtual setting are enhancing their product ranges with each passing day. While the Internet environment hosted a limited number of sectors and just a few enterprises in the past, it now offers numerous products and services, such as banking transactions, distant learning, technology products, clothes, food, books, consultancy and so on (Marangoz, 2014). Accordingly, online shopping develops day by day with the increasing product and service diversity, especially being preferred by the Generation Y consumers, whose lives are intertwined with Internet. In this context, a brief history of online shopping should be outlined.

Online shopping has begun in 1979, when Michael Aldrich connected a television to a computer via a telephone line in England. This phenomenon is also known as the first shopping system in history that is conducted between two businesses. However, it is a limited system, for the computer interfaces are insufficient and communication lines are not yet developed enough. Around 1990s,

with the advancements in Internet and computer technologies, online shopping adopted an entirely commercial form and became a business-to-consumer shopping system (Hand, 2015). In this context, Pizza Hut has been the first company to take orders and make sales via the Internet, in 1994. A year later, in 1995, amazon.com has put its stamp on the history of online shopping as the first online retailer to sell books. The first sales platform that was launched the same year, auctionweb.com, changed its name to eBay.com in 1997. Moreover, alibaba.com was opened in 1998 to effectuate commerce between the businesses in China. The very first shopping website in Turkey, on the other hand, was infoshop.com.tr, launched in 1998. This website continued its activities with a name change in 2000, as hepsiburada.com. The same year also witnessed the launch of biletix.com; and in 2001, yemeksepeti.com, a food delivery website and various online shopping websites such as gittigidiyor.com were launched as well (Erkan, 2012). With Markafoni in 2008 and Trendyol in 2010, private closed circuit shopping systems have been launched. These websites with special offers have caused online shopping to diversify after 2008. In this context, e-commerce, hence the online shopping volume keep expanding in Turkey, just like the rest of the world.

Prepared within the scope of the project that was conducted by Informatics Industry Association (TÜBİSAD), the report “E-Commerce 2013 Market Size” reveals that the e-commerce market volume in Turkey is 14 Billion Turkish Liras. 5.1 billion TL of this volume is comprised of vacations and travel; 5 billion TL of online shopping; 1.6 billion TL of online legal betting and 2.3 billion TL of multichannel retailers (those who are making sales via the Internet, as well as from their physical stores) (Bilişim Sanayiciler Derneği, 2013). This report was updated in 2014 as “E-

Commerce 2014 Market Size” and presented that e-commerce has reached to 18.9 billion TL, by displaying a 35% growth rate, compared to the previous year. 6.8 billion TL of this volume is comprised of only online retailing, while 6.5 billion TL is of retail and 3.5 billion TL is of multichannel retail (Bilişim Sanayiciler Derneği, 2014).

The development of the Internet has brought along certain innovations to both the businesses and the consumers, in terms of online shopping. These innovations should be considered separately; for businesses and for consumers. Furthermore, innovations that came along with online shopping are investigated under four headlines. The first one of these is the interactivity and building a close relationship with the consumers. In this context, consumer needs are determined more quickly, accurately and effectively by forming a close relationship with them; consumer oriented research and databases can be set up this way too. Interactivity also ensures that consumer problems are rapidly solved, which provides better products and services to the consumers. Another innovation for the businesses, on the other hand, is the efficiency and low costs. As online shopping became more common, businesses began to augment their productivity in activities such as sales, inventory, after sales services and delivery by directly contacting their customers online, since they can now reduce their auxiliary expenses such as opening stores and accompanying rental fees, inventory costs, employee salaries and their insurance fees. Another innovation for the businesses is flexibility. Flexibility helps businesses to adapt to changing market and consumer forms, so that they can make necessary arrangements effectively. Before online shopping came along, changing or renewing a printed product catalogue was anything but time and cost effective; yet, businesses can now

publish their catalogues via the Internet – daily, hourly or weekly. The final and most important innovation that came along with online shopping is to be global and fast. Internet, by its very nature, is a global communications system; this is how businesses now have the opportunity to easily and quickly reach out to all types of consumers and increase their numbers, regardless of consumers' locations across the world. For the consumers, the first innovation would be convenience. Instead of physically going from one place to another, consumers can now shop from online shopping websites 24/7, whenever they want to consume. The second innovation for the consumers is comfort. This ensures that consumers can easily choose their favorites among all the alternatives, without having to face sales representatives, any challenges or discussions that may occur during physical shopping. Yet another innovation for the consumers is collecting information. Now, consumers can do research about companies, products and competitors and compare them; easily and quickly, thanks to the websites. The last innovation, brought by online shopping to the consumers, is the interactivity and speed. Consumers can now directly connect to the vendor businesses, order as they wish and complete these transactions quickly and interactively (Armstrong and Kotler, 2015).

Aside from the innovations it brought along for consumers, online shopping carries certain advantages and disadvantages too. In this context, even consumers, living in rural areas, have the means to access all products and services, thanks to the advancements in online shopping. Moreover, disabled consumers can complete their shopping activities without having to leave their homes. Courier companies are also availing themselves of online shopping financially, since the orders constantly increase and they must be distributed. At the same time, environmental pollution is

being reduced too, for individuals do not leave their houses and drive to shopping malls anymore as much as they did in the past. The final advantage of online shopping is that it shortens the shopping time, so that individuals have more free time on their hands for recreation. Besides all these advantages, there are some disadvantages of online shopping as well. At this point, more and more consumers are working from the comfort of their homes every day and carry out their shopping activities from their homes with online shopping. Therefore, as online shopping becomes more widespread, more individuals are withdrawing from social interactions, are isolated and live a more secluded life. Furthermore, consumers are moving less, since they do not leave home to shop, which, in turn, may cause certain health issues. Yet another disadvantage of online shopping is that it weakened the traditional mailing methods, almost to its end, and empowered the e-mailing methods. Another disadvantage of online shopping is the security issues of credit cards, as well as the credit cards themselves. Not all websites are safe, in terms of sharing credit card information. That is why, issues and scams that would cause financial loss to the consumers, as well as stealing credit card information or problems concerning the credit cards themselves and others (not sending the product, sending a product different than the one that was shown) may happen. Since consumers cannot physically see, examine, try or experience the products and services in online shopping, other disadvantages may manifest themselves too; such as the bought product or service, being different than what the consumer wanted, difficulties in product and service change or refunds and the long process of these transactions. The last disadvantage of online shopping is the consumers' necessity of a decent digital device, connected to the Internet, so that they can shop (Dolye, 2001). Furthermore, online shopping guides consumers to purchase more and consume more, through the

discount price attractions it offers on the products and services. Briefly put, a virtual and continuous consumption environment has been formed with the consumption manners' concentration over the Internet.

Online shopping has brought along certain changes with the postmodern period. Accordingly, online shopping is divided into traditional online shopping structures and new trends, as can be seen in Table 2.18., under the umbrella of today's interactive Internet conditions.

Table 2.18 *Traditional online shopping structures and new trends*

Traditional Online Shopping	New Trends
Brand store	Specific shopping sites
Hybrid store	Group opportunity sites
E-store	F-Commerce
Open Store platform	M-Commerce
	Custom made shopping sites

**Source:** Açıkel, E. ve Çelikel, M. (2012). *Dijitaloloji: Yeni nesil pazarlama ve satış*. İstanbul: Mediacat Yayınları.

Falling under the umbrella of traditional online shopping structures, brand stores are where global or local branded companies sell their own products (Apple.com, Nike.com, etc.). Such websites increase their sales through the specific orders of consumer and improve their brand images at the same time (Açıkel and Çelikel, 2012). Another type in this category is the hybrid store. Hybrid stores exist physically; they are the online shopping websites of stores that sell different products of different brands; such as Walmart and Tesco across the world and e-bebek and sanal market in Turkey. Stores in this category both make offline sales and offer various alternatives to the consumers with online sales, such as home deliveries or deliveries to the closest store, so that consumers can pick them up from these stores (Chandler and Hyatt, 2003). Another category within traditional online shopping websites is e-stores. These stores do not physically exist; they only make online sales;



e.g. amazon.com and strawberry.net across the world and hepsiburada.com and hemenal.com in Turkey. Since these stores often make sales on consignment, they reduce their storage costs; therefore, they appear to be online sales channels that can present quite attractive discount prices to the consumers (Dennis, Fennech and Merrilees, 2004). The last online store structure in this category is the open store platforms. These are websites, making consumer to consumer (C2C) online sales, like ebay.com and aliexpress.com across the world and gittigidiyor.com and sahibinden.com in Turkey. Consumers sell products of their choice on these websites with either auctions or by setting a fixed price, with the websites taking commission of a designated rate from these sales and listings. Websites in this category are quite profitable and advantageous compared to other websites of traditional structures, due to their high sales traffic and the absence of any storage costs (Açikel and Çelikel, 2012).

When the emerging trends in online shopping are examined, we first encounter private shopping sites. Also known as closed circuit shopping systems, examples of such sites can be found across the world – jetsetter.com – and in Turkey – trendyol.com, markafoni.com – as well. These sites function with membership systems and offer their existing target groups products, reflecting a certain status and lifestyle with particular discounts that are only valid for a limited period of time. Since the discount period is brief, consumers' purchasing times are also limited; they are pressured to consume (Açikel and Çelikel, 2012). Another online shopping structure of similar type is the group opportunity sites. Sites under this category offer discount coupons to their consumers, under regional and urban aspects and limited to certain service fields; e.g. groupon and living social across the world and grupanya,

grupfoni and firsat bu firsat in Turkey. Offered to the consumers on a daily basis, these coupons expire in one or two months; so even if the consumers do not need them, they purchase them anyway, thanks to the attractive discount, with the idea of using them later themselves or giving them to others as gifts (Rickman, 2012). Yet another model of this category, f-commerce, on the other hand, refers to the sales, carried out with the utilization of Facebook, the most efficient social media of our age, and similar channels of it. Also known as social commerce, this structure was actually initiated by yahoo.com in 2005, with the consumers leaving comments for products and services and listings of favorite and most commonly consumed products. Still, the rise of social media with Facebook has transformed social commerce into F-commerce. In this context, social media is one of the most effective ways of reaching target groups and consumers. F-commerce is investigated under two headlines – commerce within Facebook and commerce outside of Facebook. Within Facebook, the product sales may be carried out over a fan page that was set up for commercial purposes or over various sales alternatives that are integrated into games or applications on Facebook. Outside of Facebook, commerce is conducted via advertisements, share with Facebook, send, recommend, become a member with Facebook user information or Facebook advanced integration faces and many more sales and sales development channels (Açıkkel and Çelikel, 2012). In addition, F-commerce is not only limited to Facebook today; it has leapt to other social media as well; for instance, with its millions of users, an image sharing website, Instragram, has many boutiques today that make sales. Another online shopping structure among the new trends is M-commerce; the abbreviation of mobile commerce. Companies make sales through mobile devices in this structure. Today, the most common examples of M-commerce are expressed to be iPhones, iPads and Android

applications and sites (Carlsson, Anckar and Walden, 2006). Accordingly, Biletix and Migros virtual market are amongst the Turkish examples of this category. Another type of online shopping sites in this field is the custom made shopping sites (*Penny Auctions*). These types of sites usually customize the systems that private shopping sites offer via membership. Sites with paid memberships ask consumers to fill out a form and afterwards, display the products that address their likes. When one wants to be a member of custom made shopping sites, a detailed survey has to be filled, aside from the monthly fee of each site. In this context, no product that is sold on this website costs over the monthly fee; consumers can acquire the product of the month free of charge, for they pay the fee every month. In addition, due to the survey, which is filled to become a member, no member can see all of the products that are sold on the website; they can only see those that fall within their preferences/likes (Açikel and Çelikol, 2012).

According to the “Global and Turkish E-Commerce Market” report, published in 2013 by İş Bank Department of Economic Research, on the other hand, current trends are categorized differently. These are; yellow pages/classified ads, shopping in multiple categories, private shopping clubs and others.

Segment		Web Site	Category
Yellow pages/classified ads		Sahibinden	C2C
		Arabam	C2C
Open market		Gittigidiyor	B2C+C2C
		N11.com	B2C
		Yeniçarşım	B2C
Shopping in multiple categories		Hepsiburada	B2C
		Hizlial	B2C
		Ereyon	B2C
		Simdial	B2C
		Elmasepeti	B2C
		Buldumbuldum	B2C
Private shopping club	Fashion&Beauty	Markafoni	B2C
		Trendyol	B2C
	Digital/Electronic	Morhipo	B2C
		Limango	B2C
	Lifestyle	Vip	B2C
		1V1Y	B2C
	Automotive	Teknosa	B2C
		Gold	B2C
	Hobby&Sports	Vatan	B2C
		6.Cadde	B2C
	Supermarket	Evmanya	B2C
		Ebebek	B2C
		Otostart	B2C
		İdefix	B2C
		Sporcum	B2C
Migros (sanal market)		B2C	
Others	Food	Yemeksepeti	B2C
		Uniyemek	B2C
		Lokum.com	B2C
	Flower, Fruit & Souvenir	Çiçeksepeti	B2C
		Bonnyfood	B2C
	Deal of the day	Grupanya	B2C
		Bonubon	B2C
		Şehir fırsatı	B2C
		Yakala.co	B2C
	Tickets	Biletix	B2C
		Mybilet	B2C
	Travel	Ekobilet	B2C
		Tatil sepeti	B2C
		Tatil.com	B2C
Sonfiyat.com		B2C	

Figure 4.1 Websites categorized by business activity

**Source:** İş Bankası İktisadi ve Araştırmalar Bölümü (2013). *Dünyada ve Türkiye 'de E- Ticaret Sektörü*. Retrieved November 02, 2015 from [https://ekonomi.isbank.com.tr/userfiles/pdf/ar\\_04\\_2013.pdf](https://ekonomi.isbank.com.tr/userfiles/pdf/ar_04_2013.pdf)

All existing consumption and production manners are integrated with the digital revolution, ensuring that commercial transactions are concentrated on the Internet. Credit cards lead this concentration. “As a result of substantial research studies, conducted by many scientists to remove the hurdles before credit cards gaining functionality on the “smooth ground” of the virtual market, it has been found

that some of the improved security standards pave the way for hopeful developments” (Köse, 2010, p.182). Kaban Kadioğlu (2014) explains all these advancements as below:

“Both the technological and social conditions of today have created quite the different consumption setting, when compared to the past: Virtual consumption environments. The innovations in the communication technologies revealed environments, where individuals can socialize via the Internet. The changing structure of the daily life has driven individuals to fast and effective solutions in consumption. At home, where they spend most of their free times, people can now do research about the products and shop for them; online shopping is popularized with the financial systems’ development of purchasing tools, which are now compatible with virtual environments” (p.141).

The popularization of online shopping also brought the opportunity of utilizing many different payment options for the consumers. Among the payment options used in online shopping systems, aside from credit cards, are digital wallets (paypal), virtual cards, paying at the door and wire transfers/electronic funds transfers (EFT). Thus, consumers within the consumption society are able to make their payments freely – without being exposed to any limitations. Alternatives are designed to ensure the cash flow to capital and to maximize consumption in all consumption oriented societies.

At this point, online shopping activities are currently on the rise in Turkey too. According to the Household Information Technologies Usage Research of Turkish Statistical Institute in 2015, individuals’ rates of purchasing products and services via the Internet have increased to 31.1%. In the period between April 2014 and March 2015, 57.4% of individuals purchased clothes and sports accessories, 27% travel tickets, vehicle tickets and rental services, 25.5% domestic appliances, 22.4% electronic devices and 18.4% books, magazines, newspapers and e-books (TÜİK, 2015).

While the fundamental reason behind the current purchases is sometimes rational, it is mostly about the desire to live impulsively and enjoy (hedonism). Published by Digital Age magazine in November 2009, the agreement shows how befitting this statement actually is. In this context, the prevalent findings of the research are as follows (Zamana karşı, 2009):

- The power of everything is now catching up to the eternal seduction of instantaneous pleasures; consumer groups pursue instant information, communication and delights.
- The whim to live experiences, to live in the present instead of the future and to acquire experiences in a short time bring along addicting desires.
- It is now easier for the consumers to access instantaneous pleasures with the Internet.
- Citizens of the Internet republic are insatiably pursuing current news concerning other products, events and people.
- All consumers are online now, whether they are home, at work or outside; they also have easy and fast access to information. At this point, everything is becoming mobile.

Like everything else in the consumption societies, shopping has become instantaneous as well. Consumers can now buy the products and services they desire and enjoy whenever they want quite quickly, through online shopping channels, without having to face the challenges of the system. Selma Şimşek Barış (2014) explains this situation as below:

“Today, consumers shop more frequently; renew their products before they even expire. Industries, on the other hand, are trying to keep up with fast moving consumers. Brands that are pioneers of fast fashion fit a few collections in one season, while technology companies motivate the consumers to pursue the latest products. It is as if the Internet is the power of fast consumption” (p.69).

As all this information is evaluated from the perspective of new generation consumers, it can be seen that the purchasing and consumption habits of the generations, comprising the young population in Turkey, are changing in accordance with the requirements of the digital age, day by day. Therefore, it can also be considered that both online and offline shopping activities coexist within the consumption practices of new generation and Generation Y, more specifically. At this point, living with their motives and drives, Generation X displays the characteristics of an unlimited consumer and user, living daily and momentarily (Atabek, 2011). Still, it may be assumed that they are more cautious and distinctive than Generation Y in online shopping practices, as a generation that has adapted to technology.

Since Internet usage is not as common as the new generation users among the old generation users, they feel insecure when they shop online and cannot give up the practices of hands on shopping. This is why the substantial target group for the online shopping growth potential is represented by the new generation consumers (Kaban Kadioğlu, 2013).

Evaluated from the perspectives of Generations X and Y, it is posited that Generation X is influenced by the old generation in terms of online shopping practices, for they are an stuck generation. For Generation Y, utilizing from all the possibilities of the digital world, on the other hand, online shopping is as natural as offline shopping, as well as existing among their consumption practices.

According to the study conducted by Cisco Research Company called “Generation Y Habits”, nine out of ten Generation Y respondents shop online. This rate has been determined as 97% in Turkey. 78% of Generation Y members in Turkey rely on user comments during the online shopping decision making process, while

11% do not find these opinions reliable. Furthermore, 66% state that they share their e-mail addresses with companies to learn about discounts and special offers (Çakmakçı, 2012). It is no coincidence that this 24/7 online generation has adopted online shopping this much.

In conclusion; a new shopping model is created every day in consumption societies, along with digitalization and technological developments. Designed by the capitalist system, consumption venues are steering new generation consumers towards consuming more and more, both for offline and online shopping. Contributing to the actualization of consumption at its core and being shaped according to the hedonic drives within consumption societies, shopping tasks new generation consumers to fulfill the requirements of the system by undertaking the role of a drug, so to speak. It is pushing these generations towards a struggle of acquiring more each and every day, with the constituted myths, such as shop more, consume more and you may capture happiness, friendship or prestige.

It can be posited that Turkey has two consumption oriented generations with two shopping practices in terms of consumption, as is the case in numerous locations across the world. In this context, the next chapter will attempt to reveal the offline and online shopping habits and buying behaviors of Generations X and Y with a research study.



### **3. RESEARCH**

#### **3.1 Research Topic and the Problem**

The problem with respect to the research represents a foundation for the study. At the same time, identification of the topic and the problem is actually the most complex and challenging stage of the research, in terms of the flawless functioning of the study. Comprising the beginning of the research study, this process aims to look for a solution for an existing problem and to provide a distinct perspective for the field (Altunışık et al., 2004). In this context, the topic and problem of this study, the solution of which is inquired, are as follows.

All economic, political, social and technological events carry critical importance in terms of the formation of consumption and shopping habits, for all generations within the capitalist system have faced them during their times. At this point, aside from being offline, shopping has also assumed a digital structure as well, with the rise of neo-liberal policies, developments in the digital technologies and the impact of globalization in Turkey after the 1980s; thus, shopping can now be conducted online too. This is why the changes and transformations experienced after 1980s have deeply influenced the consumption habits of Generations X and Y – new generations of the consumption society.

At this point, how the shopping and consumption habits of Generations X and Y, in other words, new generation consumers with the largest consumption power within the Turkish society, are reflected onto their online and offline buying behavior within the framework of hedonic and rational values, constitutes the main problem of this study.

### 3.2 Questions and Hypotheses

In line with the problem statement above, the subproblems of the study are established as below.

**Q<sub>1</sub>:** Do Generations X and Y explain the consumption with similar concepts?

**Q<sub>2</sub>:** Does Generation X prefer online shopping or offline shopping more?

**Q<sub>3</sub>:** Does Generation Y exhibit a greater tendency towards online shopping or towards offline shopping?

**Q<sub>4</sub>:** Does Generation Y gravitate towards online shopping more than Generation X does?

**Q<sub>5</sub>:** How do Generations X and Y describe Turkish consumption society?

**Q<sub>6</sub>:** Is the purchasing process of online shopping practices of Generations X and Y also valid for their offline shopping practices?

**Q<sub>7</sub>:** Are there any differences between the shopping practices of Generations X and Y, within the context of hedonic and rational values?

**Q<sub>8</sub>:** How do Generations X and Y depict themselves after the purchasing process?

**Q<sub>9</sub>:** Do Generations X and Y have similar opinions as to whether the products they purchase reflect their personalities or not?

**Q<sub>10</sub>:** How do Generations X and Y define 'digital consumption society'?

A hypothesis is defined as the answer, provided prior to the research, for the problem at hand. Revealing the existence of a hypothesis means an answer for the research

question can be found – at least to some extent (Punch, 2005). In this context, sixteen hypotheses have been developed, in accordance with the problem statement and subproblems above. They can be seen below.

**H<sub>1</sub>:** Generations X and Y define the concept of consumption in the same way.

**H<sub>2</sub>:** Generation X prefers offline shopping more than online shopping.

**H<sub>3</sub>:** Generation Y prefers both offline and online shopping.

**H<sub>4</sub>:** Generation Y prefers online shopping more than Generation X does.

**H<sub>5</sub>:** Generations X and Y describe Turkish consumption culture similarly.

**H<sub>6</sub>:** The purchasing process of online shopping practices of Generations X and Y is also valid for their offline shopping practices.

**H<sub>7</sub>:** There is a difference between the shopping practices of Generations X and Y, within the context of hedonic and rational values.

**H<sub>8</sub>:** Generations X and Y depict themselves similarly after the purchasing process.

**H<sub>9</sub>:** Generations X and Y have different ideas, regarding the products they purchase, reflecting their personalities.

**H<sub>10</sub>:** Generations X and Y define ‘the digital consumption society’ of future generations through shopping practices.

### **3.3 The Purpose And The Scope Of The Study**

The purpose of the study draws attention to information, concerning why the research study was conducted and for what purposes. The purpose of this study is to determine whether or not the online and offline buying behaviors and shopping practices of Generations X and Y, who remain today and are remarkably different from each other, are formed through hedonic and rational values and to reveal, whether there are potential differences or similarities between these behaviors and practices or not.

In this framework,

Whether there are differences between buying behaviors of Generations X and Y, towards online and offline shopping or not,

Whether Generations X and Y allow hedonic and rational values in online and offline shopping or not; and to what extent if they do,

Whether Generations X and Y display similar behaviors within the context of online and offline shopping purchases or not,

What Generations X and Y think of the digital consumption society and whether they have any concerning opinions or not,

will be probed.

### **3.4 The Significance of the Study**

When the academic studies in the field are examined, it is seen that there are limited numbers of studies, conducted to analyze the buying behaviors and shopping practices of Generations X and Y in Turkey. Moreover, the majority of the existing studies emphasize

the generations from education, work life and social media perspectives. Yet, examining the online and offline buying behaviors and shopping practices of Generation X; the first generation of the Turkish consumption society and Generation Y; the first representatives of the digital revolution, as well as a large portion of the Turkish population, and evaluating them from the perspective of hedonic and rational values, carry great importance. Furthermore, revealing the online and offline shopping practices and purchasing processes of Generations X and Y with their different characteristics, actually elaborates this topic, which is acclaimed worldwide among the academic literature, from a Turkish point of view.

### **3.5 Methodology**

This study will attempt to reveal the buying behaviors that Generations X and Y developed in their online and offline shopping habits, as well as the differences between these practices and behavior. In this context, in-depth interviews as a qualitative and survey data collection as a quantitative method are preferred to identify the approaches, attitudes and behaviors of these two generations, towards online and offline shopping.

Qualitative research is the examination of human behavior in its true habitat without any sort of intervention. “Therefore, each and every phenomenon is interpreted with respect to the meaning attached to it by people or by the researcher” (Altunışık et al., 2004:213; Denzin and Lincoln, 2011, p.3). One of the methods of qualitative research, in-depth interviews, on the other hand, is grounded on one-on-one interviews, which takes at least an hour or more. This method is the optimal research method, as well as the one that presents the richest information, in order to learn about the ideas, beliefs and values of the interviewee (Kardes, Cronley and Cline, 2011). In-depth interviews are divided into three;

structured, semi-structured and unstructured. Semi-structured in-depth interviews are utilized within the scope of this research study. In such interviews, the researcher asks questions, which are prepared beforehand. The researcher, then, asks these prepared questions, while the need to ask new questions, which may turn out to be important for the study, might arise too (Punch, 2005; Erdoğan, 2012).

In this context, for the first phase of the study, two-tiered questions are prepared, by utilizing semi-structured in-depth interviewing method. The first tier hosts a 13-question mini survey, concerning the demographics, overall domestic lifestyles and consumer types of Generations X and Y. Approximately taking three minutes to fill, this survey was given to all the respondents.

The second tier, on the other hand, emphasizes the online and offline shopping practices and buying behaviors of Generation X and Y in seven categories. Firstly; five open ended and seven closed ended questions were asked within the scope of consumer insight and psychological factors, aimed at purchasing; then, one open ended and one closed ended question was asked within personal factors. While ten closed ended and one open ended question was asked within the scope of social factors; four open ended, general questions concerning shopping and nine open ended and seven closed ended questions were asked in terms of online shopping habits. For online shopping practices; nineteen closed ended, four open ended questions were asked. Finally, in terms of the future shopping opinions of consumers; one closed ended and four open ended questions were asked. In summary, a total of six demographic, twenty eight open ended and forty five closed ended questions were asked to sixteen respondents with the help of semi-structured in-depth interviewing technique (see Appendix 1). Semi-structured in-depth interviews were conducted between the dates of May 1<sup>st</sup>, 2015 and June 30<sup>th</sup>, 2015 with 16 people,

who have different demographic features; eight of the respondents were members of Generation X, whereas the remaining eight were members of Generation Y. Accordingly, the semi-structured in-depth interviews regarding the respondents' tendencies, opinions, feelings, attitudes and behaviors towards online and offline shopping practices have been conducted in Office 646 at Yeditepe University Faculty of Communication. Each interview has taken approximately 60 minutes. The interviews were recorded in two different recorders. Carrying the results of the semi-structured interviews, these records were transcribed and analyzed afterwards.

As it is well known, quantitative research identifies the processes of hypothesizing, testing and reporting the results in great detail; whereas the process of qualitative research is not as explicit and evident. This process usually has different phases of identifying the problem, establishing data collection tools, collecting data, explaining this data and interpreting them. However, it is possible for the research to change directions, for new problems to surface and for new methods to be employed in qualitative research (Yıldırım and Şimşek, 2006). Furthermore, variations; i.e. utilizing two different methods that support each other instead of using only one, enriches the research (Büyüköztürk et al., 2008).

The second part of the research will be utilizing survey data collection as a quantitative research method. In the widest sense, a survey refers to “the method of collecting data by the respondent, responding to the questions, which were prepared beforehand, arranged in a certain order and structure” (Altunışık et al., 2004, p.68). Often adopted in social sciences, the survey method can be conducted via face to face, electronic mails, computer mediation or telephone calls (Erdoğan, 2012).

This part of the study employs a face to face survey method. In accordance with the findings, which were acquired in the first phase of the research study, interviews are tested with a larger sample and the buying behaviors of Generations X and Y, in terms of online and offline shopping are analyzed. Bahariye neighborhood was selected as pilot regions to test the validity of the survey questionnaire form prepared in advance. The preliminary test of the survey was conducted between August 29<sup>th</sup> – 30<sup>th</sup>, 2015 with 20 members of Generation X and 20 members of Generation Y. In consequence of the pilot study, questions, which were deemed to be complex and lengthy by the respondents, were revised and edited.

At this point, the respondents were asked a total of 42 questions; comprising of 26 closed ended, 11 semi-closed ended and 5 open ended questions. With an approximate duration of 15 minutes, the surveys were conducted in Kadıköy, Ataşehir, Maltepe, Üsküdar and Kartal regions on the Anatolian side and Beşiktaş, Şişli, Bakırköy, Sarıyer and Beyoğlu regions on the European side, between the dates September 9<sup>th</sup>, 2015 and January 11<sup>th</sup>, 2016. In total, 384 people filled the survey randomly. The data and findings, gathered as a result of the survey, are analyzed and transformed into diagrams and tables.

### **3.6 Sample Size**

Population is defined as the group, which determines the field of study for the researcher, exhibits the example and in which, the researcher can generalize the results (Altunışık et al., 2004). The population of this study consists of nearly 41,377,919 people, who live in Turkey and are members of Generations X and Y. At this point, a particular section of the population; i.e. a sampling should be carried out, then it should be generalized to the entirety of results, due to the population's large size (Aziz, 2003). In



order to sample the existing quantitative research, the following Cochran formula is designated (Cochran, 1977).

$$\frac{t^2NPQ}{(d^2(N-1)+t^2PQ)}$$

$t$  = is the abscissa of the normal curve that cuts off an area of  $\alpha$  at the tails

$N$  = Number of individuals in population

$P$  = is the true proportion of the population with a specific characteristic.

$Q$  = is the true proportion of the population without a specific characteristic

$d = \pm$  is an acceptable error of size that can be incurred at probability  $\alpha$

In this context, sample size is determined with Cochran's formula, within a 95% confidence level and with a  $\pm 0.5$  margin of error, as  $n=384$  people.

According to Remzi Altunışık et al., the research is usually conducted on a 5% confidence level. In other words, if the sample body is selected 100 times, at least 95 of them will be representing the population criteria. At the same, the sample size for populations of 100,000 and above is described to be 384 people (Altunışık et al., 2004).

Table 3.1 *Appropriate sample sizes for given populations*<sup>53-54</sup>

N	S	N	S	N	S	N	S
10	10	190	127	1100	285	5,000	357
20	19	200	132	1200	291	6,000	361
30	28	250	152	1300	297	7,000	364
40	36	300	169	1400	302	8,000	367
50	44	350	185	1500	306	9,000	368
60	52	400	196	1600	310	10,000	370
70	59	450	212	1700	313	15,000	375
80	66	500	217	1800	317	20,000	377
90	73	550	226	1900	320	30,000	379
100	80	600	234	2000	322	40,000	380
110	86	650	242	2200	327	50,000	381
120	92	700	248	2400	331	75,000	382
130	97	750	254	2600	335	100,000	384
140	103	800	260	2800	338	1,000,000	384
150	108	850	265	3000	341	10,000,000	384
160	113	900	269	3500	346		
170	118	950	274	4000	351		
180	123	1000	278	4500	354		

**Source:** Altunışık, R., Çoşkun, R., Bayraktaroğlu, S. and Yıldırım, E. (2004). *Sosyal bilimlerde araştırma yöntemleri* (3. Baskı). İstanbul: Sakarya Kitabevi. p.125

At this point, the sample size for this study is determined to be n=384 with Cochran's formula, within a 95% confidence interval and  $\pm 0.5$  margin of error. In total, 384 people are detected as samples; 192 individuals from Generation X and 192 individuals from Generation Y. With reference to the gender variables, a random selection of 96 men and 96 women from Generation X and 96 men and 96 women from Generation

<sup>53</sup> A total of 419 respondents participated in the survey; however, 35 questionnaires, which were assessed as invalid were excluded from the scope of the research study.

<sup>54</sup> N refers to the size of the population, while S refers to the sample size in Table 3.1.

Y was made. In this context, the sample for quantitative research was formed as seen on Table 3.2.

Table 3.2 *Table of samples for quantitative research*

<b>Generation</b>	<b>Age</b>	<b>Sample</b>
Generation X	1965 – 1979	192
Generation Y	1980 -2000	192
	<b>Total</b>	<b>384</b>
	<b>Gender</b>	<b>Sample</b>
Generation X	1965 – 1979	
	Male	96
	Female	96
Generation Y	1980 – 2000	
	Male	96
	Female	96
	<b>Total</b>	<b>384</b>

In addition, randomly selected 16 people were interviewed – eight of them members of Generation X and eight of them members of Generation Y – within the frame of in-depth interviews, conducted in the first phase of the study. With respect to the gender variables, four men and four women from Generation X and four men and four women from Generation Y were identified for the study. In this context, the sample for qualitative research was formed as seen in Table 3.3.

Table 3.3 *Table of samples for qualitative research*

<b>Generation</b>	<b>Age</b>	<b>Sample</b>
Generation X	1965 – 1979	8
Generation Y	1980 -2000	8
	<b>Total</b>	<b>16</b>
	<b>Gender</b>	<b>Sample</b>
Generation X	1965 – 1979	
	Male	4
	Female	4
Generation Y	1980 – 2000	
	Male	4
	Female	4
	<b>Total</b>	<b>16</b>

### 3.7 Limitations of the Study

The research study should specify the distinctive features of its topic and designate its limits. This is how confusion among topics could be avoided. At the same time, things that are deemed optimal by the researcher and things the researcher wants to do within the scope of the research, but cannot, represent the limitations of the study (Kıncal, 2010).

In this context, the population of the research consists of Generation X (1965-1979) and Generation Y (1980-2000) in Turkey. However, due to the magnitude of population, randomly selected 384 individuals were included in the study with qualitative research, conducted between May 1<sup>st</sup>, 2015 and June 30<sup>th</sup>, 2015 and with quantitative research, conducted between September 9<sup>th</sup>, 2015 and January 11<sup>th</sup>, 2016. While the area of quantitative research encompasses an extensive geographical location like Turkey, it has been shrunk and limited to the city of Istanbul due to time and cost issues; a city which is considered to be the capital of shopping and determined to host the highest numbers in offline shopping within the total, according to the research study, “Türkiye’de Online Perakende Haritası (*Online Retail Map in Turkey*)”, conducted in 2013 by Markafoni closed circuit shopping website (Türkiye’de Online Perakende Haritası, 2013; Uras, 2015).

Moreover, the need for yet another limitation arose, for Istanbul is quite a big city. In this context, 39 districts of the city of Istanbul were written on papers and by a drawing of the numbers, ten numbers, consisting of five districts on the Anatolian side and five on the European side are selected. The survey study of the research was limited to the districts of Kadıköy, Ataşehir, Maltepe, Üsküdar and Kartal on the Anatolian side and Beşiktaş, Şişli, Bakırköy, Sarıyer and Beyoğlu on the European side.

In light of all this information, the offline and online shopping practices and buying behaviors of Generations X and Y in Turkey are assessed within the consumption society and various findings, as well as information are reported. Still, up and coming research studies to be conducted after this one, concerning generations, might reach more comprehensive data and comparative results, if they were to probe larger sample groups. In other words, future studies to understand the approaches in this topic shall also involve Generation Z and Alpha, besides Generations X and Y, in order to elaborate on the behaviors and practices of all these generations with the potential to consume within the society. Moreover, the research area could be extended across Turkey, which might pave the way for the whole geographical location to be analyzed and this topic to be covered within a more general framework. In line with all this information, it carries great importance for the findings of the research study to be further detailed and explicated.

#### 4. RESULTS

A total of 16 individuals were interviewed with semi-structured in-depth interviews, as the chosen qualitative research method, within the scope of the research. Among both generations, four men and four women to make up a total of 16 were selected. The age interval was between 1965 – 1979 for Generation X and 1980-2000 for Generation Y. As to the educational statuses of the respondents; from Generation Y, one person holds a PhD, one has an MA degree, three people are graduated from the university, two from high schools and one from the elementary school; while from Generation X, six people are high school graduates, one person holds a PhD and one person is a university graduate. For their marital statuses; four people are single and four people are married within Generation X and six people are single and two people are married within Generation Y respondents. In terms of the occupations and monthly incomes of the respondents; from Generation X, four people are executive managers and have an income of 5000 TL and over, one person is retired, one is an academician and their incomes are between 3000 and 4999 TL, two people are workers with incomes of 950 – 1499 TL. From Generation Y, on the other hand, four students out of six have 950 – 1499 TL incomes, one person has a 0 – 950 TL income and one has an income of 1500 – 2499 TL. Furthermore, the academician in Generation Y has stated 3000 – 4999 TL and the respondent working in the private sector has stated a 2500 – 2999 TL monthly income. While only one respondent among the Generation X respondents have listed shopping as a hobby, all respondents from Generation Y evaluated shopping as a hobby.

Besides all this data, it has also been revealed that while respondents from Generation X spend an average of seven hours a day online, those from Generation Y spend approximately fourteen hours a day on the internet. Respondents from Generation X

are usually members of websites for classified ads and bazaars, while respondents from Generation Y are usually members of multiple category shopping and bazaars. Moreover, tablets, computer and phones are the favored devices of Generation X for online shopping and phones and computers are those favored by Generation Y.

Another important finding is that all respondent except two from Generation X claimed they prefer offline shopping, rather than online; while three respondents from Generation Y said they prefer online shopping, four respondents said both offline and online and one respondent said to be preferring offline shopping.

Five Generation X respondents chose innovator as the consumer type that best represents them, two respondents chose need for materialism and one of them chose self-consciousness to describe them. As to Generation Y, four respondents expressed that innovation is the consumer type that describes them, two respondents chose need for cognition and the remaining two chose self consciousness as the type that reflects them (see Tables 4.1 and 4.2).

Table 4.1 *Table of In-depth interviews of Generation X*<sup>55</sup>

Research Method	Respondent	Birth Year	Sex	Education	Marital Status	Occupation	Monthly income	Hobbies	Time spent on Internet (per day)	Online sites of membership	Which devices are used to shop online	Which shopping type they prefer	Consumer type
IN-DEPTH INTERVIEWS	X1	1975	F	University	Single	Agency president	5000 TL and over	Theater, cinema	6 hours	Trendyol, Markafoni	Tablet	Offline	Innovation
	X2	1973	M	University	Single	Private sector-manager/Lecturer	5000 TL and over	Music, photography, free diving	15 hours	Dex.com, hepsiburda.com, vatanbilgisayar.com.tr	Computer	Offline	Innovation
	X3	1975	M	Grad school	Married	Private sector-manager	5000 TL and over	Tennis, sailing, traveling, shopping, skiing	10 hours	None	Phone, tablet computer	Offline and online	Innovation
	X4	1971	M	University	Single	Private sector-manager	5000 TL and over	Fitness, photography, sailing, reading books	15 hours	Ebay aliexpress miniinthebox gittigidiyor hepsiburada	Computer	Offline	Materialisim
	X5	1966	F	Elementary	Single	Public sector retired	3000-4999 TL	Shopping, travelling	1 hour	None	None	Offline and online	Materialisim
	X6	1974	F	PhD	Married	Academician	3000-4999 TL	Hiking and tours	5 hours	İdefix, amazon	Tablet and phone	Offline	Self-consciousness
	X7	1978	F	High-school	Married	Worker	950-1499 TL	Spending time with family, tours	1 hour	Gittigidiyor sahibinden	Phone	Offline	Innovation
	X8	1979	M	High-school	Married	Worker	950-1499 TL	Watching television	1 hour	Sahibinden.com, hepsiburada	Computer	Offline	Innovation

<sup>55</sup> The names of the interviewees from Generation X cannot be disclosed as per ethical rules. Accordingly, their opinions regarding the topic are provided; each interviewed person is appointed a letter, referring to their generation and a number, referring to their turns.



Table 4.2 Table of in-depth interviews of Generation Y

Research Method	Respondent	Birth year	Sex	Education	Marital status	Occupation	Monthly income	Hobbies	Time spent on Internet (per day)	Online sites of membership	Which devices are used to shop online	Which shopping type they prefer	Consumer type
IN-DEPTH INTERVIEWS	Y9	1993	M	High-school	Single	Private sector employee/ Student	0-950 TL	Fashion, social media, shopping, traveling, music	12 hours	Aliexpress, yemek sepeti, zizigo	Phone and computer	Online	Innovation
	Y10	1990	F	High-school	Single	Student	950-1499 TL	Shopping, social media, swimming	15 hours	Lidiana, modogram, gittigidiyor, ebay, booking, markafoni	Phone and computer	Offline	Innovation
	Y11	1990	F	High-school	Single	Student	950-1499 TL	Basketball, shopping, music	15 hours	Markafoni, ebay,groupon	Phone and computer	Online	Innovation
	Y12	1991	F	High-school	Single	Student	1500-2499	Cinema, shopping, writing poetry, video games	4 hours	markafoni, trendyol, gittigidiyor, sahibinden	Phone and computer	Online and offline	Innovation
	Y13	1993	F	High-school	Single	Director's assistant/ Student	950-1499 TL	Online shopping, social media, TV	15 hours	lvly.com, morhipo, markafoni, trendyol, modacruz, modagram, aliexpress markapark firsatbufirsat, groupanya.	Phone	Online and offline	Need for cognition
	Y14	1992	M	High-school	Single	Student	950-1499 TL	Video games, social media, shopping	15 hours	Gittigidiyor, markafoni	Computer	Online	Need for cognition
	Y15	1982	M	PhD	Married	Academician	3000-4999 TL	Cinema, theater, shopping and spending time with close ones	15 hours	Markafoni, trendyol, ebebek, joker, modacruz, babyruz, ebay, gittigidiyor, sahibinden, n11, morhipo, aliexpress, groupanya, gropunon, gsstore, amazon, bulbuldum.	Phone and computer	Online and offline	Self-consciousness
	Y16	1984	M	University	Married	Private sector employee	2500-2999 TL	Working out, watching movies, shopping	15 hours	Markafoni, ebay, gittididiyor, trendyol, hepsiburda	Phone and computer	Online and offline	Self-consciousness

Along with all this information, hypotheses that are valid for this research, concerning the online and offline shopping practices and buying behaviors of Generation X and Y, must be probed as well.

While consumption is often expressed as an activity to satisfy certain needs, the need that exists in the postmodern consumption society is merely a fake notion, which is imposed upon consumers by the determiners of the system. In order to internalize consumption, each individual elucidates consumption within needs. Sometimes, consumers explain consumption through the concepts of purchasing and shopping, only to justify this thought. At this point, the following perspectives of Generations X and Y, regarding the concept of consumption, were made by the respondents, who were interviewed within the scope of in-depth interviews.

Respondent X2 said the following about consumption:

“We consume everything. Here is what I think; if humans were using the plastic bags that I use right now for centuries, since the beginning of time, there would neither be plastic in the world anymore, nor the earth would be like this. I mean, it reached to terrifying dimensions and we are destructively consuming. Without needing it, we consume too much and the underlying reason is the mentality of ‘I should have it too, I should have an extra one at home, I should buy it even if I don’t consume it, I can just keep it home or I should buy it so people would see that I have it’. And for me, I am a consuming individual within this system too.”

Respondent X3 stated the following:

“For me, consumption is fulfilling the needs; the enjoyable and desirable things are just showing off, even if a little so. At the end of the day, everything is done for consumption. We buy and consume thousands of things every day and that is why consumption is in every aspect of our lives.”

While respondent X4 defined consumption as “Fulfilling the needs and buying something”, respondent X5 said, one recalls “shopping for textile products” when

consumption is mentioned. Respondent X6 explained it as “Buying, the opposite of manufacturing and shopping”, while respondent X7 said “Fulfilling the needs” and respondent X8, “Necessity”. Generation Y uses a similar evaluation to make sense of the concept of consumption. Respondent Y9 describes consumption as “Everything aimed at needs”, Y10 as “Me, buying everything whether I need it or not, and usually the ones I don’t need”. Respondent Y11 explains consumption with a similar approach, as below:

“When you say consumption, I immediately recall needs. For me, needs are the things I require. These could be clothes, it could be technological devices. Of course, sometimes I exceed needs; even if it meets my needs, I want to switch to a newer model, based on the influences of those around me. I think it is actually a disease to pursue this peer-originated trend and being affected by it.”

Along with this statement, respondent Y12 defined consumption as “Shopping”, respondent Y13 as “Consumption is everything” and respondent Y16 as “Fulfilling the needs and a necessity”, while respondent Y15 defined it as “The destruction of abstract and concrete things.”

At this point, described to be new generation consumers, both generations actually used similar expressions to define the concept of consumption. Fulfillment of needs, purchased goods regardless of needs, shopping, desire, show-off and necessity are the concepts, associated with consumption. In this context, the hypothesis  $H_1$ : “Generations X and Y define the concept of consumption in the same way.” is validated by the respondents. As can be understood from the statements, the consumption society’s domination over the individual dictates that as part of necessities, one should always and consistently consume, want more and never be content with what s/he currently has.

As was mentioned in the conceptual framework, every generation goes through certain breakthroughs in its own time – social, political, economic and technological. The first consumers of the consumption society, Generation X have been a transition generation that witnessed a huge breakthrough across the world and stuck between the old and the new. Even though they easily adapt to everything, they are still under the influence of previous generations, with respect to some of their characteristics. Therefore, Generation X's approaches towards online and offline shopping are differentiated.

Respondent X1 stated the following, concerning online and offline shopping:

“I like shopping by seeing, touching and trying, when it comes to offline shopping. So, I don't really prefer online shopping in this sense. I want to blow off some steam and online shopping does not give me that. But still, if I am really busy and don't have time to go anywhere, I prefer online shopping too. I mean, I do shop online, even if it's rarely and not often.”

Respondent X2:

“It is really important to touch the products and examine them in offline shopping. If I had to pick one and if I have time, I would never shop online. But I do, because I have to. For example, I have to buy a bag, but I'm not sure if the bag I see online really has that particular color. Maybe it looks bright on the website, but in reality, was it made of a bad fabric? You can't tell.”

Alongside the aforementioned statements, respondent X3 said, “If I have to buy the product by holding it in my hands, I would definitely prefer online, but if it is a product of technical features, I would absolutely prefer online shopping,” while respondents X4 and X6 evaluated online and offline shopping from their perspectives. Accordingly, respondent X4 claimed, “Offline shopping is more important. Seeing the product and touching it is quite the criteria for me, but this is not applicable in online shopping.” Respondent X6, on the other hand, said “I can shop online from websites I trust. But I don't specifically prefer it. If I have the means to see and buy (i.e. offline), I definitely would do that, but if I can't, I may buy it online.” Respondents X5 and X7

explained online and offline shopping with regards to their own generations, as follows:

Respondent X5:

“I only shop offline. I never shop online, because our generation is not really familiar with computers and it is challenging for us, since we cannot understand the language (jargon) at some points. Other than that, I see foreign websites, but I don’t think I can deal with them, because I don’t speak English. You need to be able to communicate, in case there is a problem or if you want to send it back or get a refund. These would be difficult, because I don’t know the language. I also don’t think that I can manage local websites. If I use them, I have to provide my credit card information and I don’t know what they will do with it, so I don’t use them either. Furthermore, I am not interested in buying things online.”

Respondent X7:

“Offline shopping suits the shopping habits of our generation. However, online shopping is a new type, especially in Turkey. We need a few more years, before we can adapt to it. So, I prefer offline shopping than online shopping.”

As a result of the interviews, it has been observed that Generation X is more prone to shop offline and preserves a certain distance to online shopping. The interviews have revealed that respondents find touching the product and trying it to be important factors to buy in offline shopping, while they do not really prefer online shopping, due to its novelty in Turkey. In this context, hypothesis  $H_2$ : “*Generation X prefers offline shopping more than online shopping.*” has been validated.

When offline and online shopping preferences are assessed for Generation Y, it has been determined that Generation Y is fundamentally different than the previous generation. Having been born into a New World Order, this generation is intertwined with digital developments. Consequently, they can adapt all applications and areas of activity, carried out on digital platforms in a relatively easier manner. That being said,

the perspectives of Generation Y members, as a significant consumer group in Turkey, towards online and offline shopping are stated as below by respondents.

Respondent Y9:

“I mostly shop online. It is such an exciting and enjoyable feeling to have the product I bought, delivered to my door. So much so that sometimes I see a product during offline shopping and I think it might be cheaper to buy it online, so I buy it on the Internet.”

Respondent Y11 stated the following, from a similar point of view:

“While the variety is great in online, you cannot find it in offline shopping. Moreover, online shopping offers cheaper products and services. Here’s something else I can do; I can go to the store and try something, shoes for instance, I can confirm the size and width of the pair that fits me and I can order it online.”

Respondent Y14:

“I say online shopping, because offline is redundant today. Because we have Internet in every single field of our lives. We can order food online, we can carry out official transactions from e-state (*e-devlet*) or we can communicate with our identities. I say online shopping, because we are living in a more cyber community.”

Respondent Y16 expressed, “I shop both online and offline; but I have such a busy life that I sometimes don’t have the time for offline shopping, so honestly, I prefer online shopping”; hence, correlating the preference for both offline and online shopping with the time constraint issues.

Different from the other respondents in in-depth interviews, respondent Y10 explained the reason for preferring offline shopping as follows: “For me, online shopping is just too cold and distant; you can’t touch the products, but offline shopping is not like that. That is why I prefer offline shopping.” Respondent Y13, on the other hand, grounded the preferences for both online and offline shopping on the product categories and said, “I shop online and offline. I buy textile products in offline shopping and shoes, accessories and etc. in online shopping.” Respondent Y12

highlighted that both shopping types are equal. Finally, respondents Y15 and Y16 stated that they prefer both shopping types, because the advantages they provide are different than each other.

Comprising the dynamo of the consumption society, although some members of Generation Y expressed that they prefer online shopping, it is visible that this generation incorporates both types of shopping practices in their lives. At this point, hypothesis  $H_3$ : “*Generation Y prefers both offline and online shopping.*” is proved to be true.

Along with the findings, examined within the scope of  $H_2$  and  $H_3$  above, it can be said that online shopping tendencies of Generations X and Y differ. In other words, despite the consumption oriented definitions of both generations, there are different nuances when it comes to the preference of online shopping. Accordingly, it is observed that Generation Y is a more digital generation; thus, is more prone to shop online than Generation X. Therefore, hypothesis  $H_4$ : “*Generation Y prefers online shopping more than Generation X does,*” is proven.

In consequence with all this information and the interviews – although it is not included within the research hypotheses – the advantages and disadvantages of online and offline shopping according to Generation X and Generation Y respondents are tabulated as below.

Table 4.3 *Advantages and disadvantages of online and offline shopping*

<b>Respondent</b>	<b>Advantages of Online Shopping</b>	<b>Disadvantages of Online Shopping</b>	<b>Advantages of Offline Shopping</b>	<b>Disadvantages of Offline Shopping</b>
X1	Finding brands for more reasonable prices.	Not being able to touch the product.	Brands and stores of different categories can be found together and you blow off some steam in the process.	It is indoors and tiring.
X2	Buying products for more reasonable prices.	Waiting for the product.	It is easily accessible.	Standardization and the lack of communication.
X3	Products are more reasonable in terms of prices.	Not being able to try the product; receiving a different product and losing time.	It is easy.	Crowded.
X4	It is time effective.	You cannot hold the product in your hands and examine.	Finding everything together.	It is a loud setting.
X5	-	-	Spending nice time and you cannot tell how time passed.	The products are expensive.
X6	It is delivered to your doorstep.	The security problem.	Easily accessible and you can touch the products.	Buying unnecessary things.
X7	It is practical.	The security concern.	Trying and then buying.	It is crowded.
X8	Being able to compare prices.	It is not quite secure.	Seeing everything together at the same time.	The products are expensive.
Y9	Being able to see many more products together, doing research and the fact that it is quite a practical method.	Very rarely, the product you see is different than the one they deliver.	Easily accessible.	You constantly feel as if you must buy something.
Y10	No effort is spent.	Not being able to touch the product and the unreliability.	You can easily go and change a product.	It is a closed space.
Y11	It is exciting.	Some products, not meeting my expectations.	Socializing.	The prices are high.
Y12	You can save time and find products with discounts at the same time.	Sometimes it is not reliable.	Being able to find various products together.	It is a closed space and expensive.
Y13	Prices have advantages and there are lots of discounts.	The shipping time takes too long.	Not being affected by climate conditions.	The product prices are high.
Y14	It is delivered to you and you can reach the products very quickly.	Not being able to try the product.	Socializing.	It is crowded.
Y15	Prices are reasonable and can be compared.	You have to wait after you buy the product.	Finding all stores together, easily; it provides you this convenience when you shop.	Financially speaking, it could be quite expensive.
Y16	It is easy and convenient.	Not being able to touch or try the product.	Socializing.	It is crowded and tiring.



As is seen on Table 4.3, the advantages and disadvantages of online and offline shopping that Generations X and Y form in their minds and experience, actually display some similarities. Furthermore, respondents from both Generation X and Generation Y have stated that shopping malls are the venues they use to shop most frequently and responded to the advantage and disadvantage questions of offline shopping accordingly.

At this point, the advantages respondents listed about online shopping are reasonable prices, being a practical and fast method and time efficiency, while they listed touching the products, trying the products, opportunity to socialize, not being affected by unfavorable climate conditions and being able to find products of different categories at the same time and place as the advantages of offline shopping. According to the respondents, not having the means to touch the products or try them, lengthy shipping processes and security issues are the disadvantages of online shopping. Additionally, the closed and noisy spaces, high prices and the constant necessity to buy things are the disadvantages respondents underlined.

Besides online and offline shopping, respondents from Generation X and Generation Y have clarified why they shop and their responses have been collected on Table 4.4 below.

Table 4.4 *Reasons to shop online and offline*

Respondent	I shop online because ...	I shop offline because ...
X1	It is very practical.	I can see.
X2	I can find the cheapest alternative and access the product.	I have faster access.
X3	It is cheap, there are products of all categories, easy and I can shop even lying down.	I want to see the product, touch it and in the meantime, I can follow the fashion trends.
X4	It is easy and practical.	I can find everything together at the same time.
X5	-	There are so many colors and models.
X6	It is convenient.	I can shop by seeing, touching, feeling; hence I can see the quality.
X7	The prices are reasonable.	It makes me happy.
X8	-	I can buy quality products.
Y9	It is more convenient and easy for me, while also being exciting.	I can see many different and quality products at the same place and at the same time.
Y10	It is more comfortable and I do not spend any effort.	It is easy and accessible.
Y11	I am not tired.	It is calm.
Y12	It excites me to wait for the product.	I am happy this way and I find the products in the stores high quality.
Y13	I seize opportunities.	I have guarantees, I can change the product immediately and try and see it on me.
Y14	It is fast and easy.	I can buy things I decided before.
Y15	I can shop comfortably and quickly without having to deal with crowds.	It is so easy.
Y16	It makes me happy and I have fun in the process.	I have a nice time.

As was stated in Table 4.4 too, respondents from Generation X explain their reasons to shop online as the experience being easy, practical and offering more reasonable prices. Generation Y respondents, on the other hand, listed the reasons as to why they prefer online shopping as it being a fast and practical activity, which does not tire them; further, online shopping makes them happy and waiting for the product to be delivered makes them feel excitement. Moreover, respondents from Generation X described their reasons of shopping offline as seeing the product, touching the product, being able to find products and qualities of different categories together, being happy and spending enjoyable time, while respondents from Generation Y highlighted having a nice time, being happy, being able to see different and high

quality products together and the convenience of the process, when they want to change a product they purchased. Overall, happiness, convenience and fun are emphasized in offline shopping, whereas excitement, convenience and quality are underlined in online shopping. In this context, it can be said that the reasons, set forth by Generations X and Y, are fueled with both hedonic and rational values.

The Turkish society has built a conspicuousness oriented consumption society mentality, under the influence of west – especially with the postmodern era. Therefore, Generations X and Y are considered to consist of individuals, who employ the consumption patterns of the societies, to which they belong and carry out regarding activities. At this point, Generations X and Y depict the Turkish consumption society with expressions such as those below.

Respondent X6 explains how the consumption culture, which was established with a western admiration, turned into a conspicuousness-oriented one with Generation Y:

“Our consumption culture has more of a common culture than a diverse one. We have a consumption loving disposition. Our social structure is mostly based on consuming, where new and western originated brands are preferred. When it comes to consumption, we are in an overly curious consumption delirium. Whether the brand is that of clothing, technology or food-beverage, our society is borderline crazy to consume it, regardless of social classes if it is foreign. So, our society displays an unconscious, insatiable consumption; without even determining the needs or being aware of them. This is exhibited as self-actualization by constantly buying. For example; specifically Generation Y has the perception that they will be more popular and liked, if they buy their coffees from brand A, wear clothes from brand B and purchase perfumes from brand C. If I consume brand A, I will acquire a different social status and I will be able to show this. This is another one of our existing conspicuous consumption perception.”

Respondent X2 described Turkish consumption culture as follows:

“Our culture has shifted to the east, rather than the west. In this context, we buy western products, but consume them with oriental habits. We don’t produce, we only consume. I worked in Egypt for six years and I can say that our current consumption culture is very much like theirs. We are consuming to show off and flaunt what we buy – with our money. In short, I think I can sum up the consumption I observe in Turkey as buying western products with an oriental state of mind and show off to people around.”

Respondent Y14, on the other hand, said:

“Turkish cultural structure has been assimilated on a western axis, without having the chance to set up its own culture. It is neither quite western, nor eastern; it is a completely oriental American dream. Since we cannot sever our familial and emotional ties, instead of being individuals as is the case in Europe and America, we have a mindset that moves with our families. On the other hand, we are trying to integrate the freedom and mindset over there, into our lives and this results in a conflict. Especially in Turkey, consumption culture means, selling everything you have and consuming, just so you can say ‘Here, I have it too.’ Basically, it is a completely wannabe culture.”

Respondent Y9 described Turkish consumption culture by evaluating it with respect to the capitalist system:

“You stand out with what you consume in Turkey and you can prove yourself to others with your consumption. So, showing off is quite prominent. Accordingly, when I look at Turkey, I can’t see anything that Turkey made itself; whatever is provided by the system or whatever is imposed upon it, Turkey does that and goes that way.”

Respondents from Generations X and Y described Turkish consumption culture from a similar point of view. However, most of the respondents avoided self-criticism and evaluated the culture externally. In other words, although many individuals think they are outside of the system, it appears they forget that they are the ones, comprising the society. Yet, some respondents have talked about how they are sucked into the system, as below.

Respondent Y12 explained how s/he became part of the system, which s/he criticizes:

“People shop without forming their own opinions – maybe it is about being a wannabe. Even my 35 year old sister-in-law does this. She sees something on someone and she wears it too. But in reality, she doesn’t like it. I don’t think this is valid for the west. Everybody uses the things, according to their own lifestyles; we may see them to be marginal, but at least they don’t wear the things that don’t fit them like Turkish people do. And I think they do this to be accepted. Yes, I look at what my friends wear and maybe without noticing I do it, I actually tend to like it. For example, I go to a store and look for a particular blouse and then it dawns on me that I saw it on someone and it affected me. So I think I am under the influence most of the times, even if it is unconscious.”

Respondent Y10 described how s/he was exposed to the influence:

“Turks are unconscious consumers. Neither am I. When most people buy something, they think about the benefits it would provide them. If they are looking at a pair of shoes, they would think to themselves, how many years can I wear this pair? How can this pair of shoes help me? But when I look at a pair of shoes, I think, wow, these shoes are perfect! In fact, I won’t be wearing those shoes at all, but I still buy them with the thought of maybe one day I may wear them. At the same time, we envy each other in terms of showing off and influences. Just because a girl wears something at school, others follow her too. A product can now become famous on even Instagram. We have quite the wannabe culture and I try to avoid it as much as I can. But unfortunately, it still affects all of us.”

Respondent Y11 summed up the situation, from the concept of needs:

“I think the overall structure of the Turkish culture can be summed up as ‘What would people say?’ I mean, there is a wannabe trend, when people see someone driving a particular car, they envy it and want to drive the same one as well, so basically the culture depends on competition. People demand much more than they need, including me. If you need three t-shirts, you buy ten or twenty and most of them are just left in the wardrobe, never been worn. The majority of Turkish people are like this, you can see many unworn t-shirts and stuff in their wardrobes and if you ask them why they bought it, they will probably respond with ‘I don’t know, I saw it and just bought it.’ If you ask me, this is because everyone is a wannabe today. Generally, we show a demand of purchasing, even if we don’t need these things. So, we both influence each other with what we consume and we show off too.”

As can be seen from these statements, Generations X and Y defined the Turkish consumption culture from similar perspectives and with concepts such as under the influence of the west, conspicuous, wannabe and need. At this point, the hypothesis  $H_5$ : “*Generations X and Y describe Turkish consumption culture similarly.*” has been validated, in line with the respondents’ opinions.

As it is mentioned in the conceptual framework, there are rational and hedonic values, guiding consumers’ shopping practices and buying behaviors in consumption oriented societies, such as the case in Turkey. Even though these values are thought to be guiding consumers towards buying, there may still be certain differences between the generations within the current society’s mentality, regarding the dominance of said values. At this point, respondents from Generations X and Y explain whether they prioritize rational or hedonic values in their shopping practices and buying behaviors with the expressions below:

Respondent X1 emphasizes that hedonic values are prioritized by stating, “Pleasure and desire are always prominent, including matters concerning work as well. Even if I consider myself to be conscious or describe myself so, rational benefit always comes second.” Respondent X4, on the other hand, underlines that it depends according to the product categories and says, “Rational benefits are more important for me. However, when it comes to clothing, only pleasure is prioritized.” Moreover, respondent X2 explains this with a similar approach as follows:

“I consume consciously. I actually know all the details of the products I buy and what they are. I know I don’t need them, but I still continue to buy them. This is actually like Hannibal Lecter. Hannibal knows that he is sick and he has issues, but he still continues to do what he does. Consumption is somewhat like that; but when it came to buying instruments, I noticed it and I stopped myself. But I can say that my consumption is usually based on pleasure. This situation can be changed by categories of products. For example, if I’m buying a car, I consider the

rational benefits. Still, rational and hedonic purchasing was improved through experiences in my case.”

Respondent X5:

“There is one thing I often see around me; you like a product so much, you buy it and you go back home to see that you have the exact same unused one at home and you never even noticed that it was there. I see this from people around me and I know I do it myself as well. Sometimes people are happy to do this or I think it is somewhat of a search for happiness. For instance, you can go out, visit the market or a few stores, buy something, be happy and satisfy yourself.”

Respondents X3 and X7 stressed that rational values are more influential for them. In this context, respondent X3 associated the current circumstances with age and stated, “Rational benefits are more important to me during shopping and purchasing processes. If you had asked me this question ten years ago, I could have said desires; but many things change as you get older, including your perspective of life.” Respondent X7, on the other hand, claimed, “Most of the time, rational values affect my shopping process and I fight with myself to not shop, based on pleasure and desire.”

Respondent X6 explains how certain values change, when one starts a family with the words, “When life changes, this situation changes too. When I was single, my priority was me, so I was shopping with pleasure prominently; but now that I have a family, I can’t help but shop more consciously and rationally.” Part of the respondents from Generation X have stressed that rational values are more important for them, despite another part of them, expressing that hedonistic values are dominant in their shopping practices and purchasing processes. Still, as can be inferred from these statements, they are constantly challenging themselves to be rational.

As the responses from Generation Y are examined, it has been observed that the shopping practices and purchasing processes of this generation are carried out

with emotions, in general. In this context, respondent Y9 stated, “I buy, because it makes me happy,” while respondent Y10 said, “Pleasure is usually prominent in shopping and the purchasing process for me. At the same time, it maximizes pleasure, as well as my emotions and boosts my morale.” Similarly, respondent Y12 claimed, “I absolutely shop for the pleasure of it. If I am in love with this product, I definitely buy it, even if it is expensive and I have to put it on my credit card with installments.” Furthermore, respondent Y13 said that s/he buys the products to have pleasure and elaborated as below:

“I mostly shop, based on pleasures. Last week, I went to Migros to buy coke and I bought one of these limited edition Coca Cola bottles, even though it never occurred to me before and I didn’t really need it. Actually, shopping was to buy something you need in exchange for a particular amount of money. But to me, this definition is not valid, because my motto is ‘*Shopping is my cardio.*’ For example, if we go to Palladium shopping mall to see a movie, I definitely visit the Bershka store there. It makes me happy to look around and it gives me pleasure.”

Respondents Y14, Y15 and Y16 emphasized the decisive role, assumed by their hedonistic feelings and explained that they cannot evaluate the products rationally when they shop. Along with all this information, it is clear that new generation consumers have desires at the base of their shopping practices, instead of needs. New generation consumers form desiring links with commodities. They achieve satisfaction through the images, represented by the commodities. However, although it is considered that both generations shop hedonistically, it appears that Generation X often prioritizes rational shopping value, in comparison with Generation Y. In this context, the validity of hypothesis  $H_7$ : “*There is a difference between the shopping practices of Generations X and Y, within the context of hedonic and rational values.*” is proven.



Consumers in the consumption society usually carry out shopping activities to satisfy their feelings. In other words, consumers fulfill their spiritual needs, according to the products and services they purchase. Thus, the feelings that new generation consumers, namely, Generations X and Y feel after purchasing are reflected with the statements below.

Respondents X8, X6 and X3 mentioned that they feel happy after the purchasing. At this point, while respondent X8 explained this with the statement, “I am happy and I enjoy it,” respondent X3 said, “Naturally, it makes me happy” and respondent X1 said, “I feel so happy and I enjoy it so much.” A similar approach was also stated by respondent X6, “I must have liked it and I feel so happy. I buy the things that represent me and I feel content and satisfaction”, evaluating the matter from his/her perspective. Furthermore, respondents X4, X7 and X2 also stated that they feel happy after the purchasing, much like the other respondents. However, they added that this happiness is quite short-term. In this context, respondent X4 explains the current situation with the words, “Just like everyone else, I feel momentary happiness.” Respondent X7 said, “I feel happy momentarily and then it ends,” while respondent X2 said, “There is a feeling of happiness, but I can say that it’s very brief.”

Generation Y depicted similar emotions to those of Generation X after the purchasing. Regarding this, respondent Y10 stated, “Once I purchase a product, I feel incredibly happy and if I cannot buy the product I was going to, I can’t sleep that night. I don’t like this at all, but it kills me to not buy that product.” Respondent Y15 mentioned feelings of happiness, peace and relief. Respondents Y11, Y12 and Y13, on the other hand, said that once they purchase a product, their enthusiasm just fades away after a brief period and they only feel a momentary happiness.

Concerning this matter, respondent Y11 stated the following:

“I don’t feel relief, as is the case with many other people. Waiting for the product I purchased is exciting; but once it is delivered and I wear it, it’s not really different than all the others I have and it takes its place among the others in the wardrobe. I consider myself someone, who quickly falls in love and quickly gets bored in this sense.”

Respondent Y12 said:

“I am happy and peaceful for a week with the product that I purchase. It’s like I have someone new in my life. Last week, I bought a purse; I love it so much that I carry it around all the time, even if it does not match my clothes. I want to use it all the time, just because it’s new. I can say that it feels sort of peaceful even. Like I just had my coffee and relaxed. You forget all your troubles then.”

Mentioning the momentary happiness, respondent Y13 said:

“There is a particular happiness, until you actually wear it. Because no matter what you buy and no matter how much you buy, you wear it for a couple of days and then you say to yourself, ‘I just wore this,’ and not wear it then. Also, no matter how many items you buy, you still don’t have anything. No matter how much you buy, you have everything and you can’t combine them. The newer version is being manufactured all the time and everything changes, so you can never really be satisfied.”

The ultimate goal in the consumption society is to create a feeling of dissatisfaction by offering momentary happinesses to the consumers; hence, increasing consumption. Therefore, Generations X and Y, i.e. the new generation consumers of the Turkish consumption society, stressed that they feel happy once they complete the purchase, but mostly, it is only for a brief period of time. At this point, the hypothesis  $H_8$ : “*Generations X and Y depict themselves similarly after the purchasing process.*” is validated.

Every consumer has different personality traits. Purchased and consumed products are often considered to reflect these personalities. The opinions of Generations X and Y, regarding this matter, are stated below.

Respondent X2 states that s/he is different than the other consumers as follows:

“I think I’m the exception to the mainstream. So are my clothes, because not everybody wears black and white t-shirts and I do. This shows that I am or my personality is outside of the mainstream trends; if everybody was to wear black and white t-shirts, I would probably have gone for other colors.”

While respondent X3 claimed that some products reflected his/her personality by stating, “The car I buy and the suit I wear reflect my personality, in terms of both style and shape,” respondent X7 said, “I don’t think the things I buy reflect my personality.” The remaining five respondents from Generation X were also impartial as to whether the products they buy reflected their personalities or not.

Generation Y, on the other hand, has a different point of view in this matter. Respondent Y16 claimed, “I think everything I buy reflect my personality,” and respondent Y15 said, “All of my likes, my personal preferences, the sports I engage in, the team I support, my hobbies and my collections define me. So, what I wear, what watch I use, what brand of a bag or a wallet I use are parts of this visual identity I form and they further complement it.” Respondent Y9 and Y11 also stated similar opinions. Respondent Y9 said, “It absolutely does. When I shop, I pay specific attention for the products I choose to reflect my lively and liberal personality. I would not buy something that does not reflect me.” Respondent Y12, on the other hand, explains that all individuals feel this, with the statement below:

“I think they reflect their inner world. One of my friends mostly dresses as if s/he is in his/her thirties, and so is his/her lifestyle. I mostly wear shirts with Mickey Mouse on them or comfy tracksuits and walk around with them. This tells you that I act younger than I am, more childish, not really mature yet and that I have a generally younger style. I think the clothes I usually wear are reflecting this exactly.”

In line with all these statements, respondents from Generation X stated that their personalities are reflected only in some product categories (clothes and cars). However, respondents from Generation Y see the products they buy as tools to reflect their identities. So, the hypothesis  $H_9$ : “Generations X and Y have different ideas, regarding the products they purchase, reflecting their personalities.” is validated with the respondents’ opinions.

Even though generations differentiate from one another, they could still share some ideas, concerning future insights. The consumption society is evolving towards a more digital mentality every day with the developing technologies; thus, it carries great importance for it to be assessed by new generation consumers. In this context, the following answers were received, explaining what Generations X and Y think about the concept of “digital consumption society”.

Respondent X6 defined the concept of digital consumption society as “I would think that it is a virtual environment, where products are promoted, sold and marketed in a numerical setting. Consumption will continue as online and digital and it will turn into a digital consumption society.” Respondent X4 described it as “The increase in consumption through digital media”, respondent X7 as, “The Internet society” and respondent X8 as “The consumption of everything, digitally.” Concerning the digital consumption society, respondent X5 said, “Almost everything is carried out via the Internet. I see younger generations do this; they only sit by their computers and have anything they want, delivered to their doorsteps. I think, this is what digital consumption society is.” Moreover, X3 stated the following:

“Digital consumption society refers to a virtual life, where all consumers are constantly watched behind the digital life and all habits are observed by the companies, so products and services are offered to the consumers accordingly. When the transition to the digital consumption society is complete, online shopping will

replace some of the offline shopping practices as well. For example, the banking sector is now in this process. Today, you only have to go to the bank, if you would like to get a loan. You can move everything to the online platform, except touchable things, they are more challenging. For example, if you're buying dishwashing detergent, you don't have to touch it; you don't have to carry it. So you can buy it online and they will deliver it to your doorstep."

Respondents from Generation Y reflected similar opinions as those of Generation X. At this point, respondent Y9 describes the concept of digital consumption society with the words, "Consumption is shifting towards digital, in every aspect. It's not just about a product or clothes anymore; you can buy your basic needs online, without having to go to a supermarket. I think in future, we are going to be able to virtually walk around the supermarket with our cart, putting in the products we want – only, it is going to be online." Respondent Y14, on the other hand, stated, "Digital consumption society is still brand new; everything is gradually being moved to a digital platform and this social mentality will continue. So, even if the next generation could not, the generations after them will definitely witness this."

Respondent Y11 elaborates as follows:

"For me, digital consumption society refers to abundant consumption, shopping and luxury. Right now, we don't live in a digital consumption society, but I think we are in its first age – the transformation phase. We have numerous shopping malls and markets have not entirely collapsed yet; therefore, this is the first phase. Once they collapse, we will move onto the rising phase. 3D printers will be more common. For instance, when you go shoe shopping, you will just describe the model you had in mind and the store will be able to produce it right then and there and give it to you, in my humble opinion."

The concept of digital consumption society represents a society that is to be formed with digital culture and increasing online consumption by the generations, following Generations X and Y. According to the respondents, offline shopping practices will gradually be replaced with online shopping in such a social structure.

Therefore, the hypothesis  $H_{10}$ : “Generations X and Y define ‘the digital consumption society’ of future generations through shopping practices.” has been validated.

In light of this information, yet another finding, which was not included in the hypotheses, but manifested itself during the research, appears. This finding is about the opinions Generations X and Y have of their predecessors and successors (see Table 4.5).



Table 4.5 *Points of view of generations X and Y towards generations*

Respondent	View of generations
X1	<p>“My family’s consumption is quite different than mine, since they come from a time of deprivation. However, children have everything at their disposal now and they can easily and quickly access anything they want. In short, the generation before us was quite prudent, while the one after us is not, because they are not even aware of this.”</p>
X2	<p>“My parents are from a deprivation generation. Back in their time, there were no products. They were a generation of saving. Because they have seen scarcity in the past, their houses and closets are full of objects and they would not want to get rid of them. For example, my mom prepared a large food stock, when the Gulf War broke out in 1991. As to my generation, my generation is a Patch Generation. Clothes were fixed and manually sewn. Just because the clothes had holes in them or they were worn out, nobody would have thrown them out; instead, patches were sewn or they were repaired. Along with the developments in garment industry, this fixing came to an end; because people were able to buy new clothes for, say, five Turkish Liras, instead of having it repaired for five TL, so they began to throw out their old clothes. Having been sewn manually in the past, clothes are now manufactured with machines. Those car parts that were repaired or made by lathers in the past are now manufactured by machines and whatnot. In this case, products and labor are not as valuable as they were. The invaluable product is immediately consumed and disposed. Products are left with no feeling now and this loss of emotions pave the way for fast consumption. So, consumption accelerates, for the value that was previously attached to labor behind the products is no more. Furthermore, I teach at two universities, aside from the company I work for and have the chance to observe Generation Y. My generation witnessed the transition from mechanical to electrical, but Generation Y does not know this. I have witnessed the times of calculators, as big as typewriters, but Generation Y did not. They are used to calculating things with merely pressing a button. My generation saw this, but they didn’t, so they can’t understand. For example, there were no computers in the banks; if you were to transfer 100 TL to someone else’s account, they would put a +100 TL to the other party’s account book and then you would also write it down to the bank’s information page too. When I tell this to the new ones, they are just shocked. Their consumption has reached to terrifying dimensions. They consume too much and without even meaning. I think, every period has its boom and in this new era, we are experiencing a boom in consumption. But at one point, I think people will know better, because economy cannot function this way. Accordingly, there was a madness of economy and consumption in the 1980s, which was followed by the depression in the 1990s. Now, in 2000s, another madness era began. Yet, this period of madness will lock down at one point. For example, take a look at England now; Generation Y has no hopes of buying a house. A young person, who just found a job in London, has no possibility to buy a house or even the mortgage to afford it. Therefore, Generation Y enters into a state of constant consumption; because they have no expectations from the future. Oppressed by the system so much, these individuals will snap after a while and a conflict will occur between classes. Moreover, money will not be as mobile as today among the markets. The first signs of this are visible now in America. America constantly prints Dollars and distributes them to world markets. However, it appears they will withdraw it soon. In turn, this will result in a rebel of Generation Y, decline in consumption and the world will witness yet another depression.”</p>
X4	<p>“The generations before us were shopping based on their needs, they were more conservative. The generations after us are consumption oriented.”</p>
X5	<p>“The generations before us buy, in order to fulfill whatever they need. For example, my parents used to buy new shoes or clothes, once they were worn out beyond saving or had holes in them. But I buy all the time; it is enough for me to like something, rather than needing it.”</p>

X6	<p>“The generations before us were not consuming this much and our successors are consuming excessively. As the 70s generation, we are stuck between consuming and not consuming, between these two generations. Therefore, we neither consume nothing at all nor consume excessively – we can’t help but consume, but not excessively. Yet, based on my opinions and observations, I can say that the next generations have no other chance but to consume, they exist by consuming and they express themselves by consuming. Existence through consumption is a natural discourse for new generations, it is offered by the society as well and I think this is just manipulation.”</p>
X7	<p>“The generations before us were content with less, according to their needs. We, on the other hand, don’t find it enough to fulfill our basic needs. The generation after us is constantly consuming, without even being familiar with what the concept of needs means.”</p>
X8	<p>“My generation witnessed so many things. But still, we always had a traditional side. Generation Y, on the other hand, is completely different than us, they are entirely digital.”</p>
Y9	<p>“I belong to a generation between online and offline. Those after me, I suppose, will probably shift to online completely. The ones after us will move consumption to an entirely digital level.”</p>
Y10	<p>“Past generations did not buy anything, unless they had a need for it. Back in their time, they did not have Internet or anything. Now, even if I tell my grandmother that this new product is launched, she would say she does not need it even if she does – she would only fulfill her basic needs. But our generation is not like this. We are greedy; we want to buy, even if we don’t need it. We are just attacking the market from all around. Those after us will be even more consumption oriented and it will reach to terrifying dimensions.”</p>
Y11	<p>“In my opinion, the generation after us will be even more intertwined with the Internet and online shopping will increase more; because kids today are glued to their tablets and cell phones. But it was not like this for us; in junior high, we did not even have phones and even if we did, they had no features; we had phones like Nokia 3310 and such. But kids today are different; for example, my cousin is in elementary school, is able to use both smart phones and tablets easily and knows a lot of things that even I don’t; I sometimes learn about new things from my cousin. So, I can say that the new generation is surrounded by the technology and Internet, more than we are. I suppose especially the new generation will be more ‘online’ than us, in terms of shopping.”</p>
Y12	<p>“I have two siblings, born after 2000. I think they are now quite keen on luxury items. We used to be happy with a surprise chocolate egg. Maybe it was difficult to even reach that. But for them, that egg is like daily chocolate; they don’t experience the happiness of it. Now my six year old sibling wants a tablet and they are more digital. My mom’s generation, on the other hand (she was born in 1972), is trying to keep up with everything; for example, she still asks how to send a picture via Whatsapp. These days, my mom shops online very often but since she cannot fully use her phone, she just sends what she likes on Instagram to me and tells me, ‘buy this, but that’ so I would order the products she liked.”</p>
Y14	<p>“Turkish culture has the notion of going out, seeing things, touching them and buying them like this; generations before me do not shop online and they don’t even find it logical, because they cannot shop by seeing, touching or feeling items. Furthermore, there is a security issue for the old generation. They hesitate, when it comes to providing their credit card information and such. I think, the generation after me will be even more reckless. They will be able to buy everything online, without giving it a second thought.”</p>



Y15	“Generations before mine used to shop based on what they need and by considering the rational benefits of the products, as well as using different channels. For example, if my dad had three shirts, he would only go ahead and buy a new one, if one of the three was torn. He used to shop from stores on the street or from the markets usually. My generation, on the other hand, was the one that turned it into pleasure, online shopping and shopping malls. We shop to enjoy it; maybe it’s because you have a collection, maybe you broke up with your boyfriend that day and you’re sad and you just want to repress the sadness, maybe you are sick of wearing the same things every day, maybe you want to be just different – there are so many occasions and reasons. We can buy more things, anytime of the day and constantly so, thanks to the Internet. The ones after me, on the other hand, revealed monotype consumption, which is more digital and fashion-oriented. I mean, they dress like clones, they wear whatever is trendy; they use the same purses, drink the same brands of coffee and collect the exact same things.”
Y16	“Our generation has experienced milestones. We are a digital generation, but the generation after us, is a digital one.”

As can be seen on Table 4.5, Generation X considers itself among the consumers/nonconsumers, while depicting the previous generation – baby boomers – as a frugal generation that only consumed, according to the needs. Generation X members have also mentioned that the next generation after them, Generation Y, is consumption oriented. Furthermore, Generation Y expressed that the predecessor generations have carried out their consumption activities offline and within the frame of certain needs and described itself as digital and consumption oriented. They also mentioned that the upcoming generation displays a greater tendency for digital consumption, as well as mentioning their potential to increase consumption. Another striking finding was that members of Generation X described generations through concepts of consumption and needs, while members from Generation Y used online, offline shopping and digitalization process in addition to the aforementioned concepts, in order to talk about generations.

In conclusion, the validity of nine hypotheses was established, in line with the responses, provided as a result of the semi-structured in-depth interviews, conducted with respondents from Generation X and from Generation Y and the online and offline shopping practices and buying behaviors of these generations were revealed.

Other findings, pertaining to these generations' evaluations with regards to the relation between consumption and digitalization, are also included.

The next phase of the research study will strive to attempt a greater sample by using a survey method as a quantitative research method.

Clarifying the demographic features of the sample group carries critical importance in quantitative research. In this context, distribution of the demographic data within the sample group in this research are formed comparatively on a basis of percentages. Simultaneously, all data are approached one by one, in terms of Generations X and Y, respectively. At this point, sex, range of dates of birth (within the framework of generations), educational status, employment or unemployment status, marital status, employment status of spouses and income levels of respondents within the sample group are investigated within the scope of demographic data.

Formed within the scope of the quantitative research, distribution of the sample group by sex is determined beforehand and respondents are selected to represent a 50% male and 50% female group (see Table 4.6).

Table 4.6 *Overall distribution of the sample group by sex*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	192	50,0	50,0	50,0
	Female	192	50,0	50,0	100,0
	Total	384	100,0	100,0	

96 male and 96 female respondents from Generations X and Y are included within the research study. In this context, the sample group consists of a total of 384 people with 192 men and women from Generations X and Y (see Table 4.7).

Table 4.7. *Distribution of the sample group by sex*

			Male	Female	Total
Generation	Y	Count	96	96	192
		Row %	50,0%	50,0%	100,0%
	X	Count	96	96	192
		Row %	50,0%	50,0%	100,0%
Total		Count	192	192	384
		Row %	50,0%	50,0%	100,0%

Identified within the framework of the generations, the date of birth ranges of the sample group in the quantitative research study are evaluated to reveal that 50% of the respondents are born between 1965 and 1979 and belong to Generation X; while the other 50% are born between 1980 and 2000 and belong to Generation Y (see Table 4.8).

Table 4.8 *Distribution of the sample group by dates of birth*

		Frequency	Percent	Valid Percent	Cumulative Percent
Generation	Y	192	50,0	50,0	50,0
	X	192	50,0	50,0	100,0
	Total	384	100,0	100,0	

As the data concerning the educational status of the respondents are evaluated, it has been found out that within Generation Y respondents; 1% graduated from elementary school, 1.6% from junior high, 36.5% from high school, 14.6% from university (college studies), 42.7% from university (undergraduate studies) and 3.6% from grad school and higher studies; on the other hand, within Generation X respondents, 20.8% graduated from elementary school, 8.3% from junior high, 44.8% from high school, 9.4% from university (college studies), 13.5% from university (undergraduate studies) and 2.6% from grad school and higher studies, while a 0.5% graduated from doctoral studies (see Table 4.9).

Table 4.9 *Distribution of the sample group by educational status*

			Elementary school	Junior high	High school	University (college)	University (undergrad)	University (grad school)	University (PhD)	Cumulative Percent
Generation	Y	Count	2	3	70	28	82	7	0	192
		Row %	1,0%	1,6%	36,5%	14,6%	42,7%	3,6%	0,0%	100,0%
	X	Count	40	16	86	18	26	5	1	192
		Row %	20,8%	8,3%	44,8%	9,4%	13,5%	2,6%	0,5%	100,0%

Considering the distribution of the sample group by employment statuses, examination of the results shows that 59.9% of the respondents from Generation Y have a job, 3.6% are housewives, 32.3% are students, 4.2% are unemployed and 0% is retired, while 75.5% of the respondents from Generation X have a job, 16.1% are housewives, 0% is student, 2.1% are unemployed and 6.3% are retired (see Table 4.10).

Table 4.10 *Employment Status of the Sample Group*

			Working	Housewife	Student	Unemployed	Retired	Total
Generation	Y	Count	115	7	62	8	0	192
		Row %	59,9%	3,6%	32,3%	4,2%	0,0%	100,0%
	X	Count	145	31	0	4	12	192
		Row %	75,5%	16,1%	0,0%	2,1%	6,3%	100,0%
Total	Count	260	38	62	12	12	384	
	Row %	67,7%	9,9%	16,1%	3,1%	3,1%	100,0%	

Concerning the data, reflecting the employment statuses of the respondents, 32.3% of the respondents do not have a job, 58.6% are employed with a paid salary and 9.1% are self-employed. Specifically from a generation perspective, 40.1% of the respondents from Generation Y do not have a job, 50.5% of them work and 9.4% are self-employed; while 24.5% of the respondents from Generation X do not have a job, 66.7% work and are 8.9% are self-employed (see Table 4.11).

Table 4.11 *Employment status of sample group*

			Unemployed	Working (employed)	Working (Self-employed)	Total
Generation	Y	Count	77	97	18	192
		Row %	40,1%	50,5%	9,4%	100,0%
	X	Count	47	128	17	192
		Row %	24,5%	66,7%	8,9%	100,0%
Total		Count	124	225	35	384
		Row %	32,3%	58,6%	9,1%	100,0%

Occupations of the sample group are considered under 13 different categories.

Accordingly; 4.2% of Generation Y are unemployed, 0.0% is retired, 3.6% are housewives, 32.3% are students, 12.5% are civil servants/technical personnel (non-managing), 7.3% are managers with 1-5 people working under them, %1 are managers with 6-10 people working under them, 0.0% is managers with 11-20 people working under them, 1% are managers with over 20 people working under them, 2.1% are paid senior qualified specialists, 0.0% is freelancers with their own businesses, 6.8% are self-employed and 1.6% are freelancer qualified specialists; on the other hand, for Generation X, 2.1% are unemployed, 6.3% are retired, 16.1% are housewives, 0.0% is students, 13.5% are civil servants/technical personnel (non-managing), 10.4% are managers with 1-5 people working under them, 0.0% are managers with 6-10 people working under them, 0.5% is managers with 11-20 people working under them, 1.6% are managers with over 20 people working under them, 1% are paid senior qualified specialists, 0.5% is freelancers with their own businesses, 9.9% are self-employed and 1.6% are freelancer qualified specialists (see Table 4.12).

Table 4.12 *Distribution of the sample group by occupation*

		Unemployed	Retired	Housewife	Student	Civil servant/Specialist who is not a manager	Manager (1-5 staffed)	Manager (6-10 staffed)	Manager (11-20 staffed)	Manager (with over 20 staffed)	Paid Senior Qualified Specialist	Freelance – Own business	Self-employed	Freelance Qualified Specialist	Total	
Generation	Y	Count	8	0	7	62	24	14	2	0	2	4	0	13	3	192
		Row %	4,2%	0,0%	3,6%	32,3%	12,5%	7,3%	1,0%	0,0%	1,0%	2,1%	0,0%	6,8%	1,6%	100,0%
	X	Count	4	12	31	0	26	20	0	1	3	2	1	19	3	192
		Row %	2,1%	6,3%	16,1%	0,0%	13,5%	10,4%	0,0%	0,5%	1,6%	1,0%	0,5%	9,9%	1,6%	100,0%
Total	Count	12	12	38	62	50	34	2	1	5	6	1	32	6	384	
	Row %	3,1%	3,1%	9,9%	16,1%	13,0%	8,9%	0,5%	0,3%	1,3%	1,6%	0,3%	8,3%	1,6%	100,0%	

Examination of the data from the sample group, concerning their marital statuses revealed that 30.7% of Generation Y are married, 68.8% are single, 0.5% are widow/er/divorcees; while 80.7% of Generation X are married, 12.5% are single and 6.8% are widow/er/divorcees (see Table 4.13).

Table 4.13 *Marital status of the sample group*

		Married	Single	Widow/er/Divorcee	Total	
Generation	Y	Count	59	132	1	192
		Row %	30,7%	68,8%	0,5%	100,0%
	X	Count	155	24	13	192
		Row %	80,7%	12,5%	6,8%	100,0%
Total	Count	214	156	14	384	
	Row %	55,7%	40,6%	3,6%	100,0%	

In addition, in terms of the employment statuses of the spouses, it has been observed that 69.5% of the spouses of Generation Y members have a job, while only 45.8% of the spouses of Generation X are employed (see Table 4.14).

Table 4.14 *Employment status of spouses within the sample group*

			Yes	No	Retired	Total
Generation	Y	Count	41	18	0	59
		Row %	69,5%	30,5%	0,0%	100,0%
	X	Count	71	64	20	155
		Row %	45,8%	41,3%	12,9%	100,0%
Total		Count	112	82	20	214
		Row %	52,3%	38,3%	9,3%	100,0%

Evaluation of the income statuses of the sample group revealed that 9.5% of Generation Y respondents have an income lower than 2000 TL, 28.4% earn 2000-2999 TL, 28.9% earn 3000-3999 TL and 18.4% earn 4000-4999; on the other hand, 10.9% of Generation X respondents earn 2000 TL and lower amounts, 27.1% earn 2000-2999 TL, 30.2% earn 3000-3999 TL and 21.4% earn 4000-4999 TL (see Table 4.15 and Table 4.16).

Table 4.15 *Household incomes of the sample group*

			2000 TL and below	2000-2999 TL	3000-3999 TL	4000-4999 TL	5000 TL and above	Total
Generation	Y	Count	18	54	55	35	28	190
		Row %	9,5%	28,4%	28,9%	18,4%	14,7%	100,0%
	X	Count	21	52	58	41	20	192
		Row %	10,9%	27,1%	30,2%	21,4%	10,4%	100,0%
Total		Count	39	106	113	76	48	382
		Row %	10,2%	27,7%	29,6%	19,9%	12,6%	100,0%

No significant differences have been detected between the participating generations X and Y, with respect to household incomes ( $p=0.709$ ;  $p>0.05$ ) (see Table 4.16). Conducted to measure the shopping practices and buying behaviors of generations, this research study reveals that there are no significant differences between household incomes, which is an important finding per se, in point of acquiring realistic data for the research.

Table 4.16 *Household income status of the sample group – level of significance*

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2,145(a)	4	0,709*
Continuity Correction			
Likelihood Ratio	2,152	4	0,708
Linear-by-Linear Association	0,366	1	0,545
N of Valid Cases	382		

\*(p=0,709; p>0,05)

In terms of the time spent online for Generations X and Y per day; it has been observed that 5.2% of Generation X and 1.6% of Generation Y respondents spend 0-1 hour online; 53.1% of Generation X and 30.7% of Generation Y spend 61 minutes – 2 hours, 19.3% of Generation X and 27.1% of Generation Y spend 121 minutes – 4 hours and 22.4% of Generation X and 40.6% of Generation Y spend 241 minutes and more online during a day. At this point, Generation X appears to spend a maximum of 61 minutes – 2 hours, while Generation Y spends at least 241 minutes and more to that end (see Table 4.17).

Table 4.17 *Time spent on the Internet per day within the sample group*

			0-1 hour	61 min-2 hours	121 min- 4 hours	> 241 min	Total
Generation	Y	Count	3	59	52	78	192
		Row %	1,6%	30,7%	27,1%	40,6%	100,0%
		Column %	23,1%	36,6%	58,4%	64,5%	50,0%
	X	Count	10	102	37	43	192
		Row %	5,2%	53,1%	19,3%	22,4%	100,0%
		Column %	76,9%	63,4%	41,6%	35,5%	50,0%
Total	Count	13	161	89	121	384	
	Row %	3,4%	41,9%	23,2%	31,5%	100,0%	
	Column %	100,0%	100,0%	100,0%	100,0%	100,0%	

While it has been observed that Generation Y spends more time than Generation X on the Internet, a statistically significant difference between the generations has also been identified within the context of time spent online (p=0.000; p<0.05) (see Table 4.18).



Table 4.18 *Time spent on the Internet per day within the sample group – level of significance*

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	27,906(a)	3	0,000*
Continuity Correction			
Likelihood Ratio	28,412	3	0,000
Linear-by-Linear Association	26,164	1	0,000
N of Valid Cases	384		

\*(p=0,000; p<0,05).

When the respondents from Generations X and Y were asked about how they describe themselves, no significant differences were observed for the generations among the alternatives of placing importance on money, status and power, impatient, on the lookout for new experiences, finicky and gets bored quickly, considers brands as means to express him/herself, wants to make a difference, makes logical decisions, prioritizes feelings, lives in the moment, distracted, follows the trends, highly energetic, consumption oriented, with a spirit for solidarity, ambitious/motivated, egocentric, idealist and desirous. In addition, it has been found out that Generation X places more importance on the returns of image, compared to Generation Y (p=0,003; p<0.05), likes to have fun more (p=0.040; p<0.05) and places more importance on freedom (p=0.008; p<0.05); on the other hand, Generation Y places more importance on their families (p=0.005; p<0.05) (see Appendix 4).

When the sample group was asked whether shopping is a hobby to them or not within their habits, 58.3% of the respondents from Generation Y and 37.2% of the respondents from Generation X said they actually do consider it a hobby (see Table 4.19).



In terms of what is recalled secondly, when the word consumption is thought of, 33.9% of the respondents from Generation X and 41.7% of the respondents from Generation Y stated the concept of necessity (see Table 4.21).

Table 4.21 *Sample group perspectives on the concept of consumption – second recalled*

		Happiness	Excitement	Fulfilling needs	Necessity	Desire	Shopping	A situation where the system forces individuals	Buying products or services without needing them	Waste	Fun	Total	
Generation	Y	Count	12	11	36	80	7	21	13	6	4	2	192
		Row %	6,3%	5,7%	18,8%	41,7%	3,6%	10,9%	6,8%	3,1%	2,1%	1,0%	100,0%
		Column %	30,8%	42,3%	57,1%	55,2%	50,0%	43,8%	52,0%	54,5%	57,1%	33,3%	50,0%
	X	Count	27	15	27	65	7	27	12	5	3	4	192
		Row %	14,1%	7,8%	14,1%	33,9%	3,6%	14,1%	6,3%	2,6%	1,6%	2,1%	100,0%
		Column %	69,2%	57,7%	42,9%	44,8%	50,0%	56,3%	48,0%	45,5%	42,9%	66,7%	50,0%
Total	Count	39	26	63	145	14	48	25	11	7	6	384	
	Row %	10,2%	6,8%	16,4%	37,8%	3,6%	12,5%	6,5%	2,9%	1,8%	1,6%	100,0%	
	Column %	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	

Generation X (25%) and Generation Y (27.6%) respondents' third response involved the concept of shopping. In this context, generations X and Y explain the concept of consumption with needs, necessity and shopping, respectively (see Table 4.22). At this point, the validity of the hypothesis  $H_1$ : "Generations X and Y define the concept of consumption in the same way," was confirmed by the respondents.

Table 4.22 *Sample group perspectives on the concept of consumption – third recalled*

		Happiness	Excitement	Fulfilling needs	Necessity	Desire	Shopping	A situation where the system forces individuals	Buying products or services without needing them	Waste	Fun	Total	
Generation	Y	Count	17	15	28	30	8	53	9	6	20	6	192
		Row %	8,9%	7,8%	14,6%	15,6%	4,2%	27,6%	4,7%	3,1%	10,4%	3,1%	100,0%
		Column %	56,7%	51,7%	73,7%	43,5%	36,4%	52,5%	29,0%	75,0%	55,6%	30,0%	50,0%
	X	Count	13	14	10	39	14	48	22	2	16	14	192
		Row %	6,8%	7,3%	5,2%	20,3%	7,3%	25,0%	11,5%	1,0%	8,3%	7,3%	100,0%
		Column %	43,3%	48,3%	26,3%	56,5%	63,6%	47,5%	71,0%	25,0%	44,4%	70,0%	50,0%
Total	Count	30	29	38	69	22	101	31	8	36	20	384	
	Row %	7,8%	7,6%	9,9%	18,0%	5,7%	26,3%	8,1%	2,1%	9,4%	5,2%	100,0%	
	Column %	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	

Respondents from Generation Y describe the consumption society in Turkey as satisfying the needs (29.1%), a habit that is sustained under the influence of the west (21.7%) and being show-offs (15.3%); while respondents from Generation X, similarly, described it as satisfying needs (28.3%), a habit that is sustained under the influence of the west (15.7%) and thirdly, being show-offs (14.7%) (see Table 4.23). Accordingly, it has been detected that generations X and Y describe the Turkish consumption culture similarly and the validity of hypothesis  $H_5$ : “Generations X and Y describe Turkish consumption society similarly.” is confirmed.

Table 4.23 Sample group approaches towards the consumption culture in Turkey

			A habit that is sustained under the influence of the West	Show off	Prestige	Wannabe	Wastefulness	Satisfying needs	Social status symbol	An oriental culture stuck between the east and the west	Reflector of lifestyle	Total
Generation	Y	Count	41	29	7	26	8	55	3	16	4	189
		Row %	21,7%	15,3%	3,7%	13,8%	4,2%	29,1%	1,6%	8,5%	2,1%	100,0%
		Column %	57,7%	50,9%	20,6%	53,1%	44,4%	50,5%	37,5%	76,2%	30,8%	49,7%
	X	Count	30	28	27	23	10	54	5	5	9	191
		Row %	15,7%	14,7%	14,1%	12,0%	5,2%	28,3%	2,6%	2,6%	4,7%	100,0%
		Column %	42,3%	49,1%	79,4%	46,9%	55,6%	49,5%	62,5%	23,8%	69,2%	50,3%
Total	Count	71	57	34	49	18	109	8	21	13	380	
	Row %	18,7%	15,0%	8,9%	12,9%	4,7%	28,7%	2,1%	5,5%	3,4%	100,0%	
	Column %	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	

When the sample group was asked to describe the types of consumers they consider themselves to be; Generation X described themselves as innovators (40.6%), materialists ( 18.2%) and self-conscious (16.1%), while Generation Y described themselves as innovators (31.4%), self-conscious (27.2%) and with a need for cognition (22%) (see Table 4.24).

Table 4.24 *Consumer types within the sample group*

			Innovator	Materialist	Self-conscious	Need for cognition	Self-observer	Total
Generation	Y	Count	60	28	52	42	9	191
		Row %	31,4%	14,7%	27,2%	22,0%	4,7%	100,0%
		Column %	43,5%	44,4%	62,7%	58,3%	33,3%	49,9%
	X	Count	78	35	31	30	18	192
		Row %	40,6%	18,2%	16,1%	15,6%	9,4%	100,0%
		Column %	56,5%	55,6%	37,3%	41,7%	66,7%	50,1%
Total		Count	138	63	83	72	27	383
		Row %	36,0%	16,4%	21,7%	18,8%	7,0%	100,0%
		Column %	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%

In line with the statistical data, a significant difference is observed ( $p=0.009$ ;  $p<0.05$ ) between the generations, with respect to how they view themselves as consumers (see Table 4.25).

Table 4.25 *Consumer types within the sample group – level of significance*

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13,436(a)	4	0,009*
Continuity Correction			
Likelihood Ratio	13,570	4	0,009
Linear-by-Linear Association	1,958	1	0,162
N of Valid Cases	383		

\*( $p=0,009$ ;  $p<0,05$ )

As the frequencies of shopping of Generations X and Y are observed; it has been seen that members of Generation Y shop every week (31.3%), every two weeks (16.7%), once a month (45.3%), every three months (6.8%) and every six months (0.0%); on the other hand, members of Generation X shop every week (18.2%), every two weeks (25.5%), once a month (46.9%), every three months (8.9%) and every six months (0.5%). Based on this data, it is inferred that both generations mostly shop once a month, yet Generation Y shops more in terms of frequency (see Table 4.26).

Table 4.26 *Frequency of shopping of the sample group*

			Every week	Every two weeks	Once a month	Once every three months	Once every six months	Total
Generation	Y	Count	60	32	87	13	0	192
		Row %	31,3%	16,7%	45,3%	6,8%	0,0%	100,0%
		Column %	63,2%	39,5%	49,2%	43,3%	0,0%	50,0%
	X	Count	35	49	90	17	1	192
		Row %	18,2%	25,5%	46,9%	8,9%	0,5%	100,0%
		Column %	36,8%	60,5%	50,8%	56,7%	100,0%	50,0%
Total	Count	95	81	177	30	1	384	
	Row %	24,7%	21,1%	46,1%	7,8%	0,3%	100,0%	
	Column %	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	

From a statistical point of view, when the occasions, on which Generations X and Y shop are evaluated, it has been observed that Generation Y, respectively, shop when there is a need (69.8%), when there is a discount or a special offer (34.9%) and to feel good (29.2%) and that Generation X shops when there is a need (60.4%), when there is a price advantage (34.9%) and when there is a discount or a special offer (30.2%). In addition, despite that both generations initially stated that they only shop when there is a need, the responses regarding Generation Y members, shopping to feel good and when they seize a discount or a special offer, also display that this generation carry out the shopping activities through hedonic values (see Appendix 5).

The sample group was also asked whether they think the products they buy reflect their personalities or not and the existence of a statistically significant different was investigated between the generations. 75.5% of the respondents from Generation Y and 64.6% of the respondents from Generation X are seen to be of the opinion that the products they buy do, in fact, reflect their personalities (see Table 4.27).

Table 4.27 *Sample group opinions as to whether the products they buy reflect their personalities or not*

			No	Yes	Total
Generation	Y	Count	47	145	192
		Row %	24,5%	75,5%	100,0%
		Column %	40,9%	53,9%	50,0%
	X	Count	68	124	192
		Row %	35,4%	64,6%	100,0%
		Column %	59,1%	46,1%	50,0%
Total		Count	115	269	384
		Row %	29,9%	70,1%	100,0%
		Column %	100,0%	100,0%	100,0%

A significant difference has also been identified between the generations, within the context of the relation between the products they buy and their personalities ( $p=0.019$ ;  $p<0.05$ ). Accordingly, the hypothesis  $H_0$ : “Generations X and Y have different ideas, regarding the products they purchase, reflecting their personalities.” has been validated (see Table 4.28).

Table 4.28 *Sample group opinions as to whether the products they buy reflect their personalities or not – level of significance*

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	5,474(b)	1	0,019*		
Continuity Correction(a)	4,965	1	0,026		
Likelihood Ratio	5,497	1	0,019		
Fisher's Exact Test				0,026	0,013
Linear-by-Linear Association	5,460	1	0,019		
N of Valid Cases	384				

\*( $p=0,019$ ;  $p<0,05$ )

In order to ascertain the shopping practices and buying behaviors of the generations within this study, their approaches toward offline and online shopping have also been investigated. First of all, the offline shopping practices are emphasized and it has been found out that both generations shop offline (see Table 4.29).



Table 4.29 *offline shopping status of the sample group*

			Yes, I do	Total
Generation	Y	Count	192	192
		Row %	100,0%	100,0%
		Column %	50,0%	50,0%
	X	Count	192	192
		Row %	100,0%	100,0%
		Column %	50,0%	50,0%
Total	Count	384	384	
	Row %	100,0%	100,0%	
	Column %	100,0%	100,0%	

While there has been no significant difference observed between the venues, from which generations prefer to shop, such as shopping malls, outdoor stores and neighborhood bazaars, it has been seen that Generation Y (42.2%) prefers passages more than Generation X (22.9%) in comparison ( $p=0.000$ ;  $p<0.05$ ). Furthermore, it has been determined that 84.4% of Generation Y and 89.6% of Generation X primarily prefers to shop offline from shopping malls (see Appendix 6).

It has also been observed that before they shop online, 50% of Generation Y and 53.2% of Generation X search for information from the Internet ( $p=0.184$ ); 23.4% of Generation Y and 22.9% of Generation X search for information from magazines and 25.5% of Generation Y and 26% of Generation X search for information from newspapers ( $p=0.907$ ). Both generations are identified to utilize public sources such as newspapers, magazines and Internet with similar rates, before they shop online. A statistically significant difference has not been observed between the generations in this sense. Yet, before they shop online, Generation Y members use personal sources such as their friends ( $p=0.031$ ;  $p<0.05$ ) and families ( $p=0.000$ ;  $p<0.05$ ) to be informed, more than Generation X members do; there is also a significant difference between the generations. Moreover, 19.8% of Generation X and 25.8% of Generation Y appear to use no sources at all, in order to do research before they shop online (see Appendix 7).

As the generations' frequencies of shopping is examined; it has been seen that 31.8% of the respondents from Generation Y shop every week, 24.5% shop every two weeks, 42.7% shop every month, 1% shop every three months and 0% shops every six months. On the other hand, 16.7% of the respondents from Generation X shop offline every week, 21.9% shop every two weeks, 48.4% shop once a month, 12.5% shop every three months and 0.5% shop every six months (see Table 4.30).

Table 4.30 *Frequency of shopping offline within the sample group*

			Every week	Every two weeks	Once a month	Once every three months	Once every six months	Total
Generation	Y	Count	61	47	82	2	0	192
		Row %	31,8%	24,5%	42,7%	1,0%	0,0%	100,0%
		Column %	65,6%	52,8%	46,9%	7,7%	0,0%	50,0%
	X	Count	32	42	93	24	1	192
		Row %	16,7%	21,9%	48,4%	12,5%	0,5%	100,0%
		Column %	34,4%	47,2%	53,1%	92,3%	100,0%	50,0%
Total	Count	93	89	175	26	1	384	
	Row %	24,2%	23,2%	45,6%	6,8%	0,3%	100,0%	
	Column %	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	

The respondents were asked about the first three concepts that come to their minds, when they hear the words offline shopping. Accordingly, Generation Y related offline shopping with the concepts of happiness (20.3%), convenience (17.7%), fun and peace (10.4%), cheapness (7.8%), desire-pleasure (7.3%), enjoyment and benefit (6.8%), excitement (5.7%), quality (4.7%) and speed (2.1%), respectively. In addition, Generation X related offline shopping with happiness (19.3%), benefit (18.8%), quality (11.5%), fun (9.9%), convenience (8.9%), enjoyment (7.8%), cheapness (6.8%), excitement (4.7%), peace and pleasure (4.2%) (see Table 4.31).

Table 4.31 *Sample group perspectives on offline shopping – first recalled*

		Enjoyment	Fun	Happiness	Peace	Desire/Pleasure	Excitement	Convenience	Speed	Benefit	Quality	Cheapness	Total	
Generation	Y	Count	13	20	39	20	14	11	34	4	13	9	15	192
		Row %	6,8%	10,4%	20,3%	10,4%	7,3%	5,7%	17,7%	2,1%	6,8%	4,7%	7,8%	100,0%
		Column %	46,4%	51,3%	51,3%	71,4%	63,6%	55,0%	66,7%	33,3%	26,5%	29,0%	53,6%	50,0%
	X	Count	15	19	37	8	8	9	17	8	36	22	13	192
		Row %	7,8%	9,9%	19,3%	4,2%	4,2%	4,7%	8,9%	4,2%	18,8%	11,5%	6,8%	100,0%
		Column %	53,6%	48,7%	48,7%	28,6%	36,4%	45,0%	33,3%	66,7%	73,5%	71,0%	46,4%	50,0%
Total	Count	28	39	76	28	22	20	51	12	49	31	28	384	
	Row %	7,3%	10,2%	19,8%	7,3%	5,7%	5,2%	13,3%	3,1%	12,8%	8,1%	7,3%	100,0%	
	Column %	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	

The concepts that are first recalled when respondents hear the words offline shopping, point to rational or hedonic values. While feelings such as enjoyment, fun, happiness, desire/pleasure and excitement represent hedonic values; convenience, speed, benefit and quality indicate rational values. In this context, the analysis of the data reveals that 39.1% of Generation Y and 50% of Generation Y prioritize rational values; whereas 60.9% of Generation Y and 50% of Generation X prioritize hedonic values (see Table 4.32).

Table 4.32 *Sample group definitions of offline shopping within the contexts of rational or hedonic values – first recalled*

			Rational values	Hedonic values	Total
Generation	Y	Count	96	96	192
		Row %	39,1%	60,9%	100,0%
		Column %	56,1%	45,1%	50,0%
	X	Count	75	117	192
		Row %	50,0%	50,0%	100,0%
		Column %	43,9%	54,9%	50,0%
Total		Count	171	213	384
		Row %	44,5%	55,5%	100,0%
		Column %	100,0%	100,0%	100,0%

As can be seen from the table above, Generation Y considers hedonic values more in offline shopping, in comparison with Generation X ( $p=0.031$ ;  $p<0.05$ ) (see Table 4.33).

Table 4.33 *Sample group definitions of offline shopping within the contexts of rational or hedonic values – level of significance – first recalled*

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	4,649(b)	1	0,031*		
Continuity Correction(a)	4,217	1	0,040		
Likelihood Ratio	4,659	1	0,031		
Fisher's Exact Test				0,040	0,020
Linear-by-Linear Association	4,637	1	0,031		
N of Valid Cases	384				

\* $p=0,031$ ;  $p<0,05$

Concepts that come to mind in second order when offline shopping is in question are, respectively, happiness (19.3%), fun (15.6%), convenience (12.5%), benefit (11.5%), excitement (10.4%), quality (8.3%), speed (7.3%), enjoyment (6.3%), desire/pleasure (5.2%), peace (3.6%) and cheapness (0%) for Generation Y; while the order for Generation X is convenience (22.9%), quality (17.2%), happiness (15.1%), fun (11.5%), excitement (7.8%), benefit (6.3%), peace (6.3%), desire/pleasure (3.1%), enjoyment (2.1%) and cheapness (1%) (see Table 4.34).

Table 4.34 *Sample group perspectives on offline shopping – second recalled*

		Enjoyment	Fun	Happiness	Peace	Desire/pleasure	Excitement	Convenience	Speed	Benefit	Quality	Cheapness	Total	
Generation	Y	Count	12	30	37	7	10	20	24	14	22	16	0	192
		Row %	6,3%	15,6%	19,3%	3,6%	5,2%	10,4%	12,5%	7,3%	11,5%	8,3%	0,0%	100,0%
		Column %	75,0%	57,7%	56,1%	36,8%	62,5%	57,1%	35,3%	51,9%	64,7%	32,7%	0,0%	50,0%
	X	Count	4	22	29	12	6	15	44	13	12	33	2	192
		Row %	2,1%	11,5%	15,1%	6,3%	3,1%	7,8%	22,9%	6,8%	6,3%	17,2%	1,0%	100,0%
		Column %	25,0%	42,3%	43,9%	63,2%	37,5%	42,9%	64,7%	48,1%	35,3%	67,3%	100,0%	50,0%
Total	Count	16	52	66	19	16	35	68	27	34	49	2	384	
	Row %	4,2%	13,5%	17,2%	4,9%	4,2%	9,1%	17,7%	7,0%	8,9%	12,8%	0,5%	100,0%	
	Column %	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	

As per the analysis of the data, within the context of hedonic and rational values, it is observed that 39.6% of Generation Y and 54.2% of Generation X prioritize rational values; while 60.4% of Generation Y and 45.8% of Generation X prioritize hedonic values (see Table 4.35).

Table 4.35 *Sample group definitions of offline shopping within the contexts of rational or hedonic values – second recalled*

			Rational values	Hedonic values	Total
Generation	Y	Count	76	116	192
		Row %	39,6%	60,4%	100,0%
		Column %	42,2%	56,9%	50,0%
	X	Count	104	88	192
		Row %	54,2%	45,8%	100,0%
		Column %	57,8%	43,1%	50,0%
Total	Count	180	204	384	
	Row %	46,9%	53,1%	100,0%	
	Column %	100,0%	100,0%	100,0%	

In other words, Generation Y takes hedonic values into account more than Generation X, when offline shopping is in question ( $p=0.004$ ;  $p<0.05$ ) (see Table 4.36).

Table 4.36 *Sample group definitions of offline shopping within the contexts of rational or hedonic values – level of significance – second recalled*

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	8,199(b)	1	0,004*		
Continuity Correction(a)	7,624	1	0,006		
Likelihood Ratio	8,229	1	0,004		
Fisher's Exact Test				0,006	0,003
Linear-by-Linear Association	8,177	1	0,004		
N of Valid Cases	384				

Concepts that come to mind in third order when offline shopping is in question are; for Generation Y, respectively, convenience (17.7%), excitement (14.1%), happiness (13.5%), fun (11.5%), quality (9.4%), desire/pleasure (8.3%), speed (7.8%), benefit (6.8%), enjoyment (5.2%), peace (4.2%) and cheapness (1.6%); for Generation X, on the other hand, convenience (16.1%), benefit (15.1%), excitement (14.6%), quality (11.5%), happiness (9.9%), fun (8.3%), enjoyment (6.3%), peace (4.2%), desire/pleasure (3.1%) and cheapness (1%) ( $p=0.041$ ;  $p<0.05$ ) (see Table 4.37).

Table 4.37 *Sample group perspectives on offline shopping – third recalled*

			Enjoyment	Fun	Happiness	Peace	Desire/pleasure	Excitement	Convenience	Speed	Benefit	Quality	Cheapness	Total
Generation	Y	Count	10	22	26	8	16	27	34	15	13	18	3	192
		Row %	5,2%	11,5%	13,5%	4,2%	8,3%	14,1%	17,7%	7,8%	6,8%	9,4%	1,6%	100,0%
		Column %	45,5%	57,9%	57,8%	50,0%	72,7%	49,1%	52,3%	42,9%	31,0%	45,0%	75,0%	50,0%
	X	Count	12	16	19	8	6	28	31	20	29	22	1	192
		Row %	6,3%	8,3%	9,9%	4,2%	3,1%	14,6%	16,1%	10,4%	15,1%	11,5%	0,5%	100,0%
		Column %	54,5%	42,1%	42,2%	50,0%	27,3%	50,9%	47,7%	57,1%	69,0%	55,0%	25,0%	50,0%
Total	Count	22	38	45	16	22	55	65	35	42	40	4	384	
	Row %	5,7%	9,9%	11,7%	4,2%	5,7%	14,3%	16,9%	9,1%	10,9%	10,4%	1,0%	100,0%	
	Column %	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	

From the perspective of hedonic and rational values, concepts that are recalled in the third order reveal that 43.2% of Generation Y and 53.6% of Generation X prioritize rational values, while 56.8% of Generation Y and 46.4% of Generation X prioritize hedonic values (see Table 4.38).

Table 4.38 *Sample group definitions of offline shopping within the contexts of rational or hedonic values – third recalled*

			Rational values	Hedonic values	Total
Generation	Y	Count	83	109	192
		Row %	43,2%	56,8%	100,0%
		Column %	44,6%	55,1%	50,0%
	X	Count	103	89	192
		Row %	53,6%	46,4%	100,0%
		Column %	55,4%	44,9%	50,0%
Total	Count	186	198	384	
	Row %	48,4%	51,6%	100,0%	
	Column %	100,0%	100,0%	100,0%	

In light of this data, it is observed that Generation Y takes hedonic values more into account than Generation X, when it comes to offline shopping and that there is a statistically significant difference here ( $p=0.041$ ;  $p<0.05$ ) (see Table 4.39). In this context, the validity of hypothesis  $H_7$ : “There is a difference between the

*shopping practices of Generations X and Y, within the context of hedonistic and rational values.*” is confirmed.

Table 4.39 *Sample group perspectives on offline shopping – level of significance – third recalled*

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	4,171(b)	1	0,041*		
Continuity Correction(a)	3,764	1	0,052		
Likelihood Ratio	4,178	1	0,041		
Fisher's Exact Test				0,052	0,026
Linear-by-Linear Association	4,160	1	0,041		
N of Valid Cases	384				

Purchasing processes of the respondents when it comes to offline shopping are listed in the literature as realizing the needs, searching for information, evaluating the alternatives and deciding to buy. Within this framework, the purchasing processes of Generation Y in offline shopping are; realizing the need (50.5%), evaluating the alternatives (32.8%), making the decision to buy afterwards (13%) and searching for information once the purchasing process is carried out (3.6%). Similarly, Generation X shops offline with first realizing the need (38.5%), then evaluating the alternatives (35.4%) and making the decision to buy (18.8%). After the purchasing process comes the search for information (7.3%). In conclusion, it can be inferred that both generations handle the purchasing process steps in the literature differently (see Table 4.40).



Table 4.40 *Purchasing processes of the sample group in offline shopping*

			Evaluating alternatives	Realizing the need	Search for information	Decision to buy	Total
Generation	Y	Count	63	97	7	25	192
		Row %	32,8%	50,5%	3,6%	13,0%	100,0%
		Column %	48,1%	56,7%	33,3%	41,0%	50,0%
	X	Count	68	74	14	36	192
		Row %	35,4%	38,5%	7,3%	18,8%	100,0%
		Column %	51,9%	43,3%	66,7%	59,0%	50,0%
Total		Count	131	171	21	61	384
		Row %	34,1%	44,5%	5,5%	15,9%	100,0%
		Column %	100,0%	100,0%	100,0%	100,0%	100,0%

As the reasons of the sample group as to why they shop offline are probed, observed responses are categorized under rational and hedonic values; rational values have to do with finding it practical, finding it reliable, not being affected by unfavorable weather conditions and being able to find products and services in various categories; hedonic values have to do with socializing, being happy, spending a fun time, enjoying the feeling of touching the products and feeling them and this being a part of the lifestyle. In this context, 43.2% of Generation X prioritize rational values, while 56.8% shop with hedonic values in mind. On the other hand, 37.5% of the members of Generation Y shop offline with rational values and 62.5% with hedonic values. Accordingly, it is seen that Generation Y shop more with hedonic values than rational values (see Table 4.41).

Table 4.41 *Sample group reasons to shop offline within the contexts of rational or hedonic values*

			Rational values	Hedonic values	Total
Generation	Y	Count	72	120	192
		Row %	37,5%	62,5%	100,0%
		Column %	46,5%	52,4%	50,0%
	X	Count	83	109	192
		Row %	43,2%	56,8%	100,0%
		Column %	53,5%	47,6%	50,0%
Total		Count	155	229	384
		Row %	40,4%	59,6%	100,0%
		Column %	100,0%	100,0%	100,0%

The results of Pearson Chi-square test within the context of rational and hedonic values in offline shopping activities between the generations yielded  $p=0.253$ ; which means that there is no significant difference. Still, average values are calculated thanks to the research data and Mann Whitney Test was applied; as a result, a significant difference between the options of finding it practical, finding it reliable, socialization, being happy and being able to find products in various categories together, has been found. In this context, it has been identified that Generation Y (Mean=4.15) finds offline shopping more practical than Generation X (Mean=4.14) ( $p=0.032$ ;  $p<0.05$ ). It has also been identified that Generation X (Mean=4.29) finds offline more reliable than Generation Y (Mean=4.14). In addition, respondents from Generation Y (Mean=4.36) expressed that they socialize more when they shop offline ( $p=0.000$ ;  $p<0.05$ ); they are happy ( $p=0.010$ ;  $p<0.05$ ) and that they can find products and services in various categories all together ( $p=0.042$ ;  $p<0.05$ ) (see Appendix 8).

As the products, which are bought mostly during offline shopping by the generations within the research study, it has been determined that the majority belongs to food, textile and shoes/accessories categories. In this context, Generation

Y (42.2%) mostly buys products from the food category in offline shopping; while Generation X (62.5%) usually buys those from the textile category. The analyzed data showed that there is a significant difference, specifically in terms of the products that are bought during offline shopping ( $p=0.014$ ;  $p<0.05$ ) (see Appendix 9).

The methods of payment of the sample group while shopping offline are also analyzed. Accordingly, Generation Y (69.8%) uses credit cards more than Generation X (59.4%) and there is a statistically significant difference between them in this sense ( $p=0.033$ ;  $p<0.05$ ). Furthermore, Generation X (9.4%) uses cash deposit cards more than Generation Y (17.7%) and between them, there is a significant difference ( $p=0.017$ ;  $p<0.05$ ). Finally, Generation Y (10.9%) uses discount coupons more than Generation X (2.1%) and there is a statistically significant difference between these two ( $p=0.010$ ;  $p<0.05$ ) (see Appendix 10).

Whether Generations X and Y shop planned or unplanned has also been investigated. The results revealed that Generation Y (70.3%) shops more planned than Generation X (79.2%). At the same time, a statistically significant difference between the generations has been detected ( $p=0.046$ ;  $p<0.05$ ) (see Table 4.42).

Table 4.42 *Status of shopping offline planned / unplanned within the sample group*

			I shop in a planned way	I shop in an unplanned way	Total
Generation	Y	Count	152	40	192
		Row %	79,2%	20,8%	100,0%
		Column %	53,0%	41,2%	50,0%
	X	Count	135	57	192
		Row %	70,3%	29,7%	100,0%
		Column %	47,0%	58,8%	50,0%
Total		Count	287	97	384
		Row %	74,7%	25,3%	100,0%
		Column %	100,0%	100,0%	100,0%

The responses collected from the respondents have also been probed to check whether respondents shop online or not; accordingly, 80.2% of Generation Y and

merely 43.2% of Generation X shop online. At this point, the hypothesis  $H_3$ :

“*Generation Y prefers both offline and online shopping.*”, has also been confirmed (see Table 4.43).

Table 4.43 *Online shopping status of the sample group*

			Yes	No	Total
Generation	Y	Count	154	38	192
		Row %	80,2%	19,8%	100,0%
		Column %	65,0%	25,9%	50,0%
	X	Count	83	109	192
		Row %	43,2%	56,8%	100,0%
		Column %	35,0%	74,1%	50,0%
Total		Count	237	147	384
		Row %	61,7%	38,3%	100,0%
		Column %	100,0%	100,0%	100,0%

In addition, the conducted Pearson Chi-square Test showed a statistically significant difference between the generations, with respect to their online shopping statuses ( $p=0.000$ ;  $p<0.05$ ), while confirming the validity of hypothesis  $H_4$ :

“*Generation Y prefers online shopping more than Generation X does.*” (see Table 4.44).

Table 4.44 *Online shopping status of the sample group – level of significance*

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	55,563(b)	1	0,000*		
Continuity Correction(a)	54,008	1	0,000		
Likelihood Ratio	57,369	1	0,000		
Fisher's Exact Test				0,000	0,000
Linear-by-Linear Association	55,418	1	0,000		
N of Valid Cases	384				

( $p=0,000$ ;  $p<0,05$ )

When the frequency of online shopping of the sample group is examined, it has been seen that 40.3% of Generation Y shop online every week or every two weeks; while only 22.9% of Generation X shop online every week or every two weeks (see Table 4.45).

Table 4.45 *Frequency of shopping online within the sample group*

			Every week	Every two weeks	Once a month	Once every three months	Once every six months	Total
Generation	Y	Count	26	36	57	26	9	154
		Row %	16,9%	23,4%	37,0%	16,9%	5,8%	100,0%
		Column %	76,5%	76,6%	68,7%	50,0%	42,9%	65,0%
	X	Count	8	11	26	26	12	83
		Row %	9,6%	13,3%	31,3%	31,3%	14,5%	100,0%
		Column %	23,5%	23,4%	31,3%	50,0%	57,1%	35,0%
Total		Count	34	47	83	52	21	237
		Row %	14,3%	19,8%	35,0%	21,9%	8,9%	100,0%
		Column %	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%

In line with this data, a statistically significant difference has also been observed between the frequencies of online shopping of the generations ( $p=0.005$ ;  $p<0.05$ ) (see Table 4.46).

Table 4.46 *Frequency of shopping online within the sample group – level of significance*

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14,901(a)	4	0,005*
Continuity Correction			
Likelihood Ratio	14,736	4	0,005
Linear-by-Linear Association	12,713	1	0,000
N of Valid Cases	237		

\*( $p=0,005$ ;  $p<0,05$ )

The tools, which are used by the respondents in online shopping have been examined in the study. Accordingly, Generation Y (79.9%) uses computers ( $p=0.000$ ;  $p<0.05$ ) and tablets (Y: 28.6%; X: 13.3%) ( $p=0.012$ ;  $p<0.05$ ) more than Generation X (56.6%). Moreover, both generations use smartphones similarly during online shopping ( $p=0.005$ ;  $p<0.05$ ) (see Appendix 11).

The respondents were also asked to list the first three concepts that come to their minds, when they hear the words online shopping. Accordingly, Generation Y associates online shopping with convenience (16.9%), excitement (14.9%), enjoyment

(11.7%), fun (10.4%), desire/pleasure, speed and benefit (9.1%), happiness and peace (6.5%), quality (4.5%), variety (1.3%) respectively; while Generation X associates it with convenience (16.9%), happiness (15.7%), quality and desire/pleasure (12%), speed (9.6%), excitement (8.4%), benefit and variety (6%), enjoyment and fun (4.8%) and peace (3.6%) respectively (see Table 4.47).

Table 4. 47 *Sample group perspectives on online shopping – first recalled*

			Enjoyment	Fun	Happiness	Peace	Desire/pleasure	Excitement	Convenience	Speed	Benefit	Quality	Variety	Total
Generation	Y	Count	18	16	10	10	14	23	26	14	14	7	2	154
		Row %	11,7 %	10,4 %	6,5%	6,5%	9,1%	14,9 %	16,9 %	9,1%	9,1%	4,5%	1,3%	100,0 %
		Column %	81,8 %	80,0 %	43,5 %	76,9 %	58,3 %	76,7 %	65,0 %	63,6 %	73,7 %	41,2 %	28,6 %	65,0 %
	X	Count	4	4	13	3	10	7	14	8	5	10	5	83
		Row %	4,8%	4,8%	15,7 %	3,6%	12,0 %	8,4%	16,9 %	9,6%	6,0%	12,0 %	6,0%	100,0 %
		Column %	18,2 %	20,0 %	56,5 %	23,1 %	41,7 %	23,3 %	35,0 %	36,4 %	26,3 %	58,8 %	71,4 %	35,0 %
Total	Count	22	20	23	13	24	30	40	22	19	17	7	237	
	Row %	9,3%	8,4%	9,7%	5,5%	10,1 %	12,7 %	16,9 %	9,3%	8,0%	7,2%	3,0%	100,0 %	
	Column %	100,0 %	100,0 %	100,0 %	100,0 %	100,0 %	100,0 %	100,0 %	100,0 %	100,0 %	100,0 %	100,0 %	100,0 %	

The analysis of the concepts that are recalled firstly within the context of rational and hedonic values, showed that 40.9% of Generation Y and 50.6% of Generation X prioritize rational values, whereas 59.1% of Generation Y and 49.4% of Generation X prioritize hedonic values in online shopping activities (see Table 4.48).



As the data was analyzed within the context of hedonic and rational values, it has been observed that 46.1% of Generation Y and 59% of Generation X prioritize rational values; while 53.9% of Generation Y and 41% of Generation X prioritize hedonic values (see Table 4.50).

Table 4.50 *Sample group definitions of online shopping within the contexts of rational and hedonic values – second recalled*

			Rational values	Hedonic values	Total
Generation	Y	Count	71	83	154
		Row %	46,1%	53,9%	100,0%
		Column %	59,2%	70,9%	65,0%
	X	Count	49	34	83
		Row %	59,0%	41,0%	100,0%
		Column %	40,8%	29,1%	35,0%
Total		Count	120	117	237
		Row %	50,6%	49,4%	100,0%
		Column %	100,0%	100,0%	100,0%

Concepts, which are recalled thirdly by the generations are, respectively, excitement, convenience and benefit (13%), speed (12.3%), peace (11%), quality (9.7%), fun (7.8%), desire/pleasure (7.1%) and enjoyment and happiness (9.5%) for Generation Y; happiness (19.3%), excitement and convenience (13.3%), benefit (10.8%), quality (8.4%), enjoyment and peace (7.2%), desire/pleasure and fun (6%) for Generation X (see Table 4.51).



Table 4.51 *Sample group perspectives on online shopping – third recalled*

		Enjoyment	Fun	Happiness	Peace	Desire/pleasure	Excitement	Convenience	Speed	Benefit	Quality	Total	
Generation	Y	Count	10	12	10	17	11	20	20	19	20	15	154
		Row %	6,5%	7,8%	6,5%	11,0%	7,1%	13,0%	13,0%	12,3%	13,0%	9,7%	100,0%
		Column %	66,7%	70,6%	38,5%	73,9%	68,8%	64,5%	64,5%	70,4%	69,0%	68,2%	65,0%
	X	Count	5	5	16	6	5	11	11	8	9	7	83
		Row %	6,0%	6,0%	19,3%	7,2%	6,0%	13,3%	13,3%	9,6%	10,8%	8,4%	100,0%
		Column %	33,3%	29,4%	61,5%	26,1%	31,3%	35,5%	35,5%	29,6%	31,0%	31,8%	35,0%
Total	Count	15	17	26	23	16	31	31	27	29	22	237	
	Row %	6,3%	7,2%	11,0%	9,7%	6,8%	13,1%	13,1%	11,4%	12,2%	9,3%	100,0%	
	Column %	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	

Concepts, which are recalled thirdly by the sample group, when they think of online shopping, have also been investigated within the context of hedonic and rational values. Accordingly, 48.1% of Generation Y and 42.2% of Generation X prioritize rational values; while 51.9% of Generation Y and 57.8% of Generation X prioritize hedonic values (see Table 4.52).

Table 4.52 *Sample group definitions of online shopping within the contexts of rational and hedonic values – third recalled*

			Rational values	Hedonic values	Total
Generation	Y	Count	74	80	154
		Row %	48,1%	51,9%	100,0%
		Column %	67,9%	62,5%	65,0%
	X	Count	35	48	83
		Row %	42,2%	57,8%	100,0%
		Column %	32,1%	37,5%	35,0%
Total	Count	109	128	237	
	Row %	46,0%	54,0%	100,0%	
	Column %	100,0%	100,0%	100,0%	

The purchasing processes of Generation X and Y during online shopping have also been subjected to investigation, within the context of this study. In this regard, Generation Y realizes the need first (42.9%), then evaluates the alternatives (37%),

then makes the decision to buy (16.9%) and finally, searches for information (3.2%). On the other hand, Generation X first realizes the need (36.1%), then evaluates the alternatives (31.3%), searches for information (18.1%) and finally, makes the decision to buy (14.5%) (see Table 4.53).

Table 4.53 *Purchasing processes of the sample group in online shopping*

			Evaluating alternatives	Realizing the need	Search for information	Decision to buy	Total
Generation	Y	Count	57	66	5	26	154
		Row %	37,0%	42,9%	3,2%	16,9%	100,0%
		Column %	68,7%	68,8%	25,0%	68,4%	65,0%
	X	Count	26	30	15	12	83
		Row %	31,3%	36,1%	18,1%	14,5%	100,0%
		Column %	31,3%	31,3%	75,0%	31,6%	35,0%
Total	Count	83	96	20	38	237	
	Row %	35,0%	40,5%	8,4%	16,0%	100,0%	
	Column %	100,0%	100,0%	100,0%	100,0%	100,0%	

A statistically significant difference between Generations X and Y, with respect to their purchasing processes in online shopping, has also been detected ( $p=0.002$ ;  $p<0.05$ ) (see Table 4.54). Generation Y searches for information after purchasing the product, whereas Generation X does so before purchasing. An analysis of the online and offline purchasing processes of Generations X and Y also revealed differences between their processes and the purchasing process in the literature. As a very striking result, this difference is visible in both online and offline shopping process orders of Generation Y; realizing the need, evaluating the alternatives, making the decision to buy and searching for information. Similarly, Generation X expressed this process in offline shopping as realizing the need, evaluating the alternatives, making the decision to buy and searching for information; on the other hand, for online shopping, the order starts with realizing the need and moves on with evaluating the alternatives, searching for information and making the decision to buy. In this context, the hypothesis  $H_6$ : “*The purchasing process of online shopping*

*practices of Generations X and Y is also valid for their offline shopping practices”*

was validated for Generation Y, but not validated for Generation X.

Table 4.54 *Purchasing processes of the sample group in online shopping – level of significance*

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15,343(a)	3	*0,002
Continuity Correction			
Likelihood Ratio	14,613	3	0,002
Linear-by-Linear Association	1,228	1	0,268
N of Valid Cases	237		

\*( $p=0,002$ ;  $p<0,05$ )

The investigation of reasons of the sample group as to why they shop online revealed that they do so because, just as it was the case with offline shopping, they have rational values – they find it practical, reliable, they can shop from anywhere they want, the products are delivered to their doors, they can find products or services in various categories, as well as products on sale. On the other hand, the excitement of waiting for the ordered products, enjoying it and being happy, being able to shop without the influence of sales representatives/friends/family members and shopping being a part of lifestyles are covered as hedonic values. In this sense, 48.7% of Generation Y prioritize rational values and 51.3% shops through hedonic values. 41% of the members of Generation X, on the other hand, shop through rational and 59% through hedonic values in online shopping. The conducted Pearson Chi-square test concluded ( $p=0.254$ ;  $p>0.05$ ) that there are no statistically significant differences between the two. In addition, the acquired data was subjected to Mann Whitney U test and the calculations revealed that reasons such as finding it practical, getting excited while waiting for the products, finding it reliable, enjoying oneself, being happy, being able to buy anywhere one wants, products being delivered to the door, being able to find products on discount and being part of the lifestyle, have statistically

significant differences for Generations X and Y. In this context, the most obvious reason affecting the buying behavior in online shopping is the delivery of the products to the door for Generation X (3.99%) ( $p=0.032$ ;  $p<0.05$ ) and the excitement one feels while waiting for the products to be delivered for Generation Y (3.76%) ( $p=0.002$ ;  $p<0.05$ ) (see Appendix 12).

The products, purchased online by the generations most frequently have also been evaluated. Accordingly, Generation Y buys textile/clothes (46.1%), shoes/accessories (22.1%), electronic/technological products (14.9%), food (11%), hobby supplies (3.2%), travel (1.9%), home accessories (0.6%) and buys no products concerning their occupations. Similarly Generation X most frequently buys textile/clothes (48.2%), followed by electronic/technological products (21.7%), shoes/accessories (15.7%), hobby supplies (7.2%), food (3.6%), travel (2.4%), products concerning their occupations (1.2%) and home accessories (0.4%) (see Table 4.55).

Table 4.55 *Purchased products of the sample group while shopping online*

			Electronic/technological products	Textile/Clothes	Shoes/Accessories	Food	Hobby supplies	Travel	Products and services concerning my occupation	Home accessories	Total
Generation	Y	Count	23	71	34	17	5	3	0	1	154
		Row %	14,9%	46,1%	22,1%	11,0%	3,2%	1,9%	0,0%	0,6%	100,0%
		Column %	56,1%	64,0%	72,3%	85,0%	45,5%	60,0%	0,0%	100,0%	65,0%
	X	Count	18	40	13	3	6	2	1	0	83
		Row %	21,7%	48,2%	15,7%	3,6%	7,2%	2,4%	1,2%	0,0%	100,0%
		Column %	43,9%	36,0%	27,7%	15,0%	54,5%	40,0%	100,0%	0,0%	35,0%
Total	Count	41	111	47	20	11	5	1	1	237	
	Row %	17,3%	46,8%	19,8%	8,4%	4,6%	2,1%	0,4%	0,4%	100,0%	
	Column %	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	

A significant difference between the product categories, purchased by the respondents in online shopping, has also been detected ( $p=0.001$ ;  $p<0.05$ ) (see Table 4.56).

Table 4.56 *Purchased products of the sample group while shopping online – level of significance*

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	25,546(a)	7	*0,001
Continuity Correction			
Likelihood Ratio	29,400	7	0,000
Linear-by-Linear Association	9,904	1	0,002
N of Valid Cases	237		

\*( $p=0,001$ ;  $p<0,05$ )

The methods of payment, utilized by the sample group of the research study in online shopping have also been probed. Generation Y (10.4%) prefers using credit cards more than Generation X (0%) and there is a statistically significant difference between the two ( $p=0.006$ ;  $p<0.05$ ). Moreover, Generation X (100%) uses cash/wire transfers more than Generation Y (87.7%) and there is also a significant difference between them ( $p=0.002$ ;  $p<0.05$ ). Generation Y (50%) also prefers digital wallets more than Generation X (37.3%) and no significant differences here have been

detected ( $p=0.642$ ;  $p<0.05$ ). Finally, Generation Y (26.6%) prefers paying upon delivery more than Generation X (8.4%) does and a statistically significant difference has been detected ( $p=0.002$ ;  $p<0.05$ ) (see Appendix 13).

As for the investigation, regarding whether Generations X and Y shop online in a planned or unplanned manner; Generation X (80.7%) appears to plan before shopping online more than Generation Y (66.2%) (see Table 4.57).

Table 4.57 *Status of shopping online planned / unplanned within the sample group*

			I shop in a planned way	I shop in an unplanned way	Total
Generation	Y	Count	102	52	154
		Row %	66,2%	33,8%	100,0%
		Column %	60,4%	76,5%	65,0%
	X	Count	67	16	83
		Row %	80,7%	19,3%	100,0%
		Column %	39,6%	23,5%	35,0%
Total		Count	169	68	237
		Row %	71,3%	28,7%	100,0%
		Column %	100,0%	100,0%	100,0%

A significant difference between the statuses of shopping online planned/unplanned of Generations X and Y, has been identified ( $p=0.0028$ ;  $p<0.05$ ) (see Table 4.58).

Table 4.58 *Status of shopping online planned / unplanned within the sample group - level of significance*

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	5,534(b)	1	0,019		
Continuity Correction(a)	4,848	1	*0,028		
Likelihood Ratio	5,768	1	0,016		
Fisher's Exact Test				0,024	0,013
Linear-by-Linear Association	5,511	1	0,019		
N of Valid Cases	237				

\*( $p=0,028$ ;  $p<0,05$ )

In terms of the websites that are used in online shopping; 57.8% of Generation Y prefer yellow pages, 34.9% open bazaars, 72.7% shopping sites with multiple

categories, 55.2% f-commerce and 37% prefer other web sites. In addition, 50.6% of Generation X prefer yellow pages, 26.6% open bazaars, 53% shopping sites with multiple categories, 16.9% f-commerce and 25.3% prefer other websites. Between the two generations, no significant differences are observed within the context of yellow pages ( $p=0.288$ ;  $p>0.05$ ), open bazaars ( $p=0.077$ ;  $p>0.05$ ) and other options ( $p=0.067$ ;  $p>0.05$ ). Still, it has been seen that Generation Y uses multiple categories ( $p=0.002$ ;  $p<0.05$ ) and f-commerce ( $p=0.000$ ;  $p<0.05$ ) more than Generation X (see Appendix 14).

In terms of the websites, of which respondents are members, it has been seen that top three websites with memberships are; markafoni.com (74%), sahibinden.com (56.5%) and trendyol.com (50%). For Generation X respondents, the top three web sites with memberships are gittigidiyor.com (49.4%), sahibinden.com (44.6%) and markafoni.com (43.4%). Yet, Generation Y respondents hold more memberships in markafoni.com ( $P=0.000$ ;  $p<0.05$ ), yemeksepeti.com ( $p=0.000$ ;  $p<0.05$ ), sanalmarket.com ( $p=0.000$ ;  $p>0.05$ ), shopping sites on social media ( $p=0.009$ ;  $p>0.05$ ) and trendyol.com ( $P=0.041$ ;  $P<0.05$ ); whereas Generation X prefers e-bebek.com ( $p=0.003$ ;  $p<0.05$ ), hizlial.com ( $p=0.000$ ;  $p<0.05$ ) and brand sites ( $p=0.000$ ;  $p<0.05$ ) (see Appendix 15).

Not preferring online shopping, respondents from Generation Y explain their reasons for not doing so with their dislike of the idea of buying products without physically contacting them, being unsure of the product quality and the lack of their enjoyment in the process. Respondents from Generation X, on the other hand, expressed their reasons for not shopping online with the potential issues during delivery, concerns about privacy, as well as reliability (see Table 4.59) (see Appendix 16).

Table 4.59 *Sample group reasons as to why they do not prefer online shopping*

	Generation	N	Mean Rank	Sum of Ranks
I do not find it reliable	Y	37	77,09	2.852,50
	X	109	72,28	7.878,50
	Total	146		
I have privacy concerns	Y	38	72,16	2.742,00
	X	109	74,64	8.136,00
	Total	147		
I do not like buying a product without touching it	Y	38	83,70	3.180,50
	X	109	70,62	7.697,50
	Total	147		
I think there could be delivery issues	Y	38	70,64	2.684,50
	X	109	75,17	8.193,50
	Total	147		
I cannot be sure of the product quality	Y	38	79,66	3.027,00
	X	109	72,03	7.851,00
	Total	147		
I do not enjoy it	Y	38	78,61	2.987,00
	X	108	71,70	7.744,00
	Total	146		
I think I would spend too much money	Y	38	78,50	2.983,00
	X	108	71,74	7.748,00
	Total	146		

In terms of products that are not needed; whether generations buy them in online shopping or offline shopping has also been investigated. In this sense, Generation X does not buy unnecessary products in neither shopping settings; whereas Generation Y buys products that are not needed in both offline and online shopping endeavors (see Table 4.60).



Table 4.60 *Sample group status of buying products which are not needed*

			Online	Offline	Both	Neither	Total
Generation	Y	Count	34	64	49	45	192
		Row %	17,7%	33,3%	25,5%	23,4%	100,0%
		Column %	50,7%	51,2%	71,0%	36,6%	50,0%
	X	Count	33	61	20	78	192
		Row %	17,2%	31,8%	10,4%	40,6%	100,0%
		Column %	49,3%	48,8%	29,0%	63,4%	50,0%
Total	Count	67	125	69	123	384	
	Row %	17,4%	32,6%	18,0%	32,0%	100,0%	
	Column %	100,0%	100,0%	100,0%	100,0%	100,0%	

In this context, a statistically significant difference has been detected between the two generations, with regards to buying products that are not needed ( $p=0.000$ ;  $p<0.05$ ) (see Table 4.61).

Table 4.61 *Sample group status of buying products which are not needed – level of significance*

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	21,129(a)	3	*0,000
Continuity Correction			
Likelihood Ratio	21,625	3	0,000
Linear-by-Linear Association	3,079	1	0,079
N of Valid Cases	384		

\*( $p=0,000$ ;  $p<0,05$ )

Finally, the generations' opinions as to how shopping will be conducted in future are covered. At this point, 88% of Generation Y stated that consumption will gradually increase, 83% stated that shopping will be transformed into a completely digital platform, 80.7% stated that there will be more individuals who buy necessary/unnecessary products. On the other hand, 91.6% of Generation X stated that shopping will be transformed into a completely digital platform, while the majority agreed that consumption (90.6%) and online shopping (87.9%) will increase (see Appendix 17). Furthermore, the average values of the data are shown below in

Table 4.62 *Sample group opinions concerning shopping in future*

			Valid N	Mean	Standard Deviation	Median	Minimum	Maximum
Generation	Y	It will be transformed into a completely digital platform	191	4,29	0,95	5,00	1,00	5,00
	X	It will be transformed into a completely digital platform	191	4,44	0,78	5,00	1,00	5,00
Generation	Y	Consumption will gradually increase	192	4,31	0,89	5,00	1,00	5,00
	X	Consumption will gradually increase	192	4,33	0,77	4,00	1,00	5,00
Generation	Y	There will be more individuals who buy products regardless of their needs	192	4,03	1,19	4,00	1,00	5,00
	X	There will be more individuals who buy products regardless of their needs	192	4,05	1,12	4,00	1,00	5,00
Generation	Y	There will be more online shopping	190	4,02	1,11	4,00	1,00	5,00
	X	There will be more online shopping	190	4,27	0,97	4,00	1,00	5,00
Generation	Y	There will be more offline shopping	191	3,48	1,17	3,00	1,00	5,00
	X	There will be more offline shopping	192	3,60	1,25	4,00	1,00	5,00
Generation	Y	Today will remain the same ten years later	191	2,81	1,36	3,00	1,00	5,00
	X	Today will remain the same ten years later	192	3,11	1,35	3,00	1,00	5,00

Within the scope of the quantitative study the data is established, assessed to explain the problems and hypotheses and the findings have been statistically analyzed thanks to crosstabs, Pearson Chi-square and Mann Whitney U tests. Furthermore, the existence of a significant difference between age and income distributions are checked, for they represent important criteria, in terms of the reliability of this research study, carried out on consumption. No significant differences are detected (see Table 4.63).

Table 4.63 *Sample group differences among household income distribution*

	Household Income
Mann-Whitney U	17.782,500
Wilcoxon W	36.310,500
Z	-0,428
Asymp. Sig. (2-tailed)	0,669

The average household income of the respondents from Generations X and Y, who participated in the research, is identified to be 3000 TL (see Table 4.64).

Table 4.64 *Distribution of sample group by household income*

	Valid N	Mean	Standard Deviation	Median	Minimum	Maximum
Age	384	34	10	36	16	50
Household Income	382	3.266,10	1.383,56	3.000,00	400,00	10.000,00

Gathered within the scope of qualitative and quantitative research studies, all findings are critically important, in order to explain the online and offline shopping practices and buying behaviors of Generations X and Y in Turkey, on the basis of consumption society. In this context, this matter, which is examined specifically for Turkey, shall be discussed, based on the findings of the study.

## 5. DISCUSSION

One of the most important factors, affecting the consumption habits of individuals, is the social events that occur during their time. For Turkey, 1980s have been a period of numerous changes and transformations. Having adopted a certain transformation model, Turkish society gradually internalized the ‘consumption culture’, which was created with the strong influence of globalization, as well as advanced digital technologies. Political, social, cultural and technological changes during this process have also played important roles in forming of the consumption-oriented patterns of generations and their shopping practices. At the same time, this process paved the way for a new generation consumer type to emerge. The first new generation consumers of the Turkish consumption society, Generation X and the following Generation Y have integrated online and offline shopping – two comparatively different shopping types – into their lives.

Attempting to provide a better grasp on the online and offline buying behaviors and shopping practices of Generations X and Y, which are also called the Turkish consumption society and new generation consumers, this study aims to become a comprehensive and detailed academic source and contribute to the currently limited state of Turkish literature. The study covers the concepts of consumption, consumer, generation and shopping in extensive detail; accordingly, both generations’ approaches to this matter have been clarified within qualitative and quantitative research.

Within the scope of the conceptual framework, detailed information has been covered, in order to establish a bridge between the concepts of consumption, consumer and shopping. To that end, how consumption and consumers are shaped

within the society in which they exist, has been explained through critical and positivist theories. In addition, the concept of consumer has been underlined, consumer buying behavior types and processes have been emphasized and how psychological, personal, social and cultural factors influence said behaviors has been elaborated. The next section clarified the concept of generations and investigated the economic, political, cultural and technological events from a perspective of traditionals, baby boomers and Generations X, Y and Z, as well as the reflections of these events on said generations. Furthermore, the definitions regarding generations have been evaluated within the framework of various studies from both foreign and Turkish literature. Still, sources in Turkey have been insufficient to that end; therefore, conjectural events throughout history in Turkey have been emphasized and thus, a new perspective has been attempted to be brought to the matter at hand.

In consideration of this study, Generations X and Y are approached as new generation consumers. Factors that affect new generation consumer groups in Turkey are elaborated under categories of globalization, media and advertising, lifestyles, digitalization and digital technologies and the current factors are explained within the framework of consumer trends and shopping practices. To that end, the development of online and offline shopping across the World and in Turkey has been probed and shopping practices of new generation consumers have been evaluated with respect to rational and hedonic values.

The research section of the study has been designed in two parts; a qualitative section with in-depth interviews and a quantitative section with a questionnaire. In this context, all questions that were formed for the research are addressed and nine out of ten hypotheses are validated. However, validity of the hypothesis “The purchasing

process of online shopping practices of Generations X and Y is also valid for their offline shopping practices,” is confirmed for Generation Y, but not for Generation X.

At this point, how Generations X and Y within the Turkish consumption society approach the concept of consumption is probed first, in order to evaluate the current shopping practices and the first hypothesis  $H_1$ : “*Generations X and Y define the concept of consumption in the same way.*” was formed.

The in-depth interviews revealed that new generation consumers actually define the concept of consumption itself, similarly. According to the interviews, generations X and Y explain consumption through notions of fulfilling needs, buying things that are not needed, shopping, desire, showing off and necessity. The validity of this hypothesis has also been tested within the framework of quantitative research. In conclusion, it has been detected that Generations X and Y utilize various concepts such as need, necessity and shopping, while they describe consumption. Thus, concepts that were underlined in the qualitative research were also proved to be prominent in the quantitative one, which represents a striking finding per se. Furthermore, this finding confirms the validity of the hypothesis. As can be inferred from the data, consumption is the final destination, at which the world of commodities arrive, as well as being the last note, addressing the emotions of new generations. Emphasized by classic, modern and even post-modern theorists, this remarkable topic manifests itself within the consumption society by guiding individuals through artificial feelings within their spirals of need and oftentimes by becoming the focus of their lives, as an activity, secretly surrounding them with pleasure with the postmodern era. In short, the concept of consumption for consumers does not mean the exhaustion, spending or destruction of something that is manufactured anymore; it means ensuring the satisfaction of body and soul, as well as stability, through

consumption. Having the same purports for all existing generations in Turkey, consumption is predicted to be internalized more by being relayed to new generations with each passing day.

This study carries great importance, in terms of understanding the consumer profiles of Generations X and Y better and revealing their shopping preferences. To that end, two hypotheses have been formed, concerning the extent to which Generations X and Y integrate online and offline shopping into their lives and whether young generations favor online shopping or not. The first one of these is hypothesis  $H_2$ : “Generation X prefers offline shopping than online shopping,” and the second is hypothesis  $H_4$ : “*Generation Y prefers online shopping more than Generation X does.*” In line with the data, which was acquired in the qualitative research, it has been found out that members of Generation X are more distant towards online shopping, due to certain reasons. The prominent one among said reasons for Generation X is their preference to touch the products or try them, while they are exercising their shopping practices. At the same time, this generation considers the type of online shopping as rather new, which drives the existing generation towards offline shopping, instead of online. This result actually points to the validity of both hypotheses. Each new generation is integrating more and more easily to the formations on digital platforms, along with technological developments. In this context, it has been proven in both the qualitative and quantitative research that Generation Y, who are also called “Children of Internet”, prefers online shopping more, in comparison with Generation X. As was covered in the literature, Generation X in Turkey draws a consumer profile that is still trying to adapt to the technological developments, whereas Generation Y represents the consumers in a time of leaps, in terms of technology. Therefore, Generation X is somewhat distant to the idea of using

the digital aspect of shopping that is offered, while still trying to adapt to Internet itself. Even though shopping is carried out differently within the society, it is still an activity that is consistent for both generations and ensures the functioning of the current system; virtually, it is an activity that feeds the consumption society.

Besides all this information, the quantitative research also revealed that both generations shop offline. However, as can be inferred from the results of the hypothesis above; Generation Y (80.2%) shops online more than Generation X (43.2%), which confirms the validity of hypothesis  $H_3$ : “*Generation Y prefers both offline and online shopping.*” Said hypothesis was also probed with the in-depth interview and similar results were achieved, according to the statements of respondents. In this context, consumption-oriented Generation Y in Turkey states that all shopping types are included in its daily life. Another striking finding of the research is Generation Y’s tendency to buy products, regardless of the current needs or its lack thereof in both online and offline shopping endeavors. Today, new generation consumption is plucking the need from its fundamental principles and reforming it according to desires, which is manifested throughout all shopping practices of Generation Y.

Another important topic that must be covered is how Generations X and Y explain the consumption culture within the society, in which they live. To that end, the hypothesis  $H_5$ : “*Generations X and Y describe the Turkish consumption culture similarly.*” was formed and validated in both stages of the research. More specifically, it was observed in the data, acquired through qualitative research, that Generations X and Y depict the Turkish consumption culture as a culture that is influenced by the west, places importance on showing off and consumes, regardless of whether there is a need or not. At this point, these concepts were mentioned by Generations X and Y



to be the top three within the quantitative research. While Generations X and Y have a realistic perspective in consideration of their society, they sometimes tend to overlook the fact that they are, in fact, parts of that culture and detach themselves from these self-criticisms. As was mentioned in the academic literature, the Turkish society has a structure that evolved into a consumption society through various neo-liberal policies. During this period of evolution, the strong influence of the west cannot be denied; so much so that even today, there is a dominant mentality claiming, “whatever the west is doing is probably the right way, so we should follow them too.” Another riveting notion in the research is conspicuous consumption. As Veblen has covered (2005; Ritzer: 2008), conspicuous consumption refers to the displaying of consumption through the idea that a certain status is gained through commodities, evoking a surge of envious feelings in other individuals. This prevalent mentality makes the individual more visible within the Turkish society, while simultaneously boosting competition via consumption. More conspicuity promotes more extravagance, which in turn, fragments the individuals within society.

One of the objectives of the research study is to acquire findings, regarding how generations manage purchasing processes as consumers. As specified in the academic literature, the process consists of realizing the need, searching for information, evaluating the alternatives, making the decision to buy and the behaviors that are displayed after the purchase. In this context, Generation Y first realizes that there is a need, then evaluates the alternatives, makes the decision to buy and finally, searches for information in online shopping. On the other hand, Generation X first realizes that there is a need, evaluates the alternatives, searches for information accordingly and finally, makes the decision to buy, when it comes to online shopping. Generations X and Y describe this process similarly in offline shopping. Respectively,

these steps are realizing the need, evaluating the alternatives, making the decision to buy and searching for information. Formed within the framework of the quantitative research, hypothesis  $H_6$ : *“The purchasing process of online shopping practices of Generations X and Y is also valid for their offline shopping practices.”* is, therefore, validated for Generation Y; but not for Generation X. Aside from all this information, the order in the relevant literature is not valid for Generations X and Y. The purchasing process of Generation Y in both online and offline shopping and Generation X, listing the search for information as the last step in the purchasing process are all remarkable conclusions; because it shows that the consumer carries out the casual purchasing action without consulting to any resource. The fact that Generation X makes the decision to buy without searching for any information in online shopping shows that they are more cautious in their approach to this type of shopping. In this context, it can be said that the new generation consumers cannot be forced into the existing patterns of the literature.

Another one of the subjects that is accentuated in the study, as well as being a question, the answer of which is sought, is which values are more prominent for Generations X and Y in their shopping practices, within the context of rational and hedonic approaches. At this point, these values, which are influential in the guiding of shopping and buying behaviors, are covered in both the qualitative and the quantitative research. Similarly, the validity of hypothesis  $H_7$ : *“There is a difference between the shopping practices of Generations X and Y, within the context of hedonistic and rational values.”* is checked as well. The results of the in-depth interviews revealed that respondents from Generation Y prioritize hedonic values in their shopping practices, rather than rational values and desires are the fundamental determinants of this process. In addition, it has been found out that Generation X

prioritizes rational values more than Generation Y does. In this sense, the validity of the concerning hypothesis has been confirmed with the qualitative research. Furthermore, the quantitative research showed that Generation Y wishes to acquire emotional gains, rather than rational gains in both offline and online shopping practices, compared to Generation X. However, this result does not mean that Generation X is completely rational; it merely points out that Generation X is relatively more rational, compared to Generation Y. In conclusion, both new generations employ hedonic values when it comes to constructing and reconstructing the shopping and purchasing processes. Hence, the system is set up in such a way that it appeals to hedonic values, in order to enforce this status quo. In this setup, Generation Y, which is depicted to be “pursuing desire and pleasures”, performs its assigned role of consumer in the best way possible.

Individuals’ sensations are built to be common, instant and temporary in consumption-oriented social structures. In the concerning in-depth interviews, Generations X and Y were asked how they felt after the purchase; accordingly, they reported temporary feelings of happiness, which trigger purchases and consumption. In this context, hypothesis eight, “*Generations X and Y depict themselves similarly after the purchasing process,*” has been validated, in line with the statements of respondents. Such definitions go hand in hand with hedonic consumption. New generation consumers lose all their enthusiasm, as of the moment they own the commodities they wished for and attempt to satisfy their insatiation through constant consumption. This momentary satisfaction actually prepares the consumer to the next consumption activity. Virtually addicted to this feeling, the new generation consumer thus helps the wheels of capitalist system to keep spinning.

Respondents were asked certain questions in both the qualitative and quantitative research, in order to shed light on the relationship between purchasing and personality and to determine what generations think about it. As a result, it has been discovered that members of Generation Y consider the products they purchase to reflect their personalities; whereas only a portion of members of Generation X associate products of certain categories (such as clothes and cars) with their personalities, while most of them disagree with this statement. In addition, the quantitative research showed that 75.5% of Generation Y and 64.6% of Generation X express that the products they buy reflect their personalities. A statistically significant difference at this point was observed. Therefore, the validity of hypothesis  $H_0$ : *“Generations X and Y have different ideas, regarding the products they purchase, reflecting their personalities,”* was confirmed. The postmodern consumer defines him/herself through the commodities he/she purchases within the consumption culture (Fromm, 1977). Such a relationship between personality and purchasing, nourishes the idea of “You are what you buy,” and drives Generation Y into the purchasing spiral. Hence, the way Generation Y perceives itself, as the principal consumers of postmodern era, depends on consumption, carried out in all aspects of their lives.

Finally, the opinions of Generations X and Y, regarding the digital consumption society and how shopping will evolve to new dimensions in future, are covered. Generations X and Y describe the concept of digital consumption society as a society, where digitalization is intertwined with consumption and offline shopping is gradually replaced with online shopping. Acquired through the quantitative research, the data showed that Generation X agrees with the opinion that consumption will gradually increase, shopping will be transformed into an entirely digital platform and that there will be more and more individuals who buy necessary/unnecessary

products. Moreover, Generation Y agreed with Generation X on grounds that first of all, shopping will be transformed into an entirely digital platform, consumption will gradually increase within the Turkish society and online shopping will be carried out more. Thus, the validity of hypothesis, “*Generations X and Y define ‘the digital consumption society’ of future generations through shopping practices*” was confirmed. In today’s consumption society, where Internet is the obvious priority, it is thought that new generations will be playing quite an active role in carrying new generations’ consumption to the digital level, in accordance with the technological developments to come in future, since each new generation engages with technology on a higher level. This is actually visible in many preferences of Generations X and Y, on multiple occasions.

In light of all this information, the consumer profiles displayed by Generations X and Y in Turkey within the Turkish consumption society was projected, in terms of both online and offline shopping practices, within the frame of purchasing. As can be seen, new generations; i.e. Generations X and Y have some similarities, as well as different approaches in consumption and more specifically, in shopping. The similarities are about the consumption culture, established in accordance with the dynamics of the society itself. Both generations actually criticize the society in which they live, in addition to stating that they feel they must and they are driven to consume. This obligation originates from capitalism, as is mentioned by classic, modern and postmodern theorists. In order to make him/herself visible within his/her society, the individual must constantly buy and consume. Another similarity concerns the notions of need and consumption. It is as if ‘need’ has become a buzzword lately. Stating that they buy products and services, regardless of the existence of a need, Generations X and Y explain this phenomenon with the concept of a need. As

Marcuse (1964) has ascertained, needs are artificially manufactured concepts by the system, as well as being the only things that wield power over the individuals. While the concept of need assumes this form, the concepts of shopping, need, conspicuousness and desire are intertwined and the concept has eviscerated in a sense, according to the definitions of Generations X and Y.

Another consensus concerns offline shopping. Both generations responded to the questions, regarding offline shopping, from the point of view of shopping malls. As Ritzer (2005) has stated, shopping malls today have been transformed into cathedrals of consumption. With a new one being opened every day in Turkey, shopping malls offer consumption in a package to new generation consumers. This so-called package promises consumers that they will be able to buy products and services from all categories, they will have fun in the entertainment spaces, socialize and be happy.

X and Y are the generations of two different periods. Thus, they are different in certain opinions. In this sense, Generation X witnessed the events during a time, when the consumption society in Turkey was just blossoming and shaped their lives accordingly.

In fact, X is a generation that is stuck between the old and the new. Thus, this generation may also be called 'ZIP Generation'. As was covered in the academic literature, Generation X was not born into technology like Generation Y was; therefore, they had to adapt to the technology later on. It is possible to see the traces of this adaptation process in their practices; it is the 21<sup>st</sup> century and Generation X is still doubtful towards online shopping, complaining that they cannot be in physical contact with the products they buy; so they mainly prefer spending cash and shopping

offline. However, they still tend to use the Internet, in order to search for information regarding a particular product.

Y, on the other hand, is a generation that is intertwined with technology. Thus, it can also be called 'Techno Generation'. This is a generation, where the consumption society reinforced its roots and consumption itself gradually assumed hedonic dimensions. Generation Y includes both practices of shopping in their lives and in comparison with Generation X, sustains these activities more with hedonic values. Becoming more and more trapped with desires, Generation Y shops online, because they think it is more convenient, it excites them and helps them satisfy their pleasures. On the other hand, they shop offline in order to socialize and be happy. This emotional aspect of shopping indicates hedonic consumption, as well as proving that each new generation, raised within the consumption society, are slowly diverging from rationality.

Spending more time online than Generation X, considering shopping a hobby, favoring the usage of credit cards and with the opinion that the purchased products reflect one's personality, Generation Y is, actually, a rather large, digital consumption community, as the results of the questionnaire suggest. It is thought that this 'digital consumption community' may evolve into a digital society in future, along with the changes to come with next generations. The digital consumption society refers to the type of society, where all platforms are digitally integrated, shopping mostly occurs online, individuals that make up the society have the fundamental duty of being digital consumers, the purchasing process is only about 'click and buy', all relationships are conducted virtually, computer technology are predominant in all areas of life, the dimensions of hedonism are many times more enhanced and

capitalism utilizes technology, to reinforce itself. In this context, it can be said that the foundations of the digital consumption society are laid today.

In conclusion, each new generation contributes to the growth of the consumption spiral by transferring the dynamic codes of consumption to the next generation. Penetrating the society with each passing day, consumption is legitimized within daily lives, driving new generations to buy more. In this context, 'hedonic capitalism' is actually fulfilling its fundamental duty, as it engulfs generations into offline/online shopping and appealing to their emotions, entwining commodity and soul. Feeding itself with technological breakthroughs at the same time, this system integrates the dimension of shopping with being online; thus, creating digital consumption venues that are accessible at all times. Digital communities of today, which are deservedly filling these venues, are also the precursors of the digital consumption society, the construction of which is to be completed soon.



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**APPENDIX 1 QUESTIONNAIRE FILLED BY RESPONDENTS BEFORE IN-DEPTH INTERVIEWS**

**Dear respondent,** the following questionnaire is implemented for an academic research study, carried out in Yeditepe University. Consisting of one page, the questionnaire takes an average of 2 minutes to fill. No answer will be evaluated as right or wrong. **Your responses will only be used for scientific purposes; therefore, their absolute anonymity will be preserved.**

<b>Name/Last name</b>	
<b>1. Sex:</b>	<input type="checkbox"/> Female <input type="checkbox"/> Male
<b>2. Year of birth:</b>	.....
<b>3. Marital status?</b>	
	<input type="checkbox"/> Married <input type="checkbox"/> Single <input type="checkbox"/> Divorced
<b>4. How many people does your household consist of?</b>	
	<input type="checkbox"/> 1 <input type="checkbox"/> 2-3 <input type="checkbox"/> 4-5 <input type="checkbox"/> 6 and more
<b>5. How many people in your household do you provide for? Who are they?</b>	
	.....
<b>6. How many people in your family are employed with a salary, aside/in addition to you? Who are they?</b>	
	.....
<b>6. Which box corresponds to your monthly salary?</b>	
	<input type="checkbox"/> 0-949 TL <input type="checkbox"/> 950-1499 TL <input type="checkbox"/> 1500-2499 TL <input type="checkbox"/> 2500-2999 TL <input type="checkbox"/> 3000- 4999 TL <input type="checkbox"/> 5000 TL and above
<b>7. Your educational status?</b>	
	<input type="checkbox"/> Literate <input type="checkbox"/> Elementary School <input type="checkbox"/> Junior High <input type="checkbox"/> High School <input type="checkbox"/> Vocational School of Higher Education
	<input type="checkbox"/> University <input type="checkbox"/> Graduate School/PhD
<b>University/Department</b>	
<b>8. Your occupation?</b>	
	<input type="checkbox"/> Student <input type="checkbox"/> Civil servant <input type="checkbox"/> Self-employed <input type="checkbox"/> Worker <input type="checkbox"/> Working in public sector <input type="checkbox"/> Working in private sector
<b>Employed by/Position</b>	.....
<b>9. What are your hobbies and areas of interest?</b>	
	.....
<b>10. What do you do in your free time?</b>	
	.....
<b>11. What do you prefer to do in holidays? What kind of vacations do you like?</b>	
	.....
<b>12. Do you engage in any type of sports? What kind?</b>	
	.....
<b>13. Which consumer type reflects you?</b>	
	<input type="checkbox"/> Innovator (consumers who are open to trying new things)
	<input type="checkbox"/> Materialist (consumers who value the purchase and possession of products)
	<input type="checkbox"/> Self-conscious (consumers who deliberately observe and control their externally perceived appearance)
	<input type="checkbox"/> Need for cognition (consumers who feel the need to think in depth and gather information about the brands during the purchasing process)
	<input type="checkbox"/> Self-observer (consumers who focus on the effect of their own behavior on other individuals)



## APPENDIX 2 IN-DEPTH INTERVIEW QUESTIONS

First of all, thank you very much for attending. I am Duygu Aydın Aslaner. I am a Ph.D. student at Yeditepe University, Social Sciences Institute within the Media Studies Doctorate Program. I am currently carrying out a doctoral research study to understand offline and online buying behaviors and shopping practices of Generations X and Y in Turkey. If you allow me to do so, I will be recording our interview. The reason why I record our conversation is to gather clear information for the sake of the reporting process. Our interview will take about 60 minutes. Thank you in advance for your valuable input.

### Consumer Insight Concerning Purchasing and Psychological Factors

1. For what do you spend most of your time during the day?
2. What comes to your mind when we say consumption?
  - Where does consumption stand in your daily life?
  - Which products do you buy and consume most frequently? (Would you explain your consumption habits?)
  - Which one do you prioritize while you purchase products; the enjoyment you will acquire from it or its rational benefits?
  - Do you benefit from your previous experiences during your purchasing process?
  - To what extent do you think first impressions are important, when buying a product?
  - Are there any products, toward which you are biased, while purchasing?
  - How do you learn about a brand during the purchasing process (**ads, mass media, friends, family, social classes, culture, personal experiences**)?
  - What would potentially concern you when you purchase a product or a service? (monetary losses, lack of peer approval or acceptance, traumas in terms of health and ego) (**physical risk, financial risk, social risk, psychological risk**) (**notes in front**)
  - Do you think the products you purchase reflect your personality? If you do, which products?
  - How would you describe yourself after the purchasing and consuming activities?

### Personal Factors

1. What do you think about the effect that economic status has on purchasing?
2. Do you buy products and services related to your occupation? To what extent does your occupation affect your buying behavior?

### Social Factors

1. Who makes the purchasing decision in the family?
  - Who first feels the need in the family?
  - Who are the family members that influence this decision?
2. Are the decisions made common, are you more dominant in this sense or does your spouse usually gets his/her way?
  - What are the products that you buy?
  - What are the products that you buy with a common decision?
  - And what about the products that your spouse buys?
3. Are there any institutions of which you are a member? Such as a club, association, etc.
  - Is there a specific institution, of which you would like to be a member?
  - Do these institutions influence your buying behavior?
4. Would you talk a little bit about the roles you undertake within society (mom, dad, teacher, athlete)? How do these roles influence you during the purchasing process?

### Cultural Factors

1. Considering the Turkish conjuncture, how would you describe your culture?
  - Where do you think consumption stands in the Turkish culture?
  - What do you think the consumption culture mean, in your opinion?
  - Would you explain the effect that culture has over the buying behavior, from your perspective?

### General Questions About Shopping and Offline Shopping

1. What comes to your mind when we say shopping?
2. Why do you shop?
  - How do you define yourself when you shop? (please describe yourself using adjectives)
  - What kind of feelings does shopping satisfy/makes you feel?
  - Do you ever shop to make others happy?
  - What are the prominent criteria for you, when you shop?
  - I shop because.....
  - Where do you shop offline? (physical stores)
  - Do you go to shopping malls? If you do, which malls do you prefer, how often and for which purposes?
  - Which products do you buy from the shopping malls?
  - From the stores/shopping malls; do you always buy things you need or are there any occasions when you buy something you do not need?
  - Why do you prefer to buy from these venues?
3. How do you pay? (Cash, credit card, digital wallet (such as PayPal), pre-paid card, mobile payment)
4. Do you ever do research before you shop from shopping malls/stores? If you do, which channels do you use? (Internet, friends, family, newspapers, magazines)
5. What are the advantages and disadvantages shopping malls/stores offer?
6. I shop from shopping malls/stores because.....

### Online Shopping

1. Do you use the Internet?
2. How often are you online?
3. For what purposes do you use the Internet?
4. What is your perspective on online shopping?
5. Do you shop online? **If you do not**, what are the main reasons as to why? (Trust issues, lack of credit card, insufficient information, privacy concerns, delivery issues, access, preferring to go to a store and shop)
6. Are you a member of any online shopping sites; if you are, what are they?
7. Which electronic devices do you use while you shop online from online shopping sites? (There could be more than one) (Mobile phone, computer, etc.)
8. How often do you shop from online shopping sites and which products or services do you buy?
9. What are the elements that influence your purchasing decision, when you shop online? Brand, package, ads, quality, price, appearance, etc.
10. Do you know your rights as a consumer in online shopping?
  - How do you pay? (Cash, credit card, digital wallet (such as PayPal), prepaid card, mobile payment)
  - Do you feel trust or distrust when you shop from online shopping sites?
  - Do you ever seek information before purchasing a product or service from online shopping sites? (From where and which channels do you use?) (Family, online forums, traditional media)
  - Do you read user comments and take them into account before you purchase a product or service while shopping online?
  - Do you buy products on sale? Which products? Why?
  - Do you buy expensive products? Which products?

- Do you ever buy products or services that you do not need (unnecessary things) when you shop online?
- Do you ever regret it?
- What kind of benefits do the products you buy offer? How do they make you feel?
- Do you plan your online shopping from online shopping sites, or do you carry out these shopping activities unplanned?
- What are the advantages and disadvantages of online shopping sites?
- I shop online because.....
- So, which one do you think is more important; online or offline shopping? Can you elaborate as to why?

**Opinions of X and Y Consumers Regarding the Future**

1. Do you think your consumption habits are different than the generations before and after yours? Can you elaborate on these differences?
2. To which dimensions do you think the generations after yours will take consumption?
3. How does the future of online shopping look?
4. What does the concept of digital consumption society mean to you?
  - Is there anything else you would like to note, aside from everything we covered?
  - Thank you again for sparing your time and participating.



12. Do you consider shopping to be a hobby?			
<input type="checkbox"/> Yes <input type="checkbox"/> No			
13. Which of the following(s) comes to your mind, when we say consumption? (Please mark those that you recall first, second and third)			
	First recalled	Second recalled	Third recalled
Happiness			
Excitement			
Fulfilling needs			
Necessity			
Desire			
Shopping			
A situation where the system forces individuals			
Buying products or services without needing them			
Waste			
Fun			
14. When you think about the consumption culture in Turkey; which of the following best describes consumption in the Turkish culture? Please choose only one.			
<input type="checkbox"/> A habit that is sustained under the influence of the West		<input type="checkbox"/> Being a wannabe	
<input type="checkbox"/> Showing off		<input type="checkbox"/> An oriental culture stuck between the east and the west	
<input type="checkbox"/> Satisfying needs		<input type="checkbox"/> Reflector of lifestyles	
<input type="checkbox"/> Social status symbol		<input type="checkbox"/> Wastefulness	
<input type="checkbox"/> Prestige			
15. How would you describe yourself as a consumer?			
<input type="checkbox"/> Innovator (open to trying new things)			
<input type="checkbox"/> Materialist (valuing the purchase and possession of products)			
<input type="checkbox"/> Self-conscious (deliberately observing and controlling their externally perceived appearances)			
<input type="checkbox"/> Need for cognition (feeling the need to think in depth and gather information about the brands during the purchasing process)			
<input type="checkbox"/> Self-observer (focusing on the effect of their own behaviors on other individuals)			
16. How often do you shop?			
<input type="checkbox"/> Every week <input type="checkbox"/> Every two weeks <input type="checkbox"/> Once a month <input type="checkbox"/> Every three months <input type="checkbox"/> Every six months			
17. On which occasions do you shop? (You can choose multiple options.)			
<input type="checkbox"/> When I need		<input type="checkbox"/> When I want to socialize	
<input type="checkbox"/> When there is a price advantage		<input type="checkbox"/> When I seize a discount or a special offer	
<input type="checkbox"/> When I plan beforehand		<input type="checkbox"/> When I want to follow up on fashion and new trends	
<input type="checkbox"/> When I want to have a new experience		<input type="checkbox"/> When I want to make others happy	
<input type="checkbox"/> When I want to feel good			
18. Do you think the products you buy reflect your personality?			
<input type="checkbox"/> Yes <input type="checkbox"/> No			
19. Do you shop offline? (Shopping malls, avenues where multiple stores can be found and bazaars) (If your answer is no, you can skip to question 29.)			
<input type="checkbox"/> Yes		<input type="checkbox"/> No ➔ SKIP TO QUESTION 29	
20. Which of the following(s) do you use for offline shopping? (You can choose multiple options.)			
<input type="checkbox"/> Shopping malls <input type="checkbox"/> Neighborhood bazaars <input type="checkbox"/> Outdoor Stores <input type="checkbox"/> Passages			
21. From which channels do you seek information, before you shop offline? (You can choose multiple options.)			
<input type="checkbox"/> Shopping malls <input type="checkbox"/> Neighborhood bazaars <input type="checkbox"/> Outdoor Stores <input type="checkbox"/> Passages			



26. Please list the products that you most frequently buy, when you shop offline, from 1 to 9. (please mark those that you recall first, second and third.)				
	First recalled	Second recalled	Third recalled	
Electronic/technological products				
Textile				
Shoes/accessories				
Food				
Hobby supplies				
Travel				
Products and services concerning my occupation				
Home accessories				
Other (please specify):				
27. Which method of payment do you prefer when you shop offline?				
<input type="checkbox"/> Cash		<input type="checkbox"/> Cash deposit card		
<input type="checkbox"/> Credit card		<input type="checkbox"/> Discount coupons		
28. Do your offline shopping endeavors occur planned or unplanned?				
<input type="checkbox"/> Planned (I buy the products I was thinking about, I make a list beforehand)				
<input type="checkbox"/> Unplanned (I decide to buy the product right then and there)				
29. Do you shop online? (If your answer is no, please skip to question 40.)				
<input type="checkbox"/> Yes		<input type="checkbox"/> No ➔ Skip to question 40		
30. How often do you shop online?				
<input type="checkbox"/> Every week <input type="checkbox"/> Every two weeks <input type="checkbox"/> Once a month <input type="checkbox"/> Once every three months				
<input type="checkbox"/> Once every six months				
31. Which of the following tools you use to shop online? (You can choose multiple options).				
<input type="checkbox"/> Computer/laptop <input type="checkbox"/> Tablet <input type="checkbox"/> Smartphone				
32. Which of the following(s) comes to your mind, when we say online shopping? (Please mark those that you recall first, second and third.)				
	First recalled	Second recalled	Third recalled	
Enjoyment				
Fun				
Happiness				
Peace				
Desire/pleasure				
Excitement				
Convenience				
Speed				
Benefit				
Quality				
Other (indicate):				
33. Please put your purchasing process in order, while you shop online. (1: what you do first, 4: what you do last)				
	Most Important	Second Most Important	Important	Not Important
Evaluating alternatives				
Realizing the need				
Search for information				
Decision to buy				

34. Which of the following(s) is your reason to shop online? (Please check a box for every option.)					
	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly Disagree
I find it practical.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It excites me to wait for the products	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I find it reliable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I enjoy it and it makes me happy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I like shopping without a sales representative/friend or family member, influencing my decisions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I can shop wherever I want	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The products are delivered to my doorstep	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I can find products on sale	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It's part of my lifestyle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
35. Which products do you buy most frequently when you shop online (via Internet)? (Please mark those that you recall first, second and third.)					
	First recalled	Second recalled	Third recalled		
Electronic/technological products					
Textile					
Shoes/accessories					
Food					
Hobby supplies					
Travel					
Products and services concerning my occupation					
Home accessories					
36. Which payment method do you prefer when you shop online?					
<input type="checkbox"/> Cash					
<input type="checkbox"/> Credit card					
<input type="checkbox"/> Digital Wallet					
<input type="checkbox"/> Payment at the door					
37. Do your online shopping endeavors occur planned or unplanned?					
<input type="checkbox"/> Planned (I buy the products I was thinking about, I make a list beforehand)					
<input type="checkbox"/> Unplanned (I decide to buy the product right then and there)					
38. Which sites do you use actively, when you shop online? (you can choose multiple options.)					
<input type="checkbox"/> Yellow pages/classified ads (sahibinden.com, arabam.com etc.)					
<input type="checkbox"/> Open market (gittigidiyor.com, n11.com etc.)					
<input type="checkbox"/> Shopping in multiple categories (Trendyol, markafoni, morhipo, teknosa, dr etc.)					
<input type="checkbox"/> F-commerce (Boutiques and stores on social media platforms like Facebook and Instagram)					
<input type="checkbox"/> Other (food, flowers, fruit, opportunity, ticket, event, travel sites etc.)					



39. On which of the following sites do you have a membership? (you can choose multiple options.)					
arabam.com	<input type="checkbox"/>	markafoni.com	<input type="checkbox"/>		
bimeks.com.tr	<input type="checkbox"/>	morhipo.com	<input type="checkbox"/>		
ciceksepeti.com	<input type="checkbox"/>	n11.com	<input type="checkbox"/>		
e-bebek.com	<input type="checkbox"/>	sahibinden.com	<input type="checkbox"/>		
gitti gidiyor.com	<input type="checkbox"/>	sanalmarket.com	<input type="checkbox"/>		
hediyesepeti.com	<input type="checkbox"/>	Tatil sepeti.com	<input type="checkbox"/>		
hepsiburada.com	<input type="checkbox"/>	tozlu.com	<input type="checkbox"/>		
hızlıal.com	<input type="checkbox"/>	trendyol.com	<input type="checkbox"/>		
kliksa.com	<input type="checkbox"/>	yemeksepeti.com	<input type="checkbox"/>		
lidyana.com	<input type="checkbox"/>	Other (please specify)	<input type="checkbox"/>		
40. What are your reasons not to shop online? (You can choose multiple options.)					
	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly Disagree
I do not find it reliable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I have privacy concerns	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I do not like buying a product without touching it	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I think there could be delivery issues	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I cannot be sure of the product quality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I do not enjoy it	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I think I would spend too much money	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other: .....					
41. Would you buy products/services you do not need, when you shop online or offline?					
<input type="checkbox"/> Online <input type="checkbox"/> Offline <input type="checkbox"/> Both (offline and online) <input type="checkbox"/> None of them					
42. How do you presume future generations will shop? (Please check a box for every option.)					
	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly Disagree
A completely digital platform	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Consumption will gradually increase	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
There will be more individuals who buy products regardless of their needs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
There will be more online shopping	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
There will be more offline shopping	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Today will remain the same ten years later	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### APPENDIX 4 HOW THE SAMPLE GROUP DEFINE THEMSELVES

			Places importance on money, status and power		Total
			No	Yes	
Generation	Y	Count	176	16	192
		Row %	91,7%	8,3%	100,0%
		Column %	51,5%	38,1%	50,0%
	X	Count	166	26	192
		Row %	86,5%	13,5%	100,0%
		Column %	48,5%	61,9%	50,0%
Total		Count	342	42	384
		Row %	89,1%	10,9%	100,0%
		Column %	100,0%	100,0%	100,0%
	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	2,673(b)	1	0,102		
Continuity Correction(a)	2,165	1	0,141		
Likelihood Ratio	2,696	1	0,101		
Fisher's Exact Test				0,140	0,070
Linear-by-Linear Association	2,666	1	0,102		
N of Valid Cases	384				

			Impatient		Total
			No	Yes	
Generation	Y	Count	163	29	192
		Row %	84,9%	15,1%	100,0%
		Column %	50,5%	47,5%	50,0%
	X	Count	160	32	192
		Row %	83,3%	16,7%	100,0%
		Column %	49,5%	52,5%	50,0%
Total		Count	323	61	384
		Row %	84,1%	15,9%	100,0%
		Column %	100,0%	100,0%	100,0%
	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	,175(b)	1	0,675		
Continuity Correction(a)	0,078	1	0,780		
Likelihood Ratio	0,175	1	0,675		
Fisher's Exact Test				0,780	0,390
Linear-by-Linear Association	0,175	1	0,676		
N of Valid Cases	384				

			On the lookout for new experiences		Total
			No	Yes	
Generation	Y	Count	163	29	192
		Row %	84,9%	15,1%	100,0%
		Column %	51,6%	42,6%	50,0%
	X	Count	153	39	192
		Row %	79,7%	20,3%	100,0%
		Column %	48,4%	57,4%	50,0%
Total		Count	316	68	384
		Row %	82,3%	17,7%	100,0%
		Column %	100,0%	100,0%	100,0%
	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1,787(b)	1	0,181		
Continuity Correction(a)	1,448	1	0,229		
Likelihood Ratio	1,792	1	0,181		
Fisher's Exact Test				0,229	0,114
Linear-by-Linear Association	1,782	1	0,182		
N of Valid Cases	384				

			Finicky and gets bored quickly		Total
			No	Yes	
Generation	Y	Count	166	26	192
		Row %	86,5%	13,5%	100,0%
		Column %	50,9%	44,8%	50,0%
	X	Count	160	32	192
		Row %	83,3%	16,7%	100,0%
		Column %	49,1%	55,2%	50,0%
Total		Count	326	58	384
		Row %	84,9%	15,1%	100,0%
		Column %	100,0%	100,0%	100,0%
	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	,731(b)	1	0,393		
Continuity Correction(a)	0,508	1	0,476		
Likelihood Ratio	0,732	1	0,392		
Fisher's Exact Test				0,476	0,238
Linear-by-Linear Association	0,729	1	0,393		
N of Valid Cases	384				

			Considers brands as means to express him/herself		Total
			No	Yes	
Generation	Y	Count	177	15	192
		Row %	92,2%	7,8%	100,0%
		Column %	50,7%	42,9%	50,0%
	X	Count	172	20	192
		Row %	89,6%	10,4%	100,0%
		Column %	49,3%	57,1%	50,0%
Total		Count	349	35	384
		Row %	90,9%	9,1%	100,0%
		Column %	100,0%	100,0%	100,0%
	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	,786(b)	1	0,375		
Continuity Correction(a)	0,503	1	0,478		
Likelihood Ratio	0,788	1	0,375		
Fisher's Exact Test				0,479	0,239
Linear-by-Linear Association	0,784	1	0,376		
N of Valid Cases	384				

			Wants to make a difference		Total
			No	Yes	
Generation	Y	Count	158	34	192
		Row %	82,3%	17,7%	100,0%
		Column %	50,8%	46,6%	50,0%
	X	Count	153	39	192
		Row %	79,7%	20,3%	100,0%
		Column %	49,2%	53,4%	50,0%
Total		Count	311	73	384
		Row %	81,0%	19,0%	100,0%
		Column %	100,0%	100,0%	100,0%
	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	,423(b)	1	0,516		
Continuity Correction(a)	0,271	1	0,603		
Likelihood Ratio	0,423	1	0,515		
Fisher's Exact Test				0,603	0,302
Linear-by-Linear Association	0,422	1	0,516		
N of Valid Cases	384				

			Places importance on the returns of image		Total
			No	Yes	
Generation	Y	Count	172	20	192
		Row %	89,6%	10,4%	100,0%
		Column %	53,3%	32,8%	50,0%
	X	Count	151	41	192
		Row %	78,6%	21,4%	100,0%
		Column %	46,7%	67,2%	50,0%
Total		Count	323	61	384
		Row %	84,1%	15,9%	100,0%
		Column %	100,0%	100,0%	100,0%
	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	8,595(b)	1	0,003		
Continuity Correction(a)	7,796	1	0,005		
Likelihood Ratio	8,746	1	0,003		
Fisher's Exact Test				0,005	0,002
Linear-by-Linear Association	8,572	1	0,003		
N of Valid Cases	384				

			Makes logical decisions (rational)		Total
			No	Yes	
Generation	Y	Count	126	66	192
		Row %	65,6%	34,4%	100,0%
		Column %	50,4%	49,3%	50,0%
	X	Count	124	68	192
		Row %	64,6%	35,4%	100,0%
		Column %	49,6%	50,7%	50,0%
Total		Count	250	134	384
		Row %	65,1%	34,9%	100,0%
		Column %	100,0%	100,0%	100,0%
	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	,046(b)	1	0,830		
Continuity Correction(a)	0,011	1	0,915		
Likelihood Ratio	0,046	1	0,830		
Fisher's Exact Test				0,915	0,457
Linear-by-Linear Association	0,046	1	0,831		
N of Valid Cases	384				

			Prioritizes feelings		Total
			No	Yes	
Generation	Y	Count	153	39	192
		Row %	79,7%	20,3%	100,0%
		Column %	50,8%	47,0%	50,0%
	X	Count	148	44	192
		Row %	77,1%	22,9%	100,0%
		Column %	49,2%	53,0%	50,0%
Total		Count	301	83	384
		Row %	78,4%	21,6%	100,0%
		Column %	100,0%	100,0%	100,0%
	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	,384(b)	1	0,535		
Continuity Correction(a)	0,246	1	0,620		
Likelihood Ratio	0,384	1	0,535		
Fisher's Exact Test				0,620	0,310
Linear-by-Linear Association	0,383	1	0,536		
N of Valid Cases	384				

			Lives in the moment		Total
			No	Yes	
Generation	Y	Count	159	33	192
		Row %	82,8%	17,2%	100,0%
		Column %	50,2%	49,3%	50,0%
	X	Count	158	34	192
		Row %	82,3%	17,7%	100,0%
		Column %	49,8%	50,7%	50,0%
Total		Count	317	67	384
		Row %	82,6%	17,4%	100,0%
		Column %	100,0%	100,0%	100,0%
	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	,018(b)	1	0,893		
Continuity Correction(a)	0,000	1	1,000		
Likelihood Ratio	0,018	1	0,893		
Fisher's Exact Test				1,000	0,500
Linear-by-Linear Association	0,018	1	0,893		
N of Valid Cases	384				

			Lives in the moment		Total
			No	Yes	
Generation	Y	Count	175	17	192
		Row %	91,1%	8,9%	100,0%
		Column %	50,4%	45,9%	50,0%
	X	Count	172	20	192
		Row %	89,6%	10,4%	100,0%
		Column %	49,6%	54,1%	50,0%
Total		Count	347	37	384
		Row %	90,4%	9,6%	100,0%
		Column %	100,0%	100,0%	100,0%
	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	,269(b)	1	0,604		
Continuity Correction(a)	0,120	1	0,729		
Likelihood Ratio	0,269	1	0,604		
Fisher's Exact Test				0,730	0,365
Linear-by-Linear Association	0,268	1	0,604		
N of Valid Cases	384				

			Follows the trends		Total
			No	Yes	
Generation	Y	Count	169	23	192
		Row %	88,0%	12,0%	100,0%
		Column %	50,4%	46,9%	50,0%
	X	Count	166	26	192
		Row %	86,5%	13,5%	100,0%
		Column %	49,6%	53,1%	50,0%
Total		Count	335	49	384
		Row %	87,2%	12,8%	100,0%
		Column %	100,0%	100,0%	100,0%
	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	,211(b)	1	0,646		
Continuity Correction(a)	0,094	1	0,760		
Likelihood Ratio	0,211	1	0,646		
Fisher's Exact Test				0,760	0,380
Linear-by-Linear Association	0,210	1	0,647		
N of Valid Cases	384				

			Highly energetic		Total
			No	Yes	
Generation	Y	Count	137	55	192
		Row %	71,4%	28,6%	100,0%
		Column %	48,9%	52,9%	50,0%
	X	Count	143	49	192
		Row %	74,5%	25,5%	100,0%
		Column %	51,1%	47,1%	50,0%
Total		Count	280	104	384
		Row %	72,9%	27,1%	100,0%
		Column %	100,0%	100,0%	100,0%
	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	,475(b)	1	0,491		
Continuity Correction(a)	0,330	1	0,566		
Likelihood Ratio	0,475	1	0,491		
Fisher's Exact Test				0,566	0,283
Linear-by-Linear Association	0,473	1	0,491		
N of Valid Cases	384				

			Likes to have fun		Total
			No	Yes	
Generation	Y	Count	156	36	192
		Row %	81,3%	18,8%	100,0%
		Column %	52,9%	40,4%	50,0%
	X	Count	139	53	192
		Row %	72,4%	27,6%	100,0%
		Column %	47,1%	59,6%	50,0%
Total		Count	295	89	384
		Row %	76,8%	23,2%	100,0%
		Column %	100,0%	100,0%	100,0%
	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	4,227(b)	1	0,040		
Continuity Correction(a)	3,744	1	0,053		
Likelihood Ratio	4,247	1	0,039		
Fisher's Exact Test				0,053	0,026
Linear-by-Linear Association	4,216	1	0,040		
N of Valid Cases	384				



			Consumption oriented		Total
			No	Yes	
Generation	Y	Count	178	14	192
		Row %	92,7%	7,3%	100,0%
		Column %	50,9%	41,2%	50,0%
	X	Count	172	20	192
		Row %	89,6%	10,4%	100,0%
		Column %	49,1%	58,8%	50,0%
Total		Count	350	34	384
		Row %	91,1%	8,9%	100,0%
		Column %	100,0%	100,0%	100,0%
	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1,162(b)	1	0,281		
Continuity Correction(a)	0,807	1	0,369		
Likelihood Ratio	1,167	1	0,280		
Fisher's Exact Test				0,369	0,185
Linear-by-Linear Association	1,159	1	0,282		
N of Valid Cases	384				

			With a spirit for solidarity		Total
			No	Yes	
Generation	Y	Count	140	52	192
		Row %	72,9%	27,1%	100,0%
		Column %	48,6%	54,2%	50,0%
	X	Count	148	44	192
		Row %	77,1%	22,9%	100,0%
		Column %	51,4%	45,8%	50,0%
Total		Count	288	96	384
		Row %	75,0%	25,0%	100,0%
		Column %	100,0%	100,0%	100,0%
	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	,889(b)	1	0,346		
Continuity Correction(a)	0,681	1	0,409		
Likelihood Ratio	0,890	1	0,346		
Fisher's Exact Test				0,409	0,205
Linear-by-Linear Association	0,887	1	0,346		
N of Valid Cases	384				

			Ambitious / motivated		Total
			No	Yes	
Generation	Y	Count	166	26	192
		Row %	86,5%	13,5%	100,0%
		Column %	49,7%	52,0%	50,0%
	X	Count	168	24	192
		Row %	87,5%	12,5%	100,0%
		Column %	50,3%	48,0%	50,0%
Total		Count	334	50	384
		Row %	87,0%	13,0%	100,0%
		Column %	100,0%	100,0%	100,0%
	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	,092(b)	1	0,762		
Continuity Correction(a)	0,023	1	0,879		
Likelihood Ratio	0,092	1	0,762		
Fisher's Exact Test				0,880	0,440
Linear-by-Linear Association	0,092	1	0,762		
N of Valid Cases	384				

			Places importance on freedom		Total
			No	Yes	
Generation	Y	Count	159	33	192
		Row %	82,8%	17,2%	100,0%
		Column %	53,7%	37,5%	50,0%
	X	Count	137	55	192
		Row %	71,4%	28,6%	100,0%
		Column %	46,3%	62,5%	50,0%
Total		Count	296	88	384
		Row %	77,1%	22,9%	100,0%
		Column %	100,0%	100,0%	100,0%
	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	7,135(b)	1	0,008		
Continuity Correction(a)	6,501	1	0,011		
Likelihood Ratio	7,195	1	0,007		
Fisher's Exact Test				0,011	0,005
Linear-by-Linear Association	7,117	1	0,008		
N of Valid Cases	384				

			Egocentric		Total
			No	Yes	
Generation	Y	Count	181	11	192
		Row %	94,3%	5,7%	100,0%
		Column %	49,5%	61,1%	50,0%
	X	Count	185	7	192
		Row %	96,4%	3,6%	100,0%
		Column %	50,5%	38,9%	50,0%
Total		Count	366	18	384
		Row %	95,3%	4,7%	100,0%
		Column %	100,0%	100,0%	100,0%
	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	,933(b)	1	0,334		
Continuity Correction(a)	0,525	1	0,469		
Likelihood Ratio	0,940	1	0,332		
Fisher's Exact Test				0,470	0,235
Linear-by-Linear Association	0,930	1	0,335		
N of Valid Cases	384				

			Idealist		Total
			No	Yes	
Generation	Y	Count	171	21	192
		Row %	89,1%	10,9%	100,0%
		Column %	50,9%	43,8%	50,0%
	X	Count	165	27	192
		Row %	85,9%	14,1%	100,0%
		Column %	49,1%	56,3%	50,0%
Total		Count	336	48	384
		Row %	87,5%	12,5%	100,0%
		Column %	100,0%	100,0%	100,0%
	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	,857(b)	1	0,355		
Continuity Correction(a)	0,595	1	0,440		
Likelihood Ratio	0,859	1	0,354		
Fisher's Exact Test				0,441	0,220
Linear-by-Linear Association	0,855	1	0,355		
N of Valid Cases	384				

			Places importance on family		Total
			No	Yes	
Generation	Y	Count	115	77	192
		Row %	59,9%	40,1%	100,0%
		Column %	44,9%	60,2%	50,0%
	X	Count	141	51	192
		Row %	73,4%	26,6%	100,0%
		Column %	55,1%	39,8%	50,0%
Total		Count	256	128	384
		Row %	66,7%	33,3%	100,0%
		Column %	100,0%	100,0%	100,0%
	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	7,922(b)	1	0,005		
Continuity Correction(a)	7,324	1	0,007		
Likelihood Ratio	7,963	1	0,005		
Fisher's Exact Test				0,007	0,003
Linear-by-Linear Association	7,901	1	0,005		
N of Valid Cases	384				

			Desirous		Total
			No	Yes	
Generation	Y	Count	188	4	192
		Row %	97,9%	2,1%	100,0%
		Column %	50,0%	50,0%	50,0%
	X	Count	188	4	192
		Row %	97,9%	2,1%	100,0%
		Column %	50,0%	50,0%	50,0%
Total		Count	376	8	384
		Row %	97,9%	2,1%	100,0%
		Column %	100,0%	100,0%	100,0%
	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	,000(b)	1	1,000		
Continuity Correction(a)	0,000	1	1,000		
Likelihood Ratio	0,000	1	1,000		
Fisher's Exact Test				1,000	0,638
Linear-by-Linear Association	0,000	1	1,000		
N of Valid Cases	384				

## APPENDIX 5 THE OCCASIONS ON WHICH THE SAMPLE GROUP SHOPS

		When I need		Total	
		No	Yes		
Generation	Y	Count	58	134	192
		Row %	30,2%	69,8%	100,0%
		Column %	43,3%	53,6%	50,0%
	X	Count	76	116	192
		Row %	39,6%	60,4%	100,0%
		Column %	56,7%	46,4%	50,0%
Total		Count	134	250	384
		Row %	34,9%	65,1%	100,0%
		Column %	100,0%	100,0%	100,0%
		When there is a price advantage		Total	
		No	Yes		
Generation	Y	Count	138	54	192
		Row %	71,9%	28,1%	100,0%
		Column %	52,5%	44,6%	50,0%
	X	Count	125	67	192
		Row %	65,1%	34,9%	100,0%
		Column %	47,5%	55,4%	50,0%
Total		Count	263	121	384
		Row %	68,5%	31,5%	100,0%
		Column %	100,0%	100,0%	100,0%
		When I plan beforehand		Total	
		No	Yes		
Generation	Y	Count	145	47	192
		Row %	75,5%	24,5%	100,0%
		Column %	48,3%	56,0%	50,0%
	X	Count	155	37	192
		Row %	80,7%	19,3%	100,0%
		Column %	51,7%	44,0%	50,0%
Total		Count	300	84	384
		Row %	78,1%	21,9%	100,0%
		Column %	100,0%	100,0%	100,0%
		When I want to have a new experience		Total	
		No	Yes		
Generation	Y	Count	166	26	192
		Row %	86,5%	13,5%	100,0%
		Column %	50,6%	46,4%	50,0%
	X	Count	162	30	192
		Row %	84,4%	15,6%	100,0%
		Column %	49,4%	53,6%	50,0%
Total		Count	328	56	384
		Row %	85,4%	14,6%	100,0%
		Column %	100,0%	100,0%	100,0%

			When I want to feel good		
			No	Yes	Total
Generation	Y	Count	136	56	192
		Row %	70,8%	29,2%	100,0%
		Column %	49,6%	50,9%	50,0%
	X	Count	138	54	192
		Row %	71,9%	28,1%	100,0%
		Column %	50,4%	49,1%	50,0%
Total		Count	274	110	384
		Row %	71,4%	28,6%	100,0%
		Column %	100,0%	100,0%	100,0%
			When I want to socialize		
			No	Yes	Total
Generation	Y	Count	167	25	192
		Row %	87,0%	13,0%	100,0%
		Column %	49,1%	56,8%	50,0%
	X	Count	173	19	192
		Row %	90,1%	9,9%	100,0%
		Column %	50,9%	43,2%	50,0%
Total		Count	340	44	384
		Row %	88,5%	11,5%	100,0%
		Column %	100,0%	100,0%	100,0%
			When I seize a discount or a special offer		
			No	Yes	Total
Generation	Y	Count	125	67	192
		Row %	65,1%	34,9%	100,0%
		Column %	48,3%	53,6%	50,0%
	X	Count	134	58	192
		Row %	69,8%	30,2%	100,0%
		Column %	51,7%	46,4%	50,0%
Total		Count	259	125	384
		Row %	67,4%	32,6%	100,0%
		Column %	100,0%	100,0%	100,0%
			When I want to follow up on fashion and new trends		
			No	Yes	Total
Generation	Y	Count	172	20	192
		Row %	89,6%	10,4%	100,0%
		Column %	51,0%	42,6%	50,0%
	X	Count	165	27	192
		Row %	85,9%	14,1%	100,0%
		Column %	49,0%	57,4%	50,0%
Total		Count	337	47	384
		Row %	87,8%	12,2%	100,0%
		Column %	100,0%	100,0%	100,0%
			When I want to make others happy		Total
			No	Yes	
Generation	Y	Count	183	9	192
		Row %	95,3%	4,7%	100,0%
		Column %	49,9%	52,9%	50,0%
	X	Count	184	8	192
		Row %	95,8%	4,2%	100,0%
		Column %	50,1%	47,1%	50,0%
Total		Count	367	17	384
		Row %	95,6%	4,4%	100,0%
		Column %	100,0%	100,0%	100,0%

**APPENDIX 6 VENUES OF PREFERENCE OF THE SAMPLE GROUP IN  
TERMS OF SHOPPING**

			Shopping malls		Total
			No	Yes	
Generation	Y	Count	30	162	192
		Row %	15,6%	84,4%	100,0%
		Column %	60,0%	48,5%	50,0%
	X	Count	20	172	192
		Row %	10,4%	89,6%	100,0%
		Column %	40,0%	51,5%	50,0%
Total		Count	50	334	384
		Row %	13,0%	87,0%	100,0%
		Column %	100,0%	100,0%	100,0%
	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	2,299(b)	1	0,129		
Continuity Correction(a)	1,863	1	0,172		
Likelihood Ratio	2,313	1	0,128		
Fisher's Exact Test				0,172	0,086
Linear-by-Linear Association	2,293	1	0,130		
N of Valid Cases	384				

			Outdoor Stores		Total
			No	Yes	
Generation	Y	Count	56	136	192
		Row %	29,2%	70,8%	100,0%
		Column %	43,4%	53,3%	50,0%
	X	Count	73	119	192
		Row %	38,0%	62,0%	100,0%
		Column %	56,6%	46,7%	50,0%
Total		Count	129	255	384
		Row %	33,6%	66,4%	100,0%
		Column %	100,0%	100,0%	100,0%
	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	3,374(b)	1	0,066		
Continuity Correction(a)	2,988	1	0,084		
Likelihood Ratio	3,381	1	0,066		
Fisher's Exact Test				0,084	0,042
Linear-by-Linear Association	3,365	1	0,067		
N of Valid Cases	384				

			Neighborhood bazaars		Total
			No	Yes	
Generation	Y	Count	78	114	192
		Row %	40,6%	59,4%	100,0%
		Column %	45,6%	53,5%	50,0%
	X	Count	93	99	192
		Row %	48,4%	51,6%	100,0%
		Column %	54,4%	46,5%	50,0%
Total		Count	171	213	384
		Row %	44,5%	55,5%	100,0%
		Column %	100,0%	100,0%	100,0%
	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	2,372(b)	1	0,124		
Continuity Correction(a)	2,066	1	0,151		
Likelihood Ratio	2,375	1	0,123		
Fisher's Exact Test				0,150	0,075
Linear-by-Linear Association	2,366	1	0,124		
N of Valid Cases	384				

			Passages		Total
			No	Yes	
Generation	Y	Count	111	81	192
		Row %	57,8%	42,2%	100,0%
		Column %	42,9%	64,8%	50,0%
	X	Count	148	44	192
		Row %	77,1%	22,9%	100,0%
		Column %	57,1%	35,2%	50,0%
Total		Count	259	125	384
		Row %	67,4%	32,6%	100,0%
		Column %	100,0%	100,0%	100,0%
	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	16,238(b)	1	0,000		
Continuity Correction(a)	15,372	1	0,000		
Likelihood Ratio	16,422	1	0,000		
Fisher's Exact Test				0,000	0,000
Linear-by-Linear Association	16,195	1	0,000		
N of Valid Cases	384				



**APPENDIX 7 CHANNELS USED BY THE SAMPLE GROUP TO SEEK  
INFORMATION BEFORE OFFLINE SHOPPING**

			Internet		Total
			No	Yes	
Generation	Y	Count	96	96	192
		Row %	50,0%	50,0%	100,0%
		Column %	53,6%	46,8%	50,0%
	X	Count	83	109	192
		Row %	43,2%	56,8%	100,0%
		Column %	46,4%	53,2%	50,0%
Total		Count	179	205	384
		Row %	46,6%	53,4%	100,0%
		Column %	100,0%	100,0%	100,0%
	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1,769(b)	1	0,184		
Continuity Correction(a)	1,507	1	0,220		
Likelihood Ratio	1,770	1	0,183		
Fisher's Exact Test				0,220	0,110
Linear-by-Linear Association	1,764	1	0,184		
N of Valid Cases	384				

			Magazine		Total
			No	Yes	
Generation	Y	Count	147	45	192
		Row %	76,6%	23,4%	100,0%
		Column %	49,8%	50,6%	50,0%
	X	Count	148	44	192
		Row %	77,1%	22,9%	100,0%
		Column %	50,2%	49,4%	50,0%
Total		Count	295	89	384
		Row %	76,8%	23,2%	100,0%
		Column %	100,0%	100,0%	100,0%
	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	,015(b)	1	0,904		
Continuity Correction(a)	0,000	1	1,000		
Likelihood Ratio	0,015	1	0,904		
Fisher's Exact Test				1,000	0,500
Linear-by-Linear Association	0,015	1	0,904		
N of Valid Cases	384				

			Newspaper		Total
			No	Yes	
Generation	Y	Count	143	49	192
		Row %	74,5%	25,5%	100,0%
		Column %	50,2%	49,5%	50,0%
	X	Count	142	50	192
		Row %	74,0%	26,0%	100,0%
		Column %	49,8%	50,5%	50,0%
Total		Count	285	99	384
		Row %	74,2%	25,8%	100,0%
		Column %	100,0%	100,0%	100,0%
	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	,014(b)	1	0,907		
Continuity Correction(a)	0,000	1	1,000		
Likelihood Ratio	0,014	1	0,907		
Fisher's Exact Test				1,000	0,500
Linear-by-Linear Association	0,014	1	0,907		
N of Valid Cases	384				

			Friend		Total
			No	Yes	
Generation	Y	Count	94	98	192
		Row %	49,0%	51,0%	100,0%
		Column %	45,0%	56,0%	50,0%
	X	Count	115	77	192
		Row %	59,9%	40,1%	100,0%
		Column %	55,0%	44,0%	50,0%
Total		Count	209	175	384
		Row %	54,4%	45,6%	100,0%
		Column %	100,0%	100,0%	100,0%
	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	4,630(b)	1	0,031		
Continuity Correction(a)	4,200	1	0,040		
Likelihood Ratio	4,640	1	0,031		
Fisher's Exact Test				0,040	0,020
Linear-by-Linear Association	4,618	1	0,032		
N of Valid Cases	384				

			Family		Total
			No	Yes	
Generation	Y	Count	108	84	192
		Row %	56,3%	43,8%	100,0%
		Column %	43,0%	63,2%	50,0%
	X	Count	143	49	192
		Row %	74,5%	25,5%	100,0%
		Column %	57,0%	36,8%	50,0%
Total		Count	251	133	384
		Row %	65,4%	34,6%	100,0%
		Column %	100,0%	100,0%	100,0%
	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	14,091(b)	1	0,000		
Continuity Correction(a)	13,297	1	0,000		
Likelihood Ratio	14,216	1	0,000		
Fisher's Exact Test				0,000	0,000
Linear-by-Linear Association	14,054	1	0,000		
N of Valid Cases	384				

			I shop without doing research		Total
			No	Yes	
Generation	Y	Count	144	48	192
		Row %	75,0%	25,0%	100,0%
		Column %	48,3%	55,8%	50,0%
	X	Count	154	38	192
		Row %	80,2%	19,8%	100,0%
		Column %	51,7%	44,2%	50,0%
Total		Count	298	86	384
		Row %	77,6%	22,4%	100,0%
		Column %	100,0%	100,0%	100,0%
	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1,498(b)	1	0,221		
Continuity Correction(a)	1,214	1	0,271		
Likelihood Ratio	1,501	1	0,221		
Fisher's Exact Test				0,271	0,135
Linear-by-Linear Association	1,494	1	0,222		
N of Valid Cases	384				

## APPENDIX 8 SAMPLE GROUP REASONS AS TO WHY THEY SHOP

### OFFLINE

			Valid N	Mean	Standard Deviation	Median	Minimum	Maximum
Generation	Y	Practical.	192	4,15	1,13	5,00	1,00	5,00
	X	Practical.	192	4,14	0,75	4,00	1,00	5,00
Generation	Y	Reliable	192	4,14	0,75	4,00	1,00	5,00
	X	Reliable	192	4,29	0,80	4,00	1,00	5,00
Generation	Y	A tool for socializing	192	4,36	0,82	5,00	1,00	5,00
	X	A tool for socializing	192	4,04	0,88	4,00	1,00	5,00
Generation	Y	It makes me happy	192	4,40	0,77	5,00	1,00	5,00
	X	It makes me happy	192	4,27	0,68	4,00	1,00	5,00
Generation	Y	I have a fun time	192	4,05	0,96	4,00	1,00	5,00
	X	I have a fun time	192	4,06	0,88	4,00	1,00	5,00
Generation	Y	I am not affected by unfavorable weather conditions	192	3,93	1,04	4,00	1,00	5,00
	X	I am not affected by unfavorable weather conditions	192	3,81	1,08	4,00	1,00	5,00
Generation	Y	I like to touch, feel and try products	192	4,18	0,92	4,00	1,00	5,00
	X	I like to touch, feel and try products	192	4,14	0,77	4,00	1,00	5,00
Generation	Y	I can find products and services in different categories	192	4,29	0,79	4,00	1,00	5,00
	X	I can find products and services in different categories	192	4,16	0,73	4,00	1,00	5,00
Generation	Y	It is a part of my lifestyle	192	3,73	1,16	4,00	1,00	5,00
	X	It is a part of my lifestyle	192	3,86	0,87	4,00	1,00	5,00

Mann-Whitney Test				
	Kuşak	N	Mean Rank	Sum of Ranks
Practical.	Y	192	203,73	39.115,50
	X	192	181,27	34.804,50
	Total	384		
Reliable	Y	192	179,19	34.404,00
	X	192	205,81	39.516,00
	Total	384		
A tool for socializing	Y	192	214,69	41.220,00
	X	192	170,31	32.700,00
	Total	384		
It makes me happy	Y	192	205,61	39.477,50
	X	192	179,39	34.442,50
	Total	384		
I have a fun time	Y	192	193,51	37.153,50
	X	192	191,49	36.766,50
	Total	384		
I am not affected by unfavorable weather conditions	Y	192	198,29	38.072,00
	X	192	186,71	35.848,00
	Total	384		
I like to touch, feel and try products	Y	192	198,51	38.113,50
	X	192	186,49	35.806,50
	Total	384		
I can find products and services in different categories	Y	192	202,97	38.969,50
	X	192	182,03	34.950,50
	Total	384		
It is a part of my lifestyle	Y	192	189,86	36.452,50
	X	192	195,14	37.467,50
	Total	384		

Test Statistics(a)									
	Practical.	Reliable	A tool for socializing	It makes me happy	I have a fun time	I am not affected by unfavorable weather conditions	I like to touch, feel and try products	I can find products and services in different categories	It is a part of my lifestyle
Mann-Whitney U	16.276,500	15.876,000	14.172,000	15.914,500	18.238,500	17.320,000	17.278,500	16.422,500	17.924,500
Wilcoxon W	34.804,500	34.404,000	32.700,000	34.442,500	36.766,500	35.848,000	35.806,500	34.950,500	36.452,500
Z	-2,148	-2,591	-4,259	-2,569	-0,191	-1,072	-1,146	-2,030	-0,491
Asymp. Sig. (2-tailed)	0,032	0,010	0,000	0,010	0,848	0,284	0,252	0,042	0,623



			Electronic/technological products	Textile	Shoes/accessories	Food	Hobby supplies	Travel	Products and services concerning my occupation	Home accessories	Total
Generation	Y	Count	20	25	71	26	12	4	4	30	192
		Row %	10,4%	13,0%	37,0%	13,5%	6,3%	2,1%	2,1%	15,6%	100,0%
		Column %	40,0%	65,8%	58,7%	44,8%	32,4%	30,8%	36,4%	53,6%	50,0%
	X	Count	30	13	50	32	25	9	7	26	192
		Row %	15,6%	6,8%	26,0%	16,7%	13,0%	4,7%	3,6%	13,5%	100,0%
		Column %	60,0%	34,2%	41,3%	55,2%	67,6%	69,2%	63,6%	46,4%	50,0%
Total	Count	50	38	121	58	37	13	11	56	384	
	Row %	13,0%	9,9%	31,5%	15,1%	9,6%	3,4%	2,9%	14,6%	100,0%	
	Column %	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	

## Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	17,649(a)	7	0,014
Continuity Correction			
Likelihood Ratio	17,908	7	0,012
Linear-by-Linear Association	0,531	1	0,466
N of Valid Cases	384		

**APPENDIX 10 PREFERRED METHOD OF PAYMENT OF THE SAMPLE  
GROUP WILE SHOPPING OFFLINE**

			Credit Card		Total
			No	Yes	
Generation	Y	Count	58	134	192
		Row %	30,2%	69,8%	100,0%
		Column %	42,6%	54,0%	50,0%
	X	Count	78	114	192
		Row %	40,6%	59,4%	100,0%
		Column %	57,4%	46,0%	50,0%
Total		Count	136	248	384
		Row %	35,4%	64,6%	100,0%
		Column %	100,0%	100,0%	100,0%

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	4,554(b)	1	0,033		
Continuity Correction(a)	4,110	1	0,043		
Likelihood Ratio	4,567	1	0,033		
Fisher's Exact Test				0,042	0,021
Linear-by-Linear Association	4,542	1	0,033		
N of Valid Cases	384				

			Cash		Total
			No	Yes	
Generation	Y	Count	34	158	192
		Row %	17,7%	82,3%	100,0%
		Column %	53,1%	49,4%	50,0%
	X	Count	30	162	192
		Row %	15,6%	84,4%	100,0%
		Column %	46,9%	50,6%	50,0%
Total		Count	64	320	384
		Row %	16,7%	83,3%	100,0%
		Column %	100,0%	100,0%	100,0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	,300(b)	1	0,584		
Continuity Correction(a)	0,169	1	0,681		
Likelihood Ratio	0,300	1	0,584		
Fisher's Exact Test				0,681	0,341
Linear-by-Linear Association	0,299	1	0,584		
N of Valid Cases	384				



			Cash deposit card		Total
			No	Yes	
Generation	Y	Count	158	34	192
		Row %	82,3%	17,7%	100,0%
		Column %	47,6%	65,4%	50,0%
	X	Count	174	18	192
		Row %	90,6%	9,4%	100,0%
		Column %	52,4%	34,6%	50,0%
Total		Count	332	52	384
		Row %	86,5%	13,5%	100,0%
		Column %	100,0%	100,0%	100,0%

## Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	5,694(b)	1	0,017		
Continuity Correction(a)	5,005	1	0,025		
Likelihood Ratio	5,775	1	0,016		
Fisher's Exact Test				0,025	0,012
Linear-by-Linear Association	5,679	1	0,017		
N of Valid Cases	384				

			Discount coupons		Total
			No	Yes	
Generation	Y	Count	171	21	192
		Row %	89,1%	10,9%	100,0%
		Column %	47,6%	84,0%	50,0%
	X	Count	188	4	192
		Row %	97,9%	2,1%	100,0%
		Column %	52,4%	16,0%	50,0%
Total		Count	359	25	384
		Row %	93,5%	6,5%	100,0%
		Column %	100,0%	100,0%	100,0%

## Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	12,365(b)	1	0,000		
Continuity Correction(a)	10,953	1	0,001		
Likelihood Ratio	13,479	1	0,000		
Fisher's Exact Test				0,001	0,000
Linear-by-Linear Association	12,333	1	0,000		
N of Valid Cases	384				

**APPENDIX 11 TOOLS USED BY THE SAMPLE GROUP WHILE SHOPPING  
ONLINE**

			Computer		Total
			No	Yes	
Generation	Y	Count	31	123	154
		Row %	20,1%	79,9%	100,0%
		Column %	46,3%	72,4%	65,0%
	X	Count	36	47	83
		Row %	43,4%	56,6%	100,0%
		Column %	53,7%	27,6%	35,0%
Total		Count	67	170	237
		Row %	28,3%	71,7%	100,0%
		Column %	100,0%	100,0%	100,0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	14,369(b)	1	0,000		
Continuity Correction(a)	13,246	1	0,000		
Likelihood Ratio	13,983	1	0,000		
Fisher's Exact Test				0,000	0,000
Linear-by-Linear Association	14,309	1	0,000		
N of Valid Cases	237				

			Smartphone		Total
			No	Yes	
Generation	Y	Count	33	121	154
		Row %	21,4%	78,6%	100,0%
		Column %	68,8%	64,0%	65,0%
	X	Count	15	68	83
		Row %	18,1%	81,9%	100,0%
		Column %	31,3%	36,0%	35,0%
Total		Count	48	189	237
		Row %	20,3%	79,7%	100,0%
		Column %	100,0%	100,0%	100,0%

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	,376(b)	1	0,540		
Continuity Correction(a)	0,197	1	0,657		
Likelihood Ratio	0,381	1	0,537		
Fisher's Exact Test				0,613	0,332
Linear-by-Linear Association	0,375	1	0,541		
of Valid Cases	237				

		Tablet		Total	
		No	Yes		
Generation	Y	Count	110	44	154
		Row %	71,4%	28,6%	100,0%
		Column %	60,4%	80,0%	65,0%
	X	Count	72	11	83
		Row %	86,7%	13,3%	100,0%
		Column %	39,6%	20,0%	35,0%
Total		Count	182	55	237
		Row %	76,8%	23,2%	100,0%
		Column %	100,0%	100,0%	100,0%

## Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	7,101(b)	1	0,008		
Continuity Correction(a)	6,268	1	0,012		
Likelihood Ratio	7,594	1	0,006		
Fisher's Exact Test				0,009	0,005
Linear-by-Linear Association	7,071	1	0,008		
N of Valid Cases	237				













			Valid N	Mean	Standard Deviation	Median	Minimum	Maximum
Generation	Y	I find it practical	153	3,27	1,73	4,00	1,00	5,00
	X	I find it practical	83	3,99	1,13	4,00	1,00	5,00
Generation	Y	It excites me to wait for the products	152	3,20	1,30	3,00	1,00	5,00
	X	It excites me to wait for the products	83	3,76	1,13	4,00	1,00	5,00
Generation	Y	I find it reliable	153	3,11	1,22	3,00	1,00	5,00
	X	I find it reliable	82	3,89	1,02	4,00	1,00	5,00
Generation	Y	I enjoy it and it makes me happy	152	3,07	1,53	3,00	1,00	5,00
	X	I enjoy it and it makes me happy	83	3,81	1,05	4,00	1,00	5,00
Generation	Y	I like shopping without a sales representative/friend or family member, influencing my decisions	153	3,74	0,99	4,00	1,00	5,00
	X	I like shopping without a sales representative/friend or family member, influencing my decisions	83	3,81	0,99	4,00	1,00	5,00
Generation	Y	I can shop wherever I want	154	3,79	0,94	4,00	1,00	5,00
	X	I can shop wherever I want	83	4,06	0,92	4,00	1,00	5,00
Generation	Y	The products are delivered to my doorstep	154	3,39	1,70	4,00	1,00	5,00
	X	The products are delivered to my doorstep	83	4,14	1,01	4,00	1,00	5,00
Generation	Y	I can find products and services in different categories	154	3,65	1,25	4,00	1,00	5,00
	X	I can find products and services in different categories	83	4,05	0,94	4,00	1,00	5,00
Generation	Y	I can find products on sale	154	3,23	1,61	4,00	1,00	5,00
	X	I can find products on sale	83	3,96	1,01	4,00	1,00	5,00
Generation	Y	It's part of my lifestyle	154	3,12	0,99	3,00	1,00	5,00
	X	It's part of my lifestyle	83	3,67	1,06	4,00	1,00	5,00

## Mann-Whitney Test

	Generation	N	Mean Rank	Sum of Ranks
I find it practical	Y	153	111,01	16.984,50
	X	83	132,31	10.981,50
	Total	236		
It excites me to wait for the products	Y	152	108,03	16.421,00
	X	83	136,25	11.309,00
	Total	235		
I find it reliable	Y	153	103,22	15.793,00
	X	82	145,57	11.937,00
	Total	235		
I enjoy it and it makes me happy	Y	152	107,16	16.288,50
	X	83	137,85	11.441,50
	Total	235		
I like shopping without a sales representative/friend or family member, influencing my decisions	Y	153	116,59	17.838,00
	X	83	122,02	10.128,00
	Total	236		
I can shop wherever I want	Y	154	111,35	17.147,50
	X	83	133,20	11.055,50
	Total	237		
The products are delivered to my doorstep	Y	154	111,54	17.176,50
	X	83	132,85	11.026,50
	Total	237		
I can find products and services in different categories	Y	154	113,02	17.404,50
	X	83	130,10	10.798,50
	Total	237		
I can find products on sale	Y	154	110,21	16.972,00
	X	83	135,31	11.231,00
	Total	237		
It's part of my lifestyle	Y	154	105,21	16.202,50
	X	83	144,58	12.000,50
	Total	237		

	I find it practical	It excites me to wait for the products	I find it reliable	I enjoy it and it makes me happy	I like shopping without a sales representative/friend or family member, influencing my decisions	I can shop wherever I want	The products are delivered to my doorstep	I can find products and services in different categories)	I can find products on sale	It's part of my lifestyle
Mann-Whitney U	5.203,500	4.793,000	4.012,000	4.660,500	6.057,000	5.212,500	5.241,500	5.469,500	5.037,000	4.267,500
Wilcoxon W	16.984,500	16.421,000	15.793,000	16.288,500	17.838,000	17.147,500	17.176,500	17.404,500	16.972,000	16.202,500
Z	-2,395	-3,133	-4,694	-3,423	-0,623	-2,468	-2,407	-1,932	-2,810	-4,468
Asymp. Sig. (2-tailed)	0,017	0,002	0,000	0,001	0,533	0,014	0,016	0,053	0,005	0,000

**APPENDIX 13 PREFERRED METHOD OF PAYMENT OF THE SAMPLE  
GROUP WHILE SHOPPING ONLINE**

			Credit Card		Total
			No	Yes	
Generation	Y	Count	138	16	154
		Row %	89,6%	10,4%	100,0%
		Column %	62,4%	100,0%	65,0%
	X	Count	83	0	83
		Row %	100,0%	0,0%	100,0%
		Column %	37,6%	0,0%	35,0%
Total		Count	221	16	237
		Row %	93,2%	6,8%	100,0%
		Column %	100,0%	100,0%	100,0%
	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	9,248(b)	1	0,002		
Continuity Correction(a)	7,671	1	0,006		
Likelihood Ratio	14,413	1	0,000		
Fisher's Exact Test				0,001	0,001
Linear-by-Linear Association	9,209	1	0,002		

			Cash		Total
			No	Yes	
Generation	Y	Count	19	135	154
		Row %	12,3%	87,7%	100,0%
		Column %	100,0%	61,9%	65,0%
	X	Count	0	83	83
		Row %	0,0%	100,0%	100,0%
		Column %	0,0%	38,1%	35,0%
Total		Count	19	218	237
		Row %	8,0%	92,0%	100,0%
		Column %	100,0%	100,0%	100,0%
	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	11,133(b)	1	0,001		
Continuity Correction(a)	9,523	1	0,002		
Likelihood Ratio	17,263	1	0,000		
Fisher's Exact Test				0,000	0,000
Linear-by-Linear Association	11,086	1	0,001		
N of Valid Cases	237				

			Digital Wallet		Total
			No	Yes	
Generation	Y	Count	77	77	154
		Row %	50,0%	50,0%	100,0%
		Column %	59,7%	71,3%	65,0%
	X	Count	52	31	83
		Row %	62,7%	37,3%	100,0%
		Column %	40,3%	28,7%	35,0%
Total		Count	129	108	237
		Row %	54,4%	45,6%	100,0%
		Column %	100,0%	100,0%	100,0%
	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	3,480(b)	1	0,062		
Continuity Correction(a)	2,988	1	0,084		
Likelihood Ratio	3,508	1	0,061		
Fisher's Exact Test				0,076	0,042
Linear-by-Linear Association	3,465	1	0,063		
N of Valid Cases	237				

			Payment at the door		Total
			No	Yes	
Generation	Y	Count	113	41	154
		Row %	73,4%	26,6%	100,0%
		Column %	59,8%	85,4%	65,0%
	X	Count	76	7	83
		Row %	91,6%	8,4%	100,0%
		Column %	40,2%	14,6%	35,0%
Total		Count	189	48	237
		Row %	79,7%	20,3%	100,0%
		Column %	100,0%	100,0%	100,0%
	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	11,048(b)	1	0,001		
Continuity Correction(a)	9,951	1	0,002		
Likelihood Ratio	12,353	1	0,000		
Fisher's Exact Test				0,001	0,000
Linear-by-Linear Association	11,002	1	0,001		
N of Valid Cases	237				

## APPENDIX 14 PREFERRED SITES OF THE SAMPLE GROUP WHILE SHOPPING ONLINE

			Yellow pages/classified ads (sahibinden.com, arabam.com etc.)		Total
			No	Yes	
Generation	Y	Count	65	89	154
		Row %	42,2%	57,8%	100,0%
		Column %	61,3%	67,9%	65,0%
	X	Count	41	42	83
		Row %	49,4%	50,6%	100,0%
		Column %	38,7%	32,1%	35,0%
Total		Count	106	131	237
		Row %	44,7%	55,3%	100,0%
		Column %	100,0%	100,0%	100,0%

### Chi-Square Tests

	Value	df	Asymp. Sig. (2- sided)	Exact Sig. (2- sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1,128(b)	1	0,288		
Continuity Correction(a)	0,856	1	0,355		
Likelihood Ratio	1,126	1	0,289		
Fisher's Exact Test				0,338	0,177
Linear-by-Linear Association	1,123	1	0,289		
N of Valid Cases	237				

			Open market (gittigidiyor.com, n11.com etc.)		Total
			No	Yes	
Generation	Y	Count	125	67	192
		Row %	65,1%	34,9%	100,0%
		Column %	47,0%	56,8%	50,0%
	X	Count	141	51	192
		Row %	73,4%	26,6%	100,0%
		Column %	53,0%	43,2%	50,0%
Total		Count	266	118	384
		Row %	69,3%	30,7%	100,0%
		Column %	100,0%	100,0%	100,0%

## Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	3,132(b)	1	0,077		
Continuity Correction(a)	2,753	1	0,097		
Likelihood Ratio	3,139	1	0,076		
Fisher's Exact Test				0,097	0,048
Linear-by-Linear Association	3,124	1	0,077		
N of Valid Cases	384				

			Shopping in multiple categories (Trendyol, markafoni, morhipo, teknosa, dr etc.)		
			No	Yes	Total
Generation	Y	Count	42	112	154
		Row %	27,3%	72,7%	100,0%
		Column %	51,9%	71,8%	65,0%
	X	Count	39	44	83
		Row %	47,0%	53,0%	100,0%
		Column %	48,1%	28,2%	35,0%
Total	Count	81	156	237	
	Row %	34,2%	65,8%	100,0%	
	Column %	100,0%	100,0%	100,0%	

## Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	9,318(b)	1	0,002		
Continuity Correction(a)	8,463	1	0,004		
Likelihood Ratio	9,170	1	0,002		
Fisher's Exact Test				0,003	0,002
Linear-by-Linear Association	9,279	1	0,002		
N of Valid Cases	237				

			F-commerce (Boutiques and stores on social media platforms like Facebook and Instagram)		
			No	Yes	Total
Generation	Y	Count	97	57	154
		Row %	63,0%	37,0%	100,0%
		Column %	61,0%	73,1%	65,0%
	X	Count	62	21	83
		Row %	74,7%	25,3%	100,0%
		Column %	39,0%	26,9%	35,0%
Total	Count	159	78	237	
	Row %	67,1%	32,9%	100,0%	
	Column %	100,0%	100,0%	100,0%	

## Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	3,350(b)	1	0,067		
Continuity Correction(a)	2,841	1	0,092		
Likelihood Ratio	3,430	1	0,064		
Fisher's Exact Test				0,082	0,045
Linear-by-Linear Association	3,336	1	0,068		
N of Valid Cases	237				

		Other (food, flowers, fruit, opportunity, ticket, event, travel sites etc.)			
		No	Yes	Total	
Generation	Y	Count	69	85	154
		Row %	44,8%	55,2%	100,0%
		Column %	50,0%	85,9%	65,0%
	X	Count	69	14	83
		Row %	83,1%	16,9%	100,0%
		Column %	50,0%	14,1%	35,0%
Total		Count	138	99	237
		Row %	58,2%	41,8%	100,0%
		Column %	100,0%	100,0%	100,0%

## Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	32,572(b)	1	0,000		
Continuity Correction(a)	31,016	1	0,000		
Likelihood Ratio	34,954	1	0,000		
Fisher's Exact Test				0,000	0,000
Linear-by-Linear Association	32,435	1	0,000		
N of Valid Cases	237				



**APPENDIX 15 MEMBERSHIP STATUSES OF THE SAMPLE GROUP  
WHILE SHOPPING ONLINE**

			(Sahibinden.com)		Total
			No	Yes	
Generation	Y	Count	67	87	154
		Row %	43,5%	56,5%	100,0%
		Column %	59,3%	70,2%	65,0%
	X	Count	46	37	83
		Row %	55,4%	44,6%	100,0%
		Column %	40,7%	29,8%	35,0%
Total	Count	113	124	237	
	Row %	47,7%	52,3%	100,0%	
	Column %	100,0%	100,0%	100,0%	

## Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	3,069(b)	1	0,080		
Continuity Correction(a)	2,610	1	0,106		
Likelihood Ratio	3,072	1	0,080		
Fisher's Exact Test				0,102	0,053
Linear-by-Linear Association	3,056	1	0,080		
N of Valid Cases	237				

			(Arabam.com)		Total
			No	Yes	
Generation	Y	Count	109	45	154
		Row %	70,8%	29,2%	100,0%
		Column %	63,0%	70,3%	65,0%
	X	Count	64	19	83
		Row %	77,1%	22,9%	100,0%
		Column %	37,0%	29,7%	35,0%
Total	Count	173	64	237	
	Row %	73,0%	27,0%	100,0%	
	Column %	100,0%	100,0%	100,0%	

## Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1,096(b)	1	0,295		
Continuity Correction(a)	0,798	1	0,372		
Likelihood Ratio	1,115	1	0,291		
Fisher's Exact Test				0,358	0,186
Linear-by-Linear Association	1,091	1	0,296		
N of Valid Cases	237				

			(gitti gidiyor.com)		Total
			No	Yes	
Generation	Y	Count	97	57	154
		Row %	63,0%	37,0%	100,0%
		Column %	69,8%	58,2%	65,0%
	X	Count	42	41	83
		Row %	50,6%	49,4%	100,0%
		Column %	30,2%	41,8%	35,0%
Total	Count	139	98	237	
	Row %	58,6%	41,4%	100,0%	
	Column %	100,0%	100,0%	100,0%	

## Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	3,411(b)	1	0,065		
Continuity Correction(a)	2,919	1	0,088		
Likelihood Ratio	3,393	1	0,065		
Fisher's Exact Test				0,073	0,044
Linear-by-Linear Association	3,397	1	0,065		
N of Valid Cases	237				

			(hepsiburada.com)		Total
			No	Yes	
Generation	Y	Count	98	56	154
		Row %	63,6%	36,4%	100,0%
		Column %	64,5%	65,9%	65,0%
	X	Count	54	29	83
		Row %	65,1%	34,9%	100,0%
		Column %	35,5%	34,1%	35,0%
Total	Count		152	85	237
	Row %		64,1%	35,9%	100,0%
	Column %		100,0%	100,0%	100,0%

## Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	,048(b)	1	0,827		
Continuity Correction(a)	0,006	1	0,939		
Likelihood Ratio	0,048	1	0,827		
Fisher's Exact Test				0,888	0,471
Linear-by-Linear Association	0,047	1	0,828		
N of Valid Cases	237				

			(markafoni.com/)		Total
			No	Yes	
Generation	Y	Count	40	114	154
		Row %	26,0%	74,0%	100,0%
		Column %	46,0%	76,0%	65,0%
	X	Count	47	36	83
		Row %	56,6%	43,4%	100,0%
		Column %	54,0%	24,0%	35,0%
Total	Count		87	150	237
	Row %		36,7%	63,3%	100,0%
	Column %		100,0%	100,0%	100,0%

## Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	21,811(b)	1	0,000		
Continuity Correction(a)	20,511	1	0,000		
Likelihood Ratio	21,584	1	0,000		
Fisher's Exact Test				0,000	0,000
Linear-by-Linear Association	21,719	1	0,000		
N of Valid Cases	237				

		(trendyol.com)		Total	
		No	Yes		
Generation	Y	Count	77	77	154
		Row %	50,0%	50,0%	100,0%
		Column %	59,2%	72,0%	65,0%
	X	Count	53	30	83
		Row %	63,9%	36,1%	100,0%
		Column %	40,8%	28,0%	35,0%
Total	Count	130	107	237	
	Row %	54,9%	45,1%	100,0%	
	Column %	100,0%	100,0%	100,0%	

## Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	4,181(b)	1	0,041		
Continuity Correction(a)	3,640	1	0,056		
Likelihood Ratio	4,222	1	0,040		
Fisher's Exact Test				0,055	0,028
Linear-by-Linear Association	4,163	1	0,041		
N of Valid Cases	237				

			(morhipo.com)		Total
			No	Yes	
Generation	Y	Count	136	18	154
		Row %	88,3%	11,7%	100,0%
		Column %	66,0%	58,1%	65,0%
	X	Count	70	13	83
		Row %	84,3%	15,7%	100,0%
		Column %	34,0%	41,9%	35,0%
Total		Count	206	31	237
		Row %	86,9%	13,1%	100,0%
		Column %	100,0%	100,0%	100,0%

## Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	,749(b)	1	0,387		
Continuity Correction(a)	0,440	1	0,507		
Likelihood Ratio	0,733	1	0,392		
Fisher's Exact Test				0,422	0,251
Linear-by-Linear Association	0,746	1	0,388		
N of Valid Cases	237				

			(tozlu.com)		Total
			No	Yes	
Generation	Y	Count	186	6	192
		Row %	96,9%	3,1%	100,0%
		Column %	50,5%	37,5%	50,0%
	X	Count	182	10	192
		Row %	94,8%	5,2%	100,0%
		Column %	49,5%	62,5%	50,0%
Total		Count	368	16	384
		Row %	95,8%	4,2%	100,0%
		Column %	100,0%	100,0%	100,0%

## Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1,043(b)	1	0,307		
Continuity Correction(a)	0,587	1	0,444		
Likelihood Ratio	1,054	1	0,305		
Fisher's Exact Test				0,323	0,222
Linear-by-Linear Association	1,041	1	0,308		
N of Valid Cases	384				

			(e-bebek.com)		Total
			No	Yes	
Generation	Y	Count	150	4	154
		Row %	97,4%	2,6%	100,0%
		Column %	67,6%	26,7%	65,0%
	X	Count	72	11	83
		Row %	86,7%	13,3%	100,0%
		Column %	32,4%	73,3%	35,0%
Total	Count	222	15	237	
	Row %	93,7%	6,3%	100,0%	
	Column %	100,0%	100,0%	100,0%	

## Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	10,329(b)	1	0,001		
Continuity Correction(a)	8,610	1	0,003		
Likelihood Ratio	9,796	1	0,002		
Fisher's Exact Test				0,003	0,002
Linear-by-Linear Association	10,285	1	0,001		
N of Valid Cases	237				

			(kliksa.com)		Total
			No	Yes	
Generation	Y	Count	148	6	154
		Row %	96,1%	3,9%	100,0%
		Column %	65,8%	50,0%	65,0%
	X	Count	77	6	83
		Row %	92,8%	7,2%	100,0%
		Column %	34,2%	50,0%	35,0%
Total	Count	225	12	237	
	Row %	94,9%	5,1%	100,0%	
	Column %	100,0%	100,0%	100,0%	

## Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1,246(b)	1	0,264		
Continuity Correction(a)	0,649	1	0,420		
Likelihood Ratio	1,192	1	0,275		
Fisher's Exact Test				0,352	0,208
Linear-by-Linear Association	1,241	1	0,265		
N of Valid Cases	237				

			(bimeks.com.tr)		Total
			No	Yes	
Generation	Y	Count	149	5	154
		Row %	96,8%	3,2%	100,0%
		Column %	65,6%	50,0%	65,0%
	X	Count	78	5	83
		Row %	94,0%	6,0%	100,0%
		Column %	34,4%	50,0%	35,0%
Total	Count	227	10	237	
	Row %	95,8%	4,2%	100,0%	
	Column %	100,0%	100,0%	100,0%	

## Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1,029(b)	1	0,310		
Continuity Correction(a)	0,457	1	0,499		
Likelihood Ratio	0,984	1	0,321		
Fisher's Exact Test				0,326	0,245
Linear-by-Linear Association	1,025	1	0,311		
N of Valid Cases	237				

		(ciceksepeti.com)		Total	
		No	Yes		
Generation	Y	Count	149	5	154
		Row %	96,8%	3,2%	100,0%
		Column %	66,5%	38,5%	65,0%
	X	Count	75	8	83
		Row %	90,4%	9,6%	100,0%
		Column %	33,5%	61,5%	35,0%
Total	Count	224	13	237	
	Row %	94,5%	5,5%	100,0%	
	Column %	100,0%	100,0%	100,0%	

## Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	4,250(b)	1	0,039		
Continuity Correction(a)	3,107	1	0,078		
Likelihood Ratio	4,010	1	0,045		
Fisher's Exact Test				0,068	0,042
Linear-by-Linear Association	4,232	1	0,040		
N of Valid Cases	237				



			(yemeksepeti.com)		Total
			No	Yes	
Generation	Y	Count	89	65	154
		Row %	57,8%	42,2%	100,0%
		Column %	55,6%	84,4%	65,0%
	X	Count	71	12	83
		Row %	85,5%	14,5%	100,0%
		Column %	44,4%	15,6%	35,0%
Total		Count	160	77	237
		Row %	67,5%	32,5%	100,0%
		Column %	100,0%	100,0%	100,0%

## Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	18,935(b)	1	0,000		
Continuity Correction(a)	17,691	1	0,000		
Likelihood Ratio	20,536	1	0,000		
Fisher's Exact Test				0,000	0,000
Linear-by-Linear Association	18,855	1	0,000		
N of Valid Cases	237				

			(hizli1al.com)		Total
			No	Yes	
Generation	Y	Count	148	6	154
		Row %	96,1%	3,9%	100,0%
		Column %	69,2%	26,1%	65,0%
	X	Count	66	17	83
		Row %	79,5%	20,5%	100,0%
		Column %	30,8%	73,9%	35,0%
Total		Count	214	23	237
		Row %	90,3%	9,7%	100,0%
		Column %	100,0%	100,0%	100,0%

## Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	16,931(b)	1	0,000		
Continuity Correction(a)	15,091	1	0,000		
Likelihood Ratio	16,121	1	0,000		
Fisher's Exact Test				0,000	0,000
Linear-by-Linear Association	16,859	1	0,000		
N of Valid Cases	237				

		(tatilsepeti.com)		Total	
		No	Yes		
Generation	Y	Count	143	11	154
		Row %	92,9%	7,1%	100,0%
		Column %	65,3%	61,1%	65,0%
	X	Count	76	7	83
		Row %	91,6%	8,4%	100,0%
		Column %	34,7%	38,9%	35,0%
Total	Count	219	18	237	
	Row %	92,4%	7,6%	100,0%	
	Column %	100,0%	100,0%	100,0%	

## Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	,128(b)	1	0,720		
Continuity Correction(a)	0,010	1	0,920		
Likelihood Ratio	0,126	1	0,722		
Fisher's Exact Test				0,799	0,451
Linear-by-Linear Association	0,128	1	0,721		
N of Valid Cases	237				

			(hediyeSepeti.com)		Total
			No	Yes	
Generation	Y	Count	135	19	154
		Row %	87,7%	12,3%	100,0%
		Column %	64,3%	70,4%	65,0%
	X	Count	75	8	83
		Row %	90,4%	9,6%	100,0%
		Column %	35,7%	29,6%	35,0%
Total		Count	210	27	237
		Row %	88,6%	11,4%	100,0%
		Column %	100,0%	100,0%	100,0%

## Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	,389(b)	1	0,533		
Continuity Correction(a)	0,168	1	0,682		
Likelihood Ratio	0,398	1	0,528		
Fisher's Exact Test				0,669	0,347
Linear-by-Linear Association	0,388	1	0,534		
N of Valid Cases	237				

			(sanalmarket.com)		Total
			No	Yes	
Generation	Y	Count	97	57	154
		Row %	63,0%	37,0%	100,0%
		Column %	57,7%	82,6%	65,0%
	X	Count	71	12	83
		Row %	85,5%	14,5%	100,0%
		Column %	42,3%	17,4%	35,0%
Total		Count	168	69	237
		Row %	70,9%	29,1%	100,0%
		Column %	100,0%	100,0%	100,0%

## Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	13,295(b)	1	0,000		
Continuity Correction(a)	12,224	1	0,000		
Likelihood Ratio	14,333	1	0,000		
Fisher's Exact Test				0,000	0,000
Linear-by-Linear Association	13,239	1	0,000		
N of Valid Cases	237				

			(lidyana.com)		
			No	Yes	Total
Generation	Y	Count	154	0	154
		Row %	100,0%	0,0%	100,0%
		Column %	65,5%	0,0%	65,0%
	X	Count	81	2	83
		Row %	97,6%	2,4%	100,0%
		Column %	34,5%	100,0%	35,0%
Total	Count	235	2	237	
	Row %	99,2%	0,8%	100,0%	
	Column %	100,0%	100,0%	100,0%	

			(n11.com)		
			No	Yes	Total
Generation	Y	Count	153	1	154
		Row %	99,4%	0,6%	100,0%
		Column %	65,4%	33,3%	65,0%
	X	Count	81	2	83
		Row %	97,6%	2,4%	100,0%
		Column %	34,6%	66,7%	35,0%
Total	Count	234	3	237	
	Row %	98,7%	1,3%	100,0%	
	Column %	100,0%	100,0%	100,0%	

## Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1,337(b)	1	0,248		
Continuity Correction(a)	0,300	1	0,584		
Likelihood Ratio	1,257	1	0,262		
Fisher's Exact Test				0,281	0,281
Linear-by-Linear Association	1,331	1	0,249		
N of Valid Cases	237				

		(Other)		Total	
		No	Yes		
Generation	Y	Count	141	13	154
		Row %	91,6%	8,4%	100,0%
		Column %	66,2%	54,2%	65,0%
	X	Count	72	11	83
		Row %	86,7%	13,3%	100,0%
		Column %	33,8%	45,8%	35,0%
Total	Count	213	24	237	
	Row %	89,9%	10,1%	100,0%	
	Column %	100,0%	100,0%	100,0%	

## Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1,372(b)	1	0,241		
Continuity Correction(a)	0,894	1	0,344		
Likelihood Ratio	1,327	1	0,249		
Fisher's Exact Test				0,264	0,172
Linear-by-Linear Association	1,366	1	0,242		
N of Valid Cases	237				

			Social Media		Total
			No	Yes	
Generation	Y	Count	142	12	154
		Row %	92,2%	7,8%	100,0%
		Column %	63,1%	100,0%	65,0%
	X	Count	83	0	83
		Row %	100,0%	0,0%	100,0%
		Column %	36,9%	0,0%	35,0%
Total		Count	225	12	237
		Row %	94,9%	5,1%	100,0%
		Column %	100,0%	100,0%	100,0%

## Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	6,812(b)	1	0,009		
Continuity Correction(a)	5,288	1	0,021		
Likelihood Ratio	10,689	1	0,001		
Fisher's Exact Test				0,009	0,005
Linear-by-Linear Association	6,784	1	0,009		
N of Valid Cases	237				

			(Brand Sites)		Total
			No	Yes	
Generation	Y	Count	153	1	154
		Row %	99,4%	0,6%	100,0%
		Column %	68,0%	8,3%	65,0%
	X	Count	72	11	83
		Row %	86,7%	13,3%	100,0%
		Column %	32,0%	91,7%	35,0%
Total		Count	225	12	237
		Row %	94,9%	5,1%	100,0%
		Column %	100,0%	100,0%	100,0%

## Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	17,823(b)	1	0,000		
Continuity Correction(a)	15,297	1	0,000		
Likelihood Ratio	17,976	1	0,000		
Fisher's Exact Test				0,000	0,000
Linear-by-Linear Association	17,748	1	0,000		
N of Valid Cases	237				











			I think I would spend too much money					Total
			Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree	
Generation	Y	Count	1	2	4	17	14	38
		Row %	2,6%	5,3%	10,5%	44,7%	36,8%	100,0%
		Column %	16,7%	25,0%	23,5%	24,3%	31,1%	26,0%
	X	Count	5	6	13	53	31	108
		Row %	4,6%	5,6%	12,0%	49,1%	28,7%	100,0%
		Column %	83,3%	75,0%	76,5%	75,7%	68,9%	74,0%
Total	Count	6	8	17	70	45	146	
	Row %	4,1%	5,5%	11,6%	47,9%	30,8%	100,0%	
	Column %	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	









			Valid N	Mean	Standard Deviation	Median	Minimum	Maximum
Generation	Y	A completely digital platform	191	4,29	0,95	5,00	1,00	5,00
	X	A completely digital platform	191	4,44	0,78	5,00	1,00	5,00
Generation	Y	Consumption will gradually increase	192	4,31	0,89	5,00	1,00	5,00
	X	Consumption will gradually increase)	192	4,33	0,77	4,00	1,00	5,00
Generation	Y	There will be more individuals who buy products regardless of their needs	192	4,03	1,19	4,00	1,00	5,00
	X	There will be more individuals who buy products regardless of their needs)	192	4,05	1,12	4,00	1,00	5,00
Generation	Y	There will be more online shopping	190	4,03	1,11	4,00	1,00	5,00
	X	There will be more online shopping	190	4,27	0,97	4,00	1,00	5,00
Generation	Y	There will be more offline shopping	191	3,48	1,17	3,00	1,00	5,00
	X	There will be more offline shopping	192	3,60	1,25	4,00	1,00	5,00
Generation	Y	Today will remain the same ten years later	191	2,81	1,36	3,00	1,00	5,00
	X	Today will remain the same ten years later	192	3,11	1,35	3,00	1,00	5,00

	Generation	N	Mean Rank	Sum of Ranks
A completely digital platform	Y	191	185,48	35.426,00
	X	191	197,52	37.727,00
	Total	382		
Consumption will gradually increase	Y	192	194,57	37.357,50
	X	192	190,43	36.562,50
	Total	384		
There will be more individuals who buy products regardless of their needs	Y	192	192,86	37.030,00
	X	192	192,14	36.890,00
	Total	384		
There will be more online shopping	Y	190	178,89	33.988,50
	X	190	202,11	38.401,50
	Total	380		
There will be more offline shopping	Y	191	185,01	35.336,00
	X	192	198,96	38.200,00
	Total	383		
Today will remain the same ten years later	Y	191	179,68	34.319,50
	X	192	204,25	39.216,50
	Total	383		

	A completely digital platform	Consumption will gradually increase	There will be more individuals who buy products regardless of their needs	There will be more online shopping	There will be more offline shopping	Today will remain the same ten years later
Mann-Whitney U	17.090,000	18.034,500	18.362,000	15.843,500	17.000,000	15.983,500
Wilcoxon W	35.426,000	36.562,500	36.890,000	33.988,500	35.336,000	34.319,500
Z	-1,193	-0,404	-0,069	-2,231	-1,271	-2,221
Asymp. Sig. (2-tailed)	0,233	0,686	0,945	0,026	0,204	0,026



## CURRICULUM VITAE

**Name Surname :** Duygu Aydın Aslaner

**Date of Birth :** April 25, 1984

**Address :** Department of Journalism, Faculty of Communication, Yeditepe University, Atasehir-İstanbul, Turkey

**Phone:** 90 533 723 33 63

**e-mail:** duyguaslaner@yahoo.com, duyguaslaner@gmail.com

**Foreign Languages:** English (Advanced)

### Educational Background

Degree /University/ Department /Year

<b>BACHELOR DEGREE</b> Yeditepe University, Faculty of Communication, Department of Public Relations and Publicity-2008
<b>BACHELOR DEGREE (Double Major)</b> Yeditepe University, Faculty of Communication, Department of Journalism-2008
<b>MBA.</b> Yeditepe University, Institute of Social Sciences, Department of Integrated Marketing Communications Management 2012
<b>PhD.</b> Yeditepe University, Institute of Social Sciences, Department of Media Studies 2012-2016

### 8. Publications

Aydın, G. and Aydın Aslaner D. (2014). Green Social Movements and Government PR Efforts. International Public Relations Research Conference, University of Miami, March 5-9, 2014.

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