



T.C
YEDITEPE UNIVERSITY
INSTITUTE OF SOCIAL SCIENCES
INTEGRATED MARKETING COMMUNICATION MANAGEMENT

THE EXAMINATION OF CUSTOMER ORIENTED SALES PROMOTION
ACTIVITIES IN TERMS OF DEMOGRAPHIC FEATURES

Merve AYYILDIZ

It was presented to Intstitude of Social Sciences
for
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Master Programme

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The examination of customer oriented sales
promotion activities in terms of demographic
features
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ÖZET

Ürünlerin perakendeciler tarafından satışa sunulduğu ve tüketiciler tarafından satın alındığı yerde, tüketicilerin bir ürünü almaları için onları teşvik eden tutundurma çalışmaları vardır. Yapılan bu çalışmalar, 'satış tutundurma faaliyetleri' olarak nitelendirilmektedir. Yapılan bu faaliyetler sayesinde ürün ya da hizmetler daha çekici kılınıyor. Ayrıca bu faaliyetler tüketicilerin satın alma kararını vermesinden hemen önce, satışı gerçekleştirmek için kullanılabilir 'son fırsatlar' olarak görülüyor. Hediyeler, çekilişler ve yarışmalar, bir alana bir bedava, örnek ürün dağıtımı vs. satış tutundurma faaliyetleri arasında yer alır. Yapılan bu çalışmada satış tutundurma faaliyetlerinin tüketici davranışlarına olan etkisi incelenmiştir. Marketlerde alışveriş yapmaya gelen tüketicilere bu satın alma noktasında yapılan tutundurma faaliyetleriyle ilgili görüşleri ve onların yapılan bu faaliyetlerden ne derece etkilenip etkilenmediği saptanmak istenmiştir. İnsanlar ihtiyacı olsun olmasın herhangi bir sebepten dolayı satın alma eyleminde bulunmaktadır. Öncelikle bu araştırmada bütünleşik pazarlama içindeki öneminden yola çıkarak satın alma noktası iletişimde yapılan satış tutundurma faaliyetlerinin tüketiciyi nasıl etkilediğinden bahsedeceğim. Marketteki tüketiciler üzerinde bir anket uygulaması yaparak araştırmamı çeşitli istatistiksel bulgulara dayandırarak pazarlama stratejileri açısından değerlendireceğim. Anket çalışmasında öncelikle tüketicilere genel olarak tüketim ve satış tutundurma faaliyetlerine yönelik sorular yöneltip daha sonra ise market içerisinde alışverişini arttırmaya yönelik yapılan market içi unsurların(fiyat indirimleri, teşhir ve sunumlar, kuponlar vs.)ne derece önemli olduğunu ölçümlemeye çalışacağım. Anketin ve tezin sonucunda tüketicilerin market içerisinde alışverişlerini ihtiyaçlarına yönelik yapıp yapmadıklarına ve orada yapılan satış tutundurma faaliyetlerinden etkilenerek başka ürünler de alıp almadıklarını nedenleri ile birlikte görmeyi umuyorum.

ABSTRACT

Promotion activities that encourage consumers to purchase a product are carried out at places where products are put up for sale by retailers and purchased by consumers. These activities are characterized as “sales promotion activities”. Thanks to these activities, products or services become more attractive. Furthermore, these activities are deemed as the “the last opportunities” that may be utilized to perform the sales right before consumers decide to purchase. Gifts, sweepstakes and contests and distribution of free and sample products in an area etc. are included in sales promotion activities. Influence of sales promotion activities on the consumer behaviors is examined in this study. The aim is to determine the opinion of consumers, who go to supermarkets for shopping, on the promotion activities carried out at these points of purchase and whether they are influenced by these activities. Sometimes, people would purchase goods for a reason, even though they do not need any product. In this study, I will firstly mention the influence of promotion activities on consumers within purchase point communication, with regard to its importance in terms of integrated marketing. I will conduct a survey with the consumers in the supermarket, ground my research on various statistical findings and make an evaluation in terms of marketing strategies. I will firstly ask consumers general questions about the consumption and promotion activities and then try to determine the importance of factors in the supermarket (discounts, exhibitions and presentations, coupons etc.) aiming at increasing shopping at the supermarket. In consequence of the survey and thesis, I hope to determine whether or not consumers shop for their needs in the supermarket and whether or not they are influenced by the promotion activities and purchase other products.

INTRODUCTION

We see that promotion activities have changed and developed a lot when compared to the past. Advertisements are not enough alone as it is harder to attract the attention of consumers due to the market conditions and increasing competition. In the concept of Integrated Marketing Communication, consumers seize on a single message through different communication activities. This means that, by means of marketing mix, messages are conveyed to consumers through different communication activities. Promotion activities at sales points are the most important center of this mix. These activities are significant moves made in order to influence the customer during purchasing.

Attractive activities at sales point arouse a desire to purchase for consumers. Researching the reason and the way consumers prefer which product, help us to answer the questions which are an issue of concern. Retailers make use of purchase point advertisements in order to communicate with consumers, inform, influence and convince them and sell products.

Sales promotion activities influence the behaviors and purchasing decisions of consumers during shopping. Various activities are carried out in order to make an impact, attract consumers' attention and increase the purchasing power. Thanks to these activities, product may become attractive and catching for consumers. The aim here is to quickly influence purchasing decisions of consumers and make them actualize the act of purchasing.

This study, which examines the influence of sales promotion activities on consumer behaviors during shopping, consists of three chapters. In the first chapter of the research, consumer behaviors and factors affecting the purchasing act of consumers in order to comprehend the stages that they go through will be mentioned. Concept of sales promotion and promotion methods applied on consumers will be explained in the second chapter. Information given in this chapter is gathered from many different resources. In the last chapter, especially the consumer behaviors and sales promotion activities are taken into account and a survey is conducted in order to understand the impact of promotion activities on the consumer behaviors.

By the survey conducted, it is aimed to determine the impact of promotion activities at points of purchases on the consumer behaviors.

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1. CONSUMER BEHAVIORS AND FACTORS INFLUENCING

CONSUMER BEHAVIORS

1.1 General Prospect to Consumer Behavior Concept

Buyer and customer concepts that perform the purchasing must be understood before define consumer behaviors. Consumer is the person who purchases or has the potential to purchase marketing elements for their personal desire and needs (Solomon, 1996, 6). Customer is one of the most important asset of business as now and an important source that enterprises needs to continue their business Generally, customer defined as the last user of the products and services (Çınar, 2007, 3). Also buyer is the person or enterprise that purchase for others (İslamoğlu, 2003, 5).

In order to understand the consumer behavior well, it must be analyzed carefully. Consumer behavior is an act that motivated to perform a purpose. This purpose is satisfying the desire and wants and developing solutions to the problems of consumers. Shopping malls, markets, products and services are possible solutions and consumers acts to reach for these solutions.

The basic explanation of consumer behavior is practical disciplines that evaluates consumer acts on market place and research the reasons of this acts (Odabaşı&Barış, 2002, 16). As it is necessary on every subject, it is necessary to review some assumptions and features to analyze consumer behaviors. It is possible to analyze features of consumer behaviors on seven main substances (Odabaşı & Barış, 2004, 30).

(1) Consumer behavior is a motivated act: Consumer behavior is an act that motivated to perform a purpose. The purpose that requested to realize is satisfying the wants and desires which creates tension if it does not correspond. So that purpose is corresponding desire of consumers. Products, services, shopping places are possible solutions of consumers and consumers make various attempts thus behaviors to reach these solutions. While, the behavior, itself is instrument, satisfying needs and wants are structure the purpose. Identifying clearly the behaviors which driven to satisfy needs is an important fact to all companies that does marketing (Wilkie, 1986, 10).

(2) Consumer behavior is a dynamic process: Consumer behavior, analyses why the purchasing decision shows differences and it also analyzes the behavior which emerge after purchasing. Process; is a series of steps that connected, related and follows with each other. Emerging needs, making choice, purchasing and using could be considerable as a process. There are 3 main steps in this process. These are by order of; activities before purchasing, purchasing activities and activities after purchasing. Purchasing is a step of consuming process, restricting consumer behavior with purchasing would be an important deficiency. Because of this, analyzing the process of decision could be useful to expose the reason, how and what some people purchases. (Blackwell, Kollat, & Engel, 1978, 26)

(3) Consumer behavior is complicated and shows some differences on timing: As a natural result of personal features, consumer behaviors show some differences on different people. Since consumer behavior shows differences on every people, this feature makes it more complex to understand. Because of this, it must be understood that why every people acts differently. Starting point must be identifying the needs, desires and wants of target consumers regardless to apply in any field. (Odabaşı & Barış, 2007, 30)

(4) Consumer behaviors are affected by exterior factors: The feature of affecting by exterior factors shows that consumer behavior is changeable and it also shows that it has an adaptable structure. Some of the exterior factors (such as culture) need a long period; some of them (such as advertisement) could be lasts for a short time. Consumers that have obscurity about future or have economic crises, even if they have the features needed for purchasing (such as feeling needs, having desire to purchase and the power to purchase), they would not make the purchasing act. This situation indicates that the importance of exterior factors' effect on consumer behaviors (Wilkie, 1986, 10). Culture, entourage, family reference groups could be shown as example. These factors create different effects on consumers. For example, culture is an important factor when people purchasing pork products. While some people do not affect while purchasing, it affects others to purchase. Because of this reason, it is very normal that consumers affected by exterior factors and acts accordingly.

(5) Consumer behavior takes care of the different roles; Different roles established on consumer behavior as result of different behaviors. These are the roles of initiator, influencer, decider, buyer and user. Initiator role is the person identifies that some needs and demands are not met and acts to change this situation. Influencer role is the person who intentionally or unintentionally influences the decision to purchase, purchase action and usage of the service in a positive or negative way. Decider role is the person who has the financial power and authority to decide for last choice. Buyer role is the person who performs the purchasing action. User role is the person that performs the consuming action and use the product or services (Blackwell, Kollat, & Engel, 1978, 26).

(6) *Consumer behavior may vary on people:* There are some reasons of consumer behaviors varies such as; Personal differences, having different countless pleasures of the countless consumers and Character differences of consumers and each consumer have different purchasing character. In order to understand consumer behavior, why people behave differently must be understood (Wilkie, 1986, 10).

(7) *Consumer behavior consists of various activities:* Consumer behavior occurs in two different ways as planned shopping and unplanned shopping. On planned shopping consumer collects information about the product that willing to purchase as consciously. Unplanned shopping can be defined as the purchasing that occurs without any planning as a decision just happening on the purchasing moment.

1.2. Definition of Customer Purchasing Behavior

Purchasing behavior addresses to people's decisions about and attitudes towards purchasing goods/services and the decision-making process constitutes a strategy. Purchasing decisions are generally taken on the basis of factors such as physical and technical properties of goods, economic conditions, prices, and image of the seller, psychological-sociological influences, amount and kind of resources (Cemalcılar, 1996). The factors affecting the purchasing behavior of consumers may be managed through a correct communication strategy (Temiztürk, 2006, 35).

Purchasing behavior of consumers differ by products. For example, consumer's behavior of purchasing food is different from the behavior of purchasing clothes or a

video. Food stuff is purchased with less effort as a result of certain habits (Yükselen, 1989, 40).

1.3 Kinds of Purchasing Behavior

Consumers may take many purchasing decisions before purchasing the product they need. These decisions will vary according to the product. Kinds of consumers' purchasing behavior may be gathered under 5 main titles.

1.3.1 Habitual purchasing behavior

Many products are purchased under conditions where consumers are unwilling and when there are considerable differences between brands. Consumers go to the store and reach to the brand. If they go on purchasing the same brand, this is only a habit, not a loyalty to the brand. Consumers are reluctant when it comes to low-cost products (Kotler & Armstrong, 2010, 176).

1.3.2 Routine purchasing behavior

These are behaviors by which consumers purchase products automatically without making much research and depending on their habits. Consumers purchase the product directly at the moment the need arises (Solomon M., 1996, 272). Purchasing shampoo and water may be given as an example.

1.3.3 Limited Purchasing Behavior

While consumers put through a limited problem-solving behavior, they have less quest and selection criteria (Peter & Olson, 1996, 211). For example, if a person has a positive attitude towards a brand and such brand put a different product on the market, the consumer may want to try the new product.

1.3.4 Common problem-solving behavior

This purchasing behavior is the case when the consumer decides to purchase a significant and expensive product, about which the consumer has minimum knowledge. In such a case, the buyer is very sensitive about information and makes a detailed research. It has an influence on the personality and the intention to purchase. As the buyer has little or no experience of purchasing before, no loyalty to certain brands has been developed (Avery, 2000, 42).

1.3.5 Range-Seeking Purchasing Behavior

In some cases of purchasing, consumers are reluctant and there are considerable differences between brands. In such cases, consumers frequently change brands. For example, a consumer purchase biscuits of a brand and, the next time, the same consumer purchases biscuits of a different brand, seeking a different taste. Here, the reason of changing brands is not dissatisfaction (Kotler & Armstrong, 2010, 177).

1.4 Consumers' Process of Deciding to Purchase

Consumers may pass through all these stages or skip some of them. (Erbaş, 2006, 40) As it may differ by people, each consumer does not have to abide by these rules. Consumers may be influenced by external conditions most of the time while deciding to purchase and it may be attempted to influence such consumers. However, this does not apply to some products. For example, female consumers take their own decisions to purchase goods like cosmetic and cleaning products and then they purchase.

There are five different roles that contribute to the purchasing decisions (Cemalcılar, 1999, 54). These are;

1. Initiator: It is the first person to suggest or think of purchasing a certain product or service.
2. Influencer: It is the person whose opinions or suggestions are dominant on the decision to purchase.
3. Decider: It is the person who takes a part of or the whole purchasing decision. The decision is either to purchase or not to purchase. If it is decided to purchase, then it is determined what, how and where to purchase.
4. Buyer: It is the person who purchases.
5. User: It is the person who consumes or uses a product or service.

1.4.1 Determination of need

Process of deciding to purchase begins with the emergence of a need. This need arises from the difference between the current situation and the desired situation. After awareness is developed, the person notices the need and becomes motivated to meet such need (Odabaşı & Barış, 2002, 349). Internal or external factors may be taken as basis in the determination of needs (Hisrich, 1993, 83). Internal factors arise when something is broken, consumed or worn out. A consumer, whose television is broken, needs to purchase a new television or call the technical service (Odabaşı & Barış, 2008, 351). External factors arise from the consumer's motivation by external stimulus. For example, a person may see and like a friend's iPhone branded mobile phone and want to purchase it.

1.4.2 Determination of alternatives to meet the need

Upon the determination of the need, the consumer tries to find out the options to solve the problem and obtain the related information. As more information would pave the way for better decisions, the purpose at this point is to obtain information (Odabaşı, 1996, 169).

In most cases, the consumer cannot meet the need at once, because something is missing. For example, the consumer may not know the brand products of which would meet the need in the best way or where to purchase the product. In such cases, the consumer would take note of the information that could be obtained and remember such information during a future act of purchasing (Hisrich, 1993, 83).

1.4.3 Evaluation on alternatives

In the stage of evaluation, consumers review and evaluate the benefits of the product (or the brand) and compare it to others. Then, they decide on the product to be preferred among alternative products.

Purchasing is perceived as “problem solving”. Consumers see the available products as a stack to meet their needs and gain favor and purchase the brand which they believe that would provide the highest benefit. Consumers think of many factors while making this evaluation, such as product quality, package, design, sales point, and after-sales services (Bilgen, 2011, 16). At this point, the criteria to be taken into account in selecting the right product may vary for people. For example, a consumer purchases X-branded purse for its practicality (objective criterion), another consumer may purchase X-branded purse for its prestige (subjective criterion).

The most important features of the product are the features that would best meet the needs of the consumer. Consumers determine the product, features of which best meet their needs, according to their criteria and then get to the next stage of the decision-making process (Solomon M, 1996, 171).

1.4.4 Decide to purchase

After searching for and evaluating the product, consumers should decide at a point whether such product would meet their needs. If the decision is positive, they should take a number of decisions about the kind, brand, price, color and quantity of the product and where to purchase the product. It is not easy to make this decision. However, a marketer may make it easier. For example, the marketer gives information about these areas of decision through advertisement (Cemalcılar, 1999, 68).

The decision to purchase may not always turn into an act of purchasing. Consumers may postpone or totally back out of taking the decision to purchase in line with the encountered and perceived risks (Mucuk, 2004).

1.4.5 Behaviors and evaluation after purchasing

Evaluations, emotions and opinions of consumers that arise after purchasing are also important in terms of marketing. What the buyer would tell others about the product or whether the buyer would make it a habit to purchase the product are important; however, the disadvantages of the selected product and advantages of the non-selected product creates concern, worry of false choice and unconformity. By means of advertisement, other promotion activities and after-sales services, the enterprise attempts to eliminate or at least minimize the concerns and negative feelings of consumers about the goods that it sells (Mucuk, 1999, 90).

Many consumers ask themselves some questions in the process of purchasing, such as Will I be satisfied with this product later? Will I get my money's worth? etc. Some questions may also be asked after purchasing. If you want to subsist in the business life, you should consider consumers' feelings after they purchase your products (Hisrich, 1993, 85).

If customers are satisfied with the purchased product, they will be gained customers as they will purchase the product. Otherwise, the customer will be lost and tend towards other brands. If customers are satisfied with the product, they will easily seize upon the other products of the same company and voluntarily publicizes the company. They tell the people around them about their satisfaction and gives reference for the products.

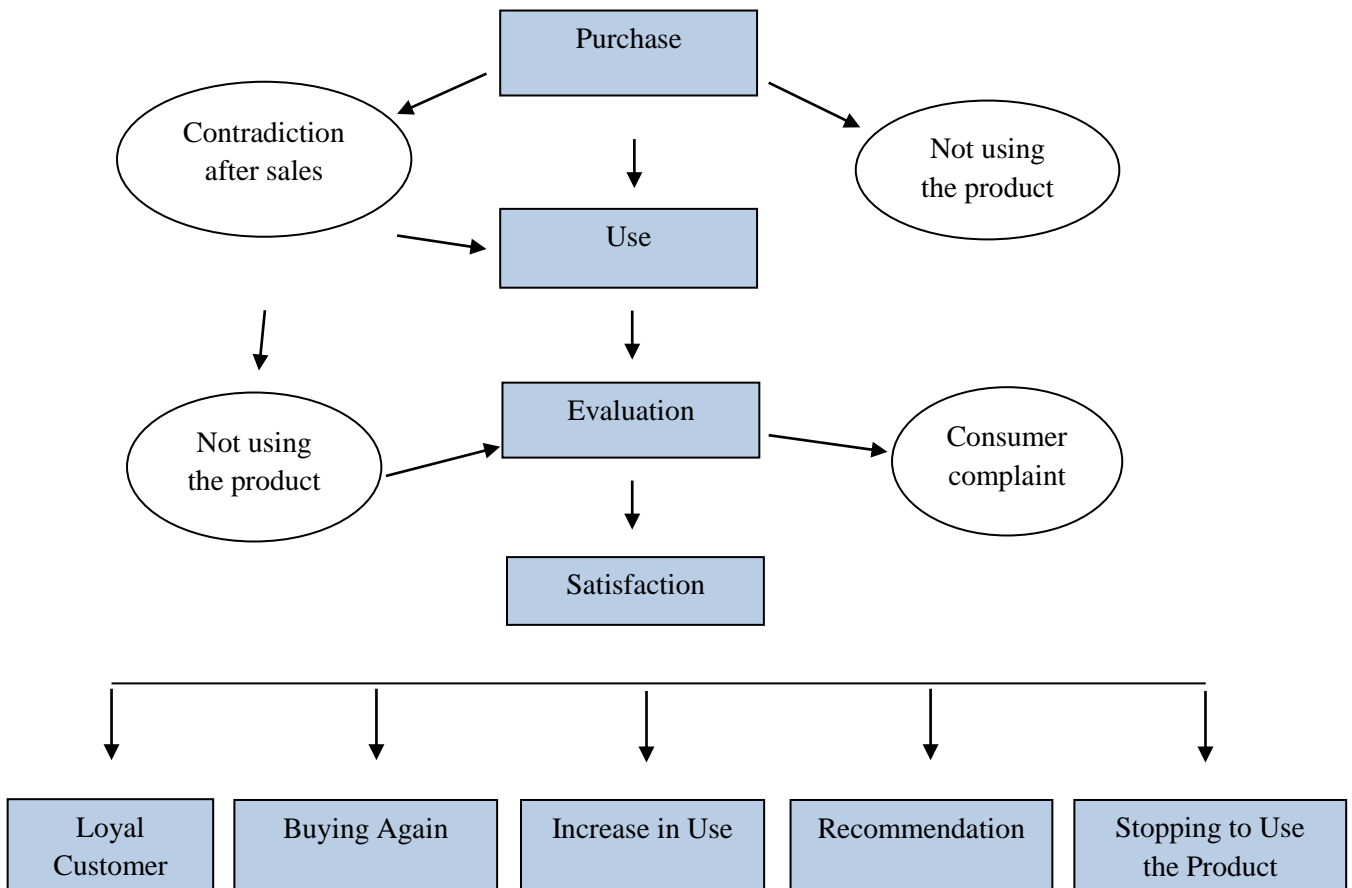
There are three kinds of possible results after purchasing: the product or the service may be below, equal to or above consumers' expectations (Schiffman & Kanuk, 2004, 570). In these three cases, consumers are either satisfied or not satisfied with the product purchased. If the consumer is satisfied, it is highly probable that the consumer will purchase the product again.

Following are the reactions that consumers show if they are not satisfied with the product.

1. Verbal reactions: The customer comes back and makes a complaint.
2. Private reactions: The customer complaints to his/her friends.
3. Third-party reactions: It covers the complaints to consumer institutions, commerce associations and finance offices and legal actions.

4. Inaction: It means that the consumer does nothing about the product with which he/she is not satisfied (Odabaşı & Barış, 2007, 393).

Figure 1.1: The consumer's behavior after sales



Source: (Hawkins, Coney, & Best, 2001, 608)

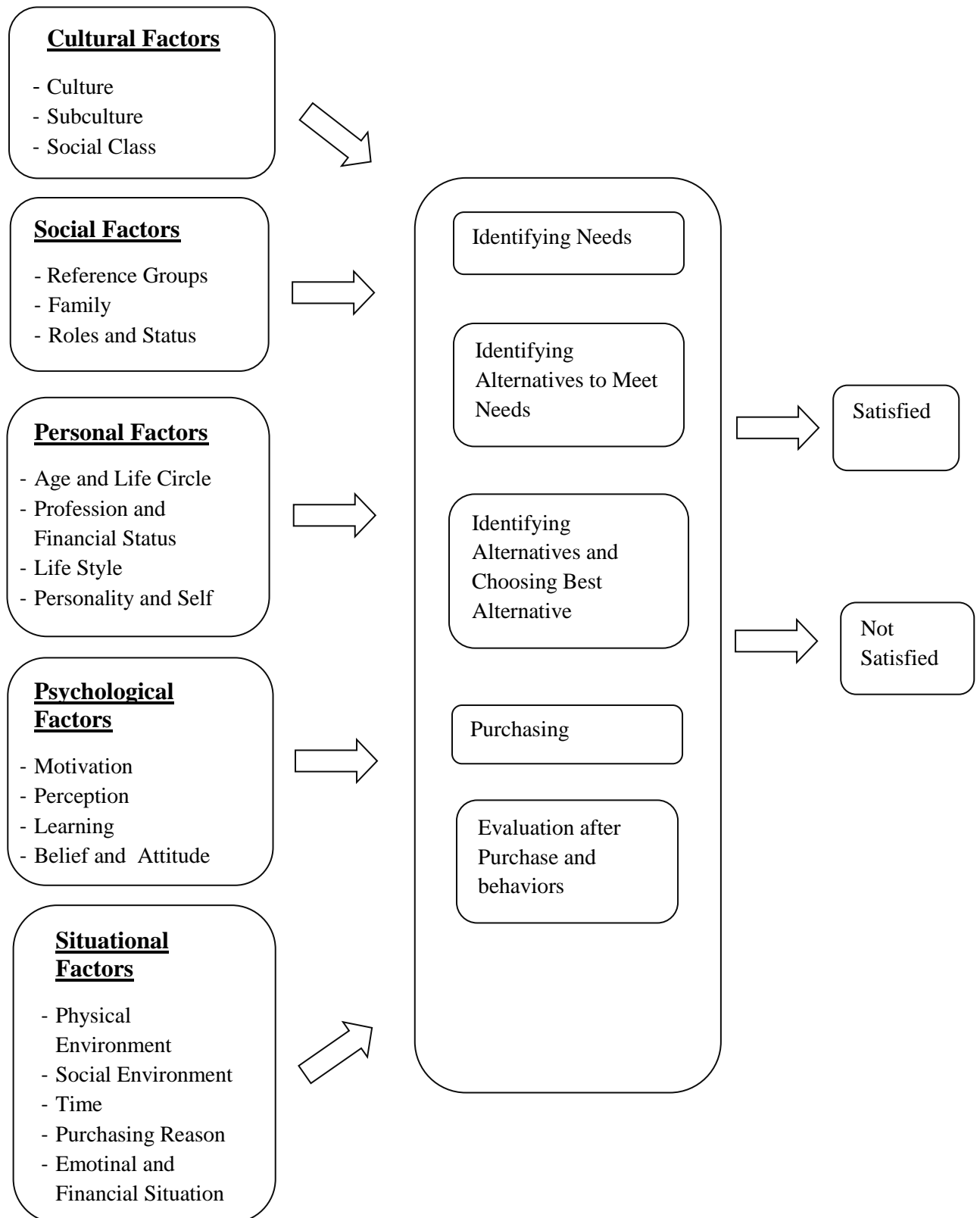
1.5 Factors Affects Consumer Behaviors

The purpose of all marketing activities, providing demanded products and services to consumers at a demanded place and time also in a way that is demanded. Consumer behavior is a motivated act. Consumers are focused to purchase certain products and

services by some stimulators and these stimulators motivate to purchase these products and services. (Kotler, 2000, 161)

It is an important subject to understand consumers affected by which factors while they taking decision to purchase. Consumer behavior is primarily a human behavior. Because of this reason, every factor affecting individuals will affect their purchasing behavior. Consumer behavior is not a sudden and rapid action; it is a process (İslamoğlu, 2003, 52). Even if an individual goes to a shop to purchase a product as alone, actually that individual did not make the purchasing action as alone. When the individual decide to purchase, she is affected by many factors. This decision is not a self-decision, it was affected by environment. Identifying and evaluating consumer behaviors help to makes it easier to understand the market. There are 5 different groups of factors affects consumer behaviors as shown below figure.

Figure 1.2: General Consumer Behavior Model



Source: (Odabaşı, 2003, 50)

General Consumer Behavior model is explaining on Figure 1.2 on above table. According to this model, these factors affect consumer's purchasing decisions. Different behavior models would be seen on every consumer. After the purchase transaction takes place, the consumer enters into the evaluation process after the sale. As results of this, consumer satisfies with the purchasing or not.

1.5.1 Cultural factors

It is not possible to think people apart from the society live in. Preferences, behaviors and perceptions basic values, of people in grow in the society from childhood are affected from their family, from communications with environment and other establishments of society (Oluç, 1991, 3). Culture of a country significantly affects the living style and consumption behaviors.

All psychological and social factors affecting consumer behaviors are affected by culture. Because of this reason, to know belief and values and examining their effects on society, it is very important for marketing units to understand consumers (Walter, 1996, 121). Cultural factors that affecting consumer behaviors consist of three different components as culture, sub-culture and social class.

i. Culture

Culture, is a combination of value system created by humans with morals, beliefs, art, customs and traditions. Culture, is an important unit that identifies the needs and demands of individuals (Kılıç & Göksel, 2004).

Culture is a very important factor why consumers purchase products. Culture affects individuals to purchase products with features and it also affects structure of consumption, decision process and communications of individuals. (Engel, Blackwell, & Miniard, 1993, 66)

Corporations that want to be a global establishment should not ignore cultures of countries that they will invest. Before entering the market of a country, they must analyze their distribution regarding religion, their philosophy, and features of family structure, education level and moral values in social relations (Oktay, 1986, 41).

In order to analyze culture as an element that affects consumer behaviors, features of culture must be well known. Features of culture as listed below: (Odabaşı, 2003, 315)

- Culture is combination of learned behaviors.
- Culture is traditional.
- Culture is created by the society that is belongs to.
- Culture is amendable.
- Culture consist differences as well as similarity.

- Culture is organization and integration.
- Culture is shared by members of the society.

Culture should be analyzed and defined well according to features listed above. In order to make successful communication works, we should perceive the culture that society has. A false advertisement campaign made by a beverage company in Saudi Arabia in last few years shown as an example for this. In this example, a huge advertisement campaign started by a new advertisement manager who attended for the territory. This billboard campaign with high cost consists of three parts. First picture shows a person crawling on desert. On second picture that person drink beverage then that person stands and start walks quickly on third picture. Photos are sequenced from left to right post everywhere. However, campaign does not take expected attention, results in failure and sales goes to zero. When they research reasons of this failure, they realize that Muslim community read Arabic from right to left, not from left to right. Because of this, the message on advertisement given as the opposite they intended to. This event happened because of the advertisement manager acts without having a slightest knowledge about the community and without researching the culture of society. As a result, culture of society should be known and appropriate advertisement campaigns should be structured as accordingly.

i.i Sub culture

Sub culture is the smaller groups based on individuals having similar values and behaviors of within a culture (Lenartowicz & Roth, 2001, 305-325). All sub cultures have

their own living styles, values, rules and behaviors (Eroğlu, 1995, 110). Every culture consist sub cultures structured by group of people that have common life experience and values system (Kotler, Principles of Marketing, 2001, 173). Reason of sub cultures emerge is population growth and changes in homogeneous structure of culture (Mucuk İ., 1999, 82). Factors affect sub culture in same culture shown as nationality, ethnic groups, religions and geographic territories. Rapid population growth and changes in homogeneous structure of culture have an important effect on emerging sub cultures. Every sub culture creates a market share and marketing experts should make their studies according this information. As an example, because of young population growth, marketing experts target children and teenage markets and they direct their activities to this market share.

Know the characteristics of existing sub cultures in society helps on such majors as creating marketing mix, structuring brand name, promotional activities and product positioning. Because sub cultures are elements that form food choice, clothing and entertainment style of consumers (Akin, Mart-Nisan, 1998, 28-29). Also, purchasing behavior in societies with different sub-cultures differ from each other.

i.i.i Social class

The concept of social class is explains the social structure formed by people has the same social prestige, has very tight relationship with each other, and with similar behavioral expectations (Warner, 1981, 140). Some variables such as economic and political values, interactions are used when determining the social classes. Economic values based on consumer's job, income and assets; interaction values are prestige,

community and social harmony; political values are political power, communication type, class difference (Bilgin, 2001, 65). As can be understood, social class are groups formed by individuals have same interests.

There are differences between classes in terms of the preferred products, preferred place of purchase and selected brands. Furthermore, their ways of thinking, perceptions of products and responses to the marketing activities are different (Akın, 1998, 24-35).

Social class is determinant on three main subjects in terms of consumer behaviors, which are:

1. Spending tendencies of consumers,
2. Consumption structures and
3. Saving tendencies

Consumption and purchasing habits of consumers from the same social class are similar, as well as their spending and saving tendencies. According to their social classes, consumers have the will to apart and distinguish themselves from the upper class and resemble, get closer to and be accepted by the upper class (Karabulut, 1981, 90). With regard to class differences, people from the same class are kept together by the same income level, same life conditions, same educational background and same behavior patterns. There are differences between classes in terms of spending tendencies, selected products, stores they shop and their responses to the marketing activity.

Social classes in Turkey are named as classes A, B, C1, C2, D and E. Upper-upper class corresponds to A, lower-upper class to B, upper-medium class to C1, lower-medium class to C2, upper-lower class to D and lower-lower class to E. Characteristics of these classes are as follows (Arpacı et al., 1992, 35-37):

- (1) The upper-upper class (A): It consists of a limited number of well-established families. They are from occupational groups of investors, industrialists and tradesmen. They have brand loyalty. They do not shop to show off (Çakır, 2006, 62).
- (2) The lower-upper class (B): They consist of new rich families. They are not adopted by the upper-upper class yet. They want to know that the products they purchase are accepted by the society. They consume to show off.
- (3) The upper-medium class (C1): Medium-scale enterprise owners, medium-level managers and bureaucrats are typical examples of the class. They are generally well-educated. They tend to prefer domestic and economic brands.
- (4) The lower-middle class (C2): This class consists of white-collar managers and small-scale enterprise owners. They use their earnings generally for consumption. They are sensitive to promotion in shopping.
- (5) The upper-lower class (D): Blue-collar qualified and semi-qualified workers are the typical examples of the class. Their income status is generally good. They

spend considerable amounts of money for household goods. This is the most crowded social class.

- (6) The lower-lower class (E): Unqualified workers are the typical examples of this class. Their educational level is low. They prefer stores which sell cheap products and by installment. They usually have a patriarchal family structure.

1.5.2 Social factors

People keep living by socializing with the people around them in a way. They may be influenced by these people and, in time, influence the circle they live in. Thus, consumption behaviors of consumers change. Besides cultural factors, purchasing behavior of the consumer is also influenced by other factors like reference groups, families, roles and statuses, which may be defined as social factors.

i. Reference groups

Reference group is the group, values and viewpoints of which an individual takes as basis while shaping his/her behaviors. In other words, reference group is the group that an individual ground on, observe and care while determining how to behave in a certain situation (Başarır, 2009, 48). Reference groups play a considerable role in influencing the attitudes and behaviors of the individual. These groups may be categorized under two main groups in several respects:

The first group consists of family, close circle, close friends, relatives, neighbors, coworkers, professional and other respective persons and institutions that influence an individual within face-to-face relationships. Face-to-face recommendations and advices of the close circle may be more effective than advertisements. The second reference group consists of groups that the individual is not a member of and people that the individual do not have face-to-face contact like famous film stars, famous sportsmen etc. These are groups and people that are patterned on especially by children and youngsters in terms of value judgments, turnouts, behaviors, attitudes and behavior patterns. (Mucuk, 2001, 71)

Marketing units of businesses may prefer using most the second group among reference groups in their product advertisements. In these kinds of advertisements, consumers accept the mentioned group as reference and tend to purchase the product or brand preferred by that group (Odabaşı & Barış, 2008, 243). For example, people with a good financial standing generally go to Akmerkez, which is lately popular and addresses to the upper class, for shopping in order not to fall behinds the people in that class. Medium- and low-income people prefer going to Akmerkez rather than going to other shopping centers with the purpose of feeling that they belong to that class and being able to say “I can go there, too”.

Reference groups influence the concept of consumption in various ways. These influences can be grouped as follows (Akay, 2003, 55)

1. They influence consumers’ awareness of products and brands.
2. They influence consumers’ beliefs and knowledge about the product.

3. They influence consumers' trying the product.
4. They influence how consumers' use the product.
5. They influence consumers' need which will be met by the consumed product.
6. Besides these influences, they also influence the formal and informal communication network within the group to which the consumer is a member of.

i.i Family

It is a social class that consists of people who are connected to each other by marriage or adoption, live in the same house, share the same income, undertake various roles and influence each other in line with these roles (Ersoy, 1993, 6). Among social classes, family is the group which contains the highest communication and interaction. Generally, consumers take advices from their families before purchasing a product and purchase the product depending on their answers. The reason is that they do not want to go through a negative situation with their families.

Family members have a significant impact on purchasing decisions. Family is the smallest, but an important social organization within the society. Parents have a considerable role in the development of their children's personality, lifestyle and economic and politic views (Karafakioğlu, 2009, 109). People learn and become influenced by the attitudes, beliefs, perceptions, value judgments and certain behavioral patterns of their families. This influence reveals itself in the purchasing behavior of the individual. People generally have two kinds of families. The first one is the family in which was born and raised with their parents. The second one is the family which is compromised by getting

married and having children. Therefore, needs and behaviors of people may differ when they are single and when they are married.

Marketing department should determine the social class of the family while looking into the impacts of consumer behaviors. Researchers have classified families as follows according to the number of family members, forms of marriage, form of genealogical determination, place of residence and authority distribution (Özkalp, 1996, 99).

1. Patriarchal Family: It is a type of family based on the dominance of father.

Authority of the father, who is main and final decision maker, is definite and absolute. Other family members have to abide by his decisions.

2. Matriarchal Family: It is the type of family, in which the dominance of the mother is final and absolute.

3. Extended Family: It is the traditional type of family. Number of family members is high. It generally consists of many small families.

4. Small Family: Father and mother have equal authority. The number of members is low and limited. It is therefore also known as nuclear family.

Within the household, family members undertake the following six roles in consumption decisions (Başarır, 2009, 50).

1- Initiator: The family member who notices the need in the first place or initiates the process of purchasing.

- 2- Information Collector: The individual who is interested or specialized in the extraordinary purchase.
- 3- Influencer: The person who influences the alternative evaluations, considered criteria and the final selection.
- 4- Decision-Maker: The individual who takes the final decision.
- 5- Buyer: The family member who will actually purchase the product.
- 6- User: The person who uses the product. There are many users for most products.

iii. Roles and statuses

Every people have a status and a position in any group, organization or institutions. With regard to each position, individuals have a role and there is a series of actions and activities expected by the individual and surroundings to be carried out. Roles of individuals like friend, employer, mother, father etc. influence their purchasing behavior as well as their general behaviors (Mucuk, 2001, 72).

Status indicates that dignity and prestige. Everybody has a good or bad place in the society. This place expresses their position, situation and social status in the society. Role is the behaviors expected to be displayed by the individual. Consumers purchase according to their roles and status. An individual with a good financial standing may try to purchase products that will reveal their status. For example, deputies, celebrities and artists prefer living in luxury district in order to reveal their status. They are attentive about purchasing products from expensive “brands”.

Besides rights and powers, social roles attribute responsibilities to individuals. In the society, individuals are liable to fulfill the responsibilities required by their social status. The reason is that various institutions and organizations and the daily process of life observe whether the individuals fulfill their responsibilities imposed by their roles. Behaviors of individuals in the society are usually determined by their social status and individuals give direction and taste to social roles (Ergün, 2005).

1.5.3 Personal factors

As other factors influencing the purchasing behavior of consumers, personal factors are reviewed under the titles of age and life cycle, occupational and economic standing, lifestyle, personality and self.

i. Age and life cycle

At the first stage, age and age range of individuals have an impact on the kinds, models and styles of products they will prefer. Age divides consumer population into a number of sub-cultures. Age and other demographical factors considerably serve for evaluating the market. Product, price, promotion and distribution strategies should be arranged on the basis of the behavior patterns or types of different consumer groups and sub-cultures (Mucuk, 1998, 87).

Consumption trends of individuals vary by time and age. Marital status is one of the reasons that change this trend by time and age. Both men and women spend their money for their personal pleasures beyond the frame of basic needs until they get married. The reason is that such basic needs are met by their parents. After marriage, they spend for the basic needs of their family as they undertake certain responsibilities. Aging of people determine the change of their status in the family. When a single man gets married, he undertakes the role of husband and when he has children, he undertakes the role of father and his status changes again (Odabaşı & Barış, 2003, 253).

ii. Occupational and economic standing

First of all, occupation of consumers determines their income. Working hours, free time spent for going to-coming back from work and way of using the spare time are also important in terms of marketing (Cemalcılar, 1986, 58). Economic standing depends on the level, stability and acquisition time of spendable income, savings, liquid and illiquid assets, credit and preferences between spending and saving. Especially the producers and seller of income-sensitive products closely follow these indications. If, for example, there is a recession, they redefine and position products and reduce prices, production and stocks (Tek, 1997, 204).

General economic standing and changes in the economy influence consumers' purchasing and consuming trends. Unbalance between supply and demand, inflation and interest rates are economic factors that influence consumers' decisions. It is required to take notice of the fluctuations in these factors, determine the reasons behind them and

review the respective economic policy and monetary policy of the government (Cemalcılar, 1986, 58).

iii. Lifestyle

Lifestyle is individuals' behaviors in life that may be identified with their actions, interests and opinions. Lifestyle reveals individuals as a whole in interaction with their surroundings. It increases the individuality of the person (Tek, 1997, 204). It is one of the factors that determine a person's need for spending and consuming.

Activities, expectations, attitudes and behaviors of consumers determine their lifestyles. In this way, different lifestyles influence the purchasing behavior of consumers. The reason is that consumers want to purchase products and services fitting to their lifestyles. For example, the product that a single person would purchase and the product that a married person would purchase are different from each other.

Lifestyle has two significant attributes for marketers. The first one is that lifestyle provides the motivation required for many purchasing and using activities and the other is that lifestyle may change through learning or as a result of changing environmental conditions and consumers' decisions about products (Erbaş, 2006, 31).

iv. Personality and self

Personality is the whole of an individual's biological and psychological characteristics (Mucuk, 1999, 69). According to psychologists, personality involves the special and distinguishing behaviors of individuals. It is special, because it represents the most frequent or typical behavior of the individual. It is distinguishing, because these behaviors distinguish the individual from others (Morgan, 1980, 311).

According to some marketing practitioners, there is a close relationship between the goods and brands an individual purchases and personality of such individual. Also, various personality traits influence the purchasing behavior. Therefore, clothes a person wear or jewelry or automobile a person purchases reflect such person's personality (Pride & Ferrell, 1989, 134). Advertisements at the point of purchase target the average common-type people and carries out communication works in accordance with their personalities.

"Self" is another important concept in psychology. The concept of self has an impact on the product and brand purchases through how individuals see themselves, how they want to see themselves and their influences on others, and therefore it has a relationship with consumer behaviors (Iyengar & Lepper, 2000, 997). The concept of self, which addresses how the individual perceives himself/herself, is examined in two dimensions in order to better understand the concept. The first dimension is actual self and the second one is ideal self. Actual self → "who am I?" , Ideal self → "who I want to be?". The dimension is shaped with individual's answer to the above-specified questions. While

answering these questions, individuals firstly question their self and then who they are in their social circle. Individuals try to have their actual self-get close to the ideal self (Odabaşı & Barış, 2008, 204).

v. Gender

Associating gender mainstreaming roles with the area of consumption, Dittmar divided products according to certain characteristics and found out that there were gender-based preference differences in the purchase of these product groups. These findings show that women prefer products that make them emotionally feel good and symbolize their relationship in their social lives in their opinion and men give precedence to products that, again in their opinion, are mostly for practical use, related to activity and help them express themselves (Orhan, 2002, 25-26).

Gender is an important factor in terms of consumer behaviors, as purchasing behaviors of women and men are different from each other. For example, while purchasing a car, women take notice of design and color and men takes technical features into account. Tastes, colors and reactions to products of consumers from different genders are different. Marketers take this fact into account and position and sell their products on this basis.

1.5.4 Psychological Factors

The power that arises from individual himself/herself and influences the behavior is called as a psychological factor (Skinner, 1990, 157). Psychological factors consist of four titles, which are motivation, perception, learning, beliefs and attitudes.

i. Motivation

Human behavior is based on needs. A need expresses a deficiency that the individual needs and that causes him/her to feel tense. Motive is a stimulated need. This need should be satisfied and the tension should be reduced. Hunger, wish of security and desire of respectability may be deemed as motives. In the general sense, motivation means an individual's getting into action by the impact of an internal or external stimulus (Cemalcılar, 1999, 57-58). While needs arise a tendency to react, motives direct a certain reaction (Mahato, 1989, 33-35).

Consumers do not purchase products, but purchase solution to problems or satisfaction. A woman does not actually purchase a perfume. She purchases hope and the sense of being special. That is why marketing managers should find out which motives their products and brands satisfy and develop the marketing mix in line with these motives (Hawkins, Coney, & Best, 1980, 390).

There are three important elements of motivation, which may be defined as the relationship between needs, behaviors for overcoming these needs and fulfilling them (Williams, 1987, 56):

1. Situation motivating for a certain purpose
2. Behavior for achieving the purpose
3. Achieving the purpose

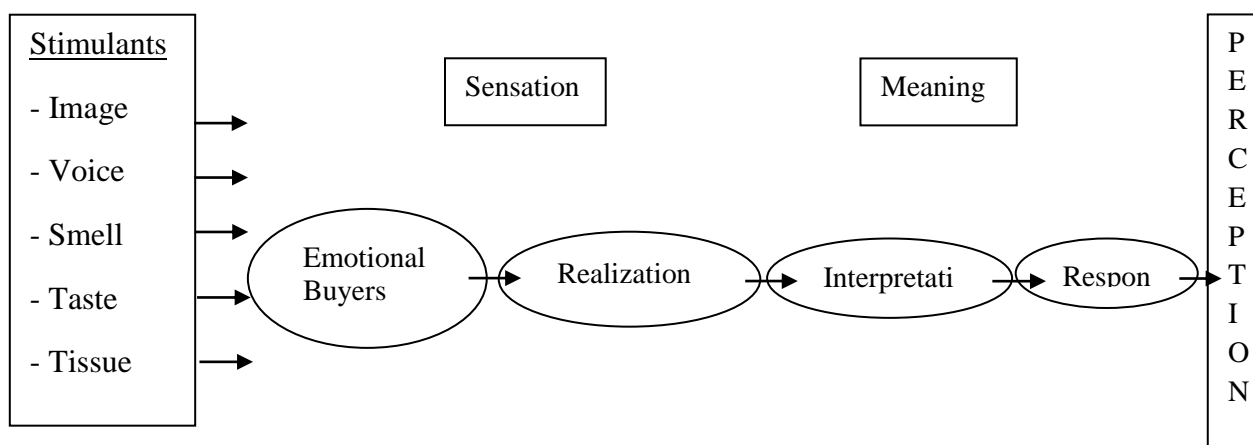
For the examination of motives, it is important to determine their characteristics. They only have a meaning when these characteristics are known. The internal and external power that reveals a behavior for fulfilling the determined need is called as motive. According to this definition, characteristics of motives may be examined in four groups (Walters, 1978, 225):

1. Motives show up depending on needs.
2. Motives give direction to actions.
3. Motives reduce consumers' tension.
4. Motives emerge within a surrounding.

Motive to purchase is one of the kinds of motive, which is important for marketers. Motive to purchase is the desire to purchase a product. Marketers should find out which motives are satisfied by which product and brand and adapt these according to the marketing mix. In consequence, consumers are informed about the benefits and features of products through advertisements.

ii. Perceptions

Figure 1.3: Perception Process



Source: (İslamoğlu & Altunışık, 2008, 99)

Perception is the cognition acquired by means of sense organs about the existence of an incident or object (Cemalcılar, 1999, 59). Individuals get exposed to thousands of stimulants through the day, but cannot pay attention to all these stimulants. They only take notice of and perceives the stimulants fitting for their purposes and within their areas of interest (Cüceloğlu, 2000, 122). As understood from the above-given figure, perception means acquiring information about the external world by means of by five senses, which are hearing, seeing, smelling, tasting and touching and perceiving what is happening. The reason is that perception starts with the consumer's exposure to external stimulants. One should firstly notice a stimulant when it emerges.

Individuals cannot give different reactions to all stimulants that attract their attention. At this point, they group (organize) the stimulants that give similar emotions and make a consistent comment. It is called as perceptual organization. For example, two

different products with very similar packages on the shelf of the supermarket may be perceived as the same product (Schiffman & Kanuk, 2000, 173).

Perception, which is formed by the influence of both personal and environmental factors, influences the behaviors of consumers in terms of many aspects. Four of these factors are particularly prioritized by marketers (Odabaşı, 1996, 68-70):

- 1. Perception of advertisements:** Advertisements have many functions; however, in terms of sales process, an advertisement should be seen and provide motivation to be successful. The first significant step is the determination of how many people will see the advertisement by means of media researches. Advertisements are in competition with other stimulants and strains the objects to be perceived by people. Therefore, advertisements should make a strong visual impact or show the thing sought to be seen (Ekelund Jr. & Saurman, 1999, 10).
- 2. Product Image:** Perception about the product is much more important than the real features of the product. In a research, beer drinkers were served beers, brands of the beers were not specified and drinkers were asked about the difference between them. It was found out that beer drinkers could not notice any difference about the tastes and sips of the beers (Odabaşı, 1998, 68).
- 3. Corporate image:** Besides product image, corporate image is also very important. Consumers both perceive the product and the corporations. In order to create a positive image, perceptions of consumers should be taken into account in studies.

For example, symbol of Koç Holding is shown below the screen after each advertisement of the company.

4. Subliminal Perception: This concept is based on the assumption that stimulants that cannot be perceived consciously are perceived subconsciously.

iii. Learning

In terms of marketing, learning is a process which directs the similar behaviors of individuals in the future and in which they acquire knowledge and experience about purchase and consumption. In other words, consumption knowledge and experience acquired during the period of learning direct the purchasing behavior. Experiences, which are the results of learning, are utilized in the determination of attitudes and judgments of individuals about themselves and their surroundings and fulfillment of needs (Gerlevik, 2012, 37). Learning is a permanent change observed in the behaviors of people as a result of experience and repetition.

Individuals are constantly in a relationship with their surroundings and, in this process, they acquire various experiences. They keep the things that they filter through their experiences in their memory. Learning is the change in an individual's behaviors in consequence of the experiences acquired from the surroundings (Arpacı, 1992, 28).

Almost all human behaviors are products of learning. A behavior may be deemed as a learning product only if it is not genetic and it is repeatable, observable and measurable

(Başaran, 2000, 132). Consumers learn through perception and the things they learn shape and influence their future perceptions (De Mozoto, 2005, 104). In the consumer's decision-making process, it is required to attract the attention of consumers for the product and ensure that marketing messages are perceived and the intended message is perceived correctly by the consumer. Marketing communication changes the attitudes and behaviors perceived by consumers about the product through learning.

Human behaviors are shaped through learning. There are three different theories developed in researches on the act of learning: respondent, operant and cognitive.

1. Respondent conditioning

It is a kind of learning which is based on the studies of the Russian physiologist Ivon Pavlov and is widely used. In his experiments with dogs, Pavlov gives the dogs food in company with a ring at certain intervals and repeats this process for a long time. Afterwards, Pavlov repeats the ring and does not give the dogs food. However, dogs go on slobbering. The reason is that they think they would be given food. With regard to this experiment, Pavlov suggests that learning is an evocation-based process (İslamoğlu, 1999, 119).

In marketing, respondent conditioning is used by evocation of product or brand with positive stimulants (Odabaşı, 1998, 33). As in the above example, learning is not

realized at once and covers certain elements in respondent conditioning. Following are the elements of the learning process:

- Impulse: It is a strong stimulant that directs the individual to action and requires satisfaction. While motive is an internal stimulant, motive is a general situation, just like thirst (Uçak, 2004, 135).
- Tips: These are the external stimulants that determine how and where the individual will respond to the action (Chen, Chang , & Chang, 2005, 287). Quenching thirst with Sprite as shown in the advertisement may be given as example.
- Response: It is the response that the individual gives to the impulse and tips. Realization of an attitude, image change and purchasing in relation to a brand may be given as example (Uçak, 2004, 136).
- It is the individual's displaying similar behaviors and reactions to same kinds of stimulants. If the individual gets positive results from the behavior or, in other words, the individual is rewarded for the behavior, reinforcement continues (Chisnall, 1995, 34).
- Retention: Retention means correctly remembering the learned things and experiences after a certain time. For this, messages should be repeated and, at this point, the largest role is held by advertisements (Uçak, 2004, 136).

On the basis of this model, marketers try to introduce consumers certain brands through a repetition-based method and direct consumers to take decisions in the extent of habits (İslamoğlu, 1999).

2. Operant conditioning

Performances, which are spontaneous and independent from the environment, may also be conditioned. In short, the behavior is learned depending on the results of the behavior itself (Arpacı T. et al., 1992, 31). As in the respondent conditioning, there is also a relationship between the stimulant and response in the operant conditioning. However, in the operant conditioning, the individual tries the product, meets his/her need, becomes satisfied and thus the probability of purchasing the product in the future increases (Schiffman & Kanuk, 2000, 221). If, for example, a person goes to a pharmacy for headache and becomes satisfied with the medicine he/she purchases there, it is highly likely that he/she will firstly think of the brand of that medicine in any similar case.

3. Cognitive learning theory

According to those who support cognitive learning, factors like attitudes and beliefs, past experiences and interpretation have an impact on the learning process. In other words, brain functioning and nervous system is important in the development of behaviors (Arpacı T. et al., 1992, 30).

Marketing departments try to disseminate information about their products. Thus, they help consumers to learn about the product and therefore develop a certain purchasing behavior by both providing the opportunity of trying the product and giving information about the product (Cemalcılar, 2000, Eylül, 56).

iv. Beliefs and attitudes

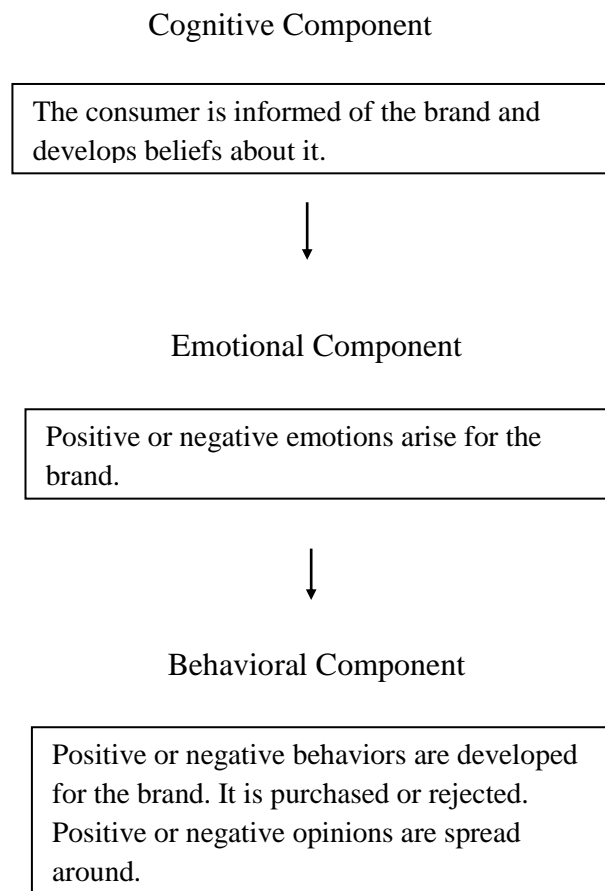
Beliefs and attitudes of consumers are closely related to purchasing behaviors in terms of the selection of type and brand of products. Attitude means positive or negative evaluations, emotions and tendencies about objects or opinions (Durukan, 2006, 38).

As beliefs are the evaluations of consumers, marketing departments are closely interested in consumers' beliefs about products and services. These beliefs are utilized in the creation of product or brand images and consumers act in accordance with product or brand images that fit their beliefs (Kotler, 1984, 174).

Attitudes and beliefs have a significant impact on consumer behavior. When consumers are asked whether they like a product, advertisement or brand, they are actually asked to express their attitudes. Attitudes are external defenses for internal emotions and they reflect people's tendencies towards objects (Kavas et al., 1995, 112).

Attitude may be examined by dividing it to three components as specified below. As each component influences the other, each of them should be reviewed.

Figure 1.4: Components of Attitude



Source: (Busch & Houston, 1998, p. 76)

To give an example about the importance of components in terms of consumer behaviors, if it is believed that cheese will provide positive benefits (cognitive), it is expected that consumers will like and love cheese (emotional). As a result, a positive behavior is developed and cheese is purchased (behavioral) and used. Therefore, it is required to determine consumer's attitude towards the product and find out the reason behind this attitude.

1.5.5 Situational factors

Situational factors mean the conditions or circumstances available when consumers decide on purchasing (Mucuk, 1999, 88). Situational factors influencing the purchasing behavior of people may be gathered under the titles of physical environment, social environment, and time, cause of purchasing, emotional and financial standing.

i. Physical environment

Physical environment is the factor related to the place where consumers are present in order to purchase. Factors like music and lighting in the shopping place influence the consumer's decision. For example people act quickly and do not think too much to purchase, thanks to loud music in some shops.

ii. Social environment

Social environment of consumers influence the motives about the use of products and the way of selecting products (Solomon M., 2009, 392). Number, mix and acts of people in the place of purchasing compose the social environment. Acts, numbers and formations of other people in the place of purchasing may also influence the purchasing decision. As the number of people increase, selecting the product becomes harder. However, meeting at a café to drink something creates an easier atmosphere. Many people accept shopping and wandering in the stores as a social activity and display behaviors

accordingly. Meeting in a store, getting help in selecting the product, getting information about tastes and preferences may be given as examples (Odabaşı, 1996, 156).

iii. Time

As other factors, time factor may also influence consumers' purchasing decision. If the product to be introduced is seasonal, marketing works should be developed accordingly. For instance, advertisements of products like swimsuits and creams, ice cream or cold beverages increase upon the onset of summer season.

Therefore, marketers should answer three questions about the time (Tek, 1997, 224):

- How are purchases influenced by seasons, weeks, days and hours?
- What impacts do the past and current incidents make on the purchasing decision?
- How much time does the consumer have to purchase or consume the product?

iv. Cause of purchasing

It is important why the consumer purchase the product or service. For example, consumers make different choices when they purchase the product for themselves or as a gift. They consider their tastes and needs while purchasing for them, but try to present special and valuable products if they purchase as a gift (Tek, 1990, 225).

v. Emotional and financial standing

Emotional and financial standing strongly reveals itself during purchasing. Emotional structure of individuals influences the acquisition of information, follow-up, shopping process and consumption behavior. Shopping in distressed times is a highly widespread behavior. Unplanned purchases may be much more common in temporary moods. Temporary impacts on the financial standing also influence purchasing. Gaining some money from lottery and pools may be given as the most extreme examples (Odabaşı, 1996, 158).

1.5.6 Factors related to marketing

Marketing efforts are one of the factors that influence consumers' purchasing behavior. The aim of businesses is to sell consumers the products in order to gain the targeted profit. In order to achieve this aim, a marketing mix consisting of product, price, promotion and distribution is to be put in place. The most important characteristic that distinguish marketing mix from other factors influencing consumer behaviors is its controllability by marketers. Other factors cannot be controlled by the marketers and their impacts on the purchasing decisions should be taken into consideration.

Within the elements of marketing mix, promotion is the most important element that influences the consumer behavior. The reason is that retailers make use of promotion activities in order to change and direct consumer behaviors. For example, quality or cheapness of a product has no meaning if the benefits of the product cannot be utilized by

the consumer. Through promotion activities consisting of personal sales, advertisement, public relations and sales promotion, it is aimed to inform and convince consumers, promote them to purchase the product and thus increase sales.

PART II: SALES PROMOTION ACTIVITIES

2.1 Concept of Sales Promotion

Apart from personal sales, public relations and advertisement, sales promotion addresses to specific promotion and sales efforts which aims prompting purchase of consumers or users, increasing the efficiency of intermediaries (distributor, retailer etc.) and encouraging them, is not routine and fosters purchasing in the short term (Tek, 1997, 780). The purpose of sales promotion is to present and offer products to consumers in a special way.

Sales promotion is defined by many people differently:

“Sales promotion means activities which provide inducement in addition to the main benefits of the product or service or temporarily change the perceived price/value relationship of the product or service” (Öztürk, 1995, 25).

It is the marketing efforts which are implemented within a limited time, aim arousing purchase and qualitatively have a supporting function (Tatlıdil&Oktav, 1992, 163).

According to the American Marketing Association, sales promotion means the practices which are prepared on previously taken decisions, carried out within a certain time, direct consumers to try the product and thus increase the demand of consumers for

the product or improve the quality of the product and raise marketing pressure by means of exhibitions, international fairs and demonstrations explaining the use of products (Riso, 1973, 19).

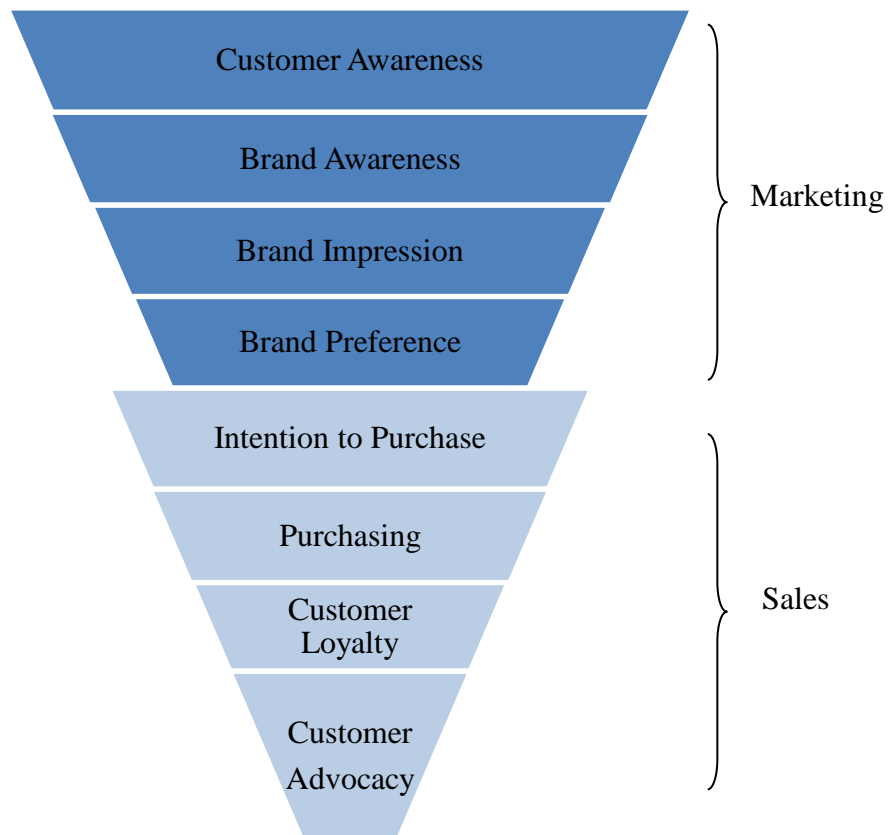
“Most of the advertisement does not give way to sales right away. Advertisements function on minds, rather than behaviors. “What functions on behaviors are sales promotion activities” (Kotler, 1999, 150).

Finally, International Chamber of Commerce defines sales promotion as follows: “Marketing tools or techniques which are utilized in order to make products or services more attractive by providing an additional benefit or expectation of benefit in money or similar forms (Öztürk S., 1996, 12).

2.2 Aims of Sales Promotion

Sales promotion refers to marketing activities carried out in order to provide the current potential customers opportunities to purchase goods or services, enable them to try goods or increase brand loyalty (Kotler, 1999, 154). Aim of sales promotion activities is basically to prompt consumers to purchase products or services, increase the sales and motivate sales power to sell more products or services.

Figure 2.1: Purchase Funnel



Source: (Rackham, Kotler, & Krishnaswamy, 2007, 49)

Sales promotion activities can be applied to each stage on the above figure. Sales promotion activities included in the part of marketing in the figure are generally carried out in order to introduce a new product, gain new costumers and raise brand awareness. The activities in the part of sales aim retaining the available customers, enhancing loyalty or increasing sales.

In case of no human contact at the point of decision, there is the competition of different brands for products at the point of choosing the product to be purchased. These different brands discourage consumers in terms of preference mechanism and deciding. In this case, sales promotion activities are the key decision-makers. Sales promotion is the

main distinction among goods and services. Sales promotion activities convince and encourage consumers during the purchase. Besides the specified characteristics, sales promotion activities should also have characteristics that comply with ethical principles and complete the mission of the brand (Mullin & Cummins, 2009).

As stated by Belch and Belch (2003, 53), the main purpose of sales promotion activities is to make a “direct” influence on the behaviors of consumers, sales team or retailers. In terms of short-term consumer behavior, sales promotion is a strongly effective marketing component (Laroche, Pons, Zgolli, Cervellon, & Kim, 2003, 515). While determining the goals to be achieved through sales promotion, sources to utilize sales promotion apart from the current situation of the available market should also be taken into account.

Following are the goals that prompt businesses to make sales promotion efforts (Karabulut, 1994, 3; İslamoğlu, 1993, 454; Tek Ö., 1999, 781):

- Ensuring awareness about the brand, product or service,
- Developing additional market,
- Creating brand loyalty,
- Ensuring the purchase of the product again,
- Breaking loyalty to competitor brands and current purchasing habits,
- Differentiating from competitors,
- Creating consumer value,
- Eliminating seasonal sales imbalances,
- Encouraging distribution channels and improving stock level,
- Providing support for public relations,

- Increasing tactical efficiency of the other elements of the marketing mix,
- In case of unused capacity, reducing unit cost,
- Providing additional place on store shelves,
- Having consumers try a new or developed product,
- Finding new customers,
- Fighting against the promotional activities of competitors,
- Ensuring impulsive purchasing,
- Providing cooperation between retailers,
- Obtaining exposition places and sales points.

2.3 Characteristics of Sales Promotion

Sales promotion efforts are expressed as extra presentations that interest consumers, intermediaries and sales personnel, encourage purchasing and aim to realize sales immediately. Sales promotion has the function of facilitating and increasing sales of the product (Çabuk & Güneş, 2000, 4).

Sales promotion activities are temporary and generally conducted in campaign periods. If such activities are constantly conducted, there will be decrease in the value of the product or service and conclusiveness of sales price convenience will be lost.

Characteristics of sales development may be listed as follows (Hacıoğlu, 2000, 86):

- First of all, it increases sales.
- It ensures that intermediaries are informed.
- It gives rise to positive aspects for certain times for the purchase of a service and product.
- Its impact is temporary and cannot be extended; it covers a campaign period.
- It is remarkable.

2.4 Advantages and Disadvantages of Sales Promotion

For managers, the reliable way of increasing sales in the short term is to take result-oriented actions and utilize the power of sales promotion. The significant power, which has a direct, concrete and instant impact on sales, is obtained by means of sales promotion activities (Neslin, 2002, 12). Therefore, within the marketing mix, sales promotion activities have a considerable significance for businesses. Communicators and marketers should take notice of the advantages and disadvantages of sales promotion while trying to achieve the determined goals.

Enabling rapid communication and information sharing, influencing the consumer and stimulating purchase, accelerate the adoption of products or services in the market and increasing the efficiency of promotion campaigns are some of the advantages of sales promotion (Ayhan, 1992, 216). It is possible to summarize the most important advantages

of sales promotion activities as follows (Bozkurt, 2004, 252; Odabaşı & Oyman, 2002, 196):

- Sales development means directly inducing and convincing consumers to purchase the product.
- It is for ensuring that the action is taken and customers respond at that moment.

While advertisement and personal sales involve reasons for purchasing, sales promotion offers incentives and provides reasons to purchase for consumers at that moment.

- It is an important activity in terms of receiving attention and inciting.
- Results are easily measured in sales promotion works.
- It makes goods or services more attractive and creative and ensures that customer distinguish these goods and services.
- It arouses the sense of getting something positive among intermediaries and consumers and thus develops positive attitudes towards the product.
- It may be actively used by enterprises at different sizes. Its implementation is also easy for small-scale enterprises.
- It is easily controlled as it is under seller's domination. For example, control in the advertisement is not only held by the enterprise.

Sales promotion activities are an opportunity particularly for retailers. Sales promotion techniques applied in the store incites consumers to purchase the promotional products. It is stated that, as a result, consumers are encouraged to purchase more than one product and lay in stock and thus retailers decrease inventory and stock costs. These activities also convince consumers to change brands. In consequence of these activities,

feedbacks by customers direct the positive results that may be obtained by the influence of the conducted campaign, applied method and sales promotion for the future purchases.

Besides these advantages, sales promotion activities have a number of disadvantages, namely some missing points. These disadvantages are specified below (Bozkurt, 2004, 253; Odabaşı & Oyman, 2002, 197);

- Overuse of sales promotion activities may lead to decrease in the value of the product for consumers.
- It is very difficult to be different from the competitors. Competitors may rapidly, easily and similarly respond to sales promotion activities.
- Sales promotion activities are conducted on a temporary and short-term basis and therefore make a short lasting impact. When promotion is applied, inconsistent customers purchase the promotional product; but they start to purchase the rival companies' products when these companies conduct a promotion.
- It is not personal and there is no direct contact (communication).
- They do not make a considerable impact when they are used alone. They should be conducted in company with other components of promotion mix.
- They may sometimes have a negative influence on the product image. Consumers may get the impression that the product is of poor quality, there is a high quantity of products in the stock or the product is not popular.

2.5 Relationship of Sales Promotion with the Other Elements of Promotion Mix

One of the most significant aims of enterprises is to increase profitability and, to achieve this aim, all departments in the enterprises work in harmony. Sales promotion activities have this kind of relationship with other elements of promotion mix. Although characteristics of integrated marketing activities are different from each other, they ultimately function for the same goal. Comparison of marketing mix elements is given in the following table.

Table 2.1: Comparison of Promotion Mix Elements

<i>Comparison Criteria</i>	<i>Sales Promotion</i>	<i>Advertising</i>	<i>Public Relations</i>	<i>Personal Sales</i>
Time Frame	Short Term	Long Term	Long Term	Long Term
Addressee Main Characteristic	Logical	Emotional	Emotional	Logical
Value It Presents	Concrete	Abstract	Abstract	Concrete
Main Goals	Sales	Image/brand Positioning	Providing Prestige, reputation	Sales/Relationship
Contribution to Profit	High	Low	Medium	High

Massiveness	Mass	Mass	Mass	Person to person
Mode of Payment	A very extensive pricing according to the selected type of sales promotion.	Payment for time and place.	No direct payment to the media.	Salary and commission to the sales personnel

Source: (Tüzel, 2003, 20; Konya, 2)

2.5.1 Relationship of sales promotion with advertising

There are advertisements with different goals such as giving information, posing the brand to consumers' minds, creating brand image, teaching how to use the product and forming a positive attitude in consumers. Achievement of this kind of goals requires a long-term effort (Osman, 1996, 18).

Sales promotion activities are based on incentives other than the product itself, which will steer the consumer into purchasing the product on the spot. It makes a more direct impact on the purchasing behavior. Advertising and sales promotion activities are two important and interrelated elements of marketing strategy for many enterprises (Udell, 1968, 34-40).

While advertisements reach to consumers through media, enterprises try to impress consumers by means of their own instruments and methods in sales promotion activities. For example, before sales promotion activities are initiated in a grocery, consumer obtains

information about the brand in advance through advertisements and develops a positive or negative opinion. Therefore, advertisement and sales promotion do not substitute, but complete each other. Only the budgets used for promotion activities are different.

When total budget of sales promotion is compared to the budget of advertisement, it is seen that rate of sales promotion is more than that of advertisement. The reasons may be listed as follows (Belch, Michael, 2001, 527-532):

- Enterprises make more profit with sales development activities in intense competition, mass advertising is expensive and impact on the target group is lower due to advertisement crowdedness.
- Power of retailers on producers has increased and they have gained more dominance on the goods to be sold to consumers and started to produce their own retailer brands.
- Producers evaluate products in terms of their price, value and easiness of access to the product and, as a result, brand loyalty is developed.
- Consumers decide to purchase the product at the point of purchase and consumers with limited time prefer the product for which sales development activity is conducted.
- Number of products in the market is increasing day by day and, as the competition increases, competitors gravitate towards sales development activities.
- Target group gets more segmented every day and consumers compose a higher number of different groups.

- Sales promotion activities provide the opportunity to achieve the desired targets in a short time.

2.5.2 Relationship of Sales Promotion with Personal Sales

As other promotion instruments, personal sales is one of the ways of communication between enterprises and consumers. The most important difference of personal sales from other promotion instruments is that it is based on personal communication and the principle of communicating face to face with potential buyers (Cengiz, 2002, 79). As it is possible during personal sales to understand from customers' facial expression what they feel or think, it is more likely to eliminate all kinds of problems. Advertisements appeal to many people at the same time; however, all customers are individually negotiated in personal sales and therefore it is a more expensive and time-consuming method.

Main characteristics of personal sales are as follows (Mucuk, 2005, 192);

- Its aspect of personal meeting based on direct relationship with consumers paves the way for establishing a more efficient relationship.
- Thanks to the chance of forming a friendship, the relationship may be carried on and a constant purchase-sales environment may be created.
- There is sometimes a horizontal communication because the obligation of listening and responding.
- It provides the seller with the opportunity of gathering information directly. Sellers easily determine and obtain information about the interests and needs of customers.

2.5.3 Relationship of sales promotion with public relations

Public relations address to planned activities which aim to determine the publicity policy required for public- or private-sector enterprises to gain a positive image, direct enterprises accordingly, enable information flow between people and enterprises and provide the required efficiency for this information flow and which are carried out in order to come through (Mardin, 2001, 7). Public relations are one of the promotion mix elements, as they are activities that fulfill the communication task of enterprises.

Considering the activity area of public relations, it is possible to suggest that they function as a bridge between the public and the enterprise. At this point, the ultimate goal of public relations is to ensure that enterprises conduct a sound communication with both various organizations and the public. In this respect, goals of public relations may be listed as follows (Cengiz, 2002, 139):

- Ensuring that the enterprise is accurately introduced to all groups that the enterprise concerns.
- Giving a good and positive image to the enterprise for customers.
- Reflecting the incidents about the enterprise to the news media.
- Providing information about the available and new products of the enterprise and use of these products to consumers by means of various channels.
- Ensuring that good relationships are established between the enterprise and media and developing sound relationships.

- Developing sound relationships between employees and stakeholders through internal publications.
- Learning the opinions of customers about the product by keeping contact with the departments of customer services and customer relations (these departments may be differently named by enterprises).
- Being sponsor for external activities, attending fairs, exhibitions, congresses and seminars and visit different groups in order to develop an attitude for the good of the enterprise.
- Giving suggestions to local and central administrations about the decisions that concern the enterprise.
- Showing continuity and presence in the market and creating and maintaining the impression that socially beneficial service are provided.
- Disclaiming the negative news and rumors about the enterprise.

2.6 Sales Promotion Methods

Producing enterprises ensure that sales personnel succeed more in their work by means of sales promotion activities and make effort to motivate them (Odabaşı & Oyman, 2002, 17). Enterprises utilize many sales promotion methods. One of these methods is grouped according to the target group. Target group-oriented sales promotion activities are carried out for consumers and intermediaries.

2.6.1 Consumer-Oriented Sales Promotion Methods

Consumer-oriented sales development methods steer consumers into trying or purchasing a certain product and lead them to become the customers of certain retailer stores. Consumer-oriented sales development activities involve rewards that either prompt immediately or induce purchasing later (Tek, 1997, 782). Consumer-oriented sales promotion methods may be applied in order to create a brand image or increase brand loyalty. Following are the types of consumer-oriented sales promotion:

- Discounts
- Exhibition and Presentations
- Coupons
- Sweepstakes and Contests
- Purchase One Get One Free
- Sample Product Distribution
- E-Mail
- Packaging
- Gifts

2.6.1.1 Discounts

Discounts are generally lowering the product price. This type of sales promotion, which is used for a short time, may be applied in different kinds. The most common kind is naturally the discounts made over the sales price (Duncan, 2002, 573). Price is the point

which is sensitively emphasized in order to make a difference with the product to make a difference in the competition, reinforce the distribution network and strengthen brand awareness and loyalty. Price is a vivid element that is considerably important in sales promotion in order to gain absolute and definitive advantage in competition (Mullin & Cummins, 2009, 202).

As consumers want to purchase the product at the lowest price and like bargaining, they may sometimes purchase products that they do not need, thinking that they would use it in the future. Therefore, discount is a method to be sensitively taken into account for enterprises.

When discounts are applied too often for a product, consumers pass negative judgments on the quality of the product and perceive it as a “cheap brand”. This will shake the brand image in the eyes of consumers and therefore eliminate the brand loyalty. As consumers will not intend to purchase that brand again, enterprises aiming to increase sales will be influenced negatively. Therefore, discounts are required to be applied not too frequently, but at certain intervals and in certain periods (Günebakan, 1995, 39). Discounts may be summarized under the following titles (Mullin & Cummins, 2009, 222):

Seasonal discounts: These discounts are applied in the end of the season with the purpose of increasing sales. Thus, enterprises may accelerate the cash flow and sell out the overstock they have. Enterprises should apply discounts in products which meet the demands of consumers and which are specific to seasonal needs.

Combined packages: Combined package addresses to packaging two or more of the same product together. Thanks to this application which is a special sales promotion technique, consumers have the opportunity to get two or more products in the same package.

Discounted shelf price: A standard product at discount is put on the shelf together with a label or poster showing its discounted price. The most significant point is the calculability of the standard price. Shelf prices at discount are not specified on the product, but on the label placed on the shelf.

Discounted price offers: This method is used for product and product groups that the consumer may purchase by paying a price that is lower than the price given.

2.6.1.2 Exhibition and Presentations

Presentation of food products and food tasting are introduction and exhibition methods commonly used in stores. These methods are widely used in supermarkets especially to introduce new products or new brands. They aim to develop a positive consumer behavior for new products by informing consumers and providing them with the opportunity to try the products. Furthermore, this kind of sales promotion activities plays a role in the elimination of consumers' psychological barriers and prejudices for new products (Shi, Cheung, & Prendergast, 2005, 470).

Today, retailers intensively make use of exhibitions and presentations in order to make a difference and become prominent among rival brands. Exhibitions and presentations are carried out in order to enable trial and introduction of products.

“Point of Purchase” (P.O.P) materials may be included in exhibitions and presentations in the store, because a large part of sales promotion activities is conducted through intermediaries over the point of purchase as specified before. These studies carried out through professional contacts maintained by the purchasing producer enterprise aims to present their product. P.O.P materials have become the fastest growing type of activity among sales promotion activities with regard to the comparison of investment amounts in recent years in USA (Erdem, 2010, 52). Consumers are convinced more easily to purchase products when they see P.O.P materials.

P.O.P. materials catch the customers at points of purchase where the product or brand is located and realize the advertising goals of the producers one after another and in a very short time (Tosun, 2003, 119-120). Following are some of the point of purchase materials which are temporarily or permanently used in relation to the products sold or services provided:

Table 2.2: Point of Purchase (P.O.P) materials

<ul style="list-style-type: none"> • Banners and posters • Brochures • Flags and pennants • Photos • Diplomas and certificates • Plaques • Ribbons and strips • Shelf bands and shelf fronts • Adhesive tapes • Signs • Illuminated panels • Dashboards 	<ul style="list-style-type: none"> • Mobile lighting • Danglers • Sticky stickers • Showcase and glass ornaments • Eye-catching price labels showing the discount • Product stands • Reduced/enlarged examples of the product • Floorings • Other different and various products
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Source: (Taşkın, 2000, 226)

Store arrangement should be designed and managed properly and regularly in order to ensure that sales promotion activities are distinguished, its advantages are perceived and its functions are applied. Exhibitions and presentations also serve for offering the product to the consumers, giving information about the product, providing consumers with the chance to try the product and facilitating retailers' efficient use of the store sales area. Each point of sales material functions as a silent salesman.

2.6.1.3 Coupons

Coupons are documents that provide consumers with a certain amount of discount over the sales price of the product. Discount is sometimes a stable amount and sometimes a certain percentage of the product price. Coupons are used with the purpose of getting new or improved products tried and increasing sales volume, promoting repeated purchases or offering products which are modified or provided with new features. Coupons generally reflect to producers the price of a product as reduced. The price difference is either deducted or paid back to the customer (Tek, 1999, 785).

Coupons are instruments which have a certain monetary value, are distributed by means of various methods and provide consumers with a saving in the amount of monetary value written on the product (Kavas, 1989, 21). Aims of coupon distribution may be summarized as follows (Tek, 1999, 786; Harcar, 1990, 33):

- Promoting new products,
- Balancing interseasonal sales,
- Expanding retail distribution,
- Selling out stocks quickly,
- Trying a product which is in the stage of trial and not placed on the market yet.

Coupons usually attract considerable attention of consumers. The reason is that they provide the opportunity of saving money. Intermediaries are compassionate about coupons, as these reduce the possibility of consumers' postponing or rejecting the decision to

purchase and ensure that the decision to purchase is taken at once by motivating consumers. Coupons are important for producers, as they directly address to consumers and raise a demand in the distribution channel. They ensure that producers are less dependent on sales by dealers (Cox, 1985, 89).

Producers have several methods of coupon distribution. Some of these are as follows (Tek, 1999, 786):

- Those distributed in the package of, within or on products,
- Those distributed to houses by post,
- Those distributed in or on newspapers and magazines as inserted,
- Those distributed by means of printed media or advertisement in store rayons or on shelves,
- Those distributed by printing coupons through website,
- Those distributed from door to door.

2.6.1.4 Sweepstakes and contests

Sweepstakes and contents are sales development activities generally carried out with the purpose of drawing attention to the offered product or service and change the brands that consumers are loyal to. Contests are a game-like development activity that consumers attend by using their skills and talents in order to gain a reward and sweepstakes are sales development activities which are participated by any person, do not

require any skill or talent and depend on the chance of participants. Consumers are more interested in sweepstakes as they do not require a certain talent or skill (Lamp, Hair, & Mc Daniel, 1996, 576-577).

Sweepstakes and contests are practices that provide the opportunity of giving valuable products to fewer consumers. These are products won by games of chance, contests or sweepstakes. Contests and sweepstakes are more effective in distinguishing the product, ensuring more purchases by current customers and introducing a new product placed on the market. As generally more than one evidence of purchasing is required to evaluate the participants, consumers gravitate towards purchasing more products.

Contest and sweepstakes provide consumers with the opportunity to win awards of cash, goods or travel. Most of the sweepstakes in sales promotion campaigns in Turkey are carried out by the permission of the General Directorate of National Lottery (Tek, 1999, 788). Sweepstakes, which give consumers the chance to win a particular award, are very successful in promoting the product, increasing the sales and raising attention and awareness. They also help increasing the traffic in the store and establishing a database, as the personal information of participants is obtained. However, it is better to make contests and sweepstakes as simple as possible in order to increase participation as far as possible (Duncan, 2002, 576).

Contest and sweepstakes may support an organized advertising campaign or create interest in products, for the sales of which a considerable effort has been made before. Advantages and disadvantages of these practices are as follows (Öztürk, 1989, 22):

Advantages:

- Contests and sweepstakes create, improve and strengthen product image.
- They ensure advertising messages, which cannot be read, are read by consumers.
- They ensure that advertisements and other marketing practices are directed towards certain target markets.
- Though not always, contests and sweepstakes may be a step for trying the product. If contents or awards are interesting enough, consumers may try the product only for participating in the event.
- They are a means that create mass interest and excitement and prompt both the sales force and the employees.

Disadvantages:

- Contests and sweepstakes are not very effective in increasing sales of the product and ensuring trial of the product by large masses. They are usually effective in creating image in the long term.
- Success of these practices requires considerable expenditures on media.
- It is possible to claim that contests and sweepstakes are risky for marketers. The reason behind this risk is that they cannot be tested before being carried out. Therefore, investments are made on the basis of personal judgments or experiences.
- Consumers who do not aim to purchase or try the product attend the contents only for gaining awards. This strengthens enterprises' expectations of sales income.

- Those, who attend contests and sweepstakes and fail, may develop and spread negative attitudes about the enterprise.
- It is difficult to measure the effectiveness of these tools on sales.

2.6.1.5 Purchase one get one free (Purchase two get one free)

In this sales promotion activity, consumers are offered a fix and normal price for the product, as a value is added to the product. According to the free thing or its amount, consumers may be convinced to purchase the product. Consumers compare products and evaluate the value of the free product and size of the added opportunity; the amount of payment is respected and the obtained additional value is calculated. For example, if the consumer does not have any place in his/her house to put the additional product, the additional product is not suitable for that consumer and does not provide any value for the consumer (Shi, Cheung, & Prendergast, 2005, 470).

Sales promotion activity in the form of purchase one get one free is one of the sales promotion activities widely used by enterprises. It is a sales promotion activity that is preferred as consumers purchase products with the thoughts “I’ll need and use it in the future” or “I can purchase two instead of purchasing again later” even if they do not need the product at that moment.

2.6.1.6 Sample product distribution

In sample product distribution, the product is offered to consumers at its actual size or at a smaller size designed for trial. Thus, consumers are provided with the opportunity to try the product with little or no risk without bearing any financial risk. Sample products are given, posted or distributed free of charge to consumers or those concerned within a small size of package in order to incite product trial, increase the sales volume in the beginning of life curve and spread the distribution to different districts as desired.

Aims of sample product distribution, which has been widely used in our country in recent years, may be listed as follows (Odabaşı, 1989, 29):

- Encouraging the introduction and trial of new or improved products,
- Supporting the use or trial of the new product,
- Attracting new customers for the product.

When consumers purchase and use a new product, they generally take the risk of not liking the product. Most of the consumers are afraid of not being satisfied with the new product or not getting their money's worth. Although distribution is very expensive for producers, samples ensure that consumers try new products easily and without any risk (Lamp, Hair, & Mc Daniel, 1996, 577). By this means, consumers have the chance to try and experience a smaller or same size of the product they want to purchase without taking any financial risk. Thus, enterprises prompt consumers to purchase products.

There are various methods to be used in the distribution of sample products. Some of these methods are as follows (Tek, 1999, 784):

- Distribution to houses by post,
- Distribution to houses from door to door,
- Distribution with newspapers and magazines,
- Distribution by attaching to the package of products that complete each other,
- Distribution at places where customer traffic is intense such as shopping centers.

2.6.1.7 E-mail

In promotions carried out through electronic mail, generally mails are sent to e-mail addresses of individuals with titles like introduction, promotion, discount and utilizing various opportunities. However, these works are carried out within the knowledge of these individuals. The biggest disadvantage of promotions by electronic mail is that people delete such mails without even reading them due to the risk of virus. Furthermore, mails transferred by the system to spam folder may not be read by consumers.

2.6.1.8 Packaging

Packaging has different communication functions, besides protecting the product and facilitating the work of distributors. Main communication functions of packaging include attracting attention to the brand, indicating the function of the brand, enabling recognition of the brand and showing the price, content, usage and life cycle of the brand (Schoorman & Robben, 1997, 271-287). Consumers head towards the packages that grab their attention during shopping. Firstly the design, color, material etc. of the package address to the emotions of consumers and steer their perception of the product. In addition to protecting a product, packages also make contact with consumers, inform them about the product and influence them. The better packaging is, the more difference it makes from other competitors. Many consumers decide the brand they will purchase by looking at their packages. Furthermore, packages should be designed in a way to ensure easy opening of the product.

Despite the fact that all kinds of information about the product are specified on the package, consumers want to try product that would touch their skin. For example, on shelves of skin and body care products, several samples with open packages should be placed for trial by customers. In supermarkets, packaged products are usually sold by being picked by consumers from the shelves and thus packages function as the “salesman on the shelf” (Gökalp, 2007, 79). There are some cases in which packages lead to different perceptions. Examples showing the changes that packages make on consumers’ perceptions are given below (Meyers & Lubliner, 2003, 23):

- Ice cream in carton box or plastic cup creates a feeling that it has a quality different than the one in folded carton box.
- Rice sold in carton box gives an impression different than the rice sold in nylon bag.
- Beer sold in a short and wide bottle and beer sold in an elegant long-necked bottle, or even beer sold in a specially designed bottle address to different kinds of beer.
- Lipstick sold in a blister package with plastic protection attached to carton is different from the lipstick sold in a foiled carton box.
- A watch exhibited in a velvet-coated box conveys a monetary value different from the same watch exhibited in a plastic box.
- A belt presented in a linen bag addresses to a world view different than a belt exhibited on a hanger.
- Wine in bottles vertical sides identifies French and Italian wine; bottles in the form of wide glasses are specific to Portuguese and long bottles getting thinner towards the neck are specific to German bottles.

2.6.1.9 Short message service and multimedia messaging service

Today, enterprises make use of SMS and MMS introductions, which are among sales promotion activities. As messages sent to phones reach to consumers immediately, they provide a great advantage. By means of SMS and MMS, discounts, promotions, visuals and various opportunity offers reach to consumers. Messages sent to mobile phones have a great importance among sales promotion activities, almost in every sector. After

obtaining the required information from customers at their own stores, companies inform their customers by sending messages to their phones.

Most of the customers do not welcome the messages sent to their mobile phones without permission and accept it as a reason of discomfort. As a result, the concept of permission-based marketing has been developed. According to the philosophy of permission-based marketing, reaching consumers without their permission is not convenient. Therefore, some enterprises ask their customers whether they want to obtain information about promotions and renewals in their customer forms. Thus, it is attempted to prevent mobile phone messages sent to customers at inconvenient times (Erdem, 2010, 79).

2.6.2 Intermediary-oriented sales promotion methods

These are the eases of sales provided by producers, marketing companies, wholesalers etc. to other wholesalers, retailers and/or dealers (Tek, 1999, 789). Producers make use of sales promotion methods in order to encourage intermediaries for marketing and effectively promoting their products. Methods applied for producers, wholesalers and retailers constitute the intermediary-oriented sales promotion methods. As the success of enterprises is substantially dependent on the success of intermediaries, intermediary-oriented sales promotion methods are one of the issues on which enterprises put large emphasis on (Günebakan, 1995, 51).

Producers use intermediary-oriented sales promotion methods in order to achieve various goals. These goals are specified below (Korkmaz, 1995, 61):

- i. Placing a new or revised market on the market,
- ii. Increasing distribution of the product in a new package or new sizes,
- iii. Forming retail stocks,
- iv. Getting more place on shelves of retailers,
- v. Getting exhibition areas in the store, in addition to ordinary shelves,
- vi. Increasing the stock exchange rate by depleting the overstock,
- vii. Being able to present the product features in the advertisements of retailers,
- viii. Withstanding competitive activities,
- ix. Selling to end users as much as possible.

Following are the types of intermediary-oriented sales promotion;

- Commercial Concessions
- Joint Ads
- Dealer Meetings
- Fair and Exhibitions
- Contests and Incentives
- Sales with Gifts/Training Programs

2.6.2.1 Commercial concessions

Commercial concessions are discounts applied or agreements issued by producers in order to incite retailers to stock, advertise and exhibit their products (Belch & Belch, 2003, 560). Commercial concessions are divided into three groups. These are “purchase discount, promotion discount and shelf area fee”.

2.6.2.2 Joint ads

Joint advertisement is the sales promotion activity, in which advertising cost is shared by more than one participant. There are three types of cooperation in advertising. These are respectively horizontal cooperation, cooperation of content sponsorship in advertising and vertical cooperation in advertising (Belch & Belch, 2003, 564). Cooperation is generally established between the owner of the local retailer enterprise and producer that advertise across the country. Commercial films and texts are usually provided by the producer enterprise that advertises across the country; however, name of the retailer enterprise is also included in the advertisements.

2.6.2.3 Dealer meetings

Dealer meetings, where mutual communication is established, are organized on a regional basis. Meetings are held at times and in periods that will not hinder works. These meetings aim to evaluate the current period, review the things to be done in the forthcoming periods and create a high spirit and desire to work. Information about the new products and marketing activities is given by the producer enterprises and actions to be taken are discussed.

2.6.2.4 Fair and exhibitions

Fairs are organized in order to introduce enterprises' products. In addition to the publicity of the enterprises, exhibitions are carried out in order to increase the prestige of the enterprise and inform the buyers (Budak & Budak, 1995, 150). In fairs and exhibitions where enterprises and intermediaries meet, actors of the respective sector come together and have the opportunity of evaluating products and developments (Cengiz, 2002, 180).

2.6.2.5 Contests and incentives

Producers organize various contest and incentives in order to gain the support of retail managers and sales personnel and prompt them for higher amounts of sales and these activities may be managed by store managers or managers working for wholesalers and distributors. Producers arrange contests that give intermediaries awards like travels, trips or valuable goods in order to prompt them to meet the quota. Contests and incentives generally target the sales personnel of wholesalers, distributors, intermediaries and retailers. These sales personnel constitute a very significant bond of the distribution chain, as they know customers and market better than the producer.

2.6.2.6 Sales with gifts/training programs

Power of an enterprise is measured with the power of its employees and managers. Therefore, it is particularly important to train and guide all personnel working in the enterprise, especially the sales force (Taşkın, 1988, 27).

Enterprises give gifts to intermediary enterprises in accordance with their preferences and tastes, as well as consumers. Their purpose is to give producers gifts and prompt them to purchase a certain quantity of product.

2.7 Perception of Sales Promotion Activities

Sales promotion activities create positive and negative perceptions on consumers. Following may be the cases in which consumers gravitate towards positive or negative perception (Tek, 1999, 781):

Consumers' negative perceptions:

- i. When gone into extremes, consumers may conclude that the enterprise is not in a good state and is about to lose the competition,
- ii. It may be thought that the product is weak or about to get out of fashion and therefore it is desired to be sold off as soon as possible,
- iii. The belief that the product does not have much value may spread,
- iv. It may be perceived that the product is overpriced.

Consumers' positive perceptions:

- i. It may give the impression that the enterprise is large and settled, as sample product distributions and gift distributions require high costs,
- ii. It may create image of an enterprise that care about consumers,
- iii. It may strengthen purchase,
- iv. It may be perceived as an enterprise that cares about things other than profit.

2.8 Application and Evaluation of Sales Promotion Activities

No matter what the target group is or which technique is used, enterprises are firstly required to clarify some important points when the point is sales promotion program. A sales promotion program includes the following critical points (Odabaşı & Oyman, 2002, 219):

- i. *Developing creative ideas and practices:* The enterprise emphasizes on creative ideas that add value to the product and increase its value in the eyes of consumers in the stage of developing creative ideas and practices.
- ii. *Determining terms of participation:* In the stage of determining participants, decisions about selecting those under a certain age or selecting those who cannot participate like employees, families etc. in the enterprise applying sales promotion. It may be sometimes intended to direct the incentive to a certain group, not the whole consumer group.

- iii. *Determining the mode of distribution and incentive in sales promotion activities:* In this stage, target group and distribution are the distinctive factors. The mode of distribution appealing to each target group and cost and characteristics of each mode of distribution may be different.
- iv. *Determining the period of sales promotion activities:* Determination of the period is an extremely significant stage in sales promotion activities. If such period is too short, the activity may start fast and end fast and, in this case, most of the customers may not make use of the opportunity. Calculation of the period is very important in terms of efficiency. If the period of sales promotion activity is too long, the power of motivating consumers may decrease
- v. *Clarifying sales promotion response mechanisms:* Sales promotion response mechanisms are mechanisms for consumers to respond to a sales promotion activity in a short or long time. For example, gift presentation or price discount for a short time may create a higher response in a short time.
- vi. *Determining sales promotion budget:* Among all promotion activities, deciding on how to share the budget is extremely important and an element to be selectively determined.
- vii. *Testing and application:* If possible, it will be beneficial to perform a pretest in order to determine the amount and convenience of the incentive. However, this is not preferred much due to time and cost factors.
- viii. *Evaluating results:* The most common method in the evaluation of results is the comparison of sales before, during and after sales. In this way, impacts of sales promotion activity are determined easily without any expense.

III. A RESEARCH FOR EXAMINING CONSUMER-ORIENTED SALES PROMOTION ACTIVITIES IN TERMS OF DEMOGRAPHIC FEATURES

This chapter includes the methodology of the research, in which the topic titled “examination of consumer-oriented sales promotion activities in terms of demographical features”, and results of analyses carried out as intended and interpretations obtained on the basis of these results.

3.1 Research Methodology

Purpose, scope and type of the research will be discussed in the section of research methodology.

3.1.1 Purpose and scope of the research

Purpose of this research is to examine consumer-oriented sales promotion activities in terms of demographic features. A survey study was applied on individuals who purchase fast consumption products in supermarkets. To achieve this purpose, benefits that sales promotion activities may provide for consumers are individually discussed and it is aimed to determine who buys which product for what reason from where and by the influence of whom. In other words, this study has been carried out in order to understand whether sales promotion activities in groceries have any influence on consumers or not.

3.1.2 Type of research

In this research, qualitative and quantitative data are reviewed together. Therefore, it is both a qualitative and a quantitative research.

3.1.3 Further Research

In this study, the level of significance shown by consumers on sales promotion activities has been investigated. These activities give us some information about the impact of purchasing act of consumers. The result and analysis of this study will contribute to future studies; also it will provide data under the present circumstances for people interested in this subject. Moreover, other sales promotion activities which could not use on this study can be included on future studies in order to examine their effects on consumers.

3.2 Research Method

The section of research method includes the selection of the population, data collection method, preparation of survey questions, scales used in the research, analyses of data and findings about demographic features.

Marketing researches are categorized under three groups: exploratory, descriptive and causal researches. Considering the purpose of the research, type of this research is descriptive.

In descriptive researches, the purpose is to describe the characteristics of a population or phenomenon. Descriptive researches are initiated after determining and identifying a need for information and developing hypotheses. Descriptive research models do not get into the cause and effect relationship between variables constituting the research problem and aim to provide correct descriptions about these variables. Besides descriptions, it may also be intended to make a number of predictions about the future in descriptive research models, which are the most commonly used models in marketing researches (Yükselen, 2006, 32).

3.2.1 Selection of population and sample population

In this study, consumers shopping in supermarket chains were selected as the population. These consumers were determined by random sampling and through Internet. Survey is filled by the consumers via Survey Monkey website. This website used because it makes very easy to reach target audience and it is reliable.

People who shop and live in Istanbul were selected as the population of the research. 500 surveys were included in the analysis in order to achieve this target.

3.2.2 Data collection method

Survey technique was used as the data collection tool in the research. Electronic mail was preferred in distributing surveys to the participants. Out of 500 participants, only a total of 473 participants who answered the whole survey were evaluated in the analysis. 27 people in total were excluded from the research due to their inconsistent and missing answers. In this sense, the rate of answering all questions of the survey was determined as 94.6%. Out of the participants, 294 were female and 179 were male. Samples of the thesis based on people living in Istanbul with age range of 18-70. The survey was carried out from the beginning of October to the end of November in 2013.

3.2.3 Preparation of survey questions and scales used in the research

Participants' judgments were examined by means of five-point Likert scale according to the participation intensity on the basis of statements measuring their purchasing tendencies, attitudes and behaviors in order to find out the purchasing attitudes and behaviors of all participants in the research.

- "NONE" = 1
- "A LITTLE" = 2
- "PRETTY MUCH" = 3
- "QUITE A BIT" = 4
- "COMPLETELY" = 5

The scale is established by making use of the scale in the study done by Şakir Erdem in 2010. No material change is made in the original scale; only a number of questions are added and some questions are excluded. In other words, the scale is revised. In compliance with the purpose of the research, research survey consists of two different sections. The first section contains five questions aiming to determine the demographic features of participants. In the second section of the survey, there are 45 questions in the scale that measure the sales promotion activities.

3.2.4 Hypotheses constituting the basis of the research

Relationship between the participants' purchasing tendencies and demographic factors will be analyzed in the research. In this extent, the relationship between the purchasing behaviors and demographic features of consumers will be determined on the basis of the following hypotheses.

H1: There is a relationship between the purchasing behavior and educational level.

H2: There is a relationship between the purchasing behavior and marital status of consumers.

H3: There is a relationship between the purchasing behavior and gender of consumers.

H4: There is a relationship between the purchasing behavior and income level of consumers.

3.3 Analysis of the Data Obtained From the Research

This section of the research contains findings on the demographic features of consumer having participated in the survey, results of the reliability analysis made on the scale and T-test, Anova analysis, Factor analysis and Hypothesis results.

3.3.1 Findings of demographic features

Demographic features of consumers having participated in the survey are specified in the following tables.

Table 3.1: Gender

	Frequency	Percentage
Female	294	62.2%
Male	179	37.8%
Total	473	100.0%

As seen in the table, percentage of female participants is 62.2% and percentage of male participants is 37.8% in the survey. These percentages prove that number of female participants in the research is higher than the number of male participants.

Table 3.2: Marital Status

	Frequency	Percentage
Single	265	56.0
Married	191	40.4
Divorced	17	3.6
Total	473	100.0

As seen in the table of Marital Status, percentage of single consumers having participated in the survey is 56.0% and percentage of married consumers is 40.4%. In addition, percentage of divorced consumers is 3.6%:

Table 3.3: Educational Level

	Frequency	Percentage
Primary School Graduate	18	3.8
High School Graduate	78	16.5
Associate Degree	71	15.0
Bachelor Degree	188	39.7
Master Degree	118	24.9
Total	473	100.0

As indicated in the table of Educational Background, out of 473 participants in the research, 18 are primary school graduates and the percentage is 3.8%. Percentage of high-school graduate participants is 16.5%. Percentage of participants with associate degree is 15% and that of participants with bachelor degree is 39.7%. In addition, percentage of participants with master degree is 24.9%.

Table3.4: Income Status

	Frequency	Percentage
Less Than 1000 TL	60	12.7
1001 – 1500 TL	61	12.9
1501 – 2000 TL	67	14.2
2001 – 2500 TL	92	19.5
2501 – 3000 TL	68	14.4
Above 3001 TL	125	26.4
Total	473	100.0

As seen in the table of Income Status, out of 473 participants in the research, income status of 60 is below 1000 TL, which is the lowest option; and the constitute 12.7% of all participants. Percentage of participants with an income of 1001-1500 TL is 12.9%. Percentage of participants having an income of 1501-2000 TL is 14.2% and percentage of those having an income of 2001-2500 TL is 19.5%. Percentage of participants with an income of 2501-3000 TL is 14.4%. In addition, percentage of participants with an income above 3001 TL is 26.4.

Table 3.5:Age

Valid	Frequency	Percentage
18	7	1.5
19	12	2.5
20	22	4.7
21	10	2.1
22	14	3.0
23	20	4.2
24	22	4.7
25	23	4.9
26	28	5.9
27	31	6.6
28	23	4.9
29	17	3.6
30	19	4.0
31	8	1.7
32	17	3.6
33	25	5.3
34	11	2.3
35	12	2.5
36	8	1.7
37	13	2.7
38	14	3.0
39	3	0.6
40	6	1.3
41	6	1.3
42	12	2.5
43	10	2.1
44	7	1.5
45	10	2.1
46	6	1.3
47	5	1.1
48	6	1.3
49	2	0.4
50	5	1.1
51	1	0.2
52	1	0.2
53	4	0.8
54	1	0.2
55	3	0.6
56	1	0.2
57	6	1.3
58	3	0.6
59	5	1.1
60	3	0.6
61	1	0.2
62	2	0.4
63	1	0.2
64	3	0.6
65	2	0.4
68	1	0.2
70	1	0.2
Total	473	100.0

In the study, age is not asked with a categorical question, but with an open-ended question to the users. When an examination is made on the basis of age, it is observed that there is an intensity between the ages 23 and 28. In addition, number of participants above the age 60 is 14. According to the findings, it is seen that 309 of participants in the research is below the age 35.

3.3.2 Averages of the answers of consumers having participated in the survey to the statements

In the survey of this research, 5-point Likert scale is used. According to this scale, 1 means “none”, 2 means “a little”, 3 means “pretty much”, 4 means “quite a bit” and 5 means “completely”. Considering the averages in the foregoing table, the answers are generally gathered around the values 3 and 4, which address to uncertainty, in the 5-point Likert scale and this shows that consumers have a consistence in their attitudes and perceptions. Therefore, it is possible to claim that consumers purchase products with a consistent attitude.

Averages of the answers of sellers having participated in the survey to the statements in the survey are given in the following table appendix A.

When the study is reviewed in detail, it is seen that consumers are highly undecided in perceptions about “Discounts”. It is seen that average regarding questions of discount is 3.24 and it is very close to 3 indecisive points in the 5-point Likert Scale.

When questions about “exhibitions and presentations in the store” are examined, it is seen that the average increases. Such activities increase consumers’ attitudes and behaviors from indecisive to decisive. It is observed that the average of questions regarding exhibitions and presentations in the store is 3.89.

Average of questions regarding “Sweepstakes and Contests” and “Coupons” is 4.17 and this percentage considerably increases the purchasing tendencies of consumers.

It is observed that expressions like “Purchase One Get One Free” cause an indetermination in people’s behaviors. Average of these expressions is 3.42.

It is understood from questions regarding “Product packages” and “Sample product distribution” that they change attitudes and behaviors from indecisive to decisive. Average of questions regarding these statements is 4.02.

It is concluded that use of introductory tools like “introductions by e-mail” and “SMS and MMS” considerably influence purchasing behaviors. Average of answers to the questions regarding introductory tools like “introductions by e-mail” and “SMS and MMS” is 4.51.

3.3.3 Cross correlation tables

Cross tables are basically used for analyzing the correlation between two variables.

1. Discounts make me purchase other brands that I do not regularly purchase.

* Relationship with gender

Table 3.6: Crosstab Hypotheses 1

	Gender		Total
	Female	Male	
None	23 67.6%	11 32.4%	34 100.0%
A Little	24 52.2%	22 47.8%	46 100.0%
Pretty Much	101 65.6%	53 34.4%	154 100.0%
Quite a Bit	130 62.5%	78 37.5%	208 100.0%
Completely	16 51%	15 48.4%	31 100.0%
Total	294 62.2%	179 37.8%	473 100.0%

When the table is examined in detail;

Distribution by gender of the answers to the statement “Discounts make me purchase other brands that I do not regularly purchase” is seen. Women choose “pretty much” and “quite a bit” answers two times more than men. There is a total of 34

participants that answered this question “None”. 23 of them are “Female” and 11 are “Male” consumers. The total number of participants having given the answer “A Little” is 46 and, out of them, 24 are “Female” and 22 are “Male”. It is seen that number of participants having given the answer “Pretty Much” is 154 and 101 of them are “Female” and 53 are “Male”. Total number of participants having given the answer “Quite a Bit” is 208 and, out of this number, 130 are “Female” and 78 are “Male”. Total number of those having given the answer “Completely” is 31 and it is seen that 16 of these participants are “Female” and 15 are “Male”.

In line with these results, the following hypotheses are developed;

H0 = Answers to the statement “Discounts make me purchase other brands that I do not regularly purchase” do not differ by gender.

H1= Answers to the statement “Discounts make me purchase other brands that I do not regularly purchase” differ by gender.

Table 3.7:Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4,629 ^a	4	0,327
Likelihood Ratio	4,557	4	0,336
N of Valid Cases	473		

a. 0 cells (0%) have expected count less than 5. The minimum expected count is 11.73.

When Chi Square Independence results are examined, it is seen that the significance value on the top of the column Assymp. Sig. of the table is $p = 0.327$. As this value does not meet the requirements of $p < 0.05$, it is not possible to claim that there is a meaningful relationship between genders and answers to the statement “Discounts make me purchase other brands that I do not regularly purchase”.

Considering these findings, H_0 hypothesis is not rejected and it is concluded that answers to the statement “Discounts make me purchase other brands that I do not regularly purchase” do not differ by gender.

2. “Discounts make me purchase a product that I have never tried before.”

* Relationship with gender:

Table 3.8:Crosstab Hypothesis 2

	Gender		Total
	Female	Male	
None	18 69.2%	8 30.8%	26 100.0%
A Little	17 39.5%	26 60.5%	43 100.0%
Pretty Much	56 66.7%	28 33.3%	84 100.0%
Quite A Bit	155 64.9%	84 35.1%	239 100.0%
Completely	48 59.3%	33 40.7%	81 100.0%
Total	294 62.2%	179 37.8%	473 100.0%

When the table is examined in detail;

Distribution by gender of the answers to the statement “Discounts make me purchase a product that I have never tried before” is seen. Discounts make female purchase a product that they have never tried before. Female choose “pretty much” and “quite a bit” answers two times more than male. There is a total of 26 participants that answered this question “None”. 18 of them are “Female” and 8 are “Male” consumers. The total number of participants having given the answer “A Little” is 43 and, out of them, 17 are “Female” and 26 are “Male”. It is seen that number of participants having given the answer “Pretty

Much” is 84 and 56 of them are “Female” and 28 are “Male”. Total number of participants having given the answer “Quite a Bit” is 239 and, out of this number, 155 are “Female” and 84 are “Male”. Total number of those having given the answer “Completely” is 81 and it is seen that 48 of these participants are “Female” and 33 are “Male”.

H0 = Answers to the statement “Discounts make me purchase a product that I have never tried before” do not differ by gender.

H1 = Answers to the statement “Discounts make me purchase a product that I have never tried before” differ by gender.

Table 3.9: Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9,528 ^a	4	.049
Likelihood Ratio	9.624	4	.047
N of Valid Cases	473		

a. 0 cells (0%) have expected count less than 5. The minimum expected count is 5.68.

When Chi Square Independence results are examined, it is seen that the significance value on the top of the column Asymp. Sig. of the table is $p = 0.049$. As this value meet the requirement of $p < 0.05$, it is possible to claim that there is a meaningful relationship between gender and answers to the statement “Discounts make me purchase a product that I have never tried before”.

Considering these findings, H0 hypothesis is rejected and it is concluded that answers to the statement “Discounts make me purchase a product that I have never tried before” differ by gender.

3. “Product packages make me purchases other brands that I do not regularly purchase.”

* Relationship with Marital Status

Table 3.10: Crosstab Hypothesis 3

	Marital Status			Total
	Single	Married	Divorced	
Completely	81 48.8%	79 47.6%	6 3.6%	166 100.0%
Quite A Bit	105 54.1%	80 41.2%	9 4.6%	194 100.0%
Pretty Much	54 72.0%	19 25.3%	2 2.7%	75 100.0%
A Little	11 50.0%	11 50.0%	0 .0%	22 100.0%
None	14 87.5%	2 12.5%	0 .0%	16 100.0%
Total	265 56.0%	191 40.4%	17 3.6%	473 100.0%

When the table is examined in detail;

Distribution by marital status of the answers to the statement “Product packages make me purchases other brands that I do not regularly purchase” is seen. There is a total of 16 participants that answered this question “None”. 14 of them are Single consumers and 2 are Married consumers. Total number of participants having given the answer “A Little” is 22 and, out of them, 11 are Single and 11 are married. Total number of those

having given the answer “Pretty Much” is 74 and 54 of them are Single, 19 are Married and 2 are Divorced. The total number of participants having given the answer “Quite a Bit” is 194 and, out of them, 105 are Single and 80 are married. 9 participants of the study are Divorced. The total number of participants having given the answer “Completely” is 166 and 81 of them are Single and 76 are married. 6 participants of the study are Divorced.

H0 = Answers to the statement “Product packages make me purchases other brands that I do not regularly purchase” do not differ by marital status.

H1 = Answers to the statement “Product packages make me purchases other brands that I do not regularly purchase” differ by marital status.

Table 4.11:Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	20.159 ^a	8	.010
Likelihood Ratio	22.515	8	.004
Linear-by-Linear Association	10.758	1	.001
N of Valid Cases	473		

a. 3 cells (20,0%) have expected count less than 5. The minimum expected count is 58.

When Chi Square Independence results are examined, it is seen that the significance value on the top of the column Assymp. Sig. of the table is $p = 0.010$. As this value meet the requirement of $p < 0.05$, it is possible to claim that there is a meaningful relationship between marital status and answers to the statement “Product packages make me purchases other brands that I do not regularly purchase”.

Considering these findings, H0 hypothesis is rejected and it is concluded that answers to the statement “Product packages make me purchase other brands that I do not regularly purchase differ by marital status.

4. “Sample product distribution makes me purchase a higher quantity of the same products.”

* Relationship with Marital Status

Table 3.12: Crosstab Hypothesis 4

	Marital Status			Total
	Single	Married	Divorced	
None	7 70.0%	2 20.0%	1 10.0%	10 100.0%
A Little	18 66.7%	9 33.3%	0 .0%	27 100.0%
Pretty Much	36 50.0%	34 47.2%	2 2.8%	72 100.0%
Quite A Bit	110 55.3%	79 39.7%	10 5.0%	199 100.0%
Completely	94 57.0%	67 40.6%	4 2.4%	165 100.0%
Total	265 56.0%	191 40.4%	17 3.6%	473 100.0%

When the table is examined in detail;

Distribution by marital status of answers to the statement “Sample product distribution makes me purchase a higher quantity of the same product” is seen. There is a total of 10 participants that answered this question “None”. 7 of them are Single consumers, 2 are Married consumers and 1 is Divorced. The total number of participants

having given the answer “A Little” is 27 and, out of them, 18 are Single and 9 are married. The total number of participants having given the answer “Pretty Much” is 72 and 36 of them are Single, 34 are Married and 2 are Divorced. The total number of participants having given the answer “Quite a Bit” is 199 and, out of them, 110 are Single, 79 are Married and 10 are Divorced. The total number of those having given the answer “Completely” is 165 and 94 of them are Single and 67 are Married. 4 participants of the study are Divorced.

H0 = Answers to the statement “Sample product distribution makes me purchase a higher quantity of the same product” do not differ by marital status.

H1 = Answers to the statement “Sample product distribution makes me purchase a higher quantity of the same product” differ by marital status.

Table 3.13:Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.635 ^a	8	.470
Likelihood Ratio	8.372	8	.398
Linear-by-Linear Association	.053	1	.818
N of Valid Cases	473		

a. 4 cells (26,7%) have expected count less than 5. The minimum expected count is 36.

When Chi Square Independence results are examined, it is seen that the significance value on the top of the column Asymp. As this value does not meet the requirement of $p < 0.05$, it is not possible to claim that there is a meaningful relationship

between marital status and answers to the statement “Sample product distribution makes me purchase a higher quantity of the same product”.

Considering these findings, H0 hypothesis is rejected and it is concluded that answers to the statement “Sample product distribution makes me purchase a higher quantity of the same product” do not differ by marital status

5. “Sweepstakes and contests make me purchase a product, which I plan to purchase, at a time earlier than I have planned.”

* Relationship with Educational Level

Table 3.14:Crosstab Hypothesis 5

	EDUCATIONAL LEVEL					Total
	Primary School Graduate	High School Graduate	Associate Degree	Bachelor Degree	Graduate Degree	
None	0 .0%	4 40.0%	2 20.0%	2 20.0%	2 20.0%	10 100.0%
A Little	0 .0%	4 17.4%	6 26.1%	5 21.7%	8 34.8%	23 100.0%
Pretty Much	3 5.8%	10 19.2%	8 15.4%	22 42.3%	9 17.3%	52 100.0%
Quite A Bit	10 6.3%	28 17.6%	27 17.0%	59 37.1%	35 22.0%	159 100.0%
Completely	5 2.2%	32 14.0%	28 2.2%	100 43.7%	64 27.9%	229 100.0%
Total	18 3.8%	78 16.5%	71 15.0%	188 39.7%	118 24.9%	473 100.0%

When the table is examined in detail;

Distribution by educational level of the answers to the statement “Sweepstakes and contests make me purchase a product, which I plan to purchase, at a time earlier than I have planned” is seen. There is a total of 10 participants that answered this question “None”. 4 of them are high school graduates, 2 have associate degree, 2 have bachelor degree and 2 have master degree. There are 23 participants having given the answer “A Little”. 4 of these consumers are high school graduates, 6 have associate degree, 5 have bachelor degree and 8 have master degree. There are 52 participants having given the answer “Pretty Much”. 3 of these consumers are primary school graduates, 10 are high school graduates, 8 have associate degree, 22 have bachelor degree and 9 have master degree. There are 159 participants having given the answer “Quite a Bit”. 10 of these consumers are primary school graduates, 28 are high school graduates, 27 have associate degree, 59 have bachelor degree and 35 have master degree.

H0 = Answers given to the statement “Sweepstakes and contests make me purchase a product, which I plan to purchase, at a time earlier than I have planned.” do not differ by educational level.

H1 = Answers given to the statement “Sweepstakes and contests make me purchase a product, which I plan to purchase, at a time earlier than I have planned.” differ by educational level.

Table3.15:Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	21.878 ^a	16	.147
Likelihood Ratio	22.316	16	.133
Linear-by-Linear Association	5.493	1	.019
N of Valid Cases	473		

a. 9 cells (36,0%) have expected count less than 5. The minimum expected count is 38.

When Chi Square Independence results are examined, it is seen that the significance value on the top of the column Asymp. As this value does not meet the requirements of $p < 0.05$, it is stated there is not a meaningful relationship between education level and answers to the statement “Sweepstakes and contests make me purchase a product, which I plan to purchase, at a time earlier than I have planned.”

Considering these findings, H0 hypothesis is not rejected and it is concluded that answers to the statement “Sweepstakes and contests make me purchase a product, which I plan to purchase, at a time earlier than I have planned” do not differ by educational level.

6. “SMS and MMS make me purchase a higher quantity of the same product.”

* Relationship with Educational Level

Table 3.16 : Crosstab Hypothesis 6

	EDUCATIONAL LEVEL					Total
	Primary School Graduate	High School Graduate	Associate Degree	Bachelor Degree	Graduate Degree	
None	0 .0%	1 25.0%	2 50.0%	0 .0%	1 25.0%	4 100.0%
A Little	1 7.1%	2 14.3%	2 14.3%	4 28.6%	5 35.7%	14 100.0%
Pretty Much	4 12.5%	11 34.4%	3 9.4%	9 28.1%	5 15.6%	32 100.0%
Quite A Bit	3 2.9%	20 19.6%	21 20.6%	34 33.3%	24 23.5%	102 100.0%
Completely	10 3.1%	44 13.7%	43 13.4%	141 43.9%	83 25.9%	321 100.0%
Total	18 3.8%	78 16.5%	71 15.0%	188 39.7%	118 24.9%	473 100.0%

When the table is examined in detail;

Distribution by educational level of answers to the statement “SMS and MMS make me purchase a higher quantity of the same product” is seen. There is a total of 4 participants that answered this question “None”. 1 of them is high school graduate, 2 have associate degree and 1 has master degree. There are 14 participants having given the

answer “A Little”. 1 of these consumers is primary school graduates, 2 are high school graduates, 2 have associate degree, 4 have bachelor degree and 5 have master degree.

There are a total of 32 participants that answered this question “Pretty Much”. 4 of these consumers are primary school graduates, 11 are high school graduates, 3 have associate degree, 9 have bachelor degree and 5 have master degree.

There are a total of 102 participants that answered this question “Quite a Bit”. 3 of these consumers are primary school graduates, 20 are high school graduates, 21 have associate degree, 34 have bachelor degree and 24 have master degree.

There are a total of 321 participants that answered this question “Completely”. 10 of these consumers are primary school graduates, 44 are high school graduates, 43 have associate degree, 141 have bachelor degree and 83 have master degree.

H0 = Answers to the statement “SMS and MMS make me purchase a higher quantity of the same product” do not differ by educational level.

H1 = Answers to the statement “SMS and MMS make me purchase a higher quantity of the same product” differ by educational level.

Table 3.17: Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	30.206 ^a	16	.017
Likelihood Ratio	26.983	16	.042
Linear-by-Linear Association	7.996	1	.005
N of Valid Cases	473		

a. 12 cells (48,0%) have expected count less than 5. The minimum expected count is 15.

When Chi Square Independence results are examined, it is seen that the significance value on the top of the column Asymp. Sig. of the table is $p = 0.017$. As this value meets the requirement of $p < 0.05$, it is possible to claim that there is a meaningful relationship between educational level and answers to the statement “SMS and MMS make me purchase a higher quantity of the same product”.

Considering these findings, H_0 hypothesis is rejected and it is concluded that answers to the statement “SMS and MMS make me purchase a higher quantity of the same product” differ by educational level.

7. “Exhibitions and presentations in the store make me purchase a product, which I plan to purchase, at a time earlier than I have planned.”

* Relationship with Income Status

Table 3.18:Crosstab Hypothesis 7

	INCOME STATUS						Total
	Below 1000 TL	1001-1500TL	1501-2000 TL	2001-2500TL	2501–3000TL	Above 3001 TL	
NONE	3 15.8%	7 36.5%	0 .0%	2 10.5%	1 5.3%	6 31.6%	19 100.0%
A LITTLE	5 9.6%	5 9.6%	8 15.4%	10 19.2%	13 25.0%	11 21.2%	52 100.0%
PRETTY MUCH	15. 12.6%	11 9.2%	17 14.3%	25 21.0%	17 14.3%	34 28.6%	119 100.0%
QUITE A BIT	15. 8.2%	25 13.6%	28 15.2%	39 21.2%	24 13.6%	53 28.8%	184 100.0%
COMPLETELY	22 22.2%	13 13.1%	14 14.1%	16 16.2%	13 13.1%	21 21.2%	99 100.0%
Total	60 12.7%	61 12.9%	67 14.2%	92 19.5%	68 14.4%	125 26.4%	473 100.0%

When the table is examined in detail;

Distribution by income status of the answers to the statement “Exhibitions and presentations in the store make me purchase a product, which I plan to purchase, at a time earlier than I have planned” is seen.

There are a total of 19 participants that answered this question “None”. 3 of these participants have an income below TL 1000, 7 have an income between TL 1001 - TL 1500, 2 have an income between TL 2001 - TL 2500, 1 has an income between TL 2501 - TL 3000 and 6 have an income above TL 3001.

There are a total of 52 participants that answered this question “A Little. 5 of these consumers have an income below TL 1000 and 5 have an income between TL 1001 - TL 1500. 8 have an income between TL 1501 and TL 2000. 10 have an income between TL 2001 and TL 2500. 10 have an income between TL 2501 and TL 3000. 11 have an income above TL 3001.

There are a total of 119 participants that answered this question “Pretty Much”. 15 of these consumers have an income below TL 1000 and 11 have an income between TL 1001 - TL 1500. 17 participants have an income between TL 1501 - TL 2000 and 25 have an income between TL 2001 - TL 2500. 17 have an income between TL 2501 and TL 3000. 34 have an income above TL 3001.

There are a total of 184 participants that answered this question “Quite a Bit”. 15 of these consumers have an income below TL 1000 and 25 have an income between TL 1001 - TL 1500. 28 participants have an income between TL 1501 - TL 2000 and 39 have an income between TL 2001 - TL 2500. Furthermore, number of participants with an income between TL 2501 - TL 3000 is 24 and number of those with an income above TL 3001 is 53.

There are a total of 99 participants that answered this question “Completely”. 22 of these consumers have an income below TL 1000, 13 have an income between TL 1001 - TL 1500 and 14 have an income between TL 1501 - TL 2000. 16 consumers have an income between TL 2001 - TL 2500 and 13 have an income between TL 2501 - TL 3000. 21 have an income above TL 3001.

H0 = Answers given to the statement “Exhibitions and presentations make me purchase a product, which I plan to purchase, at a time earlier than I have planned.” do not differ by educational level.

H1 = Answers given to the statement “Exhibitions and presentations make me purchase a product, which I plan to purchase, at a time earlier than I have planned.” differ by educational level.

Table 3.19:Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	33.325 ^a	20	.031
Likelihood Ratio	32.373	20	.039
Linear-by-Linear Association	1.311	1	.252
N of Valid Cases	473		

a. 5 cells (16,7%) have expected count less than 5. The minimum expected count is 2, 41.

When Chi Square Independence results are examined, it is seen that the significance value on the top of the column Assymp. Sig. of the table is $p = 0.031$. As this value meets the requirement of $p > 0.05$, it is stated that there is a meaningful relationship between the income status and answers given to the statement “Exhibitions and

presentations in the store make me purchase a product, which I plan to purchase, at a time earlier than I have planned”.

Considering these findings, H0 hypothesis is rejected and it is concluded that answers to the statement “Exhibitions and presentations in the store make me purchase a product, which I plan to purchase, at a time earlier than I have planned” differ by income status.

3.3.4 Reliability analysis

Reliability is required for every measurement carried out and it shows the consistency between questions in a survey and the extent of scale’s reflecting the concerned question. Reliability constitutes a basis for interpretations and analyses on measurements (Kalaycı, 2006, 403).

Reliability is described as the consistency between answers given by individuals. Reliability shows to what extent the test properly measures the intended element (Büyüköztürk, 2003, 163). In this study, 5-point Likert rating technique is used and reliability analysis is performed with alpha model.

Reliability of the scale is classified as follows by Kalaycı on the basis of alpha coefficient;

In case of $0.00 \leq \alpha < 0.40$, the scale has no reliability,

In case of $0.40 \leq \alpha < 0.60$, the scale has low reliability,

In case of $0.60 \leq \alpha < 0.80$, the scale is considerably reliable,

In case of $0.80 \leq \alpha < 0.40$, the scale has high reliability.

Cronbach alpha coefficient is calculated as 0.96 in the reliability test carried out with SPSS 16.0 on the basis of 45 scale of the study.

Table 3.20:Reliability Analysis

Cronbach's Alpha	N of Items
.964	45

It is understood from this alpha that the study has a high level of reliability.

3.3.5 Results of factor analysis

3.3.5.1 Determination of factors

It is required to carry out a reliability test in order to statistically determine the accuracy and consistency of the research. The most commonly used model is Cronbach Alpha model. According to the results of the reliability test, reliability of the consumption preference scale is calculated as 0.964. This is a high ratio in terms of the reliability of the scale.

Table 3.21:KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.939
Bartlett's Test of Sphericity	Approx. Chi-Square	1.830E4
	Df	990
	Sig.	.000

H0: R=I

H1: R≠I

*As sig. value is “0,000< 0, 05”, H0 is rejected. The study carried out is deemed suitable for “Factor analysis”.

In this study, factors are determined by means principle component analysis and number of important principle components is determined as 6 according to Kaiser Criterion. Principle components are those with a variance higher than 1, as seen in the table. 6 factors are obtained, assuming that number of factors will be equal to the number of principle components. (*Appendix B*)

The foregoing table shows how many factors the scale consists of and to what extent these factors measure the intended phenomenon.

It is seen that Factor 1 measures the respective phenomenon in the rate of 39.918%.

Factor 2 measures in the rate of 7.248%,

Factor 3 measures in the rate of 5.758%,

Factor 4 measures in the rate of 4.975%,

Factor 5 measures in the rate of 4.265%,

Factor 6 measures in the rate of 3.782%.

In addition, this survey consisting of 6 Factors and 45 questions measures the consumption habits and attitudes of consumers, who participated in this study, in the rate of 65.946%.

While examining Rotated Component Matrix table, it is sought under which factor each item has the highest value. Then these items are grouped and factor structure is formed.
(Appendix C)

The following results have been obtained when values of each item in Rotated Component Matrix Table under components are examined;

Questions 41, 42, 43, 44, 45, 46, 47, 48, 49 and 50 are gathered under Factor 1.

Questions 31, 32, 33, 34, 35, 36, 37, 38, 39 and 40 are gathered under Factor 2.

16, 17, 18, 19, 20, 21, 22, 23, 24 and 25 are gathered under Factor 3.

Questions 6, 7, 8, 9 and 10 are gathered under Factor 4.

Questions 11, 12, 13, 14 and 15 are gathered under Factor 5.

Questions 26, 27, 28, 29 and 30 are gathered under Factor 6.

3.3.5.2 Naming factors

Questions 41, 42, 43, 44, 45, 46, 47, 48, 49 and 50 are gathered under Factor 1. These items measure the impact of sales activities through E-mail and SMS on consumers and therefore Factor 1 is named as factor of impact of E-mails and SMSs on consumption.

Questions 31, 32, 33, 34, 35, 36, 37, 38, 39 and 40 are gathered under Factor 2. These items measure the impact of sample product distribution and product packages on consumers and therefore Factor 2 is called as the factor of impact of Sample Products and Product Packages on consumption.

Questions 16, 17, 18, 19, 20, 21, 22, 23, 24 and 25 are gathered under Factor 3. These items measure the impact of Coupons, Sweepstakes and Contests on consumers and therefore Factor 3 is called as the factor of impact of Coupons, Sweepstakes and Contests on consumption.

Questions 6, 7, 8, 9 and 10 are gathered under Factor 4. These items measure the impact of Discounts on consumers and therefore Factor 4 named as the factor of impact of Discounts on consumption.

Questions 11, 12, 13, 14 and 15 are gathered under Factor 5. These items measure the impact of Exhibitions and Presentations in the Store on consumption and therefore Factor 5 is called as the factor of impact of Exhibitions and Presentations in the Store on consumption.

Questions 26, 27, 28, 29 and 30 are gathered under Factor 6. These items measure the impact of concepts like “Purchase One Get One Free” on consumers and therefore Factor 6 is called as the factor of the impact of concepts like “Purchase One Get One Free” on consumption.

3.3.6 Analysis of variance Anova

In order to determine whether the subjects have given answers complying with normal distribution, Kolmogorov-Smirnov normal distribution test is carried out and results are found to be compliant with normal distribution. In order to determine whether factors obtained have differences according to the demographic features of subjects, one-way analyses of variance (One Way Anova), which is one of the parametric tests. Factors like the factor of impact of E-mails and SMSs on consumption, the factor of impact of Sample Products and Product Packages on consumption, the factor of impact of Coupons, Sweepstakes and Contests on consumption, the factor of impact of Discounts on consumption, the factor of impact of Exhibitions and Presentations in the Store on consumption and the factor of impact of Free Product Distribution on consumption are put through one-way analysis of variance (One Way Anova) for independent samples according to the demographic features of answerers. The following table includes the results of analyses of variance carried out in accordance with factors and demographic features of answerers.

- Levene Homogeneity Test: Levene test indicates whether variances are homogeneous or not.

3.3.6.1 Anova results for marital status

Ho: Variances are Homogeneous according to the Marital Status

H1: Variances are not Homogeneous according to the Marital Status

Table 3.22:Levene Homogeneity Test

	Levene Statistic	df1	df2	Sig.
Factor of impact of E-mails and SMSs on consumption	6,225	2	470	0,002
Factor of impact of Sample Products and Product Packages on consumption	4,142	2	470	0,016
Factor of impact of Coupons, Sweepstakes and Contests on consumption	5,142	2	470	0,006
Factor of impact of Discounts on consumption	2,239	2	470	0,048
Factor of impact of Exhibitions and Presentations in the Store on consumption	1,986	2	470	0,138
Factor of impact of Free Product Distribution on consumption	,144	2	470	0,866

• Sig. value is above 0.05 and this shows that variances are not equal. Sig. values below 0.05 show that variances are equally distributed.

When the result of Leven homogeneity test is examined, H0 hypothesis cannot be rejected and it is stated that variances are equally distributed for the factor of impact of E-mails and SMSs on consumption, the factor of impact of Sample Products and Product Packages on consumption, the factor of impact of Discounts on consumption and the factor of impact of Coupons, Sweepstakes and Contests on consumption. For the factor of impact of Exhibitions and Presentations in the Store on consumption and the factor of impact of Free Product Distribution on consumption, H0 is rejected and variances are not homogeneously distributed.

ANOVA Analysis:

H0 = Consumers' consumption habits do not differ by Marital Status.

H1 = Consumers' consumption habits differ by Marital Status.

Table 3.23:ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Factor of impact of E-mails and SMSs on consumption	0,152	2	0,076	,076	0,927
	471,848	470	1,004		
	472,000	472			
Factor of impact of Sample Products and Product Packages on consumption	6,417	2	3,209	3,239	0,040
	465,583	470	0,991		
	472,000	472			
Factor of impact of Coupons, Sweepstakes and Contests on consumption	0,459	2	0,229	0,229	0,796
	471,541	470	1,003		
	472,000	472			
Factor of impact of Discounts on consumption	6,214	2	3,107	3,135	0,044
	465,786	470	0,991		
	472,000	472			
Factor of impact of Exhibitions and Presentations in the Store on consumption	3,387	2	1,694	1,699	0,184
	468,613	470	0,997		
	472,000	472			
Factor of impact of Free Product Distribution on consumption	3,820	2	1,910	1,918	0,148
	468,180	470	0,996		
	472,000	472			

- *H0 is rejected when $P < 0.05$*
- *H0 is accepted when $P > 0.05$*

Consumers' consumption habits do not differ by Marital Status for factors with a Sig. Value below 0.05. Therefore;

When results of Anova analysis are examined, H0 is accepted and it is stated that there is no difference between averages for factors of impact of E-mails and SMSs on consumption, impact of Coupons, Sweepstakes and Contests on consumption, impact of Exhibitions and Presentations in the Store on consumption and impact of Free Product Distribution on consumption.

When the results of Anova analysis are examined, H0 is rejected and it is stated that there is difference between averages for factors of impact of Sample Products and Product Packages on consumption and impact of Discounts on consumption.

Table 3.24:TUKEY's Test

(I) Marital Status	(J) Marital Status	Mean Difference (I-J)	Std. Error	Sig.
Single	Married	-,23654315*	,09446966	0,034
	Divorced	-,21134703	,24901568	0,673
Married	Single	,23654315*	,09446966	0,034
	Divorced	,02519612	,25190690	0,994
Divorced	Single	,21134703	,24901568	0,673
	Married	-,02519612	,25190690	0,994
Single	Married	,22902884*	,09449026	0,042
	Divorced	,25053690	,24907000	0,573
Married	Single	-,22902884*	,09449026	0,042
	Divorced	,02150806	,25196185	0,996
Divorced	Single	-,25053690	,24907000	0,573
	Married	-,02150806	,25196185	0,996

* The mean difference is significant at the 0.05 level.

In order to determine which groups lead to the differences, groups are compared to each other. Results of Tukey's test are indicated. Those included in the column of Mean Difference and having the mark "*" near them indicate the groups leading to the difference.

It is seen that groups of "SINGLE" and "MARRIED" are the groups leading to the difference for the factor of impact of Sample Products and Product Packages on consumption and the factor of impact of Discounts on consumption.

3.3.6.2 Anova results for educational level

Ho: Variances are Homogeneous according to the Educational Level

H1: Variances are not Homogeneous according to the Educational Level

Table 3.25:Levene Homogeneity Test

	Levene Statistic	df1	df2	Sig.
Factor of impact of E-mails and SMSs on consumption	3,445	4	468	0,009
Factor of impact of Sample Products and Product Packages on consumption	0,208	4	468	0,934
Factor of impact of Coupons, Sweepstakes and Contests on consumption	0,414	4	468	0,799
Factor of impact of Discounts on consumption	6,866	4	468	0,000
Factor of impact of Exhibitions and Presentations in the Store on consumption	0,385	4	468	0,019
Factor of impact of Free Product Distribution on consumption	8,306	4	468	0,000

*Sig. value is above 0.05 and this shows that variances are not equal. Sig. values below 0.05 show that variances are equally distributed

When the result of Levene homogeneity test is examined, H0 hypothesis cannot be rejected and it is stated that variances are equally distributed for the factor of impact of E-mails and SMSs on consumption, the factor of impact of Discounts on consumption and the factor of impact of Exhibitions and Presentations in the Store on consumption.

Table 3.26: ANOVA

	Sum of Squares	Df	Mean Square	F	Sig.
Factor of impact of E-mails and SMSs on consumption	8,343	4	2,086	2,105	0,079
	463,657	468	0,991		
	472,000	472			
Factor of impact of Sample Products and Product Packages on consumption	0,981	4	0,245	0,244	0,913
	471,019	468	1,006		
	472,000	472			
Factor of impact of Coupons, Sweepstakes and Contests on consumption	4,362	4	1,091	1,091	0,360
	467,638	468	0,999		
	472,000	472			
Factor of impact of Discounts on consumption	10,461	4	2,615	2,652	0,033
	461,539	468	0,986		
	472,000	472			
Factor of impact of Exhibitions and Presentations in the Store on consumption	20,672	4	5,168	5,359	0,000
	451,328	468	0,964		
	472,000	472			
Factor of impact of Free Product Distribution on consumption	6,479	4	1,620	1,628	0,166
	465,521	468	0,995		
	472,000	472			

For the factor of impact of Coupons, Sweepstakes and Contests on consumption and the factor of impact of Sample Products and Product Packages on consumption, H₀ is rejected and variances are not homogeneously distributed.

ANOVA Analysis:

H0=Consumers' consumption habits do not differ by Educational Level.

H1=Consumers' consumption habits differ by Educational Level.

- *H0 is rejected when $P < 0.05$*
- *H1 is accepted when $P > 0.05$*

Therefore;

When Anova analysis is examined, H0 is accepted and it is stated that there is no difference between averages for factors of impact of E-mails and SMSs on consumption, impact of Coupons, Sweepstakes and Contests on consumption, impact of Exhibitions and Presentations in the Store on consumption and impact of Free Product Distribution on consumption.

When the results of Anova analysis are examined, H0 is rejected and it is stated that there is difference between averages for factors of impact of Exhibitions and Presentations in the Store on consumption and impact of Discounts on consumption.

For the factor of impact of Exhibitions and Presentations in the Store on consumption and the factor of impact of Discounts on consumption, groups leading to the difference at every educational level are indicated with the mark “*”. *Appendix (D)*

3.3.6.3 Anova results for income status

Ho: Variances are Homogeneous according to the Educational Level

Hi: Variances are not Homogeneous according to the Educational Level

Table 3.27: Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
Factor of impact of E-mails and SMSs on consumption	1,835	5	467	0,105
Factor of impact of Sample Products and Product Packages on consumption	1,241	5	467	0,289
Factor of impact of Coupons, Sweepstakes and Contests on consumption	3,522	5	467	0,004
Factor of impact of Discounts on consumption	2,124	5	467	0,061
Factor of impact of Exhibitions and Presentations in the Store on consumption	0,833	5	467	0,526
Factor of impact of Free Product Distribution on consumption	2,446	5	467	0,033

*Sig. value is above 0.05 and this shows that variances are not equal. Sig. values below 0.05 show that variances are equally distributed.

When the result of Leven homogeneity test is examined, H0 hypothesis cannot be rejected and it is stated that variances are equally distributed for the factor of impact of

Sample Products and Product Packages on consumption, the factor of impact of Discounts on consumption and the factor of impact of Exhibitions and Presentations in the Store on consumption.

For the factor of impact of Coupons, Sweepstakes and Contests on consumption and the factor of impact of Free Product Distribution on consumption, H_0 is rejected and variances are not homogeneously distributed.

ANOVA Analysis:

H0 = Consumers' consumption habits do not differ by Income Status

H1 = Consumers' consumption habits differ by Income Status

Table 3.28:ANOVA

	Sum of Squares	Df	Mean Square	F	Sig.
Factor of impact of E-mails and SMSs on consumption	9,125	5	1,825	1,841	0,103
	462,875	467	0,991		
	472,000	472			
Factor of impact of Sample Products and Product Packages on consumption	11,420	5	2,284	2,316	0,043
	460,580	467	0,986		
	472,000	472			
Factor of impact of Coupons, Sweepstakes and Contests on consumption	14,235	5	2,847	2,904	0,014
	457,765	467	0,980		
	472,000	472			
Factor of impact of Discounts on consumption	11,900	5	2,380	2,416	0,035
	460,100	467	0,985		
	472,000	472			
Factor of impact of Exhibitions and Presentations in the Store on consumption	4,893	5	0,979	0,978	0,430
	467,107	467	1,000		
	472,000	472			
Factor of impact of Free Product Distribution on consumption	19,016	5	3,803	3,921	0,002
	452,984	467	0,970		
	472,000	472			

- *H0 is rejected when $P < 0.05$*
- *H0 is accepted when $P > 0.05$*

Therefore;

When ANOVA analysis is examined, H0 is accepted and it is stated that there is no difference between averages for factors of impact of E-mails and SMSs on consumption and impact of Exhibitions and Presentations in the Store on consumption.

When the results of ANOVA analysis are examined, H0 is rejected and it is stated that there is difference between averages for factors of impact of Coupons, Sweepstakes and Contests on consumption, impact of Sample Products and Product Packages on consumption, impact of Free Product Distribution on consumption and impact of Discounts on consumption.

For factors of impact of Sample Products and Product Packages on consumption, impact of Coupons, Sweepstakes and Contests on Consumption, impact of Free Product Distribution on consumption and impact of Discounts on consumption, groups leading to difference at each income status are indicated with the mark “*”. *Appendix (E)*

CONCLUSION

The main purpose of this thesis study is to reveal to what extent today's consumers are influenced by the sales promotion activities at points of purchase. Companies are required to constantly keep up with changes and developments in these days of intensive competition. Companies want their products to be preferred and purchased. In such an environment, sales promotion activities are carried out in order to attract the attention of consumers, raise the awareness of consumers about services and products, stimulate trial of services and products and ensure that consumers purchase products again.

In this study, all aspects of sales promotion activities are examined. A literature search is carried out and firstly consumer behaviors and factors influencing these behaviors are discussed in detail. The reason is that it is important to know consumers better and learn consumer's behaviors for companies willing to predict consumers' desires and needs exactly. In the next section, types of purchasing behavior, processes of deciding to purchase, consumers' shopping habits and sales promotion activities encountered during shopping are mentioned. Survey questions are prepared and applied on the basis of these sections. It is determined that reliability coefficients of this scale and rates of explained variance are at a satisfactory level. Furthermore, these questions prepared are evaluated by consumers within a sample and the data obtained has high reliability.

SPSS 16.0 for Windows Statistical Package is used in the research developed by Prof. Dr. Şakir Erdem with the purpose of examining consumer behaviors and sales promotion activities in terms of demographical features. The research is found to be

reliable in Cronbach Alpha reliability test. Frequency and frequency percentage distribution, sample adequacy measure, total explained variance, normality test, chi square, reliability tests and One-way Anova analyses are used in the research. Certain factors are found by conducting a factor analysis and they are named in a way to preserve the integrity of the study. Furthermore, frequency distribution is applied to all variables.

In consideration to the demographic features of consumers having participated in the research, 62% of participants are female and 38% are male. Participation of those between the ages of 23 and 28 is higher. Considering the income status, those with an income of “TL 3001 and above” have the highest share with a rate of 26.4%. Almost 40% of consumers have bachelor degree. Considering the marital status, number of single participants is 265. Consumer-oriented sales promotion activities include Discounts, Exhibitions and Presentations in the Store, Coupons, Sweepstakes and Contests, Purchase One Get One Free, Product Packaging, Sample Product Distribution, Introductions by E-mail and SMS and MMS.

In the research, 119 out of 294 women and only 65 of 179 men give the answer “Pretty Much” to the statement “Discounts make me purchase a higher quantity of the same product”. In this case, women purchase a higher quantity of the same product when compared to men. “Discounts make me purchase other brands that I do not regularly purchase” do not differ by gender. However “Discounts make me purchase a product that I have never tried before” differ by gender. As understood from the result, when the other statement is examined, it is seen there is a difference between genders in terms of purchasing a product, which has never been tried before, in case of discounts. In other

words, women purchase a product that they have never tried and men do not. This may be the exact opposite. The important thing is the difference between cases. In consideration to the relationship between gender and the statement “Discounts make me purchase a product that I have never tried before”, the total number of participants having given the answer “None” is 26. 18 of them are female consumers and 8 are male consumers. The total number of those having given the answer “Completely” is 81 and, out of them, 48 are women and 33 are men. To express in detail, there is a considerable indetermination in perception about “Discounts”. As the average of statements regarding discounts is 3.24, it is seen that it is closer to the 3 close point.

71 participants, who have chosen the option “Pretty Much” in the age range 18-26, purchase products of other brands they do not regularly purchase thanks to the activities of “Exhibitions and presentations in the store”. 71 of participants in the age range 27-38 are influenced by “Exhibitions and presentations in the store” and purchase the product at an earlier time than they have planned. 37 participants in the age range 39-49 are influenced by these activities and purchase a higher quantity of the same product. 15 of those above the age 50 are convinced to purchase products that they have never tried before as a result of these activities. Considering the averages of answers to the all statements regarding “Exhibitions and presentations in the store”, it is seen that the average is on the rise. Such activities increase consumers’ attitudes and behaviors from indecisive to decisive.

44 of the participants, who are primary school and high school graduates, gravitate towards brands other than the ones that they regularly purchase, as a result of coupon activities. 105 of those with associate or bachelor degree have chosen the option

“Completely” and it is concluded that they purchase products at an earlier time than they have planned. 48 of 118 participants with master degree spend more money because of “Coupons” every time they go to a super market.

There is a total of 229 participants having given the answer “Completely” to the statement “Sweepstakes and contests make me purchase a product, which I plan to purchase, at a time earlier than I have planned.” with regard to the distribution by educational level. 100 of these participants have bachelor degree, 64 have master degree, 32 are high school graduates, 28 have associate degree and 5 are primary school graduates.

In the answers of consumers having participated in the survey, it is seen that average of “Sweepstakes and Contests” and “Coupons” statements is 4.17 and this rate indicates that consumers have a high tendency to purchase. On the other hand, “Completely” is the most common answer given to the statement “Sweepstakes and Contests make me purchase other brands that I do not regularly purchase.” 79 of answerers are women and 26 are men.

In the statement “Purchase One Get One Free”, the average shows that it leads to indetermination in the behaviors of consumers. When the results are reviewed, “Pretty Much” is the most common answer to the statement “Expressions like Purchase One Get One Free make me purchase a product that I have never tried before”. Out of 202 participants having given this answer, 132 are women and 70 are men. In this sense, we may conclude that “Women are influenced more by expressions like Purchase One Get

One Free and this activity have prompted women to purchase products that they have never tried before”.

When relationship between marital status and the statement “Product packages make me purchase other brands that I do not regularly purchase” is examined, 16 participants have given the answer “None” and 194 participants have given the answer “Pretty Much”. Out of 16 people having given the answer “None”, 14 are Single and 2 are married. Out of 194 people having given the answer “Pretty Much”, 105 are Single, 80 are Married and 9 are Divorced. Considering the Chi Square independence result, “Product packages make me purchase other brands that I do not regularly purchase” differs by marital status. It is seen that purchase of a product, which is not regularly purchased, only for its package is related to marital status. It is concluded that answers given differ by marital status. It is determined that there is no relationship between marital status and answers given to the statements regarding is “Sample product distribution makes me purchase a higher quantity of the same products.” However, if we examine the average results, it is understood from the questions regarding “Sample product distribution” that consumers’ attitudes and behavior change from indecisive to decisive.

It is observed that purchasing behavior of consumers is considerably influenced by the use of introductory tools like “Introductions by e-mail” and “SMS and MMS”. Average of answers to questions regarding introductory tools like introductions by e-mail and SMS and MMS is 4.60. Research proves that ‘Mobile marketing’ applications of retail chains, encourage consumers and have a positive effect on sales points. When examined in detail, it is concluded that answers to the statement “SMS and MMS make me purchase a higher

quantity of the same product” differ by educational level. In consideration to the distribution of the answerers of this statement, there is a total of 4 participants having chosen the option “None”. There is a total of 14 participants in total having given the answer “A Little”. 32 participants in total have given the answer “Pretty Much”. 102 participants in total have given the answer “Quite a Bit”. Total number of those having given the answer “Completely” is 321. 10 out of them are primary school graduates, 44 are high school graduates, 43 have associate degree, 83 have bachelor degree and 141 have master degree.

People participated by the thesis were determined by random sampling and through Internet. Samples of the thesis based on people living in Istanbul with age range of 18-70. Therefore there is the possibility to get different results, if a thesis will be held in a different city. Hence samples that from wider geographical area have ability to represent main community can be chosen for researches which have similar subject. On this survey, we have been benefited from the scale on “Sales promotion activities influence customer behavior” thesis of Asst. Prof. Sakir Erdem, which was conducted in 2010. Mostly it has been kept like as the original however it has just revised by adding a few questions. Factors that are important for consumers evaluated regarding five points scale. While the number five means “Completely“, four means “Quite a bit”, three as “Pretty much“ , two as “A little” and one means “None”. Another limitation on the survey is the number of women participating in the survey is higher than men. If the number of women and men participating on survey arrange in close numbers on next thesis, more effective results would be taken. The biggest part as %39.7 of the thesis occupied by the people has

university degree. Despite the fact that “discounts” has been identified as the most important sales promotion activity on Sakir Erdem’s thesis, the most important sales promotion activity is “SMS and MMS and E-mail on this study.

Based on the data obtained from the research, it has been seen that “Discounts”, “Buy one get one free” and “Exhibitions and presentations in the store” activities attract consumers attention. For this reason, this kind of activities should make more often. Also it has been observed that consumers extremely attracted by activities as “Introductions by e-mail” and “SMS and MMS”, “Product packages”, “Sweepstakes and contests”, “Coupons” and “Sample product distribution” Therefore, companies would determine marketing strategies in order to be successful in this area.

According to data from study and regarding the result of analysis applied, it can be advised to retail companies to use more sales promotion activities. We can advise to make some methods convenient especially “buy one and get one free” and “Exhibitions and presentations”. Also we can advise that these methods should use in right time and right place. Focusing more on price discounts would be beneficial for production companies. However, if companies use only one of the methods permanently, it would not enough to actualize companies’ marketing purposes. A program conducted with promotions and other sales promotion activities would be more successful.

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ANNEXES A

Statements measuring ethical perception	N	Average
6. Discounts make me purchase other brands that I do not regularly purchase.	473	3.33
7. Discounts make me purchase a product, which I plan to purchase, at a time earlier than I have planned.	473	2.63
8. Discounts make me purchase a higher quantity of the same products.	473	3.30
9. Discounts make me purchase a product that I have never tried before.	473	3.65
10. Discounts make me spend more money every time I go to a supermarket.	473	3.32
11. Exhibitions and presentations in the store make me purchase other brands that I do not regularly purchase.	473	3.87
12. Exhibitions and presentations in the store make me purchase a product, which I plan to purchase, at a time earlier than I have planned.	473	3.62
13. Exhibitions and presentations in the store make me purchase a higher quantity of the same products.	473	4.02
14 Exhibitions and presentations in the store make me purchase a product that I have never tried before.	473	4.01
15. Exhibitions and presentations in the store make me spend more money every time I go to a supermarket.	473	3.94
16. Coupons make me purchase other brands that I do not regularly purchase.	473	4.16
17. Coupons make me purchase a product, which I plan to purchase, at a time earlier than I have planned.	473	3.99
18. Coupons make me purchase a higher quantity of the same products.	473	4.10
19. Coupons make me purchase a product that I have never tried before.	473	4.16
20. Coupons make me spend more money every time I go to a supermarket.	473	4.17
21. Sweepstakes and contests make me purchase other brands that I do not regularly purchase.	473	4.21

22. Sweepstakes and contests make me purchase a product, which I plan to purchase, at a time earlier than I have planned.	473	4.21
23. Sweepstakes and contests make me purchase a higher quantity of the same products.	473	4.22
24. Sweepstakes and contests make me purchase a product that I have never tried before.	473	4.22
25. Sweepstakes and contests make me spend more money every time I go to a supermarket.	473	4.31
26. Expressions like “Purchase One Get One Free” make me purchase other brands that I do not regularly purchase.	473	3.48
27. Expressions like “Purchase One Get One Free” make me purchase a product, which I plan to purchase, at a time earlier than I have planned.	473	3.11
28. Expressions like “Purchase One Get One Free” make me purchase a higher quantity of the same products.	473	3.28
29. Expressions like “Purchase One Get One Free” make me purchase a product that I have never tried before.	473	3.74
30. Expressions like “Purchase One Get One Free” make me spend more money every time I go to a supermarket.	473	3.51
31. Product packages make me purchase other brands that I do not regularly purchase.	473	4.00
32. Product packages make me purchase a product, which I plan to purchase, at a time earlier than I have planned.	473	4.10
33. Product packages make me purchase a higher quantity of the same products.	473	4.24
34. Product packages make me purchase a product that I have never tried before.	473	4.08
35. Product packages make me spend more money every time I go to a supermarket.	473	4.23
36. Sample product distribution makes me purchase other brands that I do not regularly purchase.	473	3.84

37. Sample product distribution makes me purchase a product, which I plan to purchase, at a time earlier than I have planned.	473	3.84
38. Sample product distribution makes me purchase a higher quantity of the same products.	473	4.02
39. Sample product distribution makes me purchase a product that I have never tried before.	473	3.77
40. Sample product distribution makes me spend more money every time I go to a supermarket.	473	4.08
41. Introductions by e-mail make me purchase other brands that I do not regularly purchase.	473	4.46
42. Introductions by e-mail make me purchase a product, which I plan to purchase, at a time earlier than I have planned.	473	4.34
43. Introductions by e-mail make me purchase a higher quantity of the same products.	473	4.52
44. Introductions by e-mail make me purchase a product that I have never tried before.	473	4.51
45. Introductions by e-mail make me spend more money every time I go to a supermarket.	473	4.60
46. SMS and MMS make me purchase other brands that I do not regularly purchase.	473	4.52
47. SMS and MMS make me purchase a product, which I plan to purchase, at a time earlier than I have planned.	473	4.42
48. SMS and MMS make me purchase a higher quantity of the same products.	473	4.53
49. SMS and MMS make me purchase a product that I have never tried before.	473	4.60
50. SMS and MMS make me spend more money every time I go to a supermarket.	473	4.59

ANNEXES B

Eigenvalues of Factors and Percentages of Explained Variances

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	17,96	39,918	39,918	17,963	39,918	39,918	6,526	14,501	14,501
2	3,262	7,248	47,166	3,262	7,248	47,166	6,263	13,917	28,418
3	2,591	5,758	52,924	2,591	5,758	52,924	5,301	11,780	40,198
4	2,239	4,975	57,899	2,239	4,975	57,899	4,575	10,167	50,365
5	1,919	4,265	62,164	1,919	4,265	62,164	3,645	8,100	58,465
6	1,702	3,782	65,946	1,702	3,782	65,946	3,366	7,481	65,946
7	,906	2,977	68,923						
8	,902	2,680	71,603						
9	,892	2,538	74,141						
10	,890	2,311	76,452						
11	,887	1,972	78,424						
12	,712	1,583	80,007						
13	,598	1,329	81,336						
14	,595	1,322	82,657						
15	,506	1,123	83,781						
16	,482	1,070	84,851						
17	,464	1,032	85,883						
18	,427	,950	86,833						
19	,394	,876	87,709						
20	,379	,841	88,550						
21	,366	,813	89,363						
22	,338	,752	90,115						
23	,328	,729	90,845						
24	,305	,679	91,523						
25	,292	,649	92,172						
26	,278	,618	92,790						
27	,256	,570	93,360						
28	,247	,550	93,910						
29	,237	,526	94,436						

30	,217	,482	94,919					
31	,206	,458	95,377					
32	,200	,444	95,821					
33	,198	,440	96,260					
34	,194	,431	96,691					
35	,184	,409	97,101					
36	,171	,380	97,481					
37	,164	,366	97,847					
38	,150	,333	98,180					
39	,146	,325	98,505					
40	,138	,306	98,811					
41	,125	,279	99,090					
42	,116	,257	99,347					
43	,103	,228	99,575					
44	,101	,224	99,799					
45	,091	,201	100,000					

Extraction Method: Principal Component Analysis.

ANNEXES C

Rotated Component Matrix^a

	Component					
	1	2	3	4	5	6
Discounts makes me purchase other brands that I do not regularly purchase.	,076	,066	,143	,573	,147	,174
Discounts make me purchase a product, which I plan to purchase, at a time earlier than I have planned.	,028	,088	,084	,571	,165	,082
Discounts make me purchase a higher quantity of the same products.	,079	,048	,096	,682	,157	,244
Discounts make me purchase a product that I have never tried before.	,090	,210	,146	,589	,320	,057
Discounts make me spend more money every time I go to a supermarket.	,090	,158	,125	,469	,364	,226
Exhibitions and presentations in the store makes me purchase other brands that I do not regularly purchase.	,076	,266	,135	,186	,625	,318
Exhibitions and presentations in the store make me purchase a product, which I plan to purchase, at a time earlier than I have planned.	,134	,182	,102	,496	,503	,051
Exhibitions and presentations in the store make me purchase a higher quantity of the same products.	,162	,279	,123	,452	,471	,092
Exhibitions and presentations in the store make me purchase products that I have never tried before.	,118	,197	,126	,090	,682	,248
Exhibitions and presentations in the store make me spend more money every time I go to a supermarket.	,208	,230	,160	,120	,663	,260
Coupons make me purchase other brands that I do not regularly purchase.	,141	,192	,629	,207	,442	,032
Coupons make me purchase a product, which I plan to purchase, at a time earlier than I have planned.	,223	,140	,596	,390	,354	-,105
Coupons make me purchase a higher quantity of the same products.	,163	,101	,563	,426	,418	-,033

Coupons make me purchase a product that I have never tried before.	,166	,148	,590	,016	,451	,146
Coupons make me spend more money every time I go to a supermarket.	,336	,156	,549	,068	,463	,151
Sweepstakes and contests make me purchase other brands that I do not regularly purchase.	,237	,250	,731	,096	,090	,286
Sweepstakes and contests make me purchase a product, which I plan to purchase, at a time earlier than I have planned.	,238	,271	,696	,339	-,061	,165
Sweepstakes and contests make me purchase a higher quantity of the same products.	,179	,315	,723	,317	-,055	,165
Sweepstakes and contests make me purchase a product that I have never tried before.	,186	,284	,746	,012	,099	,335
Sweepstakes and contests make me spend more money every time I go to a supermarket.	,254	,336	,672	,071	,112	,259
Expressions like “Purchase One Get One Free” make me purchase other brands that I do not regularly purchase.	,169	,217	,288	,353	,100	,599
Expressions like “Purchase One Get One Free” make me purchase a product, which I plan to purchase, at a time earlier than I have planned.	,158	,153	,204	,287	,017	,711
Expressions like “Purchase One Get One Free” make me purchase a higher quantity of the same products.	,128	,162	,169	,269	,030	,776
Expressions like “Purchase One Get One Free” make me purchase products that I have never tried before.	,191	,240	,200	,327	,157	,645
Expressions like “Purchase One Get One Free” make me spend more money every time I go to a supermarket.	,219	,234	,133	,457	,151	,528
Product packages make me purchase other brands that I do not regularly purchase.	,172	,668	,212	,050	,184	,348
Product packages make me purchase a product, which I plan to purchase, at a time earlier than I have planned.	,199	,629	,105	,365	,143	,149

Product packages make me purchase a higher quantity of the same products.	,245	,644	,126	,279	,166	,084
Product packages make me purchase a product that I have never tried before.	,108	,677	,174	-,035	,228	,310
Product packages make me spend more money every time I go to a supermarket.	,227	,742	,136	,020	,231	,204
Sample product distribution makes me purchase other brands that I do not regularly purchase.	,150	,766	,216	,099	,110	,058
Sample product distribution makes me purchase a product, which I plan to purchase, at a time earlier than I have planned.	,225	,689	,204	,344	,041	-,030
Sample product distribution makes me purchase a higher quantity of the same products.	,225	,693	,250	,334	,082	,005
Sample product distribution makes me purchase a product that I have never tried before.	,130	,725	,146	,016	,115	,119
Sample product distribution makes me spend more money every time I go to a supermarket.	,306	,652	,229	,066	,157	,111
Introductions by e-mail make me purchase other brands that I do not regularly purchase.	,732	,205	,222	-,003	,216	,053
Introductions by e-mail make me purchase a product, which I plan to purchase, at a time earlier than I have planned.	,715	,201	,183	,329	,134	-,164
Introductions by e-mail make me purchase a higher quantity of the same products.	,683	,255	,171	,300	,251	-,114
Introductions by e-mail make me purchase a product that I have never tried before.	,689	,212	,260	-,006	,267	,010
Introductions by e-mail make me spend more money every time I go to a supermarket.	,696	,259	,252	-,013	,299	-,020
SMS and MMS make me purchase other brands that I do not regularly purchase.	,788	,198	,173	,041	,034	,300

SMS and MMS make me purchase a product, which I plan to purchase, at a time earlier than I have planned.	,723	,117	,112	,364	-,042	,078
SMS and MMS make me purchase a higher quantity of the same products.	,740	,182	,131	,332	-,098	,155
SMS and MMS make me purchase a product that I have never tried before.	,782	,162	,107	-,008	,068	,337
SMS and MMS make me spend more money every time I go to a supermarket.	,743	,158	,065	,003	,069	,308

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 8 iterations.

ANNEXES D

Dependent Variable	EDUCATIONAL LEVEL	(J) EDUCATIONAL LEVEL	Mean Difference (I-J)	Std. Error	Sig.
Factor of impact of Discounts on consumption	PRIMARY SCHOOL GRADUATE	HIGH SCHOOL GRADUATE	-0,27981015	0,25967683	0,818
		ASSOCIATE DEGREE	-0,58665772	0,26206602	0,167
		BACHELOR DEGREE	-,58957218*	0,24501889	0,115
		MASTER DEGREE	-,53440546*	0,25128891	0,21
	HIGH SCHOOL GRADUATE	PRIMARY SCHOOL GRADUATE	0,27981015	0,25967683	0,818
		ASSOCIATE DEGREE	-0,30684757	0,16289126	0,328
		BACHELOR DEGREE	-0,30976204	0,1337506	0,142
		MASTER DEGREE	-0,25459532	0,14491751	0,4
	ASSOCIATE DEGREE	PRIMARY SCHOOL GRADUATE	0,58665772	0,26206602	0,167
		HIGH SCHOOL GRADUATE	0,30684757	0,16289126	0,328
		BACHELOR DEGREE	-0,00291446	0,13833208	1
		MASTER DEGREE	0,05225225	0,14915639	0,997
	BACHELOR DEGREE	PRIMARY SCHOOL GRADUATE	,58957218*	0,24501889	0,115
		HIGH SCHOOL GRADUATE	0,30976204	0,1337506	0,142
		ASSOCIATE DEGREE	0,00291446	0,13833208	1
		MASTER DEGREE	0,05516672	0,11663313	0,99
	GRADUATE DEGREE	PRIMARY SCHOOL GRADUATE	,53440546*	0,25128891	0,21
		HIGH SCHOOL GRADUATE	,25459532*	0,14491751	0,4
		ASSOCIATE DEGREE	-0,05225225	0,14915639	0,997
		BACHELOR DEGREE	-0,05516672	0,11663313	0,99
Factor of impact of Exhibitions and Presentations in the Store on consumption	PRIMARY SCHOOL GRADUATE	HIGH SCHOOL GRADUATE	0,15474102	0,2567882	0,975
		ASSOCIATE DEGREE	0,473598	0,25915081	0,359
		BACHELOR DEGREE	0,49098361	0,24229332	0,255
		MASTER DEGREE	,74442770*	0,24849359	0,024
	HIGH SCHOOL GRADUATE	PRIMARY SCHOOL GRADUATE	-0,15474102	0,2567882	0,975
		ASSOCIATE DEGREE	0,31885698	0,16107927	0,278
		BACHELOR	0,33624258	0,13226276	0,083

	DEGREE			
	MASTER DEGREE	,58968668*	0,14330546	0
ASSOCIATE DEGREE	PRIMARY SCHOOL GRADUATE	-0,473598	0,25915081	0,359
	HIGH SCHOOL GRADUATE	-0,31885698	0,16107927	0,278
	BACHELOR DEGREE	0,0173856	0,13679329	1
	MASTER DEGREE	0,2708297	0,14749718	0,354
BACHELOR DEGREE	PRIMARY SCHOOL GRADUATE	-0,49098361	0,24229332	0,255
	HIGH SCHOOL GRADUATE	-0,33624258	0,13226276	0,083
	ASSOCIATE DEGREE	-0,0173856	0,13679329	1
	MASTER DEGREE	0,2534441	0,11533571	0,182
MASTER DEGREE	PRIMARY SCHOOL GRADUATE	-,74442770*	0,24849359	0,024
	HIGH SCHOOL GRADUATE	-,58968668*	0,14330546	0
	ASSOCIATE DEGREE	-0,2708297	0,14749718	0,354
	BACHELOR DEGREE	-0,2534441	0,11533571	0,182

ANNEXES E

Dependent Variable	(I) GELİR DURUMU	(J) GELİR DURUMU	Mean Difference (I-J)	Std. Error	Sig.
Örnek Ürün ve Ürün Ambalajlarının tüketimi etkileme faktörü	1000 TL ALTI	1001 TL - 1500 TL	0,00583436	0,18057026	1
		1501 TL - 2000 TL	0,17001278	0,17651553	0,929
		2001 TL - 2500 TL	-0,01599062	0,16479587	1
		2501 TL - 3000 TL	0,22883102	0,17590127	0,785
		3001 TL ÜSTÜ	-0,21727067	0,15597296	0,731
	1001 TL - 1500 TL	1000 TL ALTI	-0,00583436	0,18057026	1
		1501 TL - 2000 TL	0,16417842	0,17575057	0,938
		2001 TL - 2500 TL	-0,02182498	0,16397626	1
		2501 TL - 3000 TL	0,22299666	0,17513363	0,8
		3001 TL ÜSTÜ	-0,22310503	0,15510672	0,703
	1501 TL - 2000 TL	1000 TL ALTI	-0,17001278	0,17651553	0,929
		1001 TL - 1500 TL	-0,16417842	0,17575057	0,938
		2001 TL - 2500 TL	-0,1860034	0,15950023	0,853
		2501 TL - 3000 TL	0,05881824	0,17095	0,999
		3001 TL ÜSTÜ	-0,38728345	0,15036691	0,105
	2001 TL - 2500 TL	1000 TL ALTI	0,01599062	0,16479587	1
		1001 TL - 1500 TL	0,02182498	0,16397626	1
		1501 TL - 2000 TL	0,1860034	0,15950023	0,853
		2501 TL - 3000 TL	0,24482164	0,15882019	0,638
		3001 TL ÜSTÜ	-0,20128005	0,13641905	0,68
	2501 TL - 3000 TL	1000 TL ALTI	-0,22883102	0,17590127	0,785
		1001 TL - 1500 TL	-0,22299666	0,17513363	0,8
		1501 TL - 2000 TL	-0,05881824	0,17095	0,999
		2001 TL - 2500 TL	-0,24482164	0,15882019	0,638
		3001 TL ÜSTÜ	-,44610169*	0,14964537	0,036
	3001 TL ÜSTÜ	1000 TL ALTI	0,21727067	0,15597296	0,731
		1001 TL - 1500 TL	0,22310503	0,15510672	0,703
		1501 TL - 2000 TL	0,38728345	0,15036691	0,105
		2001 TL - 2500 TL	0,20128005	0,13641905	0,68
		2501 TL - 3000 TL	,44610169*	0,14964537	0,036
Kupon, Çekiliş ve Yarışmaların tüketimi etkileme faktörü	1000 TL ALTI	1001 TL - 1500 TL	-0,43099473	0,18001756	0,16
		1501 TL - 2000 TL	-0,39835506	0,17597524	0,211
		2001 TL - 2500 TL	-0,39085748	0,16429146	0,166
		2501 TL - 3000 TL	-0,24087538	0,17536287	0,743
		3001 TL ÜSTÜ	-,56114549*	0,15549555	0,005
	1001 TL - 1500 TL	1000 TL ALTI	0,43099473	0,18001756	0,16
		1501 TL - 2000 TL	0,03263968	0,17521263	1
		2001 TL - 2500 TL	0,04013725	0,16347435	1
		2501 TL - 3000 TL	0,19011935	0,17459758	0,886
		3001 TL ÜSTÜ	-0,13015075	0,15463197	0,96
	1501 TL - 2000 TL	1000 TL ALTI	0,39835506	0,17597524	0,211
		1001 TL - 1500 TL	-0,03263968	0,17521263	1
		2001 TL - 2500 TL	0,00749757	0,15901203	1
		2501 TL - 3000 TL	0,15747967	0,17042675	0,94
		3001 TL ÜSTÜ	-0,16279043	0,14990666	0,887

		1000 TL ALTI	0,39085748	0,16429146	0,166
	2001 TL - 2500 TL	1001 TL - 1500 TL	-0,04013725	0,16347435	1
		1501 TL - 2000 TL	-0,00749757	0,15901203	1
		2501 TL - 3000 TL	0,1499821	0,15833406	0,934
		3001 TL ÜSTÜ	-0,170288	0,13600149	0,811
	2501 TL - 3000 TL	1000 TL ALTI	0,24087538	0,17536287	0,743
		1001 TL - 1500 TL	-0,19011935	0,17459758	0,886
		1501 TL - 2000 TL	-0,15747967	0,17042675	0,94
		2001 TL - 2500 TL	-0,1499821	0,15833406	0,934
		3001 TL ÜSTÜ	-0,3202701	0,14918732	0,265
	3001 TL ÜSTÜ	1000 TL ALTI	,56114549*	0,15549555	0,005
		1001 TL - 1500 TL	0,13015075	0,15463197	0,96
		1501 TL - 2000 TL	0,16279043	0,14990666	0,887
		2001 TL - 2500 TL	0,170288	0,13600149	0,811
		2501 TL - 3000 TL	0,3202701	0,14918732	0,265
Fiyat İndirimlerinin tüketimi etkileme faktörü	1000 TL ALTI	1001 TL - 1500 TL	0,23011528	0,18047623	0,799
		1501 TL - 2000 TL	0,18882288	0,17642361	0,893
		2001 TL - 2500 TL	0,25464757	0,16471006	0,635
		2501 TL - 3000 TL	,59041933*	0,17580967	0,011
		3001 TL ÜSTÜ	0,24351467	0,15589174	0,624
	1001 TL - 1500 TL	1000 TL ALTI	-0,23011528	0,18047623	0,799
		1501 TL - 2000 TL	-0,04129241	0,17565905	1
		2001 TL - 2500 TL	0,02453229	0,16389087	1
		2501 TL - 3000 TL	0,36030404	0,17504244	0,311
		3001 TL ÜSTÜ	0,01339939	0,15502596	1
	1501 TL - 2000 TL	1000 TL ALTI	-0,18882288	0,17642361	0,893
		1001 TL - 1500 TL	0,04129241	0,17565905	1
		2001 TL - 2500 TL	0,06582469	0,15941718	0,998
		2501 TL - 3000 TL	0,40159645	0,17086098	0,176
		3001 TL ÜSTÜ	0,05469179	0,15028861	0,999
	2001 TL - 2500 TL	1000 TL ALTI	-0,25464757	0,16471006	0,635
		1001 TL - 1500 TL	-0,02453229	0,16389087	1
		1501 TL - 2000 TL	-0,06582469	0,15941718	0,998
		2501 TL - 3000 TL	0,33577175	0,15873748	0,281
		3001 TL ÜSTÜ	-0,0111329	0,13634801	1
	2501 TL - 3000 TL	1000 TL ALTI	-,59041933*	0,17580967	0,011
		1001 TL - 1500 TL	-0,36030404	0,17504244	0,311
		1501 TL - 2000 TL	-0,40159645	0,17086098	0,176
		2001 TL - 2500 TL	-0,33577175	0,15873748	0,281
		3001 TL ÜSTÜ	-0,34690466	0,14956744	0,188
	3001 TL ÜSTÜ	1000 TL ALTI	-0,24351467	0,15589174	0,624
		1001 TL - 1500 TL	-0,01339939	0,15502596	1
		1501 TL - 2000 TL	-0,05469179	0,15028861	0,999
		2001 TL - 2500 TL	0,0111329	0,13634801	1
		2501 TL - 3000 TL	0,34690466	0,14956744	0,188
Bedava Ürün Dağıtımının tüketimi etkileme faktörü	1000 TL ALTI	1001 TL - 1500 TL	-0,29471194	0,17907516	0,569
		1501 TL - 2000 TL	-0,11637718	0,175054	0,986
		2001 TL - 2500 TL	-0,40127929	0,16343138	0,14
		2501 TL - 3000 TL	-,51155810*	0,17444483	0,041

		3001 TL ÜSTÜ	-,56578377*	0,15468152	0,004
	1001 TL - 1500 TL	1000 TL ALTI	0,29471194	0,17907516	0,569
		1501 TL - 2000 TL	0,17833475	0,17429538	0,91
		2001 TL - 2500 TL	-0,10656735	0,16261855	0,987
		2501 TL - 3000 TL	-0,21684616	0,17368355	0,813
		3001 TL ÜSTÜ	-0,27107183	0,15382246	0,491
	1501 TL - 2000 TL	1000 TL ALTI	0,11637718	0,175054	0,986
		1001 TL - 1500 TL	-0,17833475	0,17429538	0,91
		2001 TL - 2500 TL	-0,28490211	0,15817959	0,466
		2501 TL - 3000 TL	-0,39518092	0,16953456	0,184
		3001 TL ÜSTÜ	-,44940659*	0,14912189	0,032
	2001 TL - 2500 TL	1000 TL ALTI	0,40127929	0,16343138	0,14
		1001 TL - 1500 TL	0,10656735	0,16261855	0,987
		1501 TL - 2000 TL	0,28490211	0,15817959	0,466
		2501 TL - 3000 TL	-0,11027881	0,15750517	0,982
		3001 TL ÜSTÜ	-0,16450448	0,13528952	0,829
	2501 TL - 3000 TL	1000 TL ALTI	,51155810*	0,17444483	0,041
		1001 TL - 1500 TL	0,21684616	0,17368355	0,813
		1501 TL - 2000 TL	0,39518092	0,16953456	0,184
		2001 TL - 2500 TL	0,11027881	0,15750517	0,982
		3001 TL ÜSTÜ	-0,05422567	0,14840632	0,999
	3001 TL ÜSTÜ	1000 TL ALTI	,56578377*	0,15468152	0,004
		1001 TL - 1500 TL	0,27107183	0,15382246	0,491
		1501 TL - 2000 TL	,44940659*	0,14912189	0,032
		2001 TL - 2500 TL	0,16450448	0,13528952	0,829
		2501 TL - 3000 TL	0,05422567	0,14840632	0,999

ANNEXES F- Survey Questions

Dear participant, this is a master's thesis for examining sales promotion activities in terms of their impacts on consumer behaviors and demographical features. The survey will achieve its purpose only if you read the questions carefully and give correct and consistent answers. You do not need to write the information like your name and surname. Questions in the survey do not have a right or wrong answer. The only thing

Merve Ayyıldız

PART I: Demographic Variables

1. Gender:

1-Female ()

2-Male ()

2. Age :

3. Marital Status

1- Single ()

2- Married ()

3- Divorced/Widow ()

4. Educational Background:

1- No Education ()

2- Primary School Graduate ()

3- High School Graduate ()

4- Associate Degree ()

5- Bachelor Degree ()

6- Master Degree ()

5. Income Status:

- 1- TL 1000 and below ()
- 2- TL 1001-1500 ()
- 3- TL1501-2000 ()
- 4- TL 2001-2500 ()
- 5- TL 2501-3000 ()
- 6- TL 3001 and above ()

		<i>None 1</i>	<i>A Little 2</i>	<i>Pretty Much 3</i>	<i>Quite a Bit 4</i>	<i>Comple tely 5</i>
<i>PART I: Please Indicate Your Level Of Participation In The Following Statements.</i>						
Impact of Discounts	6. Discounts make me purchase other brands that I do not regularly purchase.					
	7. Discounts make me purchase a product, which I plan to purchase, at a time earlier than I have planned.					
	8. Discounts make me purchase a higher quantity of the same products.					
	9. Discounts make me purchase a product that I have never tried before.					
	10. Discounts make me spend more money every time I go to a supermarket.					
Exhibition and Presentations	11. Exhibitions and presentations in the store make me purchase other brands that I do not regularly purchase.					
	12. Exhibitions and presentations in the store make me purchase a product, which I plan to purchase, at a time earlier than I have planned.					
	13. Exhibitions and presentations in the store make me purchase a higher quantity of the same products.					
	14 Exhibitions and presentations in the store make me purchase products that I have never tried before.					
	15. Exhibitions and presentations in the store make me spend more money every time I go to a supermarket.					
Coupons	16. Coupons make me purchase other brands that I do not regularly purchase.					
	17. Coupons make me purchase a product, which I plan to purchase, at a time earlier than I have planned.					
	18. Coupons make me purchase a higher quantity of the same products.					
	19. Coupons make me purchase a product that I have never tried before.					
	20. Coupons make me spend more money every time I go to a supermarket.					

		<i>None</i>	<i>A Little</i>	<i>Pretty Much</i>	<i>Quite a Bit</i>	<i>Completely</i>
<i>PART II: Please Indicate Your Level Of Participation In The Following Statements.</i>						
Sweepstakes and Contests	21. Sweepstakes and contests make me purchase other brands that I do not regularly purchase.					
	22. Sweepstakes and contests make me purchase a product, which I plan to purchase, at a time earlier than I have planned.					
	23. Sweepstakes and contests make me purchase a higher quantity of the same products.					
	24. Sweepstakes and contests make me purchase a product that I have never tried before.					
	25. Sweepstakes and contests make me spend more money every time I go to a supermarket.					
“Purchase One Get One Free”	26. Expressions like “Purchase One Get One Free” make me purchase other brands that I do not regularly purchase.					
	27. Expressions like “Purchase One Get One Free” make me purchase a product, which I plan to purchase, at a time earlier than I have planned.					
	28. Expressions like “Purchase One Get One Free” make me purchase a higher quantity of the same products.					
	29. Expressions like “Purchase One Get One Free” make me purchase a product that I have never tried before.					
	30. Expressions like “Purchase One Get One Free” make me spend more money every time I go to a supermarket.					
Packaging	31. Product packages make me purchase other brands that I do not regularly purchase.					
	32. Product packages make me purchase a product, which I plan to purchase, at a time earlier than I have planned.					
	33. Product packages make me purchase a higher quantity of the same products.					
	34. Product packages make me purchase a product that I have never tried before.					
	35. Product packages make me spend more money every time I go to a supermarket.					

		<i>None</i>	<i>A Little</i>	<i>Much</i>	<i>Pretty Bit</i>	<i>Quite a Bit</i>	<i>Very</i>	<i>Complete</i>
<i>PART II: Please Indicate Your Level Of Participation In The Following Statements.</i>								
Sample Product Distribution	36. Sample product distribution makes me purchase other brands that I do not regularly purchase.							
	37. Sample product distribution makes me purchase a product, which I plan to purchase, at a time earlier than I have planned.							
	38. Sample product distribution makes me purchase a higher quantity of the same products.							
	39. Sample product distribution makes me purchase a product that I have never tried before.							
	40. Sample product distribution makes me spend more money every time I go to a supermarket.							
E-Mail	41. Introductions by e-mail make me purchase other brands that I do not regularly purchase.							
	42. Introductions by e-mail make me purchase a product, which I plan to purchase, at a time earlier than I have planned.							
	43. Introductions by e-mail make me purchase a higher quantity of the same products.							
	44. Introductions by e-mail make me purchase a product that I have never tried before.							
	45. Introductions by e-mail make me spend more money every time I go to a supermarket.							
Gifts	46. SMS and MMS make me purchase other brands that I do not regularly purchase.							
	47. SMS and MMS make me purchase a product, which I plan to purchase, at a time earlier than I have planned.							
	48. SMS and MMS make me purchase a higher quantity of the same products.							
	49. SMS and MMS make me purchase a product that I have never tried before.							
	50. SMS and MMS make me spend more money every time I go to a supermarket.							

Curriculum Vitae
Merve AYYILDIZ

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University 2006-2011 Istanbul Bilgi University, Communication Faculty,

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