



**T.C.
YEDİTEPE UNIVERSITY
INSTITUTE OF SOCIAL SCIENCE**

**THE EFFECT OF CULTURE ON CONSUMER BEHAVIOUR
A CASE STUDY IN PRINCE ISLANDS, ISTANBUL**

by

BERKAY ERDEN

**Submitted to the Institute of Social Sciences
in partial fulfilment of the requirements for the degree of
Master of Business Administration
İstanbul, 2007**



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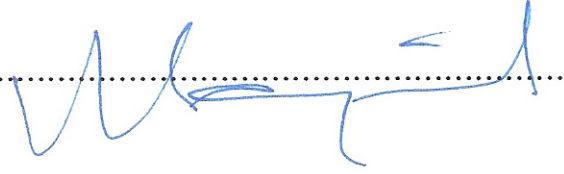
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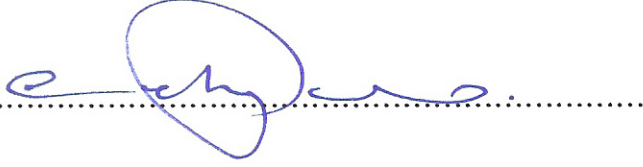
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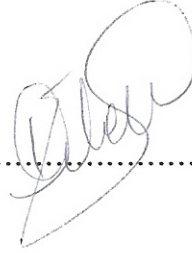
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ABSTRACT

Regardless of its scale, cultural codes are capable of affecting human behavior and communal organizations. This interrelation can be read also over the consumer behavior of a group. Understanding consumer behavior and "knowing customers" are never simple. Customers may state their needs and wants but act otherwise. They may not be in touch with their deeper motivations. The mental, emotional, and physical activities that people engage in when selecting, purchasing, using, and disposing of products and services so as to satisfy needs and desires. Lifestyle as a prior parameter refers to a pattern of consumption reflecting a person's choices of how he or she spends time and money. Many of the factors such as a person's self-concept, ethnicity, and social class, are used as "raw ingredients" to fashion a unique lifestyle. Also, each culture shows unique character, with its own value system, conventions, and regulations. Consumer's culture exerts such a big influence on his or her lifestyle choices, marketers must learn as much as possible about differences in cultural norms and preferences when marketing in more than one country. This study aims to explore, the cultural effects on consumer behavior within a case of a small group living both near and against a large urban area and explore the cultural differences of new-comers and inhabitants and their consumer behavior in Prince Islands-Istanbul regarding to the adaptation strategies, life style parameters and cultural codes.

Keywords: Consumer Behavior, Life style, Culture, Identity, Marketing.

ÖZET

Hangi ölçekte olursa olsun, kültürel kodlar insan davranışını ve ortak organizasyonları, eylem biçimlerini etkiler ve şekillendirir. Bu karşılıklı ilişki, bir grubun tüketici davranışı üzerinden okunabilir. Tüketici davranışını anlamak, tüketiciyi çözmek hiçbir zaman o kadar basit değildir. Tüketiciler ihtiyaç ve isteklerini belirleyebilirler ancak farklı davranabilirler. Derinlerdeki dürtülerinin farkında olmayabilirler. Bireyleri seçim, satın alma ve kullanma eylemlerini etkileyen akılsal, duygusal, ve fiziksel aktiviteler aynı zamanda isteklerini ve ihtiyaçlarını karşılar. Çok önemli bir parametre olarak yaşam şekli, bireyin parasını ve zamanını nasıl harcadığına bağlı olarak tercihlerini yansıtırken, bir tüketici modeline referans verir. Sosyal sınıf, etnik özellikler gibi birçok faktör tek bir yaşam şekli modelini ortaya koyan sütun başlıkları olarak kullanılabilir. Aynı zamanda, her kültür kendi değer sistemi, düzen ve düzenlemeleri ile ortak bir karakter gösterir. Tüketicinin kültürü, kişinin yaşam şekline bağlı tercihleri üstünde etkilidir. Bu doğrultuda, pazarlama uzmanları, kültürel norm ve tercihlerdeki farklılıkları araştırmalı ve öğrenmelidirler. Bu çalışma, büyük bir metropol şehrin hem yakınında hem karşısında yaşayan bir grubun kültürel kodlarının tüketici davranışı üstündeki etkilerini keşfetmeyi amaçlamaktadır. Çalışmada İstanbul Prens Adalarında, adaptasyon stratejilerinin, yaşam şekli parametrelerinin ve kültürel kodların yeni yerleşenlerin ve yerli halkın tüketici davranışlarına etkileri ve gösterdiği farklılıklar araştırılacaktır

Anahtar Kelimeler: Tüketici Davranışı, Yaşam Biçimi, Kültür, Kimlik, Pazarlama.

1. INTRODUCTION

Regardless of its scale, cultural codes are capable of affecting human behavior and communal organizations. This interrelation can be read also over the consumer behavior of a group. This study aims to determine, the cultural effects on consumer behavior within a case of a small group living both near and against a large urban area and explore the cultural differences of new-comers and inhabitants and their consumer behavior regarding to the adaptation strategies, life style parameters and cultural codes.

In many ways consumer behavior is a subtle phenomenon: it is not just "common sense." The reasons for our behavior are not always clear. Our actions as consumers are sometimes difficult to predict, and sometimes even hard to explain. As we examine this field, we'll be asking such interesting questions as (Walkie, W. L.; 1994);

- Why do different consumers purchase different products?
- What is the best way for a consumer to go about buying a particular product?
- How does advertising work to influence consumer preferences?

Firstly, to understand this phenomenon, and especially differentiations, this study aims to explore theoretically three basic parameters and their sub-parameters. These are; consumer behavior, life style and culture. Within the context of consumer behavior, the definitions and its process will be explained. Life-Style as a second basic parameter will be discussed as a concept, segmentation process and marketing issue. At last, culture which is the third parameter will be discussed with its characteristics as values, creations, comparative structure, identity, adaptation, group information's and social class.

The aim of the study will tested with inquiry and observation in last chapter in Prince Islands of Istanbul. As the perceived control is easier to achieve at smaller scales, the social structures of the smaller units are important for discussion of consumer behavior. They give a chance to explore the certain encoded or embodied images shared by the inhabitants. As being limited settlement units, islands comprise unique communal relationships as well as the visual proximity to the city.

2. THEORETICAL RESEARCH

Economic data have some characteristics such as being easy to obtain and use in analysis. However, the need for having a more sensitive and broader set of measures that will provide a fuller description of consumer's life-style gave rise to social indicators movement. The purpose of social indicators is to measure the performance of the society in meeting social needs and point out the consumer attitude on products. In other words, they are indicator to measure the cultural affect on consumer behavior. The way of explore the affect of culture on consumer behavior is to learn life-style of consumer. Life-style is for a statistical snapshot of the typical consumer and can learn influences of culture.

In this chapter, first look up to consumer behavior and then to understand cultural influence second section we look up life-style and life-style segmentation. In the third section review of culture and relationship with consumer behavior are discussed. This chapter aims to define basic terms which are explained in generally accepted words for objective view.

Literature review has been conducted both to provide a comprehensive summary of literature and to form the theoretical background of the empirical search.

2.1. CONSUMER BEHAVIOR

As Walkie (1994), consumer behavior is about consumers' purchase decision; what purchase, why purchase and the way of purchasing and marketing; whom design for products and services. Moreover, it is about the dynamism of the consumer market place.

Consumers' behavior is not always clear, difficult to understand and hard to explain. Too many variables affect consumer behavior. Walkie (1994, pp.5), suggest that, when we examine consumer behavior, we'll be asking such questions as;

“Why do different consumers purchase different products?”

“What is the best way for a consumer to go about buying a particular product?”

“How does advertising work to influence consumer preferences?”

2.1.1. Defining Consumer and Consumer Behavior

In order to discuss consumer behavior it has to be defined some of the main terms and ideas. In this sense, terms such as marketing, marketing research, consumer, consumer behavior will be defined below. (The American Marketing Association Board of Directors approved the following definitions. A new definition of marketing was adopted August, 2004.)

Definition of Marketing: “Marketing is an organizational function and a set of processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders” (AMA, 2006).

Definition of Marketing Research: “Marketing research is the function that links the consumer, customer, and public to the marketer through information--information used to identify and define marketing opportunities and problems; generate, refine, and evaluate marketing actions; monitor marketing performance; and improve understanding of marketing as a process. Marketing research specifies the information required to address these issues, designs the method for collecting information, manages and implements the data collection process, analyzes the results, and communicates the findings and their implications.” (AMA, 2006).

Consumer: “Traditionally, the ultimate user or consumer of goods, ideas, and services. However, the term also is used to imply the buyer or decision maker as well as the ultimate consumer. A mother buying cereal for consumption by a small child is often called the consumer although she may not be the ultimate user.”(AMA, 2006).

Consumer behavior: “I. (consumer behavior definition) the dynamic interaction of affect and cognition, behavior, and the environment by which human beings conduct the exchange aspects of their lives. II. The overt actions of consumers. III. (Consumer behavior definition) The behavior of the consumer or decision maker in the market place of products and services. It often is used to describe the interdisciplinary field of scientific study that attempts to understand and describe such behavior.”(AMA, 2006).

After defining terms related with consumer behavior, recent theories should be studied. As a beginning point, Kotler's 'Model of Buyer Behavior' (1997) has a great importance while studying in this area. According to this model, first of all the aim of marketing defined as to meet and satisfy target customers' needs and wants. The field of consumer behavior studies deals, how individuals, groups, and organizations and the processes select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and desires; that impact consumer and society.

Analyzing consumer behavior and "knowing customers" are never simple. There is too much parameters affect buying process. For that reason, marketers should know their target customers' wants, needs, perceptions, preferences, and shopping and buying behavior.

At that time, Kotler's (1997, pp.171) model put forward "7 O's framework" as a key for managers in order to answer the following key questions about any market for consumer research;

"Who constitutes the market?"	Occupants
What does the market buy?"	Objects
Why does the market buy?"	Objectives
Who participates in the buying?"	Organizations
How does the market buy?"	Operations
When does the market buy?"	Occasions
Where does the market buy?"	Outlets"

While analyzing this model, the starting point for understanding buyer behavior is the stimulus-response model shown in Figure 2.1. According to Kotler; marketing and environmental stimuli affect buyers' characteristics and buyers' decision process and all affect buyers' decision, choice. The marketer's and consumer behavior researcher's mission is to understand how purchase decision formed in consumers' consciousness. As Kotler (1997, pp.171) they must answer two questions;

- “How do the buyer’s characteristics-cultural, social, personal, and psychological influence buying behavior?”

- “How does the buyer make purchasing decisions?”

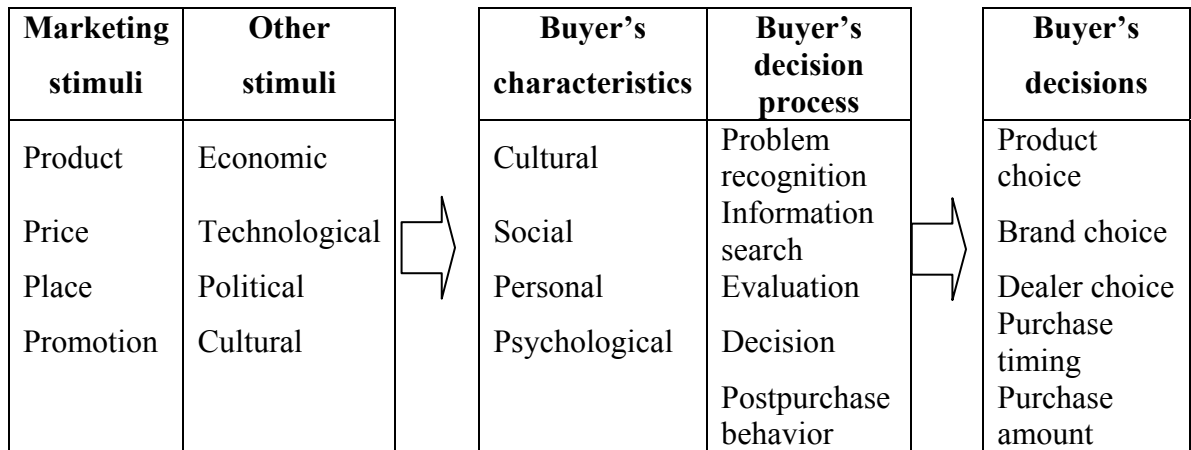


Figure 2.1 Model of Buyer Behavior

Source: Kotler, P., 1997, Marketing Management Analysis, Planning, Implementation, and Control, 9th edition; page: 172

2.1.2. Seven Keys to Consumer Behavior

Another model for understanding consumer behavior is Seven Keys to Consumer Behavior studied by Walkie (1994). According to Walkie, “the mental, emotional, and physical activities that people engage in when selecting, purchasing, using, and disposing of products and services so as to satisfy needs and desires.” This definition helps us to indicate in our following discussion of the "Seven Keys" to consumer behavior. We can adapt Walkie’s suggestions to concepts such as; motivation, decision activities, process, timing and complexity, roles, external factors, behavioral differentiations.

2.1.2.1. The Motivation

The first concept for understanding consumer behavior is motivation. Solomon (1996) explains motivation for marketers view; marketers try to create products and services according to consumers’ desires, needs and to reduce consumers’ tension. The

goal of marketing is to reduce the tension of consumer and satisfy their needs. At that point, a marketing strategy is more effective when it aims to influence directly consumer will than to create the need itself. A basic need can be satisfied consumers' set of experiences, cultural upbringing, learning experiences and so on.

For understanding motivation as a process Solomons' model of 'Motivation Process' (1996) should be examined. Figure 2.2 gives an overview of this model. According to this model, a need is recognized by the consumer. This need may be utilitarian or it may be hedonic. Utilitarian needs imply that product utility having a useful function and minimum cost for consumers. Hedonic needs are subjective and experiential; that is, consumers may rely on a product to meet their needs for excitement, self-confidence, fantasy, and so on. Product may have two types of benefit at the same time for consumers. Motivation can be described in terms of its strength, tension begins with recognition and end with goal, on the way influence by personal and cultural factors.

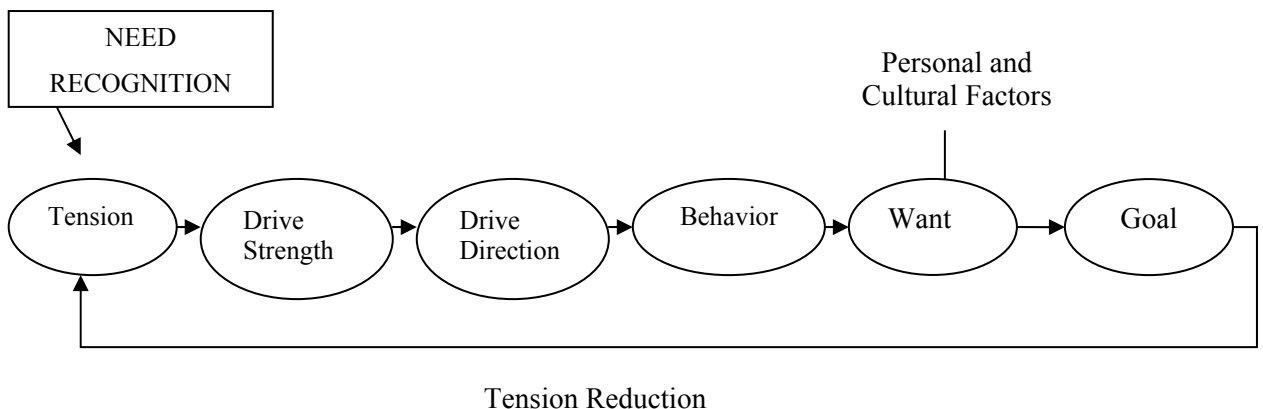


Figure 2.2 An Overview of The Motivation Process

Source: Solomon, M. R., 1996, Consumer Behavior, 3rd. edition, page, 126

After examining Solomons' Motivation Process, another issue is about motivational research techniques. There are so many kinds of parameters in that area needs to be classified. Products and their motivational correspondences are studied by Ernest Dichter and adapted by Solomon in 1996. According to this model, "motivational research should be made interviews with consumers. Instead of asking many consumers a few general questions about product usage and combining these responses with those of many other

consumers in a representative statistical sample, this technique uses relatively few consumers but probes deeply into each person's purchase motivations." A summary of major motives for consumption identified using this approach exhibit in Table 2.1 (Solomon, 1996, pp 137).

Table 2.1. Major Motives for Consumption as Identified by Ernest Dichter

MOTIVE	ASSOCIATED PRODUCTS
Power-masculinity-virility	Power: Sugary products and large breakfasts (to charge oneself up), bowling, electric trains, hot rods, power tools Masculinity-virility: Coffee, red meat, heavy shoes, toy guns, buying fur coats for women, shaving with a razor
Security	Ice cream (to feel like loved child again), full drawer of neatly ironed shirts, real plaster walls (to feel sheltered), home baking, hospital care
Eroticism	Sweets (to lick), gloves (to be removed by women as a form of undressing), a man lighting a woman's cigarette (to create a tension-filled moment culminating in pressure, then relaxation)
Moral purity-cleanliness	White bread, cotton fabrics (to connote chastity), harsh household cleaning chemicals (to make housewives feel moral after using), bathing (to be equated with Pontius Pilate, who washed blood from his hands), oatmeal (sacrifice, virtue)
Social acceptance	Companionship: Ice cream (to share fun), coffee Love and affection: Toys (to express love for children), sugar and honey (to express terms of affection) Acceptance: Soap, beauty products
Individuality	Gourmet foods, foreign cars, cigarette holders, vodka, perfume, fountain pens
Status	Scotch; ulcers, heart attacks, indigestion (to show one has a high-stress, important job!); carpets (to show one does not live on bare earth like peasants)
Femininity	Cakes and cookies, dolls, silk, tea, household curios (to have a light, decorative, and heavy tactile component)
Reward	Cigarettes, candy, alcohol, ice cream, cookies
Master over environment	Kitchen appliances, boats, sporting goods, cigarette lighters
Disalienation (a desire to feel connectedness to things)	Home decorating, skiing, morning radio broadcasts (to feel "in touch" with the world)
Magic-mystery	Soups (having healing powers), paints (change the mood of a room), carbonated drinks (magical effervescent property), vodka (romantic history), unwrapping of gifts

Source: Adapted from Jeffrey F. Durgee, "Interpreting Dichter's Interpretations: An Analysis of Consumption Symbolism in The Handbook of Consumer Motivations;" Marketing and Semiotics: Selected Papers from the Copenhagen Symposium, eds. Hanne Hartvig-Larsen, David Glen Mick, and Christian Alstead (Copenhagen, 1991).

One influential approach to motivation was proposed by Maslow (1954) indicated that the needs hierarchy is a cultural universal. All cultures would support the needs hierarchy. As Seeleys' (1992) believes, needs are expressed and influenced by learning, tradition, and culture. Culture may be defined as the learned content of symbols that have shared meaning and value. The symbols, meanings, and values are characteristics of culture and changeable one group or culture from another. In addition, different behaviors satisfy needs (Wachter, 2003). Maslow formulated a hierarchy of needs, in which levels of motives are specified, summarized in Figure 2.3.

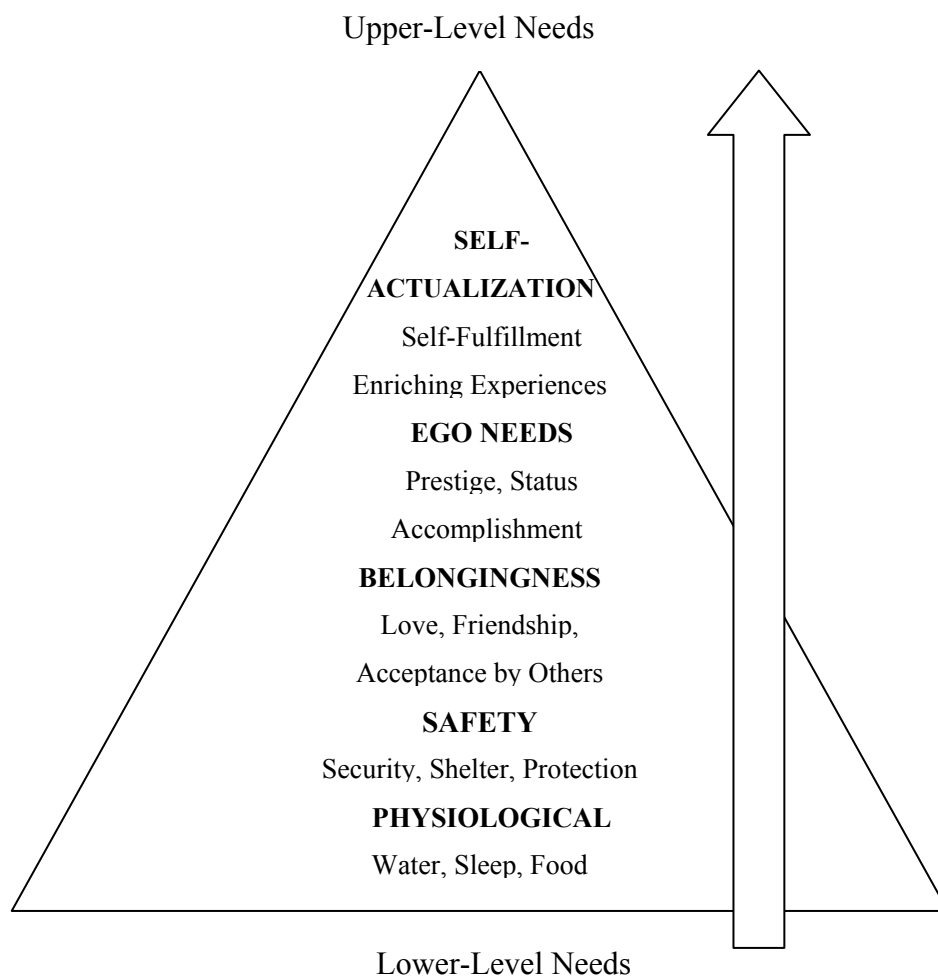


Figure 2.3 Levels of Needs in the Maslow Hierarchy

Source: Solomon, Michael R., 1996, Consumer Behavior Buying, Having, and Being, 3rd edition, Prentice-Hall International, Inc., USA, pp 132

Solomon (1996) adapted Maslow's hierarchy with relevant products as a consumer research method.

Maslow's hierarchy explains the individuals needs satisfy hierarchy. Individual must satisfy basic needs first, before the high-level needs. Maslow's hierarchy use in marketing to understand the consumer needs and segment simply. Consumers behave different for each level of needs and each level's motivation is different from another. Examples of relevant products provided in Table 2.2 (Solomon, 1996).

Table 2.2. Maslow's Hierarchy and Relevant Products

LEVEL OF HIERARCHY	RELEVANT PRODUCTS
Self-Actualization	Hobbies, travel, education
Ego needs	Cars, furniture, credit cards, stores, country clubs, liquors
Belongingness	Clothing, grooming products, clubs, drinks
Safety	Insurance, alarm systems, retirement investments
Physiology	Medicines, staple items, generics

Source: Solomon, Michael R., 1996, Consumer Behavior Buying, Having, and Being, 3rd edition, Prentice-Hall International, Inc., USA, pp 133

2.1.2.2. Decision Activities

The second concept recognizes that consumer behavior includes many activities beyond the purchase of products. Walkie (1994) summarizes some of the types of activities that make up consumer behavior in Table 2.3. There are nearly thirty separate activities are shown in table 2.3. Each activity has many versions. "Viewing ads," for example, could include reading ads in magazines, in newspapers, or in the mail; watching them on television; listening to them on radio; or seeing billboards during car travel. Similarly, displays are prominent in supermarkets, in retail stores, and in store windows. Given the number of outlets for ads and displays, and the number of brands using them, imagine what a huge number of marketing stimuli a consumer sees over the course of a week, month, or year" (Walkie, 1994, pp.16).

Table 2.3. Some of the Many Activities Involved in Consumer Behavior

Thinking about products	Visiting stores	Storing the product
Viewing ads	Evaluating the alternatives	Preparing the product
Seeing displays	Discussions with salesperson	Using the product - Add to experience - Tell friends or family - Complain to sellers
Observing others	Deciding to buy - Which brand? - Which type? - From whom? - How much to pay? - Etc.	
Discussions with friends, family - Gaining information - Asking opinions - Giving advice	Arranging payment	Other - Make payments - Maintenance - Prepare for possible next purchase - Disposal
Deciding to buy - What product? - Where? - How? - When?	Settling details	

Source: Walkie, William L., 1994, Consumer Behaviour, 3rd edition, John Wiley&Sons, Inc., New York, pp 16

One of the major point of Walkie’s (1994) decision activity process is the distinction between deliberate and incidental activities. Deliberate consumer behaviors are some of activities in market places as carefully considering all choices or decisions like discussing with salesperson. Incidental consumer behaviors appear in non-consumer activities. When we go shopping with a certain product in our mind, sometimes we also buy unneeded products. The deliberate/incidental distinction is an important one for marketers who want to influence consumers’ interest and attention.

2.1.2.3. Process

The third concept highlights the view of consumer behavior as a process. “This decision process approach emphasizes how analysis of prepurchase and postpurchase activities can give us insights into why an individual makes a particular purchase” (Walkie, 1994, pp.26). Marketers now recognize that the interaction between consumer and

producers is important. Consumer, not just give money or credit card for any product or service, also reflect some of needs and desires on his/her purchase decision.

The exchange is an integral part of marketing. The exchange include the influences before, during and after purchase on consumer, also consist consumer behavior at that time. Figure 2.4 illustrates some of the issues that are addressed during each stage of the consumption process as Solomon manifested in 1996.

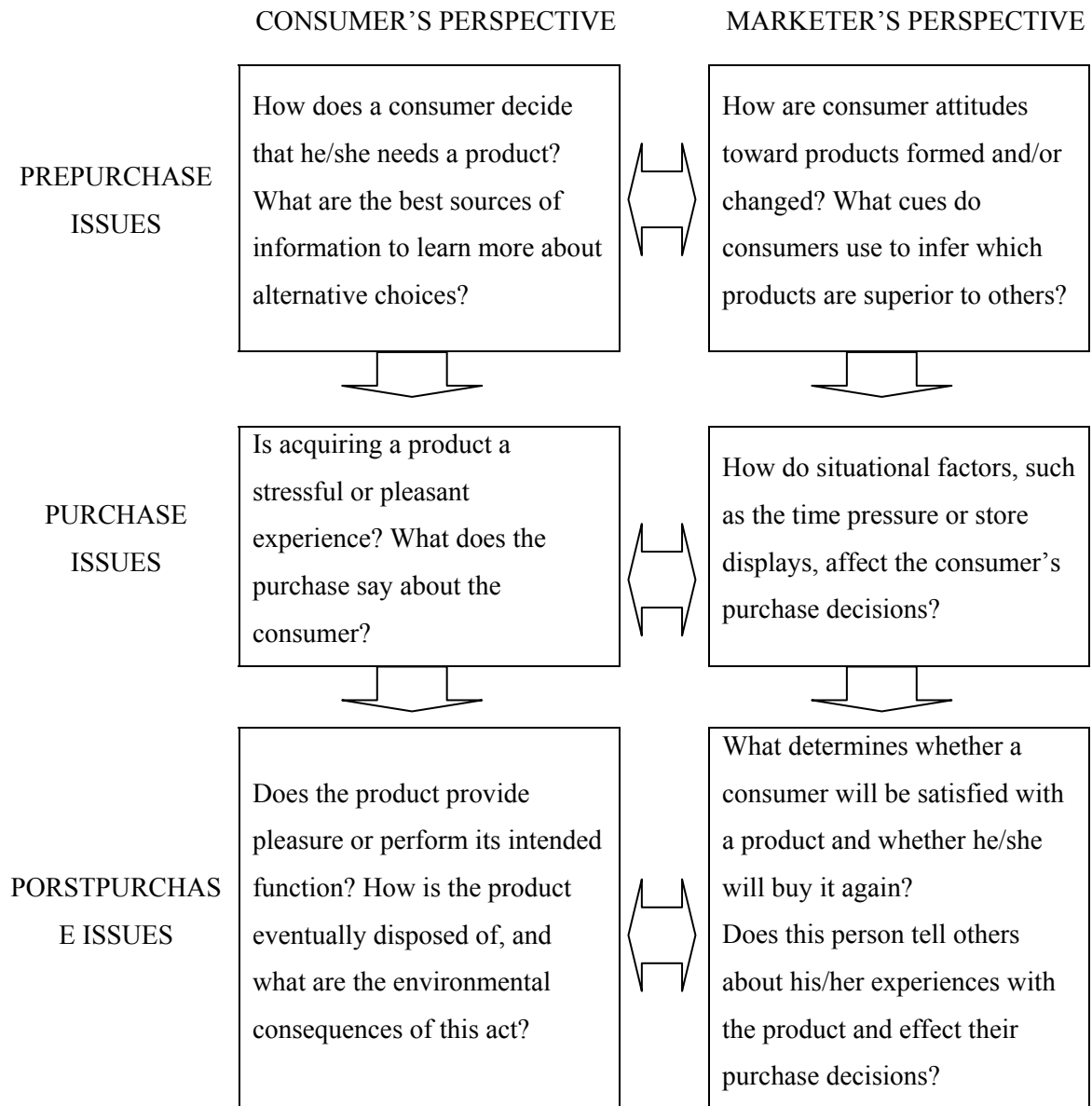


Figure 2.4 Some Issues that Arise During Stages in the Consumption Process

Source: Solomon, Michael R., 1996, Consumer Behavior Buying, Having, and Being, 3rd edition, Prentice-Hall International, Inc., USA, pp 9

2.1.2.4. Timing and Complexity

The fourth concept stresses how the timing and complexity of a decision process are important factors. Time and effort spent during consumption is a major parameter of the buying process. There are three major issues, which simplify and speed up our decision processes, as Walkie examine in 1994 (pp.26) which are;

- “Aiming for a "satisfactory" decision rather than the best one possible.”
- “Relying on other people’s recommendations of what to buy.”
- “Becoming "brand loyal" for products that we repurchase fairly often.”

As Walkie (1994, pp.18) however, unless consumers are willing to become habitual purchasers of the same brand every time they buy, some complexity will remain in every consumer decision.

2.1.2.5. Roles

The fifth concept points out the importance of roles play in consumer behavior. The role of a person in a buying process is not just simply a consumer. He can be an influencer, purchaser, and/or user at the same time. A consumer can also play different combinations of these roles during any buying process. These different roles can occur by social relationships and shift over the course of the consumer’s lifetime (Walkie 1994).

From the point of this view, Solomon (2004) suggests that consumers may be take role in many organizations or groups. For example, “family” is important organization in consumer decision process when purchasing product or services. Family man, designer, mother, some of the roles take place in consumer lifetime take place and influence behavior of consumer. In addition, marketers need to find the correct approach to these roles for take part in purchase decision.

2.1.2.6. External Factors

The sixth concept point out how consumer behavior is influenced by several external factors. According to the model of ‘Sources of External Influences on Consumer Behavior’ which Walkie define in 1994, there are eight external sources act to influence our consumer behaviors. Figure 2.5 lists the major types. However, most of the researchers thought that each culture is unique and cannot be segmented as subculture. Culture is a dynamic force, which consists of beliefs, memories, values, art, habits, and share by the society members. Culture takes part in decision basic role. Consumers need to be a part of culture or sometimes don’t want to be a part of culture. This choice play basic role in purchasing process. Social class; occupation, income, and educational level are combine to affect our life-styles, which in turn have great influence on our consumption patterns. Family is the smallest organization that takes part in consumer life-cycle. It is dominant influencer in most of the culture. Reference groups and friends influence consumer behavior as a guide in a short time who identify with them. External conditions refer to such factors as inflation, unemployment, credit availability, and so. In the marketing environment, marketers have numerous influences (as advertising, prices, products, store itself) to reach our decisions. Finally, situational effects formed by temporary forces that happens for short periods of time and consumers will adapt to the situational context.

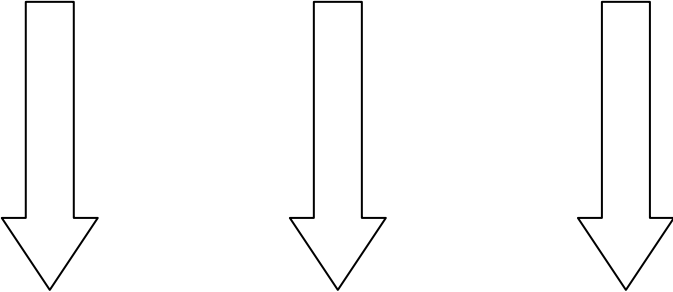
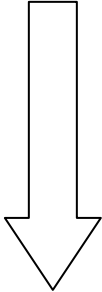
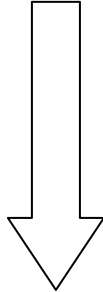
Source	Breadth of the influence	Time duration	Number of sources per consumer
Culture	General influences	Long-term influences	One or few source
Subculture			
Social class			
Family			
Reference groups and friends			
External conditions			
Marketing environment			
Situational effects			

Figure 2.5 Sources of External Influences on Consumer Behavior

Source: Walkie, William L., 1994, Consumer Behaviour, 3rd edition, John Wiley&Sons, Inc., New York, pp 21

In addition to the list of influences, we can discuss several points according to Figure 2.5 Walkie (1994). First, culture generally play important role to choose a product but culture may not play the choice of brand. Second, the influence of culture diffuses all lifetime. Marketing influencers act short in life-time. Third, most of us belong to one family, one social class and one culture. The influences frequency increase as we go down the list in figure 2.5. Finally, this point is so important to understand consumer behavior.

2.1.2.7. Behavioral Differentiations

The seventh concept point out that different people shows different consumer behavior models. Market segmentation is the basic process that identifies target groups and it is important for marketers. Consumers have different behavior and different purchase because of individual differences. As Walkie (1994) says; this problem is very important for marketing managers who must know the customers needs, attitudes, and so on, and marketing managers have to know the special influences for target consumer groups. The process used by marketing managers is market segmentation that identifies the key target market in the consumer market. At that point, behavioral differentiation is the key point for marketers to understand costumer and find the individual market for product or service.

2.2. LIFE STYLE AND LIFE STYLE SEGMENTATION

Firstly, we have to define what life style is. Most people have images of different life styles. From the point of anthropological view, life style is based on role emphasis. As Michelson (1976) exemplifies, city dwellers potentially play variety of roles as they participate in a number of intersecting groups throughout the day. Each role has different expectations and behavior contains. However, not all roles are so meaningful for each person. Some of them reflect the persons' image himself, social needs and the efficiency of the physical environment. According to this suggestion, we can talk about two elements of lifestyle;

First one is the set of behavior, which must be performed to satisfy the role. These roles generally depend on others role in lifestyle. People play their role proper performance.

Second one is the classification of the society. Social scientists suggest that any society have at least five spheres according to political control, economic supply, propagation, socialization of the young and explanation of the supernatural.

These elements help to define the meaning of the “roles” in lifestyle. Lifestyles take form with these roles.

Besides this explanatory introduction for life style, from the point of consumer study view one’s choice of goods and services define ones’ desires, identities and wishes and which class he/she belongs in the society. As Solomon (1996) suggests that, lifestyle is reflecting many of the factors such as a persons’ self-concept, ethnicity, social class, beliefs, culture, education, occupancy within choices he or she spend time and money to fashion a unique lifestyle. Not only the self-concept formed lifestyle, group identities are important too. The symbolic characteristics separate each group. Society is the determining objective which determine who is in, who is not. Group identities form a symbolic meaning. Each group used their own symbol pool to define lifestyle while purchasing product or service. The self-definitions have been described by the economic approaches with a number of terms, including lifestyle, taste public, consumer group, symbolic community, and status culture.

Finally, each lifestyle is unique. Lifestyles are composed of many ingredients that are shared by consumer in similar social and economic circumstances. Lifestyle is a kind of self-definition for individuals with purchasing products and services. For marketers, lifestyle research is useful to position specific products and services to different segments (Solomon, 1996).

2.2.1. Life Style Segmentation

Life style segmentation was introduced in the 1970’s, inspired by research done in the area of life style patterns (Snellman, 2000). The concept of life style patterns and its relationship to marketing was introduced in 1963 by William Lazer. He defined life style patterns as a systems concept. It refers to a distinctive mode of living in its aggregate and

broadest sense. It embodies the patterns that develop and emerge from the dynamics of living in a society (Plummer 1974; 33). According to Wells and Tigert (1971) since 1963, methods of measuring life style patterns and their relationship to consumer behavior have been developed and refined. The most widely used approach to life style measurement has been AIO (Activities, Interests, and Opinions) rating statements. “Life style as used in life style segmentation research measures people’s activities in terms of (1) how they spend their time; (2) their interests, what they place importance on in their immediate surroundings; (3) their opinions. In terms of their view of themselves and the world around them; and (4) some basic characteristics such as their stage in life cycle, income, education, and where they live.” Table 2.4 lists the elements included in each major four dimensions of life style (Plummer, 1974; 33).

Table 2.4. Life Style Dimensions

ACTIVITIES	INTERESTS	OPINIONS	DEMOGRAPHICS
Work	Family	Themselves	Age
Hobbies	Home	Social issues	Education
Social events	Job	Politics	Income
Vacation	Community	Business	Occupation
Entertainment	Recreation	Economics	Family size
Club membership	Fashion	Education	Dwelling
Community	Food	Products	Geography
Shopping	Media	Future	City size
Sports	Achievements	Culture	Stage in life cycle

Source: [William Wells and Doug Tigert, "Activities, Interests and Opinions," Journal of Advertising Research, Vol. II August 1971), pp. 27-35,] (Journal of Marketing, Vol. 38 (January 1974), pp. 33-37. Joseph T. Plummer; The Concept and Application of Life Style Segmentation) {table 1, pp.34}

Plummer (1974, pp.34) argued that, “over the years, a number of constructs have been useful in better understanding the customer. The most popular constructs have been demographics, social class, and psychological characteristics. Demographics have received broad acceptance and lend themselves easily to quantification and consumer classification. However, demographics lack richness and often need to be supplemented with other data. Social class adds more depth to demographics, but it, too, often needs to be supplemented in order to obtain meaningful insights into audiences. Lastly, psychological characteristics are often rich but may lack reliability when applied to mass audiences. In addition, the findings from psychological scales frequently are difficult to implement.”

After arguing about Plummer’s life style dimensions, we should also have to be studied about Del I. Hawkins, Roger J. Best and Kenneth A. Coney (1986)’s model about life style impacts on consumer behavior. They point that lifestyle is influenced by the many factors values, demographics, social class, reference groups, family, and culture, past experiences, individual characteristics such as motives and personality. Figure 2.6 illustrates the variables that influence and formed lifestyle and the purchase and consumption decision making depends on lifestyle parameters (Hawkins, Best, Coney, 1986).

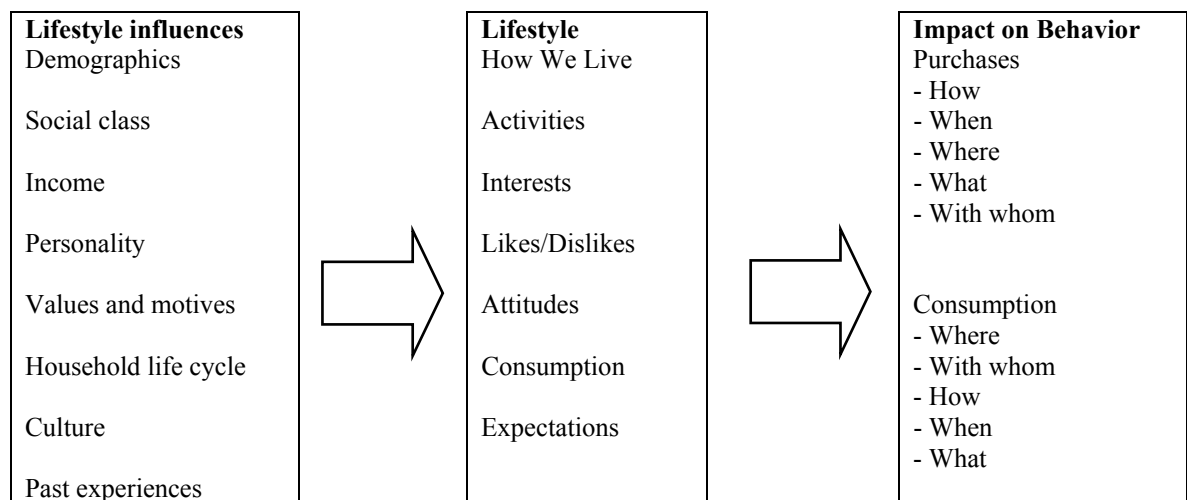


Figure 2.6 How We Live (Lifestyle) Impacts Our Consumer Behavior

Source: Del I. Hawkins, Roger J. Best and Kenneth A. Coney, “Customer Behavior, Implications for Marketing Strategy” 1986, third edition, pp. 411; Del I. Hawkins, Roger J. Best and Kenneth A. Coney, “Customer Behavior, Building Marketing Strategy” 1998, Seventh Edition, pp. 434

Another aspect of lifestyle that interests marketing managers is its changing nature as a result of the consumer decision process which Hawkins, Best and Coney emphasized in 1986. As Figure 2.7 indicates the decision making process and lifestyle constitutive, the lifestyle is ongoing process, change by the affect of individual personality, reference groups, family and society decisions.

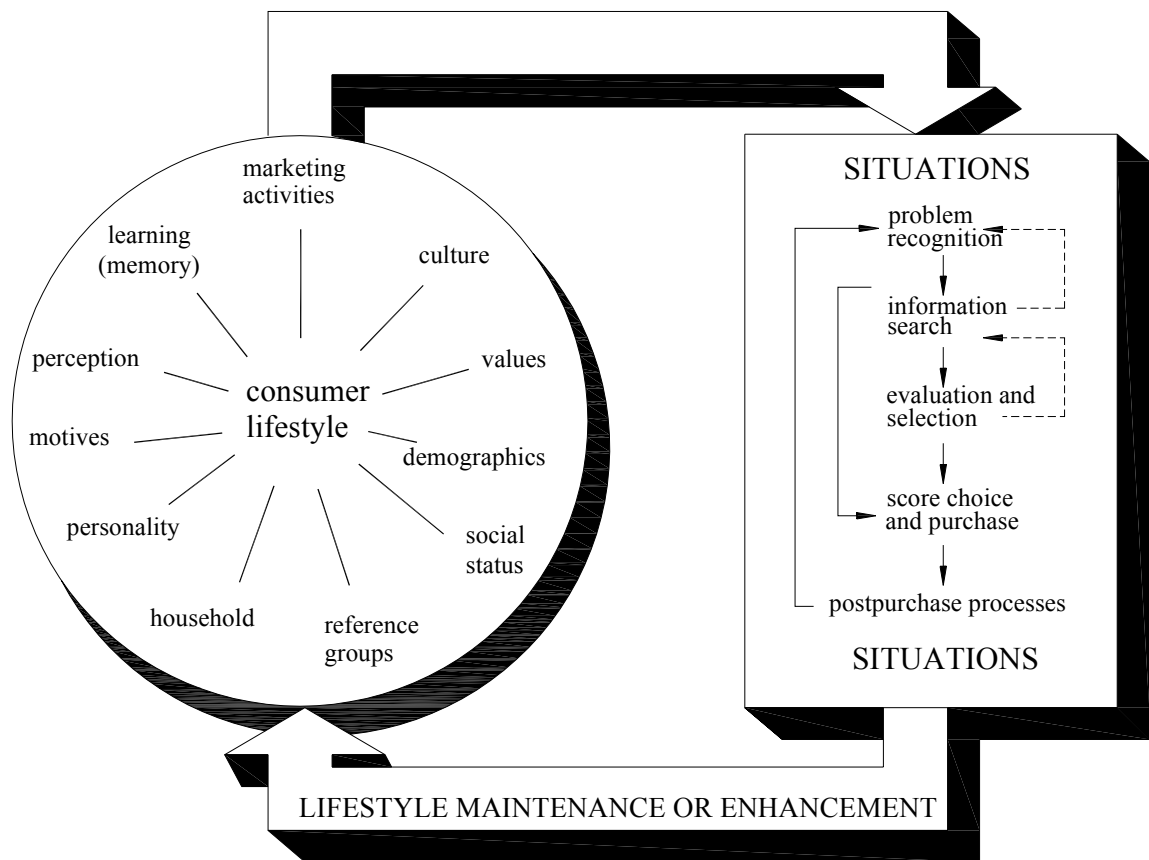


Figure 2.7 Lifestyle and the Consumption Process

Source: Del I. Hawkins, Roger J. Best and Kenneth A. Coney, "Customer Behavior, Implications for Marketing Strategy" 1986, third edition, pp. 414

In addition, family and household have specific lifestyle that consists of individual members' lifestyle. Demographics and social class are also shape the family and household lifestyle (Hawkins, Best, Coney, 1986).

Another method for life style studies are VALS systems. The original VALS system was built by consumer futurist Arnold Mitchell; Mitchell's VALS (the Values and Lifestyles market segmentation system). Mitchell created VALS to explain changing U.S. values and lifestyles in the 1970s (SRIC-BI, 2006). The population in the 1970's, however, was dominated by people between the age of 20 and 30. VALS was formally inaugurated as an SRI International product in 1978 and was cited by Advertising Age as "one of the ten top market research breakthroughs of the 1980s."

According to Fransworth Riche (1989:26), it was the first psychographic segmentation system to gain worldwide acceptance. VALS divided the consumers into nine segments according to their needs. In 1989, VALS was redefined to maximize its ability to predict consumer behavior. A team of experts from SRI International, Stanford University, and the University of California, Berkeley, determined that consumers should be segmented based on enduring personality traits rather than social values that change over time (SRIC-BI, 2006). “Because structure of the American population changed VALS was seen to be out of date. SRI developed a new segmentation system, VALS2. The new system differed from the original system in that it did not use values and lifestyles as the basis for the segmentation scheme According to Gates (1989:29) and Fransworth Riche (1989:26) SRI explained that the reason behind this change was the fact that the link between values and lifestyles and consumer buying behavior was not as strong as it had been previously. This was due to changes in demographic and economic structure in the US. The baby boomers had aged, the diversity of population had increased and the economy had become more global (Snellman, 2000 pp.14).” By using psychology to analyze and predict consumer preferences and choices, the current VALS system creates an explicit link between personality traits and purchase behavior (SRIC-BI, 2006).

If we take a closer look to market segmentation theory, it emerged in the mid-1950's and become favorable during the period between mid-1950's and the late 1970's. Then, the theory lost its interest since the end of this millennium. New approaches have emerged and market segmentation has gained new attention with the technological improve. Marketing segmentation theory focus on long-term relations with customer and the size of an ideal segment decreases towards a segment consisting of only one customer. New technologies use for following customer behavior and measuring resources usage. In addition, marketers recognize that suppliers, investors and other actors in a company's network becomes as important as segmenting the customers (Snellman, 2000, pp.31). Finally, system changes due to changes in demographic and economic structure in society. Beliefs, culture also affect the segmenting market.

2.2.2. Life Style, Marketing and Culture

Each culture is unique, with its own value system and lifestyle. Analyzing and learning about the cultures, beliefs and their preferences is important for any company. Consumers' lifestyle and choices affect cultural norms and this change one country to another even in country, and even in city. Cultural norms affect cultural behavior and marketers should know these norms and attitudes. For determining a marketing strategy and formed a segment; marketers need to know lifestyle of consumers and need to know influencer. In time, marketers can change norms or make similar norms that find acceptance in market place. Finally, to understand consumer we must look at values, lifestyle, culture and influence instruments of marketers. Each lifestyle must be examined to form a perspective of market. Values can change in time by the changes due to changes in demographics, economics. This means, values are not a stone in this research area and can't standardized all cultures value. An effective strategy must be generated to the preferences and needs of each specific culture (Solomon, 1996).

In addition, we can see lifestyle changes not just cross-country, we can see in other parts of country. For example, the same food different name or the same store different name or familiar objects but different usage. This case is important to understand culture in consumer behavior. Marketers give attention to this case when improve effective strategy products or services (Solomon, 1996).

2.3. CULTURE

From the view of anthropology, all definitions for culture fall into one of three general views of culture. We can summarize these definitions as Rapoport (1980) wrote in 'Human Behaviour and Environment'. According to Rapoport, "first view defines it as a way of life typical of a group, the second view as a system of symbols, meanings, and cognitive schemata transmitted through symbolic codes, the third view as a set of adaptive strategies for survival related to ecology and resources. Particular cultures are settings for the kind of people, which a particular group sees as normative, and the particular life-style, which is significant and typical, distinguishing the group from others. In creating such settings and life styles, an order is expressed, a set of cognitive schemata, symbols, and

some vision of ideal are given form, however imperfectly; finally, both the life-style and symbolic system may be part of the group's adaptive strategies within their ecological setting. Culture may be said to be about a group of people who have a set of values and beliefs which embody ideals and transmitted to members of the group. These lead to a world view-the characteristic way of looking at the world which leads to systematic and consistent choices in creating life-style.”

To define a culture Rapoport (1980) propounded parameters which are named as ‘culture-core elements’. The core elements of the culture define the norms and criteria of the communal life and they are the unchangeable rules of the continuity. All these common choices take their role in the meaning, behavior, space and time organization; and the choice, which group makes is a function of what is possible in that milieu. The cultural core defines a user group profile, a particular life-style and a set of important activities. “Although lists of elements are not generally useful, core elements are likely to be found among the followings; (Rapoport, 1980)

- Characteristics such as ethnicity, language, and religion
- Family and kinship structures and child- rearing practices
- Residence patterns, land divisions, landowning and tenure systems
- Food habits
- Ritual and symbolic systems
- Ways of establishing and indicating status and social identity
- Manners and nonverbal communication
- Cognitive schemata
- Privacy, density, territoriality
- Home range behavior and networks
- Various institutions such as ways of working, cooperating, trading”

Beside the anthropological view of culture, consumer studies improve marketing models to understand cultural differentiations. One of the most important model is studied by Hofstede known as Hofstede Five Dimensions. This model based on description for each of Hofstede's Five Dimensions listed below;

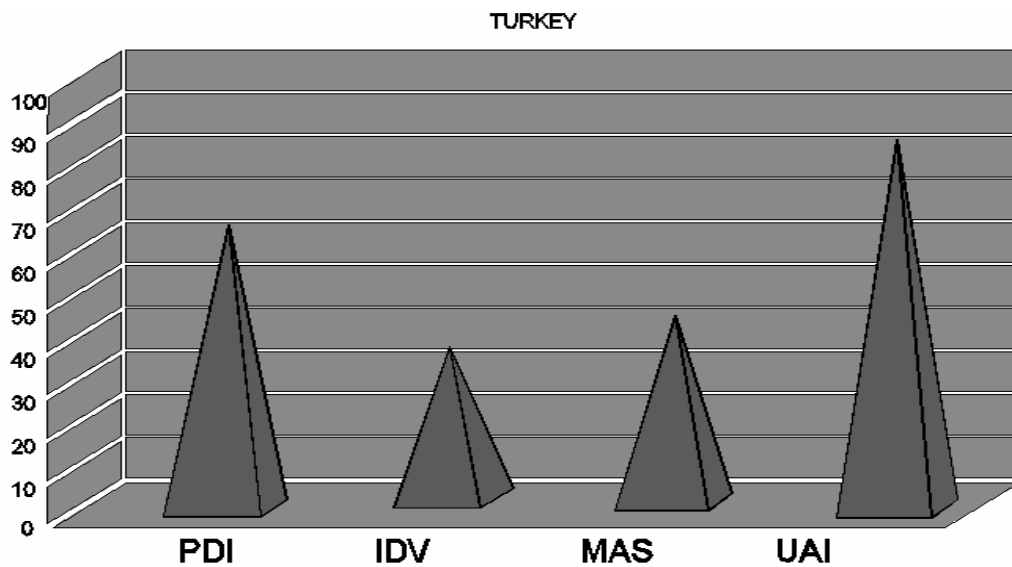


Figure 2.8 Sample of Hofstede Graph, Turkey

Source: http://www.geert-hofstede.com/hofstede_turkey.shtml, 2006

The first dimension is ‘Power Distance Index (PDI)’ focuses on the degree of equality, or inequality, between people in the country’s society. The second dimension is ‘Masculinity (MAS)’ focuses on the degree the society reinforces, or does not reinforce, the traditional masculine work role model of male achievement, control, and power. The third dimension is ‘Uncertainty Avoidance Index (UAI)’ focuses on the level of tolerance for uncertainty and ambiguity within the society - i.e. unstructured situations. The fourth dimension is ‘Individualism (IDV)’ focuses on the degree the society reinforces individual or collective achievement and interpersonal relationships. Geert Hofstede added the following fifth dimension after conducting an additional international study using a survey instrument developed with Chinese employees and managers. That survey resulted in addition of the Confucian dynamism. Subsequently, Hofstede described that dimension as a culture’s ‘Long-Term Orientation’ explains us the extent to which a society exhibits a pragmatic future oriented perspective rather than a conventional historic or short term point of view. Countries scoring high on this dimension are the Asian countries versus cultures scoring low on this dimension believe in absolute truth, are conventional and traditional, have a short term orientation and a concern for stability.

2.3.1. The Characteristics of Culture

Loudon&Bitta (1988) summarize the complexity of the nature of culture with eight major characteristics to describe culture in consumer studies.

First characteristic is 'invented' structure of culture. Culture does not simply "exist" somewhere waiting to be discovered. People invent their culture. The second one is 'learned' structure of culture. Culture is not innate or instinctive, but is learned early in life and charged with a good deal of emotion. The learning of one's own culture is known as enculturation. The learning of a new or foreign culture is known as acculturation. At that point Schiffman&Kanuk (1997) pointed out acculturation is important for marketers for planning target market strategies to sell products in specific cultures and multinational markets. For best communication, marketers must use appropriate verbal and non-verbal symbols to convey desired product images or characteristics. Loudon&Bitta (1988)'s third characteristic is 'prescriptive' structure of culture. Culture involves ideal standards or patterns of behavior so that members of society have a common understanding of the right and proper way to think, feel, and act in any given situation. The fourth one is 'socially shared' structure of culture, which defines culture as a group phenomenon, shared by human beings living in organized societies and kept relatively uniform by social pressure. The fifth one is 'similar but different' structure of culture. There is a great variation from society to society in the nature of each of these elements, which may result in important consumer behavior differences around the world. The sixth one is 'gratifying and persistent' structure of culture. Culture satisfies basic biological as well as learned needs. It consists of habits that will be strengthened and reinforced as long as those who practice them are gratified. Because of this gratification, cultural elements are handed down from generation to generation. Thus, people are comfortable doing things in the customary way. At that point Schiffman&Kanuk (1997) pointed out; in a cultural context, if a product is no longer adequately satisfy human needs, product must be revising by the changing values and lifestyles. Loudon&Bitta (1988)'s seventh characteristic is 'adaptive' structure of culture. In spite of our resistance to change, cultures are gradually and continuously changing. Loudon&Bitta (1988)'s last characteristic of culture is 'organized and integrated' structure of culture. Every culture has some inconsistent elements; it tends to form a consistent and integrated whole (Loudon, Bitta, 1988).

2.3.2. Values

As Mooji (2004), cultural values are important to organized and understand the nature of culture. For marketing researches, values present what desirable is for a culture. Values affect behavior through norms. As Schwarts (1997) pointed out, in cross-cultural research on values takes place at two distinct levels of analysis, individual and cultural. For individual persons' values, reflect the daily life dynamics, personal attitudes and lifestyle. When values are used to characterize cultures, need to understand socially shared attitudes, and what is good, right and desirable in society or in cultural groups. For marketers, values are objective view to understand the product and brands' usage and symbolic meanings for individual or society.

Values are very general ideas about good and bad goals. From these flow norms, or rules dictating what is right or wrong, acceptable or unacceptable (Solomon, 2004). Norms are simple rules that society compose in time. Norms are certain behaviors for member of the specific society that results acceptance or disapproval from the group (Hawkins, Best and Coney, 1998).

Hawkins, Best and Coney (1998) indicates, cultural values give rise to norms and associated sanctions, which in turn influence consumption patterns in Figure 2.9.

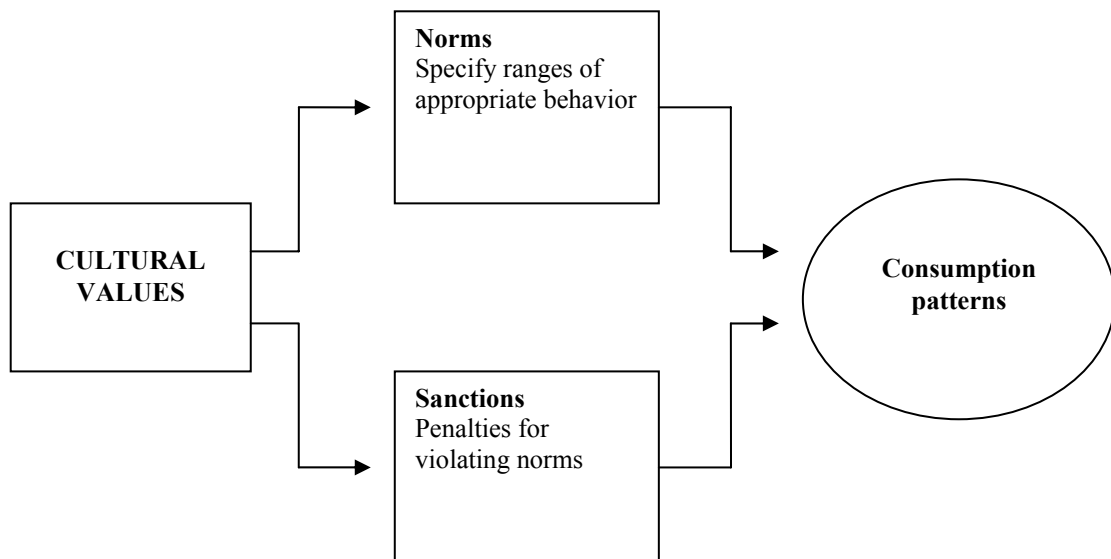


Figure 2.9 Values, Norms, Sanctions, and Consumption Patterns

Source: Hawkins, Del I., Best, Roger J. and Coney, Kenneth A., 1998, Consumer Behavior: Building Marketing Strategy, 7th edition, McGraw-Hill, pp 43

Beside all the descriptions below this model, examine a new term called sanction means penalties for violating norms. People are aware of cultural values and norms and that violating any given norm carries a precise and known sanction.

This model shows how consumption patterns formed by the affect of norms and sanctions within the frame of cultural values. Marketing strategies can be successful whether these patterns are considered.

2.3.2.1. Variations in Cultural Values

A useful approach to understanding cultural variations in behavior is to understand the values embraced by different cultures. Hawkins, Best and Coney (1986, pp.44-53) studied about value orientations which influence behavior and vary through cultures. There are multitudes of values that vary cultures and affect consumption. Figure 2.10 offers a classification scheme consisting of three broad forms of cultural values; other-oriented, environment- oriented, and self-oriented. The cultural values that have the most impact on consumer behavior can be classified in one of these three general categories. Individual values can affect more than one area, but their primary impact is generally in one of the three categories.

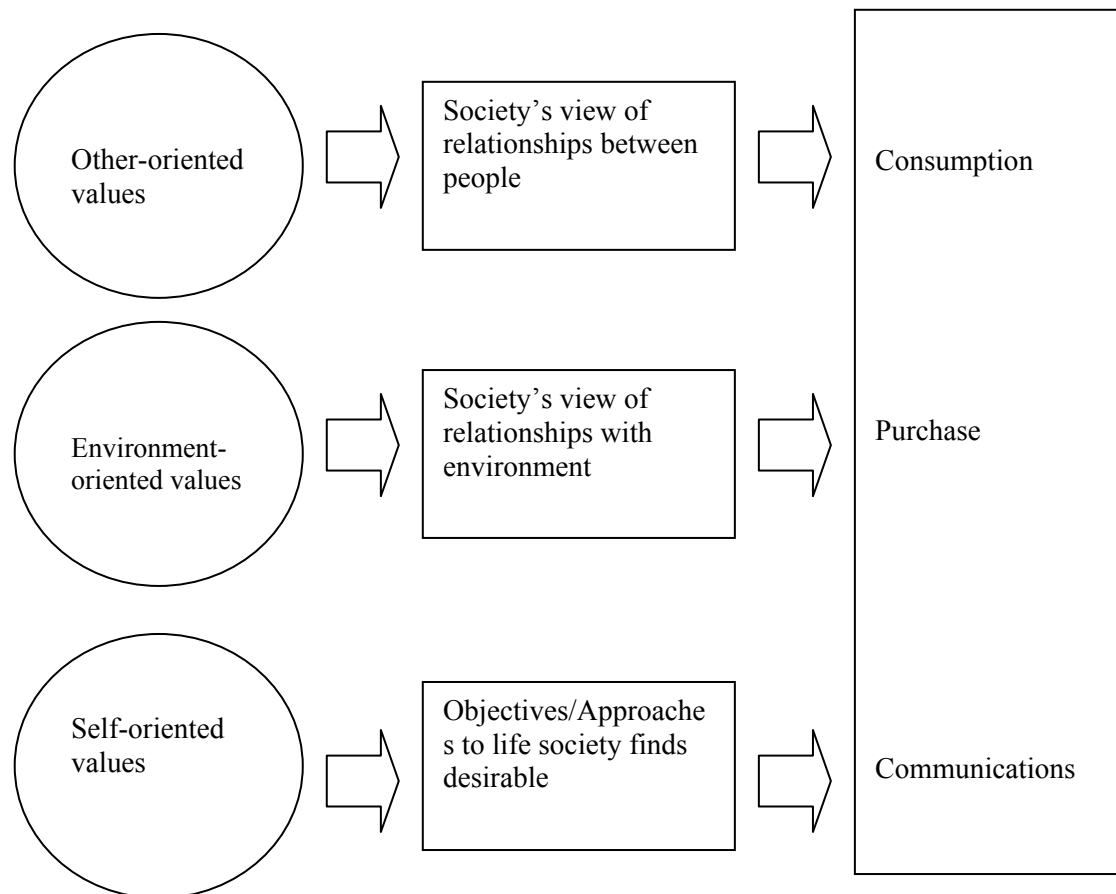


Figure 2.10 Value Orientations Influence Behavior

Source: Hawkins, Del I., Best, Roger J. and Coney, Kenneth A., 1986, Consumer Behavior Implications for Marketing Strategy, 3rd edition, Business Publication, Plano, Texas, pp 53

Other-oriented, environment-oriented, and self-oriented values seen in table 2.5 related with consumer behavior directly. This model was studied by Hawkins, Best and Coney, in 1986. The list is not meant to be exhaustive but does include the major values that are relevant to consumer behavior in industrialized societies.

Table 2.5. Cultural Values of Relevance to Consumer Behavior

Other-Oriented Values

- **Individual/Collective.** Are individual activity and initiative valued more highly than collective activity and conformity?
- **Extended/Limited family.** To what extent does one have a life-long obligation to numerous family members?
- **Adult/Child.** Is family life organized to meet the needs of the children or the adults?
- **Masculine/Feminine.** To what extent does social power automatically go to males?
- **Competitive/Cooperative.** Does one obtain success by excelling over others or by

cooperating with them?

- **Youth/Age.** Are wisdom and prestige assigned to the younger or older members of a culture?

Environment-Oriented Values

- **Cleanliness.** To what extent is cleanliness pursued beyond the minimum needed for health?
- **Performance/Status.** Is the culture's reward system based on performance or on inherited factors such as family or class?
- **Tradition/Change.** Are existing patterns of behavior considered to be inherently superior to new patterns of behavior?
- **Risk taking/Security.** Are those who risk their established positions to overcome obstacles or achieve high goals admired more than those who do not?
- **Problem solving/Fatalistic.** Are people encouraged to overcome all problems, or do they take a "what will be, will be" attitude?
- **Nature.** Is nature regarded as something to be admired or overcome?

Self-Oriented Values

- **Active/Passive.** Is a physically active approach to life valued more highly than a less active orientation?
 - **Material/Nonmaterial.** How much importance is attached to the acquisition of material wealth?
 - **Hard work/Leisure.** Is a person who works harder than economically necessary admired more than one who does not?
 - **Postponed gratification/Immediate gratification.** Are people encouraged to "save for a rainy day" or to "live for today"?
 - **Sensual gratification/Abstinence.** To what extent is it acceptable to enjoy sensual pleasures such as food, drink, and sex?
 - **Humor/Serious.** Is life to be regarded as a strictly serious affair, or is it to be treated lightly?
-

Source: Hawkins, Del I., Best, Roger J. and Coney, Kenneth A., 1998, Consumer Behavior: Building Marketing Strategy, 7th edition, McGraw-Hill, pp 45

2.3.2.2. Value Measurement Survey Instrument

Researchers need specific, standardized and objective instruments for exploring society or individual. Generally, survey (questionnaire) research was used for collecting value. Researches explore relationship between people, activities, behavior, concepts (freedom, comfort, national security, peace...). Effective research is the mission for measuring value of a member of a specific society or a specific society (Schiffman, Kanuk, 1997). A variety of popular value instruments have been used in consumer behavior studies, including: the Rokeach Value Survey (Rokeach 1973), the List of Values (LOV)

(Beatty et al., 1985, Kahle, 1983), and the Values and Lifestyles-VALS 2 (Grunert, Muller and Thomas, 1996).

The Rokeach Value Survey was one of the first value studies that have served as an example for many others (Mooji, 2004). The widely used Rokeach Value Survey is a self-administered value inventory that is divided into two parts, each part measuring different but complementary types of personal values. The Rokeach Value Survey can be used by marketers to segment markets by specific values and by perceptions of specific product attributes. Such information is useful when developing new products for specific market segments (Schiffman, Kanuk, 1997, pp. 418).

The LOV is a related measurement instrument that is also designed to be used in surveying consumers' personal values. The LOV scale asks consumers to identify their two most important values from a nine-value list (e.g., "warm relationships with others," "a sense of belonging," or "a sense of accomplishment") that is based on the terminal value of the Rokeach Value Survey (Schiffman, Kanuk, 1997, pp. 418).

The Yankelovich MONITOR® is a commercial research service that systematically tracks social trends designed to reflect a variety of cultural values. The Yankelovich MONITOR was first conducted in 1970 and has been updated annually ever since. The MONITOR currently tracks about fifty social trends and provides detailed information about potential shifts in the size and direction of these trends, as well as implications for consumer marketing (Schiffman, Kanuk, 1997, pp. 419).

Since 1986, DYG has conducted its annual DYG SCAN study. This research program tracks 38 social values among various segments of the U.S. population (e.g., Hispanics, the affluent, teenagers, and opinion leaders), as well as business, government, and academic leaders. (Schiffman, Kanuk, 1997, pp. 420).

These techniques used for standardized value and social trend as instruments to clarify consumer behavior and also segmentation analysis. Values can be used to develop new product concepts, repositioning existing products, and adjusting a firm's general marketing efforts.

2.3.3. The Creation of Culture

Our tastes and product preferences are changeable. Choices are formed by the images presented to us in mass media, by our observations of those around us, and our desires are created by marketers. As Figure 2.11 shows, advertising and fashion system affect individual consumers by the help of cultural values and symbols. These affections show themselves on the consumption rituals by the consumers good. (Solomon, 1996)

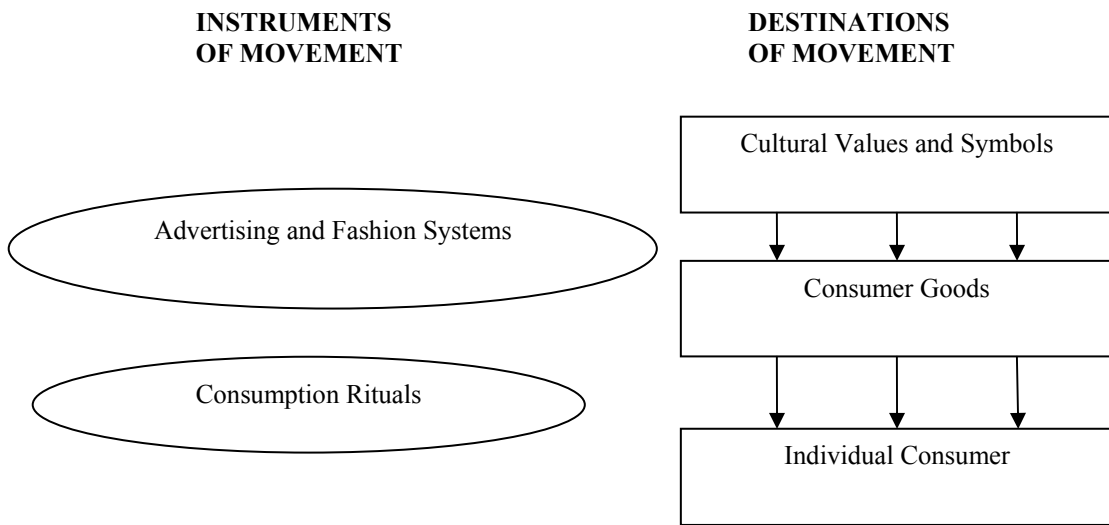


Figure 2.11 The Movement of Meaning

Source: Solomon (1996, pp.539) adapted from Grant McCracken, "Culture and Consumption: A Theoretical Account of the Structure and Movement of the Cultural Meaning of Consumer Goods," *Journal of Consumer Research* 13 (June 1986); 72. Reprinted with permission of The University of Chicago Press.

Culture production system is the set of individuals and organizations responsible for creating and marketing a cultural product; not totally single designer, company, or advertising agency responsible for creating popular culture.

2.3.3.1. Components of Culture Production System

Solomon (1996, pp.556) adapted a model explaining Culture Production Process. “The components of this process can be studied with three major subsystems. First one is a creative subsystem, responsible for generating new symbols and/or product, second one is a managerial subsystem, responsible for selecting, making tangible, mass producing, and managing the distribution of new symbols and/or products and the last one is a communications subsystem, responsible for giving meaning to new products and providing them with symbolic sets of attributes that are communicated to consumers.”

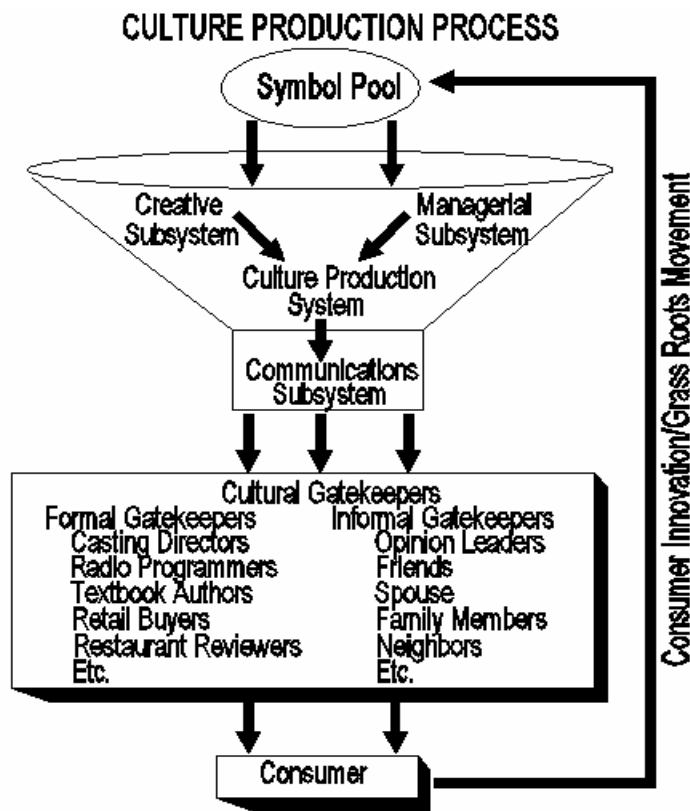


Figure 2.12 The Culture Production Process

Source: Adapted from Michael R. Solomon, "Building Up and Breaking Down: The Impact of Cultural Sorting on Symbolic Consumption," in *Research in Consumer Behavior*, ed. J. Sheth and E. C. Hirschman (Greenwich, CT: JAI Press, 1988): 325-51.

For understanding this process we should underline some characteristics of the system. Firstly, “the selection of certain alternatives creates many possibilities initially compete for adoption, and these are steadily winnowed down as they make their way along the path from conception to consumption. Factors such as the number and diversity of

competing systems and the amount of innovation versus conformity that is encouraged are important.” The selections of the consumers create marketer’s forecasts (Solomon, 1996, pp 554).

Secondly, we should take attention to cultural gatekeepers. Many judges or "tastemakers" collect information and filter them to offer products to consumers. As shown in figure 2.12, gatekeepers include casting directors, radio programmers, textbook authors, retail buyers, restaurant reviewers; opinion leaders, family members, neighbors, friends, and so on. Cultural gatekeepers shape out the society and marketplace (Solomon, 1996).

Fashion is another creative concept in culture production process. As Solomon (1996) examined, fashion is a system that change by the social attributes. These system works out with symbols and adoption of lifestyles. Fashion can make consumer in society or out society with his/her choices. Symbols that express with products adapted to consumer by the reference groups. These groups evaluate or classify terms in lifestyle. Fashion also affects the life-cycle of products and services.

2.3.4. Comparing Culture

Cultural differences show themselves in several ways. In comparing cultures, symbols, heroes, and rituals are the practice or expressions of culture that are the visible aspects of culture and also the underlying values are invisible. We can compare cultures in five headlines; the emic and the ethic, measuring values, individual and culture level, searching for similarities or for differences and national cultures. (Mooji, 2004).

First one; two different ways to compare cultures are from the emic or from the etic point of view. The emic approach tries to describe behavior of one particular culture, the etic approach uses external criteria to describe and compare behavior of different cultures. Cultural distributions of behavior patterns, norms, attitudes, and personality variables are used to find the differentiation of culture by the emic and ethic approach (Mooji, 2004).

Measuring values create the comparative parameters that characterize a society; but however society cannot be observed directly. Values have related information for understanding cultures and individuals. Culture consists of unconsciously learned values for the individual. Marketers study values as reflection of consumer behavior to find the symbolic meanings of products for persons. Culture is composed of public meaning and practices and it is the combination of mental processes, situation, and context that influences behavior (Mooji, 2004).

Individual and culture level is another headline affects parameters of the study. Culture affect by individual and society. Individual values come from the attitudes, behavior, basic needs. For example, two different society members have similar average values. Ecological are influence culture and cultural value. Ecological are bring its own lifestyle and organization. Consumer studiers generally measure individual values within society but culture consist of different symbols, behavior, also ecological are influence. Cultural value average is sometimes different from the individual value average. At that point marketers must describe the society and individual very carefully.

Searching for similarities or for differences within a culture is another comparing object for culture. Culture composed of subsets like young, business people, lifestyle groups. Studies focus on the values for describe differences in terms that have social groups. Culture is similar in ecological variables but different within society (Mooji, 2004).

A point of discussion is the delineation of cultural groups by national borders. Hofstede states that indeed nations should not be equated to societies. Societies are historically and organically attached and forms organizations and symbol pool within which make specific culture, without border. Nations may consist of different groups. Nations have strong forces for integration like collective history, one dominant language, common mass media, national education system and national markets for product and services (Mooji, 2004).

2.3.5. Identity and Territoriality

Many cultures, urban settings, dormitory, home decoration and group and community display are view of the human territoriality. And also view the personality and self-identity. Physical environment formed personality and self-identity. Territory also directly influence land management system. Land divided by individuals and groups. Responsibilities come from control of the part of the land. Territory also shops itself with the behavior or specific consumer behavior. Territory is not a sale mechanism, just a social integration. Societies protect themselves with rules and rituals. The concept of territoriality deals, then, with behavior that directly affects the security and maintenance of the physical environment (Brower, 1980).

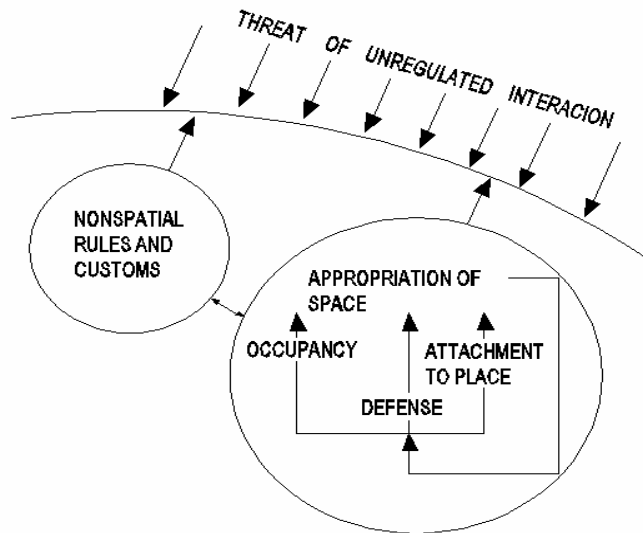


Figure 2.13 Expanded model of territorial behavior

Source: Brower, S. N., 1980, Territory in Urban Settings, In Altman, I., Rapoport, A., Wohlwill, J. F., (Eds), Human Behavior and Environment, Volume 4, (pp.184). New York and London: Plenum Press.

Figure 2.13 shows a development of the model in which territorial behavior is divided into a number of component parts. The act of exercising control over a particular physical setting is referred to as the appropriation of space. There are three elements that contribute to appropriation: occupancy, defense, and attachment. (Brower, 1980, pp.184).

2.3.5.1. Attachment

Attachment to place refers to the feeling of possessiveness that an occupant has toward a particular territory because of its associations with self-image or social identity. Different settings will produce different demands, create different challenges, and provide different levels of satisfaction. A strong sense of attachment is not only a cause, but is frequently a consequence, of the act of appropriation (Brower, 1980, pp.179-207)

The four types of occupancy are points on a continuous scale of social regulation that runs from strict control to no control. The location of these points on a scale may vary between one culture and another and, within a single culture, between the life-style of one group and that of another. Figure 2.14 illustrates this point.

Line A on Figure 2.14 represents a suburban neighborhood similar, say, to Whyte's Park Forest (Whyte, 1956), where the population is highly conforming, and where residents are in and out of one another's houses in a casual and informal way; but where outsiders are viewed with suspicion. Because there are virtually no territories that are completely open to those who live outside the community and none that are completely closed to community members, the total range of controls is relatively small, and both personal occupancy and occupancy by society verge on community occupancy.

Line B in Figure 2.14 represents a cosmopolitan urban neighborhood similar to, say, the Georgetown area in Washington, D.C., where the privacy of the house and yard is absolute and closely guarded, and where the commercial area caters primarily to tourists. In this example, 'the range of controls extends from rigid exclusiveness in the home, through cautious parochialism in the local churches, schools, and play grounds, to cosmopolitan openness in the shopping streets.

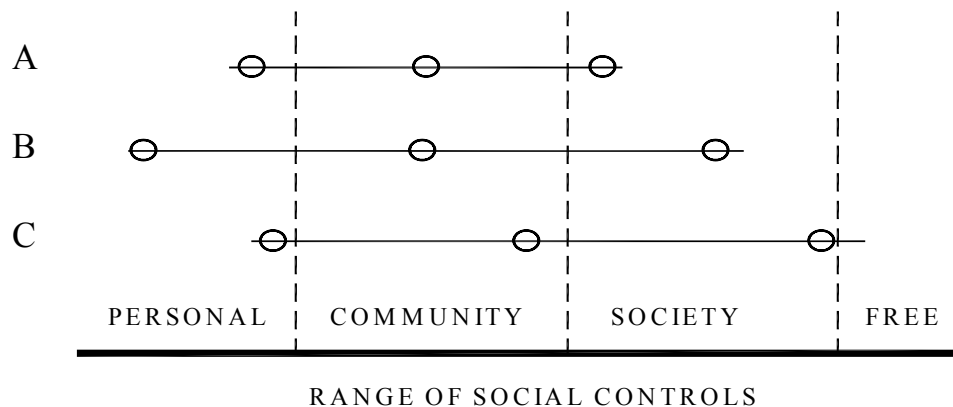


Figure 2.14 The range of occupancy types varies with life-style

Source: Brower, S. N., 1980, Territory in Urban Settings, In Altman, I., Rapoport, A., Wohlwill, J. F., (Eds), Human Behavior and Environment, Volume 4, (pp.179-207). New York and London: Plenum Press.

Line C on Figure 2.14 represents a typical inner city neighborhood, where a great deal of family life happens out on the sidewalk, where living room windows open onto the street, where everyone knows everyone else's business, and where public spaces are so lightly controlled that they verge on free territory. Here there are virtually no territories that are highly exclusive, few local facilities that are not also used by "outsiders" from another neighborhood, and many public spaces that are virtually free of controls. While the range of controls is wide, each occupancy verges on the low-intimacy end of the scale. (Brower, S.N., 1980)

2.3.5.2. Identity and Self-Definition

First undertook a definitional analysis or the concept of territoriality to illustrate that territorial behavior is complex and has several dimensions and properties. Territory can be defined as control over using objects (seats, books, rooms, house, automobile) and places (country club, geographical areas). Territorial behavior involved the following characteristics; ownership or control over access to places; variation in scale from small to large; service for a variety of functions, including social and biological needs; personalization or marking; and possible defense against unpermission access by outsiders.

Table 2.6. Aspects of territorial behavior

Actors	Scale of Territories	Types of Territories	Functions of Territories
Individuals	Objects	Primary	Personal Identity
Small Groups	Rooms	Secondary	Regulation of Social Systems
Large Collectives	Homes Communities Nations	Public	

Territorial behaviors have three actors. Firstly, individuals show territories on the objects that define primary territory as a function of personal identity. Primary territories' basic is owned concept. Long term relationship and absolute control are the basic term. Small groups are the second territorial actors. They show their territories on the rooms or personal spaces. This is the secondary type of territories which is the function of regulation of social system. Secondary territories long term but limited controlled areas like country clubs, team workspaces. Secondary territories have mixture accessibility as public and private territories. Third actor is the large collectives. Their scales are homes, communities and nations. Public territories are available to any member of the society, and short-term usage like cafés' seats, bus-stops' seats (Brower, S.N., 1980)

The self concept defined as express one's relationship to other people or objects with various physical and physiological attractions in daily life. Self reflects itself with different way like identity, behavior and daily experiences. Time and place characterized the self identity and reflect the future attitudes and aspirations. Individual and groups show self identity with the permit of the territory. Basic example of personal territory is the child room. Child needs a personal space, self identity. Self identity values affect daily life with beliefs, attitudes and mostly culture. Christmas or Muslim's Religious Festivals are good example. Rituals help to form an individuals' social identity. Decoration of the house and also shopping behavior changes in these times. Objects and services express certain aspects of a person identity. Another example teenager shows identity with his/her personal interest like music groups picture on the wall or teenage decoration cafes (Proshansky, Fabian and Kaminoff, 1983).

2.3.6. Adaptation

Societies have differences between them. Some behavior, beliefs can share, some of them can be ignored. Adaptation sometimes reflects itself by consumer behavior. Individuals or groups have symbolic purchases that illustrate themselves with goods or services. As a term of adaptation is transfer from biology to psychology. Adaptation is the natural sense of organizing the behavior for survival. The stress felt in a foreign environment can be dealt with in time as it is defined by Lawton & Nahemov's (1973) model;

One way to begin is to look at the equation;

$B = f(P, E)$ where B= behavior, P= person, E=environment

According to this equation;

1. All behavior is transactional, that is, not explainable solely on the basis of knowledge about either the person behaving or the environment in which it occurs.
2. Multiple antecedents may lead to the same behavior. Different personal qualities in different contexts may behave similarly, but the "meaning" of the behavior is not comprehensive unless both person and situation are analyzed.
3. The homeostatic principle is illustrated, in that the same behavior can be maintained in the face of a change in either the behaving individual or the environment providing an appropriate change occurs in the second of the pair of determinants.
4. Behavior change may be instigated at either the personal or the environmental level
5. Even in the "best" environments, some individuals will be unable to behave in an adaptive manner
6. Even the most capable individuals may not behave in an adaptive manner in the most malign environments.

The model of Lawton & Nahemov's (1973) requires the following definitions;

1. Individual competence is the enduring ability that enables an individual to function the analogue of "personal trait" as the inner aspect of behavior.
2. Environmental press; the demand character may sometimes be estimated statistically in terms of the proportion of variance accounted for by environmental factors.

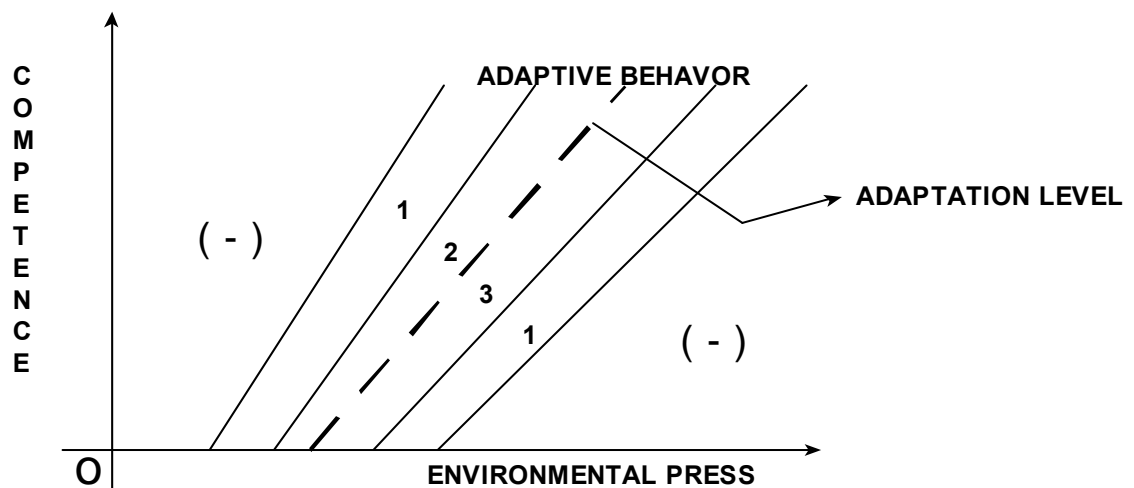
The demand quality in extreme form may be termed “stress”, though by no means are all press stressful.

3. Adaptive behavior_is the externally observable behavior of the individual evaluated either in terms of social norms or of an a priori value system based on the assumption that pleasure to others, fulfillment of one’s own potential, and the performance of complex tasks are separate but equally important bases for the establishment of norms.

4. Affective response_is the self-evaluated quality of experience, ranging from positive through neutral to negative.

5. Adaptation level_is the perceiver’s receptor status when the value of a stimulus is perceived as neutral, that is, as neither warm nor cool, loud nor soft, pleasant nor unpleasant. Much of the time we are at adaptation level with respect to our environment.

6. The optimization function_suggests that for moderate levels of stimulation positive affect is engendered by stimuli that depart in either direction from Adaptation Level.



- (-) Negative affect maladaptive behavior
- (1) Tolerable affect marginally adaptive behavior
- (2) Zone of maximum comfort
- (3) Zone of maximum performance potential

Adaptation is directly related with the way of using the resources (Bennett, 1980). As a result of this suggestion; culture is an aspect of adaptation strategies as a result of use of the resources. As being one of the parameters of ecological adaptation; achievements, can be improved or transformed by the ecological context. This system suggests that adaptation is the structural appearance of the habitat and the society (Berry, 1980)

2.3.7. Group

For marketing studies, to define a group is extremely important. Defining a group makes the marketing strategies clear because the social qualities are parameters which make the choices visible. According to Dobriner (1969), to define sociological qualities of groups, we could not really understand them without knowing about actors, norms, status/role, social relationships, social interaction and social systems. Groups are visible and have structure and integration. Each group solves the function of integration and adaptation system. For being group, share their similarities and point out the differences. Social groups are organized systems of integration like an organism. And also groups have primary and secondary relations in its forms with owns symbolic non-verbal or verbal language.

2.3.7.1. Types of Groups

Marketers attach importance to influence individuals' consumer behavior. For measuring or targeting easiness marketers must classified groups. General classification of groups are according to regularity of contact (primary or secondary groups), structure and hierarchy (formal or informal groups), size or complexity (large or small groups), and membership or aspiration (membership or symbolic groups). Figure 2.15 which Hawkins&, Best, Coney (1998) illustrated the various types of groups that commonly influence consumer behavior.

Consumer groups are groups that serve as frames of reference for individuals in their purchase decisions. Contractual groups, aspirational groups, disclaiming groups, and avoidance groups are take place in classification of the groups which have positive and negative influences on individuals. These groups used by some marketers for promoting their goods and services. They must be targeting their goods and services for using fewer budgets. Because of this, marketers use the power and effectiveness of the groups (Schiffman, Kanuk, 1997).

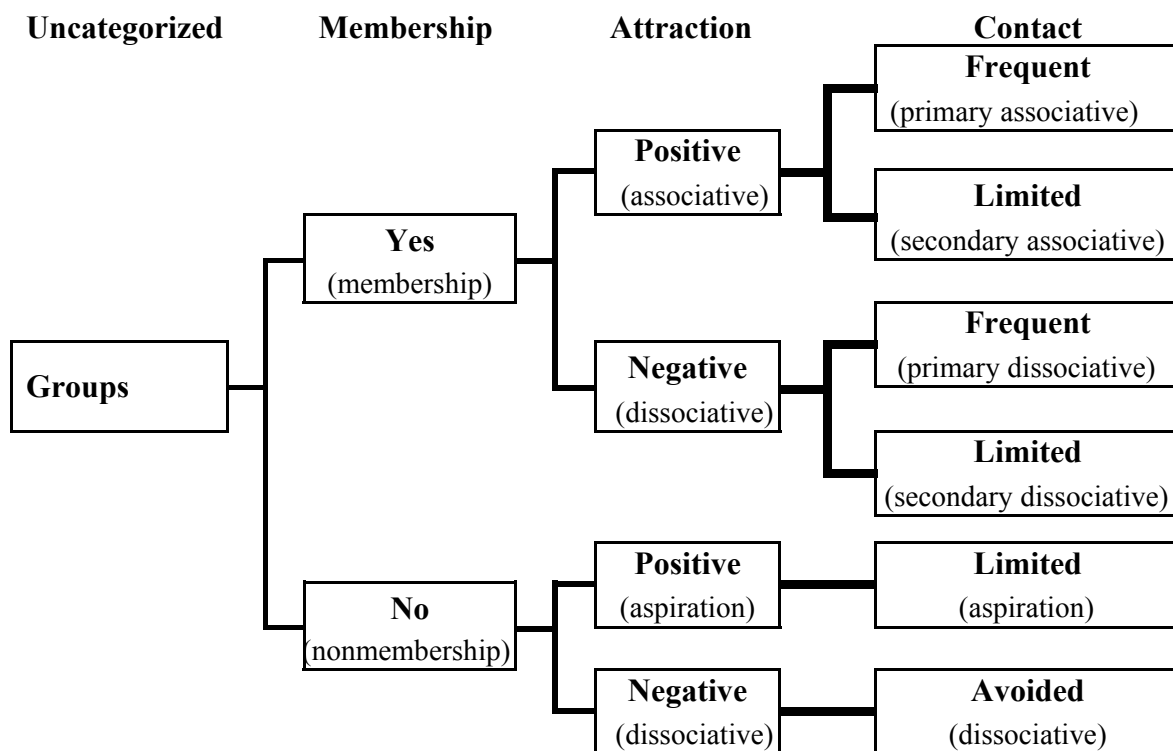


Figure 2.15 Types of groups

Source: Hawkins, Del I., Best, Roger J. and Coney, Kenneth A., 1998, Consumer Behavior: Building Marketing Strategy, 7th edition, McGraw-Hill, pp 217

2.3.7.2. Consumer-Relevant Groups

Schiffman & Kanuk (1997) studied six basic types of consumer-relevant groups influence the consumption behavior of individuals: family, friendship groups, formal social groups, shopping groups, consumer-action groups, and work groups.

First type is family and its importance is based on the frequency of contact that the individual has with other family members. Family shares lifestyle, beliefs, values and behavior. Second type is friendship which is typically classified as informal groups, because they are usually unstructured and lack specific authority levels. Friend relationship influence purchase decision. The third type is formal social groups which are more remote and serve a different function for the individual. Members of such groups often consume together. Individuals need to find acceptance in society. Formal groups are the way of this and because of this, some individuals can copy the groups' consumption. Fourth type is shopping groups which are consisting of two or more people shop together. Generally

close friends or family formed these groups. Members share purchase decisions even primary important purchase decisions. The fifth type is a consumer-action group which is a particular kind of consumer group—a consumer-action group—has emerged in response to the consumerist movement. For example, of this group neighborhood shopping is common in our country. They have time together and share most purchase decisions even take decision for purchase time. The last one is work group. People spend time at jobs and according work status informal or formal groups take shape. The formal groups work as a team but informal groups work in the same firm and become friends, and also like to become friends.

Marketers need to segment market place and need to know who influence the individuals' purchase decision. These types of groups influence consumers' brand choices.

2.3.7.3. Reference Groups

Marketers used reference groups to effect individuals' desired changes in consumer behavior. Reference groups is person or groups that influence or as a model for individual according to general or specific values, attitudes or set of behaviors (Schiffman, Kanuk, 1997). Dobriner (1969) defined a reference group as exactly what its name implies: it is an external social point of reference for the actor. Term include norms, values and like. Reference groups are external social events that referent groups self identity and self-image. Reference groups are also cultural groups that members share specific cultural meanings. Individual reflect the reference groups' behavior, social forms, norms, values and take a role. As time goes on, he/she adopts reference groups and also all groups' identity, values, norms, behavior, social forms, roles, becomes part of him/her. Marketers used these influencers for moving cultural meanings to products or services. Because of this, marketers examine the social processes of reference groups (Peter and Olson, 1996).

2.3.7.3.1. Types of Reference Group Influences

Hawkins&Best, Coney (2004) have pointed out that reference group influence can take three forms: informational, normative, and identification. It is important for creating marketing strategy that depends on type of influence. Informational influence is based on giving notice or being an expertise for groups' member. Reference member giving advice of product that tried before and groups member decide to purchase this product or service with this notification. Normative influence, sometimes referred to as utilitarian influence, is strongest for individuals. Generally appears on younger consumers. Individuals have to use reference decisions on products or services to win approval from the group. Identification influence, also called value-expressive influence, occurs when individuals adopt the groups' value and norms. Identification reference groups act as a guide for individuals. The individual accept groups' values as his/her own and behaves like groups.

2.3.7.3.2. Degree of Reference Group Influence

Reference groups may approve or disapprove the individuals' purchase decisions. Reference groups generally influence on individuals' brand decisions. Hawkins& Best, Coney, (1998, pp. 221) adapted 'Two Consumption Situation Characteristics and Product/Brand Choice' shows how two consumption situation characteristics - necessity/non-necessity and visible/private consumption- combine to influence the degree of reference group influence likely to operate in a specific situation. Table 2.7 illustrates these additional determinants of reference group influences. We mention some of these terms following paragraphs.

Group influence is strongest when the use of the product or brand is visible to the group or a product like vitamins is generally private. Reference groups influence the brand in three ways: category, type, or brand are visible to the group.

Another measure; the degree of the influence is the product ownership such as designer clothes, special products or less influences example is the television.

The individuals need to approval of the groups member and obey group norms. For example, they care dressing similar to groups' norms or brands that used approved by the group.

Table 2.7. Two Consumption Situation Characteristics and Product/Brand Choice

	Degree Needed	
	Necessity	Nonnecessity
Consumption	Weak reference group influence on product	Strong reference group influence on product
Visible Strong reference group influence on brand	Public necessities Influence: Weak product and strong brand Examples: Wristwatch Automobile	Public luxuries Influence: Strong product and brand Examples: Snow skis Health club
Private Weak reference group influence on brand	Private necessities Influence: Weak product and brand Examples: Mattress Refrigerator	Private luxuries Influence: Strong product and weak brand Examples: Hot tub Home entertainment center

Source: "Reference Group Influence on Product and Brand Purchase Decision," Journal of Consumer Research, September 1982, p. 185. Copyright © 1982 by the University of Chicago

Symbolic products or services can be important for groups' pressure on members. Some of groups activity bring within some norms that must be obey. Style of the dress can be important for a dinner, but not important for a football match. This symbolic meanings depends on group function.

The final factor that affects the degree of reference group influence is the information about the purchasing service or product by the individuals. The individuals can search most of the product or service usage by his/her-self like books, furniture, automobiles. But, insurance or medical services are not visible for individuals. Also, individuals have limited information about them and need advice for them. Because of this, groups' influence is strongest for these kinds of service or products.

2.3.7.4. Gemeinschaft and Gesellschaft

In 1887 the German sociologist Ferdinand Tönnies published *Gemeinschaft und Gesellschaft*, in which he argued that there were two basic and fundamental forms of social relationship common to all mankind. These two generic forms, he argued, rest on two types of “will,” which he identified as *Kurwille* (rational will) and *Wesenwille* (natural will). Essentially Tönnies maintained that two definitive forms of social relationships stemmed from this psychological or volitional source (Tönnies, 1957).

The terms *Gemeinschaft und Gesellschaft*, which refer to distinctive forms of relationships, have no direct translation into English and that is why sociologists today continue to use Tönnies’ original terms. There is a primitive English equivalent in the terms “community” (*Gemeinschaft*) and “society” (*Gesellschaft*), but by no means do they represent the same thing in the two languages (Tönnies, 1957).

For Tönnies, *Gemeinschaft* and *Gesellschaft* define social relationships not only level of the actor but in groups and total societies. Thus corporations embody the *Gesellschaft* force, and it will also be found characteristically in cities rather than small towns. Whereas the family, extended kinship, and the local community are groups sustaining *Gemeinschaft* forms, the state, the capitalist system, the city, and commercial transactions emphasize the *Gesellschaft* principle. Whereas the unit of wealth in *Gemeinschaft* societies is land, in *Gesellschaft* it is money. Whereas mores, folkways, and religion bind persons into the forms of *Gesellschaft* groups. The characteristic *Gemeinschaft* figure (status/role) is woman, who acts through sentiment and particularism. The characteristic figure of *Gesellschaft* is man, who acts through rationality and calculation (Tönnies, 1957).

2.3.7.4.1. Primary groups

As Dobnier, (1969) the American sociologists Charles Horton Cooley formulated the concept of “primary group” after Twenty-two years Tönnies presented the relations of “natural” or “rational” influences”. Cooley was explored the character of the small groups

and the similarity of his conception of the primary group to Tonnies “Gemeinschaft” notion. Table 2.8 illustrate the systematic framework of the primary groups with Cooley’s notion consider (1) physical conditions, (2) role characteristics, (3) social interaction, and (4) the concrete social context.

Table 2.8. Gemeinschaft and Primary Relationships: The Principal Social Forms

PHYSICAL CONDITIONS	ROLE CHARACTERISTICS	SOCIAL RELATIONSHIPS	TYPICALLY FOUND IN
Small number	Affective	Largely Cooperative	Dyad Husband-wife
Long duration	Diffuse	Identity of ends	Friend-friend
Physical-spatial proximity	Particularistic	Relationship and End	Parent-child
	Collectivity-Oriented	Spontaneity	Group Family
	Quality	Personal Inclusive Informal controls	Peer group Neighborhood Small community

Source: Kingsley Davis, 1958, Human Society, New York The Macmillan Company, pp.306.

Primary groups are intimate and face-to-face relationships. They are small groups that have collective spirit, standers and lifestyle. Primary relationships generally occur within a family, a peer group, a neighborhood, or a small number. Closeness brings “we” feeling. Personality, identity, and informal integrations characterized the primary groups (Dobriner, 1969).

2.3.7.4.2. Secondary Groups

Secondary groups are large in size, short-duration, distant relationship groups. Characteristically formal integration, relationships are universalistic, self-oriented, and performance directed. Secondary group is heavily institutionalized and formal. Table 2.9 illustrates secondary groups’ relationship (Dobriner, 1969).

Table 2.9. Gesellschaft and Secondary Relationships: The Principal Social Forms

PHYSICAL CONDITIONS	ROLE CHARACTERISTICS	SOCIAL RELATIONSHIPS	TYPICALLY FOUND IN	
Large number	Neutrality specific	Cooperation and Competition	Dyad Manager-salesclerk	Group Corporation
Short duration	Universalistic	Disparity of ends	Salesclerk-customer	Nation
Physical-spatial distance	Self-oriented	Relationship is A means	General-private	Army
	Performance	Formalistic	Actor-theater goer	Religious denomination
		Impersonal	Congressman-constituent	Trade union
		Exclusive Formal controls		

Source: Kingsley Davis, 1958, Human Society, New York The Macmillan Company, pp.306.

Social world separates relationship in to two parts as, primary and secondary. Individuals' lifestyle shapes with these given roles. These relations take place for understanding consumer behavior. Primary group characteristic is Gemeinschaft and secondary group characteristic is Gesellschaft (Dobriner, 1969).

2.3.8. Social Class

According to American Marketing Association definition; social class, a status hierarchy by which groups and individuals are classified on the basis of esteem and prestige (AMA, 2006).

Schiffman, Kanuk (1997) defined as social class; is the division of the society by wealth, power, or prestige; by ability, education, or occupation even by where they live. Social class is the hierarchical form of the society and all classes have either or more or less status.

2.3.8.1. Social Class, Social Status and Market Segmentation

According to Schiffman, Kanuk (1997), researchers often measure social class in terms of social status and products function as status symbols. Basic instruments for marketers and consumer behavior researchers are socioeconomic variables, as family income, occupational status, and educational attainment used for measuring social class daily lifestyle. Solomon (1996) point out that purchasing product is the important status symbol for the social classes, especially purchasing brand.

Each class member needs to integrate his/herself a higher social class. Consumer may purchase certain products or services also special brands for to find acceptance from the higher class or feel from the higher class. Culture plays a basic role in purchasing decision for the way of acceptance. At that point, hierarchical aspect of social class is important to marketers.

Consumer behavior researchers and marketers used social class as segmentation of the society. The class membership is important for positioning products or services. Products or services need special socioeconomic groups. Marketers need to find different motivation or influencer for different social class. Social class is the behavioral factors for the social class members. As Schiffman, Kanuk (1997, pp. 377), “researchers separate society’s members into small, similar social-classes to explain the existence of shared values, attitudes, and behavioral patterns among members within each social class and differing values, attitudes, and behavior between social classes.” Members of social class sometimes need to adopt different social class; for example move house different city or different district in city. In these kinds of positions social class works as reference groups. New member need exception for other class members and adopt the others’ attitude and consumer behavior.

2.3.8.2. The Measurement of Social Class

Schiffman, Kanuk (1997) point out that, social class is useful concept for researchers to segment society. Systematic approaches for measuring social class are three categories; subjective measures, reputational measures, and objective measures

First approach of social class is the subjective, for measuring social class, asked to individuals to estimate their own social-class positions. Typical question for this measure is, “Which one of the following four categories best describes your social class?” The result of this question gives the individuals’ self-perception and self-images.

The second one is the reputational approach for measuring social class, to understand markets and consumption behavior. According to Schiffman, Kanuk (1997, pp. 380) “the reputational approach has proved to be impractical.” This research aims to understand the selected community information and according to this information to make initial judgements for social class members.

The last one is the objective approach. Social class has made of different variables like occupation, amount of income, education and ownership of land. These socioeconomic and demographic factors measured with questionnaire that has several questions about themselves, their families, their living places and lifestyle. These socioeconomic variables important for locating the consumer right place in social class hierarchy. Most of the consumer researchers believe that income reflects the social class by spending way. Although low income social class can buy refrigerator or TV sets, brand can be differentiates at that time. Objective measures need several questions about lifestyle, beliefs and culture for positioning consumer to the right place in social class membership.

2.3.8.3. Social Class Affect Purchase Decisions and Lifestyle

Social classes reflect the specific lifestyle factors; shared beliefs, attitudes, activities and behaviors. These factors are the basic differences between classes. Different products and services are preferable to different social classes and marketing gives out for different messages to each social class. For example, working-class consumers can be prefer products for utilitarian needs, not for styles or fashion. This term important for consumer researchers that need to segment market.

As Solomon (1996), a semiotic approach to social class focuses on differences in the types of codes used within different social classes. Codes carry different message. Different social classes use different code because they have different training or ability or they have different world views. Codes' information is valuable for marketers to understand consumers. "Restricted codes are dominant among the working class, while elaborated codes tend to be used by the middle and upper classes. Restricted codes focus on the content of objects, not on relationships among objects. Elaborated codes focuses on differences extend to the way consumers approach such basic concepts as time, social relationships, and objects Solomon (1996, pp. 446)."

In addition, social-classes influences products purchase decisions. Social-class members show similar lifestyle, because of members shared tastes, art, home decoration, and so on. Schiffman, Kanuk (1997) point out that, possessions have been used by sociologists as an index of social class. Most known social index is Chapins' Social Status Scale, which focus on the living room furniture and room condition. Home decorations reflect the family income and culture and also social class. For example, lower-class families give statue point to their living room and place TV sets in living room. But, middle and upper-class families give equal importance for all rooms and they can place TV sets in kitchen, family room or bedroom. According to this information, marketers suggest that the TV sets shown in the living room for lower-class consumers' advertisements. If targeted middle or upper-class consumers TV sets shown in the bedroom or shown like a living room accessories.

And we must say; house furnishings and other products (refrigerator, dishwasher, microwave oven, TV sets, camera, etc.) are important criteria for measuring and analyzing social classes. According to, Yavuz Odabaşı (2003), however, house furnishings are out of criteria in Turkey. Because of this, having house furnishings are not a status symbols anymore and all income groups can have all house furnishings. If having house furnishings isn't a status symbol, for marketers, the next step, having brand is status symbol for income groups.

3. RESEARCH DESIGN AND METHODOLOGY

In this chapter research design and methodology is presented. In the first part research objectives are given and in the second part theoretical frameworks which guided the study are discussed. The third section consists of data collection procedure. In this section the population, sampling method, questionnaire design are explained. The fourth section hypotheses are explained. The fifth and sixth parts are data analysis techniques and the limitations of the study.

3.1. RESEARCH OBJECTIVES

This study aims to determine, the cultural effects on consumer behavior within a case of a small group living both near and against a large urban area and explore the cultural differences of new-comers and inhabitants and their consumer behavior in Prince Islands-Istanbul regarding to the adaptation strategies, life style parameters and cultural codes.

Other objectives are trying to find out how Turkish people life-style and consumer habits, how they can improve it and their reference groups in terms of consumer behavior.

The design of study can be characterized as both descriptive and exploratory. It is a new attempt to describe how Turkish people view culture in their consumer life-style and how they see their current levels of culture usage in consumer habits with life-style parameters by employing the variables that have been developed before and developed in this study. It is exploratory in terms of the attempt to put forward a model that tries to explore consumption and culture relation.

This is a cross-sectional field analysis. This study is snapshot of a human habitat and consumption. Variables are neither controlled nor manipulated. Most of the questions are open ended. The data used was collected with a questionnaire in nearly eight months in 2005 - 2006.

3.2. THEORETICAL FRAMEWORK

The literature review indicated that cultural influences on consumer behavior exploring with life-style parameters is a multidimensional construct. To make an observation system is very difficult because it is related to many different individual and social concerns. Different models and conceptualizations have been proposed and some of them were empirically tested cross-cultural studies. But, this kind of study takes a long time for researchers. Culture influences on consumer behavior changes due to cultural identity, and shows differentiations from one person to another. The other objective is adaptation process in consumer behavior and life-style. In this study try to explore different influences in two cultures and approach this framework with Joseph T. Plummer's "Life Style Dimensions".

This study was conducted in the form of descriptive and exploratory research. This study is descriptive because, descriptive study allows a researcher to describe and understand behavior carefully and describe market and market characteristics or functions. This study is exploratory because, the study tries to explain the differences of two groups of consumer in a well-defined area according to the consumer behavior with lifestyle-parameters. "This type of design works well for early stage marketing questions. Exploratory research probes in depth to uncover customer motivations, feelings, and attitudes. Most qualitative research is exploratory. Methods used in exploratory designs include focus groups, depth interviews, central location tests, observational studies, and much more. Exploratory research uses fewer subjects but explores issues in a great deal of detail. Data from this research is often used for positioning, branding, and to develop research questions for testing in larger studies (Ciliberti & Associates LLC, 2006)."

In this study, the researcher has benefited from different approaches, conceptualizations, and abstractions. Long time literature research has done. Interview and observation have done for questionnaire to collect data.

In this research dependent variable is living time of the consumers' and the independent variable is consumption. In this study, according to consumer life-style and culture, there are many variables that affect consumer behavior.

3.3. DATA COLLECTION PROCEDURE

3.3.1. Case Study Area

Prince Islands are composed of nine islands of various sizes located at the north-eastern part of Marmara. The research area of the paper is set to be the four largest islands called as Büyükada, Heybeliada, Burgazada and Kınalıada, whereas Büyükada is the downtown island of the group (Figure 3.1) Downtown Büyükada is located approximately 6 km from Bostancı, 11 km from Kadıköy and 20 km from Sirkeci ports. These four islands are selected on the basis of largest permanent population, existence of minimum social facilities, and regular public transportation to Istanbul ports.

The islands house many religious centers, and each island has historically accommodated homogeneous ethnic structures within themselves. Although the islands are traditionally famous for the summer houses and their unique architectural characteristics, through the years, and especially after the 1999 Marmara earthquake, they have lost the majority of its ethnic population. However, as Istanbul attracted an increasing ratio of migration within the last few decades, the social structure of the islands have also gradually modified, thus causing a heterogeneous society especially in downtown Büyükada. As for the census records of 2000, the permanent population of the islands are approximately 7154 for Büyükada, 5529 for Heybeliada, 1575 for Burgazada, 3316 for Kınalıada and 186 for Sedefadası; totally, 17760 for Adalar population. Heybeliada owes most of its population to the naval base and marine education academies.

As the motor vehicles are prohibited; except for the emergency situations, the public transportation within the islands are provided by bicycles and phaetons. The islands are also connected to the land solely by boats. Considering the harsh winds of winter conditions, the connection to land is occasionally interrupted; thus composing a unique peculiarity for the island life, as being a part of metropolis such as Istanbul.

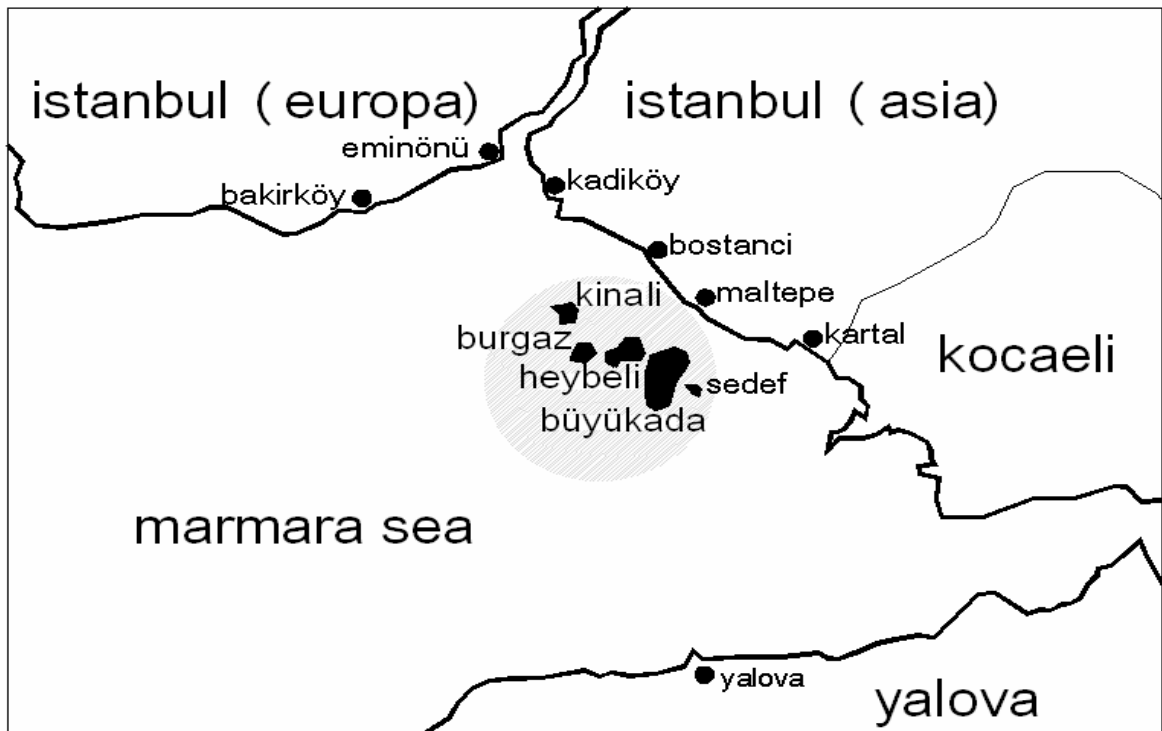


Figure 3.1 Map of the Case Study Area; Prince Islands-Istanbul

3.3.2. Population and Sample

The population is all people living in the Adalar, Istanbul in 2005.

The respondents are selected randomly. The sample size is calculated by using 95% confidence level and 4% error.

In simple random sampling from a population of size N , what sample size n is necessary to determine a proportion p to within the maximum allowable difference D with confidence P . Thus we want

$$\text{prob}(|p - \hat{p}| < D) > P$$

Estimating a Proportion

Population Size : 17760

Maximum Allowable Difference : 0.0335

Confidence : 0.95

Population Proportion : 0.5

Required Sample Size : 817

Adalar district has 6 quarter;

Table 3.1. Percentage of Questionnaire According to Adalar Districts' Quarters

	Population	Questionnaire	% of Questionnaire
BURGAZADA	1575	100	6.34
BÜYÜKADA MADEN	3880	264	6.80
BÜYÜKADA NİZAM	3274	164	5.009
HEYBELİADA	5529	167	3.02
KINALIADA	3316	124	3.73
SEDEFADASI	186	2	1.075
ADALAR	17760	821	4.622

The actual population distributions results are taken by DİE, 2000 census.

3.3.3. Data Collection Method

The method of the research is composed of two stages aiming to analyze the consumer behavior within the limited physical and social environment. The first part of the case study is composed of face to face questionnaire with the randomly selected occupants of the four islands composed of both newcomers and existing inhabitants. There were put no restrictions about gender, age or ownership positions of the participators. The questionnaire aim to explore the socio-cultural structure, demographic qualities, life style parameters, and the settlement identity of the newcomers compared to the existing inhabitants and try to answer whether culture is a specific parameter on consumer behavior (Table 3.1). The questions of the interview are composed of multiple choices, open ended or quality scaled tables that were applied to randomly select 3... voluntary participators. Beside the inquiries, face to face interviews have done with the customers and tradesman and saved voice data has transformed to word document.

The second part of the case study is related with the numerical outcomes of the social data and is based on socio-cultural differences and cultural consumer behaviors of both new-comers and inhabitants.

Table 3.2. Parameters and Process of Case Study Research

	SUBJECT	AREA	RESEARCH PROCESS	RESOURCES
A	DEMOGRAPHIC STRUCTURE			
1.	Consumer determination, market determination	Islands	Resource Books and Interviews	DIE and Inquiry Forms
1.1.	How the consumer use the market			
2.	The effects of the physical environment to market and the consumer			
3.	The analysis of Socio-demographic change			
3.1.	Migration		Statistics, Observation	
3.2.	Population characteristics			
3.3.	Education			
3.4.	Income			
3.5.	Occupation			
B	ANALYSIS OF SOCIO-CULTURAL STRUCTURE			
1.	Socio-cultural aspects of behavioral patterns	Islands	Observation Inquiry, Interviews	Inquiry Forms
1.1.	Culture core elements			
1.1.1.	Ethnic ,Religious, Language Characteristics			
1.1.2.	Family, kinship structure and relations			
1.1.4.	Food Habits			
1.1.5.	Religious, Symbolic Systems, Tradition and habits			
1.1.6.	Status appearance and social identity			
1.1.7.	Behavioral, Non-verbal Communication systems			
1.1.8.	Privacy and Territoriality as identity			
1.1.9.	Business life as an affect on behavior			
1.1.10.	Habits , Values, Attitudes, Role			
1.1.11.	Cultural transfer to children			
1.2.	Social Interaction			
1.2.1.	Neighborhood			
1.2.2.	Social Interaction Spaces and common activities			
C	LIFE STYLE-MARKETING			
1.	Market and Consumer Systematic	Islands	Observation Inquiry, Interviews	Inquiry Forms
1.1.	Determination of consumer and market boundaries			
1.2.	Reasons and continuity of consumer behavior			
1.3.	Private Consumption, Semi Private Consumption, General Consumption; Cultural Appearance			
1.4.	Effects of form and resolutions (Existence)			
1.5.	Genesis of new cultures; ratios(transfer to new generation)			
2.	Symbolization of market (Signs of Products)			
2.1.	Symbolic products or product groups (=>Buying service [entertainment])			
2.2.	Symbolic celebrations or consumptions according to survive the customs			
2.3.	Continuity of culture inside house and family (Symbolic Consumer Behaviors)			
3.	Behavioral Analysis (in pragmatic level) of market			
3.1.	Activities, Activity Types, Gestures, Tools			

3.3.4. Questionnaire Design

Data was collected by questionnaire which was developed after a thorough examination and long time literature study. The pilot study was conducted with ten people in December 2004. Some parts of the questionnaire were changed to avoid any misunderstanding and the scales of few questions modified.

The final form of the questionnaire was administered to 821 people chosen randomly. Delivered nearly 1500 questionnaire; 450 of them face to face by researcher and the others by helping school teachers & school managers, quarters' demarche, associations' members. At the end utilizable questionnaires are 821. Each questionnaire 30 – 45 minutes to complete. Twenty-two interviews were done. Each interview complete at least 45 minutes.

The first part of the questionnaire was about the demographics of the respondents. These were gender, age, place of birth, how long respondent lived in the island, the reason to live in the island, marital status, years of marriage, age and gender of the children, education level, profession, occupation and monthly net family income, district of respondent, possession of the house, previous city respondent lived, have any house outside the island, number of months they live in the island.

The second part of the questionnaire explores the life style of the respondents and affects of the culture on consumer behavior. These questions take a snap-shot of respondents' life-style and affects of the culture on consumer behavior for comparing each group or lifestyle in a well-defined marketing area. This questionnaire part tries to explore different influences in two cultures and approach this framework with Joseph T. Plummers' "Life Style Dimensions" and also consumer behavior base line. The observation system shows in table 3.2.

In this part, most of the questions opened to respondents' answers and also five point importance scale, multiple choice, dichotomous questions were used. There were sixty-nine question in this part.

The first question was about the places where they buy the goods; vegetable-fruit, meat-fish, spices, drink, white goods, furniture, wear, electronics, cosmetics, cleaners, newspaper, magazine, book, and bicycle; to find marketplace usage.

The second question was to find the popular newspaper, periodical, TV channel and radio channel for the respondents.

The third question was to find buying period of newspaper, review, book and music CD/ cassette.

The fourth question was to find internet usage level of respondents.

The fifth question was about the brand popularity of white good, furniture, wear, electronic, cosmetic, cleaner, drink, delicatessen.

The sixth question was about the knowledge of respondents' to shopping centers open-time in seasons in the island.

The seventh question was about how respondents' get knowledge about the shops.

The eight question was to find respondents relation with the shops.

The ninth question was asked to evaluate the following attributes which were about the shopping places where respondents shopping;

- Cleanness and order is important (tidy)
- Respondents always shopping from the places where was sufficient and expert in his topic
- Respondents always shopping from the places where quality was the highest priority
- To obtain the different kind of goods in the same shop is important
- It is important to be close to my culture
- It is important to find the product they look for
- High quality in service is important
- Possibility to use credit card is important
- The exhibition of the goods is important
- Respondents prefer the shops that sell one kind of product

The tenth question was about the respondents' usage of islands' bazaar.

The eleventh question was about the respondents' shopping period.

The twelfth question was about the respondents' unlike shopping things in the island.

The thirteenth question was about the respondents' like shopping things in the island.

The fourteenth question was about the affection of the island on respondents' shopping.

The fifteenth question was about the respondents' family member who lives outside the island and why they live outside the island.

The sixteenth question was about the adaptation problems of the people who come to live in the island from outside according to aspect of their needs.

The seventeenth question was to find the respondents' knowledge about islander identity.

The eighteenth question was about the respondents' identity.

The nineteenth question was about the respondents' consumer behavior according to identity.

The twentieth question was about the respondents' definition about the islander identity.

The question twenty one was multiple question about the respondents' privacy.

The question twenty two was respondents' attention about their belief while shopping.

The question twenty three was about the products that express respondents' culture and traditions.

The question twenty four was about to find the respondents' meal or amusement special to their family.

The question twenty five was about to the respondents' food habits according to culture

The question twenty six was about to the respondents' drink (brand) habits.

The question twenty seven was about to the ongoing respondents' food culture after coming to the island.

The question twenty eight was about to the respondents' patisserie shopping period.

The question twenty nine was about to the special products which respondents' prefer.

The question thirty was about to the respondents' membership in an association.

The question thirty one was about to the any changing in shopping habits after respondents' membership.

The question thirty two was about to the any changing in entertainment habits after respondents' membership.

The question thirty three was about to find product which was respondents' special consumer habits.

The question thirty four was about to find respondents did what in their vacant time.

The question thirty five was asked to evaluate the respondents' agreement level according to the statements about the ultimate aim of quality of live. The variables were level of consumption, the type of consumed products, either luxury or necessity and variety of consumption.

The question thirty six was to find the products which show the respondents' quality of live mentality.

The question thirty seven was about to find the respondents had any knowledge about the islands' periodical, newspaper and bulletins.

The question thirty eight was about to find the respondents' influence on the other people.

The question thirty nine was about the decision making process in respondents' family on insurance, automobile, house, TV, electronics, clothing, food, drink, cleaners, kitchen goods, furniture, medicine without recipe, toys, newspaper, periodicals, books and white goods buying.

The question forty was about the respondents' evaluation of the person who was shopping with respondents. Respondents were giving five degree to people who shop with them. (1 = most important)

The question forty one was about to find most important continental characteristics that the respondents was looking in the island after they began to live in the island.

The question forty two was about the respondents' attention on advertisements. The respondents were able to choose two of the five choices.

The question forty three was about the respondents' transfers of their consumer experience to their children.

The question forty four was about the respondents' transfers of their consumer experience to their children.

The question forty five was to understand influence on respondents by mother, father, wife/husband, sister/brother, children, relative, family friends, neighbors, best friend, business friend, boss / manager, famous people (artist, businessman, politicians, etc. ...), advertisements, cinema, TV, theatre, periodicals, books, etc., no one. Respondents give degree (1= most important) to influencer.

The question forty six was about the find respondents' evaluation on the other people according to their shopping.

The question forty seven was about the respondents' self status indicator according to their product usage.

The question forty eight was about to understand respondents' care shopping from the islander.

The question forty nine was about to find culture indicator according to respondents' neighbors product usage.

The question fifty was about to find respondents' habits on cinema, theatre, festival, culture-house, park, cafe/ bar, tea garden, entertainments, concert, club / local, restaurant according to period of going and district of them.

The question fifty one was about to find respondents' needs in the island and compare "less than 15" and "16 and more" respondents groups.

The question fifty two was about to find the sellers behave towards respondents' wishes in the island.

The question fifty three was about to find the respondents' shopping habit according to their beliefs.

The question fifty four was about to find the credit card affect on respondents' shopping.

The question fifty five was about to find the symbolic products that belongs to the island according to respondents.

The question fifty six was about to find respondents rituals on wedding, festivals, celebration, special days, religious festivals.

The question fifty seven was about to find the degree of affection on respondents' shopping according to factors;

- Newspaper, TV announcements, and advertisements (hand announcements)
- The promotions of the products in newspaper, periodicals and TV
- The nearness of the product to me

- The promotions at the selling point
- The easiness that the seller offer (delivery to the house, special account, order from telephone, order from net, transportation)
 - Easiness to find the product
 - Appropriateness to your believes and traditions
 - Cheapness
 - The attitudes and behaviors of the salesman
 - Reliance
 - To be inside the island (shopping from the islanders)

The question fifty eight was about to find the changes in respondents' consumer behavior after respondents cam to the island.

The question fifty nine was about the respondents agrees level of the thoughts written;

- The goods in Respondents' house reflects their culture
- Respondents can buy any trademark of product from the nearest seller
- Respondents certainly make their shopping from the islanders
- Respondents make their shopping from the nearest seller to their office
- Respondents make their shopping from the super markets or big markets
- Respondents look for the product until they find
- It is important for respondents that their shopping reflects my culture
- Respondents give time for shopping
- It is better to finish their shopping in a short time.
- Respondents search and look for the appropriate price.
- Respondents always trying to economize
- Respondents prefer to buy importation and unusual goods.
- Respondents always buy the high quality goods
- Respondents make their shopping according to the list which they made before
- It is possible to buy spontaneously out of the list
- Respondents regulate their budget carefully
- Respondents religion effects their shopping
- Respondents left the shop if it is not appropriate for their culture

- Respondents try to make their shopping from the lowest price
 - Respondents try new products
 - Respondents use ready-frozen meals
 - The package and the symbols over the package is important for respondents if it reflects their culture
 - Respondents' preferences are always according to their culture they belong to
- These thoughts find out the respondents shopping behavior and also test the other respondents' answers.

The question sixty was about to find that makes respondents shopping easy.

The question sixty one was about to find shops that respondents' need in the island.

The question sixty two was about to find new products decision of respondents according to the factors;

- Fashion,
- Quality,
- Cheapness,
- Appropriateness to respondents' status,
- Appropriateness to respondents' culture,
- Existence in the island,
- Non-existence it the island,
- Appropriateness to respondents' beliefs,
- Trademark,
- Product itself,
- Package,
- Advertisements,
- Promotions,
- Advices,
- Closeness of the salesman to the respondents.

The question sixty three was about to find the new comers affection on island consumer habits.

The question sixty four was about to find changes in consumer habits in the island according to respondents in time.

The question sixty five was about to find respondents' giving importance on meal, drink and dessert and also find "less than 15" and "16 and more" respondents' differentiation in their culture according to meal, drink and dessert.

The question sixty six was about the products that respondents bought for their life-style and quality which their culture requires.

The question sixty seven was about the dressing habits changes of respondents.

The question sixty eight was about the traditional dress affection of the respondents today dressing habits.

The question sixty nine was about the agreement level of the shopping experience that respondents share with.

- Respondents tell their neighbors and friends in family talks
- Respondents tell in their office during the break time
- Respondents tell in tea or coffee visits
- Respondents tell in the club, association during our meetings
- Respondents tell when they meet in the street
- Respondents tell during vacations
- Respondents tell if they ask their opinion during the shopping
- Respondents tell the person during shopping if they feel sincere whether they don't know him
- Respondents tell their friends on phone
- Respondents tell by using internet (mail, by writing to the web sites, etc...)
- Respondents write their complaints to the newspapers or periodicals
- Respondents never share their opinion or experiences
- Respondents don't tell until anyone ask
- Respondents begin to tell at the moment they enter the house

3.4. HYPOTHESIS

The hypothesis tested in the study is;

H0: The cultural effects on consumer behavior within a case of a small group living both near and against a large urban area and explore the cultural differences of new-comers and inhabitants and their consumer behavior regarding to the adaptation strategies, life style parameters and cultural codes.

There are three hundred thirty eight secondary hypothesis in the study summarize in section 4.3. These non-directional hypotheses are put forward regarding the relationships consumer behavior and culture in life-style parameters.

3.5. DATA ANALYSIS TECHNIQUE

The findings are analyzed by correlations and X² tests using the SPSS/PC software. This data collection aims to explore the cultural parameters of consumer behavior, and correlations with other parameters.

3.6. LIMITATIONS OF THE STUDY

The first limitation of the study is about the sample characteristics. Female represent approximately 58% of the sample. This is due to fact that during the day time and most women at home or bazaar shopping. As there was a time limitation all the data collection.

The other limitation was due to the fact that in some cases respondents had difficulty in understanding the concepts especially in the second part of the questionnaire. And also answer of questionnaire take too long time. At that moment, school teachers & school managers, quarter's demarche, association's members helped to researcher to find the respondents and interviewer.

The limitation of the study was too hard for researcher. Objectives were consumer behavior, culture, and life-style. In questionnaire should ask more number of questions and should be most of them open-ended for being objective in study. Take too long time to organize the answers of the questionnaires.

4. FINDINGS

In this chapter the results of frequency, crosstabulation and X^2 tests analyses are tabulated and summarized. This section is composed of mainly two parts. The first part discusses the frequency distribution of all demographic variables used in the study and the second part compare the differences of two inhabitants, newcomers and existing one, within life-style parameters; try to answer whether culture is a specific parameter on consumer behavior.

4.1. FREQUENCY DISTRIBUTION

4.1.1. Demographic Characteristics

Table 4.1.1. Distribution of Age, Gender, Married Status, Living Time In Island of The Respondents (İstanbul 2006)

AGE	n	%
18 and less	152	18.5
19 - 24	72	8.8
25 - 35	194	23.6
36 - 45	260	31.7
46 - 55	91	11.1
56 - 65	30	3.7
66 and more	22	2.7
GENDER	n	%
Female	476	58.0
Male	345	42.0
MARRIED STATUS?	n	%
Married	516	62.9
Single	267	32.5
Divorced	24	2.9
Widow / widower	14	1.7
HOW LONG HAVE YOU BEEN LIVING IN THE ISLAND?		
	n	%
Less than 15 years	360	43.8
16 and more years	461	56.2
TOTAL	821	100

Table 4.1.2. Distribution of Reason of The Respondents to Live In The Island (İstanbul 2006)

THE REASON TO LIVE IN THE ISLAND?	n	%
My family is living in the island.	158	19.2
I like to live in the island	31	3.8
Born in island	116	14.1
For working	187	22.8
Designation	77	9.4
Because of my husbands' work	41	5.0
Because of my fathers' work	36	4.4
Because of my daughters' teaching duty	1	0.1
Because of marriage	69	8.4
Immigration	17	2.1
For education	34	4.1
Silence, fresh air, nature	33	4.0
A culture-life style belongs to my family	8	1.0
to spend summer time	2	0.2
Earthquake fear	2	0.2
to solve my health problem	1	0.1
After barter	2	0.2
Coming from outside	2	0.2
We built a house	4	0.5
TOTAL	821	100

Table 4.1.3. Distribution of Birth Places of The Respondents (İstanbul 2006)

PLACE OF BIRTH	n	%
In island	181	22.0
Marmara Region	263	32.0
Ege Region	12	1.5
Karadeniz Region	161	19.6
İç Anadolu Region	51	6.2
Akdeniz Region	22	2.7
Doğu Anadolu Region	111	13.5
Güneydoğu Anadolu Region	16	1.9
Outside	4	0.5
TOTAL	821	100

Table 4.1.4. Distribution of Respondents' Number of Family Members Living In The Island (İstanbul 2006)

THE NUMBER OF FAMILY MEMBERS LIVING IN THE ISLAND?	n	%
1	39	4.8
2	39	4.8
3	134	16.3
4	325	39.6
5	158	19.2
6	31	3.8
7	38	4.6
8	16	1.9
9	8	1.0
10	18	2.2
12	10	1.2
13	5	0.6
TOTAL	821	100

Table 4.1.5. Distribution of Respondents' Number of Children (İstanbul 2006)

HOW MANY CHILD/CHILDREN?	n	%
1	112	13.6
2	268	32.6
3	92	11.2
4	29	3.5
5	1	0.1
6	4	0.5
Don't have child	315	38.4
TOTAL	821	100

Respondents mostly have children under 18 years old (%47.0) and other children age groups are 19-24(%5.4) and 24-30(%6.1) and 31-40(%1.2) and more than 41(%1.9) respectively.

Table 4.1.6. Distribution of Respondents Education, Respondents' Wife/Husband Education (İstanbul 2006)

EDUCATION? (female)	n	%
Not sign	110	13.4
Literate	38	4.6
Primary school	325	39.6
High school	208	25.3
Undergraduate	129	15.7
Graduate	11	1.3
EDUCATION? (male)	n	%
Not sign	187	22.8
Literate	4	0.5
Primary School	280	34.1
High School	192	23.4
Undergraduate	146	17.8
Graduate	8	1.0
Other	2	0.2
Other, Professor	2	0.2
TOTAL	821	100

Table 4.1.7. Distribution of Respondents Occupation, Occupation Places (İstanbul 2006)

OCCUPATION?	n	%
Not sign	150	18.3
Scientific and technical staff/self-employed person	29	3.5
Director-upper stair manager	3	0.4
Administrative staff etc	2	0.2
Trade and sales employee	3	0.4
Service sector	20	2.4
No occupation	503	61.3
Employer	3	0.4
Worker	4	0.5
Salaried	88	10.7
Work for own account	16	1.9
YOUR OCCUPATION WHERE?	n	%
Not sign	139	16.9
Islands	606	73.8
Istanbul Anatolian Side	33	4.0
Istanbul European Side	18	2.2
Istanbul, No explanation	17	2.1
Outer Istanbul	8	1.0
TOTAL	821	100

Table 4.1.8. Distribution of Respondents' Wife/Husband Occupation (İstanbul 2006)

YOUR WIFES'/HUSBANDS' OCCUPATION?	n	%
Not sign	196	23.9
Unemployed	6	0.7
Scientific and technical staff/self-employed person	210	25.6
Director-upper stair manager	6	0.7
Administrative staff etc	8	1.0
Trade and sales employee	17	2.1
Service sector	45	5.5
Agriculture, stockbreeding, forestry, fishing, hunting	44	5.4
No occupation	71	8.6
Employer	17	2.1
Worker	75	9.1
Salaried	108	13.2
Work for own account	18	2.2
TOTAL	821	100

Table 4.1.9. Distribution of Respondents' Wife/Husband Occupation Places (İstanbul 2006)

YOUR WIFES'/HUSBANDS' OCCUPATION WHERE?	n	%
Not sign	202	24.6
Islands	471	57.4
Istanbul Anatolian Side	59	7.2
Istanbul European Side	44	5.4
Istanbul, No explanation	36	4.4
Near by Istanbul	5	0.6
Outer Istanbul	2	0.2
Outer Turkey	2	0.2
TOTAL	821	100

Table 4.1.10. Distribution of Total Income For A Month In Respondents' Family (İstanbul 2006)

THE TOTAL INCOME FOR A MONTH IN YOUR FAMILY?		
	n	%
0 - 500	101	12.3
501 - 750	205	25.0
751 - 1.000	163	19.9
1.001 - 1.500	144	17.5
1.501 - 2.000	82	10.0
2.001 - 2.500	35	4.3
2.501 - 3.000	32	3.9
3.001 and more	38	4.6
Not sign	21	2.6
TOTAL	821	100

Table 4.1.11. Distribution of District/Street of Respondents' House (İstanbul 2006)

DISTRICT/STREET OF YOUR HOUSE?	n	%
Burgazada	100	12.2
Büyükada Maden	264	32.2
Büyükada Nizam	164	20.0
Heybeliada	167	20.3
Kınalıada	124	15.1
Sedefadası Maden	2	0.2
TOTAL	821	100

Table 4.1.12. Distribution of Possession of The House Respondents Live In (İstanbul 2006)

POSSESSION OF THE HOUSE YOU LIVE IN?	n	%
Owner	360	43.8
Rent	281	34.2
Own to family	77	9.4
Other, house provided to employee	94	11.4
Not sign	9	1.1
TOTAL	821	100

Table 4.1.13. Distribution of Number of Months Respondent Live In The Island For A Year (İstanbul 2006)

THE NUMBER OF MONTHS YOU LIVE IN THE ISLAND FOR A YEAR?		
	n	%
1 – 3 months	4	0.5
4 – 8 months	71	8.6
9 – 11 months	69	8.4
>12 months (always)	677	82.5
TOTAL	821	100

Table 4.1.14. Distribution of Previous City Or District Respondents Lived (İstanbul 2006)

PREVIOUS CITY OR DISTRICT YOU LIVED?	n	%
No	411	50.1
Marmara Region	226	27.5
Ege Region	10	1.2
Karadeniz Region	73	8.9
İç Anadolu Region	18	2.2
Akdeniz Region	14	1.7
Doğu Anadolu Region	56	6.8
Güneydoğu Region	6	0.7
In Island (Sedefadası)	2	0.2
Outside	5	0.6
TOTAL	821	100

Table 4.1.15. Distribution of Region of The House Respondents Have Outside The Island (İstanbul 2006)

DO YOU HAVE HOUSE OUTSIDE THE ISLAND? WHERE?	n	%
No	535	65.2
Marmara Region	51	6.2
Ege Region	2	0.2
Karadeniz Region	17	2.1
İç Anadolu Region	12	1.5
Akdeniz Region	5	0.6
Doğu Anadolu Region	10	1.2
İstanbul Anatolian Region	151	18.4
İstanbul Europe Region	38	4.6
TOTAL	821	100

%43.0 of the respondents noted that the shopping centers in island are seasonal, %57.0 are permanent

%62.7 of the respondents every week, %21.0 of the respondents rarely go to the bazaar of the island. %9.6 of the respondents never go to the bazaar of the island

%58.1 go for shopping when they need, %24.5 go ones in a week for shopping.

%71.4 of the respondents stated that they pay attention to the appropriateness to their belief while shopping, %28.6 of the respondents stated that they don't pay attention.

%87.3 of the respondents share their shopping experiences with other people, %12.7 of the respondents don't share their shopping experiences.

Mostly respondents get knowledge while walking about the shops (%37.6). Others get knowledge by search (%24.4) and from friends (%30.1) about the shops.

%27.6 of the respondents appreciate the people according to their consumes, %72.4 of the respondents stated that they don't appreciate. But %50.4 of the respondents stated that their consumes are important for reflection of their status.

Respondents are dependent (they can't give up easily) to the shops they are shopping (% 24.8), %28.3 can change their shops if offer them more proper conditions.

%68.7 of the respondents stated that they feel that they belong to the island.

%85.1 of the respondents can continue their food culture, %2.4 of the respondents can't continue because they can't find what they are looking for their food culture. %10.8 of the respondents can't continue their food culture.

After living in the island the most important continental characteristic they are looking for are arrival (%17.9), social and art activities (%7.2), shopping possibility (%6.7), nature (%2.2) and there is nothing (%45.4) respectively.

%54.4 of the respondents in advertisement take attention to the product itself, %15.8 of the respondents take attention to the advertisement, %18.5 of the respondents

take attention to campaigns/discounts, %9.0 of the respondents look the message of the advertisement and %1.2 look to the elements belonging to their culture. %1.0 of the respondents are against the advertisement or not interested.

%12.2 of the respondents stated that they care to buy their needs from islander because they are acquaintance, %4.5 of the respondents care to make the islanders earn money, %5.7 of the respondents care to buy from islanders but don't explain.

%60.3 of the respondents noticed sellers try to find and bring their wishes, %30.2 of the respondents stated that sellers don't pay attention to their wishes, %3.8 of the respondents stated sellers try to sell what they had.

% 47.7 of the respondents don't have credit card. Credit cards don't affect %38.7 of the respondents' shopping. %6.6 of them told they can easily make shopping with credit cards. %1.8 of the respondents stated that they prefer credit cards because it rises their opportunities.

4.2. CROSSTABULATION

Table 4.2.1.1.1. Distribution of Respondents' Living Time In Island to Places They Buy The Goods. Vegetable-Fruit (1) (İstanbul 2006)

CAN YOU NOTE THE PLACES (DISTRICT OR SHOP) WHERE YOU BUY THE GOODS WRITTEN BELOW? VEGETABLE-FRUIT (1)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Not Sign	10	2.8	2	0.4	12	1.5
İstanbul, no explanation	4	1.1	2	0.4	6	0.7
Büyükkada, no explanation	18	5.0	25	5.4	43	5.2
Büyükkada, bazaar	119	33.1	206	44.7	325	39.6
Büyükkada, any greengrocer	10	2.8	12	2.6	22	2.7
Büyükkada, nearest market	0	0.0	2	0.4	2	0.2
Büyükkada, Dörtyol Greengrocer	3	0.8	1	0.2	4	0.5
Büyükkada, Boston Greengrocer	0	0.0	4	0.9	4	0.5
I produce myself; Büyükkada	2	0.6	0	0.0	2	0.2
Burgazada, bazaar	30	8.3	40	8.7	70	8.5
Burgazada, any greengrocer	2	0.6	12	2.6	14	1.7
Burgazada, any market	2	0.6	0	0.0	2	0.2
Heybeliada, no explanation	45	12.5	29	6.3	74	9.0
Heybeliada, bazaar	24	6.7	16	3.5	40	4.9
Heybeliada, any greengrocer	10	2.8	5	1.1	15	1.8
Kımalıada, no explanation	8	2.2	12	2.6	20	2.4
Kımalıada, bazaar	13	3.6	31	6.7	44	5.4
Kımalıada, any greengrocer	4	1.1	0	0.0	4	0.5
Kadıköy	2	0.6	7	1.5	9	1.1
Kadıköy, Caddebostan, Migros	8	1.4	0	0.0	8	0.6
Carrefour	5	1.4	0	0.0	5	0.6
Bostancı, no explanation	25	6.9	27	5.9	52	6.3
Bostancı, bazaar	4	1.1	6	1.3	10	1.2
Bostancı, Çağrı Market	8	2.2	12	2.6	20	2.4
Bostancı, DİA SA	0	0.0	8	1.7	8	1.0
Pendik	2	0.6	0	0.0	2	0.2
Maltepe	0	0.0	2	0.4	2	0.2
İstanbul, Cevizli Bazaar	2	0.6	0	0.0	2	0.2
TOTAL	360	100	461	100	821	100

$$x^2=89.049 \quad p=0.000 \quad df=27$$

1.7% of “16 and more” respondents buy vegetable-fruit from the DİA SA, Bostancı. 1.4% of “less than 15” respondents buy from the Migros, Caddebostan, Kadıköy. 2.2% of “less than 15” respondents and 2.6% of “16 and more” respondents buy vegetable-fruit Bostancı, Çağrı Market. Most of the “16 and more” respondents 44.7% buy from Büyükada bazaar.

Table 4.2.1.1.2. Distribution of Respondents’ Living Time in Island to Places They Buy the Goods. Vegetable-Fruit (2) (İstanbul 2006)

CAN YOU NOTE THE PLACES (DISTRICT OR SHOP) WHERE YOU BUY THE GOODS WRITTEN BELOW? VEGETABLE-FRUIT (2)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Not Sign	289	80.3	386	83.7	675	82.2
İstanbul, no explanation	0	0.0	5	1.1	5	0.6
Büyükada, no explanation	2	0.6	4	0.9	6	0.7
Büyükada, Bazaar	8	2.2	0	0.0	8	1.0
Büyükada, any greengrocer	8	2.2	14	3.0	22	2.7
Büyükada, nearest market	0	0.0	2	0.4	2	0.2
Büyükada, Dört Yol greengrocer	2	0.6	0	0.0	2	0.2
Burgazada, no explanation	2	0.6	0	0.0	2	0.2
Burgazada, bazaar	0	0.0	2	0.4	2	0.2
Burgazada, any greengrocer	4	1.1	6	1.3	10	1.2
Burgazada, any market	0	0.0	2	0.4	2	0.2
Heybeliada, bazaar	5	1.4	5	1.1	10	1.2
Heybeliada, any greengrocer	4	1.1	1	0.2	5	0.6
Kınalıada, no explanation	0	0.0	8	1.7	8	1.0
Kınalıada, bazaar	12	3.3	4	0.9	16	1.9
Kınalıada, any greengrocer	4	1.1	0	0.0	4	0.5
Kadıköy	10	2.8	0	0.0	10	1.2
Bostancı, no explanation	8	2.2	16	3.5	24	2.9
Bostancı, bazaar	0	0.0	6	1.3	6	0.7
Bostancı, Çağrı Market	2	0.6	0	0.0	2	0.2
TOTAL	360	100	461	100	821	100

$$x^2=66.693 \quad p=0.000 \quad df=19$$

2.8% of “less than 15” respondents buy from Kadıköy. 2.2% of “less than 15” respondents buy vegetable-fruit from Büyükkada, bazaar, but “16 and more” respondents don’t buy anything from Büyükkada bazaar in their second choice.

Table 4.2.1.2.1. Distribution of Respondents’ Living Time in Island to Places They Buy the Goods. Meat-Fish (1) (İstanbul 2006)

CAN YOU NOTE THE PLACES (DISTRICT OR SHOP) WHERE YOU BUY THE GOODS WRITTEN BELOW? MEAT-FISH (1)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Not Sign	22	6.1	11	2.4	33	4.0
I am fishing+my husband is fishing	4	1.1	4	0.9	8	1.0
İstanbul, no explanation	4	1.1	6	0.9	10	1.0
Büyükkada, no explanation	65	18.1	141	30.6	206	25.1
Büyükkada, any butcher shop	34	9.4	34	7.4	68	8.3
Büyükkada, the fishers in the island	10	2.8	8	1.7	18	2.2
Büyükkada, port	2	0.6	4	0.9	6	0.7
Büyükkada, Butcher Faruk	19	5.3	35	7.6	54	6.6
Büyükkada, İstanbul Butcher	8	2.2	8	1.7	16	1.9
Büyükkada, Butcher Nihat	0	0.0	2	0.4	2	0.2
Büyükkada, Sema Butcher	0	0.0	2	0.4	2	0.2
Büyükkada, Ünlüler Et	0	0.0	4	0.9	4	0.5
Burgazada, no explanation	20	5.6	28	6.1	48	5.8
Burgazada, any butcher shop	8	2.2	10	2.2	18	2.2
Burgazada, fishers in the island	0	0.0	4	0.9	4	0.5
Burgazada, peddler	0	0.0	2	0.4	2	0.2
Heybeliada, no explanation	38	10.6	43	9.3	81	9.9
Heybeliada, any butcher	15	4.2	6	1.3	21	2.6
Heybeliada, bazaar	10	2.8	5	1.1	15	1.8
Kınalıada, no explanation	16	4.4	8	1.7	24	2.9
Kınalıada, any butcher	4	1.1	12	2.6	16	1.9
Kınalıada, fishers in the island	1	0.3	7	1.5	8	1.0
Bostancı	35	9.7	40	8.7	75	9.1
Bostancı, any market	4	1.1	8	1.7	12	1.5
Bostancı, Çağrı Market	0	0.0	8	1.7	8	1.0
Bostancı, DİA SA	0	0.0	4	0.9	4	0.5
Kadıköy	14	3.9	6	1.3	20	2.4
Kadıköy, Carrefour	7	1.9	0	0.0	7	0.9

Kartal	0	0.0	2	0.4	2	0.2
Kartal, Tansaş	9	2.5	1	0.2	10	1.2
Ümraniye	0	0.0	2	0.4	2	0.2
Eminönü	4	1.1	0	0.0	4	0.5
Sirkeci	0	0.0	2	0.4	2	0.2
Ortaköy, Butcher	0	0.0	2	0.4	2	0.2
Sarıyer	0	0.0	2	0.4	2	0.2
İstanbul, Cevizli Butcher	7	1.9	0	0.0	7	0.9
TOTAL	360	100	461	100	821	100

$$x^2=110.808 \quad p=0.000 \quad df=35$$

1.7% of “16 and more” respondents buy meat-fish from Çağrı Market, Bostancı. 1.9% of “less than 15” respondents buy from Carrefour, Kadıköy. 2.5% of “less than 15” respondents buy from Kartal , Tansaş. 0.4% of the “16 and more” respondents buy from Ortaköy, Butcher.

Table 4.2.1.2.2. Distribution of Respondents’ Living Time in Island to Places They Buy the Goods. Meat-Fish (2) (İstanbul 2006)

CAN YOU NOTE THE PLACES (DISTRICT OR SHOP) WHERE YOU BUY THE GOODS WRITTEN BELOW? MEAT-FISH (2)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
Not Sign	307	85.3	382	82.9	689	83.9
I am fishing+my husband is fishing	0	0.0	2	0.4	2	0.2
İstanbul, no explanation	0	0.0	12	2.6	12	1.5
Büyükkada, no explanation	0	0.0	8	1.7	8	1.0
Büyükkada, the fishers in the island	8	2.2	12	2.6	20	2.4
Büyükkada, Butcher Nihat	0	0.0	2	0.4	2	0.2
Burgazada, fishers in the island	4	1.1	2	0.4	6	0.7
Heybeliada, no explanation	6	1.7	1	0.2	7	0.9
Heybeliada, any butcher	5	1.4	5	1.1	10	1.2
Kınalıada, any butcher	0	0.0	4	0.9	4	0.5
Kınalıada, fishers in the island	4	1.1	4	0.9	8	1.0
Bostancı	7	1.9	20	4.3	27	3.3
Bostancı, Çağrı Market	2	0.6	0	0.0	2	0.2
Kadıköy	7	1.9	7	1.5	14	1.7

Kadıköy, Carrefour	5	1.4	0	0.0	5	0.6
Eminönü	5	1.4	0	0.0	5	0.6
TOTAL	360	100	461	100	821	100

$$x^2=47.759 \quad p=0.000 \quad df=15$$

“Less than 15” respondents buy meat-fish from 1.9% Kadıköy; 1.4% Kadıköy, Carrefour; 1.4% Eminönü respectively. 4.3% of “16 and more” respondents buy meat-fish from Bostancı.

Table 4.2.1.3.1. Distribution of Respondents’ Living Time in Island to Places They Buy the Goods. Delicatessen (1) (İstanbul 2006)

CAN YOU NOTE THE PLACES (DISTRICT OR SHOP) WHERE YOU BUY THE GOODS WRITTEN BELOW? DELICATESSEN (1)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Not Sign	56	15.6	50	10.8	106	12.9
İstanbul, no explanation	8	2.2	12	2.6	20	2.4
Büyükada, no explanation	23	6.4	91	19.7	114	13.9
Büyükada, nearest market (grocer)	26	7.2	38	8.2	64	7.8
Büyükada, Bazaar	14	3.9	6	1.3	20	2.4
Büyükada, Bizim Market	10	2.8	12	2.6	22	2.7
Büyükada, Bakioğulları Delicatessen	4	1.1	0	0.0	4	0.5
Büyükada, Yalovalılar Market	0	0.0	6	1.3	6	0.7
Büyükada, Atılgan Gıda Market	0	0.0	2	0.4	2	0.2
Büyükada, Mert Gıda	2	0.6	0	0.0	2	0.2
Büyükada, Güngör Snack House	1	0.3	1	0.2	2	0.2
Büyükada, Önder Market	0	0.0	2	0.4	2	0.2
Büyükada, Yıldırım Gıda	0	0.0	2	0.4	2	0.2
Burgazada, no explanation	12	3.3	10	2.2	22	2.7
Burgazada, nearest market	10	2.8	20	4.3	30	3.7
Burgazada, bazaar	0	0.0	4	0.9	4	0.5
Burgazada, Antigoni Delicatessen	2	0.6	2	0.4	4	0.5
Heybeliada, no explanation	43	11.9	23	5.0	66	8.0
Heybeliada, nearest market	5	1.4	16	3.5	21	2.6
Kınalıada, no explanation	8	2.2	24	5.2	32	3.9
Kınalıada, nearest market	0	0.0	8	1.7	8	1.0

Bostancı, no explanation	62	17.2	45	9.8	107	13.0
Bostancı, any market	0	0.0	10	2.2	10	1.2
Bostancı, Migros	0	0.0	10	2.2	10	1.2
Bostancı, Çağrı Market	16	4.4	18	3.9	34	4.1
Bostancı, BİM market	0	0.0	13	2.8	13	1.6
Bostancı, Tansaş market	2	0.6	0	0.0	2	0.2
Bostancı, DİA SA	0	0.0	8	1.7	8	1.0
Kadıköy	28	7.8	8	1.7	36	4.4
Kadıköy, Kızıltoprak, Migros	6	1.7	0	0.0	6	0.7
Kadıköy, Metro, İçerenköy	0	0.0	2	0.4	2	0.2
Kozyatağı, Carrefour	7	1.9	6	1.3	13	1.6
Carrefour, no explanation	4	1.1	0	0.0	4	0.5
Kartal, Tansaş	5	1.4	0	0.0	5	0.6
Maltepe, BİM	0	0.0	2	0.4	2	0.2
Pendik	2	0.6	0	0.0	2	0.2
Tuzla	2	0.6	0	0.0	2	0.2
Dudullu	0	0.0	2	0.4	2	0.2
Sirkeci	0	0.0	6	1.3	6	0.7
Eminönü, Kapalı Çarşı; Mısır Çarşısı	2	0.6	0	0.0	2	0.2
Yalova	0	0.0	2	0.4	2	0.2
TOTAL	360	100	461	100	821	100

$$x^2=183.022 \quad p=0.000 \quad df=40$$

1.7% of “less than 15” respondents buy delicatessen from Migros, Kızıltoprak, Kadıköy. 0.4% of of “16 and more” respondents buy from Metro, içerenköy, Kadıköy. 0.6% of “less than 15” respondents buy from Eminönü, Kapalı Çarşı; Mısır Çarşısı. 1.4% of “less than 15” respondents buy from Tansaş, Kartal.

Table 4.2.1.3.2. Distribution of Respondents' Living Time in Island to Places They Buy the Goods. Delicatessen (2) (İstanbul 2006)

CAN YOU NOTE THE PLACES (DISTRICT OR SHOP) WHERE YOU BUY THE GOODS WRITTEN BELOW? DELICATESSEN (2)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Not Sign	312	86.7	406	88.1	718	87.5
İstanbul, no explanation	2	0.6	7	1.5	9	1.1
Büyükkada, nearest market (grocer)	2	0.6	0	0.0	2	0.2
Büyükkada, bazaar	4	1.1	0	0.0	4	0.5
Büyükkada, Kevser Market	2	0.6	0	0.0	2	0.2
Büyükkada, Bakkalım	2	0.6	0	0.0	2	0.2
Heybeliada, no explanation	4	1.1	6	1.3	10	1.2
Bostancı, no explanation	12	3.3	21	4.6	33	4.0
Bostancı, any market	0	0.0	2	0.4	2	0.2
Bostancı, Migros	0	0.0	2	0.4	2	0.2
Bostancı, Çağrı Market	2	0.6	4	0.9	6	0.7
Bostancı, BİM (market)	0	0.0	2	0.4	2	0.2
Kadıköy	13	3.6	1	0.2	14	1.7
Kadıköy, Migros, Kızıltoprak	0	0.0	4	0.9	4	0.5
Eminönü, Kapalı Çarşı; Mısır Çarşısı	5	1.4	4	0.9	9	1.1
Ulus	0	0.0	2	0.4	2	0.2
TOTAL	360	100	461	100	821	100

$$x^2=39.070 \quad p=0.001 \quad df=15$$

0.4% of “16 and more” respondents buy delicatessen from Bostancı, Migros. 1.4% of “less than 15” and 0.9% of “16 and more” respondents buy from Eminönü, Kapalı Çarşı; Mısır Çarşısı. 3.6% of “less than 15” respondents buy from Kadıköy.

Table 4.2.1.4.1. Distribution of Respondents' Living Time in Island to Places They Buy the Goods. Spices (1) (İstanbul 2006)

CAN YOU NOTE THE PLACES (DISTRICT OR SHOP) WHERE YOU BUY THE GOODS WRITTEN BELOW? SPICES (1)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Not Sign	25	6.9	32	6.9	57	6.9
İstanbul, no explanation	6	1.7	19	4.1	25	3.0
Büyükkada, no explanation	28	7.8	71	15.4	99	12.1
Büyükkada, bazaar	56	15.6	49	10.6	105	12.8
Büyükkada, nearest market (grocer)	30	8.3	31	6.7	61	7.4
Büyükkada, Yıldırım Gıda	0	0.0	2	0.4	2	0.2
Büyükkada, Atılgan Gıda market	0	0.0	2	0.4	2	0.2
Büyükkada, Terzioğlu Market	2	0.6	2	0.4	4	0.5
Büyükkada, Bizim Market	10	2.8	6	1.3	16	1.9
Büyükkada, Güneş Gıda	0	0.0	2	0.4	2	0.2
Büyükkada, Hacı Baba	1	0.3	3	0.7	4	0.5
Burgazada, no explanation	14	3.9	14	3.0	28	3.4
Burgazada, bazaar	4	1.1	4	0.9	8	1.0
Burgazada, nearest market	2	0.6	18	3.9	20	2.4
Heybeliada, no explanation	39	10.8	12	2.6	51	6.2
Heybeliada, nearest market	5	1.4	21	4.6	26	3.2
Kınalıada, no explanation	12	3.3	20	4.3	32	3.9
Kınalıada, bazaar	0	0.0	12	2.6	12	1.5
Bostancı, no explanation	38	10.6	35	7.6	73	8.9
Bostancı, bazaar	0	0.0	4	0.9	4	0.5
Bostancı, any market	0	0.0	6	1.3	6	0.7
Bostancı, Migros	0	0.0	4	0.9	4	0.5
Bostancı, Çağrı Market	8	2.2	13	2.8	21	2.6
Bostancı, BİM	0	0.0	8	1.7	8	1.0
Bostancı, DİA SA	0	0.0	8	1.7	8	1.0
Kadıköy	30	8.3	11	2.4	41	5.0
Kadıköy, Kızıltoprak, Migros	2	0.6	2	0.4	4	0.5
Kadıköy, İçerenköy, Carrefour	9	2.5	6	1.3	15	1.8
Carrefour, no explanation	4	1.1	0	0.0	4	0.5
Kartal, Tansaş	5	1.4	0	0.0	5	0.6
Maltepe	0	0.0	2	0.4	2	0.2
Pendik	2	0.6	0	0.0	2	0.2

Dudullu	0	0.0	2	0.4	2	0.2
Eminönü,Kapalı Çarşı,Mısır Çarşısı	28	7.8	38	8.2	66	8.0
Beyoğlu	0	0.0	2	0.4	2	0.2
TOTAL	360	100	461	100	821	100

$$x^2=134.565 \quad p=0.000 \quad df=34$$

2.5% of “less than 15” respondents buy spices from Kadıköy, İçernköy, Carrefour. 7.8% of “less than 15” and 8.2% of “16 and more” respondents buy from Eminönü,Kapalı Çarşı,Mısır Çarşısı. 15.6% of “less than 15” and 10.6% of “16 and more” respondents buy spices from Büyükkada, bazaar.

Table 4.2.1.4.2. Distribution of Respondents’ Living Time in Island to Places They Buy the Goods. Spices (2) (İstanbul 2006)

CAN YOU NOTE THE PLACES (DISTRICT OR SHOP) WHERE YOU BUY THE GOODS WRITTEN BELOW? SPICES (2)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Not Sign	317	88.1	433	93.9	750	91.4
Büyükkada, no explanation	2	0.6	0	0.0	2	0.2
Büyükkada, bazaar	4	1.1	0	0.0	4	0.5
Büyükkada, nearest market (grocer)	6	1.7	0	0.0	6	0.7
Büyükkada, Bakkalım	2	0.6	0	0.0	2	0.2
Burgazada, no explanation	2	0.6	2	0.4	4	0.5
Burgazada, bazaar	0	0.0	2	0.4	2	0.2
Kınahada, nearest market	0	0.0	8	1.7	8	1.0
Bostancı, no explanation	8	2.2	8	1.7	16	1.9
Bostancı, Çağrı Market	2	0.6	0	0.0	2	0.2
Kadıköy	5	1.4	2	0.4	7	0.9
Eminönü;Kapalı Çarşı,Mısır Çarşısı	12	3.3	6	1.3	18	2.2
TOTAL	360	100	461	100	821	100

$$x^2=35.337 \quad p=0.000 \quad df=11$$

3.3% of “less than 15” and 1.3% of “16 and more” respondents buy spices from Eminönü; Kapalı Çarşı, Mısır Çarşısı.

Table 4.2.1.5.1. Distribution of Respondents' Living Time in Island to Places They Buy the Goods. Drink (1) (İstanbul 2006)

CAN YOU NOTE THE PLACES (DISTRICT OR SHOP) WHERE YOU BUY THE GOODS WRITTEN BELOW? DRINK (1)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Not Sign	21	5.8	8	1.7	29	3.5
İstanbul, no explanation	2	0.6	6	1.3	8	1.0
Büyükkada, no explanation	33	9.2	101	21.9	134	16.3
Büyükkada, bazaar	10	2.8	0	0.0	10	1.2
Büyükkada, nearest market / grocery	73	20.3	105	22.8	178	21.7
Büyükkada, Park Market	4	1.1	0	0.0	4	0.5
Büyükkada, Dolunay Market	2	0.6	2	0.4	4	0.5
Büyükkada, Güneş Gıda	0	0.0	4	0.9	4	0.5
Büyükkada, Bizim Market	12	3.3	14	3.0	26	3.2
Büyükkada, Bakioglu Market	2	0.6	0	0.0	2	0.2
Büyükkada, Mert Gıda	2	0.6	2	0.4	4	0.5
Büyükkada, Terzioğlu Market	2	0.6	0	0.0	2	0.2
Büyükkada, Bakkalim	0	0.0	2	0.4	2	0.2
Burgazada, no explanation	14	3.9	14	3.0	28	3.4
Burgazada, nearest market	16	4.4	34	7.4	50	6.1
Heybeliada, no explanation	47	13.1	20	4.3	67	8.2
Heybeliada, nearest market	25	6.9	21	4.6	46	5.6
Kınalıada, no explanation	21	5.8	19	4.1	40	4.9
Kınalıada, nearest market	4	1.1	20	4.3	24	2.9
Bostancı, no explanation	31	8.6	20	4.3	51	6.2
Bostancı, any market	0	0.0	10	2.2	10	1.2
Bostancı, Çağrı Market	10	2.8	15	3.3	25	3.0
Bostancı, BİM	0	0.0	10	2.2	10	1.2
Bostancı, Migros	4	1.1	9	2.0	13	1.6
Bostancı, DİA SA	0	0.0	8	1.7	8	1.0
Kadıköy	7	1.9	5	1.1	12	1.5
Kadıköy, Tansaş	0	0.0	4	0.9	4	0.5
İçerenköy, Carrefour	11	3.1	6	1.3	17	2.1
Kartal, Tansaş	5	1.4	0	0.0	5	0.6
Maltepe	0	0.0	2	0.4	2	0.2
Pendik	2	0.6	0	0.0	2	0.2

TOTAL	360	100	461	100	821	100
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$$x^2=138.487 \quad p=0.000 \quad df=30$$

2.8% of “less than 15” and 3.3% of “16 and more” respondents buy drink from Bostancı, Çağrı Market. 1.1% of “less than 15” and 2.0% of “16 and more” respondents buy drink from Bostancı, Migros. 1.4% of “less than 15” respondents buy drink from Kartal, Tansaş.

Table 4.2.1.5.2. Distribution of Respondents’ Living Time in Island to Places They Buy the Goods. Drink (2) (İstanbul 2006)

CAN YOU NOTE THE PLACES (DISTRICT OR SHOP) WHERE YOU BUY THE GOODS WRITTEN BELOW? DRINK (2)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Not Sign	302	83.9	412	89.4	714	87.0
İstanbul, no explanation	6	1.7	11	2.4	17	2.1
İstanbul, markets in Anatolian Side	0	0.0	2	0.4	2	0.2
Büyükkada, no explanation	0	0.0	4	0.9	4	0.5
Büyükkada, bazaar	4	1.1	0	0	4	4
Büyükkada, nearest market / grocery	4	1.1	2	0.4	6	0.7
Büyükkada, Bakioğlu Market	2	0.6	0	0.0	2	0.2
Burgazada, no explanation	2	0.6	0	0.0	2	0.2
Heybeliada, no explanation	5	1.4	0	0.0	5	0.6
Heybeliada, nearest market	0	0.0	5	1.1	5	0.6
Kınalıada, no explanation	4	1.1	0	0.0	4	0.5
Kınalıada, nearest market	4	1.1	4	0.9	8	1.0
Bostancı, no explanation	9	2.5	6	1.3	15	1.8
Bostancı, any market	0	0.0	5	1.1	5	0.6
Bostancı, Çağrı Market	2	0.6	4	0.9	6	0.7
Bostancı, BİM	5	1.4	2	0.4	7	0.9
Kadıköy	6	1.7	0	0.0	6	0.7
Kadıköy, Migros	0	0.0	4	0.9	4	0.5
Eminönü	5	1.4	0	0.0	5	0.6
TOTAL	360	100	461	100	821	100

$$x^2=58.090 \quad p=0.000 \quad df=18$$

0.6% of “less than 15” and 0.9% of “16 and more” respondents buy drink from Bostancı, Çağrı Market. 1.4% of “less than 15” respondents buy from Eminönü. 1.7% of “less than 15” respondents buy from Kadıköy.

Table 4.2.1.6.1. Distribution of Respondents’ Living Time in Island to Places They Buy the Goods. White Goods (1) (İstanbul 2006)

CAN YOU NOTE THE PLACES (DISTRICT OR SHOP) WHERE YOU BUY THE GOODS WRITTEN BELOW? WHITE GOODS1	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Not Sign	66	18.3	57	12.4	123	15.0
İstanbul, no explanation	20	5.6	28	6.1	48	5.8
İstanbul, Anatolian Side	6	1.7	1	0.2	7	0.9
Second hand; no explanation	4	1.1	0	0.0	4	0.5
Büyükkada, no explanation	42	11.7	109	23.6	151	18.4
Büyükkada , Arçelik	72	20.0	45	9.8	117	14.3
Büyükkada, İhlas	2	0.6	0	0.0	2	0.2
Büyükkada, Bosch	4	1.1	11	2.4	15	1.8
Büyükkada, Galeri Altın	4	1.1	10	2.2	14	1.7
Büyükkada, Second hand	0	0.0	6	1.3	6	0.7
Heybeliada, no explanation	0	0.0	10	2.2	10	1.2
Bostancı	83	23.1	111	24.1	194	23.6
Kadıköy	33	9.2	34	7.4	67	8.2
İçerenköy, Carrefour	5	1.4	4	0.9	9	1.1
Maltepe	4	1.1	4	0.9	8	1.0
Kartal	2	0.6	12	2.6	14	1.7
Pendik	4	1.1	0	0.0	4	0.5
Tuzla	2	0.6	0	0.0	2	0.2
Küçükyalı	1	0.3	3	0.7	4	0.5
Göztepe	0	0.0	4	0.9	4	0.5
Sirkeci	0	0.0	8	1.7	8	1.0
Eminönü, Doğubank	0	0.0	2	0.4	2	0.2
Erzurum	2	0.6	2	0.4	4	0.5
Trabzon	4	1.1	0	0.0	4	0.5
TOTAL	360	100	461	100	821	100

$$x^2=94.679 \quad p=0.000 \quad df=23$$

23.1% of “less than 15” and 24.1% of “16 and more” respondents buy white goods from Bostancı. 0.6% of “less than 15” respondents buy from Büyükada, İhlas. 20.0% of “less than 15” and 9.8% of “16 and more” respondents buy white goods from Büyükada , Arçelik. 1.1% of “less than 15” and 2.4% of “16 and more” respondents buy white goods from Büyükada, Bosch.

Table 4.2.1.6.2. Distribution of Respondents’ Living Time in Island to Places They Buy the Goods. White Goods (2) (İstanbul 2006)

CAN YOU NOTE THE PLACES (DISTRICT OR SHOP) WHERE YOU BUY THE GOODS WRITTEN BELOW? WHITE GOODS 2	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Not Sign	315	87.5	391	84.8	706	86.0
İstanbul, no explanation	7	1.9	5	1.1	12	1.5
Second hand; No, explanation	0	0.0	6	1.3	6	0.7
Büyükada, no explanation	12	3.3	6	1.3	18	2.2
Büyükada , Arçelik	0	0.0	5	1.1	5	0.6
Büyükada, Bosch	0	0.0	2	0.4	2	0.2
Bostancı	12	3.3	24	5.2	36	4.4
Kadıköy	7	1.9	14	3.0	21	2.6
Maltepe	0	0.0	2	0.4	2	0.2
Üsküdar	2	0.6	0	0.0	2	0.2
Sirkeci	0	0.0	2	0.4	2	0.2
Eminönü	5	1.4	0	0.0	5	0.6
Eminönü, Altınhan	0	0.0	2	0.4	2	0.2
Eminönü, Doğubank	0	0.0	2	0.4	2	0.2
TOTAL	360	100	461	100	821	100

$$x^2=32.921 \quad p=0.002 \quad df=13$$

3.3% of “less than 15” and 5.2% of “16 and more” respondents buy white goods from Bostancı. 1.4% of “less than 15” respondents buy from Sirkeci. 1.9% of “less than 15” and 3.0% of “16 and more” respondents buy white goods from Kadıköy.

Table 4.2.1.7.1. Distribution of Respondents' Living Time in Island to Places They Buy the Goods. Furniture (1) (İstanbul 2006)

CAN YOU NOTE THE PLACES (DISTRICT OR SHOP) WHERE YOU BUY THE GOODS WRITTEN BELOW? FURNITURE (1)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Not Sign	106	29.4	87	18.9	193	23.5
İstanbul, no explanation	24	6.7	71	15.4	95	11.6
İstanbul, Anatolian Side	6	1.7	5	1.1	11	1.3
Second hand; no explanation	4	1.1	6	1.3	10	1.2
Büyükkada, no explanation	47	13.1	73	15.8	120	14.6
Büyükkada, İdaş	2	0.6	0	0.0	2	0.2
Büyükkada, İstikbal	31	8.6	25	5.4	56	6.8
Büyükkada, Yataş	2	0.6	0	0.0	2	0.2
Büyükkada, Konfor	2	0.6	0	0.0	2	0.2
Burgazada, no explanation	2	0.6	0	0.0	2	0.2
Heybeliada, no explanation	0	0.0	5	1.1	5	0.6
Bostancı	58	16.1	85	18.4	143	17.4
Kadıköy	30	8.3	55	11.9	85	10.4
Kadıköy, İstikbal	4	1.1	4	0.9	8	1.0
İçerenköy, Carrefour	7	1.9	2	0.4	9	1.1
Kartal	6	1.7	14	3.0	20	2.4
Maltepe	8	2.2	6	1.3	14	1.7
Pendik	4	1.1	0	0.0	4	0.5
Küçükyalı	1	0.3	3	0.7	4	0.5
Tuzla	2	0.6	0	0.0	2	0.2
Ümraniye, Dudullu; Modoko	10	2.8	12	2.6	22	2.7
Beyoğlu	0	0.0	2	0.4	2	0.2
Yalova	0	0.0	2	0.4	2	0.2
Bursa	0	0.0	4	0.9	4	0.5
Trabzon	4	1.1	0	0.0	4	0.5
TOTAL	360	100	461	100	821	100

$$x^2=71.442 \quad p=0.000 \quad df=24$$

16.1% of “less than 15” and 18.4% of “16 and more” respondents buy furniture from Bostancı. 8.3% of “less than 15” and 11.9% of “16 and more” respondents buy furniture from Kadıköy. 2.8% of “less than 15” and 2.6% of “16 and more” respondents

buy furniture from Ümraniye, Dudullu; Modoko. 8.6% of “less than 15” and 5.4% of “16 and more” respondents buy furniture from Büyükada, İstikbal.

Table 4.2.1.7.2. Distribution of Respondents’ Living Time in Island to Places They Buy the Goods. Furniture (2) (İstanbul 2006)

CAN YOU NOTE THE PLACES (DISTRICT OR SHOP) WHERE YOU BUY THE GOODS WRITTEN BELOW? FURNITURE (2)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Not Sign	288	80.0	398	86.3	686	83.6
İstanbul, no explanation	7	1.9	2	0.4	9	1.1
Antiquary	0	0.0	2	0.4	2	0.2
Büyükada, no explanation	6	1.7	13	2.8	19	2.3
Büyükada, İstikbal	20	5.6	0	0.0	20	2.4
Bostancı	25	6.9	30	6.5	55	6.7
Kadıköy	10	2.8	10	2.2	20	2.4
Maltepe	0	0.0	4	0.9	4	0.5
Ümraniye, Dudullu, Modoko	4	1.1	2	0.4	6	0.7
TOTAL	360	100	461	100	821	100

$$x^2=38.271 \quad p=0,000 \quad df=8$$

6.9% of “less than 15” and 6.5% of “16 and more” respondents buy furniture from Bostancı. 2.8% of “less than 15” and 2.2% of “16 and more” respondents buy furniture from Kadıköy. 5.6% % of “less than 15” respondents buy from Büyükada, İstikbal.

Table 4.2.1.8. Distribution of Respondents’ Living Time in Island to Places They Buy the Goods. Wear (1) (İstanbul 2006)

CAN YOU NOTE THE PLACES (DISTRICT OR SHOP) WHERE YOU BUY THE GOODS WRITTEN BELOW? WEAR (1)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Not Sign	37	10.3	43	9.3	80	9.7
İstanbul, no explanation	76	21.1	109	23.6	185	22.5
İstanbul, Anatolian Side	7	1.9	2	0.4	9	1.1
I am sewing myself	0	0.0	2	0.4	2	0.2
Any shopping center	2	0.6	2	0.4	4	0.5
Any where I want	2	0.6	10	2.2	12	1.5

Büyükada, no explanation	18	5.0	45	9.8	63	7.7
Büyükada, bazaar	34	9.4	18	3.9	52	6.3
Burgazada, no explanation	2	0.6	2	0.4	4	0.5
Burgazada, bazaar	2	0.6	2	0.4	4	0.5
Heybeliada, no explanation	5	1.4	6	1.3	11	1.3
Kınalıada, bazaar	0	0.0	4	0.9	4	0.5
Bostancı	31	8.6	56	12.1	87	10.6
Bostancı, bazaar	6	1.7	3	0.7	9	1.1
Kadıköy	56	15.6	93	20.2	149	18.1
Kadıköy, “Salı Bazaar”	2	0.6	2	0.4	4	0.5
Kadıköy, Caddebostan	0	0.0	3	0.7	3	0.4
Kadıköy, Bağdat Street	34	9.4	9	2.0	43	5.2
İçerenköy, Carrefour	7	1.9	9	2.0	16	1.9
Kartal	2	0.6	0	0.0	2	0.2
Maltepe	13	3.6	3	0.7	16	1.9
Pendik	4	1.1	0	0.0	4	0.5
Eminönü	0	0.0	2	0.4	2	0.2
Sirkeci	8	2.2	14	3.0	22	2.7
Beyoğlu	2	0.6	0	0.0	2	0.2
Taksim	0	0.0	4	0.9	4	0.5
Bakırköy	0	0.0	2	0.4	2	0.2
Nişantaşı	0	0.0	4	0.9	4	0.5
Osmanbey	2	0.6	2	0.4	4	0.5
Şişli	2	0.6	4	0.9	6	0.7
Ulus, Akmerkez	0	0.0	2	0.4	2	0.2
Eminönü, Kapalı Çarşı	0	0.0	2	0.4	2	0.2
Mahmutpaşa	6	1.7	0	0.0	6	0.7
Yalova	0	0.0	2	0.4	2	0.2
TOTAL	360	100	461	100	821	100

$$x^2=101.859 \quad p=0.000 \quad df=33$$

9.4% of “less than 15” and 3.9% of “16 and more” respondents buy wear from Büyükada, bazaar. 15.6% of “less than 15” and 20.2% of “16 and more” respondents buy wear from Kadıköy. 9.4% of “less than 15” and 2.0% of “16 and more” respondents buy wear from Kadıköy, Bağdat Street. There is no second choice of respondents for wear buying.

Table 4.2.1.9.1. Distribution of Respondents' Living Time in Island to Places They Buy the Goods. Electronics (1) (İstanbul 2006)

CAN YOU NOTE THE PLACES (DISTRICT OR SHOP) WHERE YOU BUY THE GOODS WRITTEN BELOW? ELECTRONICS (1)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Not Sign	107	29.7	98	21.3	205	25.0
İstanbul, no explanation	53	14.7	79	17.1	132	16.1
İstanbul, European Side	0	0.0	2	0.4	2	0.2
Pedlar	2	0.6	0	0.0	2	0.2
Büyükada, no explanation	42	11.7	76	16.5	118	14.4
Büyükada, Arçelik	16	4.4	16	3.5	32	3.9
Büyükada, Galeri Altın	2	0.6	2	0.4	4	0.5
Büyükada, Arzum	0	0.0	2	0.4	2	0.5
Büyükada, İhlas store	0	0.0	2	0.4	2	0.2
Burgazada, no explanation	2	0.6	2	0.4	4	0.5
Bostancı	31	8.6	40	8.7	71	8.6
Bostancı, İhlas store	4	1.1	0	0.0	4	0.5
Kadıköy	36	10.0	59	12.8	95	11.6
Kadıköy, Metro market	2	0.6	0	0.0	2	0.2
Kadıköy, İçerenköy, Bauhaus	0	0.0	2	0.4	2	0.2
Kadıköy, Carrefour	2	0.6	4	0.9	6	0.7
Carrefour, no explanation	7	1.9	0	0.0	7	0.9
Kadıköy, İçerenköy, Carrefour, Kozyatağı	0	0.0	8	1.7	8	1.0
Kartal	2	0.6	4	0.9	6	0.7
Kartal, Koçtaş	9	2.5	1	0.2	10	1.2
Maltepe	5	1.4	0	0.0	5	0.6
Göztepe	0	0.0	4	0.9	4	0.5
Ümraniye	2	0.6	0	0.0	2	0.2
Sirkeci	26	7.2	36	7.8	62	7.6
Eminönü	0	0.0	10	2.2	10	1.2
Doğubank	2	0.6	12	2.6	14	1.7
Mahmutpaşa	4	1.1	0	0.0	4	0.5
Ulus, Akmerkez	0	0.0	2	0.4	2	0.2
Trabzon	4	1.1	0	0.0	4	0.5
TOTAL	360	100	461	100	821	100

$$x^2=89.440 \quad p=0.000 \quad df=28$$

4.4% of “less than 15” and 3.5% of “16 and more” respondents buy electronics from Büyükkada, Arçelik. 10.0% of “less than 15” and 12.8% of “16 and more” respondents buy electronics from Kadıköy. 7.2% of “less than 15” and 7.8% of “16 and more” respondents buy electronics from Sirkeci.

Table 4.2.1.9.2. Distribution of Respondents’ Living Time in Island to Places They Buy the Goods. Electronics (2) (İstanbul 2006)

CAN YOU NOTE THE PLACES (DISTRICT OR SHOP) WHERE YOU BUY THE GOODS WRITTEN BELOW? ELECTRONICS (2)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
Not Sign	329	91.4	411	89.2	740	90.1
İstanbul, no explanation	0	0.0	2	0.4	2	0.2
Büyükkada, no explanation	4	1.1	4	0.9	8	1.0
Bostancı	6	1.7	14	3.0	20	2.4
Kadıköy	12	3.3	14	3.0	26	3.2
Sirkeci	4	1.1	8	1.7	12	1.5
Eminönü	5	1.4	2	0.4	7	0.9
Tahtakale	0	0.0	6	1.3	6	0.7
TOTAL	360	100	461	100	821	100

$$x^2=10.798 \quad p=0.148 \quad df=7$$

There is no difference between living time in island “less than 15” and “16 and more” according to they buy electronics (2). 3.3% of “less than 15” and 3.0% of “16 and more” respondents buy electronics from Kadıköy.

Table 4.2.1.10.1. Distribution of Respondents’ Living Time in Island to Places They Buy the Goods. Cosmetics (1) (İstanbul 2006)

CAN YOU NOTE THE PLACES (DISTRICT OR SHOP) WHERE YOU BUY THE GOODS WRITTEN BELOW? COSMETICS (1)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
Not Sign	149	41.4	147	31.9	296	36.1
İstanbul, no explanation	49	13.6	50	10.8	99	12.1
Büyükkada, no explanation	28	7.8	66	14.3	94	11.4
Büyükkada, bazaar	6	1.7	2	0.4	8	1.0

Büyükada, nearest market	2	0.6	0	0.0	2	0.2
Büyükada, pharmacy	0	0.0	4	0.9	4	0.5
Büyükada, Bizim Market	2	0.6	0	0.0	2	0.2
Burgazada, no explanation	2	0.6	4	0.9	6	0.7
Burgazada, nearest market	2	0.6	0	0.0	2	0.2
Burgazada, pharmacy	0	0.0	2	0.4	2	0.2
Heybeliada	0	0.0	6	1.3	6	0.7
Kınalıada,	4	1.1	4	0.9	8	1.0
Bostancı	19	5.3	57	12.4	76	9.3
Bostancı, Çağrı Market	0	0.0	4	0.9	4	0.5
Kadıköy	33	9.2	74	16.1	107	13.0
Kadıköy, Bağdat Street	31	8.6	9	2.0	40	4.9
Kadıköy, Metro market	2	0.6	0	0.0	2	0.2
İçerenköy, Carrefour	12	3.3	11	2.4	23	2.8
Maltepe	7	1.9	2	0.4	9	1.1
Pendik	2	0.6	0	0.0	2	0.2
Üsküdar	2	0.6	0	0.0	2	0.2
Sirkeci	7	1.9	12	2.6	19	12.3
Eminönü, Altınhan	0	0.0	2	0.4	2	0.2
Şişli	0	0.0	2	0.4	2	0.2
Yalova	1	0.3	1	0.2	2	0.2
Comes from abroad	0	0.0	2	0.4	2	0.2
TOTAL	360	100	461	100	821	100

$$x^2=91.966 \quad p=0.000 \quad df=25$$

7.8% of “less than 15” and 14.3% of “16 and more” respondents buy cosmetics from Büyükada. 5.3% of “less than 15” and 12.4% of “16 and more” respondents buy cosmetics from Bostancı. 9.2% of “less than 15” and 16.1% of “16 and more” respondents buy cosmetics from Kadıköy.

Table 4.2.1.10.2. Distribution of Respondents' Living Time in Island to Places They Buy the Goods. Cosmetics (2) (İstanbul 2006)

CAN YOU NOTE THE PLACES (DISTRICT OR SHOP) WHERE YOU BUY THE GOODS WRITTEN BELOW? COSMETICS (2)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Not Sign	337	93.6	432	93.7	769	93.7
İstanbul, no explanation	0	0.0	2	0.4	2	0.2
Büyükkada, no explanation	3	0.8	4	0.9	7	0.9
Büyükkada, pharmacy	2	0.6	0	0.0	2	0.2
Heybeliada	0	0.0	6	1.3	6	0.7
Bostancı	0	0.0	6	1.3	6	0.7
Kadıköy	7	1.9	9	2.0	16	1.9
İçerenköy, Carrefour	4	1.1	2	0.4	6	0.7
Eminönü	5	1.4	0	0.0	5	0.6
Şişli	2	0.6	0	0.0	2	0.2
TOTAL	360	100	461	100	821	100

$$x^2=23.730 \quad p=0.005 \quad df=9$$

1.4% of “less than 15” respondents buy cosmetics from Eminönü. 0.6% of “less than 15” respondents buy cosmetics from Şişli.

Table 4.2.1.11.1. Distribution of Respondents' Living Time in Island to Places They Buy the Goods. Cleaners (1) (İstanbul 2006)

CAN YOU NOTE THE PLACES (DISTRICT OR SHOP) WHERE YOU BUY THE GOODS WRITTEN BELOW? CLEANERS (1)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Not Sign	45	12.5	22	4.8	67	8.2
İstanbul, no explanation	12	3.3	32	6.9	44	5.4
İstanbul, any big market	2	0.6	7	1.5	9	1.1
Büyükkada, no explanation	41	11.4	75	16.3	116	14.1
Büyükkada, bazaar	22	6.1	12	2.6	34	4.1
Büyükkada, nearest market	37	10.3	47	10.2	84	10.2
Büyükkada, Mert Gıda	4	1.1	2	0.4	6	0.7
Büyükkada, Bizim Market	8	2.2	8	1.7	16	1.9
Büyükkada, Bakkalim market	2	0.6	6	1.3	8	1.0
Burgazada, no explanation	12	3.3	6	1.3	18	2.2

Burgazada, bazaar	2	0.6	0	0.0	2	0.2
Burgazada, nearest market	2	0.6	16	3.5	18	2.2
Heybeliada, no explanation	30	8.3	26	5.6	56	6.8
Heybeliada, nearest market	5	1.4	5	1.1	10	1.2
Kınalıada, no explanation	8	2.2	8	1.7	16	1.9
Kınalıada, nearest market	0	0.0	8	1.7	8	1.0
Bostancı	25	6.9	74	16.1	99	12.1
Bostancı, any market	6	1.7	14	3.0	20	2.4
Bostancı, Çağrı Market	29	8.1	21	4.6	50	6.1
Bostancı, Migros	0	0.0	6	1.3	6	0.7
Bostancı, BİM	2	0.6	14	3.0	16	1.9
Bostancı, DİA SA	0	0.0	8	1.7	8	1.0
Kadıköy	23	6.4	22	4.8	45	5.5
Kadıköy, Metro, İçerenköy	0	0.0	2	0.4	2	0.2
Kadıköy, Tansaş	0	0.0	4	0.9	4	0.5
Kadıköy, Carrefour	6	1.7	6	1.3	12	1.5
İçerenköy, Carrefour	14	3.9	5	1.1	19	2.3
Kartal	5	1.4	2	0.4	7	0.9
Kartal, Tansaş	4	1.1	1	0.2	5	0.6
Maltepe	10	2.8	0	0.0	10	1.2
Pendik	2	0.6	0	0.0	2	0.2
Sirkeci	2	0.6	0	0.0	2	0.2
Yalova	0	0.0	2	0.4	2	0.2
TOTAL	360	100	461	100	821	100

$$x^2=130.354 \quad p=0.000 \quad df=32$$

3.9% of “less than 15” and 1.1% of “16 and more” respondents buy cleaners from İçerenköy, Carrefour. 2.8 of “less than 15 respondents buy from Maltepe. 0.4% of “16 and more” respondents buy cleaners from Kadıköy, Metro, İçerenköy. 6.9% of “less than 15” and 16.1% of “16 and more” respondents buy cleaners from Bostancı..

Table 4.2.1.11.2. Distribution of Respondents' Living Time in Island to Places They Buy the Goods. Cleaners (2) (İstanbul 2006)

CAN YOU NOTE THE PLACES (DISTRICT OR SHOP) WHERE YOU BUY THE GOODS WRITTEN BELOW? CLEANERS (2)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Not Sign	271	75.3	367	79.6	638	77.7
İstanbul, no explanation	4	1.1	9	2.0	13	1.6
İstanbul, any big market	0	0.0	5	1.1	5	0.6
Büyükkada, no explanation	6	1.7	0	0.0	6	0.7
Büyükkada, bazaar	2	0.6	4	0.9	6	0.7
Büyükkada, nearest market	2	0.6	2	0.4	4	0.5
Büyükkada, Mert Gıda	2	0.6	0	0.0	2	0.2
Burgazada, no explanation	4	1.1	2	0.4	6	0.7
Burgazada, nearest market	2	0.6	4	0.9	6	0.7
Heybeliada, no explanation	5	1.4	0	0.0	5	0.6
Heybeliada, nearest market	9	2.5	1	0.2	10	1.2
Kınalıada, no explanation	9	2.5	11	2.4	20	2.4
Bostancı	11	3.1	24	5.2	35	4.3
Bostancı, any market	2	0.6	4	0.9	6	0.7
Bostancı, Çağrı Market	4	1.1	8	1.7	12	1.5
Bostancı, Migros	2	0.6	4	0.9	6	0.7
Kadıköy	20	5.6	10	2.2	30	3.7
Kadıköy, Migros	0	0.0	4	0.9	4	0.5
Sirkeci	0	0.0	2	0.4	2	0.2
Eminönü	5	1.4	0	0.0	5	0.6
TOTAL	360	100	461	100	821	100

$$x^2=53.176 \quad p=0.000 \quad df=19$$

5.6% of “less than 15” and 2.2% of “16 and more” respondents buy cleaners from Kadıköy. 1.1% of “16 and more” respondents buy cleaners from İstanbul, any big market. 0.9% of “16 and more” respondents buy cleaners from Kadıköy, Migros.

Table 4.2.1.12.1. Distribution of Respondents' Living Time in Island to Places They Buy the Goods. Newspaper, Magazines, Book (1) (İstanbul 2006)

CAN YOU NOTE THE PLACES (DISTRICT OR SHOP) WHERE YOU BUY THE GOODS WRITTEN BELOW? NEWSPAPER, MAGAZINES, BOOK (1)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
Not Sign	57	15.8	42	9.1	99	12.1
İstanbul, no explanation	8	2.2	2	0.4	10	1.2
Buy from any port + during getting on the boat	2	0.6	6	1.3	8	1.0
Büyükkada, no explanation	31	8.6	100	21.7	131	16.0
Büyükkada, newspaper vendor	82	22.8	119	25.8	201	24.5
Büyükkada, nearest market	0	0.0	6	1.3	6	0.7
Burgazada, no explanation	18	5.0	26	5.6	44	5.4
Burgazada, newspaper vendor	8	2.2	26	5.6	34	4.1
Burgazada, nearest market	0	0.0	2	0.4	2	0.2
Heybeliada, no explanation	23	6.4	23	5.0	46	5.6
Heybeliada, newspaper vendor	49	13.6	17	3.7	66	8.0
Kınalıada, no explanation	25	6.9	19	4.1	44	5.4
Kınalıada, newspaper vendor	24	6.7	52	11.3	76	9.3
Bostancı	14	3.9	9	2.0	23	2.8
Kadıköy	7	1.9	9	2.0	16	1.9
Carrefour	5	1.4	0	0.0	5	0.6
Kartal	0	0.0	2	0.4	2	0.2
Pendik	2	0.6	0	0.0	2	0.2
Taksim	4	1.1	0	0.0	4	0.5
Yalova	1	0.3	1	0.2	2	0.2
TOTAL	360	100	461	100	821	100

$$x^2=60.591 \quad p=0,000 \quad df=11$$

22.8% of “less than 15” and 25.8% of “16 and more” respondents buy newspaper, magazines, book from Büyükkada, newspaper vendor. 3.9% of “less than 15” and 2.0% of “16 and more” respondents buy newspaper, magazines, book from Bostancı.

Table 4.2.1.12.2. Distribution of Respondents' Living Time in Island to Places They Buy the Goods. Newspaper, Magazines, Book (2) (İstanbul 2006)

CAN YOU NOTE THE PLACES (DISTRICT OR SHOP) WHERE YOU BUY THE GOODS WRITTEN BELOW? NEWSPAPER, MAGAZINES, BOOK (2)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Not Sign	321	89.2	392	85.0	713	86.8
İstanbul, no explanation	4	1.1	15	3.3	19	2.3
Buy from any port + during getting on the boat	0	0.0	2	0.4	2	0.2
Büyükkada, no explanation	0	0.0	2	0.4	2	0.2
Burgazada, no explanation	2	0.6	0	0.0	2	0.2
Bostancı	2	0.6	12	2.6	14	1.7
Kadıköy	19	5.3	32	6.9	51	6.2
Kartal, Tansaş	5	1.4	0	0.0	5	0.6
Eminönü	5	1.4	0	0.0	5	0.6
Taksim	2	0.6	0	0.0	2	0.2
Beyazıt	0	0.0	2	0.4	2	0.2
Mahmutpaşa	0	0.0	4	0.9	4	0.5
TOTAL	360	100	461	100	821	100

$$x^2=36.015 \quad p=0.000 \quad df=11$$

5.3% of “less than 15” and 6.9% of “16 and more” respondents buy newspaper, magazines, book from Kadıköy.

Table 4.2.1.13.1. Distribution of Respondents' Living Time in Island to Places They Buy the Goods Bicycles (1) (İstanbul 2006)

CAN YOU NOTE THE PLACES (DISTRICT OR SHOP) WHERE YOU BUY THE GOODS WRITTEN BELOW? BICYCLES (1)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Not Sign	153	42.5	147	31.9	300	36.5
İstanbul, no explanation	35	9.7	33	7.2	68	8.3
Büyükkada, no explanation	78	21.7	146	31.7	224	27.3
Burgazada, no explanation	2	0.6	8	1.7	10	1.2
Heybeliada, no explanation	5	1.4	8	1.7	13	1.6
Kımalıada, no explanation	0	0.0	4	0.9	4	0.5
Bostancı	7	1.9	36	7.8	43	5.2

Bostancı, İhlas Store	4	1.1	0	0.0	4	0.5
Kadıköy	22	6.1	5	1.1	27	3.3
Kadıköy, Metro	0	0.0	2	0.4	2	0.2
Kadıköy, İçerenköy	0	0.0	2	0.4	2	0.2
Carrefour	5	1.4	0	0.0	5	0.6
Kartal	0	0.0	2	0.4	2	0.2
Sirkeci	32	8.9	53	11.5	85	10.4
Eminönü	9	2.5	7	1.5	16	1.9
Doğubank	0	0.0	4	0.9	4	0.5
Tahtakale	4	1.1	0	0.0	4	0.5
Unkapanı	2	0.6	4	0.9	6	0.7
Topkapı	2	0.6	0	0.0	2	0.2
TOTAL	360	100	461	100	821	100

$$x^2=79.255 \quad p=0.000 \quad df=18$$

8.9% of “less than 15” and 11.5% of “16 and more” respondents buy bicycle from Sirkeci. 6.1% of “less than 15” and 1.1% of “16 and more” respondents buy bicycle from Kadıköy. 21.7% of “less than 15” and 31.7% of “16 and more” respondents buy bicycle from Büyükdada.

Table 4.2.1.13.2. Distribution of Respondents’ Living Time in Island to Places They Buy the Goods Bicycles (2) (İstanbul 2006)

CAN YOU NOTE THE PLACES (DISTRICT OR SHOP) WHERE YOU BUY THE GOODS WRITTEN BELOW? BICYCLES (2)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
Not Sign	354	98.3	443	96.1	797	97.1
İstanbul, no explanation	0	0.0	5	1.1	5	0.6
Bostancı	1	0.3	5	1.1	6	0.7
Sirkeci	0	0.0	8	1.7	8	1.0
Eminönü	5	1.4	0	0.0	5	0.6
TOTAL	360	100	461	100	821	100

$$x^2=18.459 \quad p=0.000 \quad df=4$$

1.7% of “16 and more” respondents buy bicycle from Sirkeci. 1.4% of “less than 15” respondents buy bicycle from Eminönü.

Table 4.2.2.1.1. Distribution of Respondents' Living Time In Island to Preferences For Newspaper (1) (İstanbul 2006)

PREFERENCES FOR THE THINGS WRITTEN BELOW NEWSPAPER (1)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Not Sign	51	14.2	23	5.0	74	9.0
Any of them	4	1.1	18	3.9	22	2.7
Hürriyet	67	18.6	68	14.8	135	16.4
Sabah	31	8.6	91	19.7	122	14.9
Milliyet	35	9.7	56	12.1	91	11.1
Radikal	12	3.3	21	4.6	33	4.0
Cumhuriyet	20	5.6	23	5.0	43	5.2
Tercüman	4	1.1	12	2.6	16	1.9
Vatan	14	3.9	29	6.3	43	5.2
Dünden Bugüne Tercüman	2	0.6	0	0.0	2	0.2
Birgün	0	0.0	4	0.9	4	0.5
Zaman	7	1.9	2	0.4	9	1.1
Milli Gazete	0	0.0	2	0.4	2	0.2
Vakit	2	0.6	4	0.9	6	0.7
Türkiye	4	1.1	0	0.0	4	0.5
Star	2	0.6	2	0.4	4	0.5
Posta	55	15.3	52	11.3	107	13.0
Takvim	16	4.4	9	2.0	25	3.0
Gözcü	15	4.2	14	3.0	29	3.5
Akşam	5	1.4	8	1.7	13	1.6
Fanatik	12	3.3	12	2.6	24	2.9
Fotomaç	2	0.6	11	2.4	13	1.6
TOTAL	360	100	461	100	821	100

$$x^2= 78.978 \quad p = 0.000 \quad df = 21$$

18.6% of “less than 15” and 14.8% of “16 and more” respondents prefer for newspaper is Hürriyet. 15.3% of “less than 15” and 11.3% of “16 and more” respondents prefer for newspaper is Posta. 8.6% of “less than 15” and 19.7% of “16 and more” respondents prefer for newspaper is Sabah. 9.7% of “less than 15” and 12.1% of “16 and more” respondents prefer for newspaper is Milliyet.

Table 4.2.2.1.2 Distribution of Respondents' Living Time In Island to Preferences For Newspaper (2) (İstanbul 2006)

PREFERENCES FOR THE THINGS WRITTEN BELOW NEWSPAPER (2)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Not Sign	244	67.8	261	56.6	505	61.5
Hürriyet	14	3.9	27	5.9	41	5.0
Sabah	16	4.4	26	5.6	42	5.1
Milliyet	15	4.2	15	3.3	30	3.7
Radikal	2	0.6	12	2.6	14	1.7
Cumhuriyet	0	0.0	11	2.4	11	1.3
Tercüman	0	0.0	2	0.4	2	0.2
Vatan	2	0.6	10	2.2	12	1.5
Birgün	4	1.1	4	0.9	8	1.0
Zaman	6	1.7	2	0.4	8	1.0
Milli Gazete	0	0.0	2	0.4	2	0.2
Evrensel	0	0.0	4	0.9	4	0.5
Yeni Şafak	2	0.6	4	0.9	6	0.7
Star	2	0.6	7	1.5	9	1.1
Posta	29	8.1	30	6.5	59	7.2
Takvim	8	2.2	10	2.2	18	2.2
Gözcü	2	0.6	16	3.5	18	2.2
Akşam	2	0.6	2	0.4	4	0.5
Fanatik	8	2.2	11	2.4	19	2.3
Fotomaç	4	1.1	5	1.1	9	1.1
TOTAL	360	100	461	100	821	100

$$x^2 = 43.949 \quad p = 0.001 \quad df = 19$$

8.1% of “less than 15” and 6.5% of “16 and more” respondents prefer for newspaper is Posta. 4.4% of “less than 15” and 5.6% of “16 and more” respondents prefer for newspaper is Sabah. 3.9% of “less than 15” and 5.9% of “16 and more” respondents prefer for newspaper is Hürriyet.

Table 4.2.2.1.3. Distribution of Respondents' Living Time In Island to Preferences For Newspaper (3) (İstanbul 2006)

PREFERENCES FOR THE THINGS WRITTEN BELOW NEWSPAPER 3	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Not Sign	324	90.0	371	80.5	695	84.7
Hürriyet	8	2.2	9	2.0	17	2.1
Sabah	4	1.1	17	3.7	21	2.6
Milliyet	0	0.0	7	1.5	7	0.9
Radikal	4	1.1	8	1.7	12	1.5
Cumhuriyet	2	0.6	8	1.7	10	1.2
Tercüman	2	0.6	0	0.0	2	0.2
Vatan	0	0.0	10	2.2	10	1.2
Zaman	2	0.6	2	0.4	4	0.5
Vakit	2	0.6	0	0.0	2	0.2
Posta	0	0.0	10	2.2	10	1.2
Takvim	4	1.1	2	0.4	6	0.7
Gözcü	2	0.6	0	0.0	2	0.2
Akşam	0	0.0	2	0.4	2	0.2
Güneş	4	1.1	0	0.0	4	0.5
Fanatik	2	0.6	11	2.4	13	1.6
Fotomaç	0	0.0	4	0.9	4	0.5
TOTAL	360	100	461	100	821	100

$$x^2 = 54.516 \quad p = 0.000 \quad df = 16$$

1.1% of “less than 15” and 3.7% of “16 and more” respondents prefer for newspaper is Sabah. 2.2% of “less than 15” and 2.0% of “16 and more” respondents prefer for newspaper is Hürriyet. 2.2% of “16 and more” respondents prefer for newspaper is Posta. 0.6% of “less than 15” and 2.4% of “16 and more” respondents prefer for newspaper is Fanatik.

Table 4.2.2.2.1. Distribution of Respondents' Living Time In Island to Preferences For Periodical (1) (İstanbul 2006)

PREFERENCES FOR THE THINGS WRITTEN BELOW? PERIODICAL (1)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Not Sign	167	46.4	239	51.8	406	49.5
It changes/ any of them	6	1.7	14	3.0	20	2.4
PC World	0	0.0	2	0.4	2	0.2
Mobilmag	8	2.2	0	0.0	8	1.0
Bilim ve Teknik	10	2.8	9	2.0	19	2.3
Bütün Dünya	3	0.8	7	1.5	10	1.2
Roll / music magazine	2	0.6	0	0.0	2	0.2
Express /current political issues	2	0.6	0	0.0	2	0.2
Virgöl / literature and critique journal	0	0.0	2	0.4	2	0.2
Cogito	4	1.1	0	0.0	4	0.5
Literature journals	0	0.0	6	1.3	6	0.7
Türk Dili	5	1.4	0	0.0	5	0.6
Tarih ve Medeniyet	0	0.0	2	0.4	2	0.2
Adalı Periodical	9	2.5	18	3.9	27	3.3
Kapital	5	1.4	1	0.2	6	0.7
Aktuel	9	2.5	21	4.6	30	3.7
Tempo	0	0.0	6	1.3	6	0.7
Nokta	0	0.0	15	3.3	15	1.8
Time	5	1.4	0	0.0	5	0.6
Aksiyon	0	0.0	2	0.4	2	0.2
Sızıntı	2	0.6	2	0.4	4	0.5
Gezi	0	0.0	4	0.9	4	0.5
Atlas	2	0.6	10	2.2	12	1.5
National Geographic	2	0.6	2	0.4	4	0.5
Fotoğraf dergisi	0	0.0	2	0.4	2	0.2
Naviga /ship, sail, navigation	0	0.0	4	0.9	4	0.5
Sea magazine	0	0.0	5	1.1	5	0.6
Lezzet	2	0.6	0	0.0	2	0.2
Sofra – cooking periodical	2	0.6	0	0.0	2	0.2
Örgü	1	0.3	2	0.4	3	0.4
Süper (shopping magazine)	6	1.7	0	0.0	6	0.7

Elele	4	1.1	2	0.4	6	0.7
Elle	4	1.1	2	0.4	6	0.7
Cosmopolitan – Cosmo	8	2.2	19	4.1	27	3.3
Kadınca	4	1.1	0	0.0	4	0.5
Hülya	0	0.0	2	0.4	2	0.2
Boxer	10	2.8	2	0.4	12	1.5
Alem	0	0.0	2	0.4	2	0.2
Gala	4	1.1	0	0.0	4	0.5
Şamdan	4	1.1	0	0.0	4	0.5
Mico (for kids)	7	1.9	2	0.4	9	1.1
Tolga abi (for kids)	2	0.6	0	0.0	2	.2
Witch (for kids)	2	0.6	0	0.0	2	0.2
Bilim Çocuk (for kids)	2	0.6	4	0.9	6	0.7
Final (preparing university exam)	0	0.0	2	0.4	2	0.2
Trendy	4	1.1	6	1.3	10	1.2
Salsa	12	3.3	2	0.4	14	1.7
Blue Jean	5	1.4	0	0.0	5	0.6
Hey Girl	17	4.7	5	1.1	22	2.7
Cosmo Girl	9	2.5	5	1.1	14	1.7
Leman	2	0.6	0	0.0	2	0.2
Penguen	2	0.6	2	0.4	4	0.5
Gırgır	0	0.0	4	0.9	4	0.5
Aydınlık Periodical	0	0.0	2	0.4	2	0.2
Mercek	4	1.1	2	0.4	6	0.7
Beyan	0	0.0	2	0.4	2	0.2
The World Sport	0	0.0	4	0.9	4	0.5
Beşiktaş Periodical	0	0.0	2	0.4	2	0.2
FB Periodical	2	0.6	4	0.9	6	0.7
Goal	0	0.0	3	0.7	3	0.4
TOTAL	360	100	461	100	821	100

$$x^2=193.414 \quad p=0.000 \quad df=60$$

2.5% of “less than 15” and 4.6% of “16 and more” respondents prefer for periodical is Aktuel. 2.5% of “less than 15” and 3.9% of “16 and more” respondents prefer for periodical is Adalı Periodical. 2.2% of “less than 15” and 4.1% of “16 and more” respondents prefer for periodical is Cosmopolitan – Cosmo. 3.3% of “less than 15” and

0.4% of “16 and more” respondents prefer for periodical is Salsa. 2.5% of “less than 15” and 1.1% of “16 and more” respondents prefer for periodical is Cosmo Girl.

Table 4.2.2.2. Distribution of Respondents’ Living Time In Island to Preferences For Periodical (2) (İstanbul 2006)

PREFERENCES FOR THE THINGS WRITTEN BELOW? PERIODICAL (2)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Not Sign	287	79.7	402	87.2	689	83.9
Science research	2	0.6	2	0.4	4	0.5
Express /current political issues	2	0.6	2	0.4	4	0.5
Milliyet Sanat	2	0.6	7	1.5	9	1.1
Tarih ve Medeniyet	0	0.0	4	0.9	4	0.5
M5 /defence and strategy magazine	0	0.0	2	0.4	2	0.2
Aktuel	0	0.0	2	0.4	2	0.2
Tempo	2	0.6	1	0.2	3	0.4
Nokta	0	0.0	2	0.4	2	0.2
Zaman	0	0.0	2	0.4	2	0.2
Atlas	2	0.6	2	0.4	4	0.5
National Geographic	5	1.4	4	0.9	9	1.1
Naviga /ship, sail, navigation	0	0.0	1	0.2	1	0.1
Autoshow	0	0.0	5	1.1	5	0.6
Sofra – cooking periodical	0	0.0	2	0.4	2	0.2
Form Sante	4	1.1	0	0.0	4	0.5
Dantel	0	0.0	2	0.4	2	0.2
Home art	0	0.0	3	0.7	3	0.4
FHM	0	0.0	2	0.4	2	0.2
Boxer	0	0.0	2	0.4	2	0.2
Burç (astrology)	2	0.6	0	0.0	2	0.2
Prenses (for kids)	2	0.6	0	0.0	2	0.2
MK (Milliyet Kardeş)	2	0.6	0	0.0	2	0.2
Trendy	8	2.2	8	0.4	10	1.2
Salsa	2	0.6	2	0.4	4	0.5
Blue jean	4	1.1	5	1.1	9	1.1
Hey Girl	7	1.9	0	0.0	7	0.9
Cosmo Girl	13	3.6	0	0.0	13	0.2
Leman	2	0.6	0	0.0	2	0.2

Galatasaray Periodical	5	1.4	3	0.7	8	1.0
Pivot	2	0.6	0	0.0	2	0.2
Goal /football periodical	5	1.4	0	0.0	5	0.6
TOTAL	360	100	461	100	821	100

$$x^2=83.466 \quad p=0.000 \quad df=31$$

2.2% of “less than 15” and 0.4% of “16 and more” respondents prefer for periodical is Trendy. 0.6% of “less than 15” and 1.5% of “16 and more” respondents prefer for periodical is Milliyet Sanat. 1.4% of “less than 15” and 0.9% of “16 and more” respondents prefer for periodical is National Geographic. 1.4% of “less than 15” and 0.9% of “16 and more” respondents prefer for periodical is Galatasaray Periodical.

Table 4.2.2.2.3. Distribution of Respondents’ Living Time In Island to Preferences For Periodical (3) (İstanbul 2006)

PREFERENCES FOR THE THINGS WRITTEN BELOW? PERIODICAL (3)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
Not Sign	328	91.1	449	97.4	777	94.6
Milliyet Sanat	4	1.1	0	0.0	4	0.5
Türk Edebiyatı	0	0.0	2	0.4	2	0.2
Kapital	0	0.0	2	0.4	2	0.2
Atlas	0	0.0	2	0.4	2	0.2
National Geographic	0	0.0	2	0.4	2	0.2
Elele	6	1.7	0	0.0	6	0.7
FHM	5	1.4	0	0.0	5	0.6
Boxer	2	0.6	0	0.0	2	0.2
Bilim Çocuk (for kids)	0	0.0	2	0.4	2	0.2
Salsa	2	0.6	2	0.4	4	0.5
Blue Jean	5	1.4	0	0.0	5	0.6
Hey Girl	4	1.1	0	0.0	4	0.5
Cosmo Girl	2	0.6	0	0.0	2	0.2
Penguen	2	0.6	0	0.0	2	0.2
TOTAL	360	100	461	100	821	100

$$x^2=47.131 \quad p=0.000 \quad df=14$$

1.7% of “16 and more” respondents prefer for periodical is Elele. 1.4% of “16 and more” respondents prefer for periodical is FHM. 1.4% of “16 and more” respondents prefer for periodical is Blue Jean.

Table 4.2.2.3.1. Distribution of Respondents’ Living Time In Island to Preferences For TV Channel (1) (İstanbul 2006)

PREFERENCES FOR THE THINGS WRITTEN BELOW? TV CHANNEL (1)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Not Sign	17	4.7	9	2.0	26	3.2
Any of them	51	14.2	69	15.0	120	14.6
Fox kids	5	1.4	0	0.0	5	0.6
Digiturk	2	0.6	8	1.7	10	1.2
Cine5	2	0.6	0	0.0	2	0.2
CNN Türk	4	1.1	6	1.3	10	1.2
NTV	15	4.2	24	5.2	39	4.8
CNN	2	0.6	0	0.0	2	0.2
CNBC	2	0.6	0	0.0	2	0.2
ATV	44	12.2	107	23.2	151	18.4
Kanal D	124	34.4	90	19.5	214	26.1
Show TV	25	6.9	36	7.8	61	7.4
Star TV	8	2.2	13	2.8	21	2.6
TRT 1	21	5.8	52	11.3	73	8.9
TGRT	2	0.6	8	1.7	10	1.2
Kanal 7	6	1.7	16	3.5	22	2.7
Samanyolu (stv)	4	1.1	2	0.4	6	0.7
Flash TV	2	0.6	8	1.7	10	1.2
TV8	2	0.6	0	0.0	2	0.2
CNBC-e	9	2.5	11	2.4	20	2.4
FB TV	5	1.4	0	0.0	5	0.6
National Geographic Channel	0	0.0	2	0.4	2	0.2
Kral TV	8	2.2	0	0.0	8	1.0
TOTAL	360	100	461	100	821	100

$$\chi^2=88.794 \quad p=0.000 \quad df=22$$

34.4% of “less than 15” and 19.5% of “16 and more” respondents prefer for TV Channel is Kanal D. 12.2% of “less than 15” and 23.2% of “16 and more” respondents prefer for TV Channel is ATV. 14.2% of “less than 15” and 15.0% of “16 and more” respondents prefer for TV Channel is any of them. 5.8% of “less than 15” and 11.3% of “16 and more” respondents prefer for TV Channel is TRT 1.

Table 4.2.2.3.2. Distribution of Respondents’ Living Time In Island to Preferences For TV Channel (2) (İstanbul 2006)

PREFERENCES FOR THE THINGS WRITTEN BELOW? TV CHANNEL (2)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Not Sign	199	55.3	202	43.8	401	48.8
Any of them	0	0.0	6	1.3	6	0.7
CNN Türk	0	0.0	6	1.3	6	0.7
NTV	2	0.6	28	6.1	30	3.7
Haber Türk	0	0.0	12	2.6	12	1.5
CNN	2	0.6	2	0.4	4	0.5
TRT 2	2	0.6	0	0.0	2	0.2
ATV	61	16.9	67	14.5	128	15.6
Kanal D	27	7.5	79	17.1	106	12.9
Show TV	18	5.0	28	6.1	46	5.6
Star TV	6	1.7	6	1.3	12	1.5
TRT 1	11	3.1	11	2.4	22	2.7
TGRT	4	1.1	6	1.3	10	1.2
Kanal 7	8	2.2	2	0.4	10	1.2
Samanyolu (stv)	2	0.6	2	0.4	4	0.5
TV8	2	0.6	0	0.0	2	0.2
CNBC-e	2	0.6	2	0.4	4	0.5
Kral TV	9	2.5	2	0.4	11	1.3
Dream TV	5	1.4	0	0.0	5	0.6
TOTAL	360	100	461	100	821	100

$$x^2= 80.772 \quad p = 0.000 \quad df = 18$$

16.9% of “less than 15” and 14.5% of “16 and more” respondents prefer for TV Channel is ATV. 7.5% of “less than 15” and 17.1% of “16 and more” respondents prefer

for TV Channel is Kanal D. 5.0% of “less than 15” and 6.1% of “16 and more” respondents prefer for TV Channel is Show TV.

Table 4.2.2.3.3. Distribution of Respondents’ Living Time In Island to Preferences For TV Channel (3) (İstanbul 2006)

PREFERENCES FOR THE THINGS WRITTEN BELOW? TV CHANNEL (3)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Not Sign	254	70.6	287	62.3	541	65.9
Multivision	0	0.0	2	0.4	2	0.2
CNN Türk	2	0.6	4	0.9	6	0.7
NTV	6	1.7	8	1.7	14	1.7
CNBC	0	0.0	2	0.4	2	0.2
TRT2	0	0.0	4	0.9	4	0.5
ATV	10	2.8	25	5.4	35	4.3
Kanal D	8	2.2	19	4.1	27	3.3
Show TV	24	6.7	34	7.4	58	7.1
Star TV	27	7.5	13	2.8	40	4.9
TRT 1	11	3.1	30	6.5	41	5.0
TGRT	0	0.0	6	1.3	6	0.7
Kanal 7	2	0.6	8	1.7	10	1.2
Samanyolu (stv)	2	0.6	4	0.9	6	0.7
TV8	0	0.0	2	0.4	2	0.2
CNBC-e	7	1.9	6	1.3	13	1.6
National Geographic Channel	0	0.0	5	1.1	5	0.6
Kral TV	2	0.6	2	0.4	4	0.5
Number 1 TV	5	1.4	0	0.0	5	0.6
TOTAL	360	100	461	100	821	100

$$x^2 = 47.949 \quad p = 0.000 \quad df = 18$$

6.7% of “less than 15” and 7.4% of “16 and more” respondents prefer for TV Channel is Show TV. 3.1% of “less than 15” and 6.5% of “16 and more” respondents prefer for TV Channel is TRT 1. 7.5% of “less than 15” and 2.8% of “16 and more” respondents prefer for TV Channel is Star TV.

Table 4.2.2.4.1. Distribution of Respondents' Living Time In Island to Preferences For Radio Channel (1) (İstanbul 2006)

PREFERENCES FOR THE THINGS WRITTEN BELOW? RADIO CHANNEL (1)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Not Sign	77	21.4	107	23.2	184	22.4
Any of them	41	11.4	57	12.4	98	11.9
Alem FM	6	1.7	4	0.9	10	1.2
Best FM	5	1.4	10	2.2	15	1.8
Joy Türk	2	0.6	23	5.0	25	3.0
Radyo 34	2	0.6	0	0.0	2	0.2
Super FM	15	4.2	36	1.7	51	2.8
Power Turk	15	4.2	8	1.7	23	2.8
İstanbul FM	4	1.1	11	2.4	15	1.8
Show Radio	2	0.6	0	0.0	2	0.2
Mega	10	2.8	8	1.7	18	2.2
Marmara FM	0	0.0	4	0.9	4	0.5
Tatlıses FM	6	1.7	0	0.0	6	0.7
Radio 99	0	0.0	2	0.4	2	0.2
TRT FM	23	6.4	30	6.5	53	6.5
Metro FM	13	3.6	10	2.2	23	2.8
Power FM	14	3.9	15	3.3	29	3.5
Number 1 FM	7	1.9	7	1.5	14	1.7
Joy FM	17	4.7	2	0.4	19	2.3
Radio Nostalji	0	0.0	4	0.9	4	0.5
Karadeniz FM	5	1.4	3	0.7	8	1.0
Radio Barış	2	0.6	6	0.0	8	0.2
Özgür FM	2	0.6	0	0.0	2	0.2
Yön FM	4	1.1	14	3.0	18	2.2
Cem Radio	4	1.1	6	1.3	10	1.2
Ekin	2	0.6	10	2.2	12	1.5
Medya	5	1.4	1	0.2	6	0.7
Yaşam Radio	2	0.6	0	0.0	2	0.2
Veys FM 87.7	0	0.0	4	0.9	4	0.5
AlaTurka FM	2	0.6	14	3.0	16	1.9
Kral FM	50	13.9	50	10.8	100	12.2

Açık Radio	4	1.1	2	0.4	6	0.7
NTV Radio	10	2.8	3	0.7	13	1.6
Akra FM	0	0.0	2	0.4	2	0.2
Samanyolu	2	0.6	2	0.4	4	0.5
Radio 7 FM	0	0.0	6	1.3	6	0.7
Dolunay FM	7	1.9	0	0.0	7	0.9
TOTAL	360	100	461	100	821	100

$$x^2=116.905 \quad p=0.000 \quad df=36$$

13.9% of “less than 15” and 10.8% of “16 and more” respondents prefer for radio channel is Kral FM. 11.4% of “less than 15” and 12.4% of “16 and more” respondents prefer for radio channel is any of them. 6.4% of “less than 15” and 6.5% of “16 and more” respondents prefer for radio channel is TRT FM.

Table 4.2.2.4.2. Distribution of Respondents’ Living Time In Island to Preferences For Radio Channel (2) (İstanbul 2006)

PREFERENCES FOR THE THINGS WRITTEN BELOW? RADIO CHANNEL (2)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Not Sign	283	78.6	344	74.6	627	76.4
Any of them	0	0.0	2	0.4	2	0.2
Alem FM	12	3.3	8	1.7	20	2.4
Best FM	2	0.6	2	0.4	4	0.5
Joy Türk	8	2.2	14	3.0	22	2.7
Super FM	4	1.1	4	0.9	8	1.0
Power Turk	2	0.6	5	1.1	7	0.9
İstanbul FM	0	0.0	4	0.9	4	0.5
Show Radio	0	0.0	2	0.4	2	0.2
Mega	0	0.0	2	0.4	2	0.2
Marmara FM	0	0.0	2	0.4	2	0.2
Klas FM	5	1.4	0	0.0	5	0.6
Radio Artı	2	0.6	0	0.0	2	0.2
Melodi FM	4	1.1	0	0.0	4	0.5
Tatlises FM	4	1.1	2	0.4	6	0.7
Dünya Radio	0	0.0	2	0.4	2	0.2
TRT FM	0	0.0	8	1.7	8	1.0

Metro FM	10	2.8	6	1.3	16	1.9
Power FM	10	2.8	4	0.9	14	1.7
Number 1 FM	4	1.1	9	2.0	13	1.6
Joy FM	0	0.0	2	0.4	2	0.2
Radio Nostalji	2	0.6	0	0.0	2	0.2
Karadeniz FM	0	0.0	2	0.4	2	0.2
Radio Barış	0	0.0	2	0.4	2	0.2
Yön FM	0	0.0	6	1.3	6	0.7
Cem Radio	0	0.0	6	1.3	6	0.7
Medya	2	0.6	2	0.4	4	0.5
Veys FM 87.7	0	0.0	2	0.4	2	0.2
AlaTurka FM	0	0.0	4	0.9	4	0.5
Kral FM	0	0.0	7	1.5	7	0.9
Radio Eksen	2	0.6	0	0.0	2	0.2
Açık Radio	2	0.6	2	0.4	4	0.5
Burç FM	0	0.0	4	0.9	4	0.5
Dolunay FM	0	0.0	2	0.4	2	0.2
Asya FM	2	0.6	0	0.0	2	0.2
TOTAL	360	100	461	100	821	100

$$x^2=80.613 \quad p=0.000 \quad df=34$$

2.2% of “less than 15” and 3.0% of “16 and more” respondents prefer for radio channel is Joy Türk. 3.3% of “less than 15” and 1.7% of “16 and more” respondents prefer for radio channel is Alem FM. 2.8% of “less than 15” and 1.3% of “16 and more” respondents prefer for radio channel is Metro FM.

Table 4.2.2.4.3. Distribution of Respondents' Living Time In Island to Preferences For Radio Channel (3) (İstanbul 2006)

PREFERENCES FOR THE THINGS WRITTEN BELOW? RADIO CHANNEL (3)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Not Sign	323	89.7	422	91.5	745	90.7
Alem FM	0	0.0	3	0.7	3	0.4
Super FM	0	0.0	8	1.7	8	1.0
Power Türk	4	1.1	2	0.4	6	0.7
İstanbul FM	0	0.0	2	0.4	2	0.2
Mega	2	0.6	0	0.0	2	0.2
Marmara FM	2	0.6	0	0.0	2	0.2
Radio Artı	4	1.1	0	0.0	4	0.5
Tatlıses FM	2	0.6	0	0.0	2	0.2
TRT FM	2	0.6	0	0.0	2	0.2
TGRT FM	2	0.6	2	0.4	4	0.5
Metro FM	2	0.6	2	0.4	4	0.5
Power FM	5	1.4	4	0.9	9	1.1
Joy FM	6	1.7	0	0.0	6	0.7
Power XL	0	0.0	2	0.4	2	0.2
Folk song channels	0	0.0	2	0.4	2	0.2
Radio Barış	0	0.0	6	1.3	6	0.7
Medya	0	0.0	2	0.4	2	0.2
AlaTurka FM	2	0.6	2	0.4	4	0.5
Kral FM	2	0.6	2	0.4	4	0.5
Rock	2	0.6	0	0.0	2	0.2
TOTAL	360	100	461	100	821	100

$$\chi^2=47.223 \quad p=0.001 \quad df=20$$

1.4% of “less than 15” and 0.9% of “16 and more” respondents prefer for radio channel is Power FM. 1.7% of “16 and more” respondents prefer for radio channel is Super FM.

Table 4.2.3.1. Distribution of Respondents' Living Time In Island to Newspaper Buying Period (İstanbul 2006)

IN WHICH PERIOD DO YOU BUY THE THINGS WRITTEN BELOW? NEWSPAPER	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Everyday	203	56.4	323	70.1	526	64.1
Rarely	131	36.4	133	28.9	264	32.3
Never	12	3.3	4	0.9	16	1.9
Not Sign	10	2.8	0	0.0	10	1.2
Other, every week	4	1.1	1	0.2	5	0.6
TOTAL	360	100	461	100	821	100

$$x^2= 31.239 \quad p = 0.000 \quad df = 4$$

56.4% of “less than 15” and 70.1% of “16 and more” respondents buy newspaper everyday.

Table 4.2.3.2. Distribution of Respondents' Living Time In Island to Periodical Buying Period (İstanbul 2006)

IN WHICH PERIOD DO YOU BUY THE THINGS WRITTEN BELOW? PERIODICAL	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Everyday	2	0.6	2	0.4	4	0.5
Rarely	191	53.1	284	61.6	475	57.9
Never	73	20.3	64	13.9	137	16.7
Other	3	0.8	1	0.2	4	0.5
Not Sign	40	11.1	61	13.2	101	12.3
Other, sometimes	6	1.7	6	1.3	12	1.5
Other, one in a month	43	11.9	33	7.2	76	9.3
Other, every week	2	0.6	10	2.2	12	1.5
TOTAL	360	100	461	100	821	100

$$x^2= 18.673 \quad p = 0.009 \quad df = 7$$

53.1% of “less than 15” and 61.6% of “16 and more” respondents buy periodical everyday. 20.3% of “less than 15” and 13.9% of “16 and more” respondents never buy periodical.

Table 4.2.3.3. Distribution of Respondents' Living Time In Island to Book Buying Period (İstanbul 2006)

IN WHICH PERIOD DO YOU BUY THE THINGS WRITTEN BELOW? BOOK	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Everyday	8	2.2	2	0.4	10	1.2
Rarely	208	57.8	343	74.4	551	67.1
Never	57	15.8	31	6.7	88	10.7
Other	0	0.0	2	0.4	2	0.2
Not Sign	49	13.6	39	8.5	88	10.7
Other, sometimes	24	6.7	22	4.8	46	5.6
Other, one in a month	8	2.2	14	3.0	22	2.7
Other, every week	2	0.6	2	0.4	4	0.5
Other, regularly	4	1.1	6	1.3	10	1.2
TOTAL	360	100	461	100	821	100

$$x^2= 37.764 \quad p = 0.000 \quad df = 8$$

57.8% of “less than 15” and 74.4% of “16 and more” respondents buy book rarely. 15.8% of “less than 15” and 6.7% of “16 and more” respondents never buy book.

Table 4.2.3.4. Distribution of Respondents' Living Time In Island to Music CD/ Cassette Buying Period (İstanbul 2006)

IN WHICH PERIOD DO YOU BUY THE THINGS WRITTEN BELOW? MUSIC CD/ CASSETTE	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Everyday	4	1.1	8	1.7	12	1.5
Rarely	229	63.6	326	70.7	555	67.6
Never	46	12.8	44	9.5	90	11.0
Other	4	1.1	2	0.4	6	0.7
Not Sign	42	11.7	34	7.4	76	9.3
Other, sometimes	31	8.6	43	9.3	74	9.0
Other, one in a month	2	0.6	4	0.9	6	0.7
Other, every week	2	0.6	0	0.0	2	0.2
TOTAL	360	100	461	100	821	100

$$x^2= 12.212 \quad p = 0.094 \quad df = 7$$

There is no difference between living time in island “less than 15” and “16 and more” according to music CD/ cassette buying period. 63.6% of “less than 15” and 70.7% of “16 and more” respondents buy music CD/ cassette rarely. 12.8% of “less than 15” and 9.5% of “16 and more” respondents never buy music CD/ cassette.

Table 4.2.4. Distribution of Respondents’ Living Time In Island to Periods of Using Internet (İstanbul 2006)

İN WHICH PERİOD DO YOU USE İNTERNET?	HOW LONG HAVE YOU BEEN LIVING IN İSLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
I don’t have	222	61.7	315	68.3	537	65.4
1-3 times in a week	63	17.5	75	16.3	138	16.8
1-3 times in a month	8	2.2	29	6.3	37	4.5
Everyday	67	18.6	42	9.1	109	13.3
TOTAL	360	100	461	100	821	100

$$x^2 = 22.721 \quad p = 0.000 \quad df = 3$$

18.6% of “less than 15” and 9.1% of “16 and more” respondents use internet everyday. 61.7% of “less than 15” and 68.3% of “16 and more” respondents don’t have internet.

Table 4.2.5.1.1. Distribution of Respondents’ Living Time In Island to Marks Preferred For The Products White Goods (1) (İstanbul 2006)

CAN YOU NOTE DOWN THE MARKS YOU PREFER FOR THE PRODUCTS BELOW? WHITE GOODS (1)	HOW LONG HAVE YOU BEEN LIVING IN İSLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Not Sign	22	6.1	24	5.2	46	5.6
Trademark isn’t important	26	7.2	34	7.4	60	7.3
Arçelik	232	64.4	284	61.6	516	62.9
Vestel	2	0.6	15	3.3	17	2.1
Beko	17	4.7	18	3.9	35	4.3
Aygaz	0	0.0	2	0.4	2	0.2
Bosch	57	15.8	74	16.1	131	16.0

Siemens	4	1.1	6	1.3	10	1.2
General Electric	0	0.0	2	0.4	2	0.2
Ariston	0	0.0	2	0.4	2	0.2
TOTAL	360	100	461	100	821	100

$$x^2 = 12.737 \quad p = 0.175 \quad df = 9$$

There is no difference between living time in island “less than 15” and “16 and more” according to marks preferred for the products white good. 64.4% of “less than 15” and 61.6% of “16 and more” respondents mostly prefer for white good mark is Arçelik. 15.8% of “less than 15” and 16.1% of “16 and more” respondents prefer for white good mark is Bosch..

Table 4.2.5.1.2. Distribution of Respondents’ Living Time In Island to Marks Preferred For The Products White Goods (2) (İstanbul 2006)

CAN YOU NOTE DOWN THE MARKS YOU PREFER FOR THE PRODUCTS BELOW? WHITE GOODS (2)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Not Sign	296	82.2	340	73.8	636	77.5
Trademark isn’t important	0	0.0	2	0.4	2	0.2
Arçelik	18	5.0	28	6.1	46	5.6
Vestel	2	0.6	16	3.5	18	2.2
Beko	15	4.2	26	5.6	41	5.0
AEG	0	0.0	6	1.3	6	0.7
Bosch	23	6.4	37	8.0	60	7.3
Siemens	4	1.1	4	0.9	8	1.0
Schaublorenz	0	0.0	2	0.4	2	0.2
Roventa	2	0.6	0	0.0	2	0.2
TOTAL	360	100	461	100	821	100

$$x^2 = 22.236 \quad p = 0.008 \quad df = 9$$

6.4% of “less than 15” and 8.0% of “16 and more” respondents prefer for white good mark is Bosch. 5.0% of “less than 15” and 6.1% of “16 and more” respondents prefer for white good mark is Arçelik. 4.2% of “less than 15” and 5.6% of “16 and more” respondents prefer for white good mark is Beko.

Table 4.2.5.2.1. Distribution of Respondents' Living Time In Island to Marks Preferred For The Products Furniture (1) (İstanbul 2006)

CAN YOU NOTE DOWN THE MARKS YOU PREFER FOR THE PRODUCTS BELOW? FURNİTURE (1)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Not Sign	45	12.5	24	5.2	69	8.4
Trademark isn't important	102	28.3	195	42.3	297	36.2
Hand made	10	2.8	32	6.9	42	5.1
Modoko	2	0.6	2	0.4	4	0.5
Tepe furniture	0	0.0	10	2.2	10	1.2
Bellona	26	7.2	41	8.9	67	8.2
İdaş	8	2.2	4	0.9	12	1.5
Doğtaş	2	0.6	2	0.4	4	0.5
Elit	2	0.6	0	0.0	2	0.2
Kelebek	15	4.2	26	5.6	41	5.0
İstikbal	93	25.6	88	19.1	181	22.0
Yataş	4	1.1	24	5.2	28	3.4
Çilek	11	3.1	0	0.0	11	1.3
Acar furniture	0	0.0	2	0.4	2	0.2
İpek	32	8.9	5	1.1	37	4.5
Hisar	0	0.0	2	0.4	2	0.2
Konfor	2	0.6	0	0.0	2	0.2
Prestij	0	0.0	2	0.4	2	0.2
Dekor	2	0.6	0	0.0	2	0.2
Mondi	2	0.6	2	0.4	4	0.5
Sihir furniture	2	0.6	0	0.0	2	0.2
TOTAL	360	100	461	100	821	100

$$x^2 = 113.092$$

$$p = 0.000 \quad df = 20$$

Trademark isn't important for 28.3% of "less than 15" and 42.3% of "16 and more" respondents. 25.6% of "less than 15" and 19.1% of "16 and more" respondents prefer for furniture mark is İstikbal. 7.2% of "less than 15" and 8.9% of "16 and more" respondents prefer for furniture mark is Bellona. 2.8% of "less than 15" and 6.9% of "16 and more" respondents prefer for furniture is Hand made.

Table 4.2.5.2.2. Distribution of Respondents' Living Time In Island to Marks Preferred For The Products Furniture (2) (İstanbul 2006)

CAN YOU NOTE DOWN THE MARKS YOU PREFER FOR THE PRODUCTS BELOW? FURNITURE (2)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Not Sign	333	92.5	431	93.5	764	93.1
Hand made	0	0.0	2	0.4	2	0.2
Bellona	8	2.2	2	0.4	10	1.2
İdaş	0	0.0	2	0.4	2	0.2
İstikbal	15	4.2	9	2.0	24	2.9
Yataş	0	0.0	4	0.9	4	0.5
Çilek	0	0.0	2	0.4	2	0.2
İpek	4	1.1	9	2.0	13	1.6
TOTAL	360	100	461	100	821	100

$$x^2= 17.432$$

$$p = 0.015 \quad df = 7$$

4.2% of “less than 15” and 2.0% of “16 and more” respondents prefer for furniture mark is Bellona. 0.2% of “16 and more” respondents prefer for furniture is Hand made.

Table 4.2.5.3.1. Distribution of Respondents' Living Time In Island to Marks Preferred For The Products Wear (1) (İstanbul 2006)

CAN YOU NOTE DOWN THE MARKS YOU PREFER FOR THE PRODUCTS BELOW? WEAR (1)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Not Sign	12	3.3	11	2.4	23	2.8
Trademark isn't important	194	53.9	278	60.3	472	57.5
From bazaar	8	2.2	4	0.9	12	1.5
I like to wear marked dresses	0	0.0	3	0.7	3	0.4
Special tailor	0	0.0	2	0.4	2	0.2
Sport brands	0	0.0	2	0.4	2	0.2
Puma	4	1.1	0	0.0	4	0.5
Nike	11	3.1	16	3.5	27	3.3
Adidas	2	0.6	6	1.3	8	1.0
Levi's	9	2.5	19	4.1	28	3.4
Collins	0	0.0	2	0.4	2	0.2

Little Big	10	2.8	0	0.0	10	1.2
Rodi	7	1.9	2	0.4	9	1.1
Mavi	11	3.1	8	1.7	19	2.3
Collezione	4	1.1	0	0.0	4	0.5
Diesel	0	0.0	2	0.4	2	0.2
Esprit	3	0.8	3	0.7	6	0.7
Quicksilver	10	2.8	0	0.0	10	1.2
Lacoste	6	1.7	2	0.4	8	1.0
Zara	0	0.0	3	0.7	3	0.4
Mango	6	1.7	10	2.2	16	1.9
Morgan	0	0.0	2	0.4	2	0.2
Marks&Spencer	2	0.6	2	0.4	4	0.5
Tommy Hilfiger	9	2.5	2	0.4	11	1.3
Gucci	0	0.0	4	0.9	4	0.5
Koton	12	3.3	0	0.0	12	1.5
Park bravo	0	0.0	6	1.3	6	0.7
Beymen	0	0.0	3	0.7	3	0.4
İpekyol	0	0.0	9	2.0	9	1.1
Mudo	2	0.6	8	1.7	10	1.2
LCW	2	0.6	2	0.4	4	0.5
Tiffany	6	1.7	0	0.0	6	0.7
Seven Hill	5	1.4	0	0.0	5	0.6
Çetinkaya	6	1.7	6	1.3	12	1.5
“Huzur Giyim”	4	1.1	6	1.3	10	1.2
“Türkmen Giyim”	0	0.0	2	0.4	2	0.2
“Tutku Giyim”	2	0.6	0	0.0	2	0.2
Sarar	0	0.0	2	0.4	2	0.2
Altınyıldız	5	1.4	2	0.4	7	0.9
UKİ	0	0.0	2	0.4	2	0.2
Vakko	2	0.6	0	0.0	2	0.2
Atalar	0	0.0	8	1.7	8	1.0
Gencallar	0	0.0	2	0.4	2	0.2
Ramsey	0	0.0	2	0.4	2	0.2
Boyner	4	1.1	0	0.0	4	0.5
YKM	2	0.6	10	2.2	12	1.5
Akmerkez	0	0.0	2	0.4	2	0.2
Metrocity	0	0.0	6	1.3	6	0.7
TOTAL	360	100	461	100	821	100

$$x^2 = 157.101$$

$$p = 0.000 \quad df = 47$$

Trademark isn't important for 53.9% of "less than 15" and 60.3% of "16 and more" respondents. 2.5% of "less than 15" and 4.1% of "16 and more" respondents prefer for wear mark is Levi's. 3.1% of "less than 15" and 3.5% of "16 and more" respondents prefer for wear mark is Nike. 3.3% of "less than 15" respondents prefer for wear mark is Koton.

Table 4.2.5.3.2. Distribution of Respondents' Living Time In Island to Marks Preferred For The Products Wear (2) (İstanbul 2006)

CAN YOU NOTE DOWN THE MARKS YOU PREFER FOR THE PRODUCTS BELOW? WEAR (2)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Not Sign	254	70.6	372	80.7	626	76.2
Trademark isn't important	7	1.9	2	0.4	9	1.1
From bazaar	6	1.7	5	1.1	11	1.3
Puma	4	1.1	0	0.0	4	0.5
Nike	4	1.1	8	1.7	12	1.5
Adidas	2	0.6	6	1.3	8	1.0
Levi's	13	3.6	4	0.9	17	2.1
Collins	0	0.0	2	0.4	2	0.2
Little Big	0	0.0	8	1.7	8	1.0
Lee	0	0.0	7	1.5	7	0.9
Mavi	5	1.4	2	0.4	7	0.9
Converse	7	1.9	0	0.0	7	0.9
Collezione	4	1.1	4	0.9	8	1.0
Benetton	0	0.0	4	0.9	4	0.5
Lacoste	0	0.0	2	0.4	2	0.2
Zara	4	1.1	7	1.5	11	1.3
Morgan	0	0.0	5	1.1	5	0.6
Tommy Hilfiger	2	0.6	0	0.0	2	0.2
Dolce&Gabbana	13	3.6	0	0.0	13	1.6
Donna Karan New York	5	1.4	0	0.0	5	0.6
Park bravo	0	0.0	9	2.0	9	1.1

İpekyol	5	1.4	0	0.0	5	0.6
Polo	2	0.6	4	0.9	6	0.7
LCW	7	1.9	0	0.0	7	0.9
Seven Hill	0	0.0	2	0.4	2	0.2
Çetinkaya	0	0.0	2	0.4	2	0.2
Adil Işık	2	0.6	0	0.0	2	0.2
“Huzur Giyim”	4	1.1	0	0.0	4	0.5
Gencallar	0	0.0	2	0.4	2	0.2
Vakkoroma	5	1.4	0	0.0	5	0.6
Afrodit	0	0.0	2	0.4	2	0.2
Akmerkez	5	1.4	0	0.0	5	0.6
Metrocity	0	0.0	2	0.4	2	0.2
TOTAL	360	100	461	100	821	100

$$x^2=131.546 \quad p=0.000 \quad df=32$$

3.6% of “less than 15” and 0.9% of “16 and more” respondents prefer for wear mark is Levi’s. 1.7% of “less than 15” and 1.1% of “16 and more” respondents prefer for wear buying from bazaar..

Table 4.2.5.4.1. Distribution of Respondents’ Living Time In Island to Marks Preferred For The Products Electronics (1) (İstanbul 2006)

CAN YOU NOTE DOWN THE MARKS YOU PREFER FOR THE PRODUCTS BELOW? ELECTRONICS (1)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
Not Sign	63	17.5	66	14.3	129	15.7
Trademark isn’t important	89	24.7	105	22.8	194	23.6
Vestel	15	4.2	18	3.9	33	4.0
Arçelik	58	16.1	89	19.3	147	17.9
Beko	7	1.9	15	3.3	22	2.7
Arzum	12	3.3	3	0.7	15	1.8
İhlas	13	3.6	0	0.0	13	1.6
King	0	0.0	4	0.9	4	0.5
Bosch	12	3.3	16	3.5	28	3.4
Siemens	7	1.9	6	1.3	13	1.6
Kenwood	0	0.0	2	0.4	2	0.2

Sony	53	14.7	83	18.0	136	16.6
Nokia	2	0.6	8	1.7	10	1.2
Phillips	9	2.5	19	4.1	28	3.4
Braun	10	2.8	2	0.4	12	1.5
Telefunken	6	1.7	4	0.9	10	1.2
Casio	0	0.0	2	0.4	2	0.2
Roventa	2	0.6	0	0.0	2	0.2
Makita	0	0.0	2	0.4	2	0.2
HP	0	0.0	2	0.4	2	0.2
Samsung	0	0.0	6	1.3	6	0.7
Grundig	0	0.0	4	0.9	4	0.5
Tefal	2	0.6	3	0.7	5	0.6
Perpa	0	0.0	2	0.4	2	0.2
TOTAL	360	100	461	100	821	100

$$x^2=64.429 \quad p=0.000 \quad df=23$$

Trademark isn't important for 53.9% of "less than 15" and 60.3% of "16 and more" respondents. 16.1% of "less than 15" and 19.3% of "16 and more" respondents prefer for electronics mark is Arçelik. 14.7% of "less than 15" and 18.0% of "16 and more" respondents prefer for electronics mark is Sony.

Table 4.2.5.4.2. Distribution of Respondents' Living Time In Island to Marks Preferred For The Products Electronics (2) (İstanbul 2006)

CAN YOU NOTE DOWN THE MARKS YOU PREFER FOR THE PRODUCTS BELOW? ELECTRONICS (2)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
Not Sign	269	74.7	374	84.1	643	78.3
Vestel	6	1.7	8	1.7	14	1.7
Arçelik	14	3.9	6	1.3	20	2.4
Beko	0	0.0	4	0.9	4	0.5
Arzum	4	1.1	0	0.0	4	0.5
İhlas	0	0.0	2	0.4	2	0.2
King	4	1.1	0	0.0	4	0.5
Bosch	14	3.9	2	0.4	16	1.9
Siemens	0	0.0	10	1.2	10	1.2

Sony	12	3.3	8	1.7	20	2.4
Panasonic	2	0.6	13	2.8	15	1.8
Nokia	4	1.1	2	0.4	6	0.7
Phillips	16	4.4	9	2.0	25	3.0
Braun	2	0.6	0	0.0	2	0.2
LG	4	1.1	2	0.4	6	0.7
Sunny	0	0.0	2	0.4	2	0.2
Samsung	0	0.0	6	1.3	6	0.7
JVC	0	0.0	2	0.4	2	0.2
Pioneer	2	0.6	5	1.1	7	0.9
Sansui	5	1.4	0	0.0	5	0.6
Tefal	2	0.6	6	1.3	8	1.0
TOTAL	360	100	461	100	821	100

$$x^2=74.784 \quad p=0.000 \quad df=20$$

4.4% of “less than 15” and 2.0% of “16 and more” respondents prefer for electronics mark is Phillips. 3.9% of “less than 15” and 1.3% of “16 and more” respondents prefer for electronics mark is Arçelik. 3.3% of “less than 15” and 1.7% of “16 and more” respondents prefer for electronics mark is Sony.

Table 4.2.5.5.1. Distribution of Respondents’ Living Time In Island to Marks Preferred For The Products Cosmetics (1) (İstanbul 2006)

CAN YOU NOTE DOWN THE MARKS YOU PREFER FOR THE PRODUCTS BELOW? COSMETICS (1)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Not Sign	108	30.0	131	28.4	239	29.1
Trademark isn’t important	106	29.4	154	33.4	260	31.7
Sevil	5	1.4	2	0.4	7	0.9
Bakkalm, Market Products	0	0.0	2	0.4	2	0.2
Flormar	13	3.6	3	0.7	16	1.9
Elite	0	0.0	4	0.9	4	0.5
Hunca	2	0.6	0	0.0	2	0.2
Elida	0	0.0	2	0.4	2	0.2
Oriflame	8	2.2	10	2.2	18	2.2
Avon	32	8.9	51	11.1	83	10.1

L'Oreal	22	6.1	0	0.0	22	2.7
Vichy	7	1.9	0	0.0	7	0.9
P&G	0	0.0	2	0.4	2	0.2
Burberry Classic	0	0.0	5	1.1	5	0.6
Nivea	13	3.6	29	6.3	42	5.1
Jean Paul Gaultier	0	0.0	2	0.4	2	0.2
Estee Louder	0	0.0	4	0.9	4	0.5
Sebastian	0	0.0	2	0.4	2	0.2
Galenic	0	0.0	2	0.4	2	0.2
Tommy Hilfiger	2	0.6	0	0.0	2	0.2
Hugo	0	0.0	2	0.4	2	0.2
Armani	0	0.0	2	0.4	2	0.2
Christian Dior	6	1.7	2	0.4	8	1.0
Max Factor	4	1.1	2	0.4	6	0.7
Lancome	0	0.0	7	1.5	7	0.9
Maybeline	0	0.0	2	0.4	2	0.2
Innova	0	0.0	2	0.4	2	0.2
Catherine Arley	0	0.0	2	0.4	2	0.2
Calvin Klein	5	1.4	0	0.0	5	0.6
D&G	1	0.3	3	0.7	4	0.5
Caldion	5	1.4	0	0.0	5	0.6
Joop	0	0.0	2	0.4	2	0.2
Angel	0	0.0	4	0.9	4	0.5
8x4	4	1.1	0	0.0	4	0.5
Dove	2	0.6	4	.9	6	0.7
Duru	4	1.1	6	1.3	10	1.2
Clean & Clear	0	0.0	4	0.9	4	0.5
Sebamed	0	0.0	2	0.4	2	0.2
Pantene	2	0.6	0	0.0	2	0.2
Vella	5	1.4	0	0.0	5	0.6
Blendax	0	0.0	2	0.4	2	0.2
Bellisima	2	0.6	0	0.0	2	0.2
Hobby	2	0.6	8	1.7	10	1.2
TOTAL	360	100	461	100	821	100

$\chi^2=139.294$ $p=0.000$ $df=42$

Trademark isn't important for 29.4% of "less than 15" and 33.4% of "16 and more" respondents. 8.9% of "less than 15" and 11.1% of "16 and more" respondents prefer for cosmetic mark is Avon. 3.6% of "less than 15" and 6.3% of "16 and more" respondents prefer for cosmetic mark is Nivea.

Table 4.2.5.5.2. Distribution of Respondents' Living Time In Island to Marks Preferred For The Products Cosmetics (2) (İstanbul 2006)

CAN YOU NOTE DOWN THE MARKS YOU PREFER FOR THE PRODUCTS BELOW? COSMETICS (2)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Not Sign	301	83.6	408	88.5	709	86.4
Flormar	0	0.0	10	2.2	10	1.2
Elite	0	0.0	4	0.9	4	0.5
Oriflame	0	0.0	4	0.9	4	0.5
Avon	2	0.6	4	0.9	6	0.7
L'Oreal	0	0.0	2	0.4	2	0.2
Vichy	4	1.1	4	0.9	8	1.0
Nivea	20	5.6	4	0.9	24	2.9
Isodora	4	1.1	2	0.4	6	0.7
Boss	0	0.0	2	0.4	2	0.2
Maybeline	2	0.6	0	0.0	2	0.2
Catherine Arley	4	1.1	1	0.2	5	0.6
Channel	2	0.6	0	0.0	2	0.2
Polo	5	1.4	0	0.0	5	0.6
Dove	12	3.3	4	0.9	16	1.9
Duru	0	0.0	2	0.4	2	0.2
Pantene	2	0.6	0	0.0	2	0.2
Elidor	2	0.6	6	1.3	8	1.0
Bellisima	0	0.0	2	0.4	2	0.2
Hobby	0	0.0	2	0.4	2	0.2
TOTAL	360	100	461	100	821	100

$$x^2=63.484 \quad p=0.000 \quad df=19$$

5.6% of "less than 15" and 0.9% of "16 and more" respondents prefer for cosmetic mark is Nivea. 3.3% of "less than 15" and 0.9% of "16 and more" respondents prefer for cosmetic mark is Dove.

Table 4.2.5.6.1. Distribution of Respondents' Living Time In Island to Marks Preferred For The Products Cleaners (1) (İstanbul 2006)

CAN YOU NOTE DOWN THE MARKS YOU PREFER FOR THE PRODUCTS BELOW? CLEANERS (1)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Not Sign	39	10.8	37	8.0	76	9.3
Trademark isn't important	109	30.3	194	42.1	303	36.9
Cheap products	4	1.1	2	0.4	6	0.7
From grocer, without package-open products	2	0.6	0	0.0	2	0.2
Tansaş products	5	1.4	0	0.0	5	0.6
Migros products	1	0.3	5	1.1	6	0.7
Bakkalm, market products	0	0.0	2	0.4	2	0.2
Unilever products	0	0.0	6	1.3	6	0.7
Unilever, Cif	12	3.3	22	4.8	34	4.1
Unilever, Elidor	2	0.6	4	0.9	6	0.7
Unilever, Signal	2	0.6	0	0.0	2	0.2
Unilever, Omo – Omomatik	38	10.6	48	10.4	86	10.5
Unilever, Yumoş	4	1.1	3	0.7	7	0.9
Unilever, Rinso	2	0.6	0	0.0	2	0.2
Unilever, Domex	0	0.0	4	0.9	4	0.5
Procter-Gamble, Alo	20	5.6	18	3.9	38	4.6
Procter-Gamble, Ariel	41	11.4	13	2.8	54	6.6
Procter-Gamble, Ace	27	7.5	15	3.3	42	5.1
Procter-Gamble, İpana	2	0.6	0	0.0	2	0.2
Henkel Products	0	0.0	11	2.4	11	1.3
Henkel, Vernel	0	0.0	4	0.9	4	0.5
Henkel, Pril	12	3.3	18	3.9	30	3.7
Henkel, Dixi	2	0.6	10	2.2	12	1.5
Colgate-Palmolive, Palmolive	2	0.6	0	0.0	2	0.2
Colgate-Palmolive, Hacı Şakir	0	0.0	10	2.2	10	1.2
Colgate-Palmolive, Fabuloso	2	0.6	2	0.4	4	0.5
Reckitt Benckiser, Kosla	6	1.7	8	1.7	14	1.7
Reckitt Benckiser, Marc	8	2.2	10	2.2	18	2.2
Reckit Benckiser, Calgon	0	0.0	2	0.4	2	0.2
Vileda, Yiğitoğlu	0	0.0	2	0.4	2	0.2

Testmatik	0	0.0	7	1.5	7	0.9
Frosh	5	1.4	0	0.0	5	0.6
ABC – Başer Colgate	4	1.1	0	0.0	4	0.5
Hayat, Bingo	9	2.5	4	0.9	13	1.6
TOTAL	360	100	461	100	821	100

$$x^2=120.561 \quad p=0.000 \quad df=33$$

Trademark isn't important for 30.3% of "less than 15" and 42.1% of "16 and more" respondents. 10.6% of "less than 15" and 10.4% of "16 and more" respondents prefer for cleaner mark is Unilever, Omo – Omomatik. 11.4% of "less than 15" and 2.8% of "16 and more" respondents prefer for cleaner mark is Procter-Gamble, Ariel. 7.5% of "less than 15" and 3.3% of "16 and more" respondents prefer for cleaner mark is Procter-Gamble, Ace.

Table 4.2.5.6.2. Distribution of Respondents' Living Time In Island to Marks Preferred For The Products Cleaners (2) (İstanbul 2006)

CAN YOU NOTE DOWN THE MARKS YOU PREFER FOR THE PRODUCTS BELOW? CLEANERS (2)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Not Sign	225	62.5	327	70.9	552	67.2
Cheap products	0	0.0	7	1.5	7	0.9
From bazaar	2	0.6	0	0.0	2	0.2
Tansaş products	0	0.0	2	0.4	2	0.2
Migros products	2	0.6	1	0.2	3	0.4
Unilever, Cif	8	2.2	12	2.6	20	2.4
Unilever, Dove	4	1.1	0	0.0	4	0.5
Unilever, Omo – Omomatik	6	1.7	20	4.3	26	3.2
Unilever, Domestos	0	0.0	4	0.9	4	0.5
Unilever, Yumoş	5	1.4	0	0.0	5	0.6
Unilever, Rinso	6	1.7	1	0.2	7	0.9
Unilever, Domex	5	1.4	2	0.4	7	0.9
Unilever, Lux	0	0.0	2	0.4	2	0.2
Procter-Gamble, Alo	4	1.1	2	0.4	6	0.7
Procter-Gamble, Ariel	7	1.9	16	3.5	23	2.8

Procter-Gamble, Ace	19	5.3	14	3.0	33	4.0
Procter-Gamble, İpana	0	0.0	4	0.9	4	0.5
Henkel, Vernel	6	1.7	2	0.4	8	1.0
Henkel, Pril	17	4.7	13	2.8	30	3.7
Henkel, Dixi	2	0.6	4	0.9	6	0.7
Henkel, Tursil – Tursilmatik	0	0.0	7	1.5	7	0.9
Henkel, Persil	2	0.6	0	0.0	2	0.2
Colgate-Palmolive, Palmolive	2	0.6	0	0.0	2	0.2
Colgate-Palmolive, Hacı Şakir	2	0.6	4	0.9	6	0.7
Colgate-Palmolive, Colgate	2	0.6	2	0.4	4	0.5
Reckitt Benckiser, Kosla	0	0.0	1	0.2	1	0.1
Reckitt Benckiser, Marc	13	3.6	1	0.2	14	1.7
Reckit Benckiser, Calgon	4	1.1	4	0.9	8	1.0
Hypo (Klorak Chemistry)	2	0.6	0	0.0	2	0.2
Hes –Hes Chemistry	0	0.0	2	0.4	2	0.2
Solo (İpekkağıt)	5	1.4	0	0.0	5	0.6
Cillit Bang	4	1.1	2	0.4	6	0.7
Hayat, Bingo	6	1.7	2	0.4	8	1.0
Vim (this brand doesn't exist now)	0	0.0	3	0.7	3	0.4
TOTAL	360	100	461	100	821	100

$$\chi^2=97.188 \quad p=0.000 \quad df=33$$

5.3% of “less than 15” and 3.0% of “16 and more” respondents prefer for cleaner mark is Procter-Gamble, Ace. 4.7% of “less than 15” and 2.8% of “16 and more” respondents prefer for cleaner mark is Henkel, Pril. 1.7% of “less than 15” and 4.3% of “16 and more” respondents prefer for cleaner mark is Unilever, Omo – Omomatik.

Table 4.2.5.6.3. Distribution of Respondents' Living Time In Island to Marks Preferred For The Products Cleaners (3) (İstanbul 2006)

CAN YOU NOTE DOWN THE MARKS YOU PREFER FOR THE PRODUCTS BELOW? CLEANERS (3)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Not Sign	297	82.5	407	88.3	704	85.7
Unilever, Cif	2	0.6	6	1.3	8	1.0

Unilever, Omo – Omomatik	0	0.0	6	1.3	6	0.7
Unilever, Domestos	0	0.0	2	0.4	2	0.2
Unilever, Yumoş	0	0.0	2	0.4	2	0.2
Unilever, Rinso	2	0.6	0	0.0	2	0.2
Unilever, Domex	6	1.7	2	0.4	8	1.0
Pocter-Gamble, Ariel	7	1.9	7	1.5	14	1.7
Procter-Gamble, Ace	8	2.2	4	0.9	12	1.5
Henkel, Vernel	4	1.1	2	0.4	6	0.7
Henkel, Pril	6	1.7	4	0.9	10	1.2
Colgate-Palmolive, Hacı Şakir	2	0.6	0	0.0	2	0.2
Colgate-Palmolive, Ajax	0	0.0	2	0.4	2	0.2
Reckitt Benckiser, Kosla	14	3.9	1	0.2	15	1.8
Reckitt Benckiser, Marc	0	0.0	2	0.4	2	0.2
Reckit Benckiser, Calgon	0	0.0	6	1.3	6	0.7
Sebamed	2	0.6	2	0.4	4	0.5
Vileda, Yiğitoglu	4	1.1	0	0.0	4	0.5
Por Çöz (Levent Chemistry)	2	0.6	0	0.0	2	0.2
Frosh	0	0.0	2	0.4	2	0.2
Duru-Evyap	4	1.1	0	0.0	4	0.5
Hayat, Bingo	0	0.0	4	0.9	4	0.5
TOTAL	360	100	461	100	821	100

$$x^2=63.388 \quad p=0.000 \quad df=21$$

3.9% of “less than 15” and 0.2% of “16 and more” respondents prefer for cleaner mark is Reckitt Benckiser, Kosla. 1.9% of “less than 15” and 1.5% of “16 and more” respondents prefer for cleaner mark is Pocter-Gamble, Ariel. 2.2% of “less than 15” and 0.9% of “16 and more” respondents prefer for cleaner mark is Procter-Gamble, Ace.

Table 4.2.5.7.1. Distribution of Respondents' Living Time In Island to Marks Preferred For The Products Drinks (1) (İstanbul 2006)

CAN YOU NOTE DOWN THE MARKS YOU PREFER FOR THE PRODUCTS BELOW? DRINKS (1)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
Not Sign	29	8.1	37	8.0	66	8.0
Any, trademark isn't important	66	18.3	129	28.0	195	23.8
Ülker products	7	1.9	1	0.2	8	1.0
Water, no explanation	2	0.6	4	0.9	6	0.7
Erikli, water	9	2.5	6	1.3	15	1.8
Hayat, water	0	0.0	2	0.4	2	0.2
Kardelen, water	0	0.0	2	0.4	2	0.2
Lido, water	0	0.0	2	0.4	2	0.2
Sultan, water	2	0.6	0	0.0	2	0.2
Turkuaz (water), Coca Cola	2	0.6	0	0.0	2	0.2
Soda, Kızılay	0	0.0	2	0.4	2	0.2
Milk, no, explanation	1	0.3	3	0.7	4	0.5
Sütaş, milk	0	0.0	2	0.4	2	0.2
SEK , milk	2	0.6	0	0.0	2	0.2
Ayran, no explanation	0	0.0	4	0.9	4	0.5
Any mark of juice	15	4.2	12	2.6	27	3.3
Aroma	2	0.6	0	0.0	2	0.2
Coca Cola, Capy	14	3.9	8	1.7	22	2.7
Dimes	0	0.0	4	0.9	4	0.5
Meysu	6	1.7	4	0.9	10	1.2
Pınar	17	4.7	24	5.2	41	5.0
Tamek	0	0.0	6	1.3	6	0.7
Coca Cola, Fanta	8	2.2	6	1.3	14	1.7
Ülker, Link	2	0.6	2	0.4	4	0.5
Tang	5	1.4	0	0.0	5	0.6
Ülker, Çamlıca	2	0.6	0	0.0	2	0.2
Coca Cola	155	43.1	146	31.7	301	36.7
Ülker, Kola Turka	12	3.3	23	5.0	35	4.3
Pepsi	0	0.0	10	2.2	10	1.2
Coca Cola, Powerrade	0	0.0	2	0.4	2	0.2
Tea, no explanation	0	0.0	2	0.4	2	0.2
Filiz tea	0	0.0	2	0.4	2	0.2

Turkish coffee	2	0.6	5	1.1	7	0.9
Johny Walker	0	0.0	2	0.4	2	0.2
Efes Pilsen, beer	0	0.0	9	2.0	9	1.1
TOTAL	360	100	461	100	821	100

$$x^2=91.919 \quad p=0.000 \quad df=34$$

Trademark isn't important for 18.3% of "less than 15" and 28.0% of "16 and more" respondents. 43.1% of "less than 15" and 31.7% of "16 and more" respondents prefer for drink mark is Coca Cola. 4.7% of "less than 15" and 5.2% of "16 and more" respondents prefer for drink mark is Pınar.

Table 4.2.5.7.2. Distribution of Respondents' Living Time In Island to Marks Preferred For The Products Drinks (2) (İstanbul 2006)

CAN YOU NOTE DOWN THE MARKS YOU PREFER FOR THE PRODUCTS BELOW? DRINKS (2)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
Not Sign	205	56.9	307	66.6	512	62.4
SEK products, Koç	1	0.3	1	0.2	2	0.2
Ülker products	2	0.6	4	0.9	6	0.7
Erikli, water	4	1.1	0	0.0	4	0.5
Hayat, water	0	0.0	4	0.9	4	0.5
Niksar, water	0	0.0	2	0.4	2	0.2
Turkuaz (water), Coca Cola	2	0.6	0	0.0	2	0.2
Soda, any trade mark	0	0.0	2	0.4	2	0.2
Uludağ, soda	0	0.0	2	0.4	2	0.2
Milk, no, explanation	2	0.6	0	0.0	2	0.2
Sütaş, milk	2	0.6	0	0.0	2	0.2
Pınar, milk	7	1.9	2	0.4	9	1.1
SEK , milk	2	0.6	0	0.0	2	0.2
Ayran, no explanation	0	0.0	2	0.4	2	0.2
Sütaş, ayran	4	1.1	1	0.2	5	0.6
Tikveşli, ayran	0	0.0	4	0.9	4	0.5
Ülker, İçim	4	1.1	0	0.0	4	0.5
Fresh orange juice	0	0.0	2	0.4	2	0.2

Any mark of juice	10	2.8	16	3.5	26	3.2
Sunpride	1	0.3	3	0.7	4	0.5
Aroma	2	0.6	0	0.0	2	0.2
Coca Cola, Capy	17	4.7	12	2.6	29	3.5
Dimes	10	2.8	1	0.2	11	1.3
Fruko	2	0.6	2	0.4	4	0.5
Meysu	2	0.6	0	0.0	2	0.2
Pınar	11	3.1	13	2.8	24	2.9
Tamek	2	0.6	4	0.9	6	0.7
Coca Cola, Fanta	16	4.4	21	4.6	37	4.5
Unilever, Lipton Ice Tea	0	0.0	8	1.7	8	1.0
Gazoz, any trademark	0	0.0	2	0.4	2	0.2
Ülker, Çamlıca	0	0.0	4	0.9	4	0.5
Uludağ fizzy lemonade	2	0.6	0	0.0	2	0.2
Coca Cola, Sprite	6	1.7	0	0.0	6	0.7
Coca Cola	31	8.6	22	4.8	53	6.5
Ülker, Kola Turka	2	0.6	4	0.9	6	0.7
Pepsi	0	0.0	2	0.4	2	0.2
Zem zem cola	2	0.6	0	0.0	2	0.2
Red bull	0	0.0	2	0.4	2	0.2
Tea, no explanation	2	0.6	0	0.0	2	0.2
Unilever, Lipton	0	0.0	2	0.4	2	0.2
Nescafe	0	0.0	5	1.1	5	0.6
Malibu	5	1.4	0	0.0	5	0.6
Efes Pilsen, beer	2	0.6	2	0.4	4	0.5
Yeni Rakı	0	0.0	3	0.7	3	0.4
TOTAL	360	100	461	100	821	100

$$x^2=112.151 \quad p=0.000 \quad df=43$$

8.6% of “less than 15” and 4.8% of “16 and more” respondents prefer for drink mark is Coca Cola. 4.4% of “less than 15” and 4.6% of “16 and more” respondents prefer for drink mark is Coca Cola, Fanta. 2.8% of “less than 15” and 3.5% of “16 and more” respondents prefer for drink any mark of juice.

Table 4.2.5.7.3. Distribution of Respondents' Living Time In Island to Marks Preferred For The Products Drinks (3) (İstanbul 2006)

CAN YOU NOTE DOWN THE MARKS YOU PREFER FOR THE PRODUCTS BELOW? DRINKS (3)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Not Sign	307	85.3	405	87.9	712	86.7
Water, no explanation	0	0.0	2	0.4	2	0.2
Soda, any trade mark	0	0.0	2	0.4	2	0.2
Soda, Fresha	0	0.0	2	0.4	2	0.2
Uludağ, soda	4	1.1	0	0.0	4	0.5
Sütaş, milk	0	0.0	2	0.4	2	0.2
Tikveşli, ayran	0	0.0	2	0.4	2	0.2
Any mark of juice	4	1.1	0	0.0	4	0.5
Aroma	2	0.6	0	0.0	2	0.2
Coca Cola, Capy	2	0.6	2	0.4	4	0.5
Dimes	2	0.6	2	0.4	4	0.5
Meysu	0	0.0	2	0.4	2	0.2
Pınar	2	0.6	4	0.9	6	0.7
Tamek	0	0.0	4	0.9	4	0.5
Coca Cola, Fanta	6	1.7	4	0.9	10	1.2
Unilever, Lipton Ice Tea	4	1.1	2	0.4	6	0.7
Nestle, Nesquik	2	0.6	0	0.0	2	0.2
fizzy lemonade, any trademark	0	0.0	5	1.1	5	0.6
Ülker, Çamlıca	4	1.1	5	1.1	9	1.1
Uludağ fizzy lemonade	0	0.0	4	0.9	4	0.5
Coca Cola, Sprite	9	2.5	4	0.9	13	1.6
Coca Cola	4	1.1	6	1.3	10	1.2
Ülker, Kola Turka	2	0.6	2	0.4	4	0.5
Filiz tea	2	0.6	0	0.0	2	0.2
Turkish coffee	0	0.0	2	0.4	2	0.2
Efes Pilsen, beer	2	0.6	0	0.0	2	0.2
TOTAL	360	100	461	100	821	100

$$x^2=48.972 \quad p=0.003 \quad df=25$$

2.5% of “less than 15” and 0.9% of “16 and more” respondents prefer for drink mark is Coca Cola, Sprite. 1.7% of “less than 15” and 0.9% of “16 and more” respondents prefer for drink mark is Coca Cola, Fanta.

Table 4.2.5.8.1. Distribution of Respondents' Living Time In Island to Marks Preferred For The Products Delicatessen (1) (İstanbul 2006)

CAN YOU NOTE DOWN THE MARKS YOU PREFER FOR THE PRODUCTS BELOW? DELICATESSEN (1)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Not Sign	90	25.0	48	10.4	138	16.8
Trademark isn't important	137	38.1	202	43.8	339	41.3
Burgazada, bazaar	0	0.0	2	0.4	2	0.2
Migros products	5	1.4	3	0.7	8	1.0
BİM products	0	0.0	5	1.1	5	0.6
Superfresh	4	1.1	0	0.0	4	0.5
Apikoğlu	4	1.1	0	0.0	4	0.5
Aytaç	5	1.4	10	2.2	15	1.8
Beşler	8	2.2	8	1.7	16	1.9
Coşkun	2	0.6	7	1.5	9	1.1
Polonez	4	1.1	7	1.5	11	1.3
Namet	0	0.0	4	0.9	4	0.5
Namlı	4	1.1	12	2.6	16	1.9
Maret	2	0.6	12	2.6	14	1.7
Sütaş	22	6.1	22	4.8	44	5.4
Pınar	60	16.7	107	23.2	167	20.3
Ülker	9	2.5	6	1.3	15	1.8
Yörsan	0	0.0	2	0.4	2	0.2
Kaanlar	2	0.6	0	0.0	2	0.2
Danone	0	0.0	4	0.9	4	0.5
Marmara Birlik	2	0.6	0	0.0	2	0.2
TOTAL	360	100	461	100	821	100

$$x^2=73.669 \quad p=0.000 \quad df=20$$

Trademark isn't important for 38.1% of "less than 15" and 43.8% of "16 and more" respondents. 16.7% of "less than 15" and 23.2% of "16 and more" respondents prefer for delicatessen mark is Pınar.

Table 4.2.5.8.2. Distribution of Respondents' Living Time In Island to Marks Preferred For The Products Delicatessen (2) (İstanbul 2006)

CAN YOU NOTE DOWN THE MARKS YOU PREFER FOR THE PRODUCTS BELOW? DELICATESSEN (2)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Not Sign	305	84.7	385	83.5	690	84.0
From my home town, my village	2	0.6	0	0.0	2	0.2
BİM products	5	1.4	0	0.0	5	0.6
Aytaç	0	0.0	6	1.3	6	0.7
Beşler	0	0.0	4	0.9	4	0.5
Coşkun	0	0.0	4	0.9	4	0.5
Polonez	2	0.6	18	3.9	20	2.4
Namlı	2	0.6	0	0.0	2	0.2
Maret	11	3.1	10	2.2	21	2.6
Sütaş	8	2.2	12	2.6	20	2.4
Pınar	13	3.6	16	3.5	29	3.5
Ülker	4	1.1	0	0.0	4	0.5
Ezine peyniri	4	1.1	2	0.4	6	0.7
Danone	4	1.1	2	0.4	6	0.7
Mudurnu	0	0.0	2	0.4	2	0.2
TOTAL	360	100	461	100	821	100

$$x^2=41.774 \quad p=0.000 \quad df=14$$

3.6% of “less than 15” and 3.5% of “16 and more” respondents prefer for delicatessen mark is Pınar. 0.6% of “less than 15” and 3.9% of “16 and more” respondents prefer for delicatessen mark is Polonez

Table 4.2.6. Distribution of Respondents' Living Time In Island to Shopping Centers Seasonal Or Permanent (İstanbul 2006)

THE SHOPPING CENTERS IN THE ISLAND	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
Seasonal	149	41.4	204	44.3	353	43.0
Permanent	211	58.6	257	55.7	468	57.0
TOTAL	360	100	461	100	821	100

$$x^2=0.676 \quad p=0.411 \quad df=1$$

There is no difference between living time in island “less than 15” and “16 and more” according to shopping centers seasonal or permanent. 58.6% of “less than 15” and 55.7% of “16 and more” respondents think that shopping centers permanent.

Table 4.2.7.1. Distribution of Respondents' Living Time In Island to Get Knowledge About The Shops (1) (İstanbul 2006)

HOW CAN YOU GET KNOWLEDGE ABOUT THE SHOPS? (1)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
Friends' advice	124	34.4	123	26.7	247	30.1
While walking	136	37.8	173	37.5	309	37.6
By the advertisements	19	5.3	31	6.7	50	6.1
By search	81	22.5	119	25.8	200	24.4
Other	0	0.0	11	2.4	11	1.3
Other, my wifes' advice	0	0.0	2	0.4	2	0.2
Other, familys' advice	0	0.0	2	0.4	2	0.2
TOTAL	360	100	461	100	821	100

$$x^2=17.372 \quad p=0.008 \quad df=6$$

37.8% of “less than 15” and 37.5% of “16 and more” respondents mostly get knowledge about the shops while walking. 34.4% of “less than 15” and 26.7% of “16 and more” respondents second choice to get the knowledge about the shops by friends' advice.

Table 4.2.7.2. Distribution of Respondents' Living Time In Island to Get Knowledge About The Shops (2) (İstanbul 2006)

HOW CAN YOU GET KNOWLEDGE ABOUT THE SHOPS? (2)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Not Sign	233	64.7	331	71.8	564	68.7
Friends' advice	0	0.0	2	0.4	2	0.2
While walking	23	6.4	22	4.8	45	5.5
By the advertisements	31	8.6	21	4.6	52	6.3
By search	71	19.7	78	16.9	149	18.1
Other, everywhere which I saw discount label	2	0.6	0	0.0	2	0.2
Other, all of them familiar	0	0.0	7	1.5	7	0.9
TOTAL	360	100	461	100	821	100

$$x^2=18.152 \quad p=0.006 \quad df=6$$

19.7% of “less than 15” and 16.9% of “16 and more” respondents mostly get knowledge about the shops by search.

Table 4.2.8. Distribution of Respondents' Living Time In Island to Define Relations of Respondent With The Shops (İstanbul 2006)

HOW CAN YOU DEFINE YOUR RELATION WITH THE SHOPS YOU BUY	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Dependent (I can't give up easily)	80	22.2	124	26.9	204	24.8
Normal	152	42.2	233	50.5	385	46.9
Temporal (I can change if offer me more proper condition)	128	35.6	104	22.6	232	28.3
TOTAL	360	100	461	100	821	100

$$x^2=16.844 \quad p=0.000 \quad df=2$$

19.7% of “less than 15” and 16.9% of “16 and more” respondents define relations with the shops normal. 24.8% of the respondents define relations with the shops dependent and the other 28.3% of them define relations with shops temporal.

Table 4.2.9.1. Distribution of Respondents' Living Time In Island to Respondents' Care of Shopping Places According to Cleanness And Order (Tidy) (İstanbul 2006)

WHICH ONE DO YOU CARE FROM THE THINGS WRITTEN BELOW FOR THE PLACES WHERE YOU MAKE YOUR SHOPPING? CLEANNESS AND ORDER IS IMPORTANT	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
I certainly agree	326	90.6	398	86.3	724	88.2
I agree partially	31	8.6	44	9.5	75	9.1
I don't agree partially	2	0.6	8	1.7	10	1.2
Definitely I don't agree	1	0.3	11	2.4	12	1.5
TOTAL	360	100	461	100	821	100

$$x^2=9.059 \quad p=0.029 \quad df=3$$

90.6% of “less than 15” and 86.3% of “16 and more” respondents certainly agree that cleanness and order is important.

Table 4.2.9.2. Distribution of Respondents' Living Time In Island to Respondents' Care of Shopping Places According to Sufficient And Expert In His Business (İstanbul 2006)

WHICH ONE DO YOU CARE FROM THE THINGS WRITTEN BELOW FOR THE PLACES WHERE YOU MAKE YOUR SHOPPING? I AM ALWAYS SHOPPING FROM THE PLACES WHERE IS SUFFICIENT AND EXPERT IN HIS TOPIC	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
I certainly agree	188	52.2	296	64.2	484	59.0
I agree partially	146	40.6	132	28.6	278	33.9
I don't agree partially	18	5.0	25	5.4	43	5.2
Definitely I don't agree	8	2.2	8	1.7	16	1.9
TOTAL	360	100	461	100	821	100

$$x^2=13.726 \quad p=0.003 \quad df=3$$

52.2% of “less than 15” and 64.2% of “16 and more” respondents certainly agree that they shop from shopping places where sufficient and expert in his topics.

Table 4.2.9.3. Distribution of Respondents' Living Time In Island to Respondents' Care of Shopping Places According to The Places Where The Quality Is Highest Priority (İstanbul 2006)

WHICH ONE DO YOU CARE FROM THE THINGS WRITTEN BELOW FOR THE PLACES WHERE YOU MAKE YOUR SHOPPING? I AM ALWAYS SHOPPING FROM THE PLACES WHERE QUALITY IS THE HIGHEST PRIORITY	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
I certainly agree	220	61.1	296	64.2	516	62.9
I agree partially	102	28.3	127	27.5	229	27.9
I don't agree partially	33	9.2	19	4.1	52	6.3
Definitely I don't agree	5	1.4	19	4.1	24	2.9
TOTAL	360	100	461	100	821	100

$$x^2=13.640 \quad p=0.003 \quad df=3$$

61.1% of “less than 15” and 64.2% of “16 and more” respondents certainly agree that they shop from the places where quality is the highest priority.

Table 4.2.9.4. Distribution of Respondents' Living Time In Island to Respondents' Care of Shopping Places According to Obtain Different Kinds of Goods In The Same Shop (İstanbul 2006)

WHICH ONE DO YOU CARE FROM THE THINGS WRITTEN BELOW FOR THE PLACES WHERE YOU MAKE YOUR SHOPPING? TO OBTAIN THE DIFFERENT KIND OF GOODS IN THE SAME SHOP IS IMPORTANT	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
I certainly agree	209	58.1	277	60.1	486	59.2
I agree partially	122	33.9	146	31.7	268	32.6
I don't agree partially	22	6.1	19	4.1	41	5.0
Definitely I don't agree	7	1.9	19	4.1	26	3.2
TOTAL	360	100	461	100	821	100

$$x^2=5.073 \quad p=0.167 \quad df=3$$

There is no difference between living time in island “less than 15” and “16 and more” according to respondents' care of shopping places according to obtain different kinds of goods in the same shop. 58.1% of “less than 15” and 60.1% of “16 and more”

respondents certainly agree that to obtain the different kind of goods in the same shop is important.

Table 4.2.9.5. Distribution of Respondents' Living Time In Island to Respondents' Care of Shopping Places According to Close to Consumers' Culture (İstanbul 2006)

WHICH ONE DO YOU CARE FROM THE THINGS WRITTEN BELOW FOR THE PLACES WHERE YOU MAKE YOUR SHOPPING? IT IS IMPORTANT TO BE CLOSE TO MY CULTURE	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
I certainly agree	140	38.9	245	53.1	385	46.9
I agree partially	127	35.3	137	29.7	264	32.2
I don't agree partially	57	15.8	39	8.5	96	11.7
Definitely I don't agree	36	10.0	40	8.7	76	9.3
TOTAL	360	100	461	100	821	100

$$x^2=20.486 \quad p=0.000 \quad df=3$$

38.9% of “less than 15” and 53.1% of “16 and more” respondents certainly agree that it is important to be close to respondents' culture.

Table 4.2.9.6. Distribution of Respondents' Living Time In Island to Respondents' Care of Shopping Places According to Finding The Product Which Is Looking For (İstanbul 2006)

WHICH ONE DO YOU CARE FROM THE THINGS WRITTEN BELOW FOR THE PLACES WHERE YOU MAKE YOUR SHOPPING? IT IS IMPORTANT TO FIND THE PRODUCT I LOOK FOR	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
I certainly agree	239	66.4	325	70.5	564	68.7
I agree partially	81	22.5	90	19.5	171	20.8
I don't agree partially	33	9.2	33	7.2	66	8.0
Definitely I don't agree	7	1.9	13	2.8	20	2.4
TOTAL	360	100	461	100	821	100

$$x^2=3.008 \quad p=0.390 \quad df=3$$

There is no difference between living time in island “less than 15” and “16 and more” according to respondents' care of shopping places according to finding the product

which is looking for. 66.4% of “less than 15” and 70.5% of “16 and more” respondents certainly agree that it is important to find the product they look for.

Table 4.2.9.7. Distribution of Respondents’ Living Time In Island to Respondents’ Care of Shopping Places According to High Quality Service (İstanbul 2006)

WHICH ONE DO YOU CARE FROM THE THINGS WRITTEN BELOW FOR THE PLACES WHERE YOU MAKE YOUR SHOPPING? HIGH QUALITY IN SERVICE IS IMPORTANT	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
I certainly agree	279	77.5	392	85.0	671	81.7
I agree partially	54	15.0	45	9.8	99	12.1
I don’t agree partially	18	5.0	7	1.5	25	3.0
Definitely I don’t agree	9	2.5	17	3.7	26	3.2
TOTAL	360	100	461	100	821	100

$$x^2=14.951 \quad p=0.002 \quad df=3$$

77.5% of “less than 15” and 85.0% of “16 and more” respondents certainly agree that high quality in service is important.

Table 4.2.9.8. Distribution of Respondents’ Living Time In Island to Respondents’ Care of Shopping Places According to Use Credit Card Possibility (İstanbul 2006)

WHICH ONE DO YOU CARE FROM THE THINGS WRITTEN BELOW FOR THE PLACES WHERE YOU MAKE YOUR SHOPPING? POSSIBILITY TO USE CREDIT CARD IS IMPORTANT	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
I certainly agree	159	44.2	213	46.2	372	45.3
I agree partially	102	28.3	124	26.9	226	27.5
I don’t agree partially	50	13.9	32	6.9	82	10.0
Definitely I don’t agree	49	13.6	92	20.0	141	17.2
TOTAL	360	100	461	100	821	100

$$x^2=14.845 \quad p=0.002 \quad df=3$$

44.2% of “less than 15” and 46.2% of “16 and more” respondents certainly agree that possibility to use credit card is important.

Table 4.2.9.9. Distribution of Respondents' Living Time In Island to Respondents' Care of Shopping Places According to Exhibition of The Goods (İstanbul 2006)

WHICH ONE DO YOU CARE FROM THE THINGS WRITTEN BELOW FOR THE PLACES WHERE YOU MAKE YOUR SHOPPING? THE EXHIBITION OF THE GOODS IS IMPORTANT	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
I certainly agree	197	54.7	312	67.7	509	62.0
I agree partially	99	27.5	106	23.0	205	25.0
I don't agree partially	52	14.4	25	5.4	77	9.4
Definitely I don't agree	12	3.3	18	3.9	30	3.7
TOTAL	360	100	461	100	821	100

$$x^2=24.840 \quad p=0.000 \quad df=3$$

54.7% of “less than 15” and 67.7% of “16 and more” respondents certainly agree that the exhibition of the goods is important.

Table 4.2.9.10. Distribution of Respondents' Living Time In Island to Respondents' Care of Shopping Places According to Shop Which Sell One Kind of Product (İstanbul 2006)

WHICH ONE DO YOU CARE FROM THE THINGS WRITTEN BELOW FOR THE PLACES WHERE YOU MAKE YOUR SHOPPING? I PREFER THE SHOPS THAT SELL ONE KIND OF PRODUCT	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
I certainly agree	45	12.5	65	14.1	110	13.4
I agree partially	85	23.6	96	20.8	181	22.0
I don't agree partially	78	21.7	96	20.8	174	21.2
Definitely I don't agree	152	42.2	204	44.3	356	43.4
TOTAL	360	100	461	100	821	100

$$x^2=1.358 \quad p=0.715 \quad df=3$$

There is no difference between living time in island “less than 15” and “16 and more” according to respondents' care of shopping places according to exhibition of the goods. 54.7% of “less than 15” and 67.7% of “16 and more” respondents definitely don't agree that they prefer the shops that sell one kind of product.

Table 4.2.10. Distribution of Respondents' Living Time In Island to Period of Bazaar Shopping (İstanbul 2006)

HOW OFTEN ARE YOU GOING THE BAZAAR OF THE ISLAND?	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
Never	52	14.4	27	5.9	79	9.6
Every week	197	54.7	318	69.0	515	62.7
Once in 15 days	24	6.7	29	6.3	53	6.5
Rarely	85	23.6	87	18.9	172	21.0
Other	2	0.6	0	0.0	2	0.2
TOTAL	360	100	461	100	821	100

$$x^2=26.816 \quad p=0.000 \quad df=4$$

54.7% of “less than 15” and 69.0% of “16 and more” respondents go bazaar shopping every week..

Table 4.2.11. Distribution of Respondents' Living Time In Island to shopping period (İstanbul 2006)

HOW OFTEN ARE YOU GO OUT FOR SHOPPING?	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
1-2 in a week	28	7.8	49	10.6	77	9.4
Once in a week	82	22.8	119	25.8	201	24.5
Once in a month	29	8.1	37	8.0	66	8.0
When I need	221	61.4	256	55.5	477	58.1
TOTAL	360	100	461	100	821	100

$$x^2=3.707 \quad p=0.295 \quad df=3$$

There is no difference between living time in island “less than 15” and “16 and more” according to shopping period. 61.4% of “less than 15” and 55.5% of “16 and more” respondents go shopping when they need and 22.8% of “less than 15” and 25.8% of “16 and more” respondents go shopping once in a week.

Table 4.2.12.1. Distribution of Respondents' Living Time In Island to The Thing (Security) Respondent Unlike In Shopping In The Island (İstanbul 2006)

THE THING YOU UNLIKE IN SHOPPING IN THE ISLAND? SECURITY	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
No	319	88.6	413	89.6	732	89.2
Yes	41	11.4	48	10.4	89	10.8
TOTAL	360	100	461	100	821	100

$$x^2=0.200 \quad p=0.655 \quad df=0$$

There is no difference between living time in island “less than 15” and “16 and more” according to the thing (security) respondent unlike in shopping in the island. 88.6% of “less than 15” and 89.6% of “16 and more” respondents say “no” to unlike in shopping in the island that is security.

Table 4.2.12.2. Distribution of Respondents' Living Time In Island to The Thing (Delivery) Respondent Unlike In Shopping In The Island (İstanbul 2006)

THE THING YOU UNLIKE IN SHOPPING IN THE ISLAND? DELIVERY	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
No	319	88.6	428	92.8	747	91.0
Yes	41	11.4	33	7.2	74	9.0
TOTAL	360	100	461	100	821	100

$$x^2=4.411 \quad p=0.036 \quad df=1$$

88.6% of “less than 15” and 92.8% of “16 and more” respondents say “no” to unlike in shopping in the island that is delivery.

Table 4.2.12.3. Distribution of Respondents' Living Time In Island to The Thing (Service) Respondent Unlike In Shopping In The Island (İstanbul 2006)

THE THING YOU UNLIKE IN SHOPPING IN THE ISLAND? SERVICE	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
No	323	89.7	407	88.3	730	88.9
Yes	37	10.3	54	11.7	91	11.1
TOTAL	360	100	461	100	821	100

$$x^2=0.423 \quad p=0.516 \quad df=1$$

There is no difference between living time in island “less than 15” and “16 and more” according to the thing (Service) respondent unlike in shopping in the island. 89.7% of “less than 15” and 88.3% of “16 and more” respondents say “no” to unlike in shopping in the island that is service.

Table 4.2.12.4. Distribution of Respondents' Living Time In Island to The Thing (Insufficient Utility) Respondent Unlike In Shopping In The Island (İstanbul 2006)

THE THING YOU UNLIKE IN SHOPPING IN THE ISLAND? INSUFFICIENT UTILITY	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
No	255	70.8	347	75.3	602	73.3
Yes	105	29.2	114	24.7	219	26.7
TOTAL	360	100	461	100	821	100

$$x^2=2.035 \quad p=0.154 \quad df=1$$

There is no difference between living time in island “less than 15” and “16 and more” according to the thing (Insufficient Utility) respondent unlike in shopping in the island. 70.8% of “less than 15” and 75.3% of “16 and more” respondents say “no” to unlike in shopping in the island that is insufficient utility.

Table 4.2.12.5. Distribution of Respondents' Living Time In Island to The Thing (Wrong And Incomplete Information's) Respondent Unlike In Shopping In The Island (İstanbul 2006)

THE THING YOU UNLIKE IN SHOPPING IN THE ISLAND? WRONG AND INCOMPLETE INFORMATIONS	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
No	301	83.6	383	83.1	684	83.3
Yes	59	16.4	78	16.9	137	16.7
TOTAL	360	100	461	100	821	100

$$x^2=0.041 \quad p=0.840 \quad df=1$$

There is no difference between living time in island “less than 15” and “16 and more” according to the thing (wrong and incomplete information's) respondent unlike in shopping in the island. 83.6% of “less than 15” and 83.1% of “16 and more” respondents say “no” to unlike in shopping in the island that is wrong and incomplete information's.

Table 4.2.12.6. Distribution of Respondents' Living Time In Island to The Thing (Expensive) Respondent Unlike In Shopping In The Island (İstanbul 2006)

THE THING YOU UNLIKE IN SHOPPING IN THE ISLAND? EXPENSIVE	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
No	31	8.6	47	10.2	78	9.5
Yes	329	91.4	414	89.8	743	90.5
TOTAL	360	100	461	100	821	100

$$x^2=0.590 \quad p=0.442 \quad df=1$$

There is no difference between living time in island “less than 15” and “16 and more” according to the thing (Expensive) respondent unlike in shopping in the island. 91.4% of “less than 15” and 89.8% of “16 and more” respondents say “yes” to unlike in shopping in the island that is expensive.

Table 4.2.12.7. Distribution of Respondents' Living Time In Island to The Thing (The Indifferent of The Seller) Respondent Unlike In Shopping In The Island (İstanbul 2006)

THE THING YOU UNLIKE IN SHOPPING IN THE ISLAND? THE INDIFFERENT OF THE SELLER	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
No	261	72.5	346	75.1	607	73.9
Yes	99	27.5	115	24.9	214	26.1
TOTAL	360	100	461	100	821	100

$$x^2=0.648 \quad p=0.408 \quad df=1$$

There is no difference between living time in island “less than 15” and “16 and more” according to the thing (The Indifferent of The Seller) respondent unlike in shopping in the island. 72.5% of “less than 15” and 75.1% of “16 and more” respondents say “no” to unlike in shopping in the island that is expensive.

Table 4.2.12.8. Distribution of Respondents' Living Time In Island to The Thing (Other 1) Respondent Unlike In Shopping In The Island (İstanbul 2006)

THE THING YOU UNLIKE IN SHOPPING IN THE ISLAND? OTHER (1)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Not Sign	321	89.2	414	89.8	435	89.5
Transportation (inside the island)	2	0.6	3	0.7	5	0.6
Transportation (outside to inside the island)	0	0.0	2	0.4	2	0.2
We can't find anything, we want in the island	18	5.0	14	3.0	32	3.9
Lack of variety in products	8	2.2	6	1.3	14	1.7
Expensiveness	0	0.0	2	0.4	2	0.2
I am not pleased, I am making my shopping from opposite side	0	0.0	8	1.7	8	1.0
They don't obey cleanness conditions	2	0.6	0	0.0	2	0.2
Selling the out of date products	2	0.6	2	0.4	4	0.5
There are monopolies so we are buying bad and expensive good	0	0.0	2	0.4	2	0.2

Compulsorily	2	0.6	0	0.0	2	0.2
They are bad behavior against the customers	5	1.4	0	0.0	5	0.6
No delivery service in winter	0	0.0	2	0.4	2	0.2
We want bigger markets	0	0.0	4	0.9	4	0.5
to change the place and location of the bazaar	0	0.0	2	0.4	2	0.2
TOTAL	360	100	461	100	821	100

$$x^2=31.809 \quad p=0.004 \quad df=14$$

5.0% of “less than 15” and 3.0% of “16 and more” respondents can’t find anything, they want in the island. 1.4% of “less than 15” respondents think that they are bad behavior against the customers.

Table 4.2.12.9. Distribution of Respondents’ Living Time In Island to The Thing (Other 2) Respondent Unlike In Shopping In The Island (İstanbul 2006)

THE THING YOU UNLIKE IN SHOPPING IN THE ISLAND? OTHER (2)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
Not Sign	344	95.6	440	95.4	784	95.5
Transportation (inside the island)	10	2.8	2	0.4	12	1.5
Lack of variety in products	0	0.0	7	1.5	7	0.9
Expensiveness	0	0.0	4	0.9	4	0.5
They don’t obey cleanness conditions	2	0.6	0	0.0	2	0.2
Selling the out of date products	0	0.0	2	0.4	2	0.2
There are monopolies so we are buying bad and expensive good	0	0.0	4	0.9	4	0.5
They are bad behavior against the customers	0	0.0	2	0.4	2	0.2
We want bigger markets	2	0.6	0	0.0	2	0.2
They occupy pavements	2	0.6	0	0.0	2	0.2
TOTAL	360	100	461	100	821	100

$$x^2=30.119 \quad p=0.000 \quad df=9$$

2.8% of “less than 15” and 0.4% of “16 and more” respondents don’t like transportation inside the island. 2.8% of “less than 15” respondents think that they don’t obey the cleanness conditions.

Table 4.2.13.1. Distribution of Respondents' Living Time In Island to The Thing (Shopping From The Islander [Neighbor]) Respondent like In Shopping In The Island (İstanbul 2006)

THE THING YOU LIKE SHOPPING IN THE ISLAND? SHOPPING FROM THE ISLANDER (FROM THE NEIGHBORS)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
No	221	61.4	237	51.4	458	55.8
Yes	139	38.6	224	48.6	363	44.2
TOTAL	360	100	461	100	821	100

$$x^2=8.161 \quad p=0.004 \quad df=1$$

38.6% of “less than 15” and 48.6% of “16 and more” respondents like shopping from the islander.

Table 4.2.13.2. Distribution of Respondents' Living Time In Island to The Thing (Privilege) Respondent like In Shopping In The Island (İstanbul 2006)

THE THING YOU LIKE SHOPPING IN THE ISLAND? PRIVILEGE	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
No	257	71.4	323	70.1	580	70.6
Yes	103	28.6	138	29.9	241	29.4
TOTAL	360	100	461	100	821	100

$$x^2=0.171 \quad p=0.679 \quad df=1$$

There is no difference between living time in island “less than 15” and “16 and more” according to the thing (Privilege) respondent like in shopping in the island. 28.6% of “less than 15” and 29.9% of “16 and more” respondents like privilege shopping.

Table 4.2.13.3. Distribution of Respondents' Living Time In Island to The Thing (Delivery) Respondent like In Shopping In The Island (İstanbul 2006)

THE THING YOU LIKE SHOPPING IN THE ISLAND? DELIVERY	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
No	327	90.8	407	88.3	734	89.4
Yes	33	9.2	54	11.7	87	10.6
TOTAL	360	100	461	100	821	100

$$x^2=1.384 \quad p=0.239 \quad df=1$$

There is no difference between living time in island “less than 15” and “16 and more” according to the thing (Delivery) respondent like in shopping in the island. 9.2% of “less than 15” and 11.7% of “16 and more” respondents like delivery.

Table 4.2.13.4. Distribution of Respondents' Living Time In Island to The Thing (Service) Respondent like In Shopping In The Island (İstanbul 2006)

THE THING YOU LIKE SHOPPING IN THE ISLAND? SERVICE	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
No	322	89.4	396	85.9	718	87.5
Yes	38	10.6	65	14.1	103	12.5
TOTAL	360	100	461	100	821	100

$$x^2=2.314 \quad p=0.128 \quad df=1$$

There is no difference between living time in island “less than 15” and “16 and more” according to the thing (Service) respondent like in shopping in the island. 10.6% of “less than 15” and 14.1% of “16 and more” respondents like service.

Table 4.2.13.5. Distribution of Respondents' Living Time In Island to The Thing (Sufficient Utility) Respondent like In Shopping In The Island (İstanbul 2006)

THE THING YOU LIKE SHOPPING IN THE ISLAND? SUFFICIENT UTILITY	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
No	317	88.1	412	89.4	729	88.8
Yes	43	11.9	49	10.6	92	11.2
TOTAL	360	100	461	100	821	100

$$x^2=0.352 \quad p=0.553 \quad df=1$$

There is no difference between living time in island “less than 15” and “16 and more” according to the thing (Sufficient Utility) respondent like in shopping in the island. 11.9% of “less than 15” and 10.6% of “16 and more” respondents like sufficient utility.

Table 4.2.13.6. Distribution of Respondents' Living Time In Island to The Thing (Other 1) Respondent like In Shopping In The Island (İstanbul 2006)

THE THING YOU LIKE SHOPPING IN THE ISLAND? OTHER (1)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Not Sign	334	92.8	430	93.3	764	93.1
Transportation	0	0.0	2	0.4	2	0.2
I make my shopping from the island, because I live in here	2	0.6	0	0.0	2	0.2
Close to my home	2	0.6	4	0.9	6	0.7
Shopping with chatting	6	1.7	12	2.6	18	2.2
It is easy to choose goods	0	0.0	2	0.4	2	0.2
Because it is more safety	0	0.0	7	1.5	7	0.9
Existence of well quality goods	16	4.4	2	0.4	18	2.2
Existence of fresh fish every time	0	.0	2	0.4	2	0.2
TOTAL	360	100	461	100	821	100

$$x^2=28.627 \quad p=0.000 \quad df=8$$

1.7% of “less than 15” and 2.6% of “16 and more” respondents like to chat while shopping. 4.4% of “less than 15” and 0.4% of “16 and more” respondents like existence of well quality goods

Table 4.2.13.7. Distribution of Respondents' Living Time In Island to The Thing (Other 2) Respondent like In Shopping In The Island (İstanbul 2006)

THE THING YOU LIKE SHOPPING IN THE ISLAND? OTHER (2)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Not Sign	351	97.5	455	98.7	806	98.2
Shopping with chatting	0	0.0	2	0.4	2	0.2
Because it is more safety	7	1.9	2	0.4	9	1.1
Existence of variety	2	0.6	0	0.0	2	0.2
Fresh fruits and vegetables in bazaar	0	0.0	2	0.4	2	0.2
TOTAL	360	100	461	100	821	100

$$x^2=9.922 \quad p=0.042 \quad df=4$$

1.9% of “less than 15” and 0.4% of “16 and more” respondents like shopping in the island because it is more safety.

Table 4.2.14.1. Distribution of Respondents' Living Time In Island to Live In The Island Affect Respondents' Shopping (1) (İstanbul 2006)

HOW DOES TO LIVE IN AN ISLAND EFFECT YOUR SHOPPING? (1)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Not Sign	54	15.0	45	9.8	99	12.1
Not affect, nothing change	33	9.2	46	10.0	79	9.6
I can't find what I look all the time	41	11.4	68	14.8	109	13.3
I can't find good quality goods in island	0	0.0	6	1.3	6	0.7
Lack of variety	0	0.0	6	1.3	6	0.7
No chance for selection, lack of every brand	8	2.2	4	0.9	12	1.5
Lack of clothing products	7	1.9	2	0.4	9	1.1
There're only 2 groceries open in winter, we can't find goods	1	0.3	3	0.7	4	0.5
Lack of place for shopping	4	1.1	0	0.0	4	0.5
Service has poor quality and insufficient	2	0.6	2	0.4	4	0.5
In winter, shops close in early hours	0	0.0	2	0.4	2	0.2
Places for shopping are seasonal	4	1.1	0	0.0	4	0.5

We can't find enough goods in winter/can't find what we want	8	2.2	2	0.4	10	1.2
Usually, there isn't bazaar in winter	0	0.0	2	0.4	2	0.2
More expensive than the other place	84	23.3	143	31.0	227	27.6
Buy all goods out of island because of high price, less goods	10	2.8	27	5.9	37	4.5
Food products are expensive	2	0.6	0	0.0	2	0.2
Hardness in transportation	0	0.0	19	4.1	19	2.3
Going İstanbul is hard and expensive	8	2.2	6	1.3	14	1.7
Hardness in shipping	0	0.0	6	1.3	6	0.7
I feel like a porter in every weekend	0	0.0	5	1.1	5	0.6
Transportation inside the island	8	2.2	4	0.9	12	1.5
So many roads to walk; lack of vehicles	4	1.1	4	0.9	8	1.0
Shopping from Bostancı; shopping from opposite side	13	3.6	4	0.9	17	2.1
We have to go to İstanbul for shopping	0	0.0	4	0.9	4	0.5
We can't go outside the island for shopping anytime we want	4	1.1	2	0.4	6	0.7
We can't make shopping frequently	2	0.6	9	2.0	11	1.3
We have to make planned shopping	4	1.1	4	0.9	8	1.0
It decrease shopping	10	2.8	0	0.0	10	1.2
Hard to live in winter; no central-heating; heating problem	0	0.0	2	0.4	2	0.2
It affects but not so much	22	6.1	15	3.3	37	4.5
With difficulty, bad	8	2.2	5	1.1	13	1.6
Everybody know each other	2	0.6	0	0.0	2	0.2
Peaceful / comfortable shopping	4	1.1	0	0.0	4	0.5
Friendly shopping from islander	6	1.7	2	0.4	8	1.0
It helps to be thrifty	5	1.4	2	0.4	7	0.9
Positive	0	0.0	6	1.3	6	0.7
I can find good quality goods in island	0	0.0	2	0.4	2	0.2
Fresh fish and meats	2	0.6	0	0.0	2	0.2
We spend less money because of lack of variety	0	0.0	2	0.4	2	0.2
TOTAL	360	100	461	100	821	100

$\chi^2=137.973$ $p=0.000$ $df=39$

23.3% of “less than 15” and 31.0% of “16 and more” respondents mostly think that island more expensive than the other place.. 11.4% of “less than 15” and 14.8% of “16 and more” respondents think that they can't find what they look all the time..

Table 4.2.14.2. Distribution of Respondents’ Living Time in Island to Live in The Island Affect Respondents’ Shopping (2) (İstanbul 2006)

HOW DOES TO LIVE IN AN ISLAND EFFECT YOUR SHOPPING? (2)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Not Sign	240	66.7	275	59.7	515	62.7
I can't find what I look all the time	8	2.2	8	1.7	16	1.9
Lack of variety	6	1.7	20	4.3	26	3.2
No chance for selection, lack of every brand	8	2.2	21	4.6	29	3.5
We can't take advantage of big market's promotions	0	0.0	2	0.4	2	0.2
Lack of clothing products	2	0.6	4	0.9	6	0.7
Lack of shoes	5	1.4	0	0.0	5	0.6
There isn't kid clothing except the bazaar	0	0.0	2	0.4	2	0.2
Lack of shops	6	1.7	2	0.4	8	1.0
Service has poor quality and insufficient	0	0.0	5	1.1	5	0.6
In winter, shops close in early hours	2	0.6	0	0.0	2	0.2
Places for shopping are seasonal	1	0.3	7	1.5	8	1.0
We can't find enough goods in winter/can't find what we want	0	0.0	6	1.3	6	0.7
Stationers are close in winter	2	0.6	0	0.0	2	0.2
The shops are close in winter we can't make shopping	4	1.1	0	0.0	4	0.5
More expensive than the other place	14	3.9	45	9.8	59	7.2
Buy all goods out of island because of high price, less goods	12	3.3	8	1.7	20	2.4
Food products are expensive	0	0.0	2	0.4	2	0.2
Hardness in transportation	4	1.1	10	2.2	14	1.7
Going İstanbul is hard and expensive	4	1.1	6	1.3	10	1.2
Fear to miss the hour of the ferry	8	2.2	0	0.0	8	1.0
Hardness in shipping	0	0.0	10	2.2	10	1.2

So many roads to walk; lack of vehicles	10	2.8	4	0.9	14	1.7
Shopping from Bostanci; shopping from opposite side	6	1.7	6	1.3	12	1.5
We can't go outside the island for shopping anytime we want	2	0.6	4	0.9	6	0.7
We can't make shopping frequently	4	1.1	0	0.0	4	0.5
It is hard to take the goods we buy to home anytime	0	0.0	2	0.4	2	0.2
No security	2	0.6	2	0.4	4	0.5
Everybody know each other	0	0.0	2	0.4	2	0.2
Peaceful shopping	4	1.1	4	0.9	8	1.0
Friendly shopping from islander	0	0.0	2	0.4	2	0.2
I buy my meat and fruits from the person i know and trust	0	0.	2	0.4	2	0.2
There can be tolerance in payment	2	0.6	0	0.0	2	0.2
I can find good quality goods in island	2	0.6	0	0.0	2	0.2
Fresh fish and meats	2	0.6	0	0.0	2	0.2
TOTAL	360	100	461	100	821	100

$$x^2=101.317 \quad p=0.000 \quad df=34$$

3.9% of “less than 15” and 9.8% of “16 and more” respondents think that island more expensive than the other place.. 2.2% of “less than 15” and 4.6% of “16 and more” respondents think that no chance for selection, lack of every brand..

Table 4.2.14.3. Distribution of Respondents' Living Time in Island to Live in The Island Affect Respondents' Shopping (3) (İstanbul 2006)

HOW DOES TO LIVE IN AN ISLAND EFFECT YOUR SHOPPING? (3)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
Not Sign	312	86.7	401	87.0	713	86.8
I can't find what I look all the time	6	1.7	7	1.5	13	1.6
Lack of variety	0	0.0	2	0.4	2	0.2
No chance for selection, lack of every brand	2	0.6	2	0.4	4	0.5
Lack of clothing products	0	0.0	2	0.4	2	0.2
Lack of technological goods	5	1.4	0	0.0	5	0.6

There're only 2 groceries open in winter, we can't find goods	4	1.1	0	0.0	4	0.5
Lack of care in cleanness affect our health	4	1.1	0	0.0	4	0.5
Service has poor quality and insufficient	4	1.1	7	1.5	11	1.3
Lack of service affects	0	0.0	2	0.4	2	0.2
Places for shopping are seasonal	0	0.0	6	1.3	6	0.7
Shops bring goods for only summer; not winter	4	1.1	4	0.9	8	1.0
More expensive than the other place	5	1.4	6	1.3	11	1.3
Buy all goods out of island because of high price, less goods	0	0.0	6	1.3	6	0.7
Hardness in transportation	0	0.0	5	1.1	5	0.6
Going İstanbul is hard and expensive	2	0.6	0	0.0	2	0.2
Spend so many time on way	8	2.2	0	0.0	8	1.0
So many roads to walk; lack of vehicles	0	0.0	5	1.1	5	0.6
We can't go outside the island for shopping anytime we want	0	0.0	2	0.4	2	0.2
No security	0	0.0	2	0.4	2	0.2
Friendly shopping from islander	2	0.6	0	0.0	2	0.2
Shopping from friends, less health problem than the citizens	0	0.0	2	0.4	2	0.2
Fruits&vegetables without hormone from the fields in island	2	0.6	0	0.0	2	0.2
TOTAL	360	100	461	100	821	100

$$x^2=61.603 \quad p=0.000 \quad df=22$$

1.7% of “less than 15” and 1.5% of “16 and more” respondents think that they can't find what they look all the time.. 1.1% of “less than 15” and 1.5% of “16 and more” respondents think that service has poor quality and insufficient..

Table 4.2.15.1. Distribution of Respondents' Living Time In Island to Respondents' Family Member Live Outside The Island

IS THERE ANY FAMILY MEMBER WHO LIVES OUTSIDE THE ISLAND?	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
No	191	53.1	157	34.1	348	42.4
Yes	169	46.9	304	65.9	473	57.6
TOTAL	360	100	461	100	821	100

$$x^2=29.880 \quad p=0.000 \quad df=1$$

46.9% of “less than 15” and 65.9% of “16 and more” respondents' family member live outside the island.

Table 4.2.15.2. Distribution of Respondents' Living Time In Island to Respondents' Family Members' Reason to Live Outside The Island

THE REASON THEY LIVE OUTSIDE THE ISLAND?	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Not Sign	223	61.9	207	44.9	430	52.4
Married and go outside the island	6	1.7	61	13.2	67	8.2
For work (because of duty)	62	17.2	105	22.8	167	20.3
Divorce	2	0.6	0	0.0	2	0.2
Arrival	0	0.0	7	1.5	7	0.9
Health problem	0	0.0	2	0.4	2	0.2
Existence of school/ education(for own or for kids)	5	1.4	15	3.3	20	2.4
Live in opposite side (mainland)	31	8.6	42	9.1	73	8.9
Buying new house+ has a house in there	17	4.7	10	2.2	27	3.3
Life is cheaper in opposite side	0	0.0	8	1.7	8	1.0
Lives in a different city	12	3.3	0	0.0	12	1.5
It is easy to live outside the island, comfortable	2	0.6	4	0.9	6	0.7
TOTAL	360	100	461	100	821	100

$$x^2=85.829 \quad p=0.000 \quad df=11$$

17.2% of “less than 15” and 22.8% of “16 and more” respondents’ family members mostly live outside the island for work

Table 4.2.16.1. Distribution of Respondents’ Living Time In Island to Adaptation Problem of The People Who Live Outside The Island When They Come to The Island (1) (From The Aspect of Their Needs) (İstanbul 2006)

WHAT ARE THE MAIN ADAPTATION PROBLEMS OF THE PEOPLE WHO LIVE OUTSIDE THE ISLAND WHEN THEY COME HERE?(FROM THE ASPECT OF THEIR NEEDS) (1)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
Not Sign	84	23.3	76	16.5	160	19.5
I haven’t got an idea	5	1.4	14	3.0	19	2.3
No adaptation problem	23	6.4	38	8.2	61	7.4
Cultural & social activity	12	3.3	30	6.5	42	5.1
Heating problem	7	1.9	6	1.3	13	1.6
Service problems	6	1.7	4	0.9	10	1.2
Price policies	39	10.8	58	12.6	97	11.8
Variety of goods	13	3.6	39	8.5	52	6.3
Shopping habits	8	2.2	12	2.6	20	2.4
Variety of shops	9	2.5	4	0.9	13	1.6
Seasonality	10	2.8	6	1.3	16	1.9
Entertainment	8	2.2	14	3.0	22	2.7
Environmental factors	22	6.1	28	6.1	50	6.1
Social relationship	48	13.3	45	9.8	93	11.3
Transportation (inside – outside the island)	66	18.3	87	18.9	153	18.6
TOTAL	360	100	461	100	821	100

$$x^2=30.357 \quad p=0.007 \quad df=14$$

For 18.3% of “less than 15” and 18.9% of “16 and more” respondents, the main adaptation problem of the people who live outside the island when they come to the island is transportation. For 10.8% of “less than 15” and 12.6% of “16 and more” respondents, the main adaptation problem of the people who live outside the island when they come to the island is price policies. For 13.3% of “less than 15” and 9.8% of “16 and more”

respondents, the main adaptation problem of the people who live outside the island when they come to the island is social relationship.

Table 4.2.16.2. Distribution of Respondents' Living Time In Island to Adaptation Problem of The People Who Live Outside The Island When They Come to The Island (2) (From The Aspect of Their Needs) (İstanbul 2006)

WHAT ARE THE MAIN ADAPTATION PROBLEMS OF THE PEOPLE WHO LIVE OUTSIDE THE ISLAND WHEN THEY COME HERE?(FROM THE ASPECT OF THEIR NEEDS) (2)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
Not Sign	232	64.4	254	55.1	486	59.2
Cultural & social activity	13	3.6	12	2.6	25	3.0
Heating problem	4	1.1	2	0.4	6	0.7
Service problems	2	0.6	12	2.6	14	1.7
Price policies	9	2.5	44	9.5	53	6.5
Variety of goods	9	2.5	17	3.7	26	3.2
Shopping habits	9	2.5	8	1.7	17	2.1
Variety of shops	6	1.7	12	2.6	18	2.2
Seasonality	2	0.6	10	2.2	12	1.5
Entertainment	10	2.8	22	4.8	32	3.9
Environmental factors	7	1.9	18	3.9	25	3.0
Social relationship	15	4.2	16	3.5	31	3.8
Transportation (inside – outside the island)	42	11.7	34	7.4	76	9.3
TOTAL	360	100	461	100	821	100

$$x^2=40.210 \quad p=0.000 \quad df=12$$

For 11.7% of “less than 15” and 7.4% of “16 and more” respondents, the main adaptation problem of the people who live outside the island when they come to the island is transportation. For 2.5% of “less than 15” and 9.5% of “16 and more” respondents, the main adaptation problem of the people who live outside the island when they come to the island is price policies. For 4.2% of “less than 15” respondents, the main adaptation problem of the people who live outside the island when they come to the island is social relationship. For 4.8% of “16 and more” respondents, the main adaptation problem of the people who live outside the island when they come to the island is entertainment.

Table 4.2.16.3. Distribution of Respondents' Living Time In Island to Adaptation Problem of The People Who Live Outside The Island When They Come to The Island (3) (From The Aspect of Their Needs) (İstanbul 2006)

WHAT ARE THE MAIN ADAPTATION PROBLEMS OF THE PEOPLE WHO LIVE OUTSIDE THE ISLAND WHEN THEY COME HERE?(FROM THE ASPECT OF THEIR NEEDS) (3)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
Not Sign	286	79.4	389	84.4	675	82.2
Cultural & social activity	7	1.9	8	1.7	15	1.8
Heating problem	4	1.1	0	0.0	4	0.5
Service problems	7	1.9	2	0.4	9	1.1
Price policies	6	1.7	0	0.0	6	0.7
Variety of goods	0	0.0	2	0.4	2	0.2
Shopping habits	2	0.6	5	1.1	7	0.9
Security	2	0.6	0	0.0	2	0.2
Seasonality	4	1.1	4	0.9	8	1.0
Entertainment	2	0.6	12	2.6	14	1.7
Environmental factors	8	2.2	19	4.1	27	3.3
Social relationship	17	4.7	6	1.3	23	2.8
Transportation (inside – outside the island)	15	4.2	14	3.0	29	3.5
TOTAL	360	100	461	100	821	100

$$x^2=38.931 \quad p=0.000 \quad df=12$$

For .4.2% of “less than 15” and 3.0% of “16 and more” respondents, the main adaptation problem of the people who live outside the island when they come to the island is transportation. For .2.2% of “less than 15” and 4.1% of “16 and more” respondents, the main adaptation problem of the people who live outside the island when they come to the island is environmental factors.

Table 4.2.17. Distribution of Respondents' Living Time In Island to Respondents' Idea About The People Who Leave The Island Lose Their Islander Identity (İstanbul 2006)

DO YOU THINK THE PEOPLE WHO LEAVE THE ISLAND LOSE THEIR ISLANDER IDENTITY?	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
No	282	78.3	299	64.9	581	70.8
Yes, but no explanation	34	9.4	56	12.1	90	11.0
Yes, everybody can't be an islander, it's a privilege	0	0.0	2	0.4	2	0.2
Yes, islander must do something for the island	2	0.6	2	0.4	4	0.5
Conditions are better in İstanbul	18	5.0	34	7.4	52	6.3
As a result, his connections break off	4	1.1	14	3.0	18	2.2
to live in island during 12 months	2	0.6	16	3.5	18	2.2
They are far from the problems of the island	5	1.4	11	2.4	16	1.9
Most of them left compulsorily but the soul can't change	2	0.6	0	0.0	2	0.2
They left because they don't want to be an islander	0	0.0	4	0.9	4	0.5
Everything is so expensive than İstanbul in the island	2	0.6	6	1.3	8	1.0
Social life	0	0.0	6	1.3	6	0.7
Life is difficult in the island	4	1.1	0	0.0	4	0.5
In time, they get used to the rules of that city	5	1.4	5	1.1	10	1.2
Outside the island, they criticize the island	0	0.0	6	1.3	6	0.7
TOTAL	360	100	461	100	821	100

$$x^2=43.729 \quad p=0.000 \quad df=14$$

78.3% of “less than 15” and 64.9% of “16 and more” respondents think that the people who leave the island not lose their islander identity. 5.0% of “less than 15” and 7.4% of “16 and more” respondents mostly think that conditions are better in İstanbul and they lose islander identity.

Table 4.2.18. Distribution of Respondents' Living Time In Island to Where Respondent Feel Belong to (İstanbul 2006)

WHERE DO YOU FEEL BELONG TO?	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Not Sign	31	8.6	32	6.9	63	7.7
Islander	209	58.1	355	77.0	564	68.7
Not an islander	17	4.7	9	2.0	26	3.2
Adana	8	2.2	0	0.0	8	1.0
Ankara	5	1.4	0	0.0	5	0.6
Çorum	2	0.6	0	0.0	2	0.2
Erzincan	0	0.0	8	1.7	8	1.0
Gümüşhane	2	0.6	0	0.0	2	0.2
İstanbul	28	7.8	10	2.2	38	4.6
Kastamonu	0	0.0	2	0.4	2	0.2
Konya	4	1.1	0	0.0	4	0.5
Malatya	4	1.1	0	0.0	4	0.5
Mardin / Midyat	0	0.0	2	0.4	2	0.2
Ordu	2	0.6	2	0.4	4	0.5
Sinop	0	0.0	2	0.4	2	0.2
Sivas	2	0.6	2	0.4	4	0.5
Tokat	0	0.0	6	1.3	6	0.7
Trabzon	5	1.4	5	1.1	10	1.2
Van	2	0.6	0	0.0	2	0.2
Bartın	0	0.0	4	0.9	4	0.5
Iğdır	0	0.0	2	0.4	2	0.2
Karabük	2	0.6	0	0.0	2	0.2
Türkiye	9	2.5	2	0.4	11	1.3
Not to anywhere	10	2.8	10	2.2	20	2.4
to where I live	4	1.1	4	0.9	8	1.0
I feel belong to everywhere where I am happy	4	1.1	4	0.9	8	1.0
to nature	4	1.1	0	0.0	4	0.5
to the world	2	0.6	0	0.0	2	0.2
to abroad	2	0.6	0	0.0	2	0.2
USA	2	0.6	0	0.0	2	0.2
TOTAL	360	100	461	100	821	100

$$x^2=107.454 \quad p=0.000 \quad df=29$$

58.1% of “less than 15” and 77.0% of “16 and more” respondents mostly feel belong to islander. 7.8% of “less than 15” and 2.2% of “16 and more” respondents feel belong to İstanbul.

Table 4.2.19.1. Distribution of Respondents’ Living Time In Island to The Characteristics of Respondents’ Shopping According to The Place Where They Feel Belong to (1) (İstanbul 2006)

WHAT ARE THE CHARACTERISTICS OF YOUR SHOPPING ACCORDING TO THE PLACE WHERE YOU FEEL BELONG TO? (1)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Not Sign	189	52.5	194	42.1	383	46.7
No, I haven’t	34	9.4	46	10.0	80	9.7
Yes, bazaar shopping	22	6.1	32	6.9	54	6.6
District bazaars	0	0.0	2	0.4	2	0.2
Weekly shopping (total shopping)	0	0.0	4	0.9	4	0.5
Easy shopping	0	0.0	5	1.1	5	0.6
Shopping	2	0.6	4	0.9	6	0.7
Migros shopping	2	0.6	0	0.0	2	0.2
Shopping stores	0	0.0	2	0.4	2	0.2
Market shopping	10	2.8	22	4.8	32	3.9
Knowing the tradesmen; they help me to buy good products	2	0.6	0	0.0	2	0.2
Our products	2	0.6	0	0.0	2	0.2
Tea&simit in ferry/ İstanbul	0	0.0	4	0.9	4	0.5
Village cheese (otlu peynir)	2	0.6	0	0.0	2	0.2
Tulum cheese	0	0.0	4	0.9	4	0.5
Egg from my home town	0	0.0	2	0.4	2	0.2
Cabbage soup	0	0.0	2	0.4	2	0.2
Patisserie products	0	0.0	2	0.4	2	0.2
Cookies in historical Beşiktaş bakery	0	0.0	2	0.4	2	0.2
Phaeton	2	0.6	0	0.0	2	0.2
Poğaç in Güven patisserie in the island	0	0.0	2	0.4	2	0.2
Gummy products of Büyükkada patisserie	0	0.0	2	0.4	2	0.2

Jewelleries and decorative objects belongs to island	0	0.0	2	0.4	2	0.2
Always shopping in island	0	0.0	2	0.4	2	0.2
Associations and kermesses in the island	2	0.6	0	0.0	2	0.2
The fruits and vegetables which comes from Yalova	0	0.0	4	0.9	4	0.5
Generally stealing roses and fruits from gardens (kids)	2	0.6	0	0.0	2	0.2
Fundamental needs	0	0.0	2	0.4	2	0.2
Daily fundamental needs	0	0.0	2	0.4	2	0.2
Fundamental food products	9	2.5	0	0.0	9	1.1
Food shopping	12	3.3	15	3.3	27	3.3
Green grocery-vegetables	2	0.6	2	0.4	4	0.5
Fish	10	2.8	38	8.2	48	5.8
Butcher	0	0.0	2	0.4	2	0.2
Delicatessen products	2	0.6	2	0.4	4	0.5
Butter	2	0.6	0	0.0	2	0.2
Bread	8	2.2	9	2.0	17	2.1
Clothing	22	6.1	19	4.1	41	5.0
Blouse, skirt, kerchief	0	0.0	4	0.9	4	0.5
Shoes	4	1.1	0	0.0	4	0.5
Sport and comfortable preferences in clothing	0	0.0	4	0.9	4	0.5
Sport clothing	0	0.0	2	0.4	2	0.2
Nike	2	0.6	4	0.9	6	0.7
PC items	4	1.1	0	0.0	4	0.5
Musical instruments	2	0.6	0	0.0	2	0.2
Home needs	0	0.0	1	0.2	1	0.1
House furniture shopping	0	0.0	2	0.4	2	0.2
Flowers, plants	2	0.6	0	0.0	2	0.2
Fishing line	0	0.0	2	0.4	2	0.2
Animal (pet) foods	0	0.0	2	0.4	2	0.2
Memory objects	2	0.6	0	0.0	2	0.2
Natural products	0	0.0	2	0.4	2	0.2
Sage tea	0	0.0	2	0.4	2	0.2
Apricot	2	0.6	0	0.0	2	0.2
Chocolate	2	0.6	2	0.4	4	0.5
Newspaper	0	0.0	2	0.4	2	0.2

Books	0	0.0	2	0.4	2	0.2
Fuel	2	0.6	0	0.0	2	0.2
TOTAL	360	100	461	100	821	100

$$\chi^2=131.054 \quad p=0.000 \quad df=57$$

6.1% of “less than 15” and 6.9% of “16 and more” respondents’ characteristics of shopping according to the place where they feel belong to is bazaar shopping. 2.8% of “less than 15” and 8.2% of “16 and more” respondents’ characteristics of shopping according to the place where they feel belong to is fish. 6.1% of “less than 15” and 4.1% of “16 and more” respondents’ characteristics of shopping according to the place where they feel belong to is clothing.

Table 4.2.19.2. Distribution of Respondents’ Living Time In Island to The Characteristics of Respondents’ Shopping According to The Place Where They Feel Belong to (2) (İstanbul 2006)

WHAT ARE THE CHARACTERISTICS OF YOUR SHOPPING ACCORDING TO THE PLACE WHERE YOU FEEL BELONG TO? (2)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
Not Sign	287	79.7	354	76.8	641	78.1
Yes, bazaar shopping	5	1.4	6	1.3	11	1.3
Cheap shopping	0	0.0	5	1.1	5	0.6
Shopping	2	0.6	0	0.0	2	0.2
Shopping stores	0	0.0	2	0.4	2	0.2
Market shopping	0	0.0	14	3.0	14	1.7
Çökelek cheese	0	0.0	4	0.9	4	0.5
Spices	0	0.0	2	0.4	2	0.2
Rice soup	2	0.6	0	0.0	2	0.2
Hamsi/ Black Sea	0	0.0	2	0.4	2	0.2
Nargile every night	0	0.0	2	0.4	2	0.2
Gummy products of Büyükkada patisserie	0	0.0	2	0.4	2	0.2
Fundamental food products	0	0.0	1	0.2	1	0.1
Food shopping	12	3.3	12	2.6	24	2.9
Green grocery-vegetables	0	0.0	2	0.4	2	0.2
Fish	8	2.2	12	2.6	20	2.4
Butcher	9	2.5	2	0.4	11	1.3

Meat and meat products	0	0.0	2	0.4	2	0.2
Oil and kinds	0	0.0	2	0.4	2	0.2
Yoghurt	0	0.0	7	1.5	7	0.9
Bread	0	0.0	2	0.4	2	0.2
Pulses	4	1.1	0	0.0	4	0.5
Clothing	8	2.2	10	2.2	18	2.2
Shoes	5	1.4	0	0.0	5	0.6
Shoes & sockes	0	0.0	4	0.9	4	0.5
Jewellery	0	0.0	2	0.4	2	0.2
Cosmetics	4	1.1	0	0.0	4	0.5
Adidas	2	0.6	0	0.0	2	0.2
Musical CD	4	1.1	0	0.0	4	0.5
Flowers, plants	0	0.0	2	0.4	2	0.2
Cleaning materials	2	0.6	0	0.0	2	0.2
Bicycle	0	0.0	2	0.4	2	0.2
Plum	0	0.0	2	0.4	2	0.2
Macaroni	2	0.6	0	0.0	2	0.2
Cigarette	0	0.0	2	0.4	2	0.2
Newspaper	4	1.1	2	0.4	6	0.7
TOTAL	360	100	461	100	821	100

$$x^2=92.208 \quad p=0.000 \quad df=35$$

3.3% of “less than 15” and 2.6% of “16 and more” respondents’ characteristics of shopping according to the place where they feel belong to is food shopping. 2.2% of “less than 15” and 2.6% of “16 and more” respondents’ characteristics of shopping according to the place where they feel belong to is fish. 2.2% of “less than 15” and 2.2% of “16 and more” respondents’ characteristics of shopping according to the place where they feel belong to is clothing.

Table 4.2.19.3. Distribution of Respondents' Living Time In Island to The Characteristics of Respondents Shopping According to The Place Where They Feel Belong to (3) (İstanbul 2006)

WHAT ARE THE CHARACTERISTICS OF YOUR SHOPPING ACCORDING TO THE PLACE WHERE YOU FEEL BELONG TO? (3)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Not Sign	318	88.3	407	88.3	725	88.3
Yes, bazaar shopping	9	2.5	2	0.4	11	1.3
Good quality shopping	0	0.0	5	1.1	5	0.6
Market shopping	2	0.6	4	0.9	6	0.7
Uçkun (a plant which lives in van)	2	0.6	0	0.0	2	0.2
Kete	0	0.0	4	0.9	4	0.5
Fish soup	0	0.0	2	0.4	2	0.2
Different tastes in patisserie, tea gardens, ice cream seller	2	0.6	0	0.0	2	0.2
Fundamental food products	0	0.0	2	0.4	2	0.2
Food shopping	4	1.1	4	0.9	8	1.0
Green grocery-vegetables	0	0.0	2	0.4	2	0.2
Butter	2	0.6	0	0.0	2	0.2
Oil and kinds	0	0.0	2	0.4	2	0.2
Yoghurt	4	1.1	2	0.4	6	0.7
Milk	0	0.0	5	1.1	5	0.6
Jam	0	0.0	2	0.4	2	0.2
Bread	0	0.0	4	0.9	4	0.5
Clothing	4	1.1	4	0.9	8	1.0
Dress	0	0.0	4	0.9	4	0.5
Decorative objects – baubles	5	1.4	0	0.0	5	0.6
Cosmetics	0	0.0	2	0.4	2	0.2
Tommy Hillfiger	2	0.6	0	0.0	2	0.2
All electronicals	4	1.1	0	0.0	4	0.5
House furniture shopping	0	0.0	2	0.4	2	0.2
Various herbs	0	0.0	2	0.4	2	0.2
Arrival	2	0.6	0	0.0	2	0.2
TOTAL	360	100	461	100	821	100

$$x^2=62.230 \quad p=0.000 \quad df=25$$

2.5% of “less than 15” and 0.4% of “16 and more” respondents’ characteristics of shopping according to the place where they feel belong to is bazaar shopping. 1.1% of “less than 15” and 0.9% of “16 and more” respondents’ characteristics of shopping according to the place where they feel belong to is food shopping. 1.1% of “less than 15” and 0.9% of “16 and more” respondents’ characteristics of shopping according to the place where they feel belong to is clothing.

Table 4.2.20.1. Distribution of Respondents’ Living Time In Island to Definition of to Be An Islander Describe By Respondents (1) (İstanbul 2006)

HOW CAN YOU DEFINE WHAT IS TO BE AN ISLANDER? (1)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Not Sign	120	33.3	98	21.3	218	26.6
I don’t know	8	2.2	2	0.4	10	1.2
to be an islander is a privilege	68	18.9	97	21.0	165	20.1
Who born and live in island is the islander	6	1.7	12	2.6	18	2.2
Who live in island, 12 months	5	1.4	19	4.1	24	2.9
Everybody know each other, like a big family	18	5.0	42	9.1	60	7.3
I like to live here	24	6.7	22	4.8	46	5.6
They claim the island	0	0.0	6	1.3	6	0.7
Place where there is love and warmth in it	0	0.0	4	0.9	4	0.5
to take islander culture	0	0.0	5	1.1	5	0.6
People who feel secure and peace here	6	1.7	28	6.1	34	4.1
More freedom, safety	18	5.0	16	3.5	34	4.1
People who try to solve the problem of the islands	8	2.2	4	0.9	12	1.5
Happy people	0	0.0	6	1.3	6	0.7
Honest, gentleman	2	0.6	2	0.4	4	0.5
Strange people who prefer fresh air against difficulties	4	1.1	1	0.2	5	0.6
Who have been living in the island for years, habits changed	0	0.0	5	1.1	5	0.6
Happy when get on ferry, unhappy when return to İstanbul	0	0.0	2	0.4	2	0.2

to live in touristy places	0	0.0	2	0.4	2	0.2
to live with cultured people	7	1.9	6	1.3	13	1.6
Has the cultural memory belongs to old Turkish, Greeks	0	0.0	2	0.4	2	0.2
Armenian, Turkish, Greek, Jewish all are friends	0	0.0	5	1.1	5	0.6
Healthy life	2	0.6	0	0.0	2	0.2
Fresh air and silence	32	8.9	38	8.2	70	8.5
Voice of seagull and smells of sea	0	0.0	2	0.4	2	0.2
to be close to nature	4	1.1	0	0.0	4	0.5
Holiday for 12 months without being far from the city	2	0.6	0	0.0	2	0.2
Riding bicycle	0	0.0	4	0.9	4	0.5
Crowded in summer, silence in winter	7	1.9	0	0.0	7	0.9
Working	2	0.6	2	0.4	4	0.5
You look like, you are a rich person	0	0.0	4	0.9	4	0.5
I am an islander because of my job	0	0.0	5	1.1	5	0.6
Gossip; sit in cafe, don't want to work	0	0.0	2	0.4	2	0.2
Life with deprivation	15	4.2	14	3.0	29	3.5
to accept deprivation conditions	2	0.6	0	0.0	2	0.2
Village life in city	0	0.0	4	0.9	4	0.5
TOTAL	360	100	461	100	821	100

$$x^2=113.170 \quad p=0.000 \quad df=35$$

18.9% of “less than 15” and 21.0% of “16 and more” respondents’ definition of to be an islander is a privilege. 8.9% of “less than 15” and 8.2% of “16 and more” respondents’ definition of to be an islander is fresh air and silence. 5.0% of “less than 15” and 9.1% of “16 and more” respondents’ definition of to be an islander is everybody know each other, like a big family.

Table 4.2.20.2. Distribution of Respondents' Living Time In Island to Definition of to Be An Islander Describe By Respondents (2) (İstanbul 2006)

HOW CAN YOU DEFINE WHAT IS TO BE AN ISLANDER? (2)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Not Sign	271	75.3	327	70.9	598	72.8
Who born and live in island is the islander	0	0.0	2	0.4	2	0.2
Who live in island, 12 months	2	0.6	2	0.4	4	0.5
Everybody know each other, like a big family	9	2.5	12	2.6	21	2.6
I like to live here	3	0.8	9	2.0	12	1.5
I can never give up the island	0	0.0	2	0.4	2	0.2
Place where there is love and warmth in it	2	0.6	6	1.3	8	1.0
Person who contribute the island	2	0.6	0	0.0	2	0.2
People who feel secure and peace here	20	5.6	15	3.3	35	4.3
More freedom, safety	4	1.1	2	0.4	6	0.7
People who try to solve the problem of the islands	1	0.3	11	2.4	12	1.5
Happy when get on ferry, unhappy when return to İstanbul	0	0.0	2	0.4	2	0.2
Has the cultural memory belongs to old Turkish Greeks	0	0.0	2	0.4	2	0.2
There is a colorful life which the summer habitants bring	5	1.4	2	0.4	7	0.9
Fresh air and silence	26	7.2	41	8.9	67	8.2
Voice of seagull and smells of sea	0	0.0	11	2.4	11	1.3
Green	0	0.0	2	0.4	2	0.2
Richness of sea products	2	0.6	0	0.0	2	0.2
Phaeton	0	0.0	2	0.4	2	0.2
Empty in winter; silence	0	0.	2	0.4	2	0.2
But, transportation and education are problem	0	0.0	2	0.4	2	0.2
Island life is too expensive	4	1.1	0	0.0	4	0.5
Boredom and monotony	2	0.6	2	0.4	4	0.5
Formal insincere relationships	2	0.6	0	0.0	2	0.2
Everybody knows your everything	0	0.0	5	1.1	5	0.6
Living uninformed from world with	5	1.4	0	0.0	5	0.6

ignorant						
TOTAL	360	100	461	100	821	100

$$x^2=60.522 \quad p=0.000 \quad df=25$$

7.2% of “less than 15” and 8.9% of “16 and more” respondents’ definition of to be an islander is fresh air and silence. 5.6% of “less than 15” and 3.3% of “16 and more” respondents’ definition of to be an islander is who feel secure and peace here.

Table 4.2.21. Distribution of Respondents’ Living Time In Island to The Place Respondents’ Privacy Begins (İstanbul 2006)

WHERE DOES YOUR PRIVACY BEGINS?	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
The port of the island	98	26.7	95	20.6	191	23.3
The entrance door of the house	136	37.8	243	52.7	379	46.2
The door of the garden	39	10.8	69	15.0	108	13.2
Other, no explanation	46	12.8	35	7.6	81	9.9
Other, streets	4	1.1	0	0.0	4	0.5
Other, in thoughts	10	2.8	10	2.2	20	2.4
Other, my bedroom	24	6.7	1	0.2	25	3.0
Other, there is no privacy space	5	1.4	8	1.7	13	1.6
TOTAL	360	100	461	100	821	100

$$x^2=54.290 \quad p=0.000 \quad df=7$$

37.8% of “less than 15” and 52.7% of “16 and more” respondents’ privacy mostly begin from the entrance door of the house. 26.7% of “less than 15” and 20.6% of “16 and more” respondents’ privacy mostly begin from the port of the island

Table 4.2.22. Distribution of Respondents' Living Time In Island to Pay Attention to The Appropriateness to Their Belief While Shopping (İstanbul 2006)

DO YOU PAY ATTENTION TO THE APPROPRIATENESS TO YOUR BELIEF WHILE SHOPPING?	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
No	116	32.2	119	25.8	235	28.6
Yes	244	67.8	342	74.2	586	71.4
TOTAL	360	100	461	100	821	100

$$x^2=4.064 \quad p=0.044 \quad df=1$$

67.8% of “less than 15” and 74.2% of “16 and more” respondents pay attention to the appropriateness to their belief while shopping.

Table 4.2.23. Distribution of Respondents' Living Time In Island to Products That Express Respondents' Culture, Traditions (İstanbul 2006)

ARE THERE ANY PRODUCTS THAT EXPRESS YOUR CULTURE, TRADITIONS?	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
No	286	79.4	360	78.1	646	78.7
Yes, no explanations	10	2.8	30	6.5	40	4.9
Yes, beware of pig fat, pig usage goods	3	0.8	3	0.7	6	0.7
Permissible things (for religion)	2	0.6	0	0.0	2	0.2
For Muslim festival of sacrifices	0	0.0	2	0.4	2	0.2
Garden, plants in garden, cultivated fruits and vegetables	4	1.1	0	0.0	4	0.5
Fish	0	0.0	6	1.3	6	0.7
Apricot	1	0.6	0	0.0	2	0.2
Fig	2	0.6	0	0.0	2	0.2
Oil	0	0.0	4	0.9	4	0.5
Egg	0	0.0	2	0.4	2	0.2
Honey	2	0.6	0	0.0	2	0.2
Kars cheese	0	0.0	2	0.4	2	0.2
Nut	4	1.1	2	0.4	6	0.7
Tariş infiltrate olive oil	2	0.6	0	0.0	2	0.2
Hot pepper	5	1.4	0	0.0	5	0.6
Black cabbage	0	0.0	4	0.9	4	0.5

Date (fruit)	5	1.4	0	0.0	5	0.6
Meat	2	0.6	9	2.0	11	1.3
Black Sea vegetables(black cabbage, cornflour , anchovy)	2	0.6	0	0.0	2	0.2
Tomato sauce	2	0.6	0	0.0	2	0.2
Cabbage and cornflour bread	2	0.6	2	0.4	4	0.5
Van keledos (dish)	2	0.6	0	0.0	2	0.2
Meat pastry(mantı)	0	0.0	4	0.9	4	0.5
Grill	5	1.4	0	0.0	5	0.6
Dessert	0	0.0	6	1.3	6	0.7
Semolina halva	0	0.0	2	0.4	2	0.2
Maraş ice cream	2	0.6	0	0.0	2	0.2
Boza	0	0.0	2	0.4	2	0.2
Tea	0	0.0	7	1.5	7	0.9
Turkish coffee	2	0.6	0	0.0	2	0.2
Aytaç (brand)	0	0.0	2	0.4	2	0.2
Ülker (brand)	0	0.0	2	0.4	2	0.2
Cleanness	4	1.1	0	0.0	4	0.5
Music cassettes include our folk songs belongs to our culture	2	0.6	0	0.0	2	0.2
Folk dances / folklore	2	0.6	0	0.0	2	0.2
Art & literature	0	0.0	2	0.4	2	0.2
Stringed instrument (saz)	0	0.0	2	0.4	2	0.2
Socks, bootee knitting	0	0.0	4	0.9	4	0.5
Traditional embroidery (sarı yazma)	0	0.0	2	0.4	2	0.2
Henna night (kına night)	2	0.6	0	0.0	2	0.2
Electronics	4	1.1	0	0.0	4	0.5
TOTAL	360	100	461	100	821	100

$$x^2=121.004 \quad p=0.000 \quad df=41$$

Products that express 0.6% of “less than 15” and 2.0% of “16 and more” respondents’ culture, traditions is meat. Products that express 0.4% of “16 and more” respondents’ culture, traditions is Aytaç (brand). Products that express 0.4% of “16 and more” respondents’ culture, traditions is Ülker (brand). Products that express 0.6% of “less than 15” respondents’ culture, traditions is Tariş infiltrate olive oil.

Table 4.2.24.1. Distribution of Respondents' Living Time In Island to Meal Or Amusement Special to Respondents' Family (1) (İstanbul 2006)

IS THERE ANY MEAL OR AMUSEMENT SPECIAL TO YOUR FAMILY? (1)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
No	233	61.9	292	63.3	515	62.7
Yes, no explanation	36	100	35	7.6	71	8.6
Melemen	0	0.0	2	0.4	2	0.2
Potato omelette	5	1.4	0	0.0	5	0.6
Breakfast with natural products	0	0.0	2	0.4	2	0.2
Soups	0	0.0	2	0.4	2	0.2
Tarhana soup	2	0.6	0	0.0	2	0.2
Black cabbage soup	0	0.0	2	0.4	2	0.2
Packaged chicken	4	1.1	0	0.0	4	0.5
Grilled fish	12	3.3	14	3.0	26	3.2
Sea bass with mayonnaise	0	0.0	2	0.4	2	0.2
Stuffed mussel	0	0.0	2	0.4	2	0.2
Stuffed black cabbage	2	0.6	4	0.9	6	0.7
Yaprak sarma	0	0.0	2	0.4	2	0.2
Yalancı dolma	0	0.0	2	0.4	2	0.2
Earthenware cooking pot (güveç)	0	0.0	2	0.4	2	0.2
Split aubergines with minced meat filling (karnıyarık)	2	0.6	0	0.0	2	0.2
Ovened potato	0	0.0	2	0.4	2	0.2
Haricot bean	2	0.6	0	0.0	2	0.2
Macaroni	0	0.0	2	0.4	2	0.2
Macaroni with cheese sauce	2	0.6	0	0.0	2	0.2
Potato with meat ball	2	0.6	0	0.0	2	0.2
Grill	0	0.0	4	0.9	4	0.5
Brazier	1	0.3	5	1.1	6	0.7
Meat pastry(mantı)	8	2.2	10	2.2	18	2.2
İçli köfte when relatives meeting	4	1.1	2	0.4	6	0.7
Çerkez tavuğu	2	0.6	0	0.0	2	0.2
Mıhlama	2	0.6	2	0.4	4	0.5
Çiğ köfte	0	0.0	2	0.4	2	0.2
Büryan	0	0.0	2	0.4	2	0.2
Meals made with rezene	0	0.0	2	0.4	2	0.2

Batırık	4	1.1	0	0.0	4	0.5
Kete	4	1.1	0	0.0	4	0.5
Erzincan çökelek cheese	0	0.0	4	0.9	4	0.5
Roasted green tomato	0	0.0	2	0.4	2	0.2
Keşkek	2	0.6	7	1.5	9	1.1
Bozbaş (Iğdır)	0	0.0	2	0.4	2	0.2
Hot meals of my culture	8	2.2	4	0.9	12	1.5
Traditional vegetable meal	1	0.3	1	0.2	2	0.2
Traditional meals special to Black Sea	2	0.6	0	0.0	2	0.2
Meals special to south	0	0.0	2	0.4	2	0.2
Meals special to Mediterranean culture	0	0.0	2	0.4	2	0.2
Antep meals	0	0.0	2	0.4	2	0.2
Kadayıf dolması	6	1.7	2	0.4	8	1.0
Family meetings, meals	6	1.7	12	2.6	18	2.2
Roastings given in weddings	2	0.6	0	0.0	2	0.2
Religious bairams and traditional meals are continuing	2	0.6	0	0.0	2	0.2
Circumcision	2	0.6	0	0.0	2	0.2
Henna night (kına night)	2	0.6	0	0.0	2	0.2
Birthdays	0	0.0	4	0.9	4	0.5
Dinner once in a week in shore	0	0.0	2	0.4	2	0.2
to picnic	0	0.0	2	0.4	2	0.2
Tombola	0	0.0	2	0.4	2	0.2
Playing okey	0	0.0	5	1.1	5	0.6
Folk dances	0	0.0	2	0.4	2	0.2
Playing tulum (horon)	2	0.6	0	0.0	2	0.2
Halay	4	1.1	0	0.0	4	0.5
Çiftetelli	0	0.0	4	0.9	4	0.5
Music	0	0.0	2	0.4	2	0.2
Fasıl	2	0.6	0	0.0	2	0.2
Kemençe (folk instrument)	0	0.0	2	0.4	2	0.2
Bağlama (folk instrument)	0	0.0	2	0.4	2	0.2
TOTAL	360	100	461	100	821	100

$\chi^2=131.308$ $p=0.000$ $df=61$

3.3% of “less than 15” and 3.0% of “16 and more” respondents meal or amusement special to respondents’ family is grilled fish. 2.2% of “less than 15” and 2.2% of “16 and more” respondents meal or amusement special to respondents’ family is meat pastry(manti).

Table 4.2.24.2. Distribution of Respondents’ Living Time In Island to Meal Or Amusement Special to Respondents’ Family (2) (İstanbul 2006)

IS THERE ANY MEAL OR AMUSEMENT SPECIAL TO YOUR FAMILY? (2)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Not Sign	331	91.9	430	93.3	761	92.7
Grilled fish	0	0.0	2	0.4	2	0.2
Yaprak sarma	0	0.0	2	0.4	2	0.2
Split aubergines with minced meat filling (karnıyarık)	2	0.6	0	0.0	2	0.2
Leguminosae	0	0.0	2	0.4	2	0.2
Potato with meat ball	2	0.6	0	0.0	2	0.2
Brazier	10	2.8	0	0.0	10	1.2
Tandır	0	0.0	2	0.4	2	0.2
Humus	2	0.6	0	0.0	2	0.2
Etli ekmek	0	0.0	2	0.4	0	0.2
Atabari	0	0.0	2	0.4	2	0.2
Su böreği	2	0.6	0	0.0	2	0.2
Traditional meals special to Black Sea	2	0.6	0	0.0	2	0.2
Meals special to east	0	0.0	2	0.4	2	0.2
Kaymak (from patisserie)	0	0.0	4	0.9	4	0.5
Family meetings, meals	6	1.7	2	0.4	8	1.0
Five o’clock Tea	1	0.3	3	0.7	4	0.5
Playing okey	0	0.0	4	0.9	4	0.5
Turkish art music; “Fasıl”	0	0.0	2	0.4	2	0.2
Kemençe (folk instrument)	2	0.6	0	0.0	2	0.2
Piano	0	0.0	2	0.4	2	0.2
TOTAL	360	100	461	100	821	100

$$x^2=52,245 \quad p=0,000 \quad df=20$$

3.3% of “less than 15” respondents meal or amusement special to respondents’ family is Brazier.

Table 4.2.25.1. Distribution of Respondents' Living Time In Island to Any Food Habits (Meal, Dessert, Drink, Etc.) Special to Respondents' Culture (Tradition) (1) (İstanbul 2006)

IS THERE ANY FOOD HABITS (MEAL, DESSERT, DRINK, ETC.) SPECIAL TO YOUR CULTURE (TRADITION)? (1)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
No	221	61.4	279	60.5	500	60.9
Yes, no explanation	18	5.0	20	4.3	38	4.6
Yes, regular nourish	0	0.0	4	0.9	4	0.5
Yes, Turkish kitchen	0	0.0	4	0.9	4	0.5
Hot meals special to our region	2	0.6	2	0.4	4	0.5
Traditional meals special to Gaziantep	0	0.0	2	0.4	2	0.2
Antep meals	0	0.0	2	0.4	2	0.2
Meals special to Mediterranean culture	0	0.0	2	0.4	2	0.2
Olive oil dishes	14	3.9	2	0.4	16	1.9
Sour and spicy meals	0	0.0	4	0.9	4	0.5
Any meal made with anchovy	0	0.0	2	0.4	2	0.2
Fish	4	1.1	12	2.6	16	1.9
Soups special to our region	4	1.1	0	0.0	4	0.5
Tarhana soup	2	0.6	2	0.4	4	0.5
Cabbage soup	1	0.3	0	0.0	1	0.1
Kesme soup	4	1.1	0	0.0	4	0.5
Black cabbage	0	0.0	4	0.9	4	0.5
Yaprak sarma	0	0.0	5	1.1	5	0.6
Kuru dolma	2	0.6	0	0.0	2	0.2
İçli köfte	7	1.9	0	0.0	7	0.9
Çiğ köfte	0	0.0	2	0.4	2	0.2
Döner	2	0.6	0	0.0	2	0.2
Tokat kebab	0	0.0	2	0.4	2	0.2
Keşkek	2	0.6	8	1.7	10	1.2
Muhlama	2	0.6	0	0.0	2	0.2
Nokul/ lokul (Isparta, Sinop, Nevşehir)for breakfast	0	0.0	5	1.1	5	0.6
Kete	7	1.9	13	2.8	20	2.4
Katmer	0	0.0	2	0.4	2	0.2
Meat pastry	2	0.6	4	0.9	6	0.7
Macaroni	4	1.1	0	0.0	4	0.5

Flaky pastry (börek)	0	0.0	2	0.4	2	0.2
Su böreği (flaky pastry)	2	0.6	4	0.9	6	0.7
Vegetables	5	1.4	5	1.1	10	1.2
Karabaş, cultivated in island, use to make jam	0	0.0	2	0.4	2	0.2
Wheat	0	0.0	1	0.2	1	0.1
Rice special to my village	2	0.6	0	0.0	2	0.2
Olive oiled leek	4	1.1	0	0.0	4	0.5
Less cooked vegetable	2	0.6	0	0.0	2	0.2
“Türlü”	2	0.6	0	0.0	2	0.2
Humus	2	0.6	0	0.0	2	0.2
Milk products	2	0.6	0	0.0	2	0.2
Otlı cheese	2	0.6	0	0.0	2	0.2
Pork	2	0.6	0	0.0	2	0.2
Pastry that belongs to my culture	8	2.2	6	1.3	14	1.7
Bun	0	0.0	2	0.4	2	0.2
Desserts	0	0.0	2	0.4	2	0.2
Kadayıf	0	0.0	8	1.7	8	1.0
Stuffed Kadayıf	2	0.6	2	0.4	4	0.5
Künefe	0	0.0	6	1.3	6	0.7
Baklava	6	1.7	16	3.5	22	2.7
Cheese halva	2	0.6	0	0.0	2	0.2
Aşure	2	0.6	6	1.3	8	1.0
Rice pudding (sütlaç)	4	1.1	0	0.0	4	0.5
Laz böreği	2	0.6	0	0.0	2	0.2
Marrow dessert	0	0.0	4	0.9	4	0.5
Roasted chickpea	2	0.6	0	0.0	2	0.2
Tea	5	1.4	3	0.7	8	1.0
Ayran	0	0.0	4	0.9	4	0.5
Milk	0	0.0	2	0.4	2	0.2
Drinks without alcohol	2	0.6	2	0.4	4	0.5
Nazo (brand), fruit juice	2	0.6	0	0.0	2	0.2
Rakı	0	0.0	2	0.4	2	0.2
TOTAL	360	100	461	100	821	100

$$x^2=154.816 \quad p=0.000 \quad df=61$$

1.7% of “less than 15” and 3.5% of “16 and more” respondents food habits special to respondents’ culture is Baklava. 1.9% of “less than 15” and 2.8% of “16 and more”

respondents food habits special to respondents' culture is Kete. 0.6% of "less than 15" respondents food habits special to respondents' culture is Nazo (brand), fruit juice.

Table 4.2.25.2. Distribution of Respondents' Living Time In Island to Any Food Habits (Meal, Dessert, Drink, Etc.) Special to Respondents' Culture (Tradition) (2) (İstanbul 2006)

IS THERE ANY FOOD HABITS (MEAL, DESSERT, DRINK, ETC.) SPECIAL TO YOUR CULTURE (TRADITION)? (2)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Not Sign	309	85.8	407	88.3	716	87.2
Meals special to inner Anatolia	0	0.0	2	0.4	2	0.2
Meals special to Eastern culture	0	0.0	2	0.4	2	0.2
Olive oil dishes	0	0.0	4	0.9	4	0.5
Lentil soup	4	1.1	0	0.0	4	0.5
Cabbage soup	0	0.0	2	0.4	2	0.2
Tutma soup	0	0.0	2	0.4	2	0.2
Kesme soup	0	0.0	2	0.4	2	0.2
Yaprak sarma	0	0.0	2	0.4	2	0.2
Stuffed marrow flower (kabak çiçeği dolması)	2	0.6	0	0.0	2	0.2
Meat ball	2	0.6	0	0.0	2	0.2
Ovened lamb meat	0	0.0	2	0.4	2	0.2
Tokat kebab	0	0.0	4	0.9	4	0.5
Grilled meat	0	0.0	2	0.4	2	0.2
Kebap	2	0.6	0	0.0	2	0.2
Tandır	0	0.0	2	0.4	2	0.2
Yahni	2	0.6	0	0.0	2	0.2
Etli ekmek	2	0.6	0	0.0	2	0.2
Keşkek	0	0.0	1	0.2	1	0.1
Muhlama	2	0.6	0	0.0	2	0.2
Egg	0	0.0	2	0.4	2	0.2
Fava (bean)/made after peeling the cover of the horsebean	2	0.6	0	0.0	2	0.2
Yoghurt	2	0.6	0	0.0	2	0.2
Erzincan tulum cheese	0	0.0	4	0.9	4	0.5
Otlı cheese	2	0.6	0	0.0	2	0.2
Ham	2	0.6	0	0.0	2	0.2

Not include pork	0	0.0	2	0.4	2	0.2
Stuffed Kadayıf	4	1.1	0	0.0	4	0.5
Künefe	7	1.9	4	0.9	11	1.3
Baklava	2	0.6	0	0.0	2	0.2
Güloğlu baklava	5	1.4	0	0.0	5	0.6
Floured halva (un helvası)	0	0.0	2	0.4	2	0.2
Rice pudding (sütlac)	0	0.0	2	0.4	2	0.2
Kemalpaşa (dessert)	2	0.6	0	0.0	2	0.2
Date dessert	2	0.6	0	0.0	2	0.2
Cola	0	0.0	4	0.9	4	0.5
Tea	3	0.8	1	0.2	4	0.5
Ayran	2	0.6	2	0.4	4	0.5
Rakı	0	0.0	4	0.9	4	0.5
TOTAL	360	100	461	100	821	100

$$x^2=90.171 \quad p=0.000 \quad df=38$$

1.9% of “less than 15” and 0.9% of “16 and more” respondents food habits special to respondents’ culture is Künefe. 0.9% of “16 and more” respondents food habits special to respondents’ culture is Cola.

Table 4.2.25.3. Distribution of Respondents’ Living Time In Island to Any Food Habits (Meal, Dessert, Drink, Etc.) Special to Respondents’ Culture (Tradition) (3) (İstanbul 2006)

IS THERE ANY FOOD HABITS (MEAL, DESSERT, DRINK, ETC.) SPECIAL TO YOUR CULTURE (TRADITION)? (3)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Not Sign	341	94.7	457	99.1	798	97.2
İçli köfte	2	0.6	0	0.0	2	0.2
Yalancı köfte	0	0.0	2	0.4	2	0.2
Kete	4	1.1	0	0.0	4	0.5
Turnip	5	1.4	0	0.0	5	0.6
Olive oil	2	0.6	0	0.0	2	0.2
Yoghurt	0	0.0	2	0.4	2	0.2
Stuffed Kadayıf	2	0.6	0	0.0	2	0.2
Halva	2	0.6	0	0.0	2	0.2
Wine	2	0.6	0	0.0	2	0.2

TOTAL	360	100	461	100	821	100
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$$x^2=27.859 \quad p=0.001 \quad df=9$$

1.4% of “less than 15” respondents food habits special to respondents’ culture is Turnip. 1.1% of “less than 15” respondents food habits special to respondents’ culture is Kete.

Table 4.2.26.1. Distribution of Respondents’ Living Time In Island to Any Drink Which Respondents Specially Consume (If Yes; What Is The Brand?) (1) (İstanbul 2006)

IS THERE ANY DRINK WHICH YOU SPECIALLY CONSUME? (IF YES; WHAT IS THE BRAND?) (1)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
No	118	32.8	187	40.6	305	37.1
Water, trademark isn’t important	11	3.1	12	2.6	23	2.8
Aqua, water	2	0.6	0	0.0	2	0.2
Pınar; water	0	0.0	2	0.4	2	0.2
Hayat, water	0	0.0	4	0.9	4	0.5
Erikli, water	5	1.4	2	0.4	7	0.9
Taşdelen, water	0	0.0	2	0.4	2	0.2
Sultan water	2	0.6	0	0.0	2	0.2
Soda, any trade mark	2	0.6	0	0.0	2	0.2
Soda, Sırma	2	0.6	0	0.0	2	0.2
Soda, Sarıkız	0	0.0	2	0.4	2	0.2
Soda, Uludağ	0	0.0	2	0.4	2	0.2
Fresha, fruit soda	4	1.1	0	0.0	4	0.5
Diet drinks	0	0.0	2	0.4	2	0.2
Light drinks	0	0.0	5	1.1	5	0.6
Syrups which we made in our homes	2	0.6	0	0.0	2	0.2
Fresh orange juice	0	0.0	2	0.4	2	0.2
Fruit juice, trademark is not important	6	1.7	8	1.7	14	1.7
Meysu	2	0.6	2	0.4	4	0.5
Dimes	0	0.0	4	0.9	4	0.5
Pınar, fruit juice	17	4.7	5	1.1	22	2.7

Coca Cola, Capy	7	1.9	6	1.3	13	1.6
Orangina	2	0.6	0	0.0	2	0.2
Schweppes	5	1.4	0	0.0	5	0.6
Fanta, Coca Cola	2	0.6	2	0.4	4	0.5
Lipton ice tea, Unilever	0	0.0	2	0.4	2	0.2
Nazo	2	0.6	0	0.0	2	0.2
Tang	5	1.4	2	0.4	7	0.9
Fizzy lemonade, any mark	0	0.0	2	0.4	2	0.2
Çamlıca, Ülker	2	0.6	6	1.3	8	1.0
Uludağ, fizzy lemonade	0	0.0	4	0.9	4	0.5
Coca Cola	112	31.1	110	23.9	222	27.0
Kola Turka, Ülker	6	1.7	6	1.3	12	1.5
Pepsi	0	0.0	2	0.4	2	0.2
Cola, no explanation	2	0.6	4	0.9	6	0.7
Ayran, no explanation	0	0.0	10	2.2	10	1.2
Tikveşli, ayran	2	0.6	8	1.7	10	1.2
Oba, ayran	4	1.1	0	0.0	4	0.5
Milk, no explanation	2	0.6	5	1.1	7	0.9
Pınar, milk	2	0.6	14	3.0	16	1.9
Sütaş, milk	0	0.0	6	1.3	6	0.7
Yorsan, milk,	5	1.4	0	0.0	5	0.6
Turkish coffee	2	0.6	2	0.4	4	0.5
Nescafe, no explanation	2	0.6	0	0.0	2	0.2
Tea	10	2.8	8	1.7	18	2.2
Lipton, tea	0	0.0	2	0.4	2	0.2
Filiz tea	4	1.1	2	0.4	6	0.7
Çaykur, tea	1	0.3	3	0.7	4	0.5
Red bull	0	0.0	2	0.4	2	0.2
Yeni Rakı	2	0.6	6	1.3	8	1.0
Kavaklıdere, wine	2	0.6	0	0.0	2	0.2
Tuborg, beer	2	0.6	0	0.0	2	0.2
Efes Pilsen, beer	0	0.0	6	1.3	6	0.7
Metexa, brandies	2	0.6	0	0.0	2	0.2
TOTAL	360	100	461	100	821	100

$$x^2=136.229 \quad p=0.000 \quad df=53$$

Drink which 31.1% of “less than 15” and 23.9% of “16 and more” respondents specially consume Coca Cola.

Table 4.2.26.2. Distribution of Respondents' Living Time In Island to Any Drink Which Respondents Specially Consume (If Yes; What Is The Brand?) (2) (İstanbul 2006)

IS THERE ANY DRINK WHICH YOU SPECIALLY CONSUME? (IF YES; WHAT IS THE BRAND?) (2)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Not Sign	320	88.9	393	85.2	713	86.8
Water, trademark isn't important	2	0.6	2	0.4	4	0.5
Pınar, water	0	0.0	2	0.4	2	0.2
Kardelen, water	0	0.0	2	0.4	2	0.2
Fruit juice, trademark isn't important	4	1.1	1	0.2	5	0.6
Dimes	0	0.0	6	1.3	6	0.7
Pınar, fruit juice	4	1.1	2	0.4	6	0.7
Coca Cola, Capy	0	0.0	2	0.4	2	0.2
Fanta, Coca Cola	6	1.7	2	0.4	8	1.0
Çamlıca, Ülker	2	0.6	0	0.0	2	0.2
Sprite, Coca Cola	2	0.6	0	0.0	2	0.2
Coca Cola	4	1.1	14	3.0	18	2.2
Cola, no explanation	0	0.0	4	0.9	4	0.5
Ayran, no explanation	3	0.8	4	0.9	7	0.9
Milk, no explanation	2	0.6	0	0.0	2	0.2
Ülker, milk	0	0.0	2	0.4	2	0.2
Pınar, milk	5	1.4	9	2.0	14	1.7
Turkish coffee	0	0.0	4	0.9	4	0.5
Nescafe, no explanation	0	0.0	2	0.4	2	0.2
Tea	0	0.0	4	0.9	4	0.5
Çaykur, tea	4	1.1	0	0.0	4	0.5
Rakı, no explanation	0	0.0	2	0.4	2	0.2
Yeni Rakı	2	0.6	0	0.0	2	0.2
Efes Pilsen, beer	0	0.0	4	0.9	4	0.5
TOTAL	360	100	461	100	821	100

$$x^2=53.161 \quad p=0.000 \quad df=23$$

Drink which 1.1% of “less than 15” and 3.0% of “16 and more” respondents specially consume Coca Cola. Drink which 1.4% of “less than 15” and 2.0% of “16 and more” respondents specially consume Pınar, milk.

Table 4.2.27. Distribution of Respondents' Living Time In Island to Can Respondents Continue Their Food Culture (Habits) (İstanbul 2006)

CAN YOU CONTINUE YOUR FOOD CULTURE (HABITS)?	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Yes	295	81.9	404	87.6	699	85.1
No	40	11.1	49	10.6	89	10.8
No, expensive	9	2.5	0	0.0	9	1.1
No, I can't find what I looking for	14	3.9	6	1.3	20	2.4
Kids don't prefer that kind of meals	0	0.0	2	0.4	2	0.2
Conditions are not suitable	2	0.6	0	0.0	2	0.2
TOTAL	360	100	461	100	821	100

$$x^2=22.015 \quad p=0.001 \quad df=5$$

81.9% of “less than 15” and 87.6% of “16 and more” respondents continue their food culture.

Table 4.2.28. Distribution of Respondents' Living Time In Island to Respondents Shopping From Patisserie Period (İstanbul 2006)

HOW OFTEN DO YOU MAKE SHOPPING FROM PATISSERIE?	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Once in a week	102	28.3	112	24.3	214	26.1
3 – 4 times in a week	7	1.9	8	1.7	15	1.8
Once in a month	51	14.2	47	10.2	98	11.9
When a guest comes	96	26.7	165	35.8	261	31.8
Other/birthday's / special days	10	2.8	4	0.9	14	1.7
Other/ when we long for	59	16.4	62	13.4	121	14.7
Other/ everyday	10	2.8	32	6.9	42	5.1
Other, once in a year/rarely	16	4.4	8	1.7	24	2.9
Other, occasionally	9	2.5	13	2.8	22	2.7
Other, once in 15 days	0	0.0	2	0.4	2	0.2
Other, I don't	0	0.0	8	1.7	8	1.0
TOTAL	360	100	461	100	821	100

$$x^2=34.601 \quad p=0.000 \quad df=10$$

26.7% of “less than 15” and 35.8% of “16 and more” respondents mostly shopping from patisserie period is when a guest comes. 28.3% of “less than 15” and 24.3% of “16 and more” respondents mostly shopping from patisserie period is once in a week.

Table 4.2.29.1. Distribution of Respondents’ Living Time In Island to Special Product Which Respondents Buy From The Patisserie (1) (İstanbul 2006)

IS THERE ANY SPECIAL PRODUCT WHICH YOU BUY FROM THE PATISSERIE? (IF YES, WHAT ARE THEY?) (1)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Not Sign	12	3.3	10	2.2	22	2.7
No	179	49.7	235	51.0	414	50.4
Yes, no explanation	4	1.1	1	0.2	5	0.6
Diabetics	0	0.0	2	0.4	2	0.2
Dessert products	14	3.9	4	0.9	18	2.2
Desserts with sesame oil and chocolate	5	1.4	0	0.0	5	0.6
Baklava	4	1.1	2	0.4	6	0.7
Kadayıf	0	0.0	2	0.4	2	0.2
Sarma	5	1.4	0	0.0	5	0.6
Profiterole	5	1.4	6	1.3	11	1.3
Chicken breast pudding	5	1.4	2	0.4	7	0.9
Pötiför	0	0.0	2	0.4	2	0.2
Pastry with cream	4	1.1	4	0.9	8	1.0
Cake / cream cake	40	11.1	38	8.2	78	9.5
Pastry with berry	0	0.0	2	0.4	2	0.2
Pastry with banana	2	0.6	2	0.4	4	0.5
Various dry patisseries	14	3.9	8	1.7	22	2.7
Cookies	22	6.1	24	5.2	46	5.6
Floured cookies	0	0.0	5	1.1	5	0.6
Bun with sesame oil	0	0.0	2	0.4	2	0.2
Easter bun	2	0.6	10	2.2	12	1.5
Ay çöreği	0	0.0	2	0.4	2	0.2
Pastries	0	0.0	2	0.4	2	0.2
Pastry with cheese filling (poğaçı)	11	3.1	20	4.3	31	3.8
Pastry with aubergine (patlıcanlı poğaçı)	2	0.6	4	0.9	6	0.7
Savory bun	4	1.1	4	0.9	8	1.0
“Simit”	6	1.7	17	3.7	23	2.8

Palmiye	2	0.6	0	0.0	2	0.2
Biscuit	0	0.0	2	0.4	2	0.2
Pide	0	0.0	2	0.4	2	0.2
Sandwiches	0	0.0	2	0.4	2	0.2
(Ekler) cakes	4	1.1	6	1.3	10	1.2
Kind of cracker (kirikkırak)	0	0.0	2	0.4	2	0.2
Cracker with sesame	2	0.6	2	0.4	4	0.5
Dried bread (galeta)	0	0.0	14	3.0	14	1.7
Dried bread without oil	0	0.	2	0.4	2	0.2
Dried bread with sesame	2	0.6	0	0.0	2	0.2
Cracker	4	1.1	0	0.0	4	0.5
Selanik crispy	0	0.0	5	1.1	5	0.6
Zwieback with anise	0	0.0	2	0.4	2	0.2
Börek (flaky pastry containing thin layers of cheese)	4	1.1	6	1.3	10	1.2
Kol böreği	0	0.0	4	0.9	4	0.5
Börek with cream-meat	2	0.6	0	0.0	2	0.2
Su böreği	0	0.0	2	0.4	2	0.2
TOTAL	360	100	461	100	821	100

$$x^2=98.672 \quad p=0.000 \quad df=43$$

Special product which 11.1% of “less than 15” and 8.2% of “16 and more” respondents buy from the patisserie is cake / cream cake. Special product which 6.1% of “less than 15” and 5.2% of “16 and more” respondents buy from the patisserie is cookies.

Table 4.2.29.2. Distribution of Respondents’ Living Time In Island to Special Product Which Respondents Buy From The Patisserie (2) (İstanbul 2006)

IS THERE ANY SPECIAL PRODUCT WHICH YOU BUY FROM THE PATISSERIE? (IF YES, WHAT ARE THEY?) (2)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
Not Sign	295	81.9	384	83.3	679	82.7
Dessert products	6	1.7	12	2.6	18	2.2
Baklava	0	0.0	6	1.3	6	0.7
Tel Kadayıf with Antep peanut	5	1.4	0	0.0	5	0.6
Pastry with cream	9	2.5	4	0.9	13	1.6
Cake / cream cake	5	1.4	10	2.2	15	1.8

Pastry with berry	0	0.0	2	0.4	2	.2
Various dry patisseries	4	1.1	2	0.4	6	0.7
Cookies	12	3.3	14	3.0	26	3.2
Floured cookies	0	0.0	2	0.4	2	0.2
Bun with sesame oil	2	0.6	0	0.0	2	0.2
Pastry with cheese filling (poğaç)	6	1.7	6	1.3	12	1.5
Savory bun with olive	2	0.6	0	0.0	2	0.2
“Simit”	2	0.6	6	1.3	8	1.0
Palmiye	2	0.6	0	0.0	2	0.2
(Ekler) cakes	2	0.6	0	0.0	2	0.2
Börek (flaky pastry containing thin layers of cheese)	6	1.7	11	2.4	17	2.1
Kol böreği	2	0.6	0	0.0	2	0.2
Su böreği	0	0.0	2	0.4	2	0.2
TOTAL	360	100	461	100	821	100

$$\chi^2=36.677 \quad p=0.006 \quad df=18$$

Special product which 3.3% of “less than 15” and 3.0% of “16 and more” respondents buy from the patisserie is cookies. Special product which 1.7% of “less than 15” and 2.6% of “16 and more” respondents buy from the patisserie is dessert products.

Table 4.2.30.1. Distribution of Respondents’ Living Time In Island to Respondents Membership of An Association In The Island (1) (İstanbul 2006)

ARE YOU A MEMBER OF AN ASSOCIATION IN THE ISLAND? (1)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
No, not member	346	96.1	377	81.8	723	88.1
Member, no explanation	0	0.0	5	1.1	5	0.6
Büyükada Culture Association	6	1.7	31	6.7	37	4.5
Islands Culture and Music Association	4	1.1	4	0.9	8	1.0
Büyükada Sea Sports Associations	0	0.0	4	0.9	4	0.5
Islands Culture Foundation	2	0.6	4	0.9	6	0.7
Island Friends Association	0	0.0	4	0.9	4	0.5
Islands Beautification Association	0	0.0	2	0.4	2	0.2
Islands Sport Club	0	0.0	2	0.4	2	0.2
Burgazada Progress Association	0	0.0	2	0.4	2	0.2

Malatyalılar Association	0	0.0	2	0.4	2	0.2
Çorum Association	2	0.6	0	0.0	2	0.2
Örnekelan Village Association	0	0.0	2	0.4	2	0.2
Police Association	0	0.0	2	0.4	2	0.2
Kızılay Association	0	0.0	2	0.4	2	0.2
Sea Products Co-Operation	0	0.0	10	2.2	10	1.2
Mosque Association	0	0.0	4	0.9	4	0.5
Parents'eurochambers	0	0.0	4	0.9	4	0.5
TOTAL	360	100	461	100	821	100

$$x^2=54.284 \quad p=0.000 \quad df=17$$

1.7% of “less than 15” and 6.7% of “16 and more” respondents mostly membership of an association in the island is Büyükada Culture Association.

Table 4.2.30.2. Distribution of Respondents' Living Time In Island to Respondents Membership of An Association In The Island (2) (İstanbul 2006)

ARE YOU A MEMBER OF AN ASSOCIATION IN THE ISLAND? (2)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Not Sign	358	99.4	441	95.7	799	97.3
Büyükada Sea Sports Associations	0	0.0	2	0.4	2	0.2
Islands Culture Foundation	0	0.0	2	0.4	2	0.2
Islands Beautification Association	0	0.0	2	0.4	2	0.2
Turkish Women Union, Islands Office	0	0.0	4	0.9	4	0.5
Kızılay Association	0	0.0	2	0.4	2	0.2
Businessman Association	0	0.0	2	0.4	2	0.2
Sea Products Co-Operation	0	0.0	2	0.4	2	0.2
Mosque Association	0	0.0	2	0.4	2	0.2
Parents'eurochambers	2	0.6	0	0.0	2	0.2
Lions	0	0.0	2	0.4	2	0.2
TOTAL	360	100	461	100	821	100

$$x^2=18.477 \quad p=0.047 \quad df=10$$

0.9% of “16 and more” respondents mostly membership of an association in the island is Turkish Women Union, Islands Office.

Table 4.2.30.3. Distribution of Respondents' Living Time In Island to Respondents Membership of An Association In The Island (3) (İstanbul 2006)

ARE YOU A MEMBER OF AN ASSOCIATION IN THE ISLAND? (3)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Not Sign	358	99.4	457	99.1	815	99.3
Büyükada Sea Sports Associations	0	0.0	2	0.4	2	0.2
Mosque Association	2	0.6	2	0.4	4	0.5
TOTAL	360	100	461	100	821	100

$$x^2=1.625 \quad p=0.444 \quad df=2$$

There is no difference between living time in island “less than 15” and “16 and more” according to respondents membership of an association in the island (3). 0.6% of “less than 15” and 0.4% of “16 and more” respondents mostly membership of an association in the island is Mosque Association.

Table 4.2.30.4. Distribution of Respondents' Living Time In Island to Respondents Membership of An Association In The Island (4) (İstanbul 2006)

ARE YOU A MEMBER OF AN ASSOCIATION IN THE ISLAND? (4)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Not Sign	360	100.0	459	99.6	819	99.8
Islands Sport Club	0	0.0	2	0.4	2	0.2
TOTAL	360	100	461	100	821	100

$$x^2=26.988 \quad p=0.000 \quad df=5$$

0.4% of “16 and more” respondents mostly membership of an association in the island is Islands Sport Club.

Table 4.2.31. Distribution of Respondents' Living Time In Island to Changes In Respondents Shopping Habits After Membership (İstanbul 2006)

ARE THERE ANY CHANGES IN YOUR SHOPPING HABITS AFTER MEMBERSHIP?	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
Not Sign	352	97.8	407	88.3	759	92.4
No	8	2.2	43	9.3	51	6.2
Yes	0	0.0	5	1.1	5	0.6
There became an attachment between each other	0	0.0	2	0.4	2	0.2
I become to buy cloth paint	0	0.0	2	0.4	2	0.2
Music course	0	0.0	2	0.4	2	0.2
TOTAL	360	100	461	100	821	100

$$x^2=26.988 \quad p=0.000 \quad df=5$$

2.2% of “less than 15” and 9.3% of “16 and more” respondents’ shopping habits don’t change after membership. 1.1% of “16 and more” respondents’ shopping habits change after membership

Table 4.2.32. Distribution of Respondents' Living Time In Island to Changes In Respondents Entertainment Habits After Membership (İstanbul 2006)

ARE THERE ANY CHANGES IN YOUR ENTERTAINMENT HABITS AFTER MEMBERSHIP?	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
Not Sign	348	96.7	407	88.3	755	92.0
No	8	2.2	32	6.9	40	4.9
Yes, but no explanation	0	0.0	9	2.0	9	1.1
Yes, I became to listen Turkish classical music	2	0.6	0	0.0	2	0.2
I became to join festivals and art activities	2	0.6	2	0.4	4	0.5
Cultural activities	0	0.0	7	1.5	7	0.9
We are organizing concerts	0	0.0	2	0.4	2	0.2
We are going to special nights	0	0.0	2	0.4	2	0.2
TOTAL	360	100	461	100	821	100

$$x^2=29.025 \quad p=0.000 \quad df=7$$

2.2% of “less than 15” and 6.9% of “16 and more” respondents’ entertainment habits don’t change after membership.

Table 4.2.33.1. Distribution of Respondents’ Living Time In Island to Constant Consumer Habit Special to Respondents (1) (İstanbul 2006)

IS THERE ANY CONSTANT CONSUMER HABIT SPECIAL TO YOU? (A PRODUCT YOU BUY OFTEN) (1)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
Not Sign	29	8.1	34	7.4	63	7.7
No	215	59.7	271	58.8	486	59.2
Yes, but no explanation	8	2.2	11	2.4	19	2.3
Soda	0	0.0	4	0.9	4	0.5
Soda, Sarıkız	0	0.0	2	0.4	2	0.2
Fruit juices	2	0.6	0	0.0	2	0.2
Coca Cola	6	1.7	4	0.9	10	1.2
Cola Turka	0	0.0	2	0.4	2	0.2
Cola, no explanation	2	0.6	0	0.0	2	0.2
Milk	6	1.7	13	2.8	19	2.3
Pınar milk	2	0.6	2	0.4	4	0.5
Buttermilk (ayran)	0	0.0	2	0.4	2	0.2
Tea	0	0.0	4	0.9	4	0.5
Turkish coffee	8	2.2	0	0.0	8	1.0
Coffee	2	0.6	2	0.4	4	0.5
Alcohol	2	0.6	0	0.0	2	0.2
Efes Pilsen	0	0.0	2	0.4	2	0.2
Rakı	0	0.0	2	0.4	2	0.2
Chocolate	4	1.1	2	0.4	6	0.7
Ülker chocolate	0	0.0	6	1.3	6	0.7
Halley	0	0.0	2	0.4	2	0.2
Milk products	2	0.6	0	0.0	2	0.2
Yoghurt	4	1.1	8	1.7	12	1.5
Pınar yoghurt	5	1.4	0	0.0	5	0.6
Ice cream	0	0.0	2	0.4	2	0.2
Meat products	2	0.6	2	0.4	4	0.5
Fish	4	1.1	6	1.3	10	1.2

Dardanel ton	1	0.3	1	0.2	2	0.2
Fruit	0	0.0	2	0.4	2	0.2
Apple	0	0.0	2	0.4	2	0.2
Melon	0	0.0	2	0.4	2	0.2
Vegetables	0	0.0	2	0.4	2	0.2
Bread	8	2.2	2	0.4	10	1.2
Su böreği	2	0.6	0	0.0	2	0.2
Meal	4	1.1	0	0.0	4	0.5
Macaroni	4	1.1	5	1.1	9	1.1
Food products	2	0.6	0	0.0	2	0.2
Dried nuts	0	0.0	4	0.9	4	0.5
Seeds	0	0.0	2	0.4	2	0.2
Simit	0	0.0	2	0.4	2	0.2
Biscuit	4	1.1	2	0.4	6	0.7
Crisps	0	0.0	2	0.4	2	0.2
CD	0	0.0	2	0.4	2	0.2
Mobile telephone card	8	2.2	0	0.0	8	1.0
Hair styling gel	0	0.0	9	2.0	9	1.1
Perfume	0	0.0	2	0.4	2	0.2
Lipstick	2	0.6	0	0.0	2	0.2
Almond oil	0	0.0	2	0.4	2	0.2
Shampoo, Pantene	0	0.0	2	0.4	2	0.2
Gillette	0	0.0	2	0.4	2	0.2
Books	0	0.0	2	0.4	2	0.2
Periodicals	5	1.4	0	0.0	5	0.6
Cleaning materials	0	0.0	2	0.4	2	0.2
Solo, toilet paper	0	0.0	2	0.4	2	0.2
Dishcloth	2	0.6	0	0.0	2	0.2
Cigarette	8	2.2	21	4.6	29	3.5
Cigarette – Winston	0	0.0	2	0.4	2	0.2
Shoes	7	1.9	0	0.0	7	0.9
TOTAL	360	100	461	100	821	100

$$\chi^2=140.610 \quad p=0.000 \quad df=57$$

2.2% of “less than 15” and 4.6% of “16 and more” respondents special constant consumer habit is cigarette. 1.7% of “less than 15” and 2.8% of “16 and more” respondents special constant consumer habit is Milk.

Table 4.2.33.2. Distribution of Respondents' Living Time In Island to Constant Consumer Habit Special to Respondents (2) (İstanbul 2006)

IS THERE CONSTANT CONSUMER HABIT SPECIAL TO YOU? (A PRODUCT YOU BUY OFTEN) (2)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
Not Sign	335	93.1	410	88.9	745	90.7
Coca Cola	0	0.0	2	0.4	2	0.2
Cola, no explanation	2	0.6	0	0.0	2	0.2
Milk	2	0.6	2	0.2	4	0.5
Turkish coffee	0	0.0	2	0.4	2	0.2
Alcohol	0	0.0	2	0.4	2	0.2
Rakı	0	0.0	2	0.4	2	0.2
Chocolate	2	0.6	7	1.5	9	1.1
Albeni, Ülker	0	0.0	2	0.4	2	0.2
Yoghurt	2	0.6	2	0.4	4	0.5
Pınar yoghurt	2	0.6	0	0.0	2	0.2
Meat products	2	0.6	0	0.0	2	0.2
White meat	2	0.6	0	0.0	2	0.2
Fruit	0	0.0	4	0.9	4	0.5
Apricot	0	0.0	2	0.4	2	0.2
Citrus fruits	0	0.0	2	0.4	2	0.2
Potato	0	0.0	2	0.4	2	0.2
Cassette	2	0.6	2	0.4	4	0.5
Mobile telephone card	5	1.4	0	0.0	5	0.6
Perfume	2	0.6	4	0.9	6	0.7
Books	0	0.0	2	0.4	2	0.2
Periodicals	0	0.0	2	0.4	2	0.2
Newspaper	0	0.0	4	0.9	4	0.5
Cigarette	2	0.6	2	0.4	4	0.5
Narghile	0	0.0	4	0.9	4	0.5
TOTAL	360	100	461	100	821	100

$$x^2=44.239 \quad p=0.000 \quad df=24$$

0.6% of “less than 15” and 1.5% of “16 and more” respondents special constant consumer habit is chocolate.

Table 4.2.34.1. Distribution of Respondents' Living Time In Island to What Respondents Do In Their Vacant Times; First Choice (İstanbul 2006)

WHAT DO YOU DO IN YOUR VACANT TIMES? FIRST	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Not Sign	15	4.2	35	7.6	50	6.1
Reading book	65	18.1	77	16.7	142	17.3
Newspaper	16	4.4	16	3.5	32	3.9
Reading periodicals	0	0.0	2	0.4	2	0.2
Painting + sculptural	2	0.6	4	0.9	6	0.7
Taking photographs	0	0.0	2	0.4	2	0.2
Cinema	0	0.0	11	2.4	11	1.3
Playing guitar	0	0.0	2	0.4	2	0.2
Playing ney	0	0.00	2	0.4	2	0.2
Listen music	30	8.3	16	3.5	46	5.6
Going to public education centers	0	0.0	4	0.9	4	0.5
Making handwork-lacework	16	4.4	10	2.2	26	3.2
Internet	5	1.4	2	0.4	7	0.9
Pc game	7	1.9	4	0.9	11	1.3
Listen radio	2	0.6	0	0.0	2	0.2
Watching TV	61	16.9	50	10.8	111	13.5
Cook desserts	2	0.6	0	0.0	2	0.2
Doing special meal	6	1.7	0	0.0	6	0.7
Fishing	1	0.3	17	3.7	18	2.2
Keeping pigeon	0	0.0	2	0.4	2	0.2
Doing some house working	11	3.1	16	3.5	27	3.3
With my family in our house	2	0.6	14	3.0	16	1.9
With kids	5	1.4	5	1.1	10	1.2
Working in garden	8	2.2	8	1.7	16	1.9
Sleeping	6	1.7	14	3.0	20	2.4
Personal care/ needs	0	0.0	5	1.1	5	0.6
Talking with my friends	12	3.3	14	3.0	26	3.2
Family visits	0	0.0	2	0.4	2	0.2
House visits / neighbor visits	6	1.7	0	0.0	6	0.7
Sport	5	1.4	8	1.7	13	1.6
Swimming in close pools	4	1.1	2	0.4	6	0.7

Playing football	7	1.9	4	0.9	11	1.3
Playing basketball	2	0.6	0	0.0	2	0.2
In cafe house	0	0.0	2	0.4	2	0.2
Association activities	2	0.6	10	2.2	12	1.5
Parks	0	0.0	5	1.1	5	0.6
Picnic	0	0.0	2	0.4	2	0.2
Walk around	45	12.5	73	15.8	118	14.4
Nature walks	2	0.6	0	0.0	2	0.2
Bicycle	2	0.6	4	0.9	6	0.7
Go to İstanbul	2	0.6	0	0.0	2	0.2
Little trip / traveling	0	0.0	5	1.1	5	0.6
Shopping	0	0.0	2	0.4	2	0.2
Studying lesson	9	2.5	4	0.9	13	1.6
Sitting in the shop	0	0.0	4	0.9	4	0.5
Working in our own restaurants	0	0.0	2	0.4	2	0.2
Reading Kur-an'ı Kerim	2	0.6	0	0.0	2	0.2
TOTAL	360	100	461	100	821	100

$$x^2=130.314 \quad p=0.000 \quad df=46$$

18.1% of “less than 15” and 16.7% of “16 and more” respondents reading book in their vacant times. 12.5% of “less than 15” and 15.8% of “16 and more” respondents walk around in their vacant times. 16.9% of “less than 15” and 10.8% of “16 and more” respondents watching TV in their vacant times.

Table 4.2.34.2. Distribution of Respondents' Living Time In Island to What Respondents Do In Their Vacant Times; Second Choice (İstanbul 2006)

WHAT DO YOU DO IN YOUR VACANT TIMES?SECOND	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
Not Sign	81	22.5	151	32.8	232	28.3
Reading book	19	5.3	50	10.8	69	8.4
Newspaper	13	3.6	7	1.5	20	2.4
Reading periodicals	2	0.6	10	2.2	12	1.5
Painting + sculptural	2	0.6	8	1.7	10	1.2
Writing poetry	2	0.6	0	0.0	2	0.2

Cinema	2	06	4	0.9	6	0.7
Watching documentary film	0	0.0	4	0.9	4	0.5
Singing song	4	1.1	0	0.0	4	0.5
Going to concert	0	0.0	2	0.4	2	0.2
Listen music	28	7.8	13	2.8	41	5.0
Going to public education centers	0	0.0	2	0.4	2	0.2
Knitting	0	0.0	2	0.4	2	0.2
Making handwork-lacework	8	2.2	14	3.0	22	2.7
I paint cloths	0	0.0	2	0.4	2	0.2
Internet	17	4.7	4	0.9	21	2.6
Pc game	4	1.1	2	0.4	6	0.7
Listen radio	2	0.6	0	0.0	2	0.2
Watching TV	49	13.6	32	6.9	81	9.9
Doing special meal	7	1.9	2	0.4	9	1.1
Fishing	0	0.0	4	0.9	4	0.5
With hobbies	2	0.6	0	0.0	2	0.2
Doing some house working	2	0.6	0	0.0	2	0.2
With my family in our house	2	0.6	4	0.9	6	0.7
With kids	4	1.1	2	0.4	6	0.7
Working in garden	2	0.6	4	0.9	6	0.7
Sleeping	2	0.6	6	1.3	8	1.0
Talking with my friends	15	4.2	17	3.7	32	3.9
House visits / neighbor visit	8	2.2	4	0.9	12	1.5
Sport	2	0.6	6	1.3	8	1.0
Swimming in sea	11	3.1	6	1.3	17	2.1
Swimming in close pools	2	0.6	0	0.0	2	0.2
Playing football	4	1.1	6	1.3	10	1.2
Playing volleyball	2	0.6	0	0.0	2	0.2
Narghile	0	0.0	2	0.4	2	0.2
Backgammon tourneys	0	0.0	2	0.4	2	0.2
Bridge	0	0.0	2	0.4	2	0.2
Various games	7	1.9	2	0.4	9	1.1
Association activities	0	0.0	2	0.4	2	0.2
Sitting in shore	0	0.0	5	1.1	5	0.6
Children playing spaces	0	0.0	5	1.1	5	0.6
Walk around	38	10.6	36	7.8	74	9.0
Bicycle	2	0.6	18	3.9	20	2.4

Go to İstanbul	5	1.4	9	2.0	14	1.7
Little trip / traveling	0	0.0	4	0.9	4	0.5
Go out for dinner	0	0.0	2	0.4	2	0.2
Shopping	6	1.7	0	0.0	6	0.7
Studying lesson	4	1.1	4	0.9	8	1.0
TOTAL	360	100	461	100	821	100

$$x^2=146.528 \quad p=0.000 \quad df=47$$

13.6% of “less than 15” and 6.9% of “16 and more” respondents watching TV in their vacant times. 10.6% of “less than 15” and 7.8% of “16 and more” respondents walk around in their vacant times. 5.3% of “less than 15” and 10.8% of “16 and more” respondents reading book in their vacant times.

Table 4.2.34.3. Distribution of Respondents’ Living Time In Island to What Respondents Do In Their Vacant Times; Third Choice (İstanbul 2006)

WHAT DO YOU DO IN YOUR VACANT TIMES?THIRD	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
Not sign	142	39.4	246	53.4	388	47.3
Reading book	38	10.6	12	2.6	50	6.1
Newspaper	19	5.3	10	2.2	29	3.5
Reading periodicals	10	2.8	2	0.4	12	1.5
Crossword puzzle	4	1.1	6	1.3	10	1.2
Painting + sculptural	2	0.6	6	1.3	8	1.0
Cinema	2	0.6	2	0.4	4	0.5
Watching documentary film	0	0.0	6	1.3	6	0.7
Playing guitar	0	0.0	4	0.9	4	0.5
Singing song	2	0.6	0	0.0	2	0.2
Listen music	11	3.1	10	2.2	21	2.6
Listening music special to our culture	0	0.0	4	0.9	4	0.5
Going to public education centers	0	0.0	4	0.9	4	0.5
Making handwork-lacework	2	0.6	2	0.4	4	0.5
Internet	2	0.6	2	0.4	4	0.5
Pc game	2	0.6	0	0.0	2	0.2

Watching TV	10	2.8	13	2.8	23	2.8
Doing special meal	2	0.6	2	0.4	4	0.5
Play with my cat	0	0.0	2	0.4	2	0.2
Fishing	4	1.1	6	1.3	10	1.2
Doing some house working	10	2.8	0	0.0	10	1.2
With my family in our house	9	2.5	2	0.4	11	1.3
With kids	9	2.5	4	0.9	13	1.6
Working in garden	2	0.6	12	2.6	14	1.7
Sleeping	8	2.2	0	0.0	8	1.0
Talking with my friends	17	4.7	8	1.7	25	3.0
House visits / neighbor visit	4	1.1	10	2.2	14	1.7
Sport	4	1.1	6	1.3	10	1.2
Swimming in sea	1	0.3	7	1.5	8	1.0
Swimming in close pools	2	0.6	4	0.9	6	0.7
Playing football	0	0.0	8	1.7	8	1.0
Skating	5	1.4	0	0.0	5	0.6
Playing backgammon	0	0.0	4	0.9	4	0.5
Backgammon tourneys	0	0.0	4	0.9	4	0.5
Various games	0	0.0	2	0.4	2	0.2
Association activities	0	0.0	2	0.4	2	0.2
Tea garden	4	1.1	0	0.0	4	0.5
Picnic	0	0.0	2	0.4	2	0.2
Walk around	10	2.8	24	5.2	34	4.1
Nature walks	4	1.1	0	0.0	4	0.5
Picking herbs according to season	0	0.0	2	0.4	2	0.2
Bicycle	8	2.2	6	1.3	14	1.7
Go to İstanbul	0	0.0	5	1.1	5	0.6
Little trip / traveling	5	1.4	0	0.0	5	0.6
Drinking (alcohol)	2	0.6	0	0.0	2	0.2
Big shopping malls	0	0.0	5	1.1	5	0.6
Shopping	4	1.1	1	0.2	5	0.6
Studying lesson	0	0.0	4	0.9	4	0.5
Total	360	100	461	100	821	100

$\chi^2=175.745$ $p=0.000$ $df=47$

10.6% of “less than 15” and 2.6% of “16 and more” respondents reading book in their vacant times. 2.8% of “less than 15” and 5.2% of “16 and more” respondents walk around in their vacant times. 5.3% of “less than 15” and 2.2% of “16 and more” respondents reading newspaper in their vacant times.

Table 4.2.35.1. Distribution of Respondents’ Living Time In Island to Statements Which Determines The Quality of Life; The Rank of Consume Determines The Quality of Life (İstanbul 2006)

WHICH ONE OF THE STATEMENTS BELOW DETERMINES THE QUALITY OF LIFE? THE RANK OF CONSUME DETERMINES THE QUALITY OF LIFE	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
I certainly agree	168	46.7	256	55.5	424	51.6
I agree partially	113	31.4	129	28.0	242	29.5
I don't agree partially	46	12.8	47	10.2	93	11.3
Definitely I don't agree	33	9.2	29	6.3	62	7.6
TOTAL	360	100	461	100	821	100

$$x^2=7.276 \quad p=0.064 \quad df=3$$

There is no difference between living time in island “less than 15” and “16 and more” according to statements which determines the quality of life; the rank of consume determines the quality of life. 46.7% of “less than 15” and 55.5% of “16 and more” respondents agree that the rank of consume determines the quality of life.

Table 4.2.35.2. Distribution of Respondents' Living Time In Island to Statements Which Determines The Quality of Life; The Existence And Easiness of Acquiring (Buying) A Product Which Is Necessary to Survive Determines The Quality of Life (İstanbul 2006)

WHICH ONE OF THE STATEMENTS BELOW DETERMINES THE QUALITY OF LIFE? THE EXISTENCE AND EASINESS OF ACQUIRING (BUYING) A PRODUCT WHICH IS NECESSARY TO SURVIVE DETERMINES THE QUALITY OF LIFE	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
I certainly agree	162	45.0	232	50.3	394	48.0
I agree partially	141	39.2	165	35.8	306	37.3
I don't agree partially	38	10.6	33	7.2	71	8.6
Definitely I don't agree	19	5.3	31	6.7	50	6.1
TOTAL	360	100	461	100	821	100

$$x^2=5.205 \quad p=0.157 \quad df=3$$

There is no difference between living time in island “less than 15” and “16 and more” according to statements which determines the quality of life; the existence and easiness of acquiring (buying) a product which is necessary to survive determines the quality of life. 45.0% of “less than 15” and 50.3% of “16 and more” respondents agree that the existence and easiness of acquiring (buying) a product which is necessary to survive determines the quality of life.

Table 4.2.35.3. Distribution of Respondents' Living Time In Island to Statements Which Determines The Quality of Life; The Existence And Easiness of Acquiring (Buying) A Luxury Product (İstanbul 2006)

WHICH ONE OF THE STATEMENTS BELOW DETERMINES THE QUALITY OF LIFE? THE EXISTENCE AND EASINESS OF ACQUIRING (BUYING) A LUXURY PRODUCT	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
I certainly agree	101	28.1	118	25.6	219	26.7
I agree partially	117	32.5	163	35.4	280	34.1
I don't agree partially	72	20.0	84	18.2	156	19.0
Definitely I don't agree	70	19.4	96	20.8	166	20.2
TOTAL	360	100	461	100	821	100

$$x^2=1.469 \quad p=0.689 \quad df=3$$

There is no difference between living time in island “less than 15” and “16 and more” according to statements which determines the quality of life; the existence and easiness of acquiring (buying) a luxury product. 32.5% of “less than 15” and 35.4% of “16 and more” respondents partially agree that the existence and easiness of acquiring (buying) a luxury product.

Table 4.2.35.4. Distribution of Respondents’ Living Time In Island to Statements Which Determine The Quality of Life; Existence of Various Product And Service, Easiness of Consume (İstanbul 2006)

WHICH ONE OF THE STATEMENTS BELOW DETERMINE THE QUALITY OF LIFE? EXISTENCE OF VARIOUS PRODUCT AND SERVICE, EASINESS OF CONSUME	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
I certainly agree	135	37.5	236	51.2	371	45.2
I agree partially	119	33.1	124	26.9	243	29.6
I don’t agree partially	65	18.1	48	10.4	113	13.8
Definitely I don’t agree	41	11.4	53	11.5	94	11.4
TOTAL	360	100	461	100	821	100

$$x^2=19.559 \quad p=0.000 \quad df=3$$

37.5% of “less than 15” and 51.2% of “16 and more” respondents agree that existence of various product and service, easiness of consume.

Table 4.2.35.5. Distribution of Respondents’ Living Time In Island to Statements Which Determines The Quality of Life; Joining The Cultural And Social Life Determines The Quality of Life (İstanbul 2006)

WHICH ONE OF THE STATEMENTS BELOW DETERMINES THE QUALITY OF LIFE? JOINING THE CULTURAL AND SOCIAL LIFE DETERMINES THE QUALITY OF LIFE	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
I certainly agree	166	46.1	286	62.0	452	55.1
I agree partially	113	31.4	117	25.4	230	28.0
I don’t agree partially	73	20.3	36	7.8	109	13.3
Definitely I don’t agree	8	2.2	22	4.8	30	3.7
TOTAL	360	100	461	100	821	100

$$x^2=39.189 \quad p=0.000 \quad df=3$$

46.1% of “less than 15” and 62.0% of “16 and more” respondents agree that joining the cultural and social life determines the quality of life.

Table 4.2.35.6. Distribution of Respondents’ Living Time In Island to Statements Which Determines The Quality of Life; The Existence of Alternatives For Vacant Times Determines The Quality of Life (İstanbul 2006)

WHICH ONE OF THE STATEMENTS BELOW DETERMINES THE QUALITY OF LIFE? THE EXISTENCE OF ALTERNATIVES FOR VACANT TIMES DETERMINES THE QUALITY OF	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
I certainly agree	159	44.2	253	54.9	412	50.2
I agree partially	129	35.8	140	30.4	269	32.8
I don’t agree partially	49	13.6	51	11.1	100	12.2
Definitely I don’t agree	23	6.4	17	3.7	40	4.9
TOTAL	360	100	461	100	821	100

$$x^2=10.571 \quad p=0.014 \quad df=3$$

44.2% of “less than 15” and 54.9% of “16 and more” respondents agree that the existence of alternatives for vacant times determines the quality of life.

Table 4.2.35.7. Distribution of Respondents’ Living Time In Island to Statements Which Determines The Quality of Life; The Easiness to Reach The Health Services Determines The Quality of Life (İstanbul 2006)

WHICH ONE OF THE STATEMENTS BELOW DETERMINES THE QUALITY OF LIFE? THE EASINESS TO REACH THE HEALTH SERVICES DETERMINES THE QUALITY OF LIFE	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
I certainly agree	243	67.5	319	69.2	562	68.5
I agree partially	64	17.8	94	20.4	158	19.2
I don’t agree partially	35	9.7	31	6.7	66	8.0
Definitely I don’t agree	18	5.0	17	3.7	35	4.3
TOTAL	360	100	461	100	821	100

$$x^2=3.878 \quad p=0.275 \quad df=3$$

There is no difference between living time in island “less than 15” and “16 and more” according to statements which determine the quality of life; the easiness to reach the health services determines the quality of life. 67.5% of “less than 15” and 69.2% of “16 and more” respondents agree that the easiness to reach the health services determines the quality of life.

Table 4.2.35.8. Distribution of Respondents’ Living Time In Island to Statements Which Determines The Quality of Life; The Sustainability of The Culture Heritage By Joining Social Groups Determines The Quality of Life (İstanbul 2006)

WHICH ONE OF THE STATEMENTS BELOW DETERMINES THE QUALITY OF LIFE? THE SUSTAINABILITY OF THE CULTURE HERITAGE BY JOINING SOCIAL GROUPS DETERMINES THE QUALITY OF LIFE	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
I certainly agree	148	41.1	239	51.8	387	47.1
I agree partially	138	38.3	155	33.6	293	35.7
I don’t agree partially	43	11.9	38	8.2	81	9.9
Definitely I don’t agree	31	8.6	29	6.3	60	7.3
TOTAL	360	100	461	100	821	100

$$x^2=10.493 \quad p=0.015 \quad df=3$$

41.1% of “less than 15” and 51.8% of “16 and more” respondents agree that the sustainability of the culture heritage by joining social groups determines the quality of life.

Table 4.2.35.9. Distribution of Respondents' Living Time In Island to Statements Which Determines The Quality of Life; The Sustainability of The Personal Improvement Determines The Quality of Life (İstanbul 2006)

WHICH ONE OF THE STATEMENTS BELOW DETERMINES THE QUALITY OF LIFE? THE SUSTAINABILITY OF THE PERSONAL IMPROVEMENT DETERMINES THE QUALITY OF LIFE	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
I certainly agree	208	57.8	275	59.7	483	58.8
I agree partially	91	25.3	128	27.8	219	26.7
I don't agree partially	42	11.7	40	8.7	82	10.0
Definitely I don't agree	19	5.3	18	3.9	37	4.5
TOTAL	360	100	461	100	821	100

$$x^2=3.245 \quad p=0.355 \quad df=3$$

There is no difference between living time in island “less than 15” and “16 and more” according to statements which determine the quality of life; the sustainability of the personal improvement determines the quality of life. 57.8% of “less than 15” and 59.7% of “16 and more” respondents agree that the sustainability of the personal improvement determines the quality of life.

Table 4.2.35.10. Distribution of Respondents' Living Time In Island to Statements Which Determines The Quality of Life; to Acquire The Education, Skills And Culture That Is Necessary For Children's Personal And Social Improvement Determines The Quality of Life (İstanbul 2006)

WHICH ONE OF THE STATEMENTS BELOW DETERMINES THE QUALITY OF LIFE? TO ACQUIRE THE EDUCATION, SKILLS AND CULTURE THAT IS NECESSARY FOR CHILDREN'S PERSONAL AND SOCIAL IMPROVEMENT DETERMINES THE QUALITY OF LIFE	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
I certainly agree	215	59.7	356	77.2	571	69.5
I agree partially	97	26.9	80	17.4	177	21.6
I don't agree partially	26	7.2	21	4.6	47	5.7
Definitely I don't agree	22	6.1	4	0.9	26	3.2
TOTAL	360	100	461	100	821	100

$$x^2=3.245 \quad p=0.000 \quad df=3$$

59.7% of “less than 15” and 77.2% of “16 and more” respondents agree that to acquire the education, skills and culture that is necessary for children's personal and social improvement determines the quality of life.

Table 4.2.35.11. Distribution of Respondents’ Living Time In Island to Statements Which Determines The Quality of Life; Spending Time Together, The Cultural Sharing Between Family, Friend And Neighbors (to Live According Traditions) Determines The Quality of Life (İstanbul 2006)

WHICH ONE OF THE STATEMENTS BELOW DETERMINES THE QUALITY OF LIFE? SPENDING TIME TOGETHER, THE CULTURAL SHARING BETWEEN FAMILY, FRIEND AND NEIGHBORS (TO LIVE ACCORDING TRADITIONS) DETERMINES THE QUALITY OF LIFE	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
I certainly agree	152	42.2	219	47.5	371	45.2
I agree partially	123	34.2	186	40.3	309	37.6
I don’t agree partially	64	17.8	36	7.8	100	12.2
Definitely I don’t agree	21	5.8	20	4.3	41	5.0
TOTAL	360	100	461	100	821	100

$$x^2=20.697 \quad p=0.000 \quad df=3$$

42.2% of “less than 15” and 47.5% of “16 and more” respondents agree that spending time together, the cultural sharing between family, friend and neighbors (to live according traditions) determines the quality of life.

Table 4.2.35.12. Distribution of Respondents' Living Time In Island to Statements Which Determines The Quality of Life; to Join The Decisions Which Are Important For Life In The Island Determines The Quality of Life (İstanbul 2006)

WHICH ONE OF THE STATEMENTS BELOW DETERMINES THE QUALITY OF LIFE? TO JOIN THE DECISIONS WHICH ARE IMPORTANT FOR LIFE IN THE ISLAND DETERMINES THE QUALITY OF LIFE	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
I certainly agree	129	35.8	231	50.1	360	43.8
I agree partially	148	41.1	142	30.8	290	35.3
I don't agree partially	59	16.4	56	12.1	115	14.0
Definitely I don't agree	24	6.7	32	6.9	56	6.8
TOTAL	360	100	461	100	821	100

$$x^2=18.094 \quad p=0.000 \quad df=3$$

35.8% of “less than 15” and 50.1% of “16 and more” respondents agree that to join the decisions which are important for life in the island determines the quality of life.

Table 4.2.35.13. Distribution of Respondents' Living Time In Island to Statements Which Determines The Quality of Life; to Feel Secure Determines The Quality of Life (İstanbul 2006)

WHICH ONE OF THE STATEMENTS BELOW DETERMINES THE QUALITY OF LIFE? TO FEEL SECURE DETERMINES THE QUALITY OF LIFE	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
I certainly agree	203	56.4	312	67.7	515	62.7
I agree partially	98	27.2	95	20.6	193	23.5
I don't agree partially	29	8.1	28	6.1	57	6.9
Definitely I don't agree	30	8.3	26	5.6	56	6.8
TOTAL	360	100	461	100	821	100

$$x^2=11.164 \quad p=0.011 \quad df=3$$

56.4% of “less than 15” and 67.7% of “16 and more” respondents agree that to feel secure determines the quality of life.

Table 4.2.36.1. Distribution of Respondents' Living Time In Island to The 5 Products Which Can Change Or Increase Respondents' Quality of Life; (1) (İstanbul 2006)

WHAT ARE THE 5 PRODUCTS WHICH CAN CHANGE OR INCREASE YOUR QUALITY OF LIFE? (1)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Not Sign	158	43.9	156	33.8	314	38.2
Natural healthy products	5	1.4	0	0.0	5	0.6
Food	6	1.7	4	0.9	10	1.2
Natural nutriment products	2	0.6	0	0.0	2	0.2
Bread	1	0.3	1	0.2	2	0.2
Olive	4	1.1	0	0.0	4	0.2
Cheese	2	0.6	0	0.0	2	0.2
Meat	4	1.1	6	1.3	10	1.2
Foods with meat	0	0.0	2	0.4	2	0.2
Fish	6	1.7	6	1.3	12	1.5
Fruit	2	0.6	6	1.3	8	1.0
Vegetables	3	0.8	11	2.4	14	1.7
Olive oil	2	0.6	0	0.0	2	0.2
Yoghurt	0	0.0	5	1.1	5	0.6
Ecological products	4	1.1	0	0.0	4	0.5
Sleeping	0	0.0	2	0.4	2	0.2
Fresh air	2	0.6	2	0.4	4	0.5
Hazelnut	2	0.6	6	1.3	8	1.0
Water	6	1.7	4	0.9	10	1.2
Milk	6	1.7	8	1.7	14	1.7
Sütaş (brand)	6	1.7	0	0.0	6	0.7
Clothing	5	1.4	0	0.0	5	0.6
Shoes	0	0.0	2	0.4	2	0.2
Sport shoes	0	0.0	2	0.4	2	0.2
Shopping	0	0.0	2	0.4	2	0.2
House	19	5.3	17	3.7	36	4.4
House in opposite side-İstanbul	0	0.0	2	0.4	2	0.2
Sheltering	0	0.0	2	0.4	2	0.2
A better office-a better job	0	0.0	10	2.2	10	1.2
Education	6	1.7	15	3.3	21	2.6
Health (hospitals)	2	0.6	8	1.7	10	1.2
Art facilities	2	0.6	4	0.9	6	0.7

Cultural facilities	0	0.0	2	0.4	2	0.2
Social facilities	6	1.7	4	0.9	10	1.2
to be peaceful	2	0.6	0	0.0	2	0.2
Security	2	0.6	4	0.9	6	0.7
Cinema	0	0.0	2	0.4	2	0.2
Fun center	2	0.6	0	0.0	2	0.2
Sport	0	0.0	2	0.4	2	0.2
Tommy Hilfiger	2	0.6	0	0.0	2	0.2
Vestel	0	0.0	8	1.7	8	1.0
Materiality	18	5.0	20	4.3	38	4.6
Yacht	0	0.0	6	1.3	6	0.7
Camp equipments	0	0.0	2	0.4	2	0.2
Products for progress	0	0.0	2	0.4	2	0.2
Internet	2	0.6	0	0.0	2	0.2
Music	0	0.0	2	0.4	2	0.2
Hand craft materials	0	0.0	2	0.4	2	0.2
Book	8	2.2	33	7.2	41	5.0
Telephone	2	0.6	0	0.0	2	0.2
Mobile phone	4	1.1	10	2.2	14	1.7
Electronics	5	1.4	9	2.0	14	1.7
PC	22	6.1	30	6.5	52	6.3
Notebook	0	0.0	4	0.9	4	0.5
CD player	0	0.0	2	0.4	2	0.2
White goods	7	1.9	0	0.0	7	0.9
Refrigerator	0	0.0	2	0.4	2	0.2
Washing machine	0	0.0	10	2.2	10	1.2
TV	2	0.6	6	1.3	8	1.0
Arrival	6	1.7	2	0.4	8	1.0
Car	0	0.0	4	0.9	4	0.5
Natural gas	2	0.6	10	2.2	12	1.5
Shopping centers	2	0.6	0	0.0	2	0.2
Well quality products	5	1.4	2	0.4	7	0.9
Cheapness in island	4	1.1	0	0.0	4	0.5
TOTAL	360	100	461	100	821	100

$\chi^2=17.470$ $p=0.000$ $df=64$

PC can change or increase 6.1% of “less than 15” and 6.5% of “16 and more” respondents’ quality of life. Book can change or increase 2.2% of “less than 15” and 7.2% of “16 and more” respondents’ quality of life. Materiality can change or increase 5.0% of “less than 15” and 4.3% of “16 and more” respondents’ quality of life.

Table 4.2.36.2. Distribution of Respondents’ Living Time In Island to The 5 Products Which Can Change Or Increase Respondents’ Quality of Life; (2) (İstanbul 2006)

WHAT ARE THE 5 PRODUCTS WHICH CAN CHANGE OR INCREASE YOUR QUALITY OF LIFE? (2)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Not Sign	184	51.1	202	43.8	386	47.0
Food	2	0.6	0	0.0	2	0.2
Egg	0	0.0	2	0.4	2	0.2
Bread	2	0.6	2	0.4	4	0.5
Cheese	2	0.6	0	0.0	2	0.2
Honey	2	0.6	13	2.8	15	1.8
Meat	2	0.6	0	0.0	2	0.2
Fish	4	1.1	0	0.0	4	0.5
Fruit	3	0.8	11	2.4	14	1.7
Banana	2	0.6	0	0.0	2	0.2
Coconut	0	0.0	4	0.9	4	0.5
Vegetables	2	0.6	6	1.3	8	1.0
Olive oil	4	1.1	0	0.0	4	0.5
Biryağ (oil brand)	2	0.6	0	0.0	2	0.2
Yoghurt	2	0.6	0	0.0	2	0.2
Cleaning products	4	1.1	0	0.0	4	0.5
Fresh air	0	0.0	2	0.4	2	0.2
Water	3	0.8	1	0.2	4	0.5
Milk	2	0.6	6	1.3	8	1.0
Beverages	0	0.0	4	0.9	4	0.5
Fruit juice	0	0.0	2	0.4	2	0.2
Clothing	8	2.2	8	1.7	16	1.9
Topcoat	0	0.0	2	0.4	2	0.2
Sport shoes	0	0.0	2	0.4	2	0.2
Watch	0	0.0	2	0.4	2	0.2
Shopping	0	0.0	4	0.9	4	0.5

House	6	1.7	10	2.2	16	1.9
A better office-a better job	4	1.1	6	1.3	10	1.2
Education	0	0.0	2	0.4	2	0.2
Health (hospitals)	19	5.3	13	2.8	32	3.9
Art facilities	0	0.0	4	0.9	4	0.5
Cultural facilities	0	0.0	6	1.3	6	0.7
Social facilities	6	1.7	0	0.0	6	0.7
to be peaceful	0	0.0	2	0.4	2	0.2
Security	6	1.7	0	0.0	6	0.7
Cinema	4	1.1	7	1.5	11	1.3
Theatre	0	0.0	2	0.4	2	0.2
Sport	0	0.0	2	0.4	2	0.2
Walking	0	0.0	2	0.4	2	0.2
Clothing with brands	0	0.0	2	0.4	2	0.2
Dolce Gabbana	2	0.6	0	0.0	2	0.2
Arçelik	0	0.0	8	1.7	8	1.0
Materiality	13	3.6	0	0.0	13	1.6
Yacht	0	0.0	8	1.7	8	1.0
Internet	0	0.0	4	0.9	4	0.5
Music	2	0.6	0	0.0	2	0.2
Holiday	5	1.4	0	0.0	5	0.6
Voyage	0	0.0	7	1.5	7	0.9
Periodicals	2	0.6	12	2.6	14	1.7
Newspaper	4	1.1	10	2.2	14	1.7
Book	0	0.0	12	2.6	12	1.5
Mobile phone	2	0.6	12	2.6	14	1.7
Electronics	2	0.6	0	0.0	2	0.2
PC	7	1.9	2	0.4	9	1.1
Notebook	5	1.4	0	0.0	5	0.6
MP3 player	0	0.0	2	0.4	2	0.2
CD	0	0.0	4	0.9	4	0.5
Refrigerator	0	0.0	2	0.4	2	0.2
Oven	0	0.0	2	0.4	2	0.2
Dishwasher	0	0.0	8	1.7	8	1.0
TV	2	0.6	8	1.7	10	1.2
Cable TV	0	0.0	2	0.4	2	0.2
Central heating system	0	0.0	5	1.1	5	0.6
Furniture	20	5.6	0	0.0	20	2.4

Arrival	2	0.6	0	0.0	2	0.2
Bicycle	0	0.0	2	0.4	2	0.2
Small car with accumulator	0	0.0	2	0.4	2	0.2
Car	11	3.1	7	1.5	18	2.2
Well cared phaeton	0	0.0	2	0.4	2	0.2
Natural gas	2	0.6	1	0.2	3	0.4
Sport saloon	0	0.0	2	0.4	2	0.2
Gift shop	0	0.0	2	0.4	2	0.2
Coiffeur open full year	4	1.1	0	0.0	4	0.5
Service	0	0.0	4	0.9	4	0.5
TOTAL	360	100	461	100	821	100

$$x^2=252.677 \quad p=0.000 \quad df=73$$

Health (hospitals) can change or increase 5.3% of “less than 15” and 2.8% of “16 and more” respondents’ quality of life. Furniture can change or increase 5.6% of “less than 15” respondents’ quality of life. Car can change or increase 3.1% of “less than 15” and 1.5% of “16 and more” respondents’ quality of life.

Table 4.2.36.3. Distribution of Respondents’ Living Time In Island to The 5 Products Which Can Change Or Increase Respondents’ Quality of Life; (3) (İstanbul 2006)

WHAT ARE THE 5 PRODUCTS WHICH CAN CHANGE OR INCREASE YOUR QUALITY OF LIFE? (3)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
Not Sign	204	56.7	263	57.0	467	56.9
Natural healthy products	0	0.0	4	0.9	4	0.5
Food	0	0.0	2	0.4	2	0.2
Sugar	0	0.0	5	1.1	5	0.6
Egg	2	0.6	2	0.4	4	0.5
Cheese	0	0.0	2	0.4	2	0.2
Meal	4	1.1	0	0.0	4	0.5
Grill	0	0.0	2	0.4	2	0.2
Meat	1	0.3	5	1.1	6	0.7
Fish	2	0.6	2	0.4	4	0.5
Chicken	0	0.0	2	0.4	2	0.2
Fruit	2	0.6	0	0.0	2	0.2
Apricot	4	1.1	0	0.0	4	0.5

Pineapple	2	0.6	0	0.0	2	0.2
Vegetables	8	2.2	2	0.4	10	1.2
Cauliflower	4	1.1	4	0.9	8	1.0
Leguminous/cereal	0	0.0	2	0.4	2	0.2
Yoghurt	0	0.0	2	0.4	2	0.2
Cleaning products	2	0.6	0	0.0	2	0.2
Biscuits	0	0.0	2	0.4	2	0.2
Water	0	0.0	2	0.4	2	0.2
Milk	2	0.6	4	0.9	6	0.7
Tea	6	1.7	0	0.0	6	0.7
Çamlıca, fizzy lemonade, Ülker	2	0.6	0	0.0	2	0.2
Rakı	0	0.0	2	0.4	2	0.2
Clothing	9	2.5	4	0.9	13	1.6
Shoes	2	0.6	0	0.0	2	0.2
Shopping	0	0.0	2	0.4	2	0.2
House	7	1.9	2	0.4	9	1.1
Sheltering	0	0.0	4	0.9	4	0.5
A better office-a better job	0	0.0	2	0.4	2	0.2
Social guarantee	0	0.0	2	0.4	2	0.2
Education	19	5.3	4	0.9	23	2.8
Health (hospitals)	8	2.2	4	0.9	12	1.5
Cultural facilities	0	0.0	4	0.9	4	0.5
Social facilities	2	0.6	14	3.0	16	1.9
Independent life	2	0.6	0	0.0	2	0.2
to be peaceful	2	0.6	0	0.0	2	0.2
Bookstore	0	0.0	4	0.9	4	0.5
Cinema	2	0.6	0	0.0	2	0.2
Theatre	0	0.0	4	0.9	4	0.5
Fun center	2	0.6	0	0.0	2	0.2
Social structure of the environment	4	1.1	0	0.0	4	0.5
Clothing with brands	5	1.4	0	0.0	5	0.6
Gucci	2	0.6	0	0.0	2	0.2
Carpets with brands	2	0.6	0	0.0	2	0.2
Beko	2	0.0	8	1.7	8	1.0
Materiality	0	0.0	6	1.3	6	0.7
Yacht	0	0.0	5	1.1	5	0.6
Pool	5	1.4	0	0.0	5	0.6

Internet	4	1.1	0	0.0	4	0.5
Music instruments	2	0.6	4	0.9	6	0.7
Holiday	0	0.0	5	1.1	5	0.6
Cosmetics	0	0.0	2	0.4	2	0.2
Periodicals	0	0.0	6	1.3	6	0.7
Newspaper	0	0.0	7	1.5	7	0.9
Book	2	0.6	4	0.9	6	0.7
Communication tools	2	0.6	0	0.0	2	0.2
Mobile phone	2	0.6	4	0.9	6	0.7
Electronics	0	0.0	2	0.4	2	0.2
PC	0	0.0	6	1.3	6	0.7
CD player	0	0.0	2	0.4	2	0.2
CD	0	0.0	5	1.1	5	0.6
White goods	2	0.6	0	0.0	2	0.2
Oven	0	0.0	2	0.4	2	0.2
Washing machine	0	0.0	2	0.4	2	0.2
Vacuum cleaner	0	0.0	8	1.7	8	1.0
TV	2	0.6	8	1.7	10	1.2
Satellite TV	0	0.0	2	0.4	2	0.2
Furniture	2	0.6	0	0.0	2	0.2
Arrival	9	2.5	0	0.0	9	1.1
Car	9	2.5	8	1.7	17	2.1
Garbage containers	0	0.0	2	0.4	2	0.2
Natural gas	2	0.6	2	0.4	4	0.5
Big market	0	0.0	2	0.4	2	0.2
Stores in island	4	1.1	0	0.0	4	0.5
TOTAL	360	100	461	100	821	100

$$x^2=229.917 \quad p=0.000 \quad df=75$$

Education can change or increase 5.3% of “less than 15” and 0.9% of “16 and more” respondents’ quality of life. Car can change or increase 2.5% of “less than 15” and 1.7% of “16 and more” respondents’ quality of life. Social facilities can change or increase 0.6% of “less than 15” and 3.0% of “16 and more” respondents’ quality of life.

Table 4.2.36.4. Distribution of Respondents' Living Time In Island to The 5 Products Which Can Change Or Increase Respondents' Quality of Life; (4) (İstanbul 2006)

WHAT ARE THE 5 PRODUCTS WHICH CAN CHANGE OR INCREASE YOUR QUALITY OF LIFE? (4)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Not Sign	229	63.6	313	67.9	542	66.0
Natural healthy products	0	0.0	2	0.4	2	0.2
Food	6	1.7	4	0.9	10	1.2
Egg	0	0.0	6	1.3	6	0.7
Olive	0	0.0	4	0.9	4	0.5
Cheese	0	0.0	2	0.4	2	0.2
Boiling	0	0.0	2	0.4	2	0.2
Meat	0	0.0	5	1.1	5	0.6
Fish	1	0.3	5	1.1	6	0.7
Fruit	8	2.2	2	0.4	10	1.2
Apple	4	1.1	0	0.0	4	0.5
Vegetables	0	0.0	2	0.4	2	0.2
Soybean	4	1.1	0	0.0	4	0.5
Pastry with filling cheese	0	0.0	2	0.4	2	0.2
Kemalpaşa dessert	2	0.6	0	0.0	2	0.2
Yoghurt	0	0.0	4	0.9	4	0.5
Codfish oil	2	0.6	0	0.0	2	0.2
Cleaning products	7	1.9	0	0.0	7	0.9
Fresh air	0	0.0	2	0.4	2	0.2
Dankek (brand)	2	0.6	0	0.0	2	0.2
Albeni, Ülker	0	0.0	4	0.9	4	0.5
Metro, Ülker	2	0.6	0	0.0	2	0.2
Water	6	1.7	2	0.4	8	1.0
Fruit juice	4	1.1	0	0.0	4	0.5
Clothing	7	1.9	2	0.4	9	1.1
House	2	0.6	0	0.0	2	0.2
A better office-a better job	5	1.4	0	0.0	5	0.6
Education	0	0.0	4	0.9	4	0.5
Health (hospitals)	2	0.6	2	0.4	4	0.5
Insurance	2	0.6	0	0.0	2	0.2
Cultural facilities	4	1.1	2	0.4	6	0.7
Social facilities	2	0.6	12	2.6	14	1.7

Independent life	2	0.6	0	0.0	2	0.2
to be peaceful	0	0.0	2	0.4	2	0.2
Bookstore	2	0.6	0	0.0	2	0.2
Cinema	5	1.4	4	0.9	9	1.1
Theatre	0	0.0	2	0.4	2	0.2
Fun center	0	0.0	2	0.4	2	0.2
Friendship	4	1.1	0	0.0	4	0.5
Clothing with brands	5	1.4	0	0.0	5	0.6
Lacoste	2	0.6	0	0.0	2	0.2
Siemens	0	0.0	8	1.7	8	1.0
Materiality	4	1.1	0	0.0	4	0.5
Billiard table	5	1.4	0	0.0	5	0.6
Yacht	0	0.0	4	0.9	4	0.5
Watching TV	0	0.0	2	0.4	2	0.2
Quality programmes in TV	2	0.6	0	0.0	2	0.2
Internet	0	0.0	2	0.4	2	0.2
Cosmetics	2	0.6	0	0.0	2	0.2
Newspaper	0	0.0	5	1.1	5	0.6
Book	6	1.7	11	2.4	17	2.1
Mobile phone	4	1.1	8	1.7	12	1.5
PC	0	0.0	2	0.4	2	0.2
Camera	0	0.0	2	0.4	2	0.2
CD player	0	0.0	2	0.4	2	0.2
Movie CD	0	0.0	2	0.4	2	0.2
Blender	0	0.0	4	0.9	4	0.5
Radio	2	0.6	0	0.0	2	0.2
TV	2	0.6	2	0.4	4	0.5
Armchair	2	0.6	0	0.0	2	0.2
Arrival	2	0.6	6	1.3	8	1.0
Scooter	2	0.6	0	0.0	2	0.2
Small car with accumulator	0	0.0	2	0.4	2	0.2
Car	0	0.0	4	0.9	4	0.5
Natural gas	4	1.1	0	0.0	4	0.5
Big market	2	0.6	2	0.4	4	0.5
TOTAL	360	100	461	100	821	100

$\chi^2=185.571$ $p=0.000$ $df=65$

Book can change or increase 1.7% of “less than 15” and 2.4% of “16 and more” respondents’ quality of life. Social facilities can change or increase 0.6% of “less than 15” and 2.6% of “16 and more” respondents’ quality of life. Mobile phone can change or increase 1.1% of “less than 15” and 1.7% of “16 and more” respondents’ quality of life.

Table 4.2.36.5. Distribution of Respondents’ Living Time In Island to The 5 Products Which Can Change Or Increase Respondents’ Quality of Life; (5) (İstanbul 2006)

WHAT ARE THE 5 PRODUCTS WHICH CAN CHANGE OR INCREASE YOUR QUALITY OF LIFE? (5)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Not Sign	270	75.0	354	76.8	624	76.0
Food	5	1.4	0	0.0	5	0.6
Cheese	0	0.0	4	0.9	4	0.5
Honey	4	1.1	2	0.4	6	0.7
Meat	0	0.0	2	0.4	2	0.2
Fish	0	0.0	4	0.9	4	0.5
Vegetables	6	1.7	7	1.5	13	1.6
Cracked wheat cooked with tomatoes(Bulgur pilavı)	2	0.6	0	0.0	2	0.2
Rice	0	0.0	4	0.9	4	0.5
Olive oil	4	1.1	0	0.0	4	0.5
Vitamins	2	0.6	0	0.0	2	0.2
Medicine	1	0.3	1	0.2	2	0.2
Cleaning products	4	1.1	0	0.0	4	0.5
Albeni, Ülker	2	0.6	0	0.0	2	0.2
Milk	0	0.0	8	1.7	8	1.0
Tea	4	1.1	0	0.0	4	0.5
Fanta	2	0.6	0	0.0	2	0.2
Beer	0	0.0	2	0.4	2	0.2
Clothing	11	3.1	2	0.4	13	1.6
House	2	0.6	0	0.0	2	0.2
Sheltering	0	0.0	2	0.4	2	0.2
A better office-a better job	4	1.1	0	0.0	4	0.5
Education	4	1.1	2	0.4	6	0.7
Health (hospitals)	0	0.0	2	0.4	2	0.2
Art facilities	0	0.0	2	0.4	2	0.2
Cultural facilities	0	0.0	2	0.4	2	0.2

Social facilities	2	0.6	0	0.0	2	0.2
Theatre	5	1.4	2	0.4	7	0.9
Fun center	0	0.0	2	0.4	2	0.2
Sport	0	0.0	2	0.4	2	0.2
Profilo	0	0.0	8	1.7	8	1.0
Materiality	0	0.0	4	0.9	4	0.5
Tennis court	5	1.4	0	0.0	5	0.6
Yacht	2	0.6	2	0.4	4	0.5
Sport equipments	0	0.0	2	0.4	2	0.2
Quality programmes in TV	0	0.0	2	0.4	2	0.2
Music	0	0.0	2	0.4	2	0.2
Newspaper	2	0.6	5	1.1	7	0.9
Book	2	0.6	2	0.4	4	0.5
Mobile phone	5	1.4	2	0.4	7	0.9
PC	2	0.6	8	1.7	10	1.2
Camera (photograph)	0	0.0	2	0.4	2	0.2
Dining room	2	0.6	0	0.0	2	0.2
Bicycle	2	0.6	0	0.0	2	0.2
Scooter	0	0.0	4	0.9	4	0.5
Car	4	1.1	2	0.4	6	0.7
Big market	0	0.0	2	0.4	2	0.2
Coiffeur open full year	0	0.0	2	0.4	2	0.2
Service	0	0.0	4	0.9	4	0.5
Well quality products	0	0.0	2	0.4	2	0.2
TOTAL	360	100	461	100	821	100

$$x^2=128.594 \quad p=0.000 \quad df=49$$

Clothing can change or increase 3.1% of “less than 15” and 0.4% of “16 and more” respondents’ quality of life. Vegetables can change or increase 1.7% of “less than 15” and 1.5% of “16 and more” respondents’ quality of life. PC can change or increase 0.6% of “less than 15” and 1.7% of “16 and more” respondents’ quality of life

Table 4.2.37. Distribution of Respondents' Living Time In Island to Newspapers, Periodicals Or Bulletins Special to The Island (İstanbul 2006)

ARE THERE ANY NEWSPAPERS, PERIODICALS OR BULLETINS SPECIAL TO THE ISLAND? (IF YES, NAMES)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
No	127	35.3	69	15.0	196	23.9
Yes, I can't remember its name	32	8.9	32	6.9	64	7.8
Adalı, periodical	110	30.6	193	41.9	303	36.9
Ada Newspaper	62	17.2	131	28.4	193	23.5
Prince's Island	16	4.4	4	0.9	20	2.4
Kımalıada Newspaper	8	2.2	2	0.4	10	1.2
Adalıların Sesi, periodical	0	0.0	10	2.2	10	1.2
Ada Dostları, bulletin	0	0.0	11	2.4	11	1.3
Son Vapur	5	1.4	7	1.5	12	1.5
"İstanbul'un İncisi"	0	0.0	2	0.4	2	0.2
TOTAL	360	100	461	100	821	100

$$x^2=87.602 \quad p=0.000 \quad df=9$$

30.6% of "less than 15" and 41.9% of "16 and more" respondents answer is Adalı, periodical for Newspapers, Periodicals Or Bulletins Special to The Island.

Table 4.2.38. Distribution of Respondents' Living Time In Island to Respondents Share Their Experience In Shopping With Others (İstanbul 2006)

DO YOU SHARE YOUR EXPERIENCE IN SHOPPING WITH OTHERS?	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
No	56	15.6	48	10.4	104	12.7
Yes	304	84.4	413	89.6	717	87.3
TOTAL	360	100	461	100	821	100

$$x^2=4.834 \quad p=0.028 \quad df=1$$

84.4% of "less than 15" and 89.6% of "16 and more" respondents share their experience in shopping with others.

Table 4.2.39.1. Distribution of Respondents' Living Time In Island to Who Does Generally Make Shopping; Insurance (For Example; Life Insurance) (İstanbul 2006)

WHO DOES GENERALLY MAKE SHOPPING WRITTEN BELOW? INSURANCE (FOR EXAMPLE; LIFE INSURANCE)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
Not Sign	165	45.8	216	46.9	381	46.4
Mother / wife	24	6.7	10	2.2	34	4.1
Father / husband	126	35.0	174	37.7	300	36.5
Mother and Father together	24	6.7	38	8.2	62	7.6
Mother, Father and children / the whole family	4	1.1	3	0.7	7	0.9
With my sister / brother	2	0.6	0	0.0	2	0.2
Mother and children	0	0.0	4	0.9	4	0.5
Father and children	2	0.6	0	0.0	2	0.2
Children	5	1.4	4	0.9	9	1.1
Mother or Father	6	1.7	0	0.0	6	0.7
Herself	0	0.0	4	0.9	4	0.5
Himself	0	0.0	8	1.7	8	1.0
Sister in law	2	0.6	0	0.0	2	0.2
TOTAL	360	100	461	100	821	100

$$x^2=39.865 \quad p=0.000 \quad df=12$$

Father / husband generally decide insurance buying in 35.0% of “less than 15” and 37.7% of “16 and more” respondents’ family.

Table 4.2.39.2. Distribution of Respondents' Living Time In Island to Who Generally Decide Buying “Automobile” (İstanbul 2006)

WHO DOES GENERALLY MAKE SHOPPING WRITTEN BELOW? AUTOMOBILE	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
Not Sign	204	56.7	276	59.9	480	58.5
Mother / wife	4	1.1	4	0.9	8	1.0
Father / husband	110	30.6	119	25.8	229	27.9
Mother and Father together	9	2.5	24	5.2	33	4.0
Mother, Father and children / family	17	4.7	16	3.5	33	4.0

With my sister / brother	2	0.6	2	0.4	4	0.5
Mother and children	0	0.0	2	0.4	2	0.2
Father and children	7	1.9	4	0.9	11	1.3
Children	5	1.4	4	0.9	9	1.1
Herself	0	0.0	2	0.4	2	0.2
Himself	2	0.6	8	1.7	10	1.2
TOTAL	360	100	461	100	821	100

$$x^2=14.323 \quad p=0.159 \quad df=10$$

There is no difference between living time in island “less than 15” and “16 and more” according to who generally decide buying “automobile”. Father / husband generally decide automobile buying in 30.6% of “less than 15” and 25.8% of “16 and more” respondents’ family.

Table 4.2.39.3. Distribution of Respondents’ Living Time In Island to Who Generally Decide Buying “House” (İstanbul 2006)

WHO DOES GENERALLY MAKE SHOPPING WRITTEN BELOW? HOUSE	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Not Sign	159	44.2	196	42.5	355	43.2
Mother / wife	10	2.8	10	2.2	20	2.4
Father / husband	97	26.9	122	26.5	219	26.7
Mother and Father together	51	14.2	94	20.4	145	17.7
Mother, Father and children / family	34	9.4	23	5.0	57	6.9
With my sister / brother	2	0.6	0	0.0	2	0.2
Mother and children	0	0.0	2	0.4	2	0.2
Father and children	2	0.6	0	0.0	2	0.2
Children	5	1.4	4	0.9	9	1.1
Herself	0	0.0	2	0.4	2	0.2
Himself	0	0.0	8	1.7	8	1.0
TOTAL	360	100	461	100	821	100

$$x^2=25.659 \quad p=0.004 \quad df=10$$

Father / husband generally decide house buying in 26.9% of “less than 15” and 26.5% of “16 and more” respondents’ family. Mother and Father together generally decide house buying in 14.2% of “less than 15” and 20.4% of “16 and more” respondents’ family.

Table 4.2.39.4. Distribution of Respondents’ Living Time In Island to Who Generally Decide Buying “TV, Electronics” (İstanbul 2006)

WHO DOES GENERALLY MAKE SHOPPING WRITTEN BELOW? TV, ELECTRONICS	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
Not Sign	49	13.6	46	10.0	95	11.6
Mother / wife	25	6.9	43	9.3	68	8.3
Father / husband	139	38.6	182	39.5	321	39.1
Mother and Father together	77	21.4	104	22.6	181	22.0
Mother, Father and children / family	36	10.0	36	7.8	72	8.8
With my sister / brother	2	0.6	2	0.4	4	0.5
Mother and children	7	1.9	10	2.2	17	2.1
Father and children	6	1.7	4	0.9	10	1.2
Children	9	2.5	24	5.2	33	4.0
Herself	6	1.7	2	0.4	8	1.0
Himself	2	0.6	8	1.7	10	1.2
Sister in law	2	0.6	0	0.0	2	0.2
TOTAL	360	100	461	100	821	100

$$x^2=17.840 \quad p=0.085 \quad df=11$$

There is no difference between living time in island “less than 15” and “16 and more” according to who generally decide buying “TV, electronics”. Father / husband generally decide TV, electronics buying in 38.6% of “less than 15” and 39.5% of “16 and more” respondents’ family. Mother and Father together generally decide TV, electronics buying in 21.4% of “less than 15” and 22.6% of “16 and more” respondents’ family.

Table 4.2.39.5. Distribution of Respondents' Living Time In Island to Who Generally Make "Clothing" Shopping (İstanbul 2006)

WHO DOES GENERALLY MAKE SHOPPING WRITTEN BELOW? CLOTHING	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
Not Sign	11	3.1	8	1.7	19	2.3
Mother / wife	114	31.7	154	33.4	268	32.6
Father / husband	24	6.7	33	7.2	57	6.9
Mother and Father together	104	28.9	125	27.1	229	27.9
Mother, Father and children / family	60	16.7	72	15.6	132	16.1
With my sister / brother	2	0.6	6	1.3	8	1.0
Mother and children	19	5.3	16	3.5	35	4.3
Father and children	6	1.7	0	0.0	6	0.7
Children	10	2.8	29	6.3	39	4.8
Herself	6	1.7	8	1.7	14	1.7
Himself	4	1.1	10	2.2	14	1.7
TOTAL	360	100	461	100	821	100

$$x^2=19,116 \quad p=0,039 \quad df=10$$

Mother / wife generally make clothing shopping in 31.7% of "less than 15" and 33.4% of "16 and more" respondents' family. Mother and Father together generally make clothing shopping in 28.9% of "less than 15" and 27.1% of "16 and more" respondents' family.

Table 4.2.39.6. Distribution of Respondents' Living Time In Island to Who Generally Make "Food, Drink" Shopping (İstanbul 2006)

WHO DOES GENERALLY MAKE SHOPPING WRITTEN BELOW? FOOD, DRINK	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
Not Sign	9	2.5	4	0.9	13	1.6
Mother / wife	123	34.2	178	38.6	301	36.7
Father / husband	53	14.7	66	14.3	119	14.5
Mother and Father together	116	32.2	128	27.8	244	29.7
Mother, Father and children / family	14	3.9	36	7.8	50	6.1

With my sister / brother	2	0.6	2	0.4	4	0.5
Mother and children	10	2.8	20	4.3	30	3.7
Father and children	8	2.2	6	1.3	14	1.7
Children	11	3.1	4	0.9	15	1.8
Mother or Father	4	1.1	2	0.4	6	0.7
Herself	6	1.7	0	0.0	6	0.7
Himself	4	1.1	6	1.3	10	1.2
Uncle	0	0.0	5	1.1	5	0.6
Mother with neighbor	0	0.0	4	0.9	4	0.5
TOTAL	360	100	461	100	821	100

$$x^2=34.716 \quad p=0.001 \quad df=13$$

Mother / wife generally make food, drink shopping in 34.2% of “less than 15” and 38.6% of “16 and more” respondents’ family. Mother and Father together generally make food, drink shopping in 32.2% of “less than 15” and 27.8% of “16 and more” respondents’ family.

Table 4.2.39.7. Distribution of Respondents’ Living Time In Island to Who Generally Make “Cleaners” Shopping (İstanbul 2006)

WHO DOES GENERALLY MAKE SHOPPING WRITTEN BELOW? CLEANERS	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
Not Sign	13	3.6	4	0.9	17	2.1
Mother / wife	192	53.3	275	59.7	467	56.9
Father / husband	42	11.7	37	8.0	79	9.6
Mother and Father together	74	20.6	88	19.1	162	19.7
Mother, Father and children / family	10	2.8	13	2.8	23	2.8
With my sister / brother	2	0.6	4	0.9	6	0.7
Mother and children	5	1.4	21	4.6	26	3.2
Father and children	8	2.2	0	0.0	8	1.0
Children	6	1.7	2	0.4	8	1.0
Mother or Father	0	0.0	2	0.4	2	0.2
Herself	6	1.7	2	0.4	8	1.0
Himself	0	0.0	8	1.7	8	1.0
Sister in law	2	0.6	0	0.0	2	0.2

Uncle	0	0.0	5	1.1	5	0.6
TOTAL	360	100	461	100	821	100

$$x^2=49.267 \quad p=0.000 \quad df=13$$

Mother / wife generally make cleaners shopping in 53.3% of “less than 15” and 59.7% of “16 and more” respondents’ family. Mother and Father together generally make cleaners shopping in 20.6% of “less than 15” and 19.1% of “16 and more” respondents’ family.

Table 4.2.39.8. Distribution of Respondents’ Living Time In Island to Who Generally Make “Kitchen Goods” Shopping (İstanbul 2006)

WHO DOES GENERALLY MAKE SHOPPING WRITTEN BELOW? KITCHEN GOODS	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
Not Sign	17	4.7	16	3.5	33	4.0
Mother / wife	177	49.2	274	59.4	451	54.9
Father / husband	23	6.4	41	8.9	64	7.8
Mother and Father together	104	28.9	94	20.4	198	24.1
Mother, Father and children / family	10	2.8	8	1.7	18	2.2
With my sister / brother	2	0.6	2	0.4	4	0.5
Mother and children	9	2.5	12	2.6	21	2.6
Father and children	2	0.6	0	0.0	2	0.2
Children	8	2.2	2	0.4	10	1.2
Mother or Father	0	0.0	2	0.4	2	0.2
Herself	6	1.7	2	0.4	8	1.0
Himself	0	0.0	8	1.7	8	1.0
Sister in law	2	0.6	0	0.0	2	0.2
TOTAL	360	100	461	100	821	100

$$x^2=34.813 \quad p=0.001 \quad df=12$$

Mother / wife generally make kitchen goods shopping in 49.2% of “less than 15” and 59.4% of “16 and more” respondents’ family. Mother and Father together generally make kitchen goods shopping in 28.9% of “less than 15” and 20.4% of “16 and more” respondents’ family.

Table 4.2.39.9. Distribution of Respondents' Living Time In Island to Who Generally Make "Furniture" Shopping (İstanbul 2006)

WHO DOES GENERALLY MAKE SHOPPING WRITTEN BELOW? FURNITURE	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Not Sign	33	9.2	31	6.7	64	7.8
Mother / wife	32	8.9	80	17.4	112	13.6
Father / husband	57	15.8	81	17.6	138	16.8
Mother and Father together	181	50.3	196	42.5	377	45.9
Mother, Father and children / family	32	8.9	34	7.4	66	8.0
With my sister / brother	2	0.6	2	0.4	4	0.5
Mother and children	9	2.5	20	4.3	29	3.5
Father and children	6	1.7	2	0.4	8	1.0
Children	0	0.0	7	1.5	7	0.9
Herself	6	1.7	0	0.0	6	0.7
Himself	0	0.0	8	1.7	8	1.0
Sister in law	2	0.6	0	0.0	2	0.2
TOTAL	360	100	461	100	821	100

$$x^2=42.861 \quad p=0.000 \quad df=11$$

Mother and Father together generally make furniture shopping in 50.3% of "less than 15" and 42.5% of "16 and more" respondents' family. Father / husband generally make furniture shopping in 15.8% of "less than 15" and 17.6% of "16 and more" respondents' family. Mother / wife generally make furniture shopping in 8.9% of "less than 15" and 17.4% of "16 and more" respondents' family.

Table 4.2.39.10. Distribution of Respondents' Living Time In Island to Who Generally Make "Medicine Without Recipe" Shopping (İstanbul 2006)

WHO DOES GENERALLY MAKE SHOPPING WRITTEN BELOW? MEDICINE WITHOUT RECIPE	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Not Sign	153	42.5	168	36.4	321	39.1
Mother / wife	75	20.8	101	21.9	176	21.4
Father / husband	34	9.4	90	19.5	124	15.1
Mother and Father together	60	16.7	50	10.8	110	13.4

Mother, Father and children / family	10	2.8	16	3.5	26	3.2
With my sister / brother	2	0.6	4	0.9	6	0.7
Mother and children	0	0.0	8	1.7	8	1.0
Father and children	4	1.1	0	0.0	4	0.5
Children	8	2.2	4	0.9	12	1.5
Mother or Father	6	1.7	2	0.4	8	1.0
Herself	6	1.7	8	1.7	14	1.7
Himself	2	0.6	10	2.2	12	1.5
TOTAL	360	100	461	100	821	100

$$x^2=41,955 \quad p=0,000 \quad df=11$$

Mother / wife generally make medicine without recipe shopping in 20.8% of “less than 15” and 21.9% of “16 and more” respondents’ family. Father / husband generally make medicine without recipe shopping in 9.4% of “less than 15” and 19.5% of “16 and more” respondents’ family. Mother and Father together generally make medicine without recipe shopping in 16.7% of “less than 15” and 10.8% of “16 and more” respondents’ family.

Table 4.2.39.11. Distribution of Respondents’ Living Time In Island to Who Generally Make “Toys” Shopping (İstanbul 2006)

WHO DOES GENERALLY MAKE SHOPPING WRITTEN BELOW? TOYS	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
Not Sign	127	35.3	165	35.8	292	35.6
Mother / wife	70	19.4	79	17.1	149	18.1
Father / husband	17	4.7	27	5.9	44	5.4
Mother and Father together	44	12.2	47	10.2	91	11.1
Mother, Father and children / family	42	11.7	39	8.5	81	9.9
With my sister / brother	0	0.0	6	1.3	6	0.7
Mother and children	25	6.9	30	6.5	55	6.7
Father and children	6	1.7	10	2.2	16	1.9
Children	27	7.5	47	10.2	74	9.0
Mother or Father	0	0.0	2	0.4	2	0.2
Herself	0	0.0	2	0.4	2	0.2
Himself	0	0.0	2	0.4	2	0.2

Sister in law	0	0.0	5	1.1	5	0.6
Cousin and me	2	0.6	0	0.0	2	0.2
TOTAL	360	100	461	100	821	100

$$x^2=21.735 \quad p=0.060 \quad df=13$$

There is no difference between living time in island “less than 15” and “16 and more” according to who generally make “toys” shopping. Mother / wife generally make toys shopping in 19.4% of “less than 15” and 17.1% of “16 and more” respondents’ family. Mother and Father together generally make toys shopping in 12.2% of “less than 15” and 10.2% of “16 and more” respondents’ family. Mother, Father and children / family generally make toys shopping in 11.7% of “less than 15” and 8.5% of “16 and more” respondents’ family.

Table 4.2.39.12. Distribution of Respondents’ Living Time In Island to Who Generally Make “Newspaper” Shopping (İstanbul 2006)

WHO DOES GENERALLY MAKE SHOPPING WRITTEN BELOW? NEWSPAPER	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
Not Sign	33	9.2	31	6.7	64	7.8
Mother / wife	40	11.1	79	17.1	119	14.5
Father / husband	139	38.6	151	32.8	290	35.3
Mother and Father together	21	5.8	22	4.8	43	5.2
Mother, Father and children / family	37	10.3	48	10.4	85	10.4
With my sister / brother	0	0.0	2	0.4	2	0.2
Mother and children	7	1.9	4	0.9	77	1.3
Father and children	8	2.2	4	0.9	12	1.5
Children	46	12.8	76	16.5	122	14.9
Mother or Father	12	3.3	21	4.6	33	4.0
Herself	6	1.7	8	1.7	14	1.7
Himself	11	3.1	10	2.2	21	2.6
Uncle	0	0.0	5	1.1	5	0.6
TOTAL	360	100	461	100	821	100

$$x^2=22.012 \quad p=0.037 \quad df=12$$

Father / husband generally make newspaper shopping in 38.6% of “less than 15” and 32.8% of “16 and more” respondents’ family. Children generally make newspaper shopping in 12.8% of “less than 15” and 16.5% of “16 and more” respondents’ family. Mother / wife generally make newspaper shopping in 11.1% of “less than 15” and 17.1% of “16 and more” respondents’ family.

Table 4.2.39.13. Distribution of Respondents’ Living Time In Island to Who Generally Make “Periodicals, Books” Shopping (İstanbul 2006)

WHO DOES GENERALLY MAKE SHOPPING WRITTEN BELOW? PERIODICALS, BOOKS	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Not Sign	86	23.9	73	15.8	159	19.4
Mother / wife	46	12.8	74	16.1	120	14.6
Father / husband	35	9.7	72	15.6	107	13.0
Mother and Father together	21	5.8	30	6.5	51	6.2
Mother, Father and children / family	39	10.8	39	8.5	78	9.5
With my sister / brother	0	0.0	2	0.4	2	0.2
Mother and children	23	6.4	11	2.4	34	4.1
Father and children	7	1.9	11	2.4	18	2.2
Children	80	22.2	108	23.4	188	22.9
Mother or Father	6	1.7	16	3.5	22	2.7
Herself	6	1.7	10	2.2	16	1.9
Himself	11	3.1	10	2.2	21	2.6
Uncle	0	0.0	5	1.1	5	0.6
TOTAL	360	100	461	100	821	100

$$x^2=31.924 \quad p=0.001 \quad df=12$$

Children generally make periodicals, books shopping in 22.2% of “less than 15” and 23.4% of “16 and more” respondents’ family. Mother / wife generally make periodicals, books shopping in 12.8% of “less than 15” and 16.1% of “16 and more” respondents’ family. Father / husband generally make periodicals, books shopping in 9.7% of “less than 15” and 15.6% of “16 and more” respondents’ family.

Table 4.2.39.14. Distribution of Respondents' Living Time In Island to Who Generally Make "White Goods" Shopping (İstanbul 2006)

WHO DOES GENERALLY MAKE SHOPPING WRITTEN BELOW? WHITE GOODS	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Not Sign	37	10.3	33	7.2	70	8.5
Mother / wife	36	10.0	55	11.9	91	11.1
Father / husband	69	19.2	113	24.5	182	22.2
Mother and Father together	163	45.3	190	41.2	353	43.0
Mother, Father and children / family	24	6.7	39	8.5	63	7.7
With my sister / brother	2	0.6	4	0.9	6	0.7
Mother and children	9	2.5	6	1.3	15	1.8
Father and children	8	2.2	7	1.5	15	1.8
Children	4	1.1	2	0.4	6	0.7
Herself	6	1.7	4	0.9	10	1.2
Himself	0	0.0	8	1.7	8	1.0
Sister in law	2	0.6	0	0.0	2	0.2
TOTAL	360	100	461	100	821	100

$$x^2=20.759 \quad p=0.036 \quad df=11$$

Mother and Father together generally make periodicals, books shopping in 45.3% of "less than 15" and 41.2% of "16 and more" respondents' family. Father / husband generally make periodicals, books shopping in 19.2% of "less than 15" and 24.5% of "16 and more" respondents' family.

Table 4.2.40.1. Distribution of Respondents' Living Time In Island to Respondents Shopping With (1=Most Important, to 5) Mother (İstanbul 2006)

WHO DO YOU SHOPPING WITH? (1=MOST IMPORTANT, TO 5) MOTHER	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Not Sign	172	47.8	298	64.6	470	57.2
1 = important	116	32.2	71	15.4	187	22.8
2	54	15.0	37	8.0	91	11.1
3	6	1.7	38	8.2	44	5.4
4	6	1.7	17	3.7	23	2.8

5	6	1.7	0	0.0	6	0.7
TOTAL	360	100	461	100	821	100

$$x^2=70.966 \quad p=0.000 \quad df=5$$

32.2% of “less than 15” and 15.4% of “16 and more” respondents degree for prefer shopping with mother is 1 = important.

Table 4.2.40.2. Distribution of Respondents’ Living Time In Island to Respondents Shopping With (1=Most Important, to 5) Father (İstanbul 2006)

WHO DO YOU SHOPPING WITH? (1=MOST IMPORTANT, TO 5) FATHER	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
Not Sign	214	59.4	351	76.1	585	68.8
1 = important	29	8.1	30	6.5	59	7.2
2	76	21.1	61	13.2	137	16.7
3	27	7.5	6	1.3	33	4.0
4	4	1.1	6	1.3	10	1.2
5	10	2.8	7	1.5	17	2.1
TOTAL	360	100	461	100	821	100

$$x^2=37.311 \quad p=0.000 \quad df=5$$

21.1% of “less than 15” and 13.2% of “16 and more” respondents degree for prefer shopping with father is 2.

Table 4.2.40.3. Distribution of Respondents’ Living Time In Island to Respondents Shopping With (1=Most Important, to 5) Wife / Husband (İstanbul 2006)

WHO DO YOU SHOPPING WITH? (1=MOST IMPORTANT, TO 5) WIFE / HUSBAND	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
Not Sign	204	56.7	217	47.1	421	51.3
1 = important	119	33.1	182	39.5	301	36.7
2	19	5.3	30	6.5	49	6.0
3	16	4.4	22	4.8	38	4.6
4	0	0.0	6	1.3	6	0.7
5	2	0.6	4	0.9	6	0.7
TOTAL	360	100	461	100	821	100

$$x^2=11.419 \quad p=0.044 \quad df=5$$

33.1% of “less than 15” and 39.5% of “16 and more” respondents degree for prefer shopping with wife / husband is 1.

Table 4.2.40.4. Distribution of Respondents’ Living Time In Island to Respondents Shopping With (1=Most Important, to 5) Sister / Brother (İstanbul 2006)

WHO DO YOU SHOPPING WITH? (1=MOST IMPORTANT, TO 5) SISTER / BROTHER	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Not Sign	201	55.8	330	71.6	531	64.7
1 = important	20	5.6	30	6.5	50	6.1
2	31	8.6	23	5.0	54	6.6
3	42	11.7	45	9.8	87	10.6
4	43	11.9	23	5.0	66	8.0
5	23	6.4	10	2.2	33	4.0
TOTAL	360	100	461	100	821	100

$$x^2=33.897 \quad p=0.000 \quad df=5$$

11.7% of “less than 15” and 9.8% of “16 and more” respondents degree for prefer shopping with sister / brother is 3.

Table 4.2.40.5. Distribution of Respondents’ Living Time In Island to Respondents Shopping With (1=Most Important, to 5) Children (İstanbul 2006)

WHO DO YOU SHOPPING WITH? (1=MOST IMPORTANT, TO 5) CHILDREN	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Not Sign	244	67.8	249	54.0	493	60.0
1 = important	2	0.6	22	4.8	24	2.9
2	66	18.3	133	28.9	199	24.2
3	21	5.8	26	5.6	47	5.7
4	10	2.8	15	3.3	25	3.0
5	17	4.7	16	3.5	33	4.0
TOTAL	360	100	461	100	821	100

$$x^2=28.849 \quad p=0.000 \quad df=5$$

18.3% of “less than 15” and 28.9% of “16 and more” respondents degree for prefer shopping with children is 2.

Table 4.2.40.6. Distribution of Respondents’ Living Time In Island to Respondents Shopping With (1=Most Important, to 5) Relative (İstanbul 2006)

WHO DO YOU SHOPPING WITH? (1=MOST IMPORTANT, TO 5) RELATIVE	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
Not Sign	299	83.1	346	75.1	645	78.6
1 = important	1	0.3	1	0.2	2	0.2
2	6	1.7	14	3.0	20	2.4
3	21	5.8	35	7.6	56	6.8
4	27	7.5	30	6.5	57	6.9
5	6	1.7	35	7.6	41	5.0
TOTAL	360	100	461	100	821	100

$$x^2=18.652 \quad p=0.002 \quad df=5$$

7.5% of “less than 15” and 6.5% of “16 and more” respondents degree for prefer shopping with Relative is 4.

Table 4.2.40.7. Distribution of Respondents’ Living Time In Island to Respondents Shopping With (1=Most Important, to 5) Family Friends (İstanbul 2006)

WHO DO YOU SHOPPING WITH? (1=MOST IMPORTANT, TO 5) FAMILY FRIENDS	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
Not Sign	316	87.8	387	83.9	703	85.6
2	0	0.0	11	2.4	11	1.3
3	4	1.1	12	2.6	16	1.9
4	34	9.4	26	5.6	60	7.3
5	6	1.7	25	5.4	31	3.8
TOTAL	360	100	461	100	821	100

$$x^2=22.803 \quad p=0.000 \quad df=4$$

9.4% of “less than 15” and 5.6% of “16 and more” respondents degree for prefer shopping with family friends is 4.

Table 4.2.40.8. Distribution of Respondents' Living Time In Island to Respondents Shopping With (1=Most Important, to 5) Neighbors (İstanbul 2006)

WHO DO YOU SHOPPING WITH? (1=MOST IMPORTANT, TO 5) NEIGHBORS	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Not Sign	292	81.1	374	81.1	666	81.1
1 = important	2	0.6	2	0.4	4	0.5
2	2	0.6	2	0.4	4	0.5
3	14	3.9	18	3.9	32	3.9
4	18	5.0	28	6.1	46	5.6
5	32	8.9	37	8.0	69	8.4
TOTAL	360	100	461	100	821	100

$$x^2=0.718 \quad p=0.982 \quad df=5$$

There is no difference between living time in island “less than 15” and “16 and more” according to respondents shopping with “neighbors”. 8.9% of “less than 15” and 8.0% of “16 and more” respondents degree for prefer shopping with neighbors is 5.

Table 4.2.40.9. Distribution of Respondents' Living Time In Island to Respondents Shopping With (1=Most Important, to 5) Best Friend (İstanbul 2006)

WHO DO YOU SHOPPING WITH? (1=MOST IMPORTANT, TO 5) BEST FRIEND	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Not Sign	189	52.5	212	46.0	401	48.8
1 = important	12	3.3	27	5.9	39	4.8
2	29	8.1	51	11.1	80	9.7
3	54	15.0	56	12.1	110	13.4
4	45	12.5	62	13.4	107	13.0
5	31	8.6	53	11.5	84	10.2
TOTAL	360	100	461	100	821	100

$$x^2=9.354 \quad p=0.096 \quad df=5$$

There is no difference between living time in island “less than 15” and “16 and more” according to respondents shopping with “best friend”. 15.0% of “less than 15” and 12.1% of “16 and more” respondents degree for prefer shopping with best friend is 3.

Table 4.2.40.10. Distribution of Respondents' Living Time In Island to Respondents Shopping With (1=Most Important, to 5) Business Friend (İstanbul 2006)

WHO DO YOU SHOPPING WITH? (1=MOST IMPORTANT, TO 5) BUSINESS FRIEND	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
Not Sign	333	92.5	413	89.6	746	90.9
2	2	0.6	6	1.3	8	1.0
3	10	2.8	6	1.3	16	1.9
4	8	2.2	12	2.6	20	2.4
5	7	1.9	24	5.2	31	3.8
TOTAL	360	100	461	100	821	100

$$x^2=9.419 \quad p=0.051 \quad df=4$$

There is no difference between living time in island “less than 15” and “16 and more” according to respondents shopping with “business friend”. 1.9% of “less than 15” and 5.2% of “16 and more” respondents degree for prefer shopping with business friend is 5.

Table 4.2.40.11. Distribution of Respondents' Living Time In Island to Respondents Shopping With (1=Most Important, to 5) Alone (İstanbul 2006)

WHO DO YOU SHOPPING WITH? (1=MOST IMPORTANT, TO 5) ALONE	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
Not Sign	172	47.8	201	43.6	373	45.4
1 = important	52	14.4	96	20.8	148	18.0
2	24	6.7	20	4.3	44	5.4
3	45	12.5	66	14.3	111	13.5
4	29	8.1	50	10.8	79	9.6
5	38	10.6	28	6.1	66	8.0
TOTAL	360	100	461	100	821	100

$$x^2=14.565 \quad p=0.012 \quad df=5$$

12.5% of “less than 15” and 14.3% of “16 and more” respondents degree for prefer shopping alone is 3.

Table 4.2.40.12. Distribution of Respondents' Living Time In Island to Respondents Shopping With (1=Most Important, to 5) Girlfriend/Boyfriend (İstanbul 2006)

WHO DO YOU SHOPPING WITH? (1=MOST IMPORTANT, TO 5) GIRLFRIEND/BOYFRIEND	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
Not Sign	360	100.0	447	97.0	807	98.3
2	0	0.0	4	0.9	4	0.5
4	0	0.0	4	0.9	4	0.5
5	0	0.0	6	1.3	6	0.7
TOTAL	360	100	461	100	821	100

$$x^2=11.122 \quad p=0.011 \quad df=3$$

12.5% of “less than 15” and 14.3% of “16 and more” respondents degree for prefer shopping with girlfriend / boyfriend is 5.

Table 4.2.41.1. Distribution of Respondents' Living Time In Island to Important Continental Characteristic That Is Respondents Looking For After Respondents Begin to Live In The Island (1) (İstanbul 2006)

WHAT IS THE MOST IMPORTANT CONTINENTAL CHARACTERISTIC THAT IS YOU LOOKING FOR AFTER YOU BEGIN TO LIVE IN THE ISLAND? (1)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
Not Sign	70	19.4	60	13.0	130	15.8
There's not	144	40.0	229	49.7	373	45.4
There is/ no explanation	5	1.4	4	0.9	9	1.1
More opportunities in every field	2	0.6	0	0.0	2	0.2
All characteristics of the city where I left behind	10	2.8	0	0.0	10	1.2
Shopping	22	6.1	12	2.6	34	4.1
Not to find what ever we look for	0	0.0	4	0.9	4	0.5
Much more variety	0	0.0	2	0.4	2	0.2
Cheapness	7	1.9	0	0.0	7	0.8
Possibility of clothing shopping	0	0.0	4	0.9	4	0.5
Big shopping centre	2	0.6	2	0.4	4	0.5
Doctor at night	0	0.0	6	1.3	6	0.7
Health centre	0	0.0	8	1.7	8	1.0
Fun possibilities	9	2.5	4	0.9	13	1.6

Cinema	9	2.5	4	0.9	13	1.6
Social activities	8	2.2	13	2.8	21	2.6
People, friendship	6	1.7	6	1.3	12	1.5
Arrival	14	3.9	37	8.0	51	6.2
Transmission in anytime I want	29	8.1	45	9.8	74	9.0
Cars	8	2.2	12	2.6	20	2.4
Taxi	0	0.0	2	0.4	2	0.2
There is/work	2	0.6	2	0.4	4	0.5
Green area	9	2.5	5	1.1	14	1.7
Plateau	4	1.1	0	0.0	4	0.5
TOTAL	360	100	461	100	821	100

$$x^2=81.816 \quad p=0.000 \quad df=23$$

8.1% of “less than 15” and 9.8% of “16 and more” respondents most important continental charecteristics that look for after begin to live in the island is transmission in anytime they want. 6.1% of “less than 15” and 2.6% of “16 and more” respondents most important continental charecteristics that look for after begin to live in the island is shopping.

Table 4.2.41.2. Distribution of Respondents’ Living Time In Island to Important Continental Characteristic That Is Respondents Looking For After Respondents Begin to Live In The Island (2) (İstanbul 2006)

WHAT IS THE MOST IMPORTANT CONTINENTAL CHARACTERISTIC THAT IS YOU LOOKING FOR AFTER YOU BEGIN TO LIVE IN THE ISLAND? (2)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
Not Sign	341	94.7	437	94.8	779	94.8
Shopping	0	0.0	2	0.4	2	0.2
Much more variety	0	0.0	2	0.4	2	0.2
Cheapness	2	0.6	0	0.0	2	0.2
Burger king	0	0.0	2	0.4	2	0.2
Health centre	4	1.1	2	0.4	6	0.7
Fun possibilities	0	0.0	2	0.4	2	0.2
Theatre	2	0.6	2	0.4	4	0.5
Cinema	0	0.0	2	0.4	2	0.2

Social activities	5	1.4	0	0.0	5	0.6
People, friendship	4	1.1	1	0.2	5	0.6
Arrival	0	0.0	2	0.4	2	0.2
Transmission in anytime I want	0	0.0	2	0.4	2	0.2
Car	0	0.0	5	1.1	5	0.6
There is/house	2	0.6	0	0.0	2	0.2
TOTAL	360	100	461	100	821	100

$$x^2=30.347 \quad p=0.007 \quad df=14$$

1.1% of “less than 15” and 0.2% of “16 and more” respondents most important continental charecteristics that look for after begin to live in the island is people, friendship. 1.4% of “less than 15” respondents most important continental charecteristics that look for after begin to live in the island is social activities. 1.1% of “16 and more” respondents most important continental charecteristics that look for after begin to live in the island is car.

Table 4.2.42.1. Distribution of Respondents’ Living Time In Island to Respondents Attention In Advertisements (Note Down 2 of Them) (1) (İstanbul 2006)

WHAT DOES IT MOST TAKE YOUR ATTENTION IN ADVERTISEMENTS? (NOTE DOWN 2 OF THEM) (1)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
The product itself	219	60.8	228	49.5	447	54.4
The advertisement itself	58	16.1	72	15.6	130	15.8
Campaigns/discounts	59	16.4	93	20.2	152	18.5
The message from the advertisement	22	6.1	52	11.3	74	9.0
The elements belonging to my culture	2	0.6	8	1.7	10	1.2
Other, I am against advertisements; I am not interested	0	0.0	8	1.7	8	1.0
TOTAL	360	100	461	100	821	100

$$x^2=20.948 \quad p=0.001 \quad df=5$$

16.4% of “less than 15” and 20.2% of “16 and more” respondents attention in advertisements is campaigns/discounts. 16.1% of “less than 15” and 15.6% of “16 and more” respondents attention in advertisements is advertisement itself.

Table 4.2.42.2. Distribution of Respondents' Living Time In Island to Respondents Attention In Advertisements (Note Down 2 of Them) 2 (İstanbul 2006)

WHAT DOES IT MOST TAKE YOUR ATTENTION IN ADVERTISEMENTS? (NOTE DOWN 2 OF THEM) (2)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
The product itself	0	0.0	2	0.4	2	0.2
The advertisement itself	39	10.8	30	6.5	69	8.4
Campaigns/discounts	122	33.9	98	21.3	220	26.8
The message from the advertisement	88	24.4	104	22.6	192	23.4
The elements belonging to my culture	44	12.2	96	20.8	140	17.1
Not Sign	67	18.6	126	27.3	193	23.5
Other, I am against advertisements; I am not interested	0	0.0	5	1.1	5	0.6
TOTAL	360	100	461	100	821	100

$$x^2=37.620 \quad p=0.000 \quad df=6$$

33.9% of “less than 15” and 21.3% of “16 and more” respondents attention in advertisements is campaigns/discounts. 24.4% of “less than 15” and 22.6% of “16 and more” respondents attention in advertisements is message from the advertisement.

Table 4.2.43. Distribution of Respondents' Living Time In Island to Respondents Tell Their Children How to Choose The Products (İstanbul 2006)

DO YOU TELL YOUR CHILDREN HOW TO CHOOSE THE PRODUCTS?	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
No	108	30.0	86	18.7	194	23.6
Yes/ no explanation	32	8.9	81	17.6	113	13.8
Single	28	7.8	24	5.2	52	6.3
Good quality shopping / products	50	13.9	86	18.7	136	16.6
Consumer should be conscious	31	8.6	69	15.0	100	12.2
Must learn to look the end date of products	12	3.3	8	1.7	20	2.4
Preparation to future	18	5.0	20	4.3	38	4.6
to make spending carefully	8	2.2	15	3.3	23	2.8
Choosing healthy and right products	16	4.4	26	5.6	42	5.1
to make use of experiences	0	0.0	4	0.9	4	0.5
to be thrifty	4	1.1	6	1.3	10	1.2

For not being a brand dependent	0	0.0	2	0.4	2	0.2
I have no kids	53	14.7	34	7.4	87	10.6
TOTAL	360	100	461	100	821	100

$$x^2=52.353 \quad p=0.000 \quad df=12$$

13.9% of “less than 15” and 18.7% of “16 and more” respondents tell their children how to choose the products for good quality shopping / products.

Table 4.2.44. Distribution of Respondents’ Living Time In Island to Respondents Training Their Children About The Importance of Cultural Consume (If Yes, Why?) (İstanbul 2006)

ARE YOU TRAINING YOUR CHILDREN ABOUT THE IMPORTANCE OF CULTURAL CONSUME? (IF YES, WHY?)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
No	96	26.7	109	23.6	205	25.0
Yes, no explanation	88	24.4	149	32.3	237	28.9
Single	28	7.8	28	6.1	56	6.8
to teach my culture	30	8.3	46	10.0	76	9.3
to make them understand the importance of culture	29	8.1	44	9.5	73	8.9
to make him to teach his own children	0	0.0	6	1.3	6	0.7
to make him a cultured person	2	0.6	6	1.3	8	1.0
to make him buy his needs not wants first	4	1.1	10	2.2	14	1.7
to make him improve himself	7	1.9	11	2.4	18	2.2
to make him a useful person for him and for society	4	1.1	2	0.4	6	0.7
For his future	6	1.7	8	1.7	14	1.7
to make him use our own products	2	0.6	2	0.4	4	0.5
His life-style should be sensible to his culture	2	0.6	0	0.0	2	0.2
to make him conscious	2	0.6	2	0.4	4	0.5
The necessity of our culture’s survive	2	0.6	4	0.9	6	0.7
He can learn quick in early ages	5	1.4	0	0.0	5	0.6
I have no kids	53	14.7	34	7.4	87	10.6
TOTAL	360	100	461	100	821	100

$$x^2=35.314 \quad p=0.004 \quad df=16$$

8.3% of “less than 15” and 10.0% of “16 and more” respondents training their children about the importance of cultural consume for to teach their culture. 8.1% of “less than 15” and 9.5% of “16 and more” respondents training their children about the importance of cultural consume for to make them understand the importance of culture.

Table 4.2.45.1. Distribution of Respondents’ Living Time In Island to Have Influence Over Respondent On Shopping; Mother (İstanbul 2006)

WHICH PERSONS HAVE INFLUENCE OVER YOU ON SHOPPING? (1=IMPORTANT, TO 5) MOTHER	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
Not Sign	176	48.9	328	71.1	504	61.4
1 = important	105	29.2	78	16.9	183	22.3
2	52	14.4	31	6.7	83	10.1
3	9	2.5	9	2.0	18	2.2
4	2	0.6	13	2.8	15	1.8
5	16	4.4	2	0.4	18	2.2
TOTAL	360	100	461	100	821	100

$$x^2=62.616 \quad p=0.000 \quad df=5$$

12.5% of “less than 15” and 14.3% of “16 and more” respondents degree for mother influence over shopping is 1.

Table 4.2.45.2. Distribution of Respondents’ Living Time In Island to Have Influence Over Respondent On Shopping; Father (İstanbul 2006)

WHICH PERSONS HAVE INFLUENCE OVER YOU ON SHOPPING? (1=IMPORTANT, TO 5) FATHER	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
Not Sign	234	65.0	364	79.0	598	72.8
1 = important	30	8.3	13	2.8	43	5.2
2	56	15.6	59	12.8	115	14.0
3	32	8.9	14	3.0	46	5.6
4	8	2.2	4	0.9	12	1.5
5	0	0.0	7	1.5	7	0.9
TOTAL	360	100	461	100	821	100

$$x^2=38.596 \quad p=0.000 \quad df=5$$

15.6% of “less than 15” and 12.8% of “16 and more” respondents degree for father influence over shopping is 2.

Table 4.2.45.3. Distribution of Respondents’ Living Time In Island to Have Influence Over Respondent On Shopping; Wife / Husband (İstanbul 2006)

WHICH PERSONS HAVE INFLUENCE OVER YOU ON SHOPPING? (1=IMPORTANT, TO 5) WIFE / HUSBAND	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
Not Sign	234	65.0	271	58.8	505	61.5
1 = important	89	24.7	130	28.2	219	26.7
2	15	4.2	31	6.7	46	5.6
3	14	3.9	22	4.8	36	4.4
4	6	1.7	3	0.7	9	1.1
5	2	0.6	4	0.9	6	0.7
TOTAL	360	100	461	100	821	100

$$x^2=7.078 \quad p=0.215 \quad df=5$$

There is no difference between living time in island “less than 15” and “16 and more” according to have influence over respondent on shopping; “wife / husband”. 24.7% of “less than 15” and 28.2% of “16 and more” respondents degree for wife/husband influence over shopping is 1.

Table 4.2.45.4. Distribution of Respondents’ Living Time In Island to Have Influence Over Respondent On Shopping; Sister / Brother (İstanbul 2006)

WHICH PERSONS HAVE INFLUENCE OVER YOU ON SHOPPING? (1=IMPORTANT, TO 5) SISTER / BROTHER	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
Not Sign	232	64.4	330	71.6	562	68.5
1 = important	10	2.8	25	5.4	35	4.3
2	35	9.7	22	4.8	57	6.9
3	36	10.0	38	8.2	74	9.0
4	27	7.5	36	7.8	63	7.7
5	20	5.6	10	2.2	30	3.7

TOTAL	360	100	461	100	821	100
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$$x^2=19.018 \quad p=0.002 \quad df=5$$

10.0% of “less than 15” and 8.2% of “16 and more” respondents degree for sister / brother influence over shopping is 1.

Table 4.2.45.5. Distribution of Respondents’ Living Time In Island to Have Influence Over Respondent On Shopping; Children (İstanbul 2006)

WHICH PERSONS HAVE INFLUENCE OVER YOU ON SHOPPING? (1=IMPORTANT, TO 5) CHILDREN	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
Not Sign	297	82.5	327	70.9	624	76.0
1 = important	7	1.9	30	6.5	37	4.5
2	31	8.6	56	12.1	87	10.6
3	6	1.7	24	5.2	30	3.7
4	7	1.9	6	1.3	13	1.6
5	12	3.3	18	3.9	30	3.7
TOTAL	360	100	461	100	821	100

$$x^2=22.922 \quad p=0.000 \quad df=5$$

8.6% of “less than 15” and 12.1% of “16 and more” respondents degree for children influence over shopping is 2.

Table 4.2.45.6. Distribution of Respondents’ Living Time In Island to Have Influence Over Respondent On Shopping; Relative (İstanbul 2006)

WHICH PERSONS HAVE INFLUENCE OVER YOU ON SHOPPING? (1=IMPORTANT, TO 5) RELATIVE	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
Not Sign	321	89.2	349	75.7	670	81.6
1 = important	6	1.7	6	1.3	12	1.5
2	2	0.6	20	4.3	22	2.7
3	9	2.5	33	7.2	42	5.1
4	15	4.2	26	5.6	41	5.0
5	7	1.9	27	5.9	34	4.1
TOTAL	360	100	461	100	821	100

$$x^2=32.393 \quad p=0.000 \quad df=5$$

2.5% of “less than 15” and 7.2% of “16 and more” respondents degree for relative influence over shopping is 3.

Table 4.2.45.7. Distribution of Respondents’ Living Time In Island to Have Influence Over Respondent On Shopping; Family Friends (İstanbul 2006)

WHICH PERSONS HAVE INFLUENCE OVER YOU ON SHOPPING? (1=IMPORTANT, TO 5) FAMILY FRIENDS	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Not Sign	308	85.6	391	84.8	699	85.1
1 = important	0	0.0	6	1.3	6	0.7
2	0	0.0	2	0.4	2	0.2
3	14	3.9	23	5.0	37	4.5
4	15	4.2	10	2.2	25	3.0
5	23	6.4	29	6.3	52	6.3
TOTAL	360	100	461	100	821	100

$$x^2=9.455 \quad p=0.092 \quad df=5$$

There is no difference between living time in island “less than 15” and “16 and more” according to have influence over respondent on shopping; “family friends”. 6.4% of “less than 15” and 6.3% of “16 and more” respondents degree for family friends influence over shopping is 5.

Table 4.2.45.8. Distribution of Respondents’ Living Time In Island to Have Influence Over Respondent On Shopping; Neighbors (İstanbul 2006)

WHICH PERSONS HAVE INFLUENCE OVER YOU ON SHOPPING? (1=IMPORTANT, TO 5) NEIGHBORS	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Not Sign	270	75.0	369	80.0	639	77.8
1 = important	2	0.6	2	0.4	4	0.5
2	14	3.9	16	3.5	30	3.7
3	39	10.8	23	5.0	62	7.6
4	18	5.0	24	5.2	42	5.1
5	17	4.7	27	5.9	44	5.4
TOTAL	360	100	461	100	821	100

$$x^2=10.464 \quad p=0.063 \quad df=5$$

There is no difference between living time in island “less than 15” and “16 and more” according to have influence over respondent on shopping; “neighbors”. 10.8% of “less than 15” and 5.0% of “16 and more” respondents degree for neighbors influence over shopping is 3.

Table 4.2.45.9. Distribution of Respondents’ Living Time In Island to Have Influence Over Respondent On Shopping; Best Friend (İstanbul 2006)

WHICH PERSONS HAVE INFLUENCE OVER YOU ON SHOPPING? (1=IMPORTANT, TO 5) BEST FRIEND	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
Not Sign	224	62.2	300	65.1	524	63.8
1 = important	24	6.7	26	5.6	50	6.1
2	34	9.4	48	10.4	82	10.0
3	29	8.1	27	5.9	56	6.8
4	30	8.3	38	8.2	68	8.3
5	19	5.3	22	4.8	41	5.0
TOTAL	360	100	461	100	821	100

$$x^2=2.336 \quad p=0.801 \quad df=5$$

There is no difference between living time in island “less than 15” and “16 and more” according to have influence over respondent on shopping; “best friend”. 9.4% of “less than 15” and 10.4% of “16 and more” respondents degree for best friend influence over shopping is 2.

Table 4.2.45.10. Distribution of Respondents’ Living Time In Island to Have Influence Over Respondent On Shopping; Business Friends (İstanbul 2006)

WHICH PERSONS HAVE INFLUENCE OVER YOU ON SHOPPING? (1=IMPORTANT, TO 5) BUSINESS FRIENDS	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
Not Sign	320	88.9	407	88.3	727	88.6
1 = important	4	1.1	5	1.1	9	1.1
2	4	1.1	10	2.2	14	1.7
3	0	0.0	14	3.0	14	1.7
4	23	6.4	17	3.7	40	4.9
5	9	2.5	8	1.7	17	2.1

TOTAL	360	100	461	100	821	100
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$$x^2=15.868 \quad p=0.007 \quad df=5$$

6.4% of “less than 15” and 3.7% of “16 and more” respondents degree for business friends influence over shopping is 4.

Table 4.2.45.11. Distribution of Respondents’ Living Time In Island to Have Influence Over Respondent On Shopping; Boss / Manager (İstanbul 2006)

WHICH PERSONS HAVE INFLUENCE OVER YOU ON SHOPPING? (1=IMPORTANT, TO 5) BOSS / MANAGER	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
Not Sign	346	96.1	441	95.7	787	95.9
1 = important	0	0.0	8	1.7	8	1.0
2	2	0.6	0	0.0	2	0.2
3	6	1.7	4	0.9	10	1.2
4	2	0.6	0	0.0	2	0.2
5	4	1.1	8	1.7	12	1.5
TOTAL	360	100	461	100	821	100

$$x^2=12.972 \quad p=0.024 \quad df=5$$

1.1% of “less than 15” and 1.7% of “16 and more” respondents degree for boss / manager influence over shopping is 5.

Table 4.2.45.12. Distribution of Respondents’ Living Time In Island to Have Influence Over Respondent On Shopping; Famous People (Artist, Business Man, Politicians, Etc.) (İstanbul 2006)

WHICH PERSONS HAVE INFLUENCE OVER YOU ON SHOPPING? (1=IMPORTANT, TO 5) FAMOUS PEOPLE (ARTIST, BUSINESS MAN, POLITICIANS, ETC.)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
Not Sign	314	87.2	412	89.4	726	88.4
1 = important	2	0.6	6	1.3	8	1.0
2	6	1.7	6	1.3	12	1.5
3	6	1.7	12	2.6	18	2.2

4	11	3.1	11	2.4	22	2.7
5	21	5.8	14	3.0	35	4.3
TOTAL	360	100	461	100	821	100

$$x^2=6.299 \quad p=0.278 \quad df=5$$

There is no difference between living time in island “less than 15” and “16 and more” according to have influence over respondent on shopping; “famous people”. 5.8% of “less than 15” and 3.0% of “16 and more” respondents degree for famous people influence over shopping is 5.

Table 4.2.45.13. Distribution of Respondents’ Living Time In Island to Have Influence Over Respondent On Shopping; Advertisements, Cinema, TV, Theatre, Periodicals, Books, Etc. (İstanbul 2006)

WHICH PERSONS HAVE INFLUENCE OVER YOU ON SHOPPING? (1=IMPORTANT, TO 5) ADVERTISEMENTS, CINEMA, TV, THEATRE, PERIODICALS, BOOKS, ETC.	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
Not Sign	299	83.1	386	83.7	685	83.4
1 = important	6	1.7	10	2.2	16	1.9
2	6	1.7	14	3.0	20	2.4
3	16	4.4	12	2.6	28	3.4
4	23	6.4	19	4.1	42	5.1
5	10	2.8	20	4.3	30	3.7
TOTAL	360	100	461	100	821	100

$$x^2=7.220 \quad p=0.205 \quad df=5$$

There is no difference between living time in island “less than 15” and “16 and more” according to have influence over respondent on shopping; “advertisements, cinema, TV, theatre, periodicals, books, etc.”. 6.4% of “less than 15” and 4.1% of “16 and more” respondents degree for advertisements, cinema, TV, theatre, periodicals, books, etc. influence over shopping is 4.

Table 4.2.45.14. Distribution of Respondents' Living Time In Island to Have Influence Over Respondent On Shopping; No One (İstanbul 2006)

WHICH PERSONS HAVE INFLUENCE OVER YOU ON SHOPPING? (1=IMPORTANT, TO 5) NO ONE	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
Not Sign	266	73.9	290	62.9	556	67.7
1 = important	75	20.8	116	25.2	191	23.3
2	11	3.1	16	3.5	27	3.3
3	4	1.1	23	5.0	27	3.3
4	4	1.1	12	2.6	16	1.9
5	0	0.0	4	0.9	4	0.5
TOTAL	360	100	461	100	821	100

$$x^2=20.011 \quad p=0.001 \quad df=5$$

20.8% of “less than 15” and 25.2% of “16 and more” respondents degree for no one influence over shopping is 1.

Table 4.2.46. Distribution of Respondents' Living Time In Island to Respondents Evaluate The People According to Their Shopping (Consumes) (İstanbul 2006)

DO YOU EVALUATE THE PEOPLE ACCORDING TO THEIR SHOPPING (CONSUMES)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
No	273	75.8	321	69.6	594	72.4
Yes	87	24.2	140	30.4	227	27.6
TOTAL	360	100	461	100	821	100

$$x^2=3.887 \quad p=0.049 \quad df=1$$

24.2% of “less than 15” and 30.4% of “16 and more” respondents evaluate the people according to their shopping.

Table 4.2.47. Distribution of Respondents' Living Time In Island to Do Respondents Believe That The Products They Use Reflect Their Status (İstanbul 2006)

DO YOU BELIEVE THAT THE PRODUCTS YOU USE REFLECT YOUR STATUS? IS IT IMPORTANT FOR YOU?	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
No	168	46.7	239	51.8	407	49.6
Yes	192	53.3	222	48.2	414	50.4
TOTAL	360	100	461	100	821	100

$$x^2=2.167 \quad p=0.141 \quad df=1$$

There is no difference between living time in island “less than 15” and “16 and more” according to do respondents believe that the products they use reflect their status. 53.3% of “less than 15” and 48.2% of “16 and more” respondents believe that the products they use reflect their status is important for them.

Table 4.2.48. Distribution of Respondents' Living Time In Island to Why Do Respondents Care to Buy Their Needs From Islander (İstanbul 2006)

WHY DO YOU CARE TO BUY YOUR NEEDS FROM ISLANDER?	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
I don't care	268	74.4	324	70.3	592	72.1
Other; I care; no explanation	20	5.6	27	5.9	47	5.7
Other; I care; they sell good quality goods	4	1.1	4	0.9	8	1.0
Other, I care, feel myself safe	3	0.8	8	1.7	11	1.3
Other, because they are acquaintance	41	11.4	59	12.8	100	12.2
Other, in order to make the islanders earn money	10	2.8	27	5.9	37	4.5
Other, because of obligation	6	1.7	4	0.9	10	1.2
Other, they make discount	2	0.6	0	0.0	2	0.2
Other, we can buy on credit	0	0.0	2	0.4	2	0.2
Other, because of nearness	4	1.1	6	1.3	10	1.2
Other, home delivery service is attractive	2	0.6	0	0.0	2	0.2
TOTAL	360	100	461	100	821	100

$$x^2=14.254 \quad p=0.162 \quad df=10$$

There is no difference between living time in island “less than 15” and “16 and more” according to why do respondents care to buy their needs from islander. 11.4% of “less than 15” and 12.8% of “16 and more” respondents care to buy their needs from islander because they are acquaintance.

Table 4.2.49.1. Distribution of Respondents’ Living Time In Island to The Products That Respondents Notice Their Neighbors’ Culture; First (İstanbul 2006)

WHAT ARE THE PRODUCTS THAT MAKE YOUR NEIGHBORS NOTICE YOUR CULTURE? FIRST	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Not Sign	178	49.4	214	46.4	392	47.7
There is not	37	10.3	31	6.7	68	8.3
Garden furniture	0	0.0	2	0.4	2	0.2
House furniture	2	0.6	2	0.4	4	0.5
White goods	2	0.6	2	0.4	4	0.5
Speaking	13	3.6	21	4.6	34	4.1
Gestures	0	0.0	10	2.2	10	1.2
Life-style	4	1.1	32	6.9	36	4.4
Custom and traditions	4	1.1	0	0.0	4	0.5
The environment they live	5	1.4	0	0.0	5	0.6
Computer/ internet usage	0	0.0	5	1.1	5	0.6
Broadcasts they watch	11	3.1	2	0.4	13	1.6
Music they listen	2	0.6	6	1.3	8	1.0
Kemence	2	0.6	0	0.0	2	0.2
Books	4	1.1	22	4.8	26	3.2
Newspaper	0	0.0	14	3.0	14	1.7
Dressing style	49	13.6	40	8.7	89	10.8
Traditional cloths	4	1.1	0	0.0	4	0.5
Consumer behavior-characteristics	2	0.6	4	0.9	6	0.7
Brand	3	0.8	5	1.1	8	1.0
Comments about what they buy	6	1.7	0	0.0	6	0.7
Meals, foods	20	5.6	40	8.7	60	7.3
Oil they use	0	0.0	1	0.2	1	0.1
Erzincan-Tulum cheese	0	0.0	4	0.9	4	0.5
Kandira Pitta	2	0.6	0	0.0	2	0.2

İçli köfte	0	0.0	4	0.9	4	0.5
Kete	4	1.1	0	0.0	4	0.5
Ülker (brand)	2	0.6	0	0.0	2	0.2
Hazelnut	2	0.6	0	0.0	2	0.2
Drink	2	0.6	0	0.0	2	0.2
TOTAL	360	100	461	100	821	100

$$x^2=119.312 \quad p=0.000 \quad df=29$$

Dressing style notice 13.6% of “less than 15” and 8.7% of “16 and more” respondents’ neighbors’ culture. Meals, foods notice 5.6% of “less than 15” and 8.7% of “16 and more” respondents’ neighbors’ culture.

Table 4.2.49.2. Distribution of Respondents’ Living Time In Island to The Products That Respondents Notice Their Neighbors’ Culture; Second (İstanbul 2006)

WHAT ARE THE PRODUCTS THAT MAKE YOUR NEIGHBORS NOTICE YOUR CULTURE? SECOND	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Not Sign	231	64.2	291	63.1	522	63.6
Furniture	5	1.4	4	0.9	9	1.1
House furniture	18	5.0	2	0.4	20	2.4
His/her car	5	1.4	0	0.0	5	0.6
Boat	0	0.0	2	0.4	2	0.2
Speaking	10	2.8	14	3.0	24	2.9
Gestures	2	0.6	2	0.4	4	0.5
Life-style	2	0.6	28	6.1	30	3.7
Education	0	0.0	4	0.9	4	0.5
Custom and traditions	6	1.7	0	0.0	6	0.7
Beliefs	0	0.0	4	0.9	4	0.5
Cleanings	6	1.7	4	0.9	10	1.2
Entertainments	2	0.6	2	0.4	4	0.5
Number of kids	0	0.0	2	0.4	2	0.2
The environment they live	0	0.0	2	0.4	2	0.2
Games	2	0.6	0	0.0	2	0.2
Computer/ internet usage	0	0.0	6	1.3	6	0.7
Broadcasts they watch	7	1.9	0	0.0	7	0.9
Music they listen	0	0.0	6	1.3	6	0.7

Things about music(instruments)	0	0.0	4	0.9	4	0.5
Books	4	1.1	2	0.4	6	0.7
Periodicals	0	0.0	4	0.9	4	0.5
Newspaper	7	1.9	22	4.8	29	3.5
Dressing style	13	3.6	18	3.9	31	3.8
Ornaments-decorative objects	0	0.0	2	0.4	2	0.2
Consumer behavior-characteristics	0	0.0	4	0.9	4	0.5
Quality of goods they buy	1	0.3	3	0.7	4	0.5
Brand	4	1.1	0	0.0	4	0.5
Food shopping	0	0.0	2	0.4	2	0.2
Their preferences of open products from bazaar	0	0.0	2	0.4	2	0.2
Meals, foods	25	6.9	14	3.0	39	4.8
Tomato sauce they use	0	0.0	1	0.2	1	0.1
Kandıra delight(pastry)	2	0.6	0	0.0	2	0.2
Tokat-Tokat leaves	0	0.0	4	0.9	4	0.5
Cabbage	4	1.1	4	0.9	8	1.0
Fish soup	2	0.6	0	0.0	2	0.2
Jam	0	0.0	2	0.4	2	0.2
Coffee	2	0.6	0	0.0	2	0.2
TOTAL	360	100	461	100	821	100

$$x^2=127.243 \quad p=0.000 \quad df=37$$

Meals, foods notice 6.9% of “less than 15” and 3.0% of “16 and more” respondents’ neighbors’ culture. Dressing style notice 3.6% of “less than 15” and 3.9% of “16 and more” respondents’ neighbors’ culture. Life-style notice 0.6% of “less than 15” and 6.1% of “16 and more” respondents’ neighbors’ culture.

Table 4.2.49.3. Distribution of Respondents’ Living Time In Island to The Products That Respondents Notice Their Neighbors’ Culture; Third (İstanbul 2006)

WHAT ARE THE PRODUCTS THAT MAKE YOUR NEIGHBORS NOTICE YOUR CULTURE? THIRD	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
Not Sign	254	70.6	342	74.2	596	72.6
House furniture	9	2.5	4	0.9	13	1.6
Electric house equipments	0	0.0	2	0.4	2	0.2

His/her car	5	1.4	0	0.0	5	0.6
Mobile phone	0	0.0	2	0.4	2	0.2
Speaking	12	3.3	8	1.7	20	2.4
Gestures	6	1.7	0	0.0	6	0.7
Life-style	13	3.6	4	0.9	17	2.1
Habits	0	0.0	6	1.3	6	0.7
Social life	2	0.6	2	0.4	4	0.5
The environment they live	2	0.6	0	0.0	2	0.2
Holiday habits	0	0.0	5	1.1	5	0.6
The degree of their warmth to art	0	0.0	2	0.4	2	0.2
Broadcasts they watch	4	1.1	0	0.0	4	0.5
Music they listen	0	0.0	6	1.3	6	0.7
Things about music(instruments)	0	0.0	2	0.4	2	0.2
Books	7	1.9	2	0.4	9	1.1
Periodicals	2	0.6	10	2.2	12	1.5
Newspaper	7	1.9	6	1.3	13	1.6
Dressing style	13	3.6	19	4.1	32	3.9
Shopping	4	1.1	0	0.0	4	0.5
Products they buy for their kids	0	0.0	2	0.4	2	0.2
Their unpackaged milk shopping preference	0	0.0	2	0.4	2	0.2
Meals, foods	10	2.8	20	4.3	30	3.7
Oil they use	0	0.0	2	0.4	2	0.2
Pepper they use	0	0.0	1	0.2	1	0.1
Kandıra cheese	2	0.6	0	0.0	2	0.2
The Black Sea people buy black cabbage from bazaar	0	0.0	2	0.4	2	0.2
Black Sea person – anchovy	0	0.0	4	0.9	4	0.5
İçli köfte	4	1.1	0	0.0	4	0.5
Kete	0	0.0	4	0.9	4	0.5
Fish meat ball	2	0.6	0	0.0	2	0.2
Tea	2	0.6	0	0.0	2	0.2
Drink	0	0.0	2	0.4	2	0.2
TOTAL	360	100	461	100	821	100

$$x^2=97.173 \quad p=0.000 \quad df=33$$

Meals, foods notice 2.8% of “less than 15” and 4.3% of “16 and more” respondents’ neighbors’ culture. Dressing style notice 3.6% of “less than 15” and 4.1% of

“16 and more” respondents’ neighbors’ culture. Speaking notice 3.3% of “less than 15” and 1.7% of “16 and more” respondents’ neighbors’ culture.

Table 4.2.49.4. Distribution of Respondents’ Living Time In Island to The Products That Respondents Notice Their Neighbors’ Culture; Fourth (İstanbul 2006)

WHAT ARE THE PRODUCTS THAT MAKE YOUR NEIGHBORS NOTICE YOUR CULTURE? FOURTH	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Not Sign	292	81.1	405	87.9	697	84.9
House furniture	0	0.0	4	0.9	4	0.5
His/her car	2	0.6	0	0.0	2	0.2
Mobile phone	0	0.0	4	0.9	4	0.5
Speaking	11	3.1	8	1.7	19	2.3
Gestures	5	1.4	0	0.0	5	0.6
Social life	5	1.4	2	0.4	7	0.9
Entertainments	6	1.7	0	0.0	6	0.7
Fashion/pleasure	5	1.4	0	0.0	5	0.6
Education of their kids	0	0.0	5	1.1	5	0.6
The environment they live	0	0.0	4	0.9	4	0.5
Job	5	1.4	0	0.0	5	0.6
The degree of their warmth to art	0	0.0	2	0.4	2	0.2
Broadcasts they watch	4	1.1	4	0.9	8	1.0
Music they listen	5	1.4	2	0.4	7	0.9
Theatre	0	0.0	2	0.4	2	0.2
Books	0	0.0	4	0.9	4	0.5
Periodicals	2	0.6	0	0.0	2	0.2
Dressing style	4	1.1	4	0.9	8	1.0
Accessories they use	0	0.0	2	0.4	2	0.2
Shoes	2	0.6	0	0.0	2	0.2
Meals, foods	4	1.1	2	0.4	6	0.7
Pastries	0	0.0	1	0.2	1	0.1
Butter	4	1.1	0	0.0	4	0.5
Kandira yoghurt	2	0.6	0	0.0	2	0.2
Inner Anatolia people use pastry	0	0.0	2	0.4	2	0.2
Syrian people-with sour plum(unripe plum) meat cooking	0	0.0	4	0.9	4	0.5

Drink	2	0.6	0	0.0	2	0.2
TOTAL	360	100	461	100	821	100

$$x^2=79.815 \quad p=0.000 \quad df=27$$

Speaking notice 3.1% of “less than 15” and 1.7% of “16 and more” respondents’ neighbors’ culture. Dressing style notice 1.1% of “less than 15” and 0.9% of “16 and more” respondents’ neighbors’ culture. Broadcasts they watch notice 1.1% of “less than 15” and 0.9% of “16 and more” respondents’ neighbors’ culture.

Table 4.2.49.5. Distribution of Respondents’ Living Time In Island to The Products That Respondents Notice Their Neighbors’ Culture; Fifth (İstanbul 2006)

WHAT ARE THE PRODUCTS THAT MAKE YOUR NEIGHBORS NOTICE YOUR CULTURE? FIFTH	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Not Sign	316	87.8	438	95.0	754	91.8
Speaking	2	0.6	0	0.0	2	0.2
Gestures	0	0.0	2	0.2	2	0.2
Life-style	2	0.6	0	0.0	2	0.2
Education	0	0.0	2	0.4	2	0.2
The environment they live	5	1.4	0	0.0	5	0.6
Job	4	1.1	0	0.0	4	0.5
Their approach about sports	2	0.6	0	0.0	2	0.2
Computer/ internet usage	0	0.0	4	0.9	4	0.5
Music they listen	4	1.1	0	0.0	4	0.5
Cinema	0	0.0	2	0.4	2	0.2
Things about music (instruments)	0	0.0	2	0.4	2	0.2
Books	9	2.5	2	0.4	2	1.3
Newspaper	5	1.4	0	0.0	5	0.6
Dressing style	0	0.0	6	1.3	6	0.7
Meals, foods	5	1.4	0	0.0	5	0.6
Kandira pepper	2	0.6	0	0.0	2	0.2
Jewish people make limited and special shopping	0	0.0	2	0.4	2	0.2
Meat products	0	0.0	1	0.2	1	0.1
Cheese	4	1.1	0	0.0	4	0.5
TOTAL	360	100	461	100	821	100

$$x^2=68.811 \quad p=0.000 \quad df=19$$

Books notice 2.5% of “less than 15” and 0.4% of “16 and more” respondents’ neighbors’ culture. Dressing style notice 1.3% of “16 and more” respondents’ neighbors’ culture.

Table 4.2.50.1. Distribution of Respondents’ Living Time In Island to How Often Respondents Go to Cinema (İstanbul 2006)

WHICH ONE OF THE THINGS WRITTEN BELOW DO YOU GO TO AND HOW OFTEN? CINEMA	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Never	104	28.9	133	28.9	237	28.9
Rarely	131	36.4	203	44.0	334	40.7
Several in a week	4	1.1	9	2.0	13	1.6
One in a month	71	19.7	68	14.8	139	16.9
Often	37	10.3	42	9.1	79	9.6
TOTAL	360	100	461	100	821	100

$$x^2=11.705 \quad p=0.039 \quad df=5$$

36.4% of “less than 15” and 44.0% of “16 and more” respondents rarely go to cinema.

Table 4.2.50.1.1. Distribution of Respondents’ Living Time In Island to Where Respondents Go to Cinema (1) (İstanbul 2006)

WHICH ONE OF THE THINGS WRITTEN BELOW DO YOU GO TO AND HOW OFTEN? WHERE? CINEMA (1)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Not Sign	221	61.4	285	61.8	506	61.6
İstanbul	12	3.3	16	3.5	28	3.4
Büyükkada	14	3.9	29	6.3	43	5.2
Kadıköy	84	23.3	84	18.2	168	20.5
Bostancı/Kadıköy	10	2.8	2	0.4	12	1.5
Suadiye/Kadıköy	0	0.0	4	0.9	4	0.5
Maltepe	0	0.0	2	0.4	2	0.2
İdealtepe/Maltepe	2	0.6	5	1.1	7	0.9
Pendik	2	0.6	0	0.0	2	0.2

Altunizade/Üsküdar	0	0.0	2	0.4	2	0.2
Beyoğlu	6	1.7	12	2.6	18	2.2
Taksim/Beyoğlu	2	0.6	16	3.5	18	2.2
Bakırköy	2	0.6	4	0.9	6	0.7
Bahçelievler	5	1.4	0	0.0	5	0.6
TOTAL	360	100	461	100	821	100

$$x^2=37.212 \quad p=0.000 \quad df=13$$

23.3% of “less than 15” and 18.2% of “16 and more” respondents mostly go to cinema to Kadıköy.

Table 4.2.50.1.2. Distribution of Respondents’ Living Time In Island to Where Respondents Go to Cinema (2) (İstanbul 2006)

WHICH ONE OF THE THINGS WRITTEN BELOW DO YOU GO TO AND HOW OFTEN? WHERE? CINEMA (2)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Not Sign	329	91.4	437	64.8	765	93.3
Büyükkada	0	0.0	2	0.4	2	0.2
Kadıköy	4	1.1	7	1.5	11	1.3
Bostancı/Kadıköy	2	0.6	0	0.0	2	0.2
Erenköy/Kadıköy	2	0.6	0	0.0	2	0.2
Maltepe	6	1.7	1	0.2	7	0.9
Altunizade/Üsküdar	0	0.0	2	0.4	2	0.2
Beykoz	0	0.0	2	0.4	2	0.2
Kavacık/Beykoz	2	0.6	0	0.0	2	0.2
Beşiktaş	0	0.0	2	0.4	2	0.2
Beyoğlu	5	1.4	2	0.4	7	0.9
Taksim/Beyoğlu	10	2.8	0	0.0	10	1.2
Şişli	0	0.0	2	0.4	2	0.2
Nişantaşı/Şişli	0	0.0	2	0.4	2	0.2
Bakırköy	0	0.0	2	0.4	2	0.2
TOTAL	360	100	461	100	821	100

$$x^2=39.069 \quad p=0.000 \quad df=14$$

1.1% of “less than 15” and 1.5% of “16 and more” respondents go to cinema to Kadıköy. 2.8% of “less than 15” respondents go to cinema to Taksim/Beyoğlu.

Table 4.2.50.2. Distribution of Respondents' Living Time In Island to How Often Respondents Go to Theatre (İstanbul 2006)

WHICH ONE OF THE THINGS WRITTEN BELOW DO YOU GO TO AND HOW OFTEN? THEATRE	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Never	160	44.4	214	46.4	374	45.6
Rarely	136	37.8	184	39.9	320	39.0
Several in a week	5	1.4	4	0.9	9	1.1
One in a month	21	5.8	40	8.7	61	7.4
Often	19	5.3	19	4.1	38	4.6
Not Sign	19	5.3	0	0.0	19	2.3
TOTAL	360	100	461	100	821	100

$$x^2=28.025 \quad p=0.000 \quad df=5$$

44.4% of “less than 15” and 45.6% of “16 and more” respondents never go to theatre. 37.8% of “less than 15” and 39.9% of “16 and more” respondents rarely go to theatre.

Table 4.2.50.2.1. Distribution of Respondents' Living Time In Island to Where Respondents Go to Theatre (1) (İstanbul 2006)

WHICH ONE OF THE THINGS WRITTEN BELOW DO YOU GO TO AND HOW OFTEN? WHERE? THEATRE (1)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Not Sign	265	73.6	329	71.4	594	72.4
City theatres/ İstanbul	0	0.0	5	1.1	5	0.6
İstanbul	8	2.2	22	4.8	30	3.7
Büyükkada	4	1.1	4	0.9	8	1.0
Kadıköy	45	12.5	51	11.1	96	11.7
Bostancı/Kadıköy	0	0.0	6	1.3	6	0.7
Maltepe	10	2.8	7	1.5	17	2.1
Pendik	2	0.6	0	0.0	2	0.2
Beşiktaş	0	0.0	1	0.2	1	0.2
Beyoğlu	0	0.0	8	1.7	8	1.0
Taksim/Beyoğlu	22	6.1	20	4.3	42	5.1
Harbiye/Şişli	2	0.6	6	1.3	8	1.0

Bakırköy	2	0.6	2	0.4	4	0.5
TOTAL	360	100	461	100	821	100

$$x^2=26.403 \quad p=0.009 \quad df=12$$

12.5% of “less than 15” and 11.1% of “16 and more” respondents mostly go to theatre to Kadıköy.

Table 4.2.50.2.2. Distribution of Respondents’ Living Time In Island to Where Respondents Go to Theatre (2) (İstanbul 2006)

WHICH ONE OF THE THINGS WRITTEN BELOW DO YOU GO TO AND HOW OFTEN? WHERE? THEATRE (2)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Not Sign	338	93.9	446	96.7	784	95.5
İstanbul	5	1.4	0	0.0	5	0.6
Kadıköy	9	2.5	3	0.7	12	1.5
Bostancı/Kadıköy	0	0.0	4	0.9	4	0.5
Maltepe	0	0.0	2	0.4	2	0.2
İdealtepe/Maltepe	2	0.6	0	0.0	2	0.2
Üsküdar	0	0.0	2	0.4	2	0.2
Beşiktaş	0	0.0	2	0.4	2	0.2
Beyoğlu	2	0.6	0	0.0	2	0.2
Taksim/Beyoğlu	2	0.6	0	0.0	2	0.2
Şişli	2	0.6	0	0.0	2	0.2
Harbiye/Şişli	0	0.0	2	0.4	2	0.2
TOTAL	360	100	461	100	821	100

$$x^2=30.920 \quad p=0.001 \quad df=11$$

2.5% of “less than 15” and 0.7% of “16 and more” respondents mostly go to theatre to Kadıköy.

Table 4.2.50.3. Distribution of Respondents' Living Time In Island to How Often Respondents Go to Festival (İstanbul 2006)

WHICH ONE OF THE THINGS WRITTEN BELOW DO YOU GO TO AND HOW OFTEN? FESTIVAL	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Never	208	57.8	276	59.9	484	59.0
Rarely	104	28.9	136	29.5	240	29.2
Several in a week	0	0.0	2	0.4	2	0.2
One in a month	9	2.5	4	0.9	13	1.6
Often	20	5.6	23	5.0	43	5.2
Not Sign	19	5.3	20	4.3	39	4.8
TOTAL	360	100	461	100	821	100

$$x^2=5.639 \quad p=0.343 \quad df=5$$

There is no difference between living time in island “less than 15” and “16 and more” according to how often respondents go to festival. 57.8% of “less than 15” and 59.9% of “16 and more” respondents never go to festival. 28.9% of “less than 15” and 29.5% of “16 and more” respondents rarely go to festival.

Table 4.2.50.3.1. Distribution of Respondents' Living Time In Island to Where Respondents Go to Festival (1) (İstanbul 2006)

WHICH ONE OF THE THINGS WRITTEN BELOW DO YOU GO TO AND HOW OFTEN? WHERE? FESTIVAL (1)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Not Sign	294	81.7	362	78.5	656	79.9
İstanbul	34	9.4	28	6.1	62	7.6
Islands	18	5.0	25	5.4	43	5.2
Büyükada	6	1.7	23	5.0	29	3.5
Kadıköy	0	0.0	4	0.9	4	0.5
Pendik	2	0.6	0	0.0	2	0.2
Sultanahmet/Eminönü	0	0.0	2	0.4	2	0.2
Taksim/Beyoğlu	6	1.7	7	1.5	13	1.6
Nişantaşı/Şişli	0	0.0	2	0.4	2	0.2
Yeşilköy/Bakırköy	0	0.0	8	1.7	8	1.0
TOTAL	360	100	461	100	821	100

$$x^2=24.761 \quad p=0.003 \quad df=9$$

9.4% of “less than 15” and 6.1% of “16 and more” respondents mostly go to festival to İstanbul.

Table 4.2.50.3.2. Distribution of Respondents’ Living Time In Island to Where Respondents Go to Festival 2 (İstanbul 2006)

WHICH ONE OF THE THINGS WRITTEN BELOW DO YOU GO TO AND HOW OFTEN? WHERE? FESTIVALS (2)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Not Sign	356	98.9	453	98.3	809	98.5
İstanbul	0	0.0	5	1.1	5	0.6
Beşiktaş	4	1.1	1	0.2	5	0.6
Beyoğlu	0	0.0	2	0.4	2	0.2
TOTAL	360	100	461	100	821	100

$$x^2=8.128 \quad p=0.043 \quad df=3$$

1.1% of “less than 15” and 0.2% of “16 and more” respondents mostly go to festival to İstanbul. 1.1% of “16 and more” respondents mostly go to festival to İstanbul.

Table 4.2.50.4. Distribution of Respondents’ Living Time In Island to How Often Respondents Go to Culture House (İstanbul 2006)

WHICH ONE OF THE THINGS WRITTEN BELOW DO YOU GO TO AND HOW OFTEN? CULTURE HOUSE	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Never	196	54.4	246	53.4	442	53.8
Rarely	101	28.1	144	31.2	245	29.8
Several in a week	11	3.1	8	1.7	19	2.3
One in a month	13	3.6	19	4.1	32	3.9
Often	16	4.4	30	6.5	46	5.6
Not Sign	23	6.4	14	3.0	37	4.5
TOTAL	360	100	461	100	821	100

$$x^2=8.962 \quad p=0.111 \quad df=5$$

There is no difference between living time in island “less than 15” and “16 and more” according to how often respondents go to culture house. 54.4% of “less than 15” and 53.4% of “16 and more” respondents never go to culture house. 28.1% of “less than 15” and 31.2% of “16 and more” respondents rarely go to culture house.

Table 4.2.50.4.1. Distribution of Respondents’ Living Time In Island to Where Respondents Go to Culture House (1) (İstanbul 2006)

WHICH ONE OF THE THINGS WRITTEN BELOW DO YOU GO TO AND HOW OFTEN? WHERE? CULTURE HOUSE (1)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
Not Sign	309	85.8	361	87.3	670	81.6
İstanbul	6	1.7	14	3.0	20	2.4
Büyükkada	35	9.7	72	15.6	107	13.0
Burgazada	0	0.0	2	0.4	2	0.2
Kadıköy	4	1.1	10	2.2	14	1.7
Maltepe	0	0.0	2	0.4	2	0.2
Pendik	2	0.6	0	0.0	2	0.2
Beyoğlu	2	0.6	0	0.0	2	0.2
Taksim/İstiklal St./Beyoğlu	2	0.6	0	0.0	2	0.2
TOTAL	360	100	461	100	821	100

$$x^2=20.487 \quad p=0.009 \quad df=8$$

9.7% of “less than 15” and 15.6% of “16 and more” respondents mostly go to culture house to Büyükkada.

Table 4.2.50.5. Distribution of Respondents’ Living Time In Island to How Often Respondents Go to Park (İstanbul 2006)

WHICH ONE OF THE THINGS WRITTEN BELOW DO YOU GO TO AND HOW OFTEN? PARK	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
Never	64	17.8	92	20.0	156	19.0
Rarely	112	31.1	165	35.8	277	33.7
Several in a week	39	10.8	52	11.3	91	11.1
One in a month	48	13.3	22	4.8	70	8.5
Often	88	24.4	115	24.9	203	24.7

Not Sign	9	2.5	15	3.3	24	2.9
TOTAL	360	100	461	100	821	100

$$x^2=19.644 \quad p=0.001 \quad df=5$$

31.1% of “less than 15” and 35.8% of “16 and more” respondents rarely go to park. 24.4% of “less than 15” and 24.9% of “16 and more” respondents often go to park.

Table 4.2.50.5.1. Distribution of Respondents’ Living Time In Island to Where Respondents Go to Park (1) (İstanbul 2006)

WHICH ONE OF THE THINGS WRITTEN BELOW DO YOU GO TO AND HOW OFTEN? WHERE? PARK (1)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Not Sign	238	66.1	289	62.7	527	64.2
İstanbul	8	2.2	20	4.3	28	3.4
Islands	2	0.6	10	2.2	12	1.5
Büyükada	30	8.3	73	15.8	103	12.5
Burgazada	4	1.1	4	0.9	8	1.0
Heybeliada	25	6.9	16	3.5	41	5.0
Kınalıda	28	7.8	8	1.7	36	4.4
Kadıköy	2	0.6	12	2.6	14	1.7
Bostancı, Kadıköy	6	1.7	2	0.4	8	1.0
Göztepe, Kadıköy	0	0.0	2	0.4	2	0.2
Pendik	4	1.1	0	0.0	4	0.5
Gülhane, Eminönü	4	1.1	6	1.3	10	1.2
Beşiktaş	4	1.1	13	2.8	17	2.1
Maçka, Beşiktaş	0	0.0	2	0.4	2	0.2
Bebek park, Beşiktaş	0	0.0	2	0.4	2	0.2
Parkorman, Sarıyer	0	0.0	2	0.4	2	0.2
Emirgan, Sarıyer	5	1.4	0	0.0	5	0.6
TOTAL	360	100	461	100	821	100

$$x^2=66.336 \quad p=0.000 \quad df=16$$

8.3% of “less than 15” and 15.8% of “16 and more” respondents mostly go to park to Büyükada. 6.9% of “less than 15” and 3.5% of “16 and more” respondents mostly go to park to Heybeliada.

Table 4.2.50.5.2. Distribution of Respondents' Living Time In Island to Where Respondents Go to Park (2) (İstanbul 2006)

WHICH ONE OF THE THINGS WRITTEN BELOW DO YOU GO TO AND HOW OFTEN? WHERE? PARK (2)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Not Sign	332	92.2	433	93.9	765	93.2
İstanbul	0	0.0	6	1.3	6	0.7
Islands	6	1.7	2	0.4	8	1.0
Büyükada	6	1.7	0	0.0	6	0.7
Kadıköy	4	1.1	5	1.1	9	1.1
Bostancı, Kadıköy	8	2.2	2	0.4	10	1.2
Maltepe	4	1.1	1	0.2	5	0.6
Beşiktaş	0	0.0	8	1.7	8	1.0
Ortaköy, Beşiktaş	0	0.0	2	0.4	2	0.2
Maçka, Beşiktaş	0	0.0	2	0.4	2	0.2
TOTAL	360	100	461	100	821	100

$$x^2=32.919 \quad p=0.000 \quad df=9$$

2.2% of “less than 15” and 0.4% of “16 and more” respondents mostly go to park to Bostancı, Kadıköy.

Table 4.2.50.6. Distribution of Respondents' Living Time In Island to How Often Respondents Go to Cafe / Bar (İstanbul 2006)

WHICH ONE OF THE THINGS WRITTEN BELOW DO YOU GO TO AND HOW OFTEN? CAFE / BAR	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Never	149	41.4	191	41.4	340	41.4
Rarely	78	21.7	106	23.0	184	22.4
Several in a week	33	9.2	35	7.6	68	8.3
One in a month	24	6.7	24	5.2	48	5.8
Often	56	15.6	87	18.9	143	17.4
Not Sign	20	5.6	18	3.9	38	4.6
TOTAL	360	100	461	100	821	100

$$x^2=3.968 \quad p=0.554 \quad df=5$$

There is no difference between living time in island “less than 15” and “16 and more” according to how often respondents go to cafe / bar. 41.4% of “less than 15” and 41.4% of “16 and more” respondents never go to cafe / bar. 21.7% of “less than 15” and 23.0% of “16 and more” respondents rarely go to cafe / bar.

Table 4.2.50.6.1. Distribution of Respondents’ Living Time In Island to Where Respondents Go to Cafe / Bar (1) (İstanbul 2006)

WHICH ONE OF THE THINGS WRITTEN BELOW DO YOU GO TO AND HOW OFTEN? WHERE? CAFE/BAR (1)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Not Sign	273	75.8	341	74.0	614	74.8
İstanbul	15	4.2	22	4.8	37	4.5
Islands	6	1.7	3	0.7	9	1.1
Büyükada	12	3.3	38	8.2	50	6.1
Burgazada	0	0.0	10	2.2	10	1.2
Kınalıada	4	1.1	0	0.0	4	0.5
Kadıköy	22	6.1	33	7.2	55	6.7
Bostancı/Kadıköy	17	4.7	7	1.5	24	2.9
Caddebostan/Kadıköy	0	0.0	2	0.4	2	0.2
Beşiktaş	4	1.1	5	1.1	9	1.1
Taksim/Beyoğlu	7	1.9	0	0.0	7	0.9
TOTAL	360	100	461	100	821	100

$$x^2=41.049 \quad p=0.000 \quad df=10$$

6.1% of “less than 15” and 7.2% of “16 and more” respondents mostly go to cafe / bar to Kadıköy. 3.3% of “less than 15” and 8.2% of “16 and more” respondents go to cafe / bar to Büyükada.

Table 4.2.50.6.2. Distribution of Respondents' Living Time In Island to Where Respondents Go to Cafe / Bar (2) (İstanbul 2006)

WHICH ONE OF THE THINGS WRITTEN BELOW DO YOU GO TO AND HOW OFTEN? WHERE? CAFE / BAR (2)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Not Sign	346	96.1	434	94.1	780	95.0
Islands	2	0.6	0	0.0	2	0.2
Büyükkada	2	0.6	3	0.7	5	0.6
Kadıköy	6	1.7	5	1.1	11	1.3
Caddebostan/Kadıköy	0	0.0	2	0.4	2	0.2
Kartal	0	0.0	2	0.4	2	0.2
Taksim/Beyoğlu	4	1.1	15	3.3	19	2.3
TOTAL	360	100	461	100	821	100

$$x^2=10.319 \quad p=0.112 \quad df=6$$

There is no difference between living time in island “less than 15” and “16 and more” according to where respondents go to cafe / bar (2). 1.7% of “less than 15” and 1.1% of “16 and more” respondents mostly go to cafe / bar to Kadıköy.

Table 4.2.50.7. Distribution of Respondents' Living Time In Island to How Often Respondents Go to Tea Garden (İstanbul 2006)

WHICH ONE OF THE THINGS WRITTEN BELOW DO YOU GO TO AND HOW OFTEN? TEA GARDEN	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Never	58	16.1	46	10.0	104	12.7
Rarely	131	36.4	157	34.1	288	35.1
Several in a week	53	14.7	61	13.2	114	13.9
One in a month	26	7.2	33	7.2	59	7.2
Often	83	23.1	160	34.7	243	29.6
Not Sign	9	2.5	4	0.9	13	1.6
TOTAL	360	100	461	100	821	100

$$x^2=19.313 \quad p=0.002 \quad df=5$$

36.4% of “less than 15” and 34.1% of “16 and more” respondents rarely go to tea garden.

Table 4.2.50.7.1. Distribution of Respondents' Living Time In Island to Where Respondents Go to Tea Garden (1) (İstanbul 2006)

WHICH ONE OF THE THINGS WRITTEN BELOW DO YOU GO TO AND HOW OFTEN? WHERE? TEA GARDEN (1)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
Not Sign	234	65.0	258	56.0	492	59.9
İstanbul	16	4.4	16	3.5	32	3.9
Islands	6	1.7	18	3.9	24	2.9
Büyükada	36	10.0	97	21.0	133	16.2
Burgazada	6	1.7	16	3.5	22	2.7
Heybeliada	15	4.2	11	2.4	26	3.2
Kınalıada	24	6.7	8	1.7	32	3.9
Kadıköy	2	0.6	14	3.0	16	1.9
Bostancı/Kadıköy	12	3.3	14	3.0	26	3.2
Maltepe	5	1.4	0	0.0	5	0.6
Çamlıca/Üsküdar	0	0.0	2	0.4	2	0.2
Sirkeci/Eminönü	0	0.0	2	0.4	2	0.2
Beşiktaş	4	1.1	5	1.1	9	1.1
TOTAL	360	100	461	100	821	100

$$x^2=54.981 \quad p=0.000 \quad df=12$$

10.0% of “less than 15” and 21.0% of “16 and more” respondents mostly go to tea garden to Büyükada.

Table 4.2.50.7.2. Distribution of Respondents' Living Time In Island to Where Respondents Go to Tea Garden (2) (İstanbul 2006)

WHICH ONE OF THE THINGS WRITTEN BELOW DO YOU GO TO AND HOW OFTEN? WHERE? TEA GARDEN (2)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
Not Sign	335	93.1	429	93.1	764	93.1
Near places to port	0	0.0	2	0.4	2	0.2
İstanbul	2	0.6	4	0.9	6	0.7
Islands	11	3.1	4	0.9	15	1.8
Büyükada	2	0.6	2	0.4	4	0.5
Burgazada	2	0.6	0	0.0	2	0.2
Kadıköy	8	2.2	12	2.6	20	2.4

Bostancı/Kadıköy	0	0.0	4	0.9	4	0.5
Beykoz	0	0.0	2	0.4	2	0.2
Taksim/Beyoğlu	0	0.0	2	0.4	2	0.2
TOTAL	360	100	461	100	821	100

$$x^2=16.118 \quad p=0.064 \quad df=9$$

2.2% of “less than 15” and 2.6% of “16 and more” respondents mostly go to tea garden to Kadıköy.

Table 4.2.50.8. Distribution of Respondents’ Living Time In Island to How Often Respondents Go to Entertainment (İstanbul 2006)

WHICH ONE OF THE THINGS WRITTEN BELOW DO YOU GO TO AND HOW OFTEN? ENTERTAINMENTS	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
Never	130	36.1	163	35.4	293	35.7
Rarely	90	25.0	179	38.8	269	32.8
Several in a week	20	5.6	19	4.1	39	4.8
One in a month	38	10.6	27	5.9	65	7.9
Often	69	19.2	48	10.4	117	14.3
Not Sign	13	3.6	25	5.4	38	4.6
TOTAL	360	100	461	100	821	100

$$x^2=30.647 \quad p=0.000 \quad df=5$$

36.1% of “less than 15” and 35.4% of “16 and more” respondents never go to entertainment. 25.0% of “less than 15” and 38.8% of “16 and more” respondents rarely go to entertainment.

Table 4.2.50.8.1. Distribution of Respondents' Living Time In Island to Where Respondents Go to Entertainments (1) (İstanbul 2006)

WHICH ONE OF THE THINGS WRITTEN BELOW DO YOU GO TO AND HOW OFTEN? WHERE? ENTERTAINMENTS (1)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Not Sign	274	76.1	365	79.2	639	77.8
İstanbul	22	6.1	27	5.9	49	6.0
Islands	4	1.1	4	0.9	8	1.0
Büyükada	10	2.8	31	6.7	41	5.0
Heybeliada	10	2.8	5	1.1	15	1.8
Kadıköy	8	2.2	8	1.7	16	1.9
Bostancı/Kadıköy	14	3.9	4	0.9	18	2.2
Suadiye/Kadıköy	0	0.0	2	0.4	2	0.2
Maltepe	6	1.7	1	0.2	7	0.9
Nakkaştepe/Üsküdar	0	0.0	2	0.4	2	0.2
Beşiktaş	4	1.1	0	0.0	4	0.5
Beyoğlu	2	0.6	2	0.4	4	0.5
Taksim/Beyoğlu	4	1.1	8	1.7	12	1.5
Bakırköy	2	0.6	2	0.4	4	0.5
TOTAL	360	100	461	100	821	100

$$x^2=32.418 \quad p=0.002 \quad df=13$$

6.1% of “less than 15” and 5.9% of “16 and more” respondents mostly go to entertainment to İstanbul. 2.8% of “less than 15” and 6.7% of “16 and more” respondents mostly go to entertainment to Büyükada.

Table 4.2.50.8.2. Distribution of Respondents' Living Time In Island to Where Respondents Go to Entertainments (2) (İstanbul 2006)

WHICH ONE OF THE THINGS WRITTEN BELOW DO YOU GO TO AND HOW OFTEN? WHERE? ENTERTAINMENTS (2)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Not Sign	346	96.1	438	95.0	784	95.5
İstanbul	0	0.0	2	0.4	2	0.2
Islands	2	0.6	0	0.0	2	0.2
Büyükada	2	0.6	2	0.4	4	0.5

Kadıköy	4	1.1	2	0.4	6	0.7
Bostancı/Kadıköy	0	0.0	2	0.4	2	0.2
Çamlıca/Üsküdar	0	0.0	2	0.4	2	0.2
Beşiktaş	0	0.0	2	0.4	2	0.2
Ortaköy/Beşiktaş	0	0.0	4	0.9	4	0.5
Beyoğlu	0	0.0	2	0.4	2	0.2
Taksim/Beyoğlu	4	1.1	3	0.7	7	0.9
Nişantaşı/Şişli	0	0.0	2	0.4	2	0.2
Darıca/Kocaeli	2	0.6	0	0.0	2	0.2
TOTAL	360	100	461	100	821	100

$$x^2=19.475 \quad p=0.078 \quad df=12$$

There is no difference between living time in island “less than 15” and “16 and more” according to where respondents go to entertainments (2). 1.1% of “less than 15” and 0.7% of “16 and more” respondents mostly go to entertainment to Taksim/Beyoğlu. 1.1% of “less than 15” and 0.4% of “16 and more” respondents go to entertainment to Kadıköy.

Table 4.2.50.9. Distribution of Respondents’ Living Time In Island to How Often Respondents Go to Concert (İstanbul 2006)

WHICH ONE OF THE THINGS WRITTEN BELOW DO YOU GO TO AND HOW OFTEN? CONCERT	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
Never	132	36.7	194	42.1	326	39.7
Rarely	157	43.6	160	34.7	317	38.6
Several in a week	2	0.6	12	2.6	14	1.7
One in a month	31	8.6	26	5.6	57	6.9
Often	21	5.8	50	10.8	71	8.6
Not Sign	17	4.7	19	4.1	36	4.4
TOTAL	360	100	461	100	821	100

$$x^2=19.223 \quad p=0.002 \quad df=5$$

36.7% of “less than 15” and 42.1% of “16 and more” respondents never go to concert. 43.6% of “less than 15” and 34.7% of “16 and more” respondents rarely go to concert.

Table 4.2.50.9.1. Distribution of Respondents' Living Time In Island to Where Respondents Go to Concert (1) (İstanbul 2006)

WHICH ONE OF THE THINGS WRITTEN BELOW DO YOU GO TO AND HOW OFTEN? WHERE? CONCERT (1)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Not Sign	283	78.6	341	74.0	624	76.0
İstanbul	37	10.3	34	7.4	71	8.6
Islands	4	1.1	4	0.9	8	1.0
Büyükada	8	2.2	33	7.2	41	5.0
Burgazada	0	0.0	4	0.9	4	0.5
Kınalıada	4	1.1	0	0.0	4	0.5
Kadıköy	6	1.7	6	1.3	12	1.5
Bostancı/Kadıköy	6	1.7	16	3.5	22	2.7
Maltepe	0	0.0	2	0.4	2	0.2
Taksim/Beyoğlu	4	1.1	3	0.7	7	0.9
Harbiye/Şişli	2	0.6	10	2.2	12	1.5
Parkorman/Sarıyer	0	0.0	2	0.4	2	0.2
Rumeli Hisarı/Sarıyer	2	0.6	6	1.3	8	1.0
Bakırköy	2	0.6	0	0.0	2	0.2
Yalova	2	0.6	0	0.0	2	0.2
TOTAL	360	100	461	100	821	100

$$x^2=36.917 \quad p=0.001 \quad df=14$$

10.3% of “less than 15” and 7.4% of “16 and more” respondents mostly go to concert to İstanbul. 2.2% of “less than 15” and 7.2% of “16 and more” respondents go to concert to Büyükada.

Table 4.2.50.9.2. Distribution of Respondents' Living Time In Island to Where Respondents Go to Concert (2) (İstanbul 2006)

WHICH ONE OF THE THINGS WRITTEN BELOW DO YOU GO TO AND HOW OFTEN? WHERE? CONCERT (2)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Not Sign	344	95.6	444	96.3	788	96.0
İstanbul	2	0.6	4	0.9	6	0.7
Islands	2	0.6	0	0.0	2	0.2

Büyükkada	2	0.6	0	0.0	2	0.2
Bostancı/Kadıköy	6	1.7	2	0.4	8	1.0
Maltepe	4	1.1	1	0.2	5	0.6
Beşiktaş	0	0.0	2	0.4	2	0.2
Beyoğlu	0	0.0	2	0.4	2	0.2
Harbiye/Şişli	0	0.0	2	0.4	2	0.2
Rumeli Hisarı/Sarıyer	0	0.0	4	0.9	4	0.5
TOTAL	360	100	461	100	821	100

$$x^2=19.020 \quad p=0.025 \quad df=9$$

1.7% of “less than 15” and 0.4% of “16 and more” respondents mostly go to concert to Bostancı/Kadıköy.

Table 4.2.50.10. Distribution of Respondents’ Living Time In Island to How Often Respondents Go to Club / Local (İstanbul 2006)

WHICH ONE OF THE THINGS WRITTEN BELOW DO YOU GO TO AND HOW OFTEN? CLUB / LOCAL	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
Never	242	67.2	287	62.3	529	64.4
Rarely	53	14.7	59	12.8	112	13.6
Several in a week	2	0.6	23	5.0	25	3.0
One in a month	23	6.4	13	2.8	36	4.4
Often	21	5.8	56	12.1	77	9.4
Not Sign	19	5.3	23	5.0	42	5.1
TOTAL	360	100	461	100	821	100

$$x^2=28.869 \quad p=0.000 \quad df=5$$

67.2% of “less than 15” and 62.3% of “16 and more” respondents never go to club / local. 14.7% of “less than 15” and 12.8% of “16 and more” respondents rarely go to club / local.

Table 4.2.50.10.1. Distribution of Respondents' Living Time In Island to Where Respondents Go to Club / Local (1) (İstanbul 2006)

WHICH ONE OF THE THINGS WRITTEN BELOW DO YOU GO TO AND HOW OFTEN? WHERE? CLUB / LOCAL (1)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
Not Sign	332	92.2	401	87.0	733	89.3
İstanbul	2	0.6	10	2.2	12	1.5
Büyükkada	12	3.3	39	8.5	51	6.2
Burgazada	2	0.6	2	0.4	4	0.5
Heybeliada	0	0.0	2	0.4	2	0.2
Kadıköy	8	2.2	5	1.1	13	1.6
Bostancı/Kadıköy	4	1.1	0	0.0	4	0.5
Fatih	0	0.0	2	0.4	2	0.2
TOTAL	360	100	461	100	821	100

$$x^2=22.734 \quad p=0.002 \quad df=7$$

3.3% of “less than 15” and 8.5% of “16 and more” respondents mostly go to club / local to Büyükkada.

Table 4.2.50.10.2. Distribution of Respondents' Living Time In Island to Where Respondents Go to Club / Local (2) (İstanbul 2006)

WHICH ONE OF THE THINGS WRITTEN BELOW DO YOU GO TO AND HOW OFTEN? WHERE? CLUB / LOCAL (2)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
Not Sign	358	99.4	455	98.7	813	99.0
Büyükkada	2	0.6	2	0.4	4	0.5
Burgazada	0	0.0	2	0.4	2	0.2
Beyoğlu	0	0.0	2	0.4	2	0.2
TOTAL	360	100	461	100	821	100

$$x^2=3.196 \quad p=0.362 \quad df=3$$

There is no difference between living time in island “less than 15” and “16 and more” according to where respondents go to club / local (2). 0.6% of “less than 15” and 0.4% of “16 and more” respondents mostly go to club / local to Büyükkada.

Table 4.2.50.11. Distribution of Respondents' Living Time In Island to How Often Respondents Go to Restaurant (İstanbul 2006)

WHICH ONE OF THE THINGS WRITTEN BELOW DO YOU GO TO AND HOW OFTEN? RESTAURANT	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Never	72	20.0	59	12.8	131	16.0
Rarely	113	31.4	175	38.0	288	35.1
Several in a week	17	4.7	67	14.5	84	10.2
One in a month	60	16.7	66	14.3	126	15.3
Often	87	24.2	83	18.0	170	20.7
Not Sign	11	3.1	11	2.4	22	2.7
TOTAL	360	100	461	100	821	100

$$x^2=32.851 \quad p=0.000 \quad df=5$$

31.4% of “less than 15” and 38.0% of “16 and more” respondents rarely go to restaurant. 24.2% of “less than 15” and 18.0% of “16 and more” respondents often go to restaurant.

Table 4.2.50.11.1. Distribution of Respondents' Living Time In Island to Where Respondents Go to Restaurant (1) (İstanbul 2006)

WHICH ONE OF THE THINGS WRITTEN BELOW DO YOU GO TO AND HOW OFTEN? WHERE? RESTAURANT (1)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Not Sign	267	74.2	314	68.1	581	70.8
İstanbul	13	3.6	26	5.6	39	4.8
Islands	8	2.2	12	2.6	20	2.4
Büyükada	29	8.1	82	17.8	111	13.5
Burgazada	2	0.6	6	1.3	8	1.0
Heybeliada	5	1.4	0	0.0	5	0.6
Kınalıada	4	1.1	0	0.0	4	0.5
Kadıköy	21	5.8	11	2.4	32	3.9
Bostancı/Kadıköy	4	1.1	4	0.9	8	1.0
Maltepe	5	1.4	0	0.0	5	0.6
Sirkeci/Eminönü	0	0.0	2	0.4	2	0.2
Beşiktaş	0	0.0	2	0.4	2	0.2

Ortaköy/Beşiktaş	0	0.0	2	0.4	2	0.2
Taksim/Beyoğlu	2	0.6	0	0.0	2	0.2
TOTAL	360	100	461	100	821	100

$$x^2=49.694 \quad p=0.000 \quad df=13$$

8.1% of “less than 15” and 17.8% of “16 and more” respondents mostly go to restaurant to Büyükkada. 3.6% of “less than 15” and 5.6% of “16 and more” respondents go to restaurant to İstanbul.

Table 4.2.50.11.2. Distribution of Respondents’ Living Time In Island to Where Respondents Go to Restaurant (2) (İstanbul 2006)

WHICH ONE OF THE THINGS WRITTEN BELOW DO YOU GO TO AND HOW OFTEN? WHERE? RESTAURANT (2)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
Not Sign	327	90.8	422	91.5	749	91.2
İstanbul	2	0.6	4	0.9	6	0.7
Islands	5	1.4	4	0.9	9	1.1
Büyükkada	10	2.8	2	0.4	12	1.5
Burgazada	0	0.0	2	0.4	2	0.2
Kınalıada	0	0.0	8	1.7	8	1.0
Kadıköy	0	0.0	8	1.7	8	1.0
Bostancı/Kadıköy	6	1.7	0	0.0	6	0.7
Sirkeci/Eminönü	0	0.0	2	0.4	2	0.2
Beşiktaş	0	0.0	2	0.4	2	0.2
Akmerkez/Beşiktaş	2	0.6	0	0.0	2	0.2
Boğaziçi/Beşiktaş	0	0.0	2	0.4	2	0.2
Beyoğlu	0	0.0	4	0.9	4	0.5
Taksim/Beyoğlu	8	2.2	1	0.2	9	1.1
TOTAL	360	100	461	100	821	100

$$x^2=47.905 \quad p=0.000 \quad df=13$$

2.8% of “less than 15” and 0.4% of “16 and more” respondents mostly go to restaurant to Büyükkada. 1.4% of “less than 15” and 0.9% of “16 and more” respondents go to restaurant to Islands. 2.2% of “less than 15” and 0.2% of “16 and more” respondents go to restaurant to Taksim/Beyoğlu.

Table 4.2.51.1. Distribution of Respondents' Living Time In Island to What Are The Goods That Respondents Want to Find In The Island; First (İstanbul 2006)

WHAT ARE THE GOODS THAT YOU WANT TO FIND IN THE ISLAND? FIRST	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Not Sign	156	43.3	199	43.2	355	43.2
I can find everything that I want	31	8.6	33	7.2	64	7.8
I want any kind of goods exist in island	29	8.1	63	13.7	92	11.2
The good breads of bakeries	0	0.0	2	0.4	2	0.2
Stone-bakehouse bread	0	0.0	2	0.4	2	0.2
Food products	0	0.0	4	0.9	4	0.5
Foods special to Anatolia	2	0.6	0	0.0	2	0.2
Fishes/existence of a lot of fish	4	1.1	6	1.3	10	1.2
A very thin sheet of dough (yufka)	4	1.1	0	0.0	4	0.5
Chestnut candy (Kestane Şekeri)	0	0.0	1	0.2	1	0.1
Different furniture	2	0.6	2	0.4	4	0.5
Home textile	2	0.6	0	0.0	2	0.2
White goods	2	0.6	6	1.3	8	1.0
Natural gas	9	2.5	11	2.4	20	2.4
Hospital – health service	4	1.1	8	1.7	12	1.5
Arrival	0	0.0	2	0.4	2	0.2
Regular and frequent arrival	4	1.1	0	0.0	4	0.5
Chargeable cars	2	0.6	0	0.0	2	0.2
We want motorcycle, car, etc	2	0.6	0	0.0	2	0.2
Sport associations	0	0.0	2	0.4	2	0.2
More entertainment place	4	1.1	7	1.5	11	1.3
Cinema	0	0.0	4	0.9	4	0.5
Theatre	0	0.0	4	0.9	4	0.5
Biletix ticket office	0	0.0	3	0.7	3	0.4
Social foundations for young people	0	0.0	6	1.3	6	0.7
Fun fair	0	0.0	2	0.4	2	0.2
Ice skating floor	5	1.4	0	0.0	5	0.6
Internet cafe	5	1.4	0	0.0	5	0.6
Electronical products	0	0.0	2	0.4	2	0.2
Mobile phone	0	0.0	2	0.4	2	0.2
Library that I can find any book	2	0.6	2	0.4	4	0.5

Bookstore and DVD-CD seller which is open in winter	2	0.6	2	0.4	4	0.5
Book	2	0.6	0	0.0	2	0.2
Stationery products	6	1.7	0	0.0	6	0.7
Shopping stores	4	1.1	4	0.9	8	1.0
Drapery	4	1.1	2	0.4	6	0.7
Shops for construction materials	0	0.0	2	.4	2	0.2
Simit palace (simit sarayı)	0	0.0	2	0.4	2	0.2
Mobile phone card	4	1.1	0	0.0	4	0.5
Shoe-seller	2	0.6	0	0.0	2	0.2
Shops for musical instruments	2	0.6	0	0.0	2	0.2
Music Market/ cassette and CD	0	0.0	2	0.4	2	0.2
Supermarket	11	3.1	8	1.7	19	2.3
Quality goods	0	0.0	12	2.6	12	1.5
Good foods, fresh food	0	0.0	6	1.3	6	0.7
In good quality clothing shops	6	1.7	10	2.2	16	1.9
High quality water	2	0.6	0	0.0	2	0.2
Economical products	2	0.6	8	1.7	10	1.2
Low price	6	1.7	0	0.0	6	0.7
ATM machine	0	0.0	2	0.4	2	0.2
So many variety	7	1.9	0	0.0	7	0.9
Nike	2	0.6	0	0.0	2	0.2
Adidas	0	0.0	2	0.4	2	0.2
Mc Donald's	5	1.4	0	0.0	5	0.6
Ülker products	2	0.6	0	0.0	2	0.2
Dressing	14	3.9	20	4.3	34	4.1
Outlet dressing	2	0.6	0	0.0	2	0.2
Kids dressing shops	0	0.0	4	0.9	4	0.5
Necessary materials for babies	2	0.6	0	0.0	2	0.2
Cosmetics	0	0.0	2	0.4	2	0.2
Perfume	2	0.6	0	0.0	2	0.2
Chestnut trees	2	0.6	0	0.0	2	0.2
TOTAL	360	100	461	100	821	100

$$x^2=163.435 \quad p=0.000 \quad df=61$$

8.1% of “less than 15” and 13.7% of “16 and more” respondents want any kind of goods exist in island. 8.6% of “less than 15” and 7.2% of “16 and more” respondents can

find everything that they want. 3.9% of “less than 15” and 4.3% of “16 and more” respondents want to find dressing in the island.

Table 4.2.51.2. Distribution of Respondents’ Living Time In Island to What Are The Goods That Respondents Want to Find In The Island; Second (İstanbul 2006)

WHAT ARE THE GOODS THAT YOU WANT TO FIND IN THE ISLAND? SECOND	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Not Sign	290	80.6	344	74.6	634	77.2
I want any kind of goods exist in island	0	0.0	4	0.9	4	0.5
I go to opposite side (İstanbul) for everything	0	0.0	4	0.9	4	0.5
The good breads of bakeries	4	1.1	0	0.0	4	0.5
Food products	2	0.6	2	0.4	4	0.5
Spicy foods	0	0.0	2	0.4	2	0.2
Meat	0	0.0	4	0.9	4	0.5
Various delicatessen products	0	0.0	5	1.1	5	0.6
Flour	4	1.1	0	0.0	4	0.5
Dried nuts	2	0.6	0	0.0	2	0.2
Güloğlu baklava	0	0.0	4	0.9	4	0.5
White goods	0	0.0	2	0.4	2	0.2
Seabus ferry	0	0.0	2	0.4	2	0.2
Regular and frequent arrival	2	0.6	2	0.4	4	0.5
Courses	2	0.6	0	0.0	2	0.2
Camping places	0	0.0	2	0.4	2	0.2
Sport associations	0	0.0	2	0.4	2	0.2
A clean beach	0	0.0	4	0.9	4	0.5
More entertainment place	2	0.6	2	0.4	4	0.5
Cafe, open in summer and winter	0	0.0	2	0.4	2	0.2
Cinema	6	1.7	6	1.3	12	1.5
Cinema suitable for winter	0	0.0	1	0.2	1	0.1
Social facilities	0	0.0	2	0.4	2	0.2
Culture-house	0	0.0	2	0.4	2	0.2
Internet cafe	5	1.4	0	0.0	5	0.6
Grass football field	2	0.6	0	0.0	2	0.2
Wish that the number of coffee-houses will decrease	0	0.0	6	1.3	6	0.7

Electronical products	2	0.6	0	0.0	2	0.2
MP3 player	0	0.0	2	0.4	2	0.2
Library that I can find any book	0	0.0	2	0.4	2	0.2
Shopping stores	0	0.0	4	0.9	4	0.5
Shops for narghile materials	0	0.0	3	0.7	3	0.4
Shoe-seller	2	0.6	0	0.0	2	0.2
Music Market/ cassette and CD	2	0.6	0	0.0	2	0.2
Supermarket	0	0.0	4	0.9	4	0.5
Quality goods	0	0.0	8	1.7	8	1.0
Economical products	0	0.0	10	2.2	10	1.2
Campaign products	8	2.2	2	0.4	10	1.2
Low price	2	0.6	10	2.2	12	1.5
Variety in brands	7	1.9	0	0.0	7	0.9
Tommy Hilfiger	2	0.6	0	0.0	2	0.2
Levis	0	0.0	2	0.4	2	0.2
Burger king	0	0.0	2	0.4	2	0.2
Mc Donald's	0	0.0	2	0.4	2	0.2
We want to find new products nearby	0	0.0	2	0.4	2	0.2
Dressing	8	2.2	2	0.4	10	1.2
Cosmetics	2	0.6	2	0.4	4	0.5
Cleaning materials	2	0.6	0	0.0	2	0.2
Hazelnut trees	2	0.6	0	0.0	2	0.2
TOTAL	360	100	461	100	821	100

$$x^2=133.732 \quad p=0.000 \quad df=48$$

1.7% of “less than 15” and 1.3% of “16 and more” respondents want to find cinema in the island. 0.6% of “less than 15” and 2.2% of “16 and more” respondents want to find low price in the island. 2.2% of “less than 15” and 0.4% of “16 and more” respondents want to find dressing in the island

Table 4.2.51.3. Distribution of Respondents' Living Time In Island to What Are The Goods That Respondents Want to Find In The Island; Third (İstanbul 2006)

WHAT ARE THE GOODS THAT YOU WANT TO FIND IN THE ISLAND? THIRD	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Not Sign	331	91.9	397	86.1	728	88.7
Food products	2	0.6	0	0.0	2	0.2
Chicken	0	0.0	4	0.9	4	0.5
Fruit	2	0.6	0	0.0	2	0.2
Different furniture	0	0.0	7	1.5	7	0.9
Firewood-coal	4	1.1	0	0.0	4	0.5
Hospital – health service	0	0.0	2	0.4	2	0.2
Regular and frequent arrival	0	0.0	4	0.0	4	0.5
Private school	2	0.6	0	0.0	2	0.2
Various carpet courses	0	0.0	2	0.4	2	0.2
Sport associations	0	0.0	2	0.4	2	0.2
More entertainment place	5	1.4	4	0.9	9	1.1
Cafe, open in summer and winter	0	0.0	2	0.4	2	0.2
Cinema	0	0.0	2	0.4	2	0.2
Social facilities	0	0.0	4	0.9	4	0.5
Big hotels with activities in it	0	0.0	2	0.4	2	0.2
Fun fair	0	0.0	2	0.4	2	0.2
Shops for hobby equipments	0	0.0	2	0.4	2	0.2
Electronical products	0	0.0	4	0.9	4	0.5
Library that I can find any book	0	0.0	4	0.9	4	0.5
Bookstore and DVD-CD seller which is open in winter	2	0.6	0	0.0	2	0.2
Shopping stores	2	0.6	0	0.0	2	0.2
Restaurants	2	0.6	0	0.0	2	0.2
Simit palace (simit sarayı)	0	0.0	2	0.4	2	0.2
Music Market/ cassette and CD	0	0.0	1	0.2	1	0.1
Supermarket	0	0.0	2	0.4	2	0.2
Quality goods	2	0.6	0	0.0	2	0.2
Good foods, fresh food	0	0.0	4	0.9	4	0.5
Economical products	0	0.0	2	0.4	2	0.2
Low price	2	0.6	4	0.9	6	0.7
So many variety	0	0.0	2	0.4	2	0.2

Diesel	2	0.6	0	0.0	2	0.2
Banana trees	2	0.6	0	0.0	2	0.2
TOTAL	360	100	461	100	821	100

$$x^2=73.448 \quad p=0.000 \quad df=32$$

1.4% of “less than 15” and 0.9% of “16 and more” respondents want to find more entertainment place in the island. 1.5% of “16 and more” respondents want to find different furniture in the island. 0.6% of “less than 15” and 0.9% of “16 and more” respondents want to find low price in the island

Table 4.2.52. Distribution of Respondents’ Living Time In Island to How Do The Sellers Behave Towards Respondents Wishes (İstanbul 2006)

HOW DO THE SELLERS BEHAVE TOWARDS YOUR WISHES?	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
Not pay attention	112	31.1	136	29.5	248	30.2
Effort to find and bring	215	59.7	280	60.7	495	60.3
Other, no explanation	15	4.2	22	4.8	37	4.5
Other, normal	3	0.8	3	0.7	6	0.7
It changes according to the shop-corporation	0	0.0	2	0.4	2	0.2
Other, they try to sell what is in their hand	13	3.6	18	3.9	31	3.8
Other, I can find everything except dressing	2	0.6	0	0.0	2	0.2
TOTAL	360	100	461	100	821	100

$$x^2=4.634 \quad p=0.592 \quad df=6$$

There is no difference between living time in island “less than 15” and “16 and more” according to how do the sellers behave towards respondents wishes. Sellers effort to bring 59.7% of “less than 15” and 60.7% of “16 and more” respondents wishes. Sellers not pay attention to 31.1% of “less than 15” and 29.5% of “16 and more” respondents wishes.

Table 4.2.53. Distribution of Respondents' Living Time In Island to Shopping According to Respondents' Believes (İstanbul 2006)

ARE THERE ANY SHOPPING ACCORDING TO YOUR BELIEVES?	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
No	305	84.7	381	82.6	686	83.6
Yes, no explanation	17	4.7	31	6.7	48	5.8
Yes, lawful (for religion) products	2	0.6	0	0.0	2	0.2
Should be suitable for my food culture and health confidence	2	0.6	0	0.0	2	0.2
I don't eat what the Muslims shouldn't eat	0	0.0	2	0.4	2	0.2
I don't use meat product including pork	4	1.1	18	3.9	22	2.7
Yes, meat products	6	1.7	6	1.3	12	1.5
Semolina halva	0	0.0	2	0.4	2	0.2
Products without alcohol	9	2.5	0	0.0	9	1.1
Hacı Bektaş candies	0	0.0	4	0.9	4	0.5
Kandil simit	2	0.6	0	0.0	2	0.2
Religious books	2	0.6	0	0.0	2	0.2
Book	2	0.6	4	0.9	6	0.7
Dressing	0	0.0	4	0.9	4	0.5
Conservative dressing for my wife	0	0.0	2	0.4	2	0.2
Topcoat	4	1.1	0	0.0	4	0.5
Bairam shopping	4	1.1	2	0.4	6	0.7
Ramazan shopping	1	0.3	3	0.7	4	0.5
Gifts	0	0.0	2	0.4	2	0.2
TOTAL	360	100	461	100	821	100

$$x^2=49.063 \quad p=0.000 \quad df=18$$

4.7% of “less than 15” and 6.7% of “16 and more” respondents shopping according to their believes. 1.1% of “less than 15” and 3.9% of “16 and more” respondents don't use meat product including pork according to their believes. 2.5% of “less than 15” respondents buy products without alcohol according to their believes.

Table 4.2.54. Distribution of Respondents' Living Time In Island to Respondents' Credit Card Affect Their Shopping (İstanbul 2006)

HOW DOES YOUR CREDIT CARD EFFECT YOUR SHOPPING?	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
I have not	187	51.9	205	44.5	392	47.7
Does not effect	122	33.9	196	42.5	318	38.7
Other, no explanation	6	1.7	8	1.7	14	1.7
Yes; but I don't use	0	0.0	6	1.3	6	0.7
Other, it causes bankruptcy	6	1.7	2	0.4	8	1.0
Other, I use	6	1.7	0	0.0	6	0.7
Other, I can make shopping easily	21	5.8	33	7.2	54	6.6
Other, I prefer, it rises our opportunities	10	2.8	5	1.1	15	1.8
Other, because I don't have to pay cash	0	0.0	2	0.4	2	0.2
Other, it effects our expenses	0	0.0	2	0.4	2	0.2
Other, I don't have to carry cash	0	0.0	2	0.4	2	0.2
Other, I prefer shops which have credit card in the island	2	0.6	0	0.0	2	0.2
TOTAL	360	100	461	100	821	100

$$x^2=32.736 \quad p=0.001 \quad df=11$$

Credit card doesn't affect 33.9% of "less than 15" and 42.5% of "16 and more" respondents' shopping. 5.8% of "less than 15" and 7.2% of "16 and more" respondents can make shopping easily.

Table 4.2.55.1. Distribution of Respondents' Living Time In Island to Symbolic Products Belong to The Island (What Is The Symbol of The Island?) (1) (İstanbul 2006)

ARE THERE ANY SYMBOLIC PRODUCTS BELONG TO THE ISLAND? (WHAT IS THE SYMBOL OF THE ISLAND?) (1)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
Not Sign	4	1.1	2	0.4	6	0.7
No	213	59.2	205	44.5	418	50.9
The island itself	0	0.0	6	1.3	6	0.7
Ayayorgi	2	0.6	0	0.0	2	0.2
Dilburnu	2	0.6	0	0.0	2	0.2
Clock tower, Büyükada	2	0.6	2	0.4	4	0.5
Direkler	0	0.0	12	2.6	12	1.5
Fish	94	26.1	135	29.3	229	27.9
Fish meals special to the island	0	0.0	4	0.9	4	0.5
Mussel	0	0.0	4	0.9	4	0.5
KuzuTandır, Burgazada	2	0.6	0	0.0	2	0.2
Greek snacks	2	0.6	0	0.0	2	0.2
Pastry-shop products, Büyükada	0	0.0	2	0.4	2	0.2
Crustaceous walnut dessert	2	0.6	0	0.0	2	0.2
Melisa tea	0	0.0	2	0.4	2	0.2
Sage tea	4	1.1	6	1.3	10	1.2
Blue and green	2	0.6	0	0.0	2	0.2
Island forests	0	0.0	6	1.3	6	0.7
Sea	11	3.1	6	1.3	17	2.1
Sea gull	2	0.6	6	1.3	8	1.0
Pine cone	2	0.6	8	1.7	10	1.2
Pine	2	0.6	2	0.4	4	0.5
Karabaş, plants special to island	0	0.0	6	1.3	6	0.7
Kocayemiş	0	0.0	4	0.9	4	0.5
Mimoza flower	0	0.0	12	2.6	12	1.5
Horse chestnut	2	0.6	0	0.0	2	0.2
Herbs special to the island	0	0.0	2	0.4	2	0.2
Restaurants	2	0.6	2	0.4	4	0.5
Phaetons	8	2.2	25	5.4	33	4.0
Bicycle	0	0.0	2	0.4	2	0.2
Sait Faik	2	0.6	0	0.0	2	0.2

TOTAL	360	100	461	100	821	100
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$$\chi^2=91.346 \quad p=0.000 \quad df=30$$

26.1% of “less than 15” and 29.3% of “16 and more” respondents think that the symbol of the island is fish. 2.2% of “less than 15” and 5.4% of “16 and more” respondents think that the symbol of the island is phaetons.

Table 4.2.55.2. Distribution of Respondents’ Living Time In Island to Symbolic Products Belong to The Island (What Is The Symbol of The Island?) (2) (İstanbul 2006)

ARE THERE ANY SYMBOLIC PRODUCTS BELONG TO THE ISLAND? (WHAT IS THE SYMBOL OF THE ISLAND?) (2)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
Not Sign	314	87.2	381	82.6	695	84.7
The island itself	2	0.6	2	0.4	4	0.5
Ayayorgi	2	0.6	6	1.3	8	1.0
Dilburnu	2	0.6	0	0.0	2	0.2
Kalpazankaya, Burgazada	2	0.6	2	0.4	4	0.5
Fish	2	0.6	12	2.6	14	1.7
Sea products	0	0.0	4	0.9	4	0.5
Kokoreç	0	0.0	2	0.4	2	0.2
Snacks	2	0.6	0	0.	2	0.2
Cookies	0	0.0	2	0.4	2	0.2
Melisa tea	0	0.0	2	0.4	2	0.2
Sage tea	0	0.0	2	0.4	2	0.2
Blue and green	2	0.6	0	0.0	2	0.2
Island forests	2	0.6	3	0.7	5	0.6
Sea	9	2.5	5	1.1	14	1.7
Sea gull	0	0.0	2	0.4	2	0.2
Pine cone	0	0.0	4	0.9	4	0.5
Pine	4	1.1	0	0.0	4	0.5
Karabas, plants special to island	0	0.0	2	0.4	2	0.2
Kocayemiş	0	0.0	4	0.9	4	0.5
Mimosa flower	6	1.7	14	3.0	20	2.4
Phaetons	11	3.1	12	2.6	23	2.8
TOTAL	360	100	461	100	821	100

$$x^2=42.405 \quad p=0.004 \quad df=21$$

3.1% of “less than 15” and 2.6% of “16 and more” respondents think that the symbol of the island is phaetons. 1.7% of “less than 15” and 3.0% of “16 and more” respondents think that the symbol of the island is mimoza flower.

Table 4.2.56.1. Distribution of Respondents’ Living Time In Island to Celebration Rituals Belonging to Respondents’ Culture; Religious Feast Day/National Holiday (İstanbul 2006)

IS ANY CELEBRATION RITUALS BELONGING TO YOUR CULTURE? RELIGIOUS FEAST DAY/NATIONAL HOLIDAY	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Not Sign	303	84.2	345	74.8	648	78.9
All family go to Grandmother house for family-meal	0	0.0	4	0.9	4	0.5
Important for us	29	8.1	23	5.0	52	6.3
Aşure	2	0.6	0	0.0	2	0.2
Visiting to my friends and family members	4	1.1	20	4.3	24	2.9
Giving out candy tradition in Candy(Ramamazan) Bairam	2	0.6	2	0.4	4	0.5
Exchange greetings on the occasion of a religious holiday	0	0.0	6	1.3	6	0.7
Visiting the grands in the family and presenting our respect	16	4.4	53	11.5	69	8.4
Being together with family	4	1.1	6	1.3	10	1.2
Rifat Ilgaz Santazma festival	0	0.0	2	0.4	2	0.2
TOTAL	360	100	461	100	821	100

$$x^2=36.448 \quad p=0.000 \quad df=9$$

Visiting the grands in the family and presenting our respect 4.4% of “less than 15” and 11.5% of “16 and more” respondents’ culture rituals.

Table 4.2.56.2. Distribution of Respondents' Living Time In Island to Celebration Rituals Belonging to Respondents' Culture; Wedding (İstanbul 2006)

IS ANY CELEBRATION RITUALS BELONGING TO YOUR CULTURE? WEDDING	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Not Sign	325	90.3	381	82.6	706	86.0
Giving jewelers ceremony in weddings, kemeçe	0	0.0	4	0.9	4	0.5
Important for us	19	5.3	19	4.1	38	4.6
Give meal to all guest	6	1.7	10	2.2	16	1.9
Celebration visits	2	0.6	4	0.9	6	0.7
Henna Nights (kına gecesi)	2	0.6	6	1.3	8	1.0
The family should be together	2	0.6	15	3.3	17	2.1
Giving jewelry ceremony in weddings, henna	4	1.1	8	1.7	12	1.5
Shrill pipe&drum (Davul&zurna)	0	0.0	4	0.9	4	0.5
Presenting gifts in wedding	0	0.0	4	0.9	4	0.5
Anatolian folk dance (halay çekmek)	0	0.0	6	1.3	6	0.7
TOTAL	360	100	461	100	821	100

$$x^2=25.342 \quad p=0.005 \quad df=10$$

The family should be together in 4.4% of “less than 15” and 11.5% of “16 and more” respondents’ culture rituals for wedding.

Table 4.2.57.1. Distribution of Respondents' Living Time In Island to The Factors Written Below Affects Respondents' Shopping Behavior; Newspaper, TV Announcements And Advertisements (İstanbul 2006)

HOW DO THE FACTORS WRITTEN BELOW EFFECTS YOUR SHOPPING BEHAVIOR? NEWSPAPER, TV ANNOUNCEMENTS AND ADVERTISEMENTS	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Never effects	158	43.9	181	39.3	339	41.3
Either effects or doesn't effect	127	35.3	148	32.1	275	33.5
Effects quite a bit	52	14.4	77	16.7	129	15.7
Mostly effects	23	6.4	55	11.9	78	9.5
TOTAL	360	100	461	100	821	100

$$x^2=8.846 \quad p=0.031 \quad df=3$$

Newspaper, TV announcements and advertisements never effects 43.9% of “less than 15” and 39.3% of “16 and more” respondents’ shopping behavior. Newspaper, TV announcements and advertisements either effects or doesn’t effect 35.3% of “less than 15” and 32.1% of “16 and more” respondents’ shopping behavior.

Table 4.2.57.2. Distribution of Respondents’ Living Time In Island to The Factors Written Below Affects Respondents’ Shopping Behavior; The Promotions of The Products In Newspaper, Periodicals And TV (İstanbul 2006)

HOW DO THE FACTORS WRITTEN BELOW EFFECTS YOUR SHOPPING BEHAVIOR? THE PROMOTIONS OF THE PRODUCTS IN NEWSPAPER, PERIODICALS AND TV	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
Never effects	123	34.2	128	27.8	251	30.6
Either effects or does not effect	126	35.0	173	37.5	299	36.4
Effects quite a bit	86	23.9	113	24.5	199	24.2
Mostly effects	25	6.9	47	10.2	72	8.8
TOTAL	360	100	461	100	821	100

$$x^2=5.532 \quad p=0.137 \quad df=3$$

There is no difference between living time in island “less than 15” and “16 and more” according to the factors written below affects respondents’ shopping behavior; the promotions of the products in newspaper, periodicals and TV. The promotions of the products in newspaper, periodicals and TV either effects or does not effect 35.0% of “less than 15” and 37.5% of “16 and more” respondents’ shopping behavior.

Table 4.2.57.3. Distribution of Respondents' Living Time In Island to The Factors Written Below Affects Respondents' Shopping Behavior; The Nearest of The Product to Me (İstanbul 2006)

HOW DO THE FACTORS WRITTEN BELOW EFFECTS YOUR SHOPPING BEHAVIOR? THE NEAREST OF THE PRODUCT TO ME	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Never effects	62	17.2	110	23.9	172	21.0
Either effects or does not effect	93	25.8	110	23.9	203	24.7
Effects quite a bit	131	36.4	167	36.2	298	36.3
Mostly effects	74	20.6	74	16.1	148	18.0
TOTAL	360	100	461	100	821	100

$$x^2=6.847 \quad p=0.077 \quad df=3$$

There is no difference between living time in island “less than 15” and “16 and more” according to the factors written below affects respondents' shopping behavior; the nearest of the product to me. The nearest of the product to respondents quite a bit effect 36.4% of “less than 15” and 36.2% of “16 and more” respondents' shopping behavior.

Table 4.2.57.4. Distribution of Respondents' Living Time In Island to The Factors Written Below Affects Respondents' Shopping Behavior; The Promotions At The Selling Point (İstanbul 2006)

HOW DO THE FACTORS WRITTEN BELOW EFFECTS YOUR SHOPPING BEHAVIOR? THE PROMOTIONS AT THE SELLING POINT	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Never effects	96	26.7	98	21.3	194	23.6
Either effects or does not effect	110	30.6	118	25.6	228	27.8
Effects quite a bit	92	25.6	164	35.6	256	31.2
Mostly effects	62	17.2	81	17.6	143	17.4
TOTAL	360	100	461	100	821	100

$$x^2=10.814 \quad p=0.013 \quad df=3$$

The promotions at the selling point effects quite a bit 25.6% of “less than 15” and 35.6% of “16 and more” respondents' shopping behavior.

Table 4.2.57.5. Distribution of Respondents' Living Time In Island to The Factors Written Below Affects Respondents' Shopping Behavior; The Easiness That The Seller Offer (Delivery to The House, Special Account, Order From Telephone, Order From Net, Transportation) (İstanbul 2006)

HOW DO THE FACTORS WRITTEN BELOW EFFECTS YOUR SHOPPING BEHAVIOR? THE EASINESS THAT THE SELLER OFFER (DELIVERY TO THE HOUSE, SPECIAL ACCOUNT, ORDER FROM TELEPHONE, ORDER FROM NET, TRANSPORTATION)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
Never effects	75	20.8	65	14.1	140	17.1
Either effects or does not effect	46	12.8	71	15.4	117	14.3
Effects quite a bit	114	31.7	166	36.0	280	34.1
Mostly effects	125	34.7	159	34.5	284	34.6
TOTAL	360	100	461	100	821	100

$$x^2=7.472 \quad p=0.058 \quad df=3$$

There is no difference between living time in island “less than 15” and “16 and more” according to the factors written below affects respondents’ shopping behavior; the easiness that the seller offer (delivery to the house, special account, order from telephone, order from net, transportation). The easiness that the seller offer (delivery to the house, special account, order from telephone, order from net, transportation) mostly effects 34.7% of “less than 15” and 36.0% of “16 and more” respondents’ shopping behavior. The easiness that the seller offer (delivery to the house, special account, order from telephone, order from net, transportation) effects quite a bit 34.7% of “less than 15” and 34.5% of “16 and more” respondents’ shopping behavior.

Table 4.2.57.6. Distribution of Respondents' Living Time In Island to The Factors Written Below Affects Respondents' Shopping Behavior; Easiness to Find The Product (İstanbul 2006)

HOW DO THE FACTORS WRITTEN BELOW EFFECTS YOUR SHOPPING BEHAVIOR? EASINESS TO FIND THE PRODUCT	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Never effects	69	19.2	61	13.2	130	15.8
Either effects or does not effect	50	13.9	83	18.0	133	16.2
Effects quite a bit	133	36.9	188	40.8	321	39.1
Mostly effects	108	30.0	129	28.0	237	28.9
TOTAL	360	100	461	100	821	100

$$x^2=7.655 \quad p=0.054 \quad df=3$$

There is no difference between living time in island “less than 15” and “16 and more” according to the factors written below affects respondents’ shopping behavior; easiness to find the product. Easiness to find the product effects quite a bit 36.9% of “less than 15” and 40.8% of “16 and more” respondents’ shopping behavior.

Table 4.2.57.7. Distribution of Respondents' Living Time In Island to The Factors Written Below Affects Respondents' Shopping Behavior; Appropriateness to Respondents' Believe And Tradition (İstanbul 2006)

HOW DO THE FACTORS WRITTEN BELOW EFFECTS YOUR SHOPPING BEHAVIOR? APPROPRIATENESS TO YOUR BELIEVES AND TRADITIONS	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Never effects	106	29.4	106	23.0	212	25.8
Either effects or does not effect	70	19.4	128	27.8	198	24.1
Effects quite a bit	110	30.6	123	26.7	233	28.4
Mostly effects	74	20.6	104	22.6	178	21.7
TOTAL	360	100	461	100	821	100

$$x^2=10.505 \quad p=0.015 \quad df=3$$

Appropriateness to respondents’ believe and tradition effects quite a bit 30.6% of “less than 15” and 26.7% of “16 and more” respondents’ shopping behavior.

Appropriateness to respondents' believe and tradition never effects 29.4% of "less than 15" and 23.0% of "16 and more" respondents' shopping behavior.

Table 4.2.57.8. Distribution of Respondents' Living Time In Island to The Factors Written Below Affects Respondents' Shopping Behavior; Cheapness (İstanbul 2006)

HOW DO THE FACTORS WRITTEN BELOW EFFECTS YOUR SHOPPING BEHAVIOR? CHEAPNESS	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
Never effects	47	13.1	65	14.1	112	13.6
Either effects or does not effect	88	24.4	122	26.5	210	25.6
Effects quite a bit	104	28.9	152	33.0	256	31.2
Mostly effects	121	33.6	122	26.5	243	29.6
TOTAL	360	100	461	100	821	100

$$x^2=5.053 \quad p=0.168 \quad df=3$$

There is no difference between living time in island "less than 15" and "16 and more" according to the factors written below affects respondents' shopping behavior; cheapness. Cheapness effects quite a bit 28.9% of "less than 15" and 33.0% of "16 and more" respondents' shopping behavior. Cheapness mostly effects 33.6% of "less than 15" and 26.5% of "16 and more" respondents' shopping behavior.

Table 4.2.57.9. Distribution of Respondents' Living Time In Island to The Factors Written Below Affects Respondents' Shopping Behavior; The Attitudes And Behaviors of The Salesman (İstanbul 2006)

HOW DO THE FACTORS WRITTEN BELOW EFFECTS YOUR SHOPPING BEHAVIOR? THE ATTITUDES AND BEHAVIORS OF THE SALESMAN	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
Never effects	56	15.6	52	11.3	108	13.2
Either effects or does not effect	36	10.0	57	12.4	93	11.3
Effects quite a bit	85	23.6	151	32.8	236	28.7
Mostly effects	183	50.8	201	43.6	384	46.8
TOTAL	360	100	461	100	821	100

$$x^2=11.947 \quad p=0.008 \quad df=3$$

The attitudes and behaviors of the salesman mostly effects 50.8% of “less than 15” and 43.6% of “16 and more” respondents’ shopping behavior.

Table 4.2.57.10. Distribution of Respondents’ Living Time In Island to The Factors Written Below Affects Respondents’ Shopping Behavior; Reliance (İstanbul 2006)

HOW DO THE FACTORS WRITTEN BELOW EFFECTS YOUR SHOPPING BEHAVIOR? RELIANCE	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
Never effects	38	10.6	47	10.2	85	10.4
Either effects or does not effect	54	15.0	46	10.0	100	12.2
Effects quite a bit	88	24.4	120	26.0	208	25.3
Mostly effects	180	50.0	248	53.8	428	52.1
TOTAL	360	100	461	100	821	100

$$x^2=4.970 \quad p=0.174 \quad df=3$$

There is no difference between living time in island “less than 15” and “16 and more” according to the factors written below affects respondents’ shopping behavior; reliance. Reliance mostly effects 50.0% of “less than 15” and 53.8% of “16 and more” respondents’ shopping behavior.

Table 4.2.57.11. Distribution of Respondents’ Living Time In Island to The Factors Written Below Affects Respondents’ Shopping Behavior; to Be Inside The Island (Shopping From The Islanders) (İstanbul 2006)

HOW DO THE FACTORS WRITTEN BELOW EFFECTS YOUR SHOPPING BEHAVIOR? TO BE INSIDE THE ISLAND (SHOPPING FROM THE ISLANDERS)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
Never effects	104	28.9	134	29.1	238	29.0
Either effects or does not effect	115	31.9	123	26.7	238	29.0
Effects quite a bit	70	19.4	98	21.3	168	20.5
Mostly effects	71	19.7	106	23.0	177	21.6
TOTAL	360	100	461	100	821	100

$$x^2=3.262 \quad p=0.353 \quad df=3$$

There is no difference between living time in island “less than 15” and “16 and more” according to the factors written below affects respondents’ shopping behavior; to be inside the island (shopping from the islanders). to be inside the island (shopping from the islanders) never effects 28.9% of “less than 15” and 29.1% of “16 and more” respondents’ shopping behavior. to be inside the island (shopping from the islanders) either effects or does not effect 31.9% of “less than 15” and 26.7% of “16 and more” respondents’ shopping behavior.

Table 4.2.58.1. Distribution of Respondents’ Living Time In Island to What Are The Changes In Respondents’ Consumer Behavior After Respondents Came to The Island; (1) (İstanbul 2006)

WHAT ARE THE CHANGES IN YOUR CONSUMER BEHAVIOR AFTER YOU TO THE ISLAND? (1)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
Not Sign	151	41.9	191	41.4	342	41.7
Nothing change	89	24.7	159	34.5	248	30.2
There isn't any important change	13	3.6	8	1.7	21	2.6
We begin to prefer natural foods	2	0.6	0	0.0	2	0.2
More healthy products	0	0.0	2	0.4	2	0.2
I have to buy ready foods	0	0.0	2	0.4	2	0.2
There isn't ready foods	0	0.0	4	0.9	4	0.5
We eat much	2	0.6	0	0.0	2	0.2
We eat seafood more than before	9	2.5	17	3.7	26	3.2
Vegetables	4	1.1	0	0.0	4	0.5
We eat more legumes	5	1.4	0	0.0	5	0.6
No fruit habit	0	0.0	2	0.4	2	0.2
We are eating mostly dried fruits	2	0.6	0	0.0	2	0.2
Butter	2	0.6	0	0.0	2	0.2
Tea consumption has increased	2	0.6	4	0.9	6	0.7
Bazaar shopping	0	0.0	2	0.4	2	0.2
Grocery and green grocery instead of markets	0	0.0	2	0.4	2	0.2
Butcher	0	0.0	2	0.4	2	0.2
Butcher opens in summer	0	0.0	4	0.9	4	0.5
Absence of hairdresser	8	2.2	0	0.0	8	1.0

I can't find anything in the island	4	1.1	2	0.4	6	0.7
More variety according to past ,selection chance increased	0	0.0	2	0.4	2	0.2
Less shopping because of expensive goods	7	1.9	2	0.4	9	1.1
More shopping/ shopping increased	6	1.7	0	0.0	6	0.7
Wholesale has begun/ whole consumption	5	1.4	9	2.0	14	1.7
Became more expensive	1	0.3	5	1.1	6	0.7
We have to make shopping more frequently	4	1.1	0	0.0	4	0.5
We don't make shopping as much as in past	2	0.6	0	0.0	2	0.2
Less quality than before	2	0.6	2	0.4	4	0.5
We become more economic/ thrifty	6	1.7	7	1.5	13	1.6
More careful shopping	2	0.6	0	0.0	2	0.2
We are making shopping in safe and trust	4	1.1	0	0.0	4	0.5
Shopping with list	4	1.1	0	0.0	4	0.5
We are buying products with kilo	0	0.0	2	0.4	2	0.2
There are brands or products which I couldn't find	0	0.0	4	0.9	4	0.5
Buy everything from İstanbul-opposite side	0	0.0	4	0.9	4	0.5
We are buying sea-sun creams and oils	0	0.0	2	0.4	2	0.2
Soap	4	1.1	0	0.0	4	0.2
We are using much electric, water and telephone	2	0.6	0	0.0	2	0.2
Cigarette consumption has increased	2	0.6	3	0.7	5	0.6
Quit smoking	2	0.6	2	0.4	4	0.5
I can't make shopping because of transportation problem	0	0.0	2	0.4	2	0.2
Absence of cars	0	0.0	2	0.4	2	0.2
Taxi	0	0.0	2	0.4	2	0.2
Dressing consumption have decreased	0	0.0	2	0.4	2	0.2
Dressing style (comfortable clothing)	10	2.8	2	0.4	12	1.5
We pay attention dressing more	2	0.6	4	0.9	6	0.7
I can't go to cinema, theatre	0	0.0	2	0.4	2	0.2
We are using tube gas for heating is upsetting	2	0.6	0	0.0	2	0.2
TOTAL	360	100	461	100	821	100

$\chi^2=130.841$ $p=0.000$ $df=48$

Nothings change in 24.7% of “less than 15” and 34.5% of “16 and more” respondents’ consumer behavior after respondents came to the island. 2.5% of “less than 15” and 3.7% of “16 and more” respondents eat seafood more than before.

Table 4.2.58.2. Distribution of Respondents’ Living Time In Island to What Are The Changes In Respondents’ Consumer Behavior After Respondents Came to The Island; (2) (İstanbul 2006)

WHAT ARE THE CHANGES IN YOUR CONSUMER BEHAVIOR AFTER YOU TO THE ISLAND? (2)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Not Sign	288	80.0	414	89.8	702	85.5
More healthy products	4	1.1	4	0.9	8	1.0
I have to buy ready foods	0	0.0	2	0.4	2	0.2
There isn’t ready foods	0	0.0	4	0.9	4	0.5
Food products	0	0.0	2	0.4	2	0.2
We eat seafood more than before	2	0.6	0	0.0	2	0.2
We are making more grill	5	1.4	0	0.0	5	0.6
No fruit habit	2	0.6	0	0.0	2	0.2
Mostly snacks	2	0.6	2	0.4	4	0.5
Mostly ice-cream	2	0.6	0	0.0	2	0.2
Yoghurt	2	0.6	0	0.0	2	0.2
Begin to drink sage tea	0	0.0	2	0.4	2	0.2
Milk consumption/ we should buy	4	1.1	0	0.0	4	0.5
Coffee, Nescafe consumption have increased	0	0.0	4	0.9	4	0.5
Absence of delicatessen	0	0.0	2	0.4	2	0.2
There isn’t shopwindows in shops	0	0.0	2	0.4	2	0.2
I can’t find anything in the island	1	0.3	3	0.7	4	0.5
I should go shopping in definite days	0	0.0	4	0.9	4	0.5
Less shopping because of expensive goods	2	0.6	4	0.9	6	0.7
More shopping/ shopping increased	2	0.6	0	0.0	2	0.2
Became more expensive	2	0.6	0	0.0	2	0.2
The time for shopping have shortened	0	0.0	2	0.4	2	0.2
My empty days have increased	2	0.6	0	0.0	2	0.2
We begin to buy more quality products	2	0.6	2	0.4	4	0.5

Our luxury consumption have decreased	2	0.6	0	0.0	2	0.2
More economical shopping	2	0.6	0	0.0	2	0.2
Shopping with list	7	1.9	0	0.0	7	0.9
There are brands or products which I couldn't find	2	0.6	0	0.0	2	0.2
Buy everything from İstanbul-opposite side	0	0.0	2	0.4	2	0.2
I can't make shopping because of transportation problem	4	1.1	0	0.0	4	0.5
My transportation habit	2	0.6	0	0.0	2	0.2
We can't go wherever we want	5	1.4	0	0.0	5	0.6
Using ferry for arrival	2	0.6	0	0.0	2	0.2
Taxi	0	0.0	2	0.4	2	0.2
Absence of textile product/absence of dressing	8	2.2	2	0.4	10	1.2
Dressing style (comfortable clothing)	2	0.6	0	0.0	2	0.2
I can't join art facilities	0	0.0	2	0.4	2	0.2
I am going to coffee-house	2	0.6	0	0.0	2	0.2
TOTAL	360	100	461	100	821	100

$$x^2=99.970 \quad p=0.000 \quad df=37$$

Absence of textile product, absence of dressing change 2.2% of “less than 15” and 0.4% of “16 and more” respondents’ consumer behavior. More healthy products change 1.1% of “less than 15” and 0.9% of “16 and more” respondents’ consumer behavior.

Table 4.2.58.3. Distribution of Respondents’ Living Time In Island to What Are The Changes In Respondents’ Consumer Behavior After Respondents Came to The Island; (3) (İstanbul 2006)

WHAT ARE THE CHANGES IN YOUR CONSUMER BEHAVIOR AFTER YOU TO THE ISLAND? (3)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
Not Sign	316	87.8	439	95.2	755	92.0
We eat seafood more than before	2	0.6	0	0.0	2	0.2
Mostly snacks	0	0.0	2	0.4	2	0.2
Pastry shopping	2	0.6	0	0.0	2	0.2
Mostly ice-cream	0	0.0	2	0.4	2	0.2
My drinking habits have changed	7	1.9	0	0.0	7	0.9

Milk consumption increased	2	0.6	4	0.9	6	0.7
Grocery shopping	0	0.0	2	0.4	2	0.2
There isn't shopwindows in shops	0	0.0	4	0.9	4	0.5
Absence of cinema etc	8	2.2	0	0.0	8	1.0
The time for shopping have shortened	4	1.1	0	0.0	4	0.5
Freshness	0	0.0	2	0.4	2	0.2
We become more economic/ thrifty	2	0.6	0	0.0	2	0.2
Shopping with list	7	1.9	0	0.0	7	0.9
Absence of marked products	0	0.0	2	0.4	2	0.2
There are brands or products which I couldn't find	2	0.6	0	0.0	2	0.2
Compulsorily, because of absence of variety	0	0.0	2	0.4	2	0.2
My shopping equipment needs have increased	2	0.6	0	0.0	2	0.2
I can't make shopping because of transportation problem	0	0.0	2	0.4	2	0.2
We pay attention dressing more	2	0.6	0	0.0	2	0.2
Coal	4	1.1	0	0.0	4	0.5
TOTAL	360	100	461	100	821	100

$$x^2=69.329 \quad p=0.000 \quad df=20$$

Absence of cinema etc change 2.2% of “less than 15” respondents’ consumer behavior. 1.9% of “less than 15” respondents shopping with list after respondents came to the island. . 1.9% of “less than 15” respondents drinking habits have changed after respondents came to the island.

Table 4.2.59.1. Distribution of Respondents' Living Time In Island to The Thoughts That Respondents Agree; The Goods In Respondents' House Reflects Their Culture (İstanbul 2006)

WHICH ONE OF THE THOUGHTS WRITTEN BELOW YOU AGREES? THE GOODS IN MY HOUSE REFLECTS MY CULTURE	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
Totally agree	123	34.2	200	43.4	323	39.3
Partially I agree	140	38.9	155	33.6	295	35.9
Partially I don't agree	47	13.1	51	11.1	98	11.9
Definitely I don't agree	50	13.9	55	11.9	105	12.8
TOTAL	360	100	461	100	821	100

$$x^2=7.204 \quad p= 0.066 \quad df= 3$$

There is no difference between living time in island “less than 15” and “16 and more” according to the thoughts that respondents agree; the goods in respondents' house reflects respondents' culture. 34.2% of “less than 15” and 43.4% of “16 and more” respondents totally agree that the goods in respondents' house reflects their culture. 38.9% of “less than 15” and 33.6% of “16 and more” respondents partially agree that the goods in respondents' house reflects their culture.

Table 4.2.59.2. Distribution of Respondents' Living Time In Island to The Thoughts That Respondents Agree; Respondents Can Buy Any Trademark of Product From Nearest Seller (İstanbul 2006)

WHICH ONE OF THE THOUGHTS WRITTEN BELOW YOU AGREES? I CAN BUY ANY TRADEMARK OF PRODUCT FROM NEAREST SELLER	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
Totally agree	52	14.4	74	16.1	126	15.3
Partially I agree	87	24.2	97	21.0	184	22.4
Partially I don't agree	45	12.5	91	19.7	136	16.6
Definitely I don't agree	176	48.9	199	43.2	375	45.7
TOTAL	360	100	461	100	821	100

$$x^2=9.066 \quad p= 0.028 \quad df= 3$$

38.9% of “less than 15” and 33.6% of “16 and more” respondents definitely don’t agree that respondents can buy any trademark of product from nearest seller. 24.2% of “less than 15” and 21.0% of “16 and more” respondents partially agree that respondents can buy any trademark of product from nearest seller.

Table 4.2.59.3. Distribution of Respondents’ Living Time In Island to The Thoughts That Respondents Agree; Respondents Certainly Make Their Shopping From The Islanders (İstanbul 2006)

WHICH ONE OF THE THOUGHTS WRITTEN BELOW YOU AGREES? I CERTAINLY MAKE MY SHOPPING FROM THE ISLANDERS	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Totally agree	52	14.4	79	17.1	131	16.0
Partially I agree	93	25.8	128	27.8	221	26.9
Partially I don’t agree	66	18.3	107	23.2	173	21.1
Definitely I don’t agree	149	41.4	147	31.9	296	36.1
TOTAL	360	100	461	100	821	100

$$x^2=8.542 \quad p= 0.036 \quad df= 3$$

41.4% of “less than 15” and 31.9% of “16 and more” respondents definitely don’t agree that respondents certainly make their shopping from the islanders. 25.8% of “less than 15” and 27.8% of “16 and more” respondents partially agree that respondents certainly make their shopping from the islanders.

Table 4.2.59.4. Distribution of Respondents’ Living Time In Island to The Thoughts That Respondents Agree; Respondents Make Their Shopping From The Nearest Seller to Respondents’ Office (İstanbul 2006)

WHICH ONE OF THE THOUGHTS WRITTEN BELOW YOU AGREES? I MAKE MY SHOPPING FROM THE NEAREST SELLER TO MY OFFICE	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Totally agree	46	12.8	76	16.5	122	14.9
Partially I agree	118	32.8	164	35.6	282	34.3
Partially I don’t agree	88	24.4	74	16.1	162	19.7
Definitely I don’t agree	108	30.0	147	31.9	255	31.1
TOTAL	360	100	461	100	821	100

$$x^2=9.778 \quad p= 0.021 \quad df= 3$$

32.8% of “less than 15” and 35.6% of “16 and more” respondents partially agree that respondents make their shopping from the nearest seller to respondents’ office. 30.0% of “less than 15” and 31.9% of “16 and more” respondents definitely don’t agree that respondents make their shopping from the nearest seller to respondents’ office.

Table 4.2.59.5. Distribution of Respondents’ Living Time In Island to The Thoughts That Respondents Agree; Respondents Make Their Shopping From The Super Markets Or Big Markets (İstanbul 2006)

WHICH ONE OF THE THOUGHTS WRITTEN BELOW YOU AGREES? I MAKE MY SHOPPING FROM THE SUPER MARKETS OR BIG MARKETS	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Totally agree	112	31.1	177	38.4	289	35.2
Partially I agree	149	41.4	159	34.5	308	37.5
Partially I don’t agree	48	13.3	51	11.1	99	12.1
Definitely I don’t agree	51	14.2	74	16.1	125	15.2
TOTAL	360	100	461	100	821	100

$$x^2=6.947 \quad p= 0.074 \quad df= 3$$

There is no difference between living time in island “less than 15” and “16 and more” according to the thoughts that respondents agree; respondents make their shopping from the super markets or big markets. 31.1% of “less than 15” and 38.4% of “16 and more” respondents totally agree that respondents make their shopping from the super markets or big markets. 41.4% of “less than 15” and 34.5% of “16 and more” respondents partially agree that respondents make their shopping from the super markets or big markets.

Table 4.2.59.6. Distribution of Respondents’ Living Time In Island to The Thoughts That Respondents Agree; Respondents Look For The Product Until They Find (İstanbul 2006)

WHICH ONE OF THE THOUGHTS WRITTEN BELOW YOU AGREES? I LOOK FOR THE PRODUCT UNTIL I FIND	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Totally agree	134	37.2	213	46.2	347	42.3
Partially I agree	105	29.2	131	28.4	236	28.7

Partially I don't agree	70	19.4	66	14.3	136	16.6
Definitely I don't agree	51	14.2	51	11.1	102	12.4
TOTAL	360	100	461	100	821	100

$$x^2=8.674 \quad p= 0.034 \quad df= 3$$

37.2% of “less than 15” and 46.2% of “16 and more” respondents totally agree that respondents look for the product until they find. 29.2% of “less than 15” and 28.4% of “16 and more” respondents partially agree that respondents look for the product until they find.

Table 4.2.59.7. Distribution of Respondents' Living Time In Island to Which One of The Thoughts That Respondents Agree; It Is Important For The Respondents That Their Shopping Reflects Their Culture (İstanbul 2006)

WHICH ONE OF THE THOUGHTS WRITTEN BELOW YOU AGREES? IT IS IMPORTANT FOR ME THAT MY SHOPPING REFLECTS MY CULTURE	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
Totally agree	69	19.2	125	27.1	194	23.6
Partially I agree	93	25.8	135	29.3	228	27.8
Partially I don't agree	96	26.7	115	24.9	211	25.7
Definitely I don't agree	102	28.3	86	18.7	188	22.9
TOTAL	360	100	461	100	821	100

$$x^2=14.773 \quad p= 0.002 \quad df= 3$$

25.8% of “less than 15” and 29.3% of “16 and more” respondents partially agree that it is important for the respondents that their shopping reflects their culture.

Table 4.2.59.8. Distribution of Respondents' Living Time In Island to Which One of The Thoughts That Respondents Agree; Respondents Give Time For Shopping (İstanbul 2006)

WHICH ONE OF THE THOUGHTS WRITTEN BELOW YOU AGREES? I GIVE MY TIME FOR SHOPPING	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Totally agree	152	42.2	219	47.5	371	45.2
Partially I agree	117	32.5	168	36.4	285	34.7
Partially I don't agree	55	15.3	40	8.7	95	11.6
Definitely I don't agree	36	10.0	34	7.4	70	8.5
TOTAL	360	100	461	100	821	100

$$x^2=11.399 \quad p= 0.010 \quad df= 3$$

42.2% of “less than 15” and 47.5% of “16 and more” respondents totally agree that respondents give time for shopping. 32.5% of “less than 15” and 36.4% of “16 and more” respondents partially agree that respondents give time for shopping.

Table 4.2.59.9. Distribution of Respondents' Living Time In Island to Which One of The Thoughts That Respondents Agree; It Is Better to Finish Respondents' Shopping In A Short Time (İstanbul 2006)

WHICH ONE OF THE THOUGHTS WRITTEN BELOW YOU AGREES? IT IS BETTER TO FINISH MY SHOPPING IN A SHORT TIME	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Totally agree	114	31.7	164	35.6	278	33.9
Partially I agree	116	32.2	113	24.5	229	27.9
Partially I don't agree	55	15.3	75	16.3	130	15.8
Definitely I don't agree	75	20.8	109	23.6	184	22.4
TOTAL	360	100	461	100	821	100

$$x^2=6.058 \quad p= 0.109 \quad df= 3$$

There is no difference between living time in island “less than 15” and “16 and more” according to the thoughts that respondents agree; it is better to finish respondents' shopping in a short time. 31.7% of “less than 15” and 35.6% of “16 and more” respondents totally agree that it is better to finish respondents' shopping in a short time.

Table 4.2.59.10. Distribution of Respondents' Living Time In Island to Which One of The Thoughts That Respondents Agree; Respondent Search And Look For The Appropriate Price (İstanbul 2006)

WHICH ONE OF THE THOUGHTS WRITTEN BELOW YOU AGREES? I SEARCH AND LOOK FOR THE APPROPRIATE PRICE	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Totally agree	154	42.8	239	51.8	393	47.9
Partially I agree	108	30.0	124	26.9	232	28.3
Partially I don't agree	66	18.3	56	12.1	122	14.9
Definitely I don't agree	32	8.9	42	9.1	74	9.0
TOTAL	360	100	461	100	821	100

$$x^2=9.375 \quad p= 0.025 \quad df= 3$$

42.8% of “less than 15” and 51.8% of “16 and more” respondents totally agree that respondent search and look for the appropriate price.

Table 4.2.59.11. Distribution of Respondents' Living Time In Island to Which One of The Thoughts That Respondents Agree; Respondent Is Always Trying to Economize (İstanbul 2006)

WHICH ONE OF THE THOUGHTS WRITTEN BELOW YOU AGREES? I AM ALWAYS TRYING TO ECONOMIZE	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Totally agree	161	44.7	276	59.9	437	53.2
Partially I agree	140	38.6	117	25.4	257	31.3
Partially I don't agree	28	7.8	38	8.2	66	8.0
Definitely I don't agree	31	8.6	30	6.5	61	7.4
TOTAL	360	100	461	100	821	100

$$x^2=21.757 \quad p= 0.000 \quad df= 3$$

44.7% of “less than 15” and 59.9% of “16 and more” respondents totally agree that respondent is always trying to economize.

Table 4.2.59.12. Distribution of Respondents' Living Time In Island to Which One of The Thoughts That Respondents Agree; Respondent Prefer to Buy Importation And Unusual Goods (İstanbul 2006)

WHICH ONE OF THE THOUGHTS WRITTEN BELOW YOU AGREES? I PREFER TO BUY IMPORTATION AND UNUSUAL GOODS	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
Totally agree	54	15.0	55	11.9	109	13.3
Partially I agree	94	26.1	105	22.8	199	24.2
Partially I don't agree	82	22.8	121	26.2	203	24.7
Definitely I don't agree	130	36.1	180	39.0	310	37.8
TOTAL	360	100	461	100	821	100

$$x^2=3.807 \quad p= 0.283 \quad df= 3$$

There is no difference between living time in island “less than 15” and “16 and more” according to the thoughts that respondents agree; respondent prefer to buy importation and unusual goods. 22.8% of “less than 15” and 26.2% of “16 and more” respondents partially don't agree that respondent prefer to buy importation and unusual goods. 26.1% of “less than 15” and 22.8% of “16 and more” respondents partially agree that respondent prefer to buy importation and unusual goods.

Table 4.2.59.13. Distribution of Respondents' Living Time In Island to Which One of The Thoughts That Respondents Agree; Respondent Always Buy The High Quality Goods (İstanbul 2006)

WHICH ONE OF THE THOUGHTS WRITTEN BELOW YOU AGREES? I ALWAYS BUY THE HIGH QUALITY GOODS	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
Totally agree	116	32.2	137	29.7	253	30.8
Partially I agree	143	39.7	210	45.6	353	43.0
Partially I don't agree	68	18.9	82	17.8	150	18.3
Definitely I don't agree	33	9.2	32	6.9	65	7.9
TOTAL	360	100	461	100	821	100

$$x^2=3.408 \quad p= 0.333 \quad df= 3$$

There is no difference between living time in island “less than 15” and “16 and more” according to the thoughts that respondents agree; respondent always buy the high

quality goods. 39.7% of “less than 15” and 45.6% of “16 and more” respondents partially agree that respondent always buy the high quality goods.

Table 4.2.59.14. Distribution of Respondents’ Living Time In Island to Which One of The Thoughts That Respondents Agree; Respondent Make Their Shopping According to List Which They Made Before (İstanbul 2006)

WHICH ONE OF THE THOUGHTS WRITTEN BELOW YOU AGREES? I MAKE MY SHOPPING ACCORDING TO LIST WHICH I MADE BEFORE	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
Totally agree	129	35.8	198	43.0	327	39.8
Partially I agree	98	27.2	141	30.6	239	29.1
Partially I don’t agree	86	23.9	57	12.4	143	17.4
Definitely I don’t agree	47	13.1	65	14.1	112	13.6
TOTAL	360	100	461	100	821	100

$$x^2=18.931 \quad p= 0.000 \quad df= 3$$

35.8% of “less than 15” and 43.0% of “16 and more” respondents totally agree that respondent make their shopping according to list which they made before.

Table 4.2.59.15. Distribution of Respondents’ Living Time In Island to Which One of The Thoughts That Respondents Agree; It Is Possible to Buy Spontaneously Out The List (İstanbul 2006)

WHICH ONE OF THE THOUGHTS WRITTEN BELOW YOU AGREES? IT IS POSSIBLE TO BUY SPONTANEOUSLY OUT THE LIST	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
Totally agree	173	48.1	238	51.6	411	50.1
Partially I agree	129	35.8	143	31.0	272	33.1
Partially I don’t agree	26	7.2	49	10.6	75	9.1
Definitely I don’t agree	32	8.9	31	6.7	63	7.7
TOTAL	360	100	461	100	821	100

$$x^2=5.731 \quad p= 0.125 \quad df= 3$$

There is no difference between living time in island “less than 15” and “16 and more” according to the thoughts that respondents agree; it is possible to buy spontaneously out the list. 35.8% of “less than 15” and 43.0% of “16 and more” respondents totally agree that it is possible to buy spontaneously out the list.

Table 4.2.59.16. Distribution of Respondents' Living Time In Island to Which One of The Thoughts That Respondents Agree; Respondent Regulate Their Budget Carefully (İstanbul 2006)

WHICH ONE OF THE THOUGHTS WRITTEN BELOW YOU AGREES? I REGULATE MY BUDGET CAREFULLY	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Totally agree	185	51.4	275	59.7	460	56.0
Partially I agree	115	31.9	120	26.0	235	28.6
Partially I don't agree	36	10.0	42	9.1	78	9.5
Definitely I don't agree	24	6.7	24	5.2	48	5.8
TOTAL	360	100	461	100	821	100

$$x^2=5.840 \quad p= 0.120 \quad df= 3$$

There is no difference between living time in island “less than 15” and “16 and more” according to the thoughts that respondents agree; respondent regulate their budget carefully. 51.4% of “less than 15” and 59.7% of “16 and more” respondents totally agree that respondent regulate their budget carefully.

Table 4.2.59.17. Distribution of Respondents' Living Time In Island to Which One of The Thoughts That Respondents Agree; Respondents' Religion Effects Their Shopping (İstanbul 2006)

WHICH ONE OF THE THOUGHTS WRITTEN BELOW YOU AGREES? MY RELIGION EFFECTS MY SHOPPING	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Totally agree	68	18.9	95	20.6	163	19.9
Partially I agree	70	19.4	127	27.5	197	24.0
Partially I don't agree	84	23.3	93	20.2	177	21.6
Definitely I don't agree	138	38.3	146	31.7	284	34.6
TOTAL	360	100	461	100	821	100

$$x^2=9.364 \quad p= 0.025 \quad df= 3$$

38.3% of “less than 15” and 31.7% of “16 and more” respondents definitely don't agree that respondent regulate their budget carefully. 19.4% of “less than 15” and 27.5% of “16 and more” respondents partially agree that respondent regulate their budget carefully.

Table 4.2.59.18. Distribution of Respondents' Living Time In Island to Which One of The Thoughts That Respondents Agree; Respondents Left The Shop If It Is Not Appropriate For Their Culture (İstanbul 2006)

WHICH ONE OF THE THOUGHTS WRITTEN BELOW YOU AGREES? I LEFT THE SHOP IF IT IS NOT APPROPRIATE FOR MY CULTURE	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Totally agree	72	20.0	129	28.0	201	24.5
Partially I agree	146	40.6	94	20.4	240	29.2
Partially I don't agree	39	10.8	73	15.8	112	13.6
Definitely I don't agree	103	28.6	165	35.8	268	32.6
TOTAL	360	100	461	100	821	100

$$x^2=40.280 \quad p= 0.000 \quad df= 3$$

28.6% of “less than 15” and 35.8% of “16 and more” respondents definitely don't agree that respondents left the shop if it is not appropriate for their culture. 40.6% of “less than 15” and 20.4% of “16 and more” respondents partially agree that respondents left the shop if it is not appropriate for their culture.

Table 4.2.59.19. Distribution of Respondents' Living Time In Island to Which One of The Thoughts That Respondents Agree; Respondents Try to Make Their Shopping From The Lowest Price (İstanbul 2006)

WHICH ONE OF THE THOUGHTS WRITTEN BELOW YOU AGREES? I TRY TO MAKE MY SHOPPING FROM THE LOWEST PRICE	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Totally agree	163	45.3	194	42.1	357	43.5
Partially I agree	127	35.3	155	33.6	282	34.3
Partially I don't agree	36	10.0	57	12.4	93	11.3
Definitely I don't agree	34	9.4	55	11.9	89	10.8
TOTAL	360	100	461	100	821	100

$$x^2=2.786 \quad p= 0.426 \quad df= 3$$

There is no difference between living time in island “less than 15” and “16 and more” according to the thoughts that respondents agree; respondents try to make their shopping from the lowest price. 45.3% of “less than 15” and 42.1% of “16 and more” respondents totally agree that respondents try to make their shopping from the lowest price.

Table 4.2.59.20. Distribution of Respondents' Living Time In Island to Which One of The Thoughts That Respondents Agree; Respondent Try New Products (İstanbul 2006)

WHICH ONE OF THE THOUGHTS WRITTEN BELOW YOU AGREES? I TRY NEW PRODUCTS	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Totally agree	107	29.7	141	30.6	248	30.2
Partially I agree	150	41.7	217	47.1	367	44.7
Partially I don't agree	70	19.4	79	17.1	149	18.1
Definitely I don't agree	33	9.2	24	5.2	57	6.9
TOTAL	360	100	461	100	821	100

$$x^2=6.531 \quad p= 0.088 \quad df= 3$$

There is no difference between living time in island “less than 15” and “16 and more” according to the thoughts that respondents agree; respondent try new products. 41.7% of “less than 15” and 47.1% of “16 and more” respondents partially agree that respondent try new products.

Table 4.2.59.21. Distribution of Respondents' Living Time In Island to Which One of The Thoughts That Respondents Agree; Respondent Use Ready-Frozen Meals (İstanbul 2006)

WHICH ONE OF THE THOUGHTS WRITTEN BELOW YOU AGREES? I USE READY-FROZEN MEALS	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Totally agree	33	9.2	65	14.1	98	11.9
Partially I agree	82	22.8	80	17.4	162	19.7
Partially I don't agree	73	20.3	83	18.0	156	19.0
Definitely I don't agree	172	47.8	233	50.5	405	49.3
TOTAL	360	100	461	100	821	100

$$x^2=7.998 \quad p= 0.046 \quad df= 3$$

47.8% of “less than 15” and 50.5% of “16 and more” respondents definitely don't agree that respondent use ready-frozen meals. 22.8% of “less than 15” and 17.4% of “16 and more” respondents partially agree that respondent use ready-frozen meals.

Table 4.2.59.22. Distribution of Respondents' Living Time In Island to Which One of The Thoughts That Respondents Agree; The Package And Symbols Over The Package Is Important For Respondent If It Reflects Their Culture (İstanbul 2006)

WHICH ONE OF THE THOUGHTS WRITTEN BELOW YOU AGREES? THE PACKAGE AND SYMBOLS OVER THE PACKAGE IS IMPORTANT FOR ME IF IT REFLECTS MY CULTURE	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
Totally agree	78	21.7	93	20.2	171	20.8
Partially I agree	91	25.3	107	23.2	198	24.1
Partially I don't agree	69	19.2	93	20.2	162	19.7
Definitely I don't agree	122	33.9	168	36.4	290	35.3
TOTAL	360	100	461	100	821	100

$$x^2=1.052 \quad p= 0.789 \quad df= 3$$

There is no difference between living time in island “less than 15” and “16 and more” according to the thoughts that respondents agree; the package and symbols over the package is important for respondent if it reflects their culture. 33.9% of “less than 15” and 36.4% of “16 and more” respondents definitely don't agree that the package and symbols over the package is important for respondent if it reflects their culture.

Table 4.2.59.23. Distribution of Respondents' Living Time In Island to Which One of The Thoughts That Respondents Agree; Respondent Preferences Are Always According to Their Culture Respondent Belong to (İstanbul 2006)

WHICH ONE OF THE THOUGHTS WRITTEN BELOW YOU AGREES? MY PREFERENCES ARE ALWAYS ACCORDING TO MY CULTURE, I BELONG TO	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
Totally agree	88	24.4	129	28.0	217	26.4
Partially I agree	104	28.9	135	29.3	239	29.1
Partially I don't agree	75	20.8	86	18.7	161	19.6
Definitely I don't agree	93	25.8	111	24.1	204	24.8
TOTAL	360	100	461	100	821	100

$$x^2=1.708 \quad p= 0.635 \quad df= 3$$

There is no difference between living time in island “less than 15” and “16 and more” according to the thoughts that respondents agree; respondent preferences are always

according to their culture respondent belong to. 28.9% of “less than 15” and 29.3% of “16 and more” respondents partially agree that respondent preferences are always according to their culture respondent belong to.

Table 4.2.60.1. Distribution of Respondents’ Living Time In Island to The Three Things Which Can Make Shopping Easy In The Island. First (İstanbul 2006)

THE THREE THINGS WHICH CAN MAKE SHOPPING EASY IN THE ISLAND. FIRST	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Not Sign	90	25.0	105	22.8	195	23.8
Transportation/arrival	85	23.6	89	19.3	174	21.2
There should be more frequent ferry schedule	0	0.0	2	0.4	2	0.2
Free ferry between islands	2	0.6	0	0.0	2	0.2
Transportation inside island	0	0.0	4	0.9	4	0.5
Transportation for shopping outside island	0	0.0	4	0.9	4	0.5
Phaeton	0	0.0	2	0.4	2	0.2
Car ferry	0	0.0	5	1.1	5	0.6
Motorized vehicles	1	0.3	0	0.0	1	0.1
Absence of vehicle/ car	4	1.1	1	0.2	5	0.6
Absence of home delivery service	2	0.6	2	0.4	4	0.5
Consumer services	2	0.6	6	1.3	8	1.0
Reliability	6	1.7	0	0.0	6	0.7
There should be shops for rivalry	0	0.0	2	0.4	2	0.2
Service	4	1.1	6	1.3	10	1.2
Control	2	0.6	0	0.0	2	0.2
Lower price	92	25.6	90	19.5	182	22.2
Bargaining	2	0.6	0	0.0	2	0.2
Credit card easiness	0	0.0	5	1.1	5	0.6
Finding want we want	12	3.3	4	0.9	16	1.9
Variation of products	8	2.2	21	4.6	29	3.5
Quality products	4	1.1	8	1.7	12	1.5
Economical products	0	0.0	4	0.9	4	0.5
Health products	2	0.6	2	0.4	4	0.5
Fresh products	0	0.0	5	1.1	5	0.6
Shopping centers	2	0.6	2	0.4	4	0.5
Open markets like BİM, Migros	20	5.6	54	11.7	74	9.0

We want permanent bazaars	2	0.6	10	2.2	12	1.5
Lack of shops	2	0.6	2	0.4	4	0.5
Dressing shops	0	0.0	4	0.9	4	0.5
Sport shops	2	0.6	0	0.0	2	0.2
Nearness of shopping places	12	3.3	16	3.5	28	3.4
Seasonal shopping difficulty/12 month open shops	0	0.0	2	0.4	2	0.2
Personal care for women	2	0.6	0	0.0	2	0.2
ATM machine	0	0.0	4	0.9	4	0.5
TOTAL	360	100	461	100	821	100

$$x^2=87.047 \quad p=0.000 \quad df=34$$

Lower price can make 25.6% of “less than 15” and 19.5% of “16 and more” respondents’ shopping easy in the island. Transportation can make 23.6% of “less than 15” and 19.3% of “16 and more” respondents’ shopping easy in the island. Open markets like BİM, Migros can make 5.6% of “less than 15” and 11.7% of “16 and more” respondents’ shopping easy in the island.

Table 4.2.60.2. Distribution of Respondents’ Living Time In Island to The Three Things Which Can Make Shopping Easy In The Island. Second (İstanbul 2006)

THE THREE THINGS WHICH CAN MAKE SHOPPING EASY IN THE ISLAND. SECOND	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
Not Sign	179	49.7	218	47.3	397	48.4
Transportation/arrival	21	5.8	18	3.9	39	4.8
There should be more frequent ferry schedule	2	0.6	2	0.4	4	0.5
Seabus ferry for all season	0	0.0	4	0.9	4	0.5
Direct ferry for every island	0	0.0	5	1.1	5	0.6
Free ferry between islands	0	0.0	2	0.4	2	0.2
Transportation inside island	10	2.8	0	0.0	10	1.2
Transportation for shopping outside island	4	1.1	6	1.3	10	1.2
Arrival inside island	8	2.2	4	0.9	12	1.5
Absence of vehicle/ car	0	0.0	2	0.4	2	0.2
Absence of home delivery service	0	0.0	2	0.4	2	0.2

Consumer services	8	2.2	2	0.4	10	1.2
Reliability	0	0.0	6	1.3	6	0.7
The possibility to change the product	0	0.0	4	0.9	4	0.5
There should be shops for rivalry	2	0.6	0	0.0	2	0.2
Service	3	0.8	7	1.5	10	1.2
Clean shops	2	0.6	0	0.0	2	0.2
Control	0	0.0	2	0.4	2	0.2
Lower price	40	11.1	69	15.0	109	13.3
Easiness in paying	2	0.6	0	0.0	2	0.2
Credit card easiness	0	0.0	2	0.4	2	0.2
Finding want we want	6	1.7	6	1.3	12	1.5
Variation of products	28	7.8	22	4.8	50	6.1
Quality products	16	4.4	34	7.4	50	6.1
Economical products	2	0.6	4	0.9	6	0.7
Health products	4	1.1	0	0.0	4	0.5
Fresh products	0	0.0	4	0.9	4	0.5
Shopping centers	8	2.2	8	1.7	16	1.9
Open markets like BIM, Migros	4	1.1	12	2.6	16	1.9
We want permanent bazaars	3	0.8	6	1.3	9	1.1
Dressing shops	2	0.6	0	0.0	2	0.2
Shops for fun and art products	0	0.0	4	0.9	4	0.5
Seasonal shopping difficulty/12 month open shops	4	1.1	4	0.9	8	1.0
I want more vegetables	2	0.6	2	0.4	4	0.5
TOTAL	360	100	461	100	821	100

$$x^2=79.353 \quad p=0.000 \quad df=33$$

Lower price can make 11.1% of “less than 15” and 15.0% of “16 and more” respondents’ shopping easy in the island. Variation of products can make 7.8% of “less than 15” and 4.8% of “16 and more” respondents’ shopping easy in the island. Quality products can make 4.4% of “less than 15” and 7.4% of “16 and more” respondents’ shopping easy in the island.

Table 4.2.60.3. Distribution of Respondents' Living Time In Island to The Three Things Which Can Make Shopping Easy In The Island. Third (İstanbul 2006)

THE THREE THINGS WHICH CAN MAKE SHOPPING EASY IN THE ISLAND. THIRD	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
Not Sign	252	70.0	301	65.3	553	67.4
Transportation/arrival	5	1.4	15	3.3	20	2.4
The municipality of the island arrange weekly motors	0	0.0	5	1.1	5	0.6
Transportation inside island	6	1.7	2	0.4	8	1.0
Transportation for shopping outside island	0	0.0	4	0.9	4	0.5
Phaeton	0	0.0	2	0.4	2	0.2
Motorized vehicles	0	0.0	2	0.4	2	0.2
Absence of home delivery service	8	2.2	0	0.0	8	1.0
Home delivery service should be in winter too	0	0.0	2	0.4	2	0.2
Consumer services	6	1.7	22	4.8	28	3.4
Reliability	10	2.8	2	0.4	12	1.5
There should be shops for rivalry	0	0.0	6	1.3	6	0.7
Service	2	0.6	4	0.9	6	0.7
Clean shops	6	1.7	10	2.2	16	1.9
The owner of the shop is our neighbor	0	0.0	2	0.4	2	0.2
Lower price	6	1.7	6	1.3	12	1.5
Easiness in paying	2	0.6	2	0.4	4	0.5
Finding want we want	6	1.7	14	3.0	20	2.4
Variation of products	16	4.4	30	6.5	46	5.6
Quality products	17	4.7	16	3.5	33	4.0
Health products	2	0.6	0	0.0	2	0.2
Fresh products	0	0.0	2	0.4	2	0.2
Shopping centers	0	0.0	4	0.9	4	0.5
Open markets like BİM, Migros	6	1.7	2	0.4	8	1.0
We want permanent bazaars	4	1.1	0	0.0	4	0.5
Outlet shops	2	0.6	0	0.0	2	0.2
Sport shops	2	0.6	0	0.0	2	0.2
Nearness of shopping places	0	0.0	2	0.4	2	0.2
We want to find the products in winter too	0	0.0	2	0.4	2	0.2

Seasonal shopping difficulty/12 month open shops	0	0.0	2	0.4	2	0.2
More advertisement	2	0.6	0	0.0	2	0.2
TOTAL	360	100	461	100	821	100

$$x^2=80.773 \quad p=0.000 \quad df=30$$

Variation of products can make 4.4% of “less than 15” and 6.5% of “16 and more” respondents’ shopping easy in the island. Quality products can make 4.7% of “less than 15” and 3.5% of “16 and more” respondents’ shopping easy in the island. Consumer services can make 1.7% of “less than 15” and 4.8% of “16 and more” respondents’ shopping easy in the island.

Table 4.2.61.1. Distribution of Respondents’ Living Time In Island to The Three Shops Which Respondents Want to Find In The Island. First (İstanbul 2006)

THE THREE SHOPS WHICH YOU WANT TO FIND IN THE ISLAND,FIRST	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
Not Sign	106	29.4	107	23.2	213	25.9
Reliable super market	110	30.6	136	29.5	246	30.0
BİM	16	4.4	14	3.0	30	3.7
Çağrı Market	0	0.0	15	3.3	15	1.8
ŞOK	0	0.0	2	0.4	2	0.2
Tansaş	2	0.6	4	0.9	6	0.7
Migros	6	1.7	20	4.3	26	3.2
Carrefour	2	0.6	11	2.4	13	1.6
Permanent bazaar	2	0.6	2	0.4	4	0.5
Delicatessen	0	0.0	2	0.4	2	0.2
Green grocery	0	0.0	2	0.4	2	0.2
Shops special to Banvit products	2	0.6	0	0.0	2	0.2
Butcher	5	1.4	17	3.7	22	2.7
Public Bread (own to municipality)	0	0.0	2	0.4	2	0.2
Hygienic bakery	4	1.1	2	0.4	6	0.7
Hygienic pastry shop	2	0.6	0	0.0	2	0.2
Hot Meal quality Restaurants without alcohol	0	0.0	2	0.4	2	0.2
Mc Donald’s	0	0.0	4	0.9	4	0.5

Kafkas candies	0	0.0	1	0.2	1	0.1
Hotel, Motel	0	0.0	5	1.1	5	0.6
Cafe open both in summer and winter	0	0.0	2	0.4	2	0.2
Nargile cafe	0	0.0	7	1.5	7	0.9
Cafe for women	2	0.6	0	0.0	2	0.2
Winter-summer open shops for cassette, CD or books	15	4.2	12	2.6	27	3.3
Bookstore	2	0.6	9	2.0	11	1.3
Stationery	8	2.2	6	1.3	14	1.7
Shopping centers	8	2.2	2	0.4	10	1.2
Various shops	4	1.1	0	0.0	4	0.5
Permanently open shops with various kinds	0	0.0	2	0.4	2	0.2
Permanently open shops both in winter and summer	9	2.5	0	0.0	9	1.1
Shops for sport materials	4	1.1	4	0.9	8	1.0
Boyner	0	0.0	2	0.4	2	0.2
Mango	0	0.0	2	0.4	2	0.2
Shoe-seller	4	1.1	2	0.4	6	0.7
Dressing shops appropriate for every budget	16	4.4	14	3.0	30	3.7
Fashion clothes store/boutique	5	1.4	0	0.0	5	0.6
Kid dressing shops	0	0.0	4	0.9	4	0.5
Drapery	8	2.2	6	1.3	14	1.7
Haberdashery	2	0.6	2	0.4	4	0.5
Pharmacy	2	0.6	2	0.4	4	0.5
Hospital and health service	0	0.0	4	0.9	4	0.5
Electronical product shops	2	0.6	4	0.9	6	0.7
ATM machine	0	0.0	8	1.7	8	1.0
Cosmetic products store	2	0.6	2	0.4	4	0.5
Hairdresser	8	2.2	0	0.0	8	1.0
Construction material shop	0	0.0	2	0.4	2	0.2
Serviceman/repairman	0	0.0	4	0.9	4	0.5
Furniture store	0	0.0	11	2.4	11	1.3
Shop for heating tube	2	0.6	0	0.0	2	0.2
TOTAL	360	100	461	100	821	100

$\chi^2=141.679$ $p=0.000$ $df=48$

30.6% of “less than 15” and 29.5% of “16 and more” respondents want to find reliable super market in the island. 4.4% of “less than 15” and 3.0% of “16 and more” respondents want to find BİM in the island. 4.4% of “less than 15” and 3.0% of “16 and more” respondents want to find dressing shops appropriate for every budget in the island.

Table 4.2.61.2. Distribution of Respondents’ Living Time In Island to The Three Shops Which Respondents Want to Find In The Island. Second (İstanbul 2006)

THE THREE SHOPS WHICH YOU WANT TO FIND IN THE ISLAND, SECOND	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
Not Sign	183	50.8	193	41.9	376	45.8
Reliable super market	23	6.4	37	8.0	60	7.3
BİM	0	0.0	17	3.7	17	2.1
Çağrı Market	2	0.6	2	0.4	4	0.5
ŞOK	0	0.0	2	0.4	2	0.2
DİA SA	4	1.1	0	0.0	4	0.5
Gima	0	0.0	4	0.9	4	0.5
Tansaş	0	0.0	2	0.4	2	0.2
Migros	4	1.1	15	3.3	19	2.3
Bauhaus	0	0.0	2	0.4	2	0.2
Permanent bazaar	2	0.6	0	0.0	2	0.2
Shops special to ecological agriculture products	2	0.6	0	0.0	2	0.2
Grocery	2	0.6	0	0.0	2	0.2
Delicatessen	5	1.4	0	0.0	5	0.6
Green grocery	1	0.3	13	2.8	14	1.7
Butcher	6	1.7	8	1.7	14	1.7
Hygienic bakery	0	0.0	8	1.7	8	1.0
Liver shops (a kind of butcher)	0	0.0	2	0.4	2	0.2
Pide restaurant	5	1.4	0	0.0	5	0.6
Restaurant	0	0.0	5	1.1	5	0.6
Fish&meat restaurant	4	1.1	0	0.0	4	0.5
Girl meals	0	0.0	1	0.2	1	0.1
Pizza restaurant	0	0.0	2	0.4	2	0.2
Burger king	0	0.0	8	1.7	8	1.0
Pizza hut	2	0.6	0	0.0	2	0.2

Antiquary	0	0.0	5	1.1	5	0.6
Gift shop	0	0.0	2	0.4	2	0.2
Turkish bath	0	0.0	2	0.4	2	0.2
Hotel, Motel	0	0.0	2	0.4	2	0.2
Cafe open both in summer and winter	2	0.6	2	0.4	4	0.5
Cafe for women	4	1.1	6	1.3	10	1.2
Cinema open both in winter and summer	5	1.4	0	0.0	5	0.6
Biletix	0	0.0	2	0.4	2	0.2
Internet cafe	0	0.0	3	0.7	3	0.4
Playground and fun places for children	2	0.6	2	0.4	4	0.5
Winter-summer open shops for cassette, CD or book	6	1.7	8	1.7	14	1.7
Bookstore	11	3.1	3	0.7	14	1.7
Stationery	4	1.1	0	0.0	4	0.5
Shopping centers	14	3.9	14	2.2	24	2.9
Various shops	9	2.5	0	0.0	9	1.1
Permanently open shops both in winter and summer	0	0.0	2	0.4	2	0.2
Shops for sport materials	4	1.1	2	0.4	6	0.7
Boyner	0	0.0	4	0.9	4	0.5
Zara	0	0.0	2	0.4	2	0.2
Shoe-seller	5	1.4	6	1.3	11	1.3
Dressing shops appropriate for every budget	16	4.4	28	6.1	44	5.4
Outlet shops	2	0.6	0	0.0	2	0.2
Fashion clothes store/boutique	2	0.6	13	2.8	15	1.8
Kid dressing shops	0	0.0	2	0.4	2	0.2
Drapery	6	1.7	0	0.0	6	0.7
Haberdashery	0	0.0	2	0.4	2	0.2
Permanently open pharmacy	0	0.0	4	0.9	4	0.5
Pharmacy	0	0.0	2	0.4	2	0.2
Electronical product shops	0	0.0	4	0.9	4	0.5
İski office	0	0.0	4	0.9	4	0.5
Jeweller	2	0.6	0	0.0	2	0.2
Cosmetic products store	15	4.2	8	1.7	23	2.8
Hairdresser	0	0.0	2	0.4	2	0.2
Ironmonger	2	0.6	0	0.0	2	0.2

Serviceman/repairman	2	0.6	2	0.4	4	0.5
Furniture store	2	0.6	0	0.0	2	0.2
White goods	0	0.0	2	0.4	2	0.2
Shops for kitchen objects	0	0.0	4	0.9	4	0.5
TOTAL	360	100	461	100	821	100

$$x^2=192.106 \quad p=0.000 \quad df=62$$

6.4% of “less than 15” and 8.0% of “16 and more” respondents want to find reliable super market in the island. 4.4% of “less than 15” and 6.1% of “16 and more” respondents want to find dressing shops appropriate for every budget in the island. 3.9% of “less than 15” and 2.2% of “16 and more” respondents want to find shopping centers in the island.

Table 4.2.61.3. Distribution of Respondents’ Living Time In Island to The Three Shops Which Respondents Want to Find In The Island. Third (İstanbul 2006)

THE THREE SHOPS WHICH YOU WANT TO FIND IN THE ISLAND, THIRD	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
Not Sign	254	70.6	274	59.4	528	64.3
Reliable super market	4	1.1	13	2.8	17	2.1
BİM	2	0.6	6	1.3	8	1.0
Çağrı Market	2	0.6	2	0.4	4	0.5
Kiler Market	0	0.0	2	0.4	2	0.2
DİA SA	0	0.0	2	0.4	2	0.2
Tansaş	0	0.0	4	0.9	4	0.5
Migros	2	0.6	4	0.9	6	0.7
Carrefour	0	0.0	17	3.7	17	2.1
Delicatessen	0	0.0	2	0.4	2	0.5
Green grocery	2	0.6	2	0.4	4	0.5
Butcher	2	0.6	0	0.0	2	0.2
A bazaar like “Salı Bazaar” in Kadıköy	0	0.0	2	0.4	2	0.2
Hygienic pastry shop	0	0.0	2	0.4	2	0.2
A healthy meat ball restaurant	2	0.6	0	0.0	2	0.2
One of the fast food restaurant	2	0.6	0	0.0	2	0.2

Pizza restaurant	5	1.4	0	0.0	5	0.6
Mc Donald's	2	0.6	0	0.0	2	0.2
Antiquary	2	0.6	0	0.0	2	0.2
Permanent shops for products special to island	0	0.0	5	1.1	5	0.6
Hotel, Motel	2	0.6	4	0.9	6	0.7
Entertainment places	2	0.6	2	0.4	4	0.5
Cafe open both in summer and winter	0	0.0	5	1.1	5	0.6
Bar	2	0.6	2	0.4	4	0.5
Nargile cafe	0	0.0	4	1.7	4	1.0
Social and cultural facility places	0	0.0	8	1.7	8	1.0
Cinema open both in winter and summer	2	0.6	6	1.3	8	1.0
Theatre	5	1.4	0	0.0	5	0.6
Internet cafe	0	0.0	2	0.4	2	0.2
Playground and fun places for children	3	0.8	0	0.0	3	0.4
Sport saloon	0	0.0	2	0.4	2	0.2
Shops for musical instruments	0	0.0	2	0.4	2	0.2
Winter-summer open shops for cassette, CD or books	4	1.1	4	0.9	8	1.0
Bookstore	0	0.0	4	0.9	4	0.5
Stationery	1	0.3	4	0.9	5	0.6
Shopping centers	4	1.1	4	0.9	8	1.0
Various shops	2	0.6	2	0.4	4	0.5
Shops for children	2	0.6	0	0.0	2	0.2
Shops for sport materials	0	0.0	3	0.7	3	0.4
Boyner	0	0.0	6	1.3	6	0.7
Shoe-seller	2	0.6	10	2.2	12	1.5
Dressing shops appropriate for every budget	15	4.2	14	3.0	29	3.5
Fashion clothes store/boutique	2	0.6	6	1.3	8	1.0
Haberdashery	0	0.0	4	0.9	4	0.5
Permanently open pharmacy	0	0.0	2	0.4	2	0.2
Pharmacy	0	0.0	2	0.4	2	0.2
Hospital and health service	4	1.1	2	0.4	6	0.7
Doctor	0	0.0	2	0.4	2	0.2
Cell-phone seller	2	0.6	0	0.0	2	0.2
Electronical product shops	0	0.0	2	0.4	2	0.2

Teknosa	0	0.0	2	0.4	2	0.2
Tedaş office	0	0.0	4	0.9	4	0.5
Bank	2	0.6	0	0.0	2	0.2
Exchange office	4	1.1	0	0.0	4	0.5
Cosmetic products store	0	0.0	4	0.9	4	0.5
Hairdresser	0	0.0	2	0.4	2	0.2
Ironmonger	2	0.6	2	0.4	4	0.5
Furniture store	9	2.5	2	0.4	11	1.3
White goods	2	0.6	0	0.0	2	0.2
Shops for kitchen objects	6	1.7	0	0.0	6	0.7
TOTAL	360	100	461	100	821	100

$$x^2=152.020 \quad p=0.000 \quad df=59$$

4.2% of “less than 15” and 3.0% of “16 and more” respondents want to find dressing shops appropriate for every budget in the island. 1.1% of “less than 15” and 2.8% of “16 and more” respondents want to find reliable super market in the island. 3.7% of “16 and more” respondents want to find Carrefour in the island.

Table 4.2.62.1. Distribution of Respondents’ Living Time In Island to Respondents Give Their Decision About A New Product That They Have Never Tried Before, According to It’s Fashion (İstanbul 2006)

ACCORDING TO WHAT DO YOU GIVE YOUR DECISION ABOUT A NEW PRODUCT THAT YOU HAVE NEVER TIED BEFORE, ACCORDING TO IT’S FASHION	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
Yes	133	36.9	118	25.6	251	30.6
No	227	63.1	343	74.4	570	69.4
TOTAL	360	100	461	100	821	100

$$x^2=12.264 \quad p= 0.000 \quad df= 1$$

36.9% of “less than 15” and 25.6% of “16 and more” respondents give their decision about a new product that they have never tried before, according to it’s fashion.

Table 4.2.62.2. Distribution of Respondents' Living Time In Island to Respondents Give Their Decision About A New Product That They Have Never Tried Before, According to Its Quality (İstanbul 2006)

ACCORDING TO WHAT DO YOU GIVE YOUR DECISION ABOUT A NEW PRODUCT THAT YOU HAVE NEVER TIED BEFORE, ACCORDING TO ITS QUALITY	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
Yes	311	86.4	388	84.2	699	85.1
No	49	13.6	73	15.8	122	14.9
TOTAL	360	100	461	100	821	100

$$x^2=0.790 \quad p= 0.374 \quad df= 1$$

There is no difference between living time in island “less than 15” and “16 and more” according to respondents give their decision about a new product that they have never tried before, according to its quality. 86.4% of “less than 15” and 84.2% of “16 and more” respondents give their decision about a new product that they have never tried before, according to its quality.

Table 4.2.62.3. Distribution of Respondents' Living Time In Island to Respondents Give Their Decision About A New Product That They Have Never Tried Before, According to Its Cheapness (İstanbul 2006)

ACCORDING TO WHAT DO YOU GIVE YOUR DECISION ABOUT A NEW PRODUCT THAT YOU HAVE NEVER TIED BEFORE, ACCORDING TO ITS CHEAPNESS	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
Yes	224	62.2	306	66.4	530	64.6
No	136	37.8	155	33.6	291	35.4
TOTAL	360	100	461	100	821	100

$$x^2=1.525 \quad p= 0.271 \quad df= 1$$

There is no difference between living time in island “less than 15” and “16 and more” according to respondents give their decision about a new product that they have never tried before, according to its cheapness. 62.2% of “less than 15” and 66.4% of “16

and more” respondents give their decision about a new product that they have never tried before, according to its cheapness.

Table 4.2.62.4. Distribution of Respondents’ Living Time In Island to Respondents Give Their Decision About A New Product That They Have Never Tried Before, According to It’s Appropriateness to My Status (İstanbul 2006)

ACCORDING TO WHAT DO YOU GIVE YOUR DECISION ABOUT A NEW PRODUCT THAT YOU HAVE NEVER TIED BEFORE, ACCORDING TO IT’S APPROPRIATENESS TO MY STATUS	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
Yes	197	54.7	289	62.7	486	59.2
No	163	45.3	172	37.3	335	40.8
TOTAL	360	100	461	100	821	100

$$x^2=5.313 \quad p= 0.021 \quad df= 1$$

54.7% of “less than 15” and 62.7% of “16 and more” respondents give their decision about a new product that they have never tried before, according to its appropriateness to my status.

Table 4.2.62.5. Distribution of Respondents’ Living Time In Island to Respondents Give Their Decision About A New Product That They Have Never Tried Before, According to It’s Appropriateness to Their Culture (İstanbul 2006)

ACCORDING TO WHAT DO YOU GIVE YOUR DECISION ABOUT A NEW PRODUCT THAT YOU HAVE NEVER TIED BEFORE, ACCORDING TO IT’S APPROPRIATENESS TO MY CULTURE	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
Yes	150	41.7	265	57.5	415	50.5
No	210	58.3	196	42.5	406	49.5
TOTAL	360	100	461	100	821	100

$$x^2= 20.231 \quad p= 0.000 \quad df= 1$$

41.7% of “less than 15” and 57.5% of “16 and more” respondents give their decision about a new product that they have never tried before, according to its appropriateness to their culture.

Table 4.2.62.6. Distribution of Respondents' Living Time In Island to Respondents Give Their Decision About A New Product That They Have Never Tried Before, According to Its Existence In The Island (İstanbul 2006)

ACCORDING TO WHAT DO YOU GIVE YOUR DECISION ABOUT A NEW PRODUCT THAT YOU HAVE NEVER TIED BEFORE, ACCORDING TO ITS EXISTENCE IN THE ISLAND	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
Yes	123	34.2	197	42.7	320	39.0
No	237	65.8	264	57.3	501	61.0
TOTAL	360	100	461	100	821	100

$$x^2= 6.237 \quad p= 0.013 \quad df= 1$$

34.2% of “less than 15” and 42.7% of “16 and more” respondents give their decision about a new product that they have never tried before, according to its existence in the island.

Table 4.2.62.7. Distribution of Respondents' Living Time In Island to Respondents Give Their Decision About A New Product That They Have Never Tried Before, According to Its Non-Existence In The Island (İstanbul 2006)

ACCORDING TO WHAT DO YOU GIVE YOUR DECISION ABOUT A NEW PRODUCT THAT YOU HAVE NEVER TIED BEFORE, ACCORDING TO ITS NON-EXISTENCE IN THE ISLAND	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
Yes	121	33.6	139	30.2	260	31.7
No	239	66.4	322	69.8	561	68.3
TOTAL	360	100	461	100	821	100

$$x^2= 1.118 \quad p= 0.290 \quad df= 1$$

There is no difference between living time in island “less than 15” and “16 and more” according to respondents give their decision about a new product that they have never tried before, according to its non-existence in the island. 33.6% of “less than 15” and 30.2% of “16 and more” respondents give their decision about a new product that they have never tried before, according to its non-existence in the island.

Table 4.2.62.8. Distribution of Respondents' Living Time In Island to Respondents Give Their Decision About A New Product That They Have Never Tried Before, According to It's Appropriateness to Their Beliefs (İstanbul 2006)

ACCORDING TO WHAT DO YOU GIVE YOUR DECISION ABOUT A NEW PRODUCT THAT YOU HAVE NEVER TIED BEFORE, ACCORDING TO IT'S APPROPRIATENESS TO MY BELIEFS	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
Yes	151	41.9	206	44.7	357	543.5
No	209	58.1	255	55.3	464	56.5
TOTAL	360	100	461	100	821	100

$$x^2= 0.618 \quad p= 0.432 \quad df= 1$$

There is no difference between living time in island “less than 15” and “16 and more” according to respondents give their decision about a new product that they have never tried before, according to it's appropriateness to their beliefs. 41.9% of “less than 15” and 44.7% of “16 and more” respondents give their decision about a new product that they have never tried before, according to its appropriateness to their beliefs.

Table 4.2.62.9. Distribution of Respondents' Living Time In Island to Respondents Give Their Decision About A New Product That They Have Never Tried Before, According to Its Trademark (İstanbul 2006)

ACCORDING TO WHAT DO YOU GIVE YOUR DECISION ABOUT A NEW PRODUCT THAT YOU HAVE NEVER TIED BEFORE, ACCORDING TO ITS TRADEMARK	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
Yes	219	60.8	265	57.5	484	59.0
No	141	39.2	196	42.5	337	41.0
TOTAL	360	100	461	100	821	100

$$x^2= 0.937 \quad p= 0.333 \quad df= 1$$

There is no difference between living time in island “less than 15” and “16 and more” according to respondents give their decision about a new product that they have never tried before, according to its trademark. 60.8% of “less than 15” and 57.5% of “16

and more” respondents give their decision about a new product that they have never tried before, according to its appropriateness to their beliefs.

Table 4.2.62.10. Distribution of Respondents’ Living Time In Island to Respondents Give Their Decision About A New Product That They Have Never Tried Before, According to The Product Itself (İstanbul 2006)

ACCORDING TO WHAT DO YOU GIVE YOUR DECISION ABOUT A NEW PRODUCT THAT YOU HAVE NEVER TIED BEFORE, ACCORDING TO THE PRODUCT ITSELF	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
Yes	289	80.3	354	76.8	643	78.3
No	71	19.7	107	23.2	178	21.7
TOTAL	360	100	461	100	821	100

$$x^2 = 1.448 \quad p = 0.229 \quad df = 1$$

There is no difference between living time in island “less than 15” and “16 and more” according to respondents give their decision about a new product that they have never tried before, according to the product itself. 80.3% of “less than 15” and 76.8% of “16 and more” respondents give their decision about a new product that they have never tried before, according to the product itself.

Table 4.2.62.11. Distribution of Respondents’ Living Time In Island to Respondents Give Their Decision About A New Product That They Have Never Tried Before, According to The Package (İstanbul 2006)

ACCORDING TO WHAT DO YOU GIVE YOUR DECISION ABOUT A NEW PRODUCT THAT YOU HAVE NEVER TIED BEFORE, ACCORDING TO THE PACKAGE	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
Yes	144	40.0	178	38.6	322	39.2
No	216	60.0	283	61.4	499	60.8
TOTAL	360	100	461	100	821	100

$$x^2 = 0.163 \quad p = 0.686 \quad df = 1$$

There is no difference between living time in island “less than 15” and “16 and more” according to respondents give their decision about a new product that they have

never tried before, according to the package. 40.0% of “less than 15” and 38.6% of “16 and more” respondents give their decision about a new product that they have never tried before, according to the package.

Table 4.2.62.12. Distribution of Respondents’ Living Time In Island to Respondents Give Their Decision About A New Product That They Have Never Tried Before, According to The Advertisements (İstanbul 2006)

ACCORDING TO WHAT DO YOU GIVE YOUR DECISION ABOUT A NEW PRODUCT THAT YOU HAVE NEVER TIED BEFORE, ACCORDING TO THE ADVERTISEMENTS	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
Yes	122	33.9	124	26.9	246	30.0
No	238	66.1	337	73.1	575	70.0
TOTAL	360	100	461	100	821	100

$$x^2 = 4.708 \quad p = 0.030 \quad df = 1$$

33.9% of “less than 15” and 26.9% of “16 and more” respondents give their decision about a new product that they have never tried before, according to the advertisements.

Table 4.2.62.13. Distribution of Respondents’ Living Time In Island to Respondents Give Their Decision About A New Product That They Have Never Tried Before, According to The Promotions (İstanbul 2006)

ACCORDING TO WHAT DO YOU GIVE YOUR DECISION ABOUT A NEW PRODUCT THAT YOU HAVE NEVER TIED BEFORE, ACCORDING TO THE PROMOTIONS	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
Yes	140	38.9	240	52.1	380	46.3
No	220	61.1	221	47.9	441	53.7
TOTAL	360	100	461	100	821	100

$$x^2 = 14.106 \quad p = 0.000 \quad df = 1$$

38.9% of “less than 15” and 52.1% of “16 and more” respondents give their decision about a new product that they have never tried before, according to the promotions.

Table 4.2.62.14. Distribution of Respondents' Living Time In Island to Respondents Give Their Decision About A New Product That They Have Never Tried Before, According to The Advices (İstanbul 2006)

ACCORDING TO WHAT DO YOU GIVE YOUR DECISION ABOUT A NEW PRODUCT THAT YOU HAVE NEVER TIED BEFORE, ACCORDING TO THE ADVICES	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
Yes	199	55.3	315	68.3	514	62.6
No	161	44.7	146	31.7	307	37.4
TOTAL	360	100	461	100	821	100

$$x^2= 14.709 \quad p= 0.000 \quad df= 1$$

55.3% of “less than 15” and 68.3% of “16 and more” respondents give their decision about a new product that they have never tried before, according to the advices.

Table 4.2.62.15. Distribution of Respondents' Living Time In Island to Respondents Give Their Decision About A New Product That They Have Never Tried Before, According to Closeness of The Salesman (İstanbul 2006)

ACCORDING TO WHAT DO YOU GIVE YOUR DECISION ABOUT A NEW PRODUCT THAT YOU HAVE NEVER TIED BEFORE, ACCORDING TO CLOSENESS OF THE SALESMAN	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
Yes	112	31.1	225	48.8	337	41.0
No	248	68.9	236	51.2	484	59.0
TOTAL	360	100	461	100	821	100

$$x^2= 26.159 \quad p= 0.000 \quad df= 1$$

31.1% of “less than 15” and 48.8% of “16 and more” respondents give their decision about a new product that they have never tried before, according to closeness of the salesman.

Table 4.2.63. Distribution of Respondents' Living Time In Island to Do The New Comers of The Island Have Some Effects Which Can Change The Consumer Habits (İstanbul 2006)

DO THE NEW COMERS OF THE ISLAND HAVE SOME EFFECTS WHICH CAN CHANGE THE CONSUMER HABITS?	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
No	288	80.0	346	75.1	634	77.2
Yes, no explanation	27	7.5	54	11.7	81	9.9
Cultural differences changes consumer preferences	4	1.1	10	2.2	14	1.7
Clothes-they give up traditional clothes	0	0.0	4	0.9	4	0.5
Foods and drinks have change	4	1.1	4	0.9	16	1.0
Fish culture and consumption	5	1.4	4	0.9	9	1.1
Buying ready thin dough (yufka)	0	0.0	2	0.4	2	0.2
Restaurants, green grocers, coffeehouses have increased	0	0.0	4	0.9	4	0.5
They try to buy everything from İstanbul	4	1.1	6	1.3	10	1.2
They bring expensive products(summer habitants)	0	0.0	4	0.9	4	0.5
The summer habitants want house delivery for everything	8	2.2	0	0.0	8	1.0
Because of their financial chance	0	0.0	2	0.4	2	0.2
More consumption	2	0.6	2	0.4	4	0.5
They think everything is more expensive	2	0.6	2	0.4	4	0.5
Because of expensiveness	6	1.7	14	3.0	20	2.4
Impossibilities in the island	4	1.1	2	0.4	6	0.7
Alarm systems and security have increased	2	0.6	0	0.0	2	0.2
Arrival	4	1.1	1	0.2	5	0.6
TOTAL	360	100	461	100	821	100

$$x^2 = 37.193 \quad p = 0.003 \quad df = 17$$

7.5% of “less than 15” and 11.7% of “16 and more” respondents think that the new comers of the island have some effects which can change the consumer habits

Table 4.2.64.1. Distribution of Respondents' Living Time In Island to What Are The Consumer Habits Which Have Changed By Time In The Island (1) (İstanbul 2006)

WHAT ARE THE CONSUMER HABITS WHICH HAVE CHANGED BY TIME IN THE ISLAND? (1)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
Not Sign	180	50.0	201	43.6	381	46.4
Nothing has changed	91	25.3	98	21.3	189	23.0
Before and after migration	0	0.0	2	0.4	2	0.2
Shopping	0	0.0	8	1.7	8	1.0
Wholesale shopping	5	1.4	0	0.0	5	0.6
After akbil use in ferry, increase shopping from İstanbul	0	0.0	2	0.4	2	0.2
Go for shopping to İstanbul	12	3.3	18	3.9	30	3.7
Because of expensiveness in the island	4	1.1	16	3.5	20	2.4
They try not to make shopping from the island	0	0.0	6	1.3	6	0.7
Go to İstanbul for big shopping from big markets	0	0.0	5	1.1	5	0.6
Shopping from İstanbul because of expensiveness in island	6	1.7	11	2.4	17	2.1
Tend to luxury consumption	2	0.6	2	0.4	4	0.5
Less shopping more than before	5	1.4	6	1.3	11	1.3
Increase in bazaar shopping	0	0.0	2	0.4	2	0.2
Bazaar culture come to the island	0	0.0	2	0.4	2	0.2
Big markets have opened	4	1.1	4	0.9	8	1.0
In island, no tradesmen left	0	0.0	2	0.4	2	0.2
Number of shops increased	0	0.0	5	1.1	5	0.6
Shopping from market rather than grocery	6	1.7	8	1.7	14	1.7
Number of grocery decreased	0	0.0	2	0.4	2	0.2
More furniture buying	2	0.6	0	0.0	2	0.2
Care to dressing increased	5	1.4	0	0.0	5	0.6
Clothing	6	1.7	4	0.9	10	1.2
Dressing shops are more than before	0	0.0	2	0.4	2	0.2
There aren't any pedlar before	0	0.0	2	0.4	2	0.2
House delivery service	0	0.0	2	0.4	2	0.2
I can't find products or brands what I look for	12	3.3	8	1.7	20	2.4
Making stock to houses	0	0.0	2	0.4	2	0.2

New products	0	0.0	2	0.4	2	0.2
More careful and conscious	2	0.6	0	0.0	2	0.2
They know the seller well	2	0.6	0	0.0	2	0.2
Change/fish habits because of fresh	0	0.0	8	1.7	8	1.0
Green grocery	0	0.0	2	0.4	2	0.2
More vegetables	2	0.6	0	0.0	2	0.2
Buying and eating pastries	0	0.0	5	1.1	5	0.6
The selling of the patisseries increased	0	0.0	2	0.4	2	0.2
Seasonal tradesman (shops), close in winter	0	0.0	4	0.9	4	0.5
It changes according to the season	4	1.1	0	0.0	4	0.5
The relations have become materialistic by time in island	0	0.0	6	1.3	6	0.7
Neighborhood relations have lessened	0	0.0	4	0.9	4	0.5
Lack of socialization	0	0.0	2	0.4	2	0.2
Affectation to summer habitants	8	2.2	4	0.9	12	1.5
Heating by electric or tube gas instead of firewood or coal	0	0.0	2	0.4	2	0.2
Bottled water instead of demijohn water	2	0.6	0	0.0	2	0.2
TOTAL	360	100	461	100	821	100

$$x^2=108.413 \quad p=0,000 \quad df=43$$

25.3% of “less than 15” and 21.3% of “16 and more” respondents think that nothing has changed. 3.3% of “less than 15” and 3.9% of “16 and more” respondents think that the consumer habits which have changed by time in the island is go for shopping to İstanbul.

Table 4.2.64.2. Distribution of Respondents' Living Time In Island to What Are The Consumer Habits Which Have Changed By Time In The Island (2) (İstanbul 2006)

WHAT ARE THE CONSUMER HABITS WHICH HAVE CHANGED BY TIME IN THE ISLAND? (2)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Not Sign	318	88.3	403	87.4	721	87.8
Shopping with list	5	1.4	0	0.0	5	0.6
Go for shopping to İstanbul	0	0.0	4	0.9	4	0.5
Because of expensiveness in the island	0	0.0	10	2.2	10	1.2
They try not to make shopping from the island	2	0.6	8	1.7	10	1.2
Cheapness, cheaper than İstanbul	2	0.6	0	0.0	2	0.2
Cheaper shopping from Bostancı	0	0.0	2	0.4	2	0.2
Increase in consumption	5	1.4	0	0.0	5	0.6
Less shopping more than before	4	1.1	2	0.4	6	0.7
Increase in bazaar shopping	0	0.0	2	0.4	2	0.2
New furniture	0	0.0	2	0.4	2	0.2
Furniture shops open recently, we buy from the island	0	0.0	2	0.4	2	0.2
Clothing	6	1.7	0	0.0	6	0.7
I can't find products or brands what I look for	2	0.6	6	1.3	8	1.0
Care to cleanness and quality of product increased	4	1.1	0	0.0	4	0.5
They try to bring more quality and healthy products	2	0.6	4	0.9	6	0.7
More fishes	2	0.6	0	0.0	2	0.2
Foods	2	0.6	2	0.4	4	0.5
Seasonal shops, difficulty to find goods in winter	0	0.0	4	0.9	4	0.5
Seasonal tradesman (shops), close in winter	0	0.0	4	0.9	4	0.5
The sea product consumption increases in winter	0	0.0	2	0.4	2	0.2
Credit card usage becomes widespread	0	0.0	2	0.4	2	0.2
Lack of socialization	4	1.1	0	0.0	4	0.5
Heating by electric or tube gas instead of firewood or coal	2	0.6	0	0.0	2	0.2
Wine	0	0.0	2	0.4	2	0.2
TOTAL	360	100	461	100	821	100

$$x^2=71.613 \quad p=0.000 \quad df=24$$

0.6% of “less than 15” and 1.7% of “16 and more” respondents try not to make shopping from the island. 2.2% of “16 and more” respondents’ consumer habits change because of expensiveness in the island. 0.6% of “less than 15” and 1.3% of “16 and more” respondents can’t find products or brands what they look for.

Table 4.2.64.3. Distribution of Respondents’ Living Time In Island to What Are The Consumer Habits Which Have Changed By Time In The Island (3) (İstanbul 2006)

WHAT ARE THE CONSUMER HABITS WHICH HAVE CHANGED BY TIME IN THE ISLAND? (3)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Not Sign	343	95.3	445	96.5	788	96.0
They try not to make shopping from the island	0	0.0	2	0.4	2	0.2
Shopping from İstanbul because of expensiveness in island	0	0.0	6	1.3	6	0.7
Cheaper shopping from Bostancı	0	0.0	4	0.9	4	0.5
Decrease in luxury consumption	4	1.1	0	0.0	4	0.5
Big markets have opened	2	0.6	0	0.0	2	0.2
I can’t find products or brands what I look for	0	0.0	2	0.4	2	0.2
Ice-cream consumption increases in summer	2	0.6	0	0.0	2	0.2
Lack of socialization	2	0.6	0	0.0	2	0.2
Cola etc instead of fizzy lemonade special to island, syrup	2	0.6	0	0.0	2	0.2
Technological customs increased	5	1.4	0	0.0	5	0.6
Books increased	2	0.6	0	0.0	2	0.2
TOTAL	360	100	461	100	821	100

$$x^2=34.297 \quad p=0.000 \quad df=11$$

1.3% of “16 and more” respondents shopping from İstanbul because of expensiveness in island. 1.4% of “less than 15” respondents’ technological customs increased.

Table 4.2.65.1.1. Distribution of Respondents' Living Time In Island to When Respondents Give A Special Dinner What Are They Preparing For Their Guests; Meal (1) (İstanbul 2006)

WHEN YOU GIVE A SPECIAL DINNER WHAT ARE YOU PREPARING FOR YOUR GUESTS? MEAL (1)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Not Sign	121	33.6	122	26.5	243	29.6
I cook my best / every kind of meal	16	4.4	14	3.0	30	3.7
Turkish kitchen	4	1.1	0	0.0	4	0.5
Traditional meals	7	1.9	3	0.7	10	1.2
Soup	12	3.3	33	7.2	45	5.5
Soup special to my region	0	0.0	4	0.9	4	0.5
Vegetable soup with tarhana	0	0.0	2	0.4	2	0.2
Tarhana soup	0	0.0	2	0.4	2	0.2
Black cabbage soup	0	0.0	2	0.4	2	0.2
Kesme soup	4	1.1	0	0.0	4	0.5
Pilaf	8	2.2	13	2.8	21	2.6
Pilaf with meat	0	0.0	2	0.4	2	0.2
Spaghetti	4	1.1	2	0.0	4	0.5
Fish	27	7.5	64	13.9	91	11.1
Grilled fish	2	0.6	4	0.9	6	0.7
Güveç fish	0	0.0	2	0.4	2	0.2
Whiting, fish frying pan	0	0.0	2	0.4	2	0.2
Meat dishes appropriate to my culture	6	1.7	23	5.0	29	3.5
Beğendili meat saute	0	0.0	2	0.4	2	0.2
Mushroom with meat	0	0.0	4	0.9	4	0.5
Meat saute	0	0.0	2	0.4	2	0.2
Grilled meat	15	4.2	2	0.4	17	2.1
One of the meat dishes	18	5.0	24	5.2	42	5.1
Barbecue	6	1.7	4	0.9	10	1.2
Grill	12	3.3	10	2.2	22	2.7
Alanazik (kebab)	2	0.6	2	0.4	4	0.5
Kebab	0	0.0	6	1.3	6	0.7
Güveç	3	0.8	4	0.9	7	0.9
Tas kebab	2	0.6	4	0.9	6	0.7
Büryan	0	0.0	4	0.9	4	0.5

Kağıt kebab	0	0.0	4	0.9	4	0.5
Chicken	6	1.7	6	1.3	12	1.5
Ovened chicken	2	0.6	2	0.4	4	0.5
Ovened chicken with mushroom sauce	2	0.6	2	0.4	4	0.5
Mantı with chicken	0	0.0	2	0.4	2	0.2
Graden chicken	2	0.6	0	0.0	2	0.2
Grilled chicken	0	0.0	2	0.4	2	0.2
Meat ball	6	1.7	9	2.0	15	1.8
İçli köfte	2	0.6	4	0.9	6	0.7
Mercimek köftesi	0	0.0	2	0.4	2	0.2
Stuffed vegetable (dolma)	2	0.6	6	1.3	8	1.0
Olive oiled stuffed (zeytinyağlı dolma)	0	0.0	16	3.5	16	1.9
Yaprak sarma	2	0.6	2	0.4	4	0.5
Yalancı dolma	0	0.0	2	0.4	2	0.2
Olive oil dishes	0	0.0	2	0.4	2	0.2
İmam bayıldı (Stuffed Eggplant with Olive oil)	0	0.0	2	0.4	2	0.2
Fresh Beans with Olive oil	2	0.6	2	0.4	4	0.5
Artichoke with Olive oil	0	0.0	2	0.4	2	0.2
Hot meals	4	1.1	2	0.4	6	0.7
Any kind of oven dishes	2	0.6	0	0.0	2	0.2
Potato dishes	2	0.6	0	0.0	2	0.2
Cut – belly eggplants	4	1.1	0	0.0	4	0.5
Ovened potato	0	0.0	2	0.4	2	0.2
Sultan’s delight	2	0.6	0	0.0	2	0.2
Mixed Vegetables – Meat Stew (türlü)	2	0.6	2	0.4	4	0.5
Red lentil	4	1.1	0	0.0	4	0.5
Haricot bean	15	4.2	6	1.3	21	2.6
Haricot bean with meat	2	0.6	0	0.0	2	.2
Doughs (hamur)	2	0.6	0	0.0	2	0.2
Flaky pastry (börek)	2	0.6	0	0.0	2	0.2
Çiğ börek	0	0.0	2	0.4	2	0.2
Snacks (hot&cold)	2	0.6	0	0.0	2	0.2
Salad	4	1.1	4	0.9	8	1.0
French fries	7	1.9	5	1.1	12	1.5

Manti	4	1.1	5	1.1	9	1.1
Chinese food	0	0.0	2	0.4	2	0.2
Sushi	0	0.0	4	0.9	4	0.5
Kumpir	2	0.6	0	0.0	2	0.2
Pizza	5	1.4	0	0.0	5	0.6
TOTAL	360	100	461	100	821	100

$$x^2=169.976 \quad p=0.000 \quad df=68$$

When 7.5% of “less than 15” and 13.9% of “16 and more” respondents give a special dinner, they prepare fish for their guests. When 3.3% of “less than 15” and 7.2% of “16 and more” respondents give a special dinner, they prepare soup for their guests. When 5.0% of “less than 15” and 5.2% of “16 and more” respondents give a special dinner, they prepare one of the meat dishes for their guests.

Table 4.2.65.1.2. Distribution of Respondents’ Living Time In Island to When Respondents Give A Special Dinner What Are They Preparing For Their Guests; Meal (2) (İstanbul 2006)

WHEN YOU GIVE A SPECIAL DINNER WHAT ARE YOU PREPARING FOR YOUR GUESTS? MEAL (2)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
Not Sign	236	65.6	304	65.9	540	65.8
Soup	11	3.1	12	2.6	23	2.8
Vermicelli soup	0	0.0	2	0.4	2	0.2
Fish soup	0	0.0	2	0.4	2	0.2
Pilaf	29	8.1	26	5.6	55	6.7
Pilaf with meat	4	1.1	0	0.0	4	0.5
Pilaf with chickpeas	4	1.1	0	0.0	4	0.5
Macaroni	13	3.6	0	0.0	13	1.6
Fish	2	0.6	4	0.9	6	0.7
Grilled fish	4	1.1	2	0.4	6	0.7
Steamed fish	0	0.0	2	0.4	2	0.2
Calamary	0	0.0	4	0.9	4	0.5
Meat dishes appropriate to my culture	2	0.6	8	1.7	10	1.2
Grilled meat	0	0.0	6	1.3	6	0.7
One of the meat dishes	2	0.6	0	0.0	2	0.2

Kuzu incik haşlama	0	0.0	2	0.4	2	0.2
Barbecue	0	0.0	4	0.9	4	0.5
Güveç	0	0.0	2	0.4	2	0.2
Tandır	4	1.1	0	0.0	4	0.5
Chicken	8	2.2	12	2.6	20	2.4
Ovened chicken	0	0.0	2	0.4	2	0.2
Chicken with potato	0	0.0	2	0.4	2	0.2
Meat ball	1	0.3	9	2.0	10	1.2
Çiğ köfte	0	0.0	2	0.4	2	0.2
İçli köfte	0	0.0	2	0.4	2	0.2
Kadınbudu köfte	0	0.0	2	0.4	2	0.2
Stuffed vegetable (dolma)	0	0.0	6	1.3	6	0.7
Olive oiled stuffed (zeytinyağlı dolma)	0	0.0	2	0.4	2	0.2
Kara lahana sarma	2	0.6	2	0.4	4	0.5
İmir dolması	4	1.1	0	0.0	4	0.5
Olive oil dishes	2	0.6	6	1.3	8	1.0
Reddish colored bean	0	0.0	2	0.4	2	0.2
Vegetable dishes	9	2.5	4	0.9	13	1.6
Hot meals	6	1.7	0	0.0	6	0.7
Peas	2	0.6	0	0.0	2	0.2
Haricot bean	0	0.0	2	0.4	2	0.2
Flaky pastry (börek)	2	0.6	0	0.0	2	0.2
Kısır	0	0.0	2	0.4	2	0.2
American salad	0	0.0	2	0.4	2	0.2
Salad	13	3.6	8	1.7	21	2.6
French fries	0	0.0	7	1.5	7	0.9
Fries (vegetables)	0	0.	5	1.1	5	0.6
Etlı mantı	0	0.0	2	0.4	2	0.2
TOTAL	360	100	461	100	821	100

$$x^2=120.414 \quad p=0,000 \quad df=42$$

When 8.1% of “less than 15” and 5.6% of “16 and more” respondents give a special dinner, they prepare pilaf for their guests. When 3.1% of “less than 15” and 2.6% of “16 and more” respondents give a special dinner, they prepare soup for their guests. When 2.2% of “less than 15” and 2.6% of “16 and more” respondents give a special dinner, they prepare chicken for their guests.

Table 4.2.65.1.3. Distribution of Respondents' Living Time In Island to When Respondents Give A Special Dinner What Are They Preparing For Their Guests; Meal (3) (İstanbul 2006)

WHEN YOU GIVE A SPECIAL DINNER WHAT ARE YOU PREPARING FOR YOUR GUESTS? MEAL (3)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
Not Sign	310	86.1	375	81.3	685	83.4
Traditional meals	0	0.0	2	0.4	2	0.2
Muhlama special to Black Sea Region	0	0.0	4	0.9	4	0.5
Soup	6	1.7	11	2.4	17	2.1
Pilaf	3	0.8	20	4.3	23	2.8
Meyhane pilaf	0	0.0	2	0.4	2	0.2
Meat over pilaf	0	0.0	2	0.4	2	0.2
Kafkas pilaf	0	0.0	2	0.4	2	0.2
Macaroni	2	0.6	0	0.0	2	0.2
Shrimp	0	0.0	4	0.9	4	0.5
Meat saute	0	0.0	2	0.4	2	0.2
Grilled meat	0	0.0	6	1.3	6	0.7
One of the meat dishes	0	0.0	5	1.1	5	0.6
Chicken	12	3.3	2	0.4	14	1.7
Chicken with pane (pane harçlı tavuk)	0	0.0	2	0.4	2	0.2
Meat ball	0	0.0	2	0.4	2	0.2
Stuffed vegetable (dolma)	2	0.6	0	0.0	2	0.2
Olive oiled stuffed pepper (Zeytinyağlı biber dolması)	0	0.0	2	0.4	2	0.2
Olive oil dishes	2	0.6	2	0.4	4	0.5
Fresh Beans with Olive oil	2	0.6	2	0.4	4	0.5
Vegetable dishes	0	0.0	2	0.4	2	0.2
Hot meals	2	0.6	2	0.4	4	0.5
Cut – belly eggplants	0	0.0	2	0.4	2	0.2
Peas	2	0.6	0	0.0	2	0.2
Potato puree	0	0.0	2	0.4	2	0.2
Legume dishes	2	0.6	0	0.0	2	0.2
Haricot bean	0	0.0	4	0.9	4	0.5
Pickle	2	0.6	0	0.0	2	0.2
Snacks (hot&cold)	2	0.6	0	0.0	2	0.2
Salad	7	1.9	2	0.4	9	1.1

French fries	4	1.1	0	0.0	4	0.5
TOTAL	360	100	461	100	821	100

$$x^2=79.909 \quad p=0.000 \quad df=30$$

When 0.8% of “less than 15” and 4.3% of “16 and more” respondents give a special dinner, they prepare pilaf for their guests. When 1.7% of “less than 15” and 2.4% of “16 and more” respondents give a special dinner, they prepare soup for their guests. When 3.3% of “less than 15” and 0.4% of “16 and more” respondents give a special dinner, they prepare chicken for their guests.

Table 4.2.65.1.4. Distribution of Respondents’ Living Time In Island to When Respondents Give A Special Dinner What Are They Preparing For Their Guests; Meal (4) (İstanbul 2006)

WHEN YOU GIVE A SPECIAL DINNER WHAT ARE YOU PREPARING FOR YOUR GUESTS? MEAL (4)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Not Sign	343	95.3	438	95.0	781	95.1
Soup	2	0.6	0	0.0	2	0.2
Chicken pilaf with trimming	0	0.0	2	0.4	2	0.2
Macaroni	1	0.3	5	1.1	6	0.7
Fish	0	0.0	4	0.9	4	0.5
One of the meat dishes	0	0.0	2	0.4	2	0.2
Chicken	6	1.7	0	0.0	6	0.7
Olive oiled stuffed (zeytinyağlı dolma)	0	0.0	2	0.4	2	0.2
Olive oil dishes	2	0.6	0	0.0	2	0.2
Fresh Beans with Olive oil	0	0.0	2	0.4	2	0.2
Haricot bean	2	0.6	0	0.0	2	0.2
Snacks (hot+cold)	2	0.6	0	0.0	2	0.2
Salad	2	0.6	6	1.3	8	1.0
TOTAL	360	100	461	100	821	100

$$x^2=30.255 \quad p=0.003 \quad df=12$$

When 0.6% of “less than 15” and 1.3% of “16 and more” respondents give a special dinner, they prepare salad for their guests. When 0.3% of “less than 15” and 1.1% of “16 and more” respondents give a special dinner, they prepare macaroni for their guests. When

1.7% of “less than 15” respondents give a special dinner, they prepare chicken for their guests.

Table 4.2.65.2.1. Distribution of Respondents’ Living Time In Island to When Respondents Give A Special Dinner What Are They Preparing For Their Guests; Drink (1) (İstanbul 2006)

WHEN YOU GIVE A SPECIAL DINNER WHAT ARE YOU PREPARING FOR YOUR GUESTS? DRINK (1)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Not Sign	127	35.3	143	31.	270	32.9
According to guests wishes/ beverage	14	3.9	21	4.6	35	4.3
Water	10	2.8	18	3.9	28	3.4
Mineralled water	2	0.6	0	0.0	2	0.2
Fresh orange juice	0	0.0	7	1.5	7	0.9
Compote	18	5.0	17	3.7	35	4.3
Strawberry compote	0	0.0	2	0.4	2	0.2
Lemonade	2	0.6	2	0.4	4	0.5
Turkish buttermilk	24	6.7	45	9.8	69	8.4
Fruit juice	22	6.1	28	6.1	50	6.1
Çamlıca	4	1.1	4	0.9	0	1.0
Schweppes	5	1.4	0	0.0	5	0.6
Coca Cola	92	25.6	92	20.0	184	22.4
Cola Turka	0	0.0	6	1.3	6	0.7
Drinks with alcohol	9	2.5	8	1.7	17	2.1
Beer	0	0.0	2	0.4	2	0.2
Wine	13	3.6	27	5.9	40	4.9
White vine	0	0.0	2	0.4	2	0.2
Rakı	10	2.8	26	5.6	36	4.4
Whisky	0	0.0	2	0.4	2	0.2
Tea	8	2.2	2	0.4	10	1.2
Coffee	0	0.0	7	1.5	7	0.9
TOTAL	360	100	461	100	821	100

$$x^2=50.787 \quad p=0.000 \quad df=21$$

When 25.6% of “less than 15” and 20.0% of “16 and more” respondents give a special dinner, they give Coca Cola to their guests. When 6.7% of “less than 15” and 9.8%

of “16 and more” respondents give a special dinner, they give Turkish buttermilk to their guests.

Table 4.2.65.2.2. Distribution of Respondents’ Living Time In Island to When Respondents Give A Special Dinner What Are They Preparing For Their Guests; Drink (2) (İstanbul 2006)

WHEN YOU GIVE A SPECIAL DINNER WHAT ARE YOU PREPARING FOR YOUR GUESTS? DRINK (2)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Not Sign	233	64.7	332	72.0	565	68.8
According to guests wishes/ beverage	11	3.1	2	0.4	13	1.6
Water	5	1.4	8	1.7	13	1.6
Soda	0	0.0	4	0.9	4	0.5
Compote	0	0.0	2	0.4	2	0.2
Turkish buttermilk	4	1.1	18	3.9	22	2.7
Fruit juice	13	3.6	16	3.5	29	3.5
Dimes	0	0.0	4	0.9	4	0.5
Any mark of fizzy lemonade	2	0.6	0	0.0	2	0.2
Çamlıca	0	0.0	2	0.4	2	0.2
Fanta	20	5.6	8	1.7	28	3.4
Pepsi	2	0.6	0	0.0	2	0.2
Coca Cola	37	10.3	14	3.0	51	6.2
Cola Turka	4	1.1	0	0.0	4	0.5
Drinks without alcohol	0	0.0	2	0.4	2	0.2
Drinks with alcohol	0	0.0	7	1.5	7	0.9
Beer	4	1.1	8	1.7	12	1.5
Wine	8	2.2	6	1.3	14	1.7
Cin	4	1.1	0	0.0	4	0.5
Rakı	8	2.2	16	3.5	24	2.9
Whisky	0	0.0	2	0.4	2	0.2
Tea	3	0.8	10	2.2	13	1.6
Coffee	2	0.6	0	0.0	2	0.2
TOTAL	360	100	461	100	821	100

$$\chi^2=82.889 \quad p=0.000 \quad df=22$$

When 10.3% of “less than 15” and 3.0% of “16 and more” respondents give a special dinner, they give Coca Cola to their guests. When 3.6% of “less than 15” and 3.5% of “16 and more” respondents give a special dinner, they give fruit juice to their guests. When 5.6% of “less than 15” and 1.7% of “16 and more” respondents give a special dinner, they give Fanta to their guests.

Table 4.2.65.2.3. Distribution of Respondents’ Living Time In Island to When Respondents Give A Special Dinner What Are They Preparing For Their Guests; Drink (3) (İstanbul 2006)

WHEN YOU GIVE A SPECIAL DINNER WHAT ARE YOU PREPARING FOR YOUR GUESTS? DRINK (3)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Not Sign	308	85.6	417	90.5	725	88.3
According to guests wishes/ beverage	2	0.6	0	0.0	2	0.2
Mineralled water	2	0.6	0	0.0	2	0.2
Compote	0	0.0	2	0.4	2	0.2
Turkish buttermilk	7	1.9	4	0.9	11	1.3
Tang	4	1.1	0	0.0	4	0.5
Fruit juice	8	2.2	0	0.0	8	1.0
Any mark of fizzy lemonade	4	1.1	2	0.4	6	0.7
Fanta	2	0.6	0	0.0	2	0.2
Coca Cola	6	1.7	17	3.7	23	2.8
Drinks without alcohol	5	1.4	7	1.5	12	1.5
Beer	0	0.0	2	0.4	2	0.2
Wine	8	2.2	2	0.4	10	1.2
Rakı	2	0.6	6	1.3	8	1.0
Tea	2	0.6	2	0.4	4	0.5
TOTAL	360	100	461	100	821	100

$$x^2=39.235 \quad p=0.000 \quad df=14$$

When 1.7% of “less than 15” and 3.7% of “16 and more” respondents give a special dinner, they give Coca Cola to their guests. When 1.4% of “less than 15” and 1.5% of “16 and more” respondents give a special dinner, they give drinks without alcohol to their guests. When 1.9% of “less than 15” and 0.9% of “16 and more” respondents give a special

dinner, they give Turkish buttermilk to their guests. When 2.2% of “less than 15” and 0.4% of “16 and more” respondents give a special dinner, they give wine to their guests.

Table 4.2.65.3.1. Distribution of Respondents’ Living Time In Island to When Respondents Give A Special Dinner What Are They Preparing For Their Guests; Dessert (1) (İstanbul 2006)

WHEN YOU GIVE A SPECIAL DINNER WHAT ARE YOU PREPARING FOR YOUR GUESTS? DESSERT (1)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Not Sign	134	37.2	128	27.8	262	31.9
Desserts according to seasons	15	4.2	12	2.6	27	3.3
Home made cake	0	0.0	4	0.9	4	0.5
Home made dessert	6	1.7	13	2.8	19	2.3
Güllaç	2	0.6	0	0.0	2	0.2
Kazandibi	2	0.6	0	0.0	2	0.2
Milky desserts	5	1.4	15	3.3	20	2.4
Sütleç	8	2.2	16	3.5	24	2.9
Pudding	6	1.7	0	0.0	6	0.7
Tavuk göğsü	8	2.2	10	2.2	18	2.2
Yoghurt dessert	0	0.0	4	0.9	4	0.5
Pudding with biscuit	4	1.1	2	0.4	6	0.7
Milk pudding	0	0.0	2	0.4	2	0.2
Etimekli Pasta (cake include zwieback)	0	0.0	8	1.7	8	1.0
Pastry	2	0.6	6	1.3	8	1.0
Cookies	2	0.6	0	0.0	2	0.2
Cake	2	0.6	5	1.1	7	0.9
Pastry desserts belongs to my culture	2	0.6	2	0.4	4	0.5
Local desserts	2	0.6	0	0.0	2	0.2
Traditional desserts/ Trabzon	5	1.4	1	0.2	6	0.7
Kadayıf	24	6.7	42	9.1	66	8.0
Kemal pasha dessert	8	2.2	14	3.0	22	2.7
Baklava	70	19.4	96	20.8	166	20.2
Şekerpare	8	2.2	13	2.8	21	2.6
Revani	14	3.9	16	3.3	29	3.5
Künefe	0	0.0	10	2.2	10	1.2
Şöbiyet	0	0.0	2	0.4	2	0.2

Vezir parmağı	2	0.6	2	0.4	4	0.5
Bülbül konağı	0	0.0	2	0.4	2	0.2
Burma dessert	0	0.0	5	1.1	5	0.6
Lokma	4	1.1	0	0.0	4	0.5
Halva	2	0.6	0	0.0	2	0.2
Semolina halva	2	0.6	2	0.4	4	0.5
Aşure	0	0.0	2	0.4	2	0.2
Fruit plate	6	1.7	6	1.3	12	1.5
Fruit desserts	0	0.0	13	2.8	13	1.6
Pumpkin dessert	6	1.7	0	0.0	6	0.7
Dessert with fig (incir Tatlısı)	0	0.0	1	0.2	1	0.1
Cream chocolate / caramel	2	0.6	2	0.4	4	0.5
Sufle	0	0.0	2	0.4	2	0.2
Ice cream	0	0.0	2	0.4	2	0.2
Profiterol with ice-cream	7	1.9	2	0.4	9	1.1
TOTAL	360	100	461	100	821	100

$$x^2=104.332 \quad p=0.000 \quad df=41$$

When 19.4% of “less than 15” and 20.8% of “16 and more” respondents give a special dinner, they give Baklava to their guests. When 6.7% of “less than 15” and 9.1% of “16 and more” respondents give a special dinner, they give Kadayıf to their guests.

Table 4.2.65.3.2. Distribution of Respondents’ Living Time In Island to When Respondents Give A Special Dinner What Are They Preparing For Their Guests; Dessert (2) (İstanbul 2006)

WHEN YOU GIVE A SPECIAL DINNER WHAT ARE YOU PREPARING FOR YOUR GUESTS? DESSERT (2)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
Not Sign	280	77.8	380	82.4	660	80.4
Desserts according to seasons	0	0.0	10	2.2	10	1.2
Home made cake	2	0.6	0	0.0	2	0.2
Home made dessert	0	0.0	4	0.9	4	0.5
Milky desserts	0	0.0	4	0.9	4	0.5
Sütlaç	2	0.6	4	0.9	6	0.7
Pudding	2	0.6	0	0.0	2	0.2
Yoghurt dessert	0	0.0	2	0.4	2	0.2

Pudding with biscuit	4	1.1	0	0.0	4	0.5
Laz böreği	2	0.6	0	0.0	2	0.2
Pastry	2	0.6	6	1.3	8	1.0
Cookies	0	0.0	5	1.1	5	0.6
Cake with chocolate sauce	9	2.5	0	0.0	9	1.1
Kadayıf	8	2.2	4	0.9	12	1.5
Kemal Pasha dessert	6	1.7	0	0.0	6	0.7
Baklava	8	2.2	13	2.8	21	2.6
Şekerpare	6	1.7	7	1.5	13	1.6
Revani	0	0.0	10	2.2	10	1.2
Tulumba	4	1.1	0	0.0	4	0.5
Şöbiyet	2	0.6	0	0.0	2	0.2
Şambaba dessert	5	1.4	0	0.0	5	0.6
Burma dessert	0	0.0	2	0.4	2	0.2
Halva	4	1.1	0	0.0	4	0.5
Fruit plate	0	0.0	6	1.3	6	0.7
Fruit desserts	2	0.6	0	0.0	2	0.2
Pumpkin dessert	0	0.0	2	0.4	2	0.2
Cake with black cherry	8	2.2	0	0.0	8	1.0
Cream chocolate / caramel	2	0.6	2	0.4	4	0.5
Ice cream	2	0.6	0	0.0	2	0.2
TOTAL	360	100	461	100	821	100

$$x^2=106.607 \quad p=0.000 \quad df=28$$

When 2.2% of “less than 15” and 2.8% of “16 and more” respondents give a special dinner, they give Baklava to their guests. When 2.2% of “less than 15” and 0.9% of “16 and more” respondents give a special dinner, they give Kadayıf to their guests. When 2.5% of “less than 15” respondents give a special dinner, they give cake with chocolate sauce to their guests.

Table 4.2.66.1. Distribution of Respondents’ Living Time In Island to Which Products Should Have Been Bought For Respondents’ Life Style And Quality Which Their Culture Requires (1) (İstanbul 2006)

WHICH PRODUCTS SHOULD HAVE BEEN BOUGHT FOR YOUR LIFE STYLE AND QUALITY WHICH YOUR CULTURE REQUIRES? (1)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%		
	n	%	n	%	n	%

Not Sign	185	51.4	243	52.7	428	52.1
Absent	38	10.6	64	13.9	102	12.4
Change according to my family	2	0.6	10	2.2	12	1.5
Everything can be bought unless it becomes extreme	0	0.0	2	0.4	2	0.2
We should buy our local products	4	1.1	0	0.0	4	0.5
The things which can make our life easy	2	0.6	2	0.4	4	0.5
Healthy goods	11	3.1	14	3.0	25	3.0
Good quality goods	26	7.2	16	3.5	42	5.1
Economic	8	2.2	6	1.3	14	1.7
Marked with TSE	7	1.9	1	0.2	8	1.0
The one which expiration date is written	4	1.1	4	0.9	8	1.0
Ecological agriculture and foods without hormones	5	1.4	0	0.0	5	0.6
Products suitable for Islamic rules	4	1.1	4	0.9	8	1.0
The way they cut the meats	0	0.0	2	0.4	2	0.2
Meat not from butcher, we buy the animal and cut ourselves	0	0.0	2	0.4	2	0.2
Meat	4	1.1	0	0.0	4	0.5
Various vegetables	0	0.0	2	0.4	2	0.2
Foods/ nutriment products	4	1.1	4	0.9	8	1.0
Fish	2	0.6	0	0.0	2	0.2
Dishes special to cultures	5	1.4	0	0.0	5	0.6
Haricot bean	0	0.0	4	0.9	4	0.5
Bread	0	0.0	2	0.4	2	0.2
Milk products	0	0.0	4	0.9	4	0.5
Milk	6	1.7	2	0.4	8	1.0
Yoghurt	0	0.0	2	0.4	2	0.2
Coffee	0	0.0	2	0.4	2	0.2
Fundamental needs	0	0.0	14	3.0	14	1.7
Natural gas for heating	2	0.6	0	0.0	2	0.2
Washing machine	0	0.0	2	0.4	2	0.2
Electronical goods	6	1.7	2	0.4	8	1.0
PC	11	3.1	1	0.2	12	1.5
Notebook	2	0.6	4	0.9	6	0.7
Mobile phone	0	0.0	2	0.4	2	0.2
Camera	0	0.0	2	0.4	2	0.2

VCD – DVD film	0	0.0	5	1.1	5	0.6
Dressing	8	2.2	0	0.0	8	1.0
Good quality clothes	4	1.1	0	0.0	4	0.5
Newspapers	0	0.0	4	0.9	4	0.5
Books	10	2.8	27	5.9	37	4.5
Products for education	0	0.0	4	0.9	4	0.5
Kemençe	0	0.0	2	0.4	2	0.2
TOTAL	360	100	461	100	821	100

$$x^2=128.680 \quad p=0.000 \quad df=40$$

7.2% of “less than 15” and 3.5% of “16 and more” respondents buy good quality goods for respondents’ life style and quality which their culture requires. 2.8% of “less than 15” and 5.9% of “16 and more” respondents buy books for respondents’ life style and quality which their culture requires. 3.1% of “less than 15” and 3.0% of “16 and more” respondents buy healthy goods for respondents’ life style and quality which their culture requires

Table 4.2.66.2. Distribution of Respondents’ Living Time In Island to Which Products Should Have Been Bought For Respondents’ Life Style And Quality Which Their Culture Requires (2) (İstanbul 2006)

WHICH PRODUCTS SHOULD HAVE BEEN BOUGHT FOR YOUR LIFE STYLE AND QUALITY WHICH YOUR CULTURE REQUIRES? (2)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
Not Sign	292	81.1	366	79.4	658	80.1
I prefer import products	5	1.4	0	0.0	5	0.6
We should buy our local products	0	0.0	2	0.4	2	0.2
Marked goods	2	0.6	2	0.4	4	0.5
Healthy goods	14	3.9	9	2.0	23	2.8
Good quality goods	9	2.5	16	3.5	25	3.0
Reliable	2	0.6	0	0.0	2	0.2
Fresh food products	6	1.7	0	0.0	6	0.7
We don’t buy dough products	0	0.0	2	0.4	2	0.2
Products suitable for Islamic rules	0	0.0	2	0.4	2	0.2
Meat	4	1.1	0	0.0	4	0.5
Fruits	0	0.0	2	0.4	2	0.2

Sea products	0	0.0	4	0.9	4	0.5
Fish	2	0.6	0	0.0	2	0.2
Boiled and pounded wheat (Bulgur pilaf)	0	0.0	4	0.9	4	0.5
Milk	2	0.6	0	0.0	2	0.2
Yoghurt	2	0.6	0	0.0	2	0.2
Cheese	0	0.0	6	1.3	6	0.7
Tea	0	0.0	2	0.4	2	0.2
Drink	2	0.6	0	0.0	2	0.2
Fundamental needs	0	0.0	2	0.4	2	0.2
White goods	0	0.0	2	0.4	2	0.2
Dishwasher	0	0.0	2	0.4	2	0.2
PC	0	0.0	2	0.4	2	0.2
Notebook	0	0.0	2	0.4	2	0.2
Printer	2	0.6	0	0.0	2	0.2
Camera	0	0.0	2	0.4	2	0.2
Music CD	4	1.1	0	0.0	4	0.5
Dressing	2	0.6	0	0.0	2	0.2
Pure cotton and wool should be weared	2	0.6	0	0.0	2	0.2
Motifs	2	0.6	0	0.0	2	0.2
Periodicals	4	1.1	6	1.3	10	1.2
Newspapers	0	0.0	16	3.5	16	1.9
Books	2	0.6	4	0.9	6	0.7
Shrill pipe (zurna)	0	0.0	2	0.4	2	0.2
Car	0	0.0	2	0.4	2	0.2
People go to Public Instruction Centre	0	0.0	2	0.4	2	0.2
TOTAL	360	100	461	100	821	100

$$x^2=96.471 \quad p=0.000 \quad df=36$$

2.5% of “less than 15” and 3.5% of “16 and more” respondents buy good quality goods for respondents’ life style and quality which their culture requires. 3.9% of “less than 15” and 2.0% of “16 and more” respondents buy healthy goods for respondents’ life style and quality which their culture requires. 3.5% of “16 and more” respondents buy newspapers for respondents’ life style and quality which their culture requires.

Table 4.2.66.3. Distribution of Respondents' Living Time In Island to Which Products Should Have Been Bought For Respondents' Life Style And Quality Which Their Culture Requires (3) (İstanbul 2006)

WHICH PRODUCTS SHOULD HAVE BEEN BOUGHT FOR YOUR LIFE STYLE AND QUALITY WHICH YOUR CULTURE REQUIRES? (3)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
Not Sign	324	90.0	396	85.9	720	87.7
Healthy goods	2	0.6	2	0.4	4	0.5
Good quality goods	4	1.1	0	0.0	4	0.5
Economic	2	0.6	10	2.2	12	1.5
Reliable	2	0.6	0	0.0	2	0.2
The one which expiration date is written	4	1.1	0	0.0	4	0.5
Ecological agriculture and foods without hormones	2	0.6	0	0.0	2	0.2
We don't buy yufka	0	0.0	2	0.4	2	0.2
Various vegetables	0	0.0	4	0.9	4	0.5
Fruits	2	0.6	0	0.0	2	0.2
Fish	6	1.7	0	0.0	6	0.7
Macaroni	0	0.0	4	0.9	4	0.5
Hazelnut	0	0.0	2	0.4	2	0.2
Olive	0	0.0	2	0.4	2	0.2
Cheese	2	0.6	0	0.0	2	0.2
Clean water	4	1.1	0	0.0	4	0.5
Necessary materials for health	0	0.0	2	0.4	2	0.2
Natural gas for heating	0	0.0	2	0.4	2	0.2
Oven	0	0.0	2	0.4	2	0.2
Notebook	0	0.0	2	0.4	2	0.2
Camera	0	0.0	2	0.4	2	0.2
VCD – DVD film	0	0.0	2	0.4	2	0.2
Dressing	0	0.0	2	0.4	2	0.2
Periodicals	0	0.0	4	0.9	4	0.5
Newspapers	2	0.6	6	1.3	8	1.0
Books	4	1.1	9	2.0	13	1.6
Products for education	0	0.0	2	0.4	2	0.2
Boat	0	0.0	2	0.4	2	0.2
Car	0	0.0	2	0.4	2	0.2
TOTAL	360	100	461	100	821	100

$$x^2=69.077 \quad p=0.000 \quad df=28$$

1.1% of “less than 15” and 2.0% of “16 and more” respondents buy books for respondents’ life style and quality which their culture requires. 0.6% of “less than 15” and 2.2% of “16 and more” respondents buy economic goods for respondents’ life style and quality which their culture requires. 0.6% of “less than 15” and 1.3% of “16 and more” respondents buy newspapers for respondents’ life style and quality which their culture requires.

Table 4.2.67. Distribution of Respondents’ Living Time In Island to Does The Life In Island Effects Respondents’ Dressing Habits (İstanbul 2006)

DOES THE LIFE IN ISLAND EFFECTS YOUR DRESSING HABITS?	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
No	252	70.0	291	63.1	543	66.1
Yes/no comment	16	4.4	51	11.1	67	8.2
There aren’t much clothing store in island	7	1.9	4	0.9	11	1.3
Absence of variety	2	0.6	8	1.7	10	1.2
We can’t wear however we want	4	1.1	14	3.0	18	2.2
Sports and more comfortable wearing	38	10.6	75	16.3	113	13.8
I wear more simple	0	0.0	2	0.4	2	0.2
Wears according to long and frequent walks in the island	1	0.3	3	0.7	4	0.5
Tourist place, we can wear whatever we want in summer easily	2	0.6	0	0.0	2	0.2
Wears become everyday clothes (not fashionable)	4	1.1	0	0.0	4	0.5
I wear according to my statute	9	2.5	0	0.0	9	1.1
We try to be more smart	2	0.6	4	0.9	6	0.7
Their expensiveness	6	1.7	2	0.4	8	1.0
We are wearing more dense in winter	8	2.2	6	1.3	14	1.7
Being cold in winter, being a touristy place in summer	9	2.5	1	0.2	10	1.2
TOTAL	360	100	461	100	821	100

$$x^2= 58.994 \quad p= 0.000 \quad df= 14$$

10.6% of “less than 15” and 16.3% of “16 and more” respondents wear sports and more comfortable wearing. 4.4% of “less than 15” and 11.1% of “16 and more” respondents’ life in island effects respondents’ dressing habits.

Table 4.2.68. Distribution of Respondents’ Living Time In Island to How Does Respondents’ Traditional Dress Affect Their Dressing Habits Today (İstanbul 2006)

HOW DOES YOUR TRADITIONAL DRESS AFFECT YOUR DRESSING HABITS TODAY?	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
No	329	91.4	441	95.7	770	93.8
Yes	12	3.3	10	2.2	22	2.7
I use my grandmothers “puşi” as shawl	2	0.6	0	0.0	2	0.2
People think that it doesn’t seem modern	2	0.2	0	0.0	2	0.2
We care not to wear so decollate-open	2	0.6	2	0.4	4	0.5
Traditional clothes are so different than today clothes	2	0.6	4	0.9	6	0.7
Whole family wear hat , so easy in island	2	0.6	0	0.0	2	0.2
Style	2	0.6	0	0.0	2	0.2
It doesn’t affect, same	2	0.6	0	0.0	2	0.2
Cloth material, tailor etc	5	1.4	0	0.0	5	0.6
Wears as in Erzincan	0	0.0	4	0.9	4	0.5
TOTAL	360	100	461	100	821	100

$$x^2= 24.079 \quad p= 0.007 \quad df= 10$$

3.3% of “less than 15” and 2.2% of “16 and more” respondents’ traditional dress affect their dressing habits today. 0.6% of “less than 15” and 0.9% of “16 and more” respondents think that traditional clothes are so different than today clothes. 1.4% of “less than 15” respondents think that cloth material, tailor etc.change today. 0.9% of “16 and more” respondents wears as in Erzincan.

Table 4.2.69.1. Distribution of Respondents' Living Time In Island to Respondents' Shopping Experiences: Respondent Tell Their Neighbors And Friends In Family Talks (İstanbul 2006)

MY SHOPPING EXPERIENCES: I TELL MY NEIGHBORS AND FRIENDS IN FAMILY TALKS	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Totally agree	116	32.2	243	52.7	359	43.7
Partially I agree	115	31.9	130	28.2	245	29.8
Partially I don't agree	34	9.4	22	4.8	56	6.8
Definitely I don't agree	95	26.4	66	14.3	161	19.6
TOTAL	360	100	461	100	821	100

$$x^2=41.849 \quad p=0.000 \quad df=3$$

33.2% of “less than 15” and 52.7% of “16 and more” respondents totally agree that respondent tell their shopping experiences to neighbors and friends in family talks. 26.4% of “less than 15” and 14.3% of “16 and more” respondents definitely don't agree that respondent tell their shopping experiences to neighbors and friends in family talks.

Table 4.2.69.2. Distribution of Respondents' Living Time In Island to Respondents' Shopping Experiences: Respondent Tell In Their Office During The Break Time (İstanbul 2006)

MY SHOPPING EXPERIENCES: I TELL IN MY OFFICE DURING THE BREAK TIME	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Totally agree	57	15.8	75	16.3	132	16.1
Partially I agree	121	33.6	186	40.3	307	37.4
Partially I don't agree	71	19.7	50	10.8	121	14.7
Definitely I don't agree	111	30.8	150	32.5	261	31.8
TOTAL	360	100	461	100	821	100

$$x^2=13.468 \quad p=0.004 \quad df=3$$

33.6% of “less than 15” and 40.3% of “16 and more” respondents partially agree that respondent tell their shopping experiences to their office during the break time. 30.8% of “less than 15” and 32.5% of “16 and more” respondents definitely don't agree that respondent tell their shopping experiences to their office during the break time.

Table 4.2.69.3. Distribution of Respondents' Living Time In Island to Respondents' Shopping Experiences: Respondent Tell In Tea Or Coffee Visits (İstanbul 2006)

MY SHOPPING EXPERIENCES: I TELL IN TEA OR COFFEE VISITS	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Totally agree	88	24.4	153	33.2	241	29.4
Partially I agree	151	41.9	171	37.1	322	39.2
Partially I don't agree	30	8.3	51	11.1	81	9.9
Definitely I don't agree	91	25.3	86	18.7	177	21.6
TOTAL	360	100	461	100	821	100

$$x^2=12.117 \quad p=0.007 \quad df=3$$

41.9% of “less than 15” and 37.1% of “16 and more” respondents partially agree that respondent tell their shopping experiences in tea or coffee visits. 25.3% of “less than 15” and 18.7% of “16 and more” respondents definitely don't agree that respondent tell their shopping experiences in tea or coffee visits.

Table 4.2.69.4. Distribution of Respondents' Living Time In Island to Respondents' Shopping Experiences: Respondent Tell In The Club, Association During Their Meetings (İstanbul 2006)

MY SHOPPING EXPERIENCES: I TELL IN THE CLUB, ASSOCIATION DURING OUR MEETINGS	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Totally agree	59	16.4	71	15.4	130	15.8
Partially I agree	80	22.2	128	27.8	208	25.3
Partially I don't agree	23	6.4	66	14.3	89	10.8
Definitely I don't agree	198	55.0	196	42.5	394	48.0
TOTAL	360	100	461	100	821	100

$$x^2=20.861 \quad p=0.004 \quad df=3$$

22.2% of “less than 15” and 27.8% of “16 and more” respondents partially agree that respondent tell their shopping experiences in the club, association during their meetings. 55.0% of “less than 15” and 42.5% of “16 and more” respondents definitely don't agree that respondent tell their shopping experiences in the club, association during their meetings.

Table 4.2.69.5. Distribution of Respondents' Living Time In Island to Respondents' Shopping Experiences: Respondent Tell When Respondent Meet In The Street (İstanbul 2006)

MY SHOPPING EXPERIENCES: I TELL WHEN I MEET IN THE STREET	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Totally agree	59	16.4	73	15.8	132	16.1
Partially I agree	74	20.6	112	24.3	186	22.7
Partially I don't agree	52	14.4	80	17.4	132	16.1
Definitely I don't agree	175	48.6	196	42.5	371	45.2
TOTAL	360	100	461	100	821	100

$$x^2=4.012 \quad p=0.260 \quad df=3$$

There is no difference between living time in island “less than 15” and “16 and more” according to respondents' shopping experiences: respondent tell when respondent meet in the street. 20.6% of “less than 15” and 24.3% of “16 and more” respondents partially agree that respondent tell their shopping experiences when respondent meet in the street. 48.6% of “less than 15” and 42.5% of “16 and more” respondents definitely don't agree that respondent tell their shopping experiences when respondent meet in the street.

Table 4.2.69.6. Distribution of Respondents' Living Time In Island to Respondents' Shopping Experiences: Respondent Tell During The Vacations (İstanbul 2006)

MY SHOPPING EXPERIENCES: I TELL DURING THE VACATIONS	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Totally agree	86	23.9	103	22.3	189	23.0
Partially I agree	102	28.3	144	31.2	246	30.0
Partially I don't agree	56	15.6	59	12.8	115	14.0
Definitely I don't agree	116	32.2	155	33.6	271	33.0
TOTAL	360	100	461	100	821	100

$$x^2=1.996 \quad p=0.573 \quad df=3$$

There is no difference between living time in island “less than 15” and “16 and more” according to respondents' shopping experiences: respondent tell during the vacations. 28.3% of “less than 15” and 31.2% of “16 and more” respondents partially agree

that respondent tell their shopping experiences during the vacations. 32.2% of “less than 15” and 33.6% of “16 and more” respondents definitely don’t agree that respondent tell their shopping experiences during the vacations.

Table 4.2.69.7. Distribution of Respondents’ Living Time In Island to Respondents’ Shopping Experiences: Respondent Tell If They Ask Respondents’ Opinion During The Shopping (İstanbul 2006)

MY SHOPPING EXPERIENCES: I TELL IF THEY ASK MY OPINION DURING THE SHOPPING	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Totally agree	147	40.8	237	51.4	384	46.8
Partially I agree	119	33.1	126	27.3	245	29.8
Partially I don’t agree	36	10.0	53	11.5	89	10.8
Definitely I don’t agree	58	16.1	45	9.8	103	12.5
TOTAL	360	100	461	100	821	100

$$x^2=13.968 \quad p=0.003 \quad df=3$$

40.8% of “less than 15” and 51.4% of “16 and more” respondents totally agree that respondent tell their shopping experiences if they ask respondents’ opinion during the shopping. 16.1% of “less than 15” and 9.8% of “16 and more” respondents definitely don’t agree that respondent tell their shopping experiences if they ask respondents’ opinion during the shopping.

Table 4.2.69.8. Distribution of Respondents’ Living Time In Island to Respondents’ Shopping Experiences: Respondent Tell The Person During Shopping If Respondent Feel Sincere Whether They Don’t Know Him (İstanbul 2006)

MY SHOPPING EXPERIENCES: I TELL THE PERSON DURING SHOPPING IF I FEEL SINCERE WHETHER I DON’T KNOW HIM	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Totally agree	49	13.6	87	18.9	136	16.6
Partially I agree	78	21.7	85	18.4	163	19.9
Partially I don’t agree	45	12.5	61	13.2	106	12.9
Definitely I don’t agree	188	52.2	228	49.5	416	50.7
TOTAL	360	100	461	100	821	100

$$x^2=4.827 \quad p=0.185 \quad df=3$$

There is no difference between living time in island “less than 15” and “16 and more” according to respondents’ shopping experiences: respondent tell the person during shopping if respondent feel sincere whether they don’t know him. 21.7% of “less than 15” and 18.4% of “16 and more” respondents partially agree that respondent tell their shopping experiences to the person during shopping if respondent feel sincere whether they don’t know him. 52.2% of “less than 15” and 49.5% of “16 and more” respondents definitely don’t agree that respondent tell their shopping experiences to the person during shopping if respondent feel sincere whether they don’t know him.

Table 4.2.69.9. Distribution of Respondents’ Living Time In Island to Respondents’ Shopping Experiences: Respondent Tell Their Friends On Phone (İstanbul 2006)

MY SHOPPING EXPERIENCES: I TELL MY FRIENDS ON PHONE	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Totally agree	61	16.9	99	21.5	160	19.5
Partially I agree	123	34.2	118	25.6	241	29.4
Partially I don’t agree	40	11.1	78	16.9	118	14.4
Definitely I don’t agree	136	37.8	166	36.0	302	36.8
TOTAL	360	100	461	100	821	100

$$x^2=12.104 \quad p=0.007 \quad df=3$$

34.2% of “less than 15” and 25.6% of “16 and more” respondents partially agree that respondent tell their shopping experiences to their friends on phone. 37.8% of “less than 15” and 36.0% of “16 and more” respondents definitely don’t agree that respondent tell their shopping experiences to their friends on phone.

Table 4.2.69.10. Distribution of Respondents' Living Time In Island to Respondents' Shopping Experiences: Respondent Tell By Using Internet (Mail, By Writing to The Web Sites, Etc.) (İstanbul 2006)

MY SHOPPING EXPERIENCES: I TELL BY USING INTERNET (MAIL, BY WRITING TO THE WEB SITES, ETC.)	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
Totally agree	68	18.9	53	11.5	121	14.7
Partially I agree	65	18.1	68	14.8	133	16.2
Partially I don't agree	26	7.2	39	8.5	65	7.9
Definitely I don't agree	201	55.8	301	65.3	502	61.1
TOTAL	360	100	461	100	821	100

$$x^2=12.207 \quad p=0.007 \quad df=3$$

18.1% of “less than 15” and 14.8% of “16 and more” respondents partially agree that respondent tell their shopping experiences by using internet (mail, by writing to the web sites, etc.). 55.8% of “less than 15” and 65.3% of “16 and more” respondents definitely don't agree that respondent tell their shopping experiences by using internet (mail, by writing to the web sites, etc.).

Table 4.2.69.11. Distribution of Respondents' Living Time In Island to Respondents' Shopping Experiences: Respondent Write Their Complaints to The Newspapers Or Periodicals (İstanbul 2006)

MY SHOPPING EXPERIENCES: I WRITE MY COMPLAINTS TO THE NEWSPAPERS OR PERIODICALS	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
Totally agree	38	10.6	69	15.0	107	13.0
Partially I agree	47	13.1	64	13.9	111	13.5
Partially I don't agree	43	11.9	46	10.0	89	10.8
Definitely I don't agree	232	64.4	282	61.2	514	62.6
TOTAL	360	100	461	100	821	100

$$x^2=4.188 \quad p=0.242 \quad df=3$$

There is no difference between living time in island “less than 15” and “16 and more” according to respondents' shopping experiences: respondent write their complaints to the newspapers or periodicals. 13.1% of “less than 15” and 13.9% of “16 and more”

respondents partially agree that respondent tell their shopping experiences by writing their complaints to the newspapers or periodicals. 64.4% of “less than 15” and 61.2% of “16 and more” respondents definitely don’t agree that respondent tell their shopping experiences by writing their complaints to the newspapers or periodicals.

Table 4.2.69.12. Distribution of Respondents’ Living Time In Island to Respondents’ Shopping Experiences: Respondent Never Share Their Opinion or Experiences (İstanbul 2006)

MY SHOPPING EXPERIENCES: I NEVER SHARE MY OPINION OR EXPERIENCES	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
Totally agree	43	11.9	64	13.9	107	13.0
Partially I agree	93	25.8	108	23.4	201	24.5
Partially I don’t agree	81	22.5	87	18.9	168	20.5
Definitely I don’t agree	143	39.7	202	43.8	345	42.0
TOTAL	360	100	461	100	821	100

$$x^2=3.168 \quad p=0.366 \quad df=3$$

There is no difference between living time in island “less than 15” and “16 and more” according to respondents’ shopping experiences: respondent never share their opinion or experiences. 25.8% of “less than 15” and 23.4% of “16 and more” respondents partially agree that respondent never share their opinion or experiences. 39.7% of “less than 15” and 43.8% of “16 and more” respondents definitely don’t agree that respondent never share their opinion or experiences.

Table 4.2.69.13. Distribution of Respondents’ Living Time In Island to Respondents’ Shopping Experiences: Respondent Don't Tell Until Anyone Ask (İstanbul 2006)

MY SHOPPING EXPERIENCES: I DON'T TELL UNTIL ANYONE ASK	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More			
	n	%	n	%	n	%
Totally agree	119	33.1	192	41.6	311	37.9
Partially I agree	125	34.7	130	28.2	255	31.1
Partially I don't agree	57	15.8	47	10.2	104	12.7
Definitely I don't agree	59	16.4	92	20.0	151	18.4
TOTAL	360	100	461	100	821	100

$$x^2=13.181 \quad p=0.004 \quad df=3$$

33.1% of “less than 15” and 41.6% of “16 and more” respondents totally agree that respondent don't tell until anyone ask their shopping experiences. 16.4% of “less than 15” and 20.0% of “16 and more” respondents definitely don't agree that respondent don't tell until anyone ask their shopping experiences.

Table 4.2.69.14. Distribution of Respondents' Living Time In Island to Respondents' Shopping Experiences: Respondent Begin to Tell at The Moment They Enter The House (İstanbul 2006)

MY SHOPPING EXPERIENCES: I BEGIN TO TELL AT THE MOMENT I ENTER THE HOUSE	HOW LONG HAVE YOU BEEN LIVING IN ISLAND?				TOTAL	
	Less Than 15		16 and More		n	%
	n	%	n	%		
Totally agree	135	37.5	157	34.1	292	35.6
Partially I agree	90	25.0	176	38.2	266	32.4
Partially I don't agree	61	16.9	61	13.2	122	14.9
Definitely I don't agree	74	20.6	67	14.5	141	17.2
TOTAL	360	100	461	100	821	100

$$x^2=17.652 \quad p=0.001 \quad df=3$$

37.5% of “less than 15” and 34.1% of “16 and more” respondents totally agree that respondent begin to tell their shopping experiences at the moment they enter the house. 20.6% of “less than 15” and 14.5% of “16 and more” respondents definitely don't agree that respondent begin to tell their shopping experiences at the moment they enter the house.

4.3. SUMMARY OF THE RESULTS OF THE HYPOTHESIS TESTED IN THE STUDY

Research Question 1.1.1. :

Is there any difference between living time in island “less than 15” and “16 and more” according to they buy the goods (Vegetable-Fruit 1) or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to they buy the goods. Vegetable-Fruit 1

H1: There is a difference between living time in island “less than 15” and “16 and more” according to they buy the goods. Vegetable-Fruit 1

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to they buy the goods (Vegetable-Fruit 1). H0 hypotheses rejected.

Research Question 1.1.2. :

Is there any difference between living time in island “less than 15” and “16 and more” according to they buy the goods (Vegetable-Fruit 2) or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to they buy the goods. (Vegetable-Fruit 2)

H1: There is a difference between living time in island “less than 15” and “16 and more” according to they buy the goods. (Vegetable-Fruit 2)

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to they buy the goods (Vegetable-Fruit 2). H0 hypotheses rejected.

Research Question 1.2.1. :

Is there any difference between living time in island “less than 15” and “16 and more” according to they buy the goods (Meat-Fish 1) or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to they buy the goods. (Meat-Fish 1)

H1: There is a difference between living time in island “less than 15” and “16 and more” according to they buy the goods. (Meat-Fish 1)

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to they buy the goods (Meat-Fish 1). H0 hypotheses rejected.

Research Question 1.2.2. :

Is there any difference between living time in island “less than 15” and “16 and more” according to they buy the goods (Meat-Fish 2) or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to they buy the goods. (Meat-Fish 2)

H1: There is a difference between living time in island “less than 15” and “16 and more” according to they buy the goods. (Meat-Fish 2)

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to they buy the goods (Meat-Fish 2). H0 hypotheses rejected.

Research Question 1.3.1. :

Is there any difference between living time in island “less than 15” and “16 and more” according to they buy the goods (Delicatessen 1) or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to they buy the goods. (Delicatessen 1)

H1: There is a difference between living time in island “less than 15” and “16 and more” according to they buy the goods. (Delicatessen 1)

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to they buy the goods (Delicatessen 1). H0 hypotheses rejected.

Research Question 1.3.2. :

Is there any difference between living time in island “less than 15” and “16 and more” according to they buy the goods (Delicatessen 2) or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to they buy the goods. (Delicatessen 2)

H1: There is a difference between living time in island “less than 15” and “16 and more” according to they buy the goods. (Delicatessen 2)

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to they buy the goods (Delicatessen 2). H0 hypotheses rejected.

Research Question 1.4.1. :

Is there any difference between living time in island “less than 15” and “16 and more” according to they buy the goods (Spices 1) or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to they buy the goods. (Spices 1)

H1: There is a difference between living time in island “less than 15” and “16 and more” according to they buy the goods. (Spices 1)

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to they buy the goods (Spices 1). H0 hypotheses rejected.

Research Question 1.4.2. :

Is there any difference between living time in island “less than 15” and “16 and more” according to they buy the goods (Spices 2) or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to they buy the goods. (Spices 2)

H1: There is a difference between living time in island “less than 15” and “16 and more” according to they buy the goods. (Spices 2)

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to they buy the goods (Spices 2). H0 hypotheses rejected.

Research Question 1.5.1. :

Is there any difference between living time in island “less than 15” and “16 and more” according to they buy the goods (Drink 1) or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to they buy the goods. (Drink 1)

H1: There is a difference between living time in island “less than 15” and “16 and more” according to they buy the goods. (Drink 1)

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to they buy the goods (Drink 1). H0 hypotheses rejected.

Research Question 1.5.2. :

Is there any difference between living time in island “less than 15” and “16 and more” according to they buy the goods (Drink 2) or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to they buy the goods. (Drink 2)

H1: There is a difference between living time in island “less than 15” and “16 and more” according to they buy the goods. (Drink 2)

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to they buy the goods (Drink 2). H0 hypotheses rejected

Research Question 1.6.1. :

Is there any difference between living time in island “less than 15” and “16 and more” according to they buy the goods (White Goods 1) or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to they buy the goods. (White Goods 1)

H1: There is a difference between living time in island “less than 15” and “16 and more” according to they buy the goods. (White Goods 1)

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to they buy the goods (White Goods 1). H0 hypotheses rejected.

Research Question 1.6.2. :

Is there any difference between living time in island “less than 15” and “16 and more” according to they buy the goods (White Goods 2) or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to they buy the goods. (White Goods 2)

H1: There is a difference between living time in island “less than 15” and “16 and more” according to they buy the goods. (White Goods 2)

According to Pearson Chi-Square (χ^2) test, Sig. = 0.002 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to they buy the goods (White Goods 2). H0 hypotheses rejected.

Research Question 1.7.1. :

Is there any difference between living time in island “less than 15” and “16 and more” according to they buy the goods (Furniture 1) or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to they buy the goods. (Furniture 1)

H1: There is a difference between living time in island “less than 15” and “16 and more” according to they buy the goods. (Furniture 1)

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to they buy the goods (Furniture 1). H0 hypotheses rejected.

Research Question 1.7.2. :

Is there any difference between living time in island “less than 15” and “16 and more” according to they buy the goods (Furniture 2) or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to they buy the goods. (Furniture 2)

H1: There is a difference between living time in island “less than 15” and “16 and more” according to they buy the goods. (Furniture 2)

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to they buy the goods (Furniture 2). H0 hypotheses rejected.

Research Question 1.8. :

Is there any difference between living time in island “less than 15” and “16 and more” according to they buy the goods (Wear 1) or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to they buy the goods. (Wear 1)

H1: There is a difference between living time in island “less than 15” and “16 and more” according to they buy the goods. (Wear 1)

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to they buy the goods (Wear 1). H0 hypotheses rejected.

Research Question 1.9.1. :

Is there any difference between living time in island “less than 15” and “16 and more” according to they buy the goods (Electronics 1) or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to they buy the goods. (Electronics 1)

H1: There is a difference between living time in island “less than 15” and “16 and more” according to they buy the goods. (Electronics 1)

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to they buy the goods (Electronics 1). H0 hypotheses rejected.

Research Question 1.9.2. :

Is there any difference between living time in island “less than 15” and “16 and more” according to they buy the goods (Electronics 2) or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to they buy the goods. (Electronics 2)

H1: There is a difference between living time in island “less than 15” and “16 and more” according to they buy the goods. (Electronics 2)

According to Pearson Chi-Square (χ^2) test, Sig. = 0.148 is more than 0.05. In this case, there is no difference between living time in island “less than 15” and “16 and more” according to they buy the goods (Electronics 2). H1 hypotheses rejected.

Research Question 1.10.1. :

Is there any difference between living time in island “less than 15” and “16 and more” according to they buy the goods (Cosmetics 1) or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to they buy the goods. (Cosmetics 1)

H1: There is a difference between living time in island “less than 15” and “16 and more” according to they buy the goods. (Cosmetics 1)

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to they buy the goods (Cosmetics 1). H0 hypotheses rejected.

Research Question 1.10.2. :

Is there any difference between living time in island “less than 15” and “16 and more” according to they buy the goods (Cosmetics 2) or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to they buy the goods. (Cosmetics 2)

H1: There is a difference between living time in island “less than 15” and “16 and more” according to they buy the goods. (Cosmetics 2)

According to Pearson Chi-Square (χ^2) test, Sig. = 0.005 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to they buy the goods (Cosmetics 2). H0 hypotheses rejected.

Research Question 1.11.1. :

Is there any difference between living time in island “less than 15” and “16 and more” according to they buy the goods (Cleaners 1) or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to they buy the goods. (Cleaners 1)

H1: There is a difference between living time in island “less than 15” and “16 and more” according to they buy the goods. (Cleaners 1)

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to they buy the goods (Cleaners 1). H0 hypotheses rejected.

Research Question 1.11.2. :

Is there any difference between living time in island “less than 15” and “16 and more” according to they buy the goods (Cleaners 2) or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to they buy the goods. (Cleaners 2)

H1: There is a difference between living time in island “less than 15” and “16 and more” according to they buy the goods. (Cleaners 2)

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to they buy the goods (Cleaners 2). H0 hypotheses rejected.

Research Question 1.12.1. :

Is there any difference between living time in island “less than 15” and “16 and more” according to they buy the goods (Newspaper, Magazines, Book 1) or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to they buy the goods. (Newspaper, Magazines, Book 1)

H1: There is a difference between living time in island “less than 15” and “16 and more” according to they buy the goods. (Newspaper, Magazines, Book 1)

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to they buy the goods (Newspaper, Magazines, Book 1). H0 hypotheses rejected.

Research Question 1.12.2. :

Is there any difference between living time in island “less than 15” and “16 and more” according to they buy the goods (Newspaper, Magazines, Book 2) or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to they buy the goods. (Newspaper, Magazines, Book 2)

H1: There is a difference between living time in island “less than 15” and “16 and more” according to they buy the goods. (Newspaper, Magazines, Book 2)

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to they buy the goods (Newspaper, Magazines, Book 2). H0 hypotheses rejected.

Research Question 1.13.1. :

Is there any difference between living time in island “less than 15” and “16 and more” according to they buy the goods (Bicycles 1) or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to they buy the goods. (Bicycles 1)

H1: There is a difference between living time in island “less than 15” and “16 and more” according to they buy the goods. (Bicycles 1)

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to they buy the goods (Bicycles 1). H0 hypotheses rejected.

Research Question 1.13.2. :

Is there any difference between living time in island “less than 15” and “16 and more” according to they buy the goods (Bicycles 2) or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to they buy the goods. (Bicycles 2)

H1: There is a difference between living time in island “less than 15” and “16 and more” according to they buy the goods. (Bicycles 2)

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to they buy the goods (Bicycles 2). H0 hypotheses rejected.

Research Question 2.1.1. :

Is there any difference between living time in island “less than 15” and “16 and more” according to preferences for newspaper 1 or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to preferences for newspaper 1

H1: There is a difference between living time in island “less than 15” and “16 and more” according to preferences for newspaper 1

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to preferences for newspaper 1. H0 hypotheses rejected.

Research Question 2.1.2. :

Is there any difference between living time in island “less than 15” and “16 and more” according to preferences for newspaper 2 or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to preferences for newspaper 2.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to preferences for newspaper 2.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.001 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to preferences for newspaper 2. H0 hypotheses rejected.

Research Question 2.1.3. :

Is there any difference between living time in island “less than 15” and “16 and more” according to preferences for newspaper 3 or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to preferences for newspaper 3.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to preferences for newspaper 3.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to preferences for newspaper 3. H0 hypotheses rejected.

Research Question 2.2.1. :

Is there any difference between living time in island “less than 15” and “16 and more” according to preferences for Periodical 1 or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to preferences for Periodical 1.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to preferences for Periodical 1.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to preferences for Periodical 1. H0 hypotheses rejected.

Research Question 2.2.2. :

Is there any difference between living time in island “less than 15” and “16 and more” according to preferences for Periodical 2 or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to preferences for Periodical 2.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to preferences for Periodical 2.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to preferences for Periodical 2. H0 hypotheses rejected.

Research Question 2.2.3. :

Is there any difference between living time in island “less than 15” and “16 and more” according to preferences for Periodical 3 or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to preferences for Periodical 3.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to preferences for Periodical 3.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to preferences for Periodical 3. H0 hypotheses rejected.

Research Question 2.3.1. :

Is there any difference between living time in island “less than 15” and “16 and more” according to preferences for TV Channel 1 or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to preferences for TV Channel 1.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to preferences for TV Channel 1.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to preferences for TV Channel 1. H0 hypotheses rejected.

Research Question 2.3.2. :

Is there any difference between living time in island “less than 15” and “16 and more” according to preferences for TV Channel 2 or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to preferences for TV Channel 2.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to preferences for TV Channel 2.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to preferences for TV Channel 2. H0 hypotheses rejected.

Research Question 2.3.3. :

Is there any difference between living time in island “less than 15” and “16 and more” according to preferences for TV Channel 3 or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to preferences for TV Channel 3.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to preferences for TV Channel 3.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to preferences for TV Channel 3. H0 hypotheses rejected.

Research Question 2.4.1. :

Is there any difference between living time in island “less than 15” and “16 and more” according to preferences for Radio Channel 1 or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to preferences for Radio Channel 1.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to preferences for Radio Channel 1.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to preferences for Radio Channel 1. H0 hypotheses rejected.

Research Question 2.4.2. :

Is there any difference between living time in island “less than 15” and “16 and more” according to preferences for Radio Channel 2 or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to preferences for Radio Channel 2.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to preferences for Radio Channel 2.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to preferences for Radio Channel 2. H0 hypotheses rejected.

Research Question 2.4.3. :

Is there any difference between living time in island “less than 15” and “16 and more” according to preferences for Radio Channel 3 or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to preferences for Radio Channel 3.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to preferences for Radio Channel 3.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.001 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to preferences for Radio Channel 3. H0 hypotheses rejected.

Research Question 3.1. :

Is there any difference between living time in island “less than 15” and “16 and more” according to Newspaper Buying Period or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to Newspaper Buying Period.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to Newspaper Buying Period.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to Newspaper Buying Period. H0 hypotheses rejected.

Research Question 3.2. :

Is there any difference between living time in island “less than 15” and “16 and more” according to Periodical Buying Period or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to Periodical Buying Period.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to Periodical Buying Period.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.009 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to Periodical Buying Period. H0 hypotheses rejected.

Research Question 3.3. :

Is there any difference between living time in island “less than 15” and “16 and more” according to book buying period or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to book buying period.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to book buying period.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to book buying period. H0 hypotheses rejected.

Research Question 3.4. :

Is there any difference between living time in island “less than 15” and “16 and more” according to Music CD/ Cassette Buying or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to Music CD/ Cassette Buying Period.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to Music CD/ Cassette Buying Period.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.094 is more than 0.05. In this case, there is no difference between living time in island “less than 15” and “16 and more” according to Music CD/ Cassette Buying Period. H1 hypotheses rejected.

Research Question 4. :

Is there any difference between living time in island “less than 15” and “16 and more” according to period of using internet or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to period of using internet.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to period of using internet.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to period of using internet. H0 hypotheses rejected.

Research Question 5.1.1. :

Is there any difference between living time in island “less than 15” and “16 and more” according to marks preferred for the products white goods 1 or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to marks preferred for the products white goods 1.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to marks preferred for the products white goods 1.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.175 is more than 0.05. In this case, there is no difference between living time in island “less than 15” and “16 and more” according to marks preferred for the products white goods 1. H1 hypotheses rejected.

Research Question 5.1.2. :

Is there any difference between living time in island “less than 15” and “16 and more” according to marks preferred for the products white goods 1 or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to marks preferred for the products white goods 1.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to marks preferred for the products white goods 1.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.008 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to marks preferred for the products white goods 1. H0 hypotheses rejected.

Research Question 5.2.1. :

Is there any difference between living time in island “less than 15” and “16 and more” according to marks preferred for the products Furniture 1 or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to marks preferred for the products Furniture 1.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to marks preferred for the products Furniture 1.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to marks preferred for the products Furniture 1. H0 hypotheses rejected.

Research Question 5.2.2. :

Is there any difference between living time in island “less than 15” and “16 and more” according to marks preferred for the products Furniture 2 or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to marks preferred for the products Furniture 2.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to marks preferred for the products Furniture 2.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.015 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to marks preferred for the products Furniture 2. H0 hypotheses rejected.

Research Question 5.3.1. :

Is there any difference between living time in island “less than 15” and “16 and more” according to marks preferred for the products Wear 1 or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to marks preferred for the products Wear 1.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to marks preferred for the products Wear 1.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to marks preferred for the products Wear 1. H0 hypotheses rejected.

Research Question 5.3.2. :

Is there any difference between living time in island “less than 15” and “16 and more” according to marks preferred for the products Wear 2 or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to marks preferred for the products Wear 2.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to marks preferred for the products Wear 2.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to marks preferred for the products Wear 2. H0 hypotheses rejected.

Research Question 5.4.1. :

Is there any difference between living time in island “less than 15” and “16 and more” according to marks preferred for the products Electronics 1 or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to marks preferred for the products Electronics 1.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to marks preferred for the products Electronics 1.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to marks preferred for the products Electronics 1. H0 hypotheses rejected.

Research Question 5.4.2. :

Is there any difference between living time in island “less than 15” and “16 and more” according to marks preferred for the products Electronics 2 or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to marks preferred for the products Electronics 2.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to marks preferred for the products Electronics 2.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to marks preferred for the products Electronics 2. H0 hypotheses rejected.

Research Question 5.5.1. :

Is there any difference between living time in island “less than 15” and “16 and more” according to marks preferred for the products Cosmetics 1 or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to marks preferred for the products Cosmetics 1.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to marks preferred for the products Cosmetics 1.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to marks preferred for the products Cosmetics 1. H0 hypotheses rejected.

Research Question 5.5.2. :

Is there any difference between living time in island “less than 15” and “16 and more” according to marks preferred for the products Cosmetics 2 or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to marks preferred for the products Cosmetics 2.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to marks preferred for the products Cosmetics 2.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to marks preferred for the products Cosmetics 2. H0 hypotheses rejected.

Research Question 5.6.1. :

Is there any difference between living time in island “less than 15” and “16 and more” according to marks preferred for the products Cleaners 1 or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to marks preferred for the products Cleaners 1.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to marks preferred for the products Cleaners 1.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to marks preferred for the products Cleaners 1. H0 hypotheses rejected.

Research Question 5.6.2. :

Is there any difference between living time in island “less than 15” and “16 and more” according to marks preferred for the products Cleaners 2 or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to marks preferred for the products Cleaners 2.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to marks preferred for the products Cleaners 2.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to marks preferred for the products Cleaners 2. H0 hypotheses rejected.

Research Question 5.6.3. :

Is there any difference between living time in island “less than 15” and “16 and more” according to marks preferred for the products Cleaners 3 or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to marks preferred for the products Cleaners 3.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to marks preferred for the products Cleaners 3.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to marks preferred for the products Cleaners 3. H0 hypotheses rejected.

Research Question 5.7.1. :

Is there any difference between living time in island “less than 15” and “16 and more” according to marks preferred for the products Drinks 1 or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to marks preferred for the products Drinks 1.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to marks preferred for the products Drinks 1.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to marks preferred for the products Drinks 1. H0 hypotheses rejected.

Research Question 5.7.2. :

Is there any difference between living time in island “less than 15” and “16 and more” according to marks preferred for the products Drinks 2 or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to marks preferred for the products Drinks 2.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to marks preferred for the products Drinks 2.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to marks preferred for the products Drinks 2. H0 hypotheses rejected.

Research Question 5.7.3. :

Is there any difference between living time in island “less than 15” and “16 and more” according to marks preferred for the products Drinks 3 or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to marks preferred for the products Drinks 3.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to marks preferred for the products Drinks 3.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.003 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to marks preferred for the products Drinks 3. H0 hypotheses rejected

Research Question 5.8.1. :

Is there any difference between living time in island “less than 15” and “16 and more” according to marks preferred for the products Delicatessen 1 or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to marks preferred for the products Delicatessen 1.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to marks preferred for the products Delicatessen 1.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to marks preferred for the products Delicatessen 1. H0 hypotheses rejected

Research Question 5.8.2. :

Is there any difference between living time in island “less than 15” and “16 and more” according to marks preferred for the products Delicatessen 2 or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to marks preferred for the products Delicatessen 2.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to marks preferred for the products Delicatessen 2.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to marks preferred for the products Delicatessen 2. H0 hypotheses rejected

Research Question 6. :

Is there any difference between living time in island “less than 15” and “16 and more” according to shopping centers seasonal or permanent or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to shopping centers seasonal or permanent.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to shopping centers seasonal or permanent.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.411 is more than 0.05. In this case, there is no difference between living time in island “less than 15” and “16 and more” according to shopping centers seasonal or permanent. H1 hypotheses rejected

Research Question 7.1. :

Is there any difference between living time in island “less than 15” and “16 and more” according to get knowledge about the shops 1 or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to get knowledge about the shops 1.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to get knowledge about the shops 1.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.008 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to get knowledge about the shops 1. H0 hypotheses rejected

Research Question 7.2. :

Is there any difference between living time in island “less than 15” and “16 and more” according to get knowledge about the shops 2 or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to get knowledge about the shops 2.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to get knowledge about the shops 2.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.006 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to get knowledge about the shops 2. H0 hypotheses rejected

Research Question 8. :

Is there any difference between living time in island “less than 15” and “16 and more” according to define relations of respondent with the shops or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to define relations of respondent with the shops.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to define relations of respondent with the shops.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to define relations of respondent with the shops. H0 hypotheses rejected.

Research Question 9.1. :

Is there any difference between living time in island “less than 15” and “16 and more” according to respondents’ care of shopping places according to cleanness and order (tidy) or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to respondents’ care of shopping places according to cleanness and order (tidy).

H1: There is a difference between living time in island “less than 15” and “16 and more” according to respondents’ care of shopping places according to cleanness and order (tidy).

According to Pearson Chi-Square (χ^2) test, Sig. = 0.029 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to respondents’ care of shopping places according to cleanness and order (tidy). H0 hypotheses rejected.

Research Question 9.2. :

Is there any difference between living time in island “less than 15” and “16 and more” according to respondents’ care of shopping places according to sufficient and expert in his business or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to respondents’ care of shopping places according to sufficient and expert in his business.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to respondents’ care of shopping places according to sufficient and expert in his business.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.003 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to respondents’ care of shopping places according to sufficient and expert in his business. H0 hypotheses rejected.

Research Question 9.3. :

Is there any difference between living time in island “less than 15” and “16 and more” according to respondents’ care of shopping places according to the places where the quality is highest priority or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to respondents’ care of shopping places according to the places where the quality is highest priority.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to respondents’ care of shopping places according to the places where the quality is highest priority.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.003 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more”

according to respondents' care of shopping places according to the places where the quality is highest priority. H0 hypotheses rejected.

Research Question 9.4. :

Is there any difference between living time in island “less than 15” and “16 and more” according to respondents' care of shopping places according to obtain different kinds of goods in the same shop or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to respondents' care of shopping places according to obtain different kinds of goods in the same shop.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to respondents' care of shopping places according to obtain different kinds of goods in the same shop.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.167 is more than 0.05. In this case, there is no difference between living time in island “less than 15” and “16 and more” according to respondents' care of shopping places according to obtain different kinds of goods in the same shop. H1 hypotheses rejected.

Research Question 9.5. :

Is there any difference between living time in island “less than 15” and “16 and more” according to respondents' care of shopping places according to close to consumers' culture or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to respondents' care of shopping places according to close to consumers' culture.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to respondents' care of shopping places according to close to consumers' culture.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to respondents' care of shopping places according to close to consumers' culture. H0 hypotheses rejected.

Research Question 9.6. :

Is there any difference between living time in island “less than 15” and “16 and more” according to respondents’ care of shopping places according to finding the product which is looking for or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to respondents’ care of shopping places according to finding the product which is looking for.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to respondents’ care of shopping places according to finding the product which is looking for.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.390 is more than 0.05. In this case, there is no difference between living time in island “less than 15” and “16 and more” according to respondents’ care of shopping places according to finding the product which is looking for. H1 hypotheses rejected.

Research Question 9.7. :

Is there any difference between living time in island “less than 15” and “16 and more” according to respondents’ care of shopping places according to high quality service or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to respondents’ care of shopping places according to high quality service.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to respondents’ care of shopping places according to high quality service.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.002 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to respondents’ care of shopping places according to high quality service. H0 hypotheses rejected.

Research Question 9.8. :

Is there any difference between living time in island “less than 15” and “16 and more” according to respondents’ care of shopping places according to use credit card possibility or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to respondents’ care of shopping places according to use credit card possibility.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to respondents’ care of shopping places according to use credit card possibility.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.002 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to respondents’ care of shopping places according to use credit card possibility. H0 hypotheses rejected.

Research Question 9.9. :

Is there any difference between living time in island “less than 15” and “16 and more” according to respondents’ care of shopping places according to exhibition of the goods or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to respondents’ care of shopping places according to exhibition of the goods.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to respondents’ care of shopping places according to exhibition of the goods.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to respondents’ care of shopping places according to exhibition of the goods. H0 hypotheses rejected.

Research Question 9.10. :

Is there any difference between living time in island “less than 15” and “16 and more” according to respondents’ care of shopping places according to shop which sell one kind of product or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to respondents’ care of shopping places according to shop which sell one kind of product.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to respondents’ care of shopping places according to shop which sell one kind of product.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.715 is more than 0.05. In this case, there is no difference between living time in island “less than 15” and “16 and more” according to respondents’ care of shopping places according to shop which sell one kind of product. H1 hypotheses rejected.

Research Question 10. :

Is there any difference between living time in island “less than 15” and “16 and more” according to period of bazaar shopping or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to period of bazaar shopping.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to period of bazaar shopping.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to period of bazaar shopping. H0 hypotheses rejected.

Research Question 11. :

Is there any difference between living time in island “less than 15” and “16 and more” according to shopping period or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to shopping period.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to shopping period.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.295 is more than 0.05. In this case, there is no difference between living time in island “less than 15” and “16 and more” according to shopping period. H1 hypotheses rejected.

Research Question 12.1. :

Is there any difference between living time in island “less than 15” and “16 and more” according to the thing (security) respondent unlike in shopping in the island or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to the thing (security) respondent unlike in shopping in the island.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to the thing (security) respondent unlike in shopping in the island.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.655 is more than 0.05. In this case, there is no difference between living time in island “less than 15” and “16 and more” according to the thing (security) respondent unlike in shopping in the island. H1 hypotheses rejected.

Research Question 12.2. :

Is there any difference between living time in island “less than 15” and “16 and more” according to the thing (Delivery) respondent unlike in shopping in the island or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to the thing (Delivery) respondent unlike in shopping in the island.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to the thing (Delivery) respondent unlike in shopping in the island.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.036 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to the thing (Delivery) respondent unlike in shopping in the island. H0 hypotheses rejected.

Research Question 12.3. :

Is there any difference between living time in island “less than 15” and “16 and more” according to the thing (Service) respondent unlike in shopping in the island or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to the thing (Service) respondent unlike in shopping in the island.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to the thing (Service) respondent unlike in shopping in the island.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.516 is more than 0.05. In this case, there is no difference between living time in island “less than 15” and “16 and more” according to the thing (Service) respondent unlike in shopping in the island. H1 hypotheses rejected.

Research Question 12.4. :

Is there any difference between living time in island “less than 15” and “16 and more” according to the thing (Utility) respondent unlike in shopping in the island or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to the thing (Utility) respondent unlike in shopping in the island.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to the thing (Utility) respondent unlike in shopping in the island.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.154 is more than 0.05. In this case, there is no difference between living time in island “less than 15” and “16 and more” according to the thing (Utility) respondent unlike in shopping in the island. H1 hypotheses rejected.

Research Question 12.5. :

Is there any difference between living time in island “less than 15” and “16 and more” according to the thing (Wrong And Incomplete Information's) respondent unlike in shopping in the island or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to the thing (Wrong And Incomplete Information's) respondent unlike in shopping in the island.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to the thing (Wrong And Incomplete Information's) respondent unlike in shopping in the island.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.840 is more than 0.05. In this case, there is no difference between living time in island “less than 15” and “16 and more” according to the thing (Wrong And Incomplete Information's) respondent unlike in shopping in the island. H1 hypotheses rejected.

Research Question 12.6. :

Is there any difference between living time in island “less than 15” and “16 and more” according to the thing (Expensive) respondent unlike in shopping in the island or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to the thing (Expensive) respondent unlike in shopping in the island.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to the thing (Expensive) respondent unlike in shopping in the island.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.442 is more than 0.05. In this case, there is no difference between living time in island “less than 15” and “16 and more” according to the thing (Expensive) respondent unlike in shopping in the island. H1 hypotheses rejected.

Research Question 12.7. :

Is there any difference between living time in island “less than 15” and “16 and more” according to the thing (The Indifferent of The Seller) respondent unlike in shopping in the island or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to the thing (The Indifferent of The Seller) respondent unlike in shopping in the island.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to the thing (The Indifferent of The Seller) respondent unlike in shopping in the island.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.408 is more than 0.05. In this case, there is no difference between living time in island “less than 15” and “16 and more” according to the thing (The Indifferent of The Seller) respondent unlike in shopping in the island. H1 hypotheses rejected.

Research Question 12.8. :

Is there any difference between living time in island “less than 15” and “16 and more” according to the thing (Other 1) respondent unlike in shopping in the island or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to the thing (Other 1) respondent unlike in shopping in the island.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to the thing (Other 1) respondent unlike in shopping in the island.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.004 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to the thing (Other 1) respondent unlike in shopping in the island. H0 hypotheses rejected.

Research Question 12.9. :

Is there any difference between living time in island “less than 15” and “16 and more” according to the thing (Other 2) respondent unlike in shopping in the island or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to the thing (Other 2) respondent unlike in shopping in the island.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to the thing (Other 2) respondent unlike in shopping in the island.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to the thing (Other 2) respondent unlike in shopping in the island. H0 hypotheses rejected.

Research Question 13.1. :

Is there any difference between living time in island “less than 15” and “16 and more” according to the thing (shopping from the islander [neighbor]) respondent like in shopping in the island or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to the thing (shopping from the islander [neighbor]) respondent like in shopping in the island.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to the thing (shopping from the islander [neighbor]) respondent like in shopping in the island.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.004 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to the thing (shopping from the islander [neighbor]) respondent like in shopping in the island. H0 hypotheses rejected.

Research Question 13.2. :

Is there any difference between living time in island “less than 15” and “16 and more” according to the thing (Privilege) respondent like in shopping in the island or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to the thing (Privilege) respondent like in shopping in the island.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to the thing (Privilege) respondent like in shopping in the island.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.679 is more than 0.05. In this case, there is no difference between living time in island “less than 15” and “16 and more” according to the thing (Privilege) respondent like in shopping in the island. H1 hypotheses rejected.

Research Question 13.3. :

Is there any difference between living time in island “less than 15” and “16 and more” according to the thing (Delivery) respondent like in shopping in the island or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to the thing (Delivery) respondent like in shopping in the island.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to the thing (Delivery) respondent like in shopping in the island.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.239 is more than 0.05. In this case, there is no difference between living time in island “less than 15” and “16 and more” according to the thing (Delivery) respondent like in shopping in the island. H1 hypotheses rejected.

Research Question 13.4. :

Is there any difference between living time in island “less than 15” and “16 and more” according to the thing (Service) respondent like in shopping in the island or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to the thing (Service) respondent like in shopping in the island.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to the thing (Service) respondent like in shopping in the island.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.128 is more than 0.05. In this case, there is no difference between living time in island “less than 15” and “16 and more” according to the thing (Service) respondent like in shopping in the island. H1 hypotheses rejected.

Research Question 13.5. :

Is there any difference between living time in island “less than 15” and “16 and more” according to the thing (Sufficient Utility) respondent like in shopping in the island or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to the thing (Sufficient Utility) respondent like in shopping in the island.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to the thing (Sufficient Utility) respondent like in shopping in the island.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.553 is more than 0.05. In this case, there is no difference between living time in island “less than 15” and “16 and more” according to the thing (Sufficient Utility) respondent like in shopping in the island. H1 hypotheses rejected.

Research Question 13.6. :

Is there any difference between living time in island “less than 15” and “16 and more” according to the thing (Other 1) respondent like in shopping in the island or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to the thing (Other 1) respondent like in shopping in the island.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to the thing (Other 1) respondent like in shopping in the island.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to the thing (Other 1) respondent like in shopping in the island. H0 hypotheses rejected.

Research Question 13.7. :

Is there any difference between living time in island “less than 15” and “16 and more” according to the thing (Other 2) respondent like in shopping in the island or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to the thing (Other 2) respondent like in shopping in the island.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to the thing (Other 2) respondent like in shopping in the island.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.042 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to the thing (Other 2) respondent like in shopping in the island. H0 hypotheses rejected.

Research Question 14.1. :

Is there any difference between living time in island “less than 15” and “16 and more” according to live in the island affect respondents’ shopping 1 or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to live in the island affect respondents’ shopping 1.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to live in the island affect respondents’ shopping 1.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to live in the island affect respondents’ shopping 1. H0 hypotheses rejected.

Research Question 14.2. :

Is there any difference between living time in island “less than 15” and “16 and more” according to live in the island affect respondents’ shopping 2 or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to live in the island affect respondents’ shopping 2.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to live in the island affect respondents’ shopping 2.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to live in the island affect respondents’ shopping 2. H0 hypotheses rejected.

Research Question 14.3. :

Is there any difference between living time in island “less than 15” and “16 and more” according to live in the island affect respondents’ shopping 2 or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to live in the island affect respondents’ shopping 2.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to live in the island affect respondents’ shopping 2.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to live in the island affect respondents’ shopping 2. H0 hypotheses rejected.

Research Question 15.1. :

Is there any difference between living time in island “less than 15” and “16 and more” according to respondents’ family member live outside the island or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to respondents’ family member live outside the island.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to respondents’ family member live outside the island.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to respondents’ family member live outside the island. H0 hypotheses rejected.

Research Question 15.2. :

Is there any difference between living time in island “less than 15” and “16 and more” according to respondents’ family members’ reason to live outside the island or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to respondents’ family members’ reason to live outside the island.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to respondents’ family members’ reason to live outside the island.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to respondents’ family members’ reason to live outside the island. H0 hypotheses rejected.

Research Question 16.1. :

Is there any difference between living time in island “less than 15” and “16 and more” according to adaptation problem of the people who live outside the island when they come to the island (1) (from the aspect of their needs) or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to adaptation problem of the people who live outside the island when they come to the island (1) (from the aspect of their needs).

H1: There is a difference between living time in island “less than 15” and “16 and more” according to adaptation problem of the people who live outside the island when they come to the island (1) (from the aspect of their needs).

According to Pearson Chi-Square (χ^2) test, Sig. = 0.007 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to adaptation problem of the people who live outside the island when they come to the island (1) (from the aspect of their needs). H0 hypotheses rejected.

Research Question 16.2. :

Is there any difference between living time in island “less than 15” and “16 and more” according to adaptation problem of the people who live outside the island when they come to the island (2) (from the aspect of their needs) or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to adaptation problem of the people who live outside the island when they come to the island (2) (from the aspect of their needs).

H1: There is a difference between living time in island “less than 15” and “16 and more” according to adaptation problem of the people who live outside the island when they come to the island (2) (from the aspect of their needs).

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to adaptation problem of the people who live outside the island when they come to the island (2) (from the aspect of their needs). H0 hypotheses rejected.

Research Question 16.3. :

Is there any difference between living time in island “less than 15” and “16 and more” according to adaptation problem of the people who live outside the island when they come to the island (3) (from the aspect of their needs) or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to adaptation problem of the people who live outside the island when they come to the island (3) (from the aspect of their needs).

H1: There is a difference between living time in island “less than 15” and “16 and more” according to adaptation problem of the people who live outside the island when they come to the island (3) (from the aspect of their needs).

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to adaptation problem of the people who live outside the island when they come to the island (3) (from the aspect of their needs). H0 hypotheses rejected.

Research Question 17. :

Is there any difference between living time in island “less than 15” and “16 and more” according to respondents’ idea about the people who leave the island lose their islander identity or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to respondents’ idea about the people who leave the island lose their islander identity.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to respondents’ idea about the people who leave the island lose their islander identity.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to respondents’ idea about the people who leave the island lose their islander identity. H0 hypotheses rejected.

Research Question 18. :

Is there any difference between living time in island “less than 15” and “16 and more” according to where respondent feel belong to or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to where respondent feel belong to.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to where respondent feel belong to.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to where respondent feel belong to. H0 hypotheses rejected.

Research Question 19.1. :

Is there any difference between living time in island “less than 15” and “16 and more” according to the characteristics of respondents’ shopping according to the place where they feel belong to (1) or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to the characteristics of respondents’ shopping according to the place where they feel belong to (1).

H1: There is a difference between living time in island “less than 15” and “16 and more” according to the characteristics of respondents’ shopping according to the place where they feel belong to (1).

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to the characteristics of respondents’ shopping according to the place where they feel belong to (1). H0 hypotheses rejected.

Research Question 19.2. :

Is there any difference between living time in island “less than 15” and “16 and more” according to the characteristics of respondents’ shopping according to the place where they feel belong to (2) or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to the characteristics of respondents’ shopping according to the place where they feel belong to (2).

H1: There is a difference between living time in island “less than 15” and “16 and more” according to the characteristics of respondents’ shopping according to the place where they feel belong to (2).

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to the characteristics of respondents’ shopping according to the place where they feel belong to (2). H0 hypotheses rejected.

Research Question 19.3. :

Is there any difference between living time in island “less than 15” and “16 and more” according to the characteristics of respondents’ shopping according to the place where they feel belong to (3) or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to the characteristics of respondents’ shopping according to the place where they feel belong to (3).

H1: There is a difference between living time in island “less than 15” and “16 and more” according to the characteristics of respondents’ shopping according to the place where they feel belong to (3).

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to the characteristics of respondents’ shopping according to the place where they feel belong to (3). H0 hypotheses rejected.

Research Question 20.1. :

Is there any difference between living time in island “less than 15” and “16 and more” according to definition of to be an islander describe by respondents (1) or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to definition of to be an islander describe by respondents (1).

H1: There is a difference between living time in island “less than 15” and “16 and more” according to definition of to be an islander describe by respondents (1).

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to definition of to be an islander describe by respondents (1). H0 hypotheses rejected.

Research Question 20.2. :

Is there any difference between living time in island “less than 15” and “16 and more” according to definition of to be an islander describe by respondents (2) or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to definition of to be an islander describe by respondents (2).

H1: There is a difference between living time in island “less than 15” and “16 and more” according to definition of to be an islander describe by respondents (2).

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to definition of to be an islander describe by respondents (2). H0 hypotheses rejected.

Research Question 21. :

Is there any difference between living time in island “less than 15” and “16 and more” according to the place respondents’ privacy begins or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to the place respondents’ privacy begins.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to the place respondents’ privacy begins.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to the place respondents’ privacy begins. H0 hypotheses rejected.

Research Question 22. :

Is there any difference between living time in island “less than 15” and “16 and more” according to pay attention to the appropriateness to their belief while shopping or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to pay attention to the appropriateness to their belief while shopping.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to pay attention to the appropriateness to their belief while shopping.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.044 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to pay attention to the appropriateness to their belief while shopping. H0 hypotheses rejected.

Research Question 23. :

Is there any difference between living time in island “less than 15” and “16 and more” according to products that express respondents’ culture, traditions or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to products that express respondents’ culture, traditions.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to products that express respondents’ culture, traditions.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to products that express respondents’ culture, traditions. H0 hypotheses rejected.

Research Question 24.1. :

Is there any difference between living time in island “less than 15” and “16 and more” according to meal or amusement special to respondents’ family (1) or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to meal or amusement special to respondents’ family (1).

H1: There is a difference between living time in island “less than 15” and “16 and more” according to meal or amusement special to respondents’ family (1).

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to meal or amusement special to respondents’ family (1). H0 hypotheses rejected.

Research Question 24.2. :

Is there any difference between living time in island “less than 15” and “16 and more” according to meal or amusement special to respondents’ family (2) or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to meal or amusement special to respondents’ family (2).

H1: There is a difference between living time in island “less than 15” and “16 and more” according to meal or amusement special to respondents’ family (2).

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to meal or amusement special to respondents’ family (2). H0 hypotheses rejected.

Research Question 25.1. :

Is there any difference between living time in island “less than 15” and “16 and more” according to any food habits (meal, dessert, drink, etc,) special to respondents’ culture (tradition) (1) or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to any food habits (meal, dessert, drink, etc,) special to respondents’ culture (tradition) (1).

H1: There is a difference between living time in island “less than 15” and “16 and more” according to any food habits (meal, dessert, drink, etc,) special to respondents’ culture (tradition) (1).

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to any food habits (meal, dessert, drink, etc,) special to respondents’ culture (tradition) (1). H0 hypotheses rejected.

Research Question 25.2. :

Is there any difference between living time in island “less than 15” and “16 and more” according to any food habits (meal, dessert, drink, etc,) special to respondents’ culture (tradition) (2) or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to any food habits (meal, dessert, drink, etc,) special to respondents’ culture (tradition) (2).

H1: There is a difference between living time in island “less than 15” and “16 and more” according to any food habits (meal, dessert, drink, etc,) special to respondents’ culture (tradition) (2).

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to any food habits (meal, dessert, drink, etc,) special to respondents’ culture (tradition) (2). H0 hypotheses rejected.

Research Question 25.3. :

Is there any difference between living time in island “less than 15” and “16 and more” according to any food habits (meal, dessert, drink, etc,) special to respondents’ culture (tradition) (3) or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to any food habits (meal, dessert, drink, etc,) special to respondents’ culture (tradition) (3).

H1: There is a difference between living time in island “less than 15” and “16 and more” according to any food habits (meal, dessert, drink, etc,) special to respondents’ culture (tradition) (3).

According to Pearson Chi-Square (χ^2) test, Sig. = 0.001 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to any food habits (meal, dessert, drink, etc,) special to respondents’ culture (tradition) (3). H0 hypotheses rejected.

Research Question 26.1. :

Is there any difference between living time in island “less than 15” and “16 and more” according to any drink which respondents specially consume (if yes; what is the brand?) (1) or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to any drink which respondents specially consume (if yes; what is the brand?) (1).

H1: There is a difference between living time in island “less than 15” and “16 and more” according to any drink which respondents specially consume (if yes; what is the brand?) (1)

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to any drink which respondents specially consume (if yes; what is the brand?) (1). H0 hypotheses rejected.

Research Question 26.2. :

Is there any difference between living time in island “less than 15” and “16 and more” according to any drink which respondents specially consume (if yes; what is the brand?) (2) or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to any drink which respondents specially consume (if yes; what is the brand?) (2).

H1: There is a difference between living time in island “less than 15” and “16 and more” according to any drink which respondents specially consume (if yes; what is the brand?) (2).

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to any drink which respondents specially consume (if yes; what is the brand?) (2). H0 hypotheses rejected.

Research Question 27. :

Is there any difference between living time in island “less than 15” and “16 and more” according to can respondents continue their food culture (habits) or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to can respondents continue their food culture (habits).

H1: There is a difference between living time in island “less than 15” and “16 and more” according to can respondents continue their food culture (habits).

According to Pearson Chi-Square (χ^2) test, Sig. = 0.001 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to can respondents continue their food culture (habits). H0 hypotheses rejected.

Research Question 28. :

Is there any difference between living time in island “less than 15” and “16 and more” according to respondents shopping from patisserie period or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to respondents shopping from patisserie period.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to respondents shopping from patisserie period.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to respondents shopping from patisserie period. H0 hypotheses rejected.

Research Question 29.1. :

Is there any difference between living time in island “less than 15” and “16 and more” according to special product which respondents buy from the patisserie (1) or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to special product which respondents buy from the patisserie (1).

H1: There is a difference between living time in island “less than 15” and “16 and more” according to special product which respondents buy from the patisserie (1).

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to special product which respondents buy from the patisserie (1). H0 hypotheses rejected.

Research Question 29.2. :

Is there any difference between living time in island “less than 15” and “16 and more” according to special product which respondents buy from the patisserie (2) or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to special product which respondents buy from the patisserie (2).

H1: There is a difference between living time in island “less than 15” and “16 and more” according to special product which respondents buy from the patisserie (2).

According to Pearson Chi-Square (χ^2) test, Sig. = 0.006 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to special product which respondents buy from the patisserie (2). H0 hypotheses rejected.

Research Question 30.1. :

Is there any difference between living time in island “less than 15” and “16 and more” according to respondents membership of an association in the island (1) or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to respondents membership of an association in the island (1).

H1: There is a difference between living time in island “less than 15” and “16 and more” according to respondents membership of an association in the island (1).

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to respondents membership of an association in the island (1). H0 hypotheses rejected.

Research Question 30.2. :

Is there any difference between living time in island “less than 15” and “16 and more” according to respondents membership of an association in the island (2) or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to respondents membership of an association in the island (2).

H1: There is a difference between living time in island “less than 15” and “16 and more” according to respondents membership of an association in the island (2).

According to Pearson Chi-Square (χ^2) test, Sig. = 0.047 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to respondents membership of an association in the island (2). H0 hypotheses rejected.

Research Question 30.3. :

Is there any difference between living time in island “less than 15” and “16 and more” according to respondents membership of an association in the island (3) or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to respondents membership of an association in the island (3).

H1: There is a difference between living time in island “less than 15” and “16 and more” according to respondents membership of an association in the island (3).

According to Pearson Chi-Square (χ^2) test, Sig. = 0.444 is more than 0.05. In this case, there is no difference between living time in island “less than 15” and “16 and more” according to respondents membership of an association in the island (3). H1 hypotheses rejected.

Research Question 30.4. :

Is there any difference between living time in island “less than 15” and “16 and more” according to respondents membership of an association in the island (4) or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to respondents membership of an association in the island (4).

H1: There is a difference between living time in island “less than 15” and “16 and more” according to respondents membership of an association in the island (4).

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to respondents membership of an association in the island (4). H0 hypotheses rejected.

Research Question 31. :

Is there any difference between living time in island “less than 15” and “16 and more” according to changes in respondents shopping habits after membership or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to changes in respondents shopping habits after membership.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to changes in respondents shopping habits after membership.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to changes in respondents shopping habits after membership. H0 hypotheses rejected.

Research Question 32. :

Is there any difference between living time in island “less than 15” and “16 and more” according to changes in respondents entertainment habits after membership or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to changes in respondents entertainment habits after membership.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to changes in respondents entertainment habits after membership.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to changes in respondents entertainment habits after membership. H0 hypotheses rejected.

Research Question 33.1. :

Is there any difference between living time in island “less than 15” and “16 and more” according to constant consumer habit special to respondents (1) or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to constant consumer habit special to respondents (1).

H1: There is a difference between living time in island “less than 15” and “16 and more” according to constant consumer habit special to respondents (1).

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to constant consumer habit special to respondents (1). H0 hypotheses rejected.

Research Question 33.2. :

Is there any difference between living time in island “less than 15” and “16 and more” according to constant consumer habit special to respondents (2) or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to constant consumer habit special to respondents (2).

H1: There is a difference between living time in island “less than 15” and “16 and more” according to constant consumer habit special to respondents (2).

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to constant consumer habit special to respondents (2). H0 hypotheses rejected.

Research Question 34.1. :

Is there any difference between living time in island “less than 15” and “16 and more” according to what respondents do in their vacant times; first choice or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to what respondents do in their vacant times; first choice.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to what respondents do in their vacant times; first choice.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to what respondents do in their vacant times; first choice. H0 hypotheses rejected.

Research Question 34.2. :

Is there any difference between living time in island “less than 15” and “16 and more” according to what respondents do in their vacant times; second choice or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to what respondents do in their vacant times; second choice.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to what respondents do in their vacant times; second choice.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to what respondents do in their vacant times; second choice. H0 hypotheses rejected.

Research Question 34.3. :

Is there any difference between living time in island “less than 15” and “16 and more” according to what respondents do in their vacant times; third choice or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to what respondents do in their vacant times; third choice.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to what respondents do in their vacant times; third choice.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to what respondents do in their vacant times; third choice. H0 hypotheses rejected.

Research Question 35.1. :

Is there any difference between living time in island “less than 15” and “16 and more” according to statements which determines the quality of life; the rank of consume determines the quality of life or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to statements which determines the quality of life; the rank of consume determines the quality of life.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to statements which determines the quality of life; the rank of consume determines the quality of life.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.064 is more than 0.05. In this case, there is no difference between living time in island “less than 15” and “16 and more” according to statements which determines the quality of life; the rank of consume determines the quality of life. H1 hypotheses rejected.

Research Question 35.2. :

Is there any difference between living time in island “less than 15” and “16 and more” according to statements which determines the quality of life; the existence and easiness of acquiring (buying) a product which is necessary to survive determines the quality of life or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to statements which determines the quality of life; the existence and easiness of acquiring (buying) a product which is necessary to survive determines the quality of life.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to statements which determines the quality of life; the existence and easiness of acquiring (buying) a product which is necessary to survive determines the quality of life.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.157 is more than 0.05. In this case, there is no difference between living time in island “less than 15” and “16 and more” according to statements which determines the quality of life; the existence and easiness of acquiring (buying) a product which is necessary to survive determines the quality of life. H1 hypotheses rejected.

Research Question 35.3. :

Is there any difference between living time in island “less than 15” and “16 and more” according to statements which determines the quality of life; the existence and easiness of acquiring (buying) a luxury product or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to statements which determines the quality of life; the existence and easiness of acquiring (buying) a luxury product.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to statements which determines the quality of life; the existence and easiness of acquiring (buying) a luxury product.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.689 is more than 0.05. In this case, there is no difference between living time in island “less than 15” and “16 and more” according to statements which determines the quality of life; the existence and easiness of acquiring (buying) a luxury product. H1 hypotheses rejected.

Research Question 35.4. :

Is there any difference between living time in island “less than 15” and “16 and more” according to statements which determines the quality of life; existence of various product and service, easiness of consume of life or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to statements which determine the quality of life; existence of various product and service, easiness of consume.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to statements which determine the quality of life; existence of various product and service, easiness of consume.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to statements which determine the quality of life; existence of various product and service, easiness of consume. H0 hypotheses rejected.

Research Question 35.5. :

Is there any difference between living time in island “less than 15” and “16 and more” according to statements which determines the quality of life; joining the cultural and social life determines the quality of life or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to statements which determine the quality of life; joining the cultural and social life determines the quality of life.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to statements which determine the quality of life; joining the cultural and social life determines the quality of life.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to joining the cultural and social life determines the quality of life. H0 hypotheses rejected.

Research Question 35.6. :

Is there any difference between living time in island “less than 15” and “16 and more” according to statements which determines the quality of life; the existence of alternatives for vacant times determines the quality of life or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to statements which determine the quality of life; the existence of alternatives for vacant times determines the quality of life.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to statements which determine the quality of life; the existence of alternatives for vacant times determines the quality of life.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.014 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to statements which determine the quality of life; the existence of alternatives for vacant times determines the quality of life. H0 hypotheses rejected.

Research Question 35.7. :

Is there any difference between living time in island “less than 15” and “16 and more” according to statements which determines the quality of life; the easiness to reach the health services determines the quality of life or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to statements which determine the quality of life; the easiness to reach the health services determines the quality of life.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to statements which determine the quality of life; the easiness to reach the health services determines the quality of life.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.275 is more than 0.05. In this case, there is no difference between living time in island “less than 15” and “16 and more” according to statements which determine the quality of life; the easiness to reach the health services determines the quality of life. H1 hypotheses rejected.

Research Question 35.8. :

Is there any difference between living time in island “less than 15” and “16 and more” according to statements which determines the quality of life; the sustainability of the culture heritage by joining social groups determines the quality of life or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to statements which determine the quality of life; the sustainability of the culture heritage by joining social groups determines the quality of life.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to statements which determine the quality of life; the sustainability of the culture heritage by joining social groups determines the quality of life.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.015 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to statements which determine the quality of life; the sustainability of the culture heritage by joining social groups determines the quality of life. H0 hypotheses rejected.

Research Question 35.9. :

Is there any difference between living time in island “less than 15” and “16 and more” according to statements which determines the quality of life; the sustainability of the personal improvement determines the quality of life or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to statements which determine the quality of life; the sustainability of the personal improvement determines the quality of life.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to statements which determine the quality of life; the sustainability of the personal improvement determines the quality of life.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.355 is more than 0.05. In this case, there is no difference between living time in island “less than 15” and “16 and more” according to statements which determine the quality of life; the sustainability of the personal improvement determines the quality of life. H1 hypotheses rejected.

Research Question 35.10. :

Is there any difference between living time in island “less than 15” and “16 and more” according to statements which determines the quality of life; to acquire the education, skills and culture that is necessary for children's personal and social improvement determines the quality of life or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to statements which determines the quality of life; to acquire the education, skills and culture that is necessary for children's personal and social improvement determines the quality of life.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to statements which determines the quality of life; to acquire the education, skills and culture that is necessary for children's personal and social improvement determines the quality of life.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to statements which determines the quality of life; to acquire the education, skills and culture that is necessary for children's personal and social improvement determines the quality of life. H0 hypotheses rejected.

Research Question 35.11. :

Is there any difference between living time in island “less than 15” and “16 and more” according to statements which determines the quality of life; spending time together, the cultural sharing between family, friend and neighbors (to live according traditions) determines the quality of life or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to statements which determines the quality of life; spending time together, the cultural sharing between family, friend and neighbors (to live according traditions) determines the quality of life.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to statements which determines the quality of life; spending time together, the cultural sharing between family, friend and neighbors (to live according traditions) determines the quality of life.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to statements which determines the quality of life; spending time together, the cultural sharing between family, friend and neighbors (to live according traditions) determines the quality of life. H0 hypotheses rejected.

Research Question 35.12. :

Is there any difference between living time in island “less than 15” and “16 and more” according to statements which determines the quality of life; to join the decisions which are important for life in the island determines the quality of life or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to statements which determine the quality of life; to join the decisions which are important for life in the island determines the quality of life.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to statements which determine the quality of life; to join the decisions which are important for life in the island determines the quality of life.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to statements which determine the quality of life; to join the decisions which are important for life in the island determines the quality of life. H0 hypotheses rejected.

Research Question 35.13. :

Is there any difference between living time in island “less than 15” and “16 and more” according to statements which determines the quality of life; to feel secure determines the quality of life or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to statements which determine the quality of life; to feel secure determines the quality of life.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to statements which determine the quality of life; to feel secure determines the quality of life.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.011 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to statements which determine the quality of life; to feel secure determines the quality of life. H0 hypotheses rejected.

Research Question 36.1. :

Is there any difference between living time in island “less than 15” and “16 and more” according to the five products which can change or increase respondents’ quality of life; (1) or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to the five products which can change or increase respondents’ quality of life; (1).

H1: There is a difference between living time in island “less than 15” and “16 and more” according to the five products which can change or increase respondents’ quality of life; (1).

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to the five products which can change or increase respondents’ quality of life; (1). H0 hypotheses rejected.

Research Question 36.2. :

Is there any difference between living time in island “less than 15” and “16 and more” according to the five products which can change or increase respondents’ quality of life; (2) or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to the five products which can change or increase respondents’ quality of life; (2).

H1: There is a difference between living time in island “less than 15” and “16 and more” according to the five products which can change or increase respondents’ quality of life; (2).

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more”

according to the five products which can change or increase respondents' quality of life; (2). H0 hypotheses rejected.

Research Question 36.3. :

Is there any difference between living time in island “less than 15” and “16 and more” according to the five products which can change or increase respondents' quality of life; (3) or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to the five products which can change or increase respondents' quality of life; (3).

H1: There is a difference between living time in island “less than 15” and “16 and more” according to the five products which can change or increase respondents' quality of life; (3).

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to the five products which can change or increase respondents' quality of life; (3). H0 hypotheses rejected.

Research Question 36.4. :

Is there any difference between living time in island “less than 15” and “16 and more” according to the five products which can change or increase respondents' quality of life; (4) or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to the five products which can change or increase respondents' quality of life; (4).

H1: There is a difference between living time in island “less than 15” and “16 and more” according to the five products which can change or increase respondents' quality of life; (4).

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to the five products which can change or increase respondents' quality of life; (4). H0 hypotheses rejected.

Research Question 36.5. :

Is there any difference between living time in island “less than 15” and “16 and more” according to the five products which can change or increase respondents’ quality of life; (5) or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to the five products which can change or increase respondents’ quality of life; (5).

H1: There is a difference between living time in island “less than 15” and “16 and more” according to the five products which can change or increase respondents’ quality of life; (5).

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to the five products which can change or increase respondents’ quality of life; (5). H0 hypotheses rejected.

Research Question 37. :

Is there any difference between living time in island “less than 15” and “16 and more” according to newspapers, periodicals or bulletins special to the island or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to newspapers, periodicals or bulletins special to the island.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to newspapers, periodicals or bulletins special to the island

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to newspapers, periodicals or bulletins special to the island. H0 hypotheses rejected.

Research Question 38. :

Is there any difference between living time in island “less than 15” and “16 and more” according to respondents share their experience in shopping with others or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to respondents share their experience in shopping with others.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to respondents share their experience in shopping with others

According to Pearson Chi-Square (χ^2) test, Sig. = 0.028 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to respondents share their experience in shopping with others. H0 hypotheses rejected.

Research Question 39.1. :

Is there any difference between living time in island “less than 15” and “16 and more” according to who does generally make shopping; (insurance) or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to who does generally make shopping; (insurance).

H1: There is a difference between living time in island “less than 15” and “16 and more” according to who does generally make shopping; (insurance)

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to who does generally make shopping; (insurance). H0 hypotheses rejected.

Research Question 39.2. :

Is there any difference between living time in island “less than 15” and “16 and more” according to who generally decide buying “automobile” or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to who generally decide buying “automobile”.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to who generally decide buying “automobile”.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.159 is more than 0.05. In this case, there is no difference between living time in island “less than 15” and “16 and more” according to who generally decide buying “automobile”. H1 hypotheses rejected.

Research Question 39.3. :

Is there any difference between living time in island “less than 15” and “16 and more” according to who generally decide buying “house” or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to who generally decide buying “house”.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to who generally decide buying “house”.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.004 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to who generally decide buying “house”. H0 hypotheses rejected.

Research Question 39.4. :

Is there any difference between living time in island “less than 15” and “16 and more” according to who generally decide buying “TV, electronics” or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to who generally decide buying “TV, electronics”.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to who generally decide buying “TV, electronics”.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.085 is more than 0.05. In this case, there is no difference between living time in island “less than 15” and “16 and more” according to who generally decide buying “TV, electronics”. H1 hypotheses rejected.

Research Question 39.5. :

Is there any difference between living time in island “less than 15” and “16 and more” according to who generally make “clothing” shopping or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to who generally make “clothing” shopping.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to who generally make “clothing” shopping.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.039 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to who generally make “clothing” shopping. H0 hypotheses rejected.

Research Question 39.6. :

Is there any difference between living time in island “less than 15” and “16 and more” according to who generally make “food, drink” shopping or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to who generally make “food, drink” shopping.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to who generally make “food, drink” shopping.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.001 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to who generally make “food, drink” shopping. H0 hypotheses rejected.

Research Question 39.7. :

Is there any difference between living time in island “less than 15” and “16 and more” according to who generally make “cleaners” shopping or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to who generally make “cleaners” shopping.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to who generally make “cleaners” shopping.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to who generally make “cleaners” shopping. H0 hypotheses rejected.

Research Question 39.8. :

Is there any difference between living time in island “less than 15” and “16 and more” according to who generally make “kitchen goods” shopping or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to who generally make “kitchen goods” shopping.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to who generally make “kitchen goods” shopping.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.001 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to who generally make “kitchen goods” shopping. H0 hypotheses rejected.

Research Question 39.9. :

Is there any difference between living time in island “less than 15” and “16 and more” according to who generally make “furniture” shopping or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to who generally make “furniture” shopping.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to who generally make “furniture” shopping.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to who generally make “furniture” shopping. H0 hypotheses rejected.

Research Question 39.10. :

Is there any difference between living time in island “less than 15” and “16 and more” according to who generally make “medicine without recipe” shopping or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to who generally make “medicine without recipe” shopping.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to who generally make “medicine without recipe” shopping.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to who generally make “medicine without recipe” shopping. H0 hypotheses rejected.

Research Question 39.11. :

Is there any difference between living time in island “less than 15” and “16 and more” according to who generally make “toys” shopping or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to who generally make “toys” shopping.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to who generally make “toys” shopping.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.060 is more than 0.05. In this case, there is no difference between living time in island “less than 15” and “16 and more” according to who generally make “toys” shopping. H1 hypotheses rejected.

Research Question 39.12. :

Is there any difference between living time in island “less than 15” and “16 and more” according to who generally make “newspaper” shopping or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to who generally make “newspaper” shopping.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to who generally make “newspaper” shopping.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.037 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to who generally make “newspaper” shopping. H0 hypotheses rejected.

Research Question 39.13. :

Is there any difference between living time in island “less than 15” and “16 and more” according to who generally make “periodicals, books” shopping or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to who generally make “periodicals, books” shopping.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to who generally make “periodicals, books” shopping.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.001 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to who generally make “periodicals, books” shopping. H0 hypotheses rejected.

Research Question 39.14. :

Is there any difference between living time in island “less than 15” and “16 and more” according to who generally make “white goods” shopping or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to who generally make “white goods” shopping.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to who generally make “white goods” shopping.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.001 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to who generally make “white goods” shopping. H0 hypotheses rejected.

Research Question 40.1. :

Is there any difference between living time in island “less than 15” and “16 and more” according to respondents shopping with “mother” or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to respondents shopping with “mother”.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to respondents shopping with “mother”.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to respondents shopping with “mother”. H0 hypotheses rejected.

Research Question 40.2. :

Is there any difference between living time in island “less than 15” and “16 and more” according to respondents shopping with “father” or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to respondents shopping with “father”.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to respondents shopping with “father”.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to respondents shopping with “father”. H0 hypotheses rejected.

Research Question 40.3. :

Is there any difference between living time in island “less than 15” and “16 and more” according to respondents shopping with “wife / husband” or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to respondents shopping with “wife / husband”.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to respondents shopping with “wife / husband”.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.044 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to respondents shopping with “wife /husband”. H0 hypotheses rejected.

Research Question 40.4. :

Is there any difference between living time in island “less than 15” and “16 and more” according to respondents shopping with “sister / brother” or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to respondents shopping with “sister / brother”.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to respondents shopping with “sister / brother”.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to respondents shopping with “sister / brother”. H0 hypotheses rejected.

Research Question 40.5. :

Is there any difference between living time in island “less than 15” and “16 and more” according to respondents shopping with “children” or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to respondents shopping with “children”.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to respondents shopping with “children”.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to respondents shopping with “children”. H0 hypotheses rejected.

Research Question 40.6. :

Is there any difference between living time in island “less than 15” and “16 and more” according to respondents shopping with “relative” or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to respondents shopping with “relative”.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to respondents shopping with “relative”.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.002 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to respondents shopping with “relative”. H0 hypotheses rejected.

Research Question 40.7. :

Is there any difference between living time in island “less than 15” and “16 and more” according to respondents shopping with “family friends” or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to respondents shopping with “family friends”.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to respondents shopping with “family friends”.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to respondents shopping with “family friends”. H0 hypotheses rejected.

Research Question 40.8. :

Is there any difference between living time in island “less than 15” and “16 and more” according to respondents shopping with “neighbors” or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to respondents shopping with “neighbors”.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to respondents shopping with “neighbors”.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.982 is more than 0.05. In this case, there is no difference between living time in island “less than 15” and “16 and more” according to respondents shopping with “neighbors”. H1 hypotheses rejected.

Research Question 40.9. :

Is there any difference between living time in island “less than 15” and “16 and more” according to respondents shopping with “best friend” or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to respondents shopping with “best friend”.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to respondents shopping with “best friend”.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.096 is more than 0.05. In this case, there is no difference between living time in island “less than 15” and “16 and more” according to respondents shopping with “best friend”. H1 hypotheses rejected.

Research Question 40.10. :

Is there any difference between living time in island “less than 15” and “16 and more” according to respondents shopping with “business friend” or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to respondents shopping with “business friend”.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to respondents shopping with “business friend”.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.051 is more than 0.05. In this case, there is no difference between living time in island “less than 15” and “16 and more” according to respondents shopping with “business friend”. H1 hypotheses rejected.

Research Question 40.11. :

Is there any difference between living time in island “less than 15” and “16 and more” according to respondents shopping with “alone” or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to respondents shopping with “alone”.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to respondents shopping with “alone”.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.012 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to respondents shopping with “alone”. H0 hypotheses rejected.

Research Question 40.12. :

Is there any difference between living time in island “less than 15” and “16 and more” according to respondents shopping with “girlfriend/boyfriend” or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to respondents shopping with “girlfriend/boyfriend”.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to respondents shopping with “girlfriend/boyfriend”.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.011 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to respondents shopping with “girlfriend/boyfriend”. H0 hypotheses rejected.

Research Question 41.1. :

Is there any difference between living time in island “less than 15” and “16 and more” according to important continental characteristic that is respondents looking for after respondents begin to live in the island (1) or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to important continental characteristic that is respondents looking for after respondents begin to live in the island (1).

H1: There is a difference between living time in island “less than 15” and “16 and more” according to important continental characteristic that is respondents looking for after respondents begin to live in the island (1).

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to important continental characteristic that is respondents looking for after respondents begin to live in the island (1). H0 hypotheses rejected.

Research Question 41.2. :

Is there any difference between living time in island “less than 15” and “16 and more” according to important continental characteristic that is respondents looking for after respondents begin to live in the island (2) or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to important continental characteristic that is respondents looking for after respondents begin to live in the island (2).

H1: There is a difference between living time in island “less than 15” and “16 and more” according to important continental characteristic that is respondents looking for after respondents begin to live in the island (2).

According to Pearson Chi-Square (χ^2) test, Sig. = 0.007 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to important continental characteristic that is respondents looking for after respondents begin to live in the island (2). H0 hypotheses rejected.

Research Question 42.1. :

Is there any difference between living time in island “less than 15” and “16 and more” according to respondents attention in advertisements (1) or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to respondents attention in advertisements (1).

H1: There is a difference between living time in island “less than 15” and “16 and more” according to respondents attention in advertisements (1).

According to Pearson Chi-Square (χ^2) test, Sig. = 0.001 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to respondents attention in advertisements (1). H0 hypotheses rejected.

Research Question 42.2. :

Is there any difference between living time in island “less than 15” and “16 and more” according to respondents attention in advertisements (2) or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to respondents attention in advertisements (2).

H1: There is a difference between living time in island “less than 15” and “16 and more” according to respondents attention in advertisements (2).

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to respondents attention in advertisements (2). H0 hypotheses rejected.

Research Question 43. :

Is there any difference between living time in island “less than 15” and “16 and more” according to respondents tell their children how to choose the products or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to respondents tell their children how to choose the products.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to respondents tell their children how to choose the products.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to respondents tell their children how to choose the products. H0 hypotheses rejected.

Research Question 44. :

Is there any difference between living time in island “less than 15” and “16 and more” according to respondents training their children about the importance of cultural consume (if yes, why?) or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to respondents training their children about the importance of cultural consume (if yes, why?).

H1: There is a difference between living time in island “less than 15” and “16 and more” according to respondents training their children about the importance of cultural consume (if yes, why?).

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to respondents training their children about the importance of cultural consume (if yes, why?). H0 hypotheses rejected.

Research Question 45.1. :

Is there any difference between living time in island “less than 15” and “16 and more” according to have influence over respondent on shopping; “mother” or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to have influence over respondent on shopping; “mother”.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to have influence over respondent on shopping; “mother”.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to have influence over respondent on shopping; “mother”. H0 hypotheses rejected.

Research Question 45.2. :

Is there any difference between living time in island “less than 15” and “16 and more” according to have influence over respondent on shopping; “father” or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to have influence over respondent on shopping; “father”.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to have influence over respondent on shopping; “father”.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to have influence over respondent on shopping; “father”. H0 hypotheses rejected.

Research Question 45.3. :

Is there any difference between living time in island “less than 15” and “16 and more” according to have influence over respondent on shopping; “wife/husband” or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to have influence over respondent on shopping; “wife/husband”.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to have influence over respondent on shopping; “wife/husband”.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.215 is more than 0.05. In this case, there is no difference between living time in island “less than 15” and “16 and more”

according to have influence over respondent on shopping; “wife/husband”. H1 hypotheses rejected.

Research Question 45.4. :

Is there any difference between living time in island “less than 15” and “16 and more” according to have influence over respondent on shopping; “sister/brother” or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to have influence over respondent on shopping; “sister/brother”.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to have influence over respondent on shopping; “sister/brother”.

According to Pearson Chi-Square (x^2) test, Sig. = 0.002 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to have influence over respondent on shopping; “sister/brother”. H0 hypotheses rejected.

Research Question 45.5. :

Is there any difference between living time in island “less than 15” and “16 and more” according to have influence over respondent on shopping; “children” or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to have influence over respondent on shopping; “children”.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to have influence over respondent on shopping; “children”.

According to Pearson Chi-Square (x^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to have influence over respondent on shopping; “children”. H0 hypotheses rejected.

Research Question 45.6. :

Is there any difference between living time in island “less than 15” and “16 and more” according to have influence over respondent on shopping; “relative” or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to have influence over respondent on shopping; “relative”.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to have influence over respondent on shopping; “relative”.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to have influence over respondent on shopping; “relative”. H0 hypotheses rejected.

Research Question 45.7. :

Is there any difference between living time in island “less than 15” and “16 and more” according to have influence over respondent on shopping; “family friends” or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to have influence over respondent on shopping; “family friends”.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to have influence over respondent on shopping; “family friends”.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.092 is more than 0.05. In this case, there is no difference between living time in island “less than 15” and “16 and more” according to have influence over respondent on shopping; “family friends”. H1 hypotheses rejected.

Research Question 45.8. :

Is there any difference between living time in island “less than 15” and “16 and more” according to have influence over respondent on shopping; “neighbors” or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to have influence over respondent on shopping; “neighbors”.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to have influence over respondent on shopping; “neighbors”.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.063 is more than 0.05. In this case, there is no difference between living time in island “less than 15” and “16 and more” according to have influence over respondent on shopping; “neighbors”. H1 hypotheses rejected.

Research Question 45.9. :

Is there any difference between living time in island “less than 15” and “16 and more” according to have influence over respondent on shopping; “best friend” or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to have influence over respondent on shopping; “best friend”.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to have influence over respondent on shopping; “best friend”.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.801 is more than 0.05. In this case, there is no difference between living time in island “less than 15” and “16 and more” according to have influence over respondent on shopping; “best friend”. H1 hypotheses rejected.

Research Question 45.10. :

Is there any difference between living time in island “less than 15” and “16 and more” according to have influence over respondent on shopping; “business friends” or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to have influence over respondent on shopping; “business friends”.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to have influence over respondent on shopping; “business friends”.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.007 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to have influence over respondent on shopping; “business friends”. H0 hypotheses rejected.

Research Question 45.11. :

Is there any difference between living time in island “less than 15” and “16 and more” according to have influence over respondent on shopping; “boss/manager” or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to have influence over respondent on shopping; “boss/manager”.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to have influence over respondent on shopping; “boss/manager”.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.024 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to have influence over respondent on shopping; “boss/manager”. H0 hypotheses rejected.

Research Question 45.12. :

Is there any difference between living time in island “less than 15” and “16 and more” according to have influence over respondent on shopping; “famous people” or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to have influence over respondent on shopping; “famous people”.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to have influence over respondent on shopping; “famous people”.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.278 is more than 0.05. In this case, there is no difference between living time in island “less than 15” and “16 and more” according to have influence over respondent on shopping; “famous people”. H1 hypotheses rejected.

Research Question 45.13. :

Is there any difference between living time in island “less than 15” and “16 and more” according to have influence over respondent on shopping; “advertisements, cinema, TV, theatre, periodicals, books, etc.” or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to have influence over respondent on shopping; “advertisements, cinema, TV, theatre, periodicals, books, etc.”.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to have influence over respondent on shopping; “advertisements, cinema, TV, theatre, periodicals, books, etc.”.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.205 is more than 0.05. In this case, there is no difference between living time in island “less than 15” and “16 and more” according to have influence over respondent on shopping; “advertisements, cinema, TV, theatre, periodicals, books, etc.”. H1 hypotheses rejected.

Research Question 45.14. :

Is there any difference between living time in island “less than 15” and “16 and more” according to have influence over respondent on shopping; “no one” or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to have influence over respondent on shopping; “no one”.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to have influence over respondent on shopping; “no one”.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.001 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to have influence over respondent on shopping; “no one”. H0 hypotheses rejected.

Research Question 46. :

Is there any difference between living time in island “less than 15” and “16 and more” according to respondents evaluate the people according to their shopping (consumes) or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to respondents evaluate the people according to their shopping (consumes).

H1: There is a difference between living time in island “less than 15” and “16 and more” according to respondents evaluate the people according to their shopping (consumes).

According to Pearson Chi-Square (χ^2) test, Sig. = 0.049 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more”

according to respondents evaluate the people according to their shopping (consumes). H0 hypotheses rejected.

Research Question 47. :

Is there any difference between living time in island “less than 15” and “16 and more” according to do respondents believe that the products they use reflect their status or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to do respondents believe that the products they use reflect their status.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to do respondents believe that the products they use reflect their status.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.141 is more than 0.05. In this case, there is no difference between living time in island “less than 15” and “16 and more” according to do respondents believe that the products they use reflect their status. H1 hypotheses rejected.

Research Question 48. :

Is there any difference between living time in island “less than 15” and “16 and more” according to why do respondents care to buy their needs from islander or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to why do respondents care to buy their needs from islander.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to why do respondents care to buy their needs from islander.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.162 is more than 0.05. In this case, there is no difference between living time in island “less than 15” and “16 and more” according to why do respondents care to buy their needs from islander. H1 hypotheses rejected.

Research Question 49.1. :

Is there any difference between living time in island “less than 15” and “16 and more” according to the products that respondents notice their neighbors’ culture (first) or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to the products that respondents notice their neighbors’ culture (first).

H1: There is a difference between living time in island “less than 15” and “16 and more” according to the products that respondents notice their neighbors’ culture (first).

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to the products that respondents notice their neighbors’ culture (first). H0 hypotheses rejected.

Research Question 49.2. :

Is there any difference between living time in island “less than 15” and “16 and more” according to the products that respondents notice their neighbors’ culture (second) or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to the products that respondents notice their neighbors’ culture (second).

H1: There is a difference between living time in island “less than 15” and “16 and more” according to the products that respondents notice their neighbors’ culture (second).

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to the products that respondents notice their neighbors’ culture (second). H0 hypotheses rejected.

Research Question 49.3. :

Is there any difference between living time in island “less than 15” and “16 and more” according to the products that respondents notice their neighbors’ culture (third) or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to the products that respondents notice their neighbors’ culture (third).

H1: There is a difference between living time in island “less than 15” and “16 and more” according to the products that respondents notice their neighbors’ culture (third).

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to the products that respondents notice their neighbors’ culture (third). H0 hypotheses rejected.

Research Question 49.4. :

Is there any difference between living time in island “less than 15” and “16 and more” according to the products that respondents notice their neighbors’ culture (fourth) or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to the products that respondents notice their neighbors’ culture (fourth).

H1: There is a difference between living time in island “less than 15” and “16 and more” according to the products that respondents notice their neighbors’ culture (fourth).

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to the products that respondents notice their neighbors’ culture (fourth). H0 hypotheses rejected.

Research Question 49.5. :

Is there any difference between living time in island “less than 15” and “16 and more” according to the products that respondents notice their neighbors’ culture (fifth) or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to the products that respondents notice their neighbors’ culture (fifth).

H1: There is a difference between living time in island “less than 15” and “16 and more” according to the products that respondents notice their neighbors’ culture (fifth).

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to the products that respondents notice their neighbors’ culture (fifth). H0 hypotheses rejected.

Research Question 50.1. :

Is there any difference between living time in island “less than 15” and “16 and more” according to how often respondents go to cinema or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to how often respondents go to cinema

H1: There is a difference between living time in island “less than 15” and “16 and more” according to how often respondents go to cinema.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.039 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to how often respondents go to cinema. H0 hypotheses rejected.

Research Question 50.1.1. :

Is there any difference between living time in island “less than 15” and “16 and more” according to where respondents go to cinema (1) or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to where respondents go to cinema (1).

H1: There is a difference between living time in island “less than 15” and “16 and more” according to where respondents go to cinema (1).

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to where respondents go to cinema (1). H0 hypotheses rejected.

Research Question 50.1.2. :

Is there any difference between living time in island “less than 15” and “16 and more” according to where respondents go to cinema (2) or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to where respondents go to cinema (2).

H1: There is a difference between living time in island “less than 15” and “16 and more” according to where respondents go to cinema (2).

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to where respondents go to cinema (2). H0 hypotheses rejected.

Research Question 50.2. :

Is there any difference between living time in island “less than 15” and “16 and more” according to how often respondents go to theatre or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to how often respondents go to theatre

H1: There is a difference between living time in island “less than 15” and “16 and more” according to how often respondents go to theatre.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.039 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to how often respondents go to theatre. H0 hypotheses rejected.

Research Question 50.2.1. :

Is there any difference between living time in island “less than 15” and “16 and more” according to where respondents go to theatre (1) or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to where respondents go to theatre (1).

H1: There is a difference between living time in island “less than 15” and “16 and more” according to where respondents go to theatre (1).

According to Pearson Chi-Square (χ^2) test, Sig. = 0.009 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to where respondents go to theatre (1). H0 hypotheses rejected.

Research Question 50.2.2. :

Is there any difference between living time in island “less than 15” and “16 and more” according to where respondents go to theatre (2) or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to where respondents go to theatre (2).

H1: There is a difference between living time in island “less than 15” and “16 and more” according to where respondents go to theatre (2).

According to Pearson Chi-Square (χ^2) test, Sig. = 0.001 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to where respondents go to theatre (2). H0 hypotheses rejected.

Research Question 50.3. :

Is there any difference between living time in island “less than 15” and “16 and more” according to how often respondents go to festival or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to how often respondents go to festival.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to how often respondents go to festival.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.343 is more than 0.05. In this case, there is no difference between living time in island “less than 15” and “16 and more” according to how often respondents go to festival. H1 hypotheses rejected.

Research Question 50.3.1. :

Is there any difference between living time in island “less than 15” and “16 and more” according to where respondents go to festival (1) or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to where respondents go to festival (1).

H1: There is a difference between living time in island “less than 15” and “16 and more” according to where respondents go to festival (1).

According to Pearson Chi-Square (χ^2) test, Sig. = 0.003 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to where respondents go to festival (1). H0 hypotheses rejected.

Research Question 50.3.2. :

Is there any difference between living time in island “less than 15” and “16 and more” according to where respondents go to festival (2) or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to where respondents go to festival (2).

H1: There is a difference between living time in island “less than 15” and “16 and more” according to where respondents go to festival (2).

According to Pearson Chi-Square (χ^2) test, Sig. = 0.043 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to where respondents go to festival (2). H0 hypotheses rejected.

Research Question 50.4. :

Is there any difference between living time in island “less than 15” and “16 and more” according to how often respondents go to culture house or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to how often respondents go to culture house.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to how often respondents go to culture house.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.111 is more than 0.05. In this case, there is no difference between living time in island “less than 15” and “16 and more” according to how often respondents go to culture house. H1 hypotheses rejected.

Research Question 50.4.1. :

Is there any difference between living time in island “less than 15” and “16 and more” according to where respondents go to culture house (1) or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to where respondents go to culture house (1).

H1: There is a difference between living time in island “less than 15” and “16 and more” according to where respondents go to culture house (1).

According to Pearson Chi-Square (χ^2) test, Sig. = 0.009 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to where respondents go to culture house (1). H0 hypotheses rejected.

Research Question 50.5. :

Is there any difference between living time in island “less than 15” and “16 and more” according to how often respondents go to park or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to how often respondents go to park.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to how often respondents go to park.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.001 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to how often respondents go to park. H0 hypotheses rejected.

Research Question 50.5.1. :

Is there any difference between living time in island “less than 15” and “16 and more” according to where respondents go to park (1) or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to where respondents go to park (1).

H1: There is a difference between living time in island “less than 15” and “16 and more” according to where respondents go to park (1).

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to where respondents go to park (1). H0 hypotheses rejected.

Research Question 50.5.2. :

Is there any difference between living time in island “less than 15” and “16 and more” according to where respondents go to park (2) or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to where respondents go to park (2).

H1: There is a difference between living time in island “less than 15” and “16 and more” according to where respondents go to park (2).

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to where respondents go to park (2). H0 hypotheses rejected.

Research Question 50.6. :

Is there any difference between living time in island “less than 15” and “16 and more” according to how often respondents go to cafe / bar or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to how often respondents go to cafe / bar.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to how often respondents go to cafe / bar.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.554 is more than 0.05. In this case, there is no difference between living time in island “less than 15” and “16 and more” according to how often respondents go to cafe / bar. H1 hypotheses rejected.

Research Question 50.6.1. :

Is there any difference between living time in island “less than 15” and “16 and more” according to where respondents go to cafe / bar (1) or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to where respondents go to cafe / bar (1).

H1: There is a difference between living time in island “less than 15” and “16 and more” according to where respondents go to cafe / bar (1).

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to where respondents go to cafe / bar (1). H0 hypotheses rejected.

Research Question 50.6.2. :

Is there any difference between living time in island “less than 15” and “16 and more” according to where respondents go to cafe / bar (2) or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to where respondents go to cafe / bar (2).

H1: There is a difference between living time in island “less than 15” and “16 and more” according to where respondents go to cafe / bar (2).

According to Pearson Chi-Square (χ^2) test, Sig. = 0.112 is more than 0.05. In this case, there is no difference between living time in island “less than 15” and “16 and more” according to where respondents go to cafe / bar (2). H1 hypotheses rejected.

Research Question 50.7. :

Is there any difference between living time in island “less than 15” and “16 and more” according to how often respondents go to tea garden or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to how often respondents go to tea garden.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to how often respondents go to tea garden.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.002 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to how often respondents go to tea garden. H0 hypotheses rejected.

Research Question 50.7.1. :

Is there any difference between living time in island “less than 15” and “16 and more” according to where respondents go to tea garden (1) or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to where respondents go to tea garden (1).

H1: There is a difference between living time in island “less than 15” and “16 and more” according to where respondents go to tea garden (1).

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to where respondents go to tea garden (1). H0 hypotheses rejected.

Research Question 50.7.2. :

Is there any difference between living time in island “less than 15” and “16 and more” according to where respondents go to tea garden (2) or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to where respondents go to tea garden (2).

H1: There is a difference between living time in island “less than 15” and “16 and more” according to where respondents go to tea garden (2).

According to Pearson Chi-Square (χ^2) test, Sig. = 0.064 is more than 0.05. In this case, there is no difference between living time in island “less than 15” and “16 and more” according to where respondents go to tea garden (2). H1 hypotheses rejected.

Research Question 50.8. :

Is there any difference between living time in island “less than 15” and “16 and more” according to how often respondents go to entertainments or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to how often respondents go to entertainments.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to how often respondents go to entertainments.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to how often respondents go to entertainments. H0 hypotheses rejected.

Research Question 50.8.1. :

Is there any difference between living time in island “less than 15” and “16 and more” according to where respondents go to entertainments (1) or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to where respondents go to entertainments (1).

H1: There is a difference between living time in island “less than 15” and “16 and more” according to where respondents go to entertainments (1).

According to Pearson Chi-Square (χ^2) test, Sig. = 0.002 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to where respondents go to entertainments (1). H0 hypotheses rejected.

Research Question 50.8.2. :

Is there any difference between living time in island “less than 15” and “16 and more” according to where respondents go to entertainments (2) or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to where respondents go to entertainments (2).

H1: There is a difference between living time in island “less than 15” and “16 and more” according to where respondents go to entertainments (2).

According to Pearson Chi-Square (χ^2) test, Sig. = 0.078 is more than 0.05. In this case, there is no difference between living time in island “less than 15” and “16 and more” according to where respondents go to entertainments (2). H1 hypotheses rejected.

Research Question 50.9. :

Is there any difference between living time in island “less than 15” and “16 and more” according to how often respondents go to concert or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to how often respondents go to concert.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to how often respondents go to concert.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.002 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to how often respondents go to concert. H0 hypotheses rejected.

Research Question 50.9.1. :

Is there any difference between living time in island “less than 15” and “16 and more” according to where respondents go to concert (1) or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to where respondents go to concert (1).

H1: There is a difference between living time in island “less than 15” and “16 and more” according to where respondents go to concert (1).

According to Pearson Chi-Square (χ^2) test, Sig. = 0.001 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to where respondents go to concert (1). H0 hypotheses rejected.

Research Question 50.9.2. :

Is there any difference between living time in island “less than 15” and “16 and more” according to where respondents go to concert (2) or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to where respondents go to concert (2).

H1: There is a difference between living time in island “less than 15” and “16 and more” according to where respondents go to concert (2).

According to Pearson Chi-Square (χ^2) test, Sig. = 0.025 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to where respondents go to concert (2). H0 hypotheses rejected.

Research Question 50.10. :

Is there any difference between living time in island “less than 15” and “16 and more” according to how often respondents go to club / local or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to how often respondents go to club / local.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to how often respondents go to club / local.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to how often respondents go to club / local. H0 hypotheses rejected.

Research Question 50.10.1. :

Is there any difference between living time in island “less than 15” and “16 and more” according to where respondents go to club / local (1) or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to where respondents go to club / local (1).

H1: There is a difference between living time in island “less than 15” and “16 and more” according to where respondents go to club / local (1).

According to Pearson Chi-Square (χ^2) test, Sig. = 0.002 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to where respondents go to club / local (1). H0 hypotheses rejected.

Research Question 50.10.2. :

Is there any difference between living time in island “less than 15” and “16 and more” according to where respondents go to club / local (2) or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to where respondents go to club / local (2).

H1: There is a difference between living time in island “less than 15” and “16 and more” according to where respondents go to club / local (2).

According to Pearson Chi-Square (χ^2) test, Sig. = 0.362 is more than 0.05. In this case, there is no difference between living time in island “less than 15” and “16 and more” according to where respondents go to club / local (2). H1 hypotheses rejected.

Research Question 50.11. :

Is there any difference between living time in island “less than 15” and “16 and more” according to how often respondents go to restaurant or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to how often respondents go to restaurant.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to how often respondents go to restaurant.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to how often respondents go to restaurant. H0 hypotheses rejected.

Research Question 50.11.1. :

Is there any difference between living time in island “less than 15” and “16 and more” according to where respondents go to restaurant (1) or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to where respondents go to restaurant (1).

H1: There is a difference between living time in island “less than 15” and “16 and more” according to where respondents go to restaurant (1).

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to where respondents go to restaurant (1). H0 hypotheses rejected.

Research Question 50.11.2. :

Is there any difference between living time in island “less than 15” and “16 and more” according to where respondents go to restaurant (2) or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to where respondents go to restaurant (2).

H1: There is a difference between living time in island “less than 15” and “16 and more” according to where respondents go to restaurant (2).

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to where respondents go to restaurant (2). H0 hypotheses rejected.

Research Question 51.1. :

Is there any difference between living time in island “less than 15” and “16 and more” according to what are the goods that respondents want to find in the island (first) or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to what are the goods that respondents want to find in the island (first).

H1: There is a difference between living time in island “less than 15” and “16 and more” according to what are the goods that respondents want to find in the island (first).

According to Pearson Chi-Square (χ^2) test, Sig. = 0.001 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more”

according to what are the goods that respondents want to find in the island (first). H0 hypotheses rejected.

Research Question 51.2. :

Is there any difference between living time in island “less than 15” and “16 and more” according to what are the goods that respondents want to find in the island (second) or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to what are the goods that respondents want to find in the island (second).

H1: There is a difference between living time in island “less than 15” and “16 and more” according to what are the goods that respondents want to find in the island (second).

According to Pearson Chi-Square (χ^2) test, Sig. = 0.001 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to what are the goods that respondents want to find in the island (second). H0 hypotheses rejected.

Research Question 51.3. :

Is there any difference between living time in island “less than 15” and “16 and more” according to what are the goods that respondents want to find in the island (third) or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to what are the goods that respondents want to find in the island (third).

H1: There is a difference between living time in island “less than 15” and “16 and more” according to what are the goods that respondents want to find in the island (third).

According to Pearson Chi-Square (χ^2) test, Sig. = 0.001 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to what are the goods that respondents want to find in the island (third). H0 hypotheses rejected.

Research Question 52. :

Is there any difference between living time in island “less than 15” and “16 and more” according to how do the sellers behave towards respondents wishes or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to how do the sellers behave towards respondents wishes.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to how do the sellers behave towards respondents wishes.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.592 is more than 0.05. In this case, there is no difference between living time in island “less than 15” and “16 and more” according to how do the sellers behave towards respondents wishes. H1 hypotheses rejected.

Research Question 53. :

Is there any difference between living time in island “less than 15” and “16 and more” according to shopping according to respondents’ believes or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to shopping according to respondents’ believes.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to shopping according to respondents’ believes.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to shopping according to respondents’ believes. H0 hypotheses rejected.

Research Question 54. :

Is there any difference between living time in island “less than 15” and “16 and more” according to respondents’ credit card affect their shopping or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to respondents’ credit card affect their shopping.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to respondents’ credit card affect their shopping.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.001 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to respondents’ credit card affect their shopping. H0 hypotheses rejected.

Research Question 55.1. :

Is there any difference between living time in island “less than 15” and “16 and more” according to symbolic products belong to the island (what is the symbol of the island?) (1) or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to symbolic products belong to the island (what is the symbol of the island?) (1).

H1: There is a difference between living time in island “less than 15” and “16 and more” according to symbolic products belong to the island (what is the symbol of the island?) (1).

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to symbolic products belong to the island (what is the symbol of the island?) (1). H0 hypotheses rejected.

Research Question 55.2. :

Is there any difference between living time in island “less than 15” and “16 and more” according to symbolic products belong to the island (what is the symbol of the island?) (2) or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to symbolic products belong to the island (what is the symbol of the island?) (2).

H1: There is a difference between living time in island “less than 15” and “16 and more” according to symbolic products belong to the island (what is the symbol of the island?) (2).

According to Pearson Chi-Square (χ^2) test, Sig. = 0.004 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more”

according to symbolic products belong to the island (what is the symbol of the island?) (2).
H0 hypotheses rejected.

Research Question 56.1. :

Is there any difference between living time in island “less than 15” and “16 and more” according to celebration rituals belonging to respondents’ culture; religious feast day/national holiday or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to celebration rituals belonging to respondents’ culture; religious feast day/national holiday.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to celebration rituals belonging to respondents’ culture; religious feast day/national holiday.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to celebration rituals belonging to respondents’ culture; religious feast day/national holiday. H0 hypotheses rejected.

Research Question 56.2. :

Is there any difference between living time in island “less than 15” and “16 and more” according to celebration rituals belonging to respondents’ culture; wedding or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to celebration rituals belonging to respondents’ culture; wedding.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to celebration rituals belonging to respondents’ culture; wedding.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.005 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to celebration rituals belonging to respondents’ culture; wedding. H0 hypotheses rejected.

Research Question 57.1. :

Is there any difference between living time in island “less than 15” and “16 and more” according to the factors written below affects respondents’ shopping behavior; newspaper, TV announcements and advertisements or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to the factors written below affects respondents’ shopping behavior; newspaper, TV announcements and advertisements.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to the factors written below affects respondents’ shopping behavior; newspaper, TV announcements and advertisements.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.031 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to the factors written below affects respondents’ shopping behavior; newspaper, TV announcements and advertisements. H0 hypotheses rejected.

Research Question 57.2. :

Is there any difference between living time in island “less than 15” and “16 and more” according to the factors written below affects respondents’ shopping behavior; the promotions of the products in newspaper, periodicals and TV or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to the factors written below affects respondents’ shopping behavior; the promotions of the products in newspaper, periodicals and TV.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to the factors written below affects respondents’ shopping behavior; the promotions of the products in newspaper, periodicals and TV.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.137 is more than 0.05. In this case, there is no difference between living time in island “less than 15” and “16 and more” according to the factors written below affects respondents’ shopping behavior; the promotions of the products in newspaper, periodicals and TV. H1 hypotheses rejected.

Research Question 57.3. :

Is there any difference between living time in island “less than 15” and “16 and more” according to the factors written below affects respondents’ shopping behavior; the nearest of the product to me or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to the factors written below affects respondents’ shopping behavior; the nearest of the product to me.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to the factors written below affects respondents’ shopping behavior; the nearest of the product to me.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.077 is more than 0.05. In this case, there is no difference between living time in island “less than 15” and “16 and more” according to the factors written below affects respondents’ shopping behavior; the nearest of the product to me. H1 hypotheses rejected.

Research Question 57.4. :

Is there any difference between living time in island “less than 15” and “16 and more” according to the factors written below affects respondents’ shopping behavior; the promotions at the selling point or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to the factors written below affects respondents’ shopping behavior; the promotions at the selling point.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to the factors written below affects respondents’ shopping behavior; the promotions at the selling point.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.013 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to the factors written below affects respondents’ shopping behavior; the promotions at the selling point. H0 hypotheses rejected.

Research Question 57.5. :

Is there any difference between living time in island “less than 15” and “16 and more” according to the factors written below affects respondents’ shopping behavior; the easiness that the seller offer (delivery to the house, special account, order from telephone, order from net, transportation) or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to the factors written below affects respondents’ shopping behavior; the easiness that the seller offer (delivery to the house, special account, order from telephone, order from net, transportation).

H1: There is a difference between living time in island “less than 15” and “16 and more” according to the factors written below affects respondents’ shopping behavior; the easiness that the seller offer (delivery to the house, special account, order from telephone, order from net, transportation).

According to Pearson Chi-Square (χ^2) test, Sig. = 0.058 is more than 0.05. In this case, there is no difference between living time in island “less than 15” and “16 and more” according to the factors written below affects respondents’ shopping behavior; the easiness that the seller offer (delivery to the house, special account, order from telephone, order from net, transportation). H1 hypotheses rejected.

Research Question 57.6. :

Is there any difference between living time in island “less than 15” and “16 and more” according to the factors written below affects respondents’ shopping behavior; easiness to find the product or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to the factors written below affects respondents’ shopping behavior; easiness to find the product.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to the factors written below affects respondents’ shopping behavior; easiness to find the product.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.054 is more than 0.05. In this case, there is no difference between living time in island “less than 15” and “16 and more”

according to the factors written below affects respondents' shopping behavior; easiness to find the product. H1 hypotheses rejected.

Research Question 57.7. :

Is there any difference between living time in island “less than 15” and “16 and more” according to the factors written below affects respondents' shopping behavior; appropriateness to respondents' believe and tradition or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to the factors written below affects respondents' shopping behavior; appropriateness to respondents' believe and tradition.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to the factors written below affects respondents' shopping behavior; appropriateness to respondents' believe and tradition.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.015 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to the factors written below affects respondents' shopping behavior; appropriateness to respondents' believe and tradition. H0 hypotheses rejected.

Research Question 57.8. :

Is there any difference between living time in island “less than 15” and “16 and more” according to the factors written below affects respondents' shopping behavior; cheapness or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to the factors written below affects respondents' shopping behavior; cheapness.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to the factors written below affects respondents' shopping behavior; cheapness.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.168 is more than 0.05. In this case, there is no difference between living time in island “less than 15” and “16 and more” according to the factors written below affects respondents' shopping behavior; cheapness. H1 hypotheses rejected.

Research Question 57.9. :

Is there any difference between living time in island “less than 15” and “16 and more” according to the factors written below affects respondents’ shopping behavior; the attitudes and behaviors of the salesman or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to the factors written below affects respondents’ shopping behavior; the attitudes and behaviors of the salesman.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to the factors written below affects respondents’ shopping behavior; the attitudes and behaviors of the salesman.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.008 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to the factors written below affects respondents’ shopping behavior; the attitudes and behaviors of the salesman. H0 hypotheses rejected.

Research Question 57.10. :

Is there any difference between living time in island “less than 15” and “16 and more” according to the factors written below affects respondents’ shopping behavior; reliance or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to the factors written below affects respondents’ shopping behavior; reliance.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to the factors written below affects respondents’ shopping behavior; reliance.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.174 is more than 0.05. In this case, there is no difference between living time in island “less than 15” and “16 and more” according to the factors written below affects respondents’ shopping behavior; reliance. H1 hypotheses rejected.

Research Question 57.11. :

Is there any difference between living time in island “less than 15” and “16 and more” according to the factors written below affects respondents’ shopping behavior; to be inside the island (shopping from the islanders) or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to the factors written below affects respondents’ shopping behavior; to be inside the island (shopping from the islanders).

H1: There is a difference between living time in island “less than 15” and “16 and more” according to the factors written below affects respondents’ shopping behavior; to be inside the island (shopping from the islanders).

According to Pearson Chi-Square (χ^2) test, Sig. = 0.353 is more than 0.05. In this case, there is no difference between living time in island “less than 15” and “16 and more” according to the factors written below affects respondents’ shopping behavior; to be inside the island (shopping from the islanders). H1 hypotheses rejected.

Research Question 58.1. :

Is there any difference between living time in island “less than 15” and “16 and more” according to what are the changes in respondents’ consumer behavior after respondents came to the island (1) or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to the factors written below affects respondents’ shopping behavior; what are the changes in respondents’ consumer behavior after respondents came to the island (1).

H1: There is a difference between living time in island “less than 15” and “16 and more” according to the factors written below affects respondents’ shopping behavior; what are the changes in respondents’ consumer behavior after respondents came to the island (1).

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to what are the changes in respondents’ consumer behavior after respondents came to the island (1). H0 hypotheses rejected.

Research Question 58.2. :

Is there any difference between living time in island “less than 15” and “16 and more” according to what are the changes in respondents’ consumer behavior after respondents came to the island (2) or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to the factors written below affects respondents’ shopping behavior; what are the changes in respondents’ consumer behavior after respondents came to the island (2).

H1: There is a difference between living time in island “less than 15” and “16 and more” according to the factors written below affects respondents’ shopping behavior; what are the changes in respondents’ consumer behavior after respondents came to the island (2).

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to what are the changes in respondents’ consumer behavior after respondents came to the island (2). H0 hypotheses rejected.

Research Question 58.3. :

Is there any difference between living time in island “less than 15” and “16 and more” according to what are the changes in respondents’ consumer behavior after respondents came to the island (3) or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to the factors written below affects respondents’ shopping behavior; what are the changes in respondents’ consumer behavior after respondents came to the island (3).

H1: There is a difference between living time in island “less than 15” and “16 and more” according to the factors written below affects respondents’ shopping behavior; what are the changes in respondents’ consumer behavior after respondents came to the island (3).

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to what are the changes in respondents’ consumer behavior after respondents came to the island (3). H0 hypotheses rejected.

Research Question 59.1. :

Is there any difference between living time in island “less than 15” and “16 and more” according to the thoughts that respondents agree; the goods in respondents’ house reflects respondents’ culture or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to the thoughts that respondents agree; the goods in respondents’ house reflects respondents’ culture.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to the thoughts that respondents agree; the goods in respondents’ house reflects respondents’ culture.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.066 is more than 0.05. In this case, there is no difference between living time in island “less than 15” and “16 and more” according to the thoughts that respondents agree; the goods in respondents’ house reflects respondents’ culture. H1 hypotheses rejected.

Research Question 59.2. :

Is there any difference between living time in island “less than 15” and “16 and more” according to the thoughts that respondents agree; respondents can buy any trademark of product from nearest seller or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to the thoughts that respondents agree; respondents can buy any trademark of product from nearest seller.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to the thoughts that respondents agree; respondents can buy any trademark of product from nearest seller.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.028 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to the thoughts that respondents agree; respondents can buy any trademark of product from nearest seller. H0 hypotheses rejected.

Research Question 59.3. :

Is there any difference between living time in island “less than 15” and “16 and more” according to thoughts that respondents agree; respondents certainly make their shopping from the islanders or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to the thoughts that respondents agree; respondents certainly make their shopping from the islanders.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to the thoughts that respondents agree; respondents certainly make their shopping from the islanders.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.036 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to the thoughts that respondents agree; respondents certainly make their shopping from the islanders. H0 hypotheses rejected.

Research Question 59.4. :

Is there any difference between living time in island “less than 15” and “16 and more” according to the thoughts that respondents agree; respondents make their shopping from the nearest seller to respondents’ office or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to the thoughts that respondents agree; respondents make their shopping from the nearest seller to respondents’ office.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to the thoughts that respondents agree; respondents make their shopping from the nearest seller to respondents’ office.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.021 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to the thoughts that respondents agree; respondents make their shopping from the nearest seller to respondents’ office. H0 hypotheses rejected.

Research Question 59.5. :

Is there any difference between living time in island “less than 15” and “16 and more” according to the thoughts that respondents agree; respondents make their shopping from the super markets or big markets or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to the thoughts that respondents agree; respondents make their shopping from the super markets or big markets.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to the thoughts that respondents agree; respondents make their shopping from the super markets or big markets.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.074 is more than 0.05. In this case, there is no difference between living time in island “less than 15” and “16 and more” according to thoughts that respondents agree; respondents make their shopping from the super markets or big markets. H1 hypotheses rejected.

Research Question 59.6. :

Is there any difference between living time in island “less than 15” and “16 and more” according to the thoughts that respondents agree; respondents look for the product until they find or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to the thoughts that respondents agree; respondents look for the product until they find.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to the thoughts that respondents agree; respondents look for the product until they find.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.034 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to the thoughts that respondents agree; respondents look for the product until they find. H0 hypotheses rejected.

Research Question 59.7. :

Is there any difference between living time in island “less than 15” and “16 and more” according to the thoughts that respondents agree; it is important for the respondents that their shopping reflects their culture or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to the thoughts that respondents agree; it is important for the respondents that their shopping reflects their culture.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to the thoughts that respondents agree; it is important for the respondents that their shopping reflects their culture.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.002 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to the thoughts that respondents agree; it is important for the respondents that their shopping reflects their culture. H0 hypotheses rejected.

Research Question 59.8. :

Is there any difference between living time in island “less than 15” and “16 and more” according to the thoughts that respondents agree; respondents give time for shopping or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to the thoughts that respondents agree; respondents give time for shopping.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to the thoughts that respondents agree; respondents give time for shopping.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.010 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to the thoughts that respondents agree; respondents give time for shopping. H0 hypotheses rejected.

Research Question 59.9. :

Is there any difference between living time in island “less than 15” and “16 and more” according to the thoughts that respondents agree; it is better to finish respondents’ shopping in a short time or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to the thoughts that respondents agree; it is better to finish respondents’ shopping in a short time

H1: There is a difference between living time in island “less than 15” and “16 and more” according to the thoughts that respondents agree; it is better to finish respondents’ shopping in a short time.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.109 is more than 0.05. In this case, there is no difference between living time in island “less than 15” and “16 and more” according to thoughts that respondents agree; it is better to finish respondents’ shopping in a short time. H1 hypotheses rejected.

Research Question 59.10. :

Is there any difference between living time in island “less than 15” and “16 and more” according to the thoughts that respondents agree; respondent search and look for the appropriate price or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to the thoughts that respondents agree; respondent search and look for the appropriate price.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to the thoughts that respondents agree; respondent search and look for the appropriate price.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.025 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to the thoughts that respondents agree; respondent search and look for the appropriate price. H0 hypotheses rejected.

Research Question 59.11. :

Is there any difference between living time in island “less than 15” and “16 and more” according to the thoughts that respondents agree; respondent is always trying to economize or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to the thoughts that respondents agree; respondent is always trying to economize.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to the thoughts that respondents agree; respondent is always trying to economize.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to the thoughts that respondents agree; respondent is always trying to economize. H0 hypotheses rejected.

Research Question 59.12. :

Is there any difference between living time in island “less than 15” and “16 and more” according to the thoughts that respondents agree; respondent prefer to buy importation and unusual goods or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to the thoughts that respondents agree; respondent prefer to buy importation and unusual goods.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to the thoughts that respondents agree; respondent prefer to buy importation and unusual goods.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.283 is more than 0.05. In this case, there is no difference between living time in island “less than 15” and “16 and more” according to the thoughts that respondents agree; respondent prefer to buy importation and unusual goods. H1 hypotheses rejected.

Research Question 59.13. :

Is there any difference between living time in island “less than 15” and “16 and more” according to the thoughts that respondents agree; respondent always buy the high quality goods or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to the thoughts that respondents agree; respondent always buy the high quality goods.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to the thoughts that respondents agree; respondent always buy the high quality goods.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.333 is more than 0.05. In this case, there is no difference between living time in island “less than 15” and “16 and more” according to the thoughts that respondents agree; respondent always buy the high quality goods. H1 hypotheses rejected.

Research Question 59.14. :

Is there any difference between living time in island “less than 15” and “16 and more” according to the thoughts that respondents agree; respondent make their shopping according to list which they made before or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to the thoughts that respondents agree; respondent make their shopping according to list which they made before.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to the thoughts that respondents agree; respondent make their shopping according to list which they made before.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to the thoughts that respondents agree; respondent make their shopping according to list which they made before. H0 hypotheses rejected.

Research Question 59.15. :

Is there any difference between living time in island “less than 15” and “16 and more” according to the thoughts that respondents agree; it is possible to buy spontaneously out the list or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to the thoughts that respondents agree; it is possible to buy spontaneously out the list.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to the thoughts that respondents agree; it is possible to buy spontaneously out the list.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.125 is more than 0.05. In this case, there is no difference between living time in island “less than 15” and “16 and more” according to the thoughts that respondents agree; it is possible to buy spontaneously out the list. H1 hypotheses rejected.

Research Question 59.16. :

Is there any difference between living time in island “less than 15” and “16 and more” according to the thoughts that respondents agree; respondent regulate their budget carefully or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to the thoughts that respondents agree; respondent regulate their budget carefully.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to the thoughts that respondents agree; respondent regulate their budget carefully.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.120 is more than 0.05. In this case, there is no difference between living time in island “less than 15” and “16 and more” according to the thoughts that respondents agree; respondent regulate their budget carefully. H1 hypotheses rejected.

Research Question 59.17. :

Is there any difference between living time in island “less than 15” and “16 and more” according to the thoughts that respondents agree; respondents’ religion effects their shopping or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to the thoughts that respondents agree; respondents’ religion effects their shopping.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to the thoughts that respondents agree; respondents’ religion effects their shopping.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.025 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to the thoughts that respondents agree; respondents’ religion effects their shopping. H0 hypotheses rejected.

Research Question 59.18. :

Is there any difference between living time in island “less than 15” and “16 and more” according to the thoughts that respondents agree; respondents left the shop if it is not appropriate for their culture or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to the thoughts that respondents agree; respondents left the shop if it is not appropriate for their culture.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to the thoughts that respondents agree; respondents left the shop if it is not appropriate for their culture.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to the thoughts that respondents agree; respondents left the shop if it is not appropriate for their culture. H0 hypotheses rejected.

Research Question 59.19. :

Is there any difference between living time in island “less than 15” and “16 and more” according to the thoughts that respondents agree; respondents try to make their shopping from the lowest price or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to the thoughts that respondents agree; respondents try to make their shopping from the lowest price.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to the thoughts that respondents agree; respondents try to make their shopping from the lowest price.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.426 is more than 0.05. In this case, there is no difference between living time in island “less than 15” and “16 and more” according to the thoughts that respondents agree; respondents try to make their shopping from the lowest price. H1 hypotheses rejected.

Research Question 59.20. :

Is there any difference between living time in island “less than 15” and “16 and more” according to the thoughts that respondents agree; respondent try new products or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to the thoughts that respondents agree; respondent try new products.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to the thoughts that respondents agree; respondent try new products.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.088 is more than 0.05. In this case, there is no difference between living time in island “less than 15” and “16 and more” according to the thoughts that respondents agree; respondent try new products. H1 hypotheses rejected.

Research Question 59.21. :

Is there any difference between living time in island “less than 15” and “16 and more” according to the thoughts that respondents agree; respondent use ready-frozen meals or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to the thoughts that respondents agree; respondent use ready-frozen meals.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to the thoughts that respondents agree; respondent use ready-frozen meals.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.046 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to the thoughts that respondents agree; respondent use ready-frozen meals. H0 hypotheses rejected.

Research Question 59.22. :

Is there any difference between living time in island “less than 15” and “16 and more” according to the thoughts that respondents agree; the package and symbols over the package is important for respondent if it reflects their culture or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to the thoughts that respondents agree; the package and symbols over the package is important for respondent if it reflects their culture.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to the thoughts that respondents agree; the package and symbols over the package is important for respondent if it reflects their culture.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.789 is more than 0.05. In this case, there is no difference between living time in island “less than 15” and “16 and more” according to the thoughts that respondents agree; the package and symbols over the package is important for respondent if it reflects their culture. H1 hypotheses rejected.

Research Question 59.23. :

Is there any difference between living time in island “less than 15” and “16 and more” according to the thoughts that respondents agree; respondent preferences are always according to their culture respondent belong to or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to the thoughts that respondents agree; respondent preferences are always according to their culture respondent belong to.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to the thoughts that respondents agree; respondent preferences are always according to their culture respondent belong to.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.635 is more than 0.05. In this case, there is no difference between living time in island “less than 15” and “16 and more” according to the thoughts that respondents agree; respondent preferences are always according to their culture respondent belong to. H1 hypotheses rejected.

Research Question 60.1. :

Is there any difference between living time in island “less than 15” and “16 and more” according to the three things which can make shopping easy in the island (first) or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to the three things which can make shopping easy in the island (first).

H1: There is a difference between living time in island “less than 15” and “16 and more” according to the three things which can make shopping easy in the island (first).

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to the three things which can make shopping easy in the island (first). H0 hypotheses rejected.

Research Question 60.2. :

Is there any difference between living time in island “less than 15” and “16 and more” according to the three things which can make shopping easy in the island (Second) or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to the three things which can make shopping easy in the island (Second).

H1: There is a difference between living time in island “less than 15” and “16 and more” according to the three things which can make shopping easy in the island (Second).

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more”

according to the three things which can make shopping easy in the island (Second). H0 hypotheses rejected.

Research Question 60.3. :

Is there any difference between living time in island “less than 15” and “16 and more” according to the three things which can make shopping easy in the island (Third) or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to the three things which can make shopping easy in the island (Third).

H1: There is a difference between living time in island “less than 15” and “16 and more” according to the three things which can make shopping easy in the island (Third).

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to the three things which can make shopping easy in the island (Third). H0 hypotheses rejected.

Research Question 61.1. :

Is there any difference between living time in island “less than 15” and “16 and more” according to the three shops which respondents want to find in the island (first) or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to the three shops which respondents want to find in the island (first).

H1: There is a difference between living time in island “less than 15” and “16 and more” according to the three things which can make shopping easy in the island (first).

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to the three shops which respondents want to find in the island (first). H0 hypotheses rejected.

Research Question 61.2. :

Is there any difference between living time in island “less than 15” and “16 and more” according to the three shops which respondents want to find in the island (second) or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to the three shops which respondents want to find in the island (second).

H1: There is a difference between living time in island “less than 15” and “16 and more” according to the three things which can make shopping easy in the island (second).

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to the three shops which respondents want to find in the island (second). H0 hypotheses rejected.

Research Question 61.3. :

Is there any difference between living time in island “less than 15” and “16 and more” according to the three shops which respondents want to find in the island (third) or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to the three shops which respondents want to find in the island (third).

H1: There is a difference between living time in island “less than 15” and “16 and more” according to the three things which can make shopping easy in the island (third).

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to the three shops which respondents want to find in the island (third). H0 hypotheses rejected.

Research Question 62.1. :

Is there any difference between living time in island “less than 15” and “16 and more” according to respondents give their decision about a new product that they have never tried before, according to it is fashion or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to respondents give their decision about a new product that they have never tried before, according to it is fashion.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to respondents give their decision about a new product that they have never tried before, according to it is fashion.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to respondents give their decision about a new product that they have never tried before, according to it is fashion. H0 hypotheses rejected.

Research Question 62.2. :

Is there any difference between living time in island “less than 15” and “16 and more” according to respondents give their decision about a new product that they have never tried before, according to its quality or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to respondents give their decision about a new product that they have never tried before, according to its quality.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to respondents give their decision about a new product that they have never tried before, according to its quality.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.374 is more than 0.05. In this case, there is no difference between living time in island “less than 15” and “16 and more” according to respondents give their decision about a new product that they have never tried before, according to its quality. H1 hypotheses rejected.

Research Question 62.3. :

Is there any difference between living time in island “less than 15” and “16 and more” according to respondents give their decision about a new product that they have never tried before, according to its cheapness or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to respondents give their decision about a new product that they have never tried before, according to its cheapness.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to respondents give their decision about a new product that they have never tried before, according to its cheapness.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.271 is more than 0.05. In this case, there is no difference between living time in island “less than 15” and “16 and more” according to respondents give their decision about a new product that they have never tried before, according to its cheapness. H1 hypotheses rejected.

Research Question 62.4. :

Is there any difference between living time in island “less than 15” and “16 and more” according to respondents give their decision about a new product that they have never tried before, according to it’s appropriateness to my status or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to respondents give their decision about a new product that they have never tried before, according to it’s appropriateness to my status.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to respondents give their decision about a new product that they have never tried before, according to it’s appropriateness to my status.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.021 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to respondents give their decision about a new product that they have never tried before, according to it’s appropriateness to my status. H0 hypotheses rejected.

Research Question 62.5. :

Is there any difference between living time in island “less than 15” and “16 and more” according to respondents give their decision about a new product that they have never tried before, according to it’s appropriateness to their culture or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to respondents give their decision about a new product that they have never tried before, according to it’s appropriateness to their culture.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to respondents give their decision about a new product that they have never tried before, according to it’s appropriateness to their culture.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to respondents give their decision about a new product that they have never tried before, according to it’s appropriateness to their culture. H0 hypotheses rejected.

Research Question 62.6. :

Is there any difference between living time in island “less than 15” and “16 and more” according to respondents give their decision about a new product that they have never tried before, according to its existence in the island or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to respondents give their decision about a new product that they have never tried before, according to its existence in the island.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to respondents give their decision about a new product that they have never tried before, according to its existence in the island.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.013 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to respondents give their decision about a new product that they have never tried before, according to its existence in the island. H0 hypotheses rejected.

Research Question 62.7. :

Is there any difference between living time in island “less than 15” and “16 and more” according to respondents give their decision about a new product that they have never tried before, according to its non-existence in the island or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to respondents give their decision about a new product that they have never tried before, according to its non-existence in the island.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to respondents give their decision about a new product that they have never tried before, according to its non-existence in the island.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.290 is more than 0.05. In this case, there is no difference between living time in island “less than 15” and “16 and more” according to respondents give their decision about a new product that they have never tried before, according to its non-existence in the island. H1 hypotheses rejected.

Research Question 62.8. :

Is there any difference between living time in island “less than 15” and “16 and more” according to respondents give their decision about a new product that they have never tried before, according to it’s appropriateness to their beliefs or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to respondents give their decision about a new product that they have never tried before, according to it’s appropriateness to their beliefs.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to respondents give their decision about a new product that they have never tried before, according to it’s appropriateness to their beliefs.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.432 is more than 0.05. In this case, there is no difference between living time in island “less than 15” and “16 and more” according to respondents give their decision about a new product that they have never tried before, according to it’s appropriateness to their beliefs. H1 hypotheses rejected.

Research Question 62.9. :

Is there any difference between living time in island “less than 15” and “16 and more” according to respondents give their decision about a new product that they have never tried before, according to its trademark or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to respondents give their decision about a new product that they have never tried before, according to its trademark.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to respondents give their decision about a new product that they have never tried before, according to its trademark.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.333 is more than 0.05. In this case, there is no difference between living time in island “less than 15” and “16 and more” according to respondents give their decision about a new product that they have never tried before, according to its trademark. H1 hypotheses rejected.

Research Question 62.10. :

Is there any difference between living time in island “less than 15” and “16 and more” according to respondents give their decision about a new product that they have never tried before, according to the product itself or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to respondents give their decision about a new product that they have never tried before, according to the product itself.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to respondents give their decision about a new product that they have never tried before, according to it's the product itself.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.229 is more than 0.05. In this case, there is no difference between living time in island “less than 15” and “16 and more” according to respondents give their decision about a new product that they have never tried before, according to it's the product itself. H1 hypotheses rejected.

Research Question 62.11. :

Is there any difference between living time in island “less than 15” and “16 and more” according to respondents give their decision about a new product that they have never tried before, according to the package or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to respondents give their decision about a new product that they have never tried before, according to the package.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to respondents give their decision about a new product that they have never tried before, according to the package.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.686 is more than 0.05. In this case, there is no difference between living time in island “less than 15” and “16 and more” according to respondents give their decision about a new product that they have never tried before, according to the package. H1 hypotheses rejected.

Research Question 62.12. :

Is there any difference between living time in island “less than 15” and “16 and more” according to respondents give their decision about a new product that they have never tried before, according to the advertisements or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to respondents give their decision about a new product that they have never tried before, according to the advertisements.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to respondents give their decision about a new product that they have never tried before, according to the advertisements.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.030 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to respondents give their decision about a new product that they have never tried before, according to the advertisements. H0 hypotheses rejected.

Research Question 62.13. :

Is there any difference between living time in island “less than 15” and “16 and more” according to respondents give their decision about a new product that they have never tried before, according to the promotions or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to respondents give their decision about a new product that they have never tried before, according to the promotions.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to respondents give their decision about a new product that they have never tried before, according to the promotions.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to respondents give their decision about a new product that they have never tried before, according to the promotions. H0 hypotheses rejected.

Research Question 62.14. :

Is there any difference between living time in island “less than 15” and “16 and more” according to respondents give their decision about a new product that they have never tried before, according to the advices or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to respondents give their decision about a new product that they have never tried before, according to the advices.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to respondents give their decision about a new product that they have never tried before, according to the advices.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to respondents give their decision about a new product that they have never tried before, according to the advices. H0 hypotheses rejected.

Research Question 62.15. :

Is there any difference between living time in island “less than 15” and “16 and more” according to respondents give their decision about a new product that they have never tried before, according to closeness of the salesman or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to respondents give their decision about a new product that they have never tried before, according to closeness of the salesman.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to respondents give their decision about a new product that they have never tried before, according to closeness of the salesman.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to respondents give their decision about a new product that they have never tried before, according to closeness of the salesman. H0 hypotheses rejected.

Research Question 63. :

Is there any difference between living time in island “less than 15” and “16 and more” according to do the new comers of the island have some effects which can change the consumer habits or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to do the new comers of the island have some effects which can change the consumer habits.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to do the new comers of the island have some effects which can change the consumer habits.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.003 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to do the new comers of the island have some effects which can change the consumer habits. H0 hypotheses rejected.

Research Question 64.1. :

Is there any difference between living time in island “less than 15” and “16 and more” according to what are the consumer habits which have changed by time in the island (1) or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to what are the consumer habits which have changed by time in the island (1).

H1: There is a difference between living time in island “less than 15” and “16 and more” according to what are the consumer habits which have changed by time in the island (1).

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to what are the consumer habits which have changed by time in the island (1). H0 hypotheses rejected.

Research Question 64.2. :

Is there any difference between living time in island “less than 15” and “16 and more” according to what are the consumer habits which have changed by time in the island (2) or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to what are the consumer habits which have changed by time in the island (2).

H1: There is a difference between living time in island “less than 15” and “16 and more” according to what are the consumer habits which have changed by time in the island (2).

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to what are the consumer habits which have changed by time in the island (2). H0 hypotheses rejected.

Research Question 64.3. :

Is there any difference between living time in island “less than 15” and “16 and more” according to what are the consumer habits which have changed by time in the island (3) or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to what are the consumer habits which have changed by time in the island (3).

H1: There is a difference between living time in island “less than 15” and “16 and more” according to what are the consumer habits which have changed by time in the island (3).

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to what are the consumer habits which have changed by time in the island (3). H0 hypotheses rejected.

Research Question 65.1.1. :

Is there any difference between living time in island “less than 15” and “16 and more” according to when respondents give a special dinner what are they preparing for their guests; meal (1) or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to when respondents give a special dinner what are they preparing for their guests; meal (1).

H1: There is a difference between living time in island “less than 15” and “16 and more” according to when respondents give a special dinner what are they preparing for their guests; meal (1).

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to when respondents give a special dinner what are they preparing for their guests; meal (1). H0 hypotheses rejected.

Research Question 65.1.2. :

Is there any difference between living time in island “less than 15” and “16 and more” according to when respondents give a special dinner what are they preparing for their guests; meal (2) or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to when respondents give a special dinner what are they preparing for their guests; meal (2).

H1: There is a difference between living time in island “less than 15” and “16 and more” according to when respondents give a special dinner what are they preparing for their guests; meal (2).

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to when respondents give a special dinner what are they preparing for their guests; meal (2). H0 hypotheses rejected.

Research Question 65.1.3. :

Is there any difference between living time in island “less than 15” and “16 and more” according to when respondents give a special dinner what are they preparing for their guests; meal (3) or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to when respondents give a special dinner what are they preparing for their guests; meal (3).

H1: There is a difference between living time in island “less than 15” and “16 and more” according to when respondents give a special dinner what are they preparing for their guests; meal (3).

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to when respondents give a special dinner what are they preparing for their guests; meal (3). H0 hypotheses rejected.

Research Question 65.1.4. :

Is there any difference between living time in island “less than 15” and “16 and more” according to when respondents give a special dinner what are they preparing for their guests; meal (4) or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to when respondents give a special dinner what are they preparing for their guests; meal (4).

H1: There is a difference between living time in island “less than 15” and “16 and more” according to when respondents give a special dinner what are they preparing for their guests; meal (4).

According to Pearson Chi-Square (χ^2) test, Sig. = 0.003 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to when respondents give a special dinner what are they preparing for their guests; meal (4). H0 hypotheses rejected.

Research Question 65.2.1. :

Is there any difference between living time in island “less than 15” and “16 and more” according to when respondents give a special dinner what are they preparing for their guests; drink (1) or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to when respondents give a special dinner what are they preparing for their guests; drink (1).

H1: There is a difference between living time in island “less than 15” and “16 and more” according to when respondents give a special dinner what are they preparing for their guests; drink (1).

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to when respondents give a special dinner what are they preparing for their guests; drink (1). H0 hypotheses rejected.

Research Question 65.2.2. :

Is there any difference between living time in island “less than 15” and “16 and more” according to when respondents give a special dinner what are they preparing for their guests; drink (2) or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to when respondents give a special dinner what are they preparing for their guests; drink (2).

H1: There is a difference between living time in island “less than 15” and “16 and more” according to when respondents give a special dinner what are they preparing for their guests; drink (2).

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to when respondents give a special dinner what are they preparing for their guests; drink (2). H0 hypotheses rejected.

Research Question 65.2.3. :

Is there any difference between living time in island “less than 15” and “16 and more” according to when respondents give a special dinner what are they preparing for their guests; drink (3) or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to when respondents give a special dinner what are they preparing for their guests; drink (3).

H1: There is a difference between living time in island “less than 15” and “16 and more” according to when respondents give a special dinner what are they preparing for their guests; drink (3).

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to when respondents give a special dinner what are they preparing for their guests; drink (3). H0 hypotheses rejected.

Research Question 65.3.1. :

Is there any difference between living time in island “less than 15” and “16 and more” according to when respondents give a special dinner what are they preparing for their guests; dessert (1) or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to when respondents give a special dinner what are they preparing for their guests; dessert (1).

H1: There is a difference between living time in island “less than 15” and “16 and more” according to when respondents give a special dinner what are they preparing for their guests; dessert (1).

According to Pearson Chi-Square (x^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to when respondents give a special dinner what are they preparing for their guests; dessert (1). H0 hypotheses rejected.

Research Question 65.3.2. :

Is there any difference between living time in island “less than 15” and “16 and more” according to when respondents give a special dinner what are they preparing for their guests; dessert (2) or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to when respondents give a special dinner what are they preparing for their guests; dessert (2).

H1: There is a difference between living time in island “less than 15” and “16 and more” according to when respondents give a special dinner what are they preparing for their guests; dessert (2).

According to Pearson Chi-Square (x^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to when respondents give a special dinner what are they preparing for their guests; dessert (2). H0 hypotheses rejected.

Research Question 66.1. :

Is there any difference between living time in island “less than 15” and “16 and more” according to which products should have been bought for respondents’ life style and quality which their culture requires (1) or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to which products should have been bought for respondents’ life style and quality which their culture requires (1).

H1: There is a difference between living time in island “less than 15” and “16 and more” according to which products should have been bought for respondents’ life style and quality which their culture requires (1).

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to which products should have been bought for respondents’ life style and quality which their culture requires (1). H0 hypotheses rejected.

Research Question 66.2. :

Is there any difference between living time in island “less than 15” and “16 and more” according to which products should have been bought for respondents’ life style and quality which their culture requires (2) or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to which products should have been bought for respondents’ life style and quality which their culture requires (2).

H1: There is a difference between living time in island “less than 15” and “16 and more” according to which products should have been bought for respondents’ life style and quality which their culture requires (2).

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to which products should have been bought for respondents’ life style and quality which their culture requires (2). H0 hypotheses rejected.

Research Question 66.3. :

Is there any difference between living time in island “less than 15” and “16 and more” according to which products should have been bought for respondents’ life style and quality which their culture requires (3) or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to which products should have been bought for respondents’ life style and quality which their culture requires (3).

H1: There is a difference between living time in island “less than 15” and “16 and more” according to which products should have been bought for respondents’ life style and quality which their culture requires (3).

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to which products should have been bought for respondents’ life style and quality which their culture requires (3). H0 hypotheses rejected.

Research Question 67. :

Is there any difference between living time in island “less than 15” and “16 and more” according to does the life in island effects respondents’ dressing habits or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to does the life in island effects respondents’ dressing habits.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to does the life in island effects respondents’ dressing habits.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to does the life in island effects respondents’ dressing habits. H0 hypotheses rejected.

Research Question 68. :

Is there any difference between living time in island “less than 15” and “16 and more” according to how does respondents’ traditional dress affect their dressing habits today or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to how does respondents’ traditional dress affect their dressing habits today.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to how does respondents’ traditional dress affect their dressing habits today.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.007 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to how does respondents’ traditional dress affect their dressing habits today. H0 hypotheses rejected.

Research Question 69.1. :

Is there any difference between living time in island “less than 15” and “16 and more” according to respondents’ shopping experiences: respondent tell their neighbors and friends in family talks or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to respondents’ shopping experiences: respondent tell their neighbors and friends in family talks.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to respondents’ shopping experiences: respondent tell their neighbors and friends in family talks.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.000 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to respondents’ shopping experiences: respondent tell their neighbors and friends in family talks. H0 hypotheses rejected.

Research Question 69.2. :

Is there any difference between living time in island “less than 15” and “16 and more” according to respondents’ shopping experiences: respondent tell in their office during the break time or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to respondents’ shopping experiences: respondent tell in their office during the break time.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to respondents’ shopping experiences: respondent tell in their office during the break time.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.004 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to respondents’ shopping experiences: respondent tell in their office during the break time. H0 hypotheses rejected.

Research Question 69.3. :

Is there any difference between living time in island “less than 15” and “16 and more” according to respondents’ shopping experiences: respondent tell in tea or coffee visits or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to respondents’ shopping experiences: respondent tell in tea or coffee visits

H1: There is a difference between living time in island “less than 15” and “16 and more” according to respondents’ shopping experiences: respondent tell in tea or coffee visits.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.007 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to respondents’ shopping experiences: respondent tell in tea or coffee visits. H0 hypotheses rejected.

Research Question 69.4. :

Is there any difference between living time in island “less than 15” and “16 and more” according to respondents’ shopping experiences: respondent tell in the club, association during their meetings or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to respondents’ shopping experiences: respondent tell in the club, association during their meetings.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to respondents’ shopping experiences: respondent tell in the club, association during their meetings.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.004 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to respondents’ shopping experiences: respondent tell in the club, association during their meetings. H0 hypotheses rejected.

Research Question 69.5. :

Is there any difference between living time in island “less than 15” and “16 and more” according to respondents’ shopping experiences: respondent tell when respondent meet in the street or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to respondents’ shopping experiences: respondent tell when respondent meet in the street.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to respondents’ shopping experiences: respondent tell when respondent meet in the street.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.260 is more than 0.05. In this case, there is no difference between living time in island “less than 15” and “16 and more” according to respondents’ shopping experiences: respondent tell when respondent meet in the street. H1 hypotheses rejected.

Research Question 69.6. :

Is there any difference between living time in island “less than 15” and “16 and more” according to respondents’ shopping experiences: respondent tell during the vacations or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to respondents’ shopping experiences: respondent tell during the vacations.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to respondents’ shopping experiences: respondent tell during the vacations.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.573 is more than 0.05. In this case, there is no difference between living time in island “less than 15” and “16 and more” according to respondents’ shopping experiences: respondent tell during the vacations. H1 hypotheses rejected.

Research Question 69.7. :

Is there any difference between living time in island “less than 15” and “16 and more” according to respondents’ shopping experiences: respondent tell if they ask respondents’ opinion during the shopping or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to respondents’ shopping experiences: respondent tell if they ask respondents’ opinion during the shopping.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to respondents’ shopping experiences: respondent tell if they ask respondents’ opinion during the shopping.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.003 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to respondents’ shopping experiences: respondent tell if they ask respondents’ opinion during the shopping. H0 hypotheses rejected.

Research Question 69.8. :

Is there any difference between living time in island “less than 15” and “16 and more” according to respondents’ shopping experiences: respondent tell the person during shopping if respondent feel sincere whether they don’t know him or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to respondents’ shopping experiences: respondent tell the person during shopping if respondent feel sincere whether they don’t know him.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to respondents’ shopping experiences: respondent tell the person during shopping if respondent feel sincere whether they don’t know him.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.185 is more than 0.05. In this case, there is no difference between living time in island “less than 15” and “16 and more” according to respondents’ shopping experiences: respondent tell the person during shopping if respondent feel sincere whether they don’t know him. H1 hypotheses rejected.

Research Question 69.9. :

Is there any difference between living time in island “less than 15” and “16 and more” according to respondents’ shopping experiences: respondent tell their friends on phone or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to respondents’ shopping experiences: respondent tell their friends on phone.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to respondents’ shopping experiences: respondent tell their friends on phone.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.007 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to respondents’ shopping experiences: respondent tell their friends on phone. H0 hypotheses rejected.

Research Question 69.10. :

Is there any difference between living time in island “less than 15” and “16 and more” according to respondents’ shopping experiences: respondent tell by using internet (mail, by writing to the web sites, etc.) or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to respondents’ shopping experiences: respondent tell by using internet (mail, by writing to the web sites, etc.).

H1: There is a difference between living time in island “less than 15” and “16 and more” according to respondents’ shopping experiences: respondent tell by using internet (mail, by writing to the web sites, etc.).

According to Pearson Chi-Square (x^2) test, Sig. = 0.007 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to respondents’ shopping experiences: respondent tell by using internet (mail, by writing to the web sites, etc.). H0 hypotheses rejected.

Research Question 69.11. :

Is there any difference between living time in island “less than 15” and “16 and more” according to respondents’ shopping experiences: respondent write their complaints to the newspapers or periodicals or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to respondents’ shopping experiences: respondent write their complaints to the newspapers or periodicals.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to respondents’ shopping experiences: respondent write their complaints to the newspapers or periodicals.

According to Pearson Chi-Square (x^2) test, Sig. = 0.242 is more than 0.05. In this case, there is no difference between living time in island “less than 15” and “16 and more” according to respondents’ shopping experiences: respondent write their complaints to the newspapers or periodicals. H1 hypotheses rejected.

Research Question 69.12. :

Is there any difference between living time in island “less than 15” and “16 and more” according to respondents’ shopping experiences: respondent never share their opinion or experiences or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to respondents’ shopping experiences: respondent never share their opinion or experiences.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to respondents’ shopping experiences: respondent never share their opinion or experiences.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.366 is more than 0.05. In this case, there is no difference between living time in island “less than 15” and “16 and more” according to respondents’ shopping experiences: respondent never share their opinion or experiences. H1 hypotheses rejected.

Research Question 69.13. :

Is there any difference between living time in island “less than 15” and “16 and more” according to respondents’ shopping experiences: respondent don't tell until anyone ask or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to respondents’ shopping experiences: respondent don't tell until anyone ask.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to respondents’ shopping experiences: respondent don't tell until anyone ask.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.004 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to respondents’ shopping experiences: respondent don't tell until anyone ask. H0 hypotheses rejected.

Research Question 69.14. :

Is there any difference between living time in island “less than 15” and “16 and more” according to respondents’ shopping experiences: respondent begin to tell at the moment they enter the house or not?

H0: There is no difference between living time in island “less than 15” and “16 and more” according to respondents’ shopping experiences: respondent begin to tell at the moment they enter the house.

H1: There is a difference between living time in island “less than 15” and “16 and more” according to respondents’ shopping experiences: respondent begin to tell at the moment they enter the house.

According to Pearson Chi-Square (χ^2) test, Sig. = 0.001 is less than 0.05. In this case, there is a difference between living time in island “less than 15” and “16 and more” according to respondents’ shopping experiences: respondent begin to tell at the moment they enter the house. H0 hypotheses rejected.

5. CONCLUSION

The objectives of this study were to find out how culture influences consumer behavior, how they view in their life, how adaptation process appear, how reference groups affect consumer behavior and culture of consumers, how they can improve their quality of live, how they define culture with the words of consumption. Important objective of this research was to show difference of two cultures, come from outside the island (land inhabitants) and insider inhabitants (islander), within life-style parameters in consumer behavior.

Data was collected through a structured questionnaire and sample size 821. Questionnaire was % 4.622 of Adalar district population. Twenty interviews were assisting the findings of questionnaire.

The sample characteristics can be summarized as follows; about 58.0% of the respondents consisted of females and approximately nearly 62.9% of married people. About the education level of sample; 39.6% of female respondents primary school, 25.3% high school and 15.7% undergraduate; 34.1% of male respondents primary school, 23.4% high school and 17.8% undergraduate. 25.0% of the respondents have 501-750 YTL. monthly total income; 19.9% of them have 751-1000YTL; 17.5% have 1001-1500YTL.; 10.0% of them have 1501-2000YTL.; 4.3% of them have 2001-2500YTL., 3.9% of them have 2501-3000YTL. and 4.6% of them have 3001 and more monthly total income. 43.8% of the respondents live “less than 15” years in the island and 56.2% of the respondents live “16 and more years” in the island. 82.5% of them live in island all seasons. 43.8% own their home and 34.2% of the respondents’ house is rent.

District of the respondents are; 12.2% Burgazada, 32.2% Büyükada Maden, 20.0% Büyükada Nizam, 20.3% Heybeliada, 15.1% Kınalıada, 0.2% Sedefadası Maden.

32.2% of the respondents’ birth places in Marmara Region, 22.0% of their birth places in Adalar District.19.6% of their birth places Karadeniz Region and fourth highest

one is 13.5% of their birth place in Doğu Anadolu Region. 6.2 % of their birth place in İç Anadolu Region.

There is a difference between living time in island “less than 15” and “16 and more” according to they buy the goods; vegetable-fruit, meat-fish, delicatessen, spices, drink, white goods, furniture, wear, electronics, cosmetics, cleaners, “newspaper, magazines, book,” bicycles except electronics second choice of the respondents. This question show the market places of the respondents. Most of the respondents buy vegetable-fruit from Büyükada bazaar, 39.6%. Respondents barnd market usage important, 1,7% of “16 and more” respondents buy vegetable-fruit from the DİA SA, Bostancı; 1.4% of “less than 15” respondents buy from the Migros, Caddebostan, Kadıköy. 2.2% of “less than 15” respondents and 2.6% of “16 and more” respondents buy vegetable-fruit Bostancı, Çağrı Market. 45.6% of them buy meat-fish from Büyükada and 14.3% of them buy from Heybeliada and also 12.4% of them buy from Bostancı. Totally, 22.2% of them buy delicatessen from Bostancı and 6.2% of them buy from Kadıköy. 35.9% of them buy spices from Büyükada, 15.1% of them buy spices from Bostancı, 9.4 of them buy spices from Heybeliada and 8.0% of them buy spices from Eminönü. 45.1% of them buy drink from Büyükada, 14.3% of them buy drink from Bostancı and 13.8% of them buy drink from Heybeliada. 37.1% of them buy white goods from Büyükada, 23.6% of them buy white goods from Bostancı and 9.3% of them buy white goods from Kadıköy. 14.3% of the respondents buy white goods from Büyükada, Arçelik. 22.2% of them buy furniture from Büyükada, 17.4% of them buy furniture from Bostancı and 12.4% of them buy furniture from Kadıköy.26.7% of them buy wear from Kadıköy, 24.5% of them buy wear from Istanbul, 14.0% of them buy wear from Büyükada and 11.7% of them buy wear from Bostancı. 19.5% of them buy electronics from Büyükada, 16.1% of them buy electronics from Istanbul, 14.6% of them buy electronics from Kadıköy and 8.9% of them buy electronics from Bostancı. Respectively they buy the cosmetics from 21.0% Kadıköy, 13.2% Büyükada, 11.8 % Istanbul, 9.7% Bostancı. Respectively they buy the cleaners from 32.2% Büyükada, 24.2% Bostancı, 10.0% Kadıköy, 8.0% Heybeliada. Respectively they buy the “newspaper, magazines, book” from 41.2 Büyükada, 14.6% Kınalıada, 13.6% Heybeliada, 9.7% Burgazada. Respectively they buy the bicycles from 27.3% Büyükada, 8.3% Istanbul, and 5.7% Bostancı.

There is a difference between living time in island “less than 15” and “16 and more” according to preferences for newspaper, periodical, TV Channel, Radio Channel. This question show the mass media usage and preferable trademarks. Respectively they prefer for the newspaper 16.4% Hürriyet, 14.9% Sabah, 13.0% Posta, and 11.1% Milliyet. Respectively they prefer for the periodical 3.7% Kapital, 3.3 Adalı Periodical, 3.3% Cosmopolitan-Cosmo, 2.7% Hey Girl. Respectively they prefer for the TV channels 26.1 Kanal D, 18.4% atv, 14.6% any of them, 8.9% TRT1 and 7.4% Show TV. Respectively they prefer for the radio channels 12.2% Kral FM, 11.9% any of them, 6.5% TRT FM, 3.5% Power FM. Media data can be as an example of the convergence-divergence process of consumer behavior. Although at macro level some media converge, differences at micro level, or what people do with media, are substantial. The visual orientations of collectivistic cultures TV more attractive than print media, and within the print media magazines are more attractive than newspaper. Magazines are important media for luxury brands. The main product categories that domain the magazines as an example Japan are cosmetics, toiletries, fashion, accessories, automobiles, leisure, and beverage/tobacco. (Mooji, 2004)

There is a difference between living time in island “less than 15” and “16 and more” according to newspaper, review, book buying period except music CD/cassette buying period. This question show the buying period of newspaper, review, book, music CD/cassette. Respectively they buy the newspaper 64.1%, everyday and 32.3% rarely. Respectively they buy the periodical 57.9% rarely, 16.7% never, 9.3% one in a month. Respectively they buy the book 67.1% rarely, 10.7% never, 5.6% sometimes. Respectively they buy the music CD/cassette 67.6% rarely, 11.0% never, 9.0% sometimes.

There is a difference between living time in island “less than 15” and “16 and more” according to period of using internet. Respectively internet usages of respondents 65.4% don't have, 16.8% 1-3 times in a week, 13.3% everyday.

There is a difference between living time in island “less than 15” and “16 and more” according to marks preferred for the products furniture, wear, electronic, cosmetic,

cleaner, drink, delicatessen except white good. This question shows the remembered brand and which brand respondents have. Respectively they prefer for white goods 62.9% Arçelik, 16.0% Bosch, 7.3% any trademark, 4.3% Beko. Respectively they prefer for furniture 36.2% any trademark, 22.0% İstikbal, 8.2% Bellona, 5.1% hand made, 5.0% Kelebek. Respectively they prefer for wear 57.5% trademark isn't important, 3.4% Levi's, 3.3 % Nike, 2.3% Mavi, and 1.5 % YKM. Respectively they prefer for electronics 23.6% any trademark, 17.9% Arçelik, 16.6% Kenwood, 4.0% Vestel, 3.4% Bosh, 3.4% Philips, 2.7% Beko. Respectively they prefer for cosmetics 31.7% any trademark, 10.1% Avon, 5.1% Nivea, 2.7% L'Oreal. Respectively they prefer for cleaners 36.9% any trademark, 10.5% Unilever, Omo-Omomatik, 6.6% Procter-Gamble, Ariel, 5.1% Procter-Gamble, Ace, 4.6% Procter-Gamble, Alo, 4.1% Unilever, Cif. Respectively they prefer for drinks 36.7% Coca Cola, 23.8% any trademark, 5.0% Pınar, 4.3% Ülker, Kola Turka, 3.3% any mark of juice. Respectively they prefer for delicatessen 41.3% any trademark, 20.3% Pınar, 5.4% Süttaş, 1.9% Namlı, 1.9% Beşler, 1.7% Maret.

There is no difference between living time in island "less than 15" and "16 and more" according to shopping centers seasonal or permanent. 58.6% of "less than 15" and 55.7% of "16 and more" respondents think that shopping centers permanent.

There is a difference between living time in island "less than 15" and "16 and more" according to get knowledge about the shops. Respectively they get the knowledge about the shops in their first choice from 37.6% while walking, 30.1% friends advice, 24.4% by search; and the second choice; 18.1% by search, 6.3% by the advertisements, 5.5% while walking.

There is a difference between living time in island "less than 15" and "16 and more" according to define relations of respondent with the shops. Respectively respondents' definition of relation with the shops 46.9% normal, 28.3% Temporal (they can change if offer them more proper condition), 24.8% Dependent (they can't give up easily).

There is difference between living time in island “less than 15” and “16 and more” according to respondents’ care of shopping places according to cleanness and order (tidy); sufficient and expert in his topic; quality is the highest priority; to be close to their culture; high quality in service is important; possibility to use credit card is important; the exhibition of the goods is important ; except to obtain the different kind of goods in the same shop is important; to find the product they look for; prefer the shops that sell one kind of product. This question shows the respondents expectance from the shops. Most unwanted is “prefer the shops that sell one kind of product” and most wanted is “cleanness and order (tidy)” product by “less than 15” and “16 and more” respondents.

There is a difference between living time in island “less than 15” and “16 and more” according to period of bazaar shopping. 62.7% respondents go to the islands’ bazaar every week. 14.4% “less than 15” respondents never go bazaar shopping. There is no difference between living time in island “less than 15” and “16 and more” according to shopping period. 58.1% go shopping when they need. These questions show the marketplace usage by respondents.

There is no difference between living time in island “less than 15” and “16 and more” according to the thing; “security, service, insufficient utility, wrong and incomplete information, expensive, the indifferent of the seller” except “delivery” respondent unlike in shopping in the island. Respectively most unlike in the island are 90.5% “Expensive”, 26.7% “insufficient utility”, 26.1%“the indifferent of the seller”. There is no difference between living time in island “less than 15” and “16 and more” according to the thing; “privilege, delivery, service, sufficient utility”; except “shopping from the islander [neighbor]” respondent like in shopping in the island. Respectively respondents most like shopping things are 44.2% “shopping from the islander [neighbor]”, 29.4% “privilege”. 48.6% “16 and more”of the respondents like shopping from the islander.

There is a difference between living time in island “less than 15” and “16 and more” according to live in the island affect respondents’ shopping. Respectively affection of the living in the island are 27.6% “more expensive than the other place”, 13.3% “can’t find what they looking for all the time” in their first choice; 3.2% lack of variety”, 2.4%

“buy all goods out of island cause of high price, less goods” added in their second choice and 1.3% “service has poor quality and insufficient”, 1.0% “spend so many time on way” added in their third choice.

There is a difference between living time in island “less than 15” and “16 and more” according to respondents’ family member live outside the island. 65.9% “less than 15” of the respondents have family member outside the island. Most of them 20.3% gone for working. 8.9% live permanently in the mainland 8.2% married and went outside the island.

There is a difference between living time in island “less than 15” and “16 and more” according to adaptation problem of the people who live outside the island when they come to the island (1) (from the aspect of their needs). Respectively respondent’s thing that adaptation problems are 18.9% “transportation”, 11.8% “price policies”, 11.3% “social relationship”; 7.4% think that there is “no adaptation problem” in their first choice; 3.9% “entertainment”, 3.0% “cultural & social activity”, 3.2% “variety of goods” added in their second choice; 3.3% “environmental factors”, 1.1% “service problems” and 1.0% “seasonality” added in their third choice.

There is no difference between living time in island “less than 15” and “16 and more” according to respondents’ idea about the people who leave the island lose their islander identity. 78.3% of “less than 15” and 64.9% of “16 and more” respondents think that the people who leave the island not lose their islander identity. and also there is a difference between living time in island “less than 15” and “16 and more” according to where respondent feel belong to. 58.1% of “less than 15” and 77.0% of “16 and more” respondents mostly feel belong to islander. There is a difference between living time in island “less than 15” and “16 and more” according to definition of to be an islander describe by respondents 20.1% of the respondents think that to be an islander is a privilege. There is a difference between living time in island “less than 15” and “16 and more” according to the characteristics of respondents’ shopping according to the place where they feel belong to. Respectively respondents’ characteristics shopping where they belong to are 6.6% bazaar shopping and 5.8% fish, 5.0% clothing in their first choice; 2.9% food

shopping, 1.7% market shopping and 1.3% butcher added in their second choice; 0.7% yogurt, 0.6% decorative objects and 0.6% milk added in their third choice. These show the respondents' identity mentality.

There is a difference between living time in island "less than 15" and "16 and more" according to the place, respondents' privacy begins. 26.7% of "less than 15" and 20.6% of "16 and more" respondents' privacy mostly begin from the port of the island interesting for the privacy and it make strong the identity mentality.

There is a difference between living time in island "less than 15" and "16 and more" according to pay attention to the appropriateness to their belief while shopping. 71.4% of the respondents pay attention to the appropriateness to their belief while shopping. There is a difference between living time in island "less than 15" and "16 and more" according to products that express respondents' culture, traditions. 78.7% haven't got any product that express respondents' culture, traditions. Respectively these products express respondents' culture, traditions; 1.3% meat, 0.9% tea, 0.7% "beware of pig fat, pig usage goods", "fish", "nut", "dessert". There is a difference between living time in island "less than 15" and "16 and more" according to meal or amusement special to respondents' family. 62.7% don't have any meal or amusement. Respectively respondents' meals or amusements; 3.2% grilled fish, 2.2% mantı, 1.5% hot meals of their culture, 1.1% keşkek and 1.0% kadayıf dolması and in their second choice; 1.2% brazier, 1.0% family meetings, meals added. There is a difference between living time in island "less than 15" and "16 and more" according to any food habits (meal, dessert, drink, etc.) special to respondents' culture (tradition). Respectively respondents' culture (tradition) food habits; 2.7% baklava, 1.9% olive oil dishes, 1.9% fish, 1.7% pastry that belongs to their culture in their first choice; 1.3% künefe, 0.6 Güloğlu Baklava added in their second choice; 0.6% Turnip and 0.5% Kete added in their third choice. There is a difference between living time in island "less than 15" and "16 and more" according to any drink which respondents specially consume. Respectively respondents' drink which specially consume; 27.0% Coca Cola, 2.7% Pınar, 2.2% tea, 1.9 Pınar, milk, 1.6% Coca Cola, Capy; in their second choice; 2.2% Coca Cola, 1.7% Pınar, milk, 1.0% Coca Cola, Fanta. Coca Cola most known brand in this question. There is a difference between living time in island "less than 15" and "16 and

more” according to can respondents continue their food culture (habits). 85.1% of the respondents can continue their food culture. 2.4% of them can’t find what they looking for to continue their food culture. There is a difference between living time in island “less than 15” and “16 and more” according to respondents shopping from patisserie period. Respectively respondents’ period of patisserie shopping, 31.8% “when a guest comes”, 26.1% “once a week”, 14.7% “when we long for” and 11.9% “once in a month”. There is a difference between living time in island “less than 15” and “16 and more” according to special product which respondents buy from the patisserie. Respectively these special products from patisserie are 9.5% cake/ cream cake, 5.6% cookies, 3.8% poğaça, 2.8% simit, 2.7% various dry patisseries and 2.2% desserts; in their second choice 2.1% börek added. These questions show respondents characteristics of culture according to food, drink.

There is a difference between living time in island “less than 15” and “16 and more” according to respondents membership of an association in the island. Respectively respondents’ membership association 4.5% Büyükada Culture Association, 1.2% Sea Products Co-Operation, 1.0% Islands Culture and Music Association, 0.7% Islands Culture Foundation and in their second choice 0.5% Turkish Women Union, Islands Office added; in their third choice 0.5% Mosque Association added. There is a difference between living time in island “less than 15” and “16 and more” according to changes in respondents shopping habits after membership. 0.6% of the respondents said directly their shopping habits changes. There is a difference between living time in island “less than 15” and “16 and more” according to changes in respondents entertainment habits after membership. 1.1% of them said directly their entertainment habits change. These show the affection of associations as reference groups.

There is a difference between living time in island “less than 15” and “16 and more” according to constant consumer habit special to respondents. Respectively respondents’ special consumer habits are 3.5% cigarette, 2.3% milk, 1.5% yogurt, 1.2% fish, 1.2% vegetable, 1.2% Coca Cola and 1.1% macaroni; in their second choice 1.1% chocolate, 0.7% perfume, 0.6% mobile telephone card, 0.5% narghile, 0.5% newspaper added.

There is a difference between living time in island “less than 15” and “16 and more” according to what respondents do in their vacant times; first choice. Respectively respondents’ vacant time doings are 17.3% reading book, 14.4% walk around, 13.5% watching TV; in their second choice, 9.9% watching TV, 9.0% walk around, 8.4% reading book, 5.0% listen music, 3.9% talking with friend; and in their third choice 6.1% reading book, 4.1% walk around and 3.5% newspaper. This question shows the vacant time characteristics of respondents.

There is a difference between living time in island “less than 15” and “16 and more” according to statements which determines the quality of life; “existence of various product and service”, “easiness of consume, joining the cultural and social life”, “the existence of alternatives for vacant times”, “the sustainability of the culture heritage by joining social groups”, “to acquire the education, skills and culture that is necessary for children’s personal and social improvement”, “spending time together; the cultural sharing between family, friend and neighbors (to live according to traditions)”, “to join the decisions which are important for life in the island”, “to feel in secure” except “the rank of consume”, “the existence and easiness of acquiring (buying) a product which is necessary to survive”, “the existence and easiness of acquiring (buying) a luxury product, the easiness to reach the health services”, “the sustainability of the personal improvement”. Respectively respondents determination of the quality of life are 20.2% definitely don’t agree and 19.0% partially don’t agree to “the existence and easiness of acquiring (buying) a luxury product”, 11.4% definitely don’t agree and 13.8% partially don’t agree to the “existence of various product and service, easiness of consume.” Highest level of agreement is “to acquire the education, skills and culture that is necessary for children's personal and social improvement.” The fact that social need satisfaction has the highest score in terms of ultimate aim of quality of live is interesting. This may be explained by Maslows’ hierarchy of needs theory. Turkish people have mostly satisfied their physical and safety needs. The next stage is satisfaction of social needs. Additionally, Turkish society can be characterized as collectivist rather than individualistic (Hofstede, 1980 and 2006), consequently social interactions, and social life have been very important. This may

also help to explain why people mostly perceive that the ultimate aim of quality of life is satisfaction of social needs.

There is a difference between living time in island “less than 15” and “16 and more” according to the five products which can change or increase respondents’ quality of life. Respectively the products that can change respondents’ quality of life are 6.3% PC, 5.0% book, 4.6% materiality, 4.4% house, 2.6% education; in their second choice 3.9% health (hospital), 2.4% furniture, 2.2% car, 1.9% shopping, 1.9% clothing; in their third choice 2.8% education, 2.1% car, 1.9% social facilities, 1.6% clothing; in their fourth choice 2.1% book, 1.7% social facilities, 1.5% mobile phone; in their fifth choice 1.6% clothing, 1.6% vegetables, 1.0% milk, 1.0% sport. Respectively evaluate the respondents needs by Maslow hierarchy; in their first choice, esteem needs 26.8%, physical needs 16.7%, safety and security 9.9%; in their second choice, esteem needs 21.4%, physical needs 14.3%, safety and security 7.3%; in their third choice, esteem needs 14.6%, physical needs 12.7%, safety and security 6.3%; in their fourth choice, physical needs 12.8%, esteem needs 11.0%, safety and security 2.1%; in their fifth choice, physical needs 10.1%, esteem needs 7.2%, safety and security 1.9%.

There is a difference between living time in island “less than 15” and “16 and more” according to newspapers, periodicals or bulletins special to the island. Respectively newspaper, periodical or bulletins remembered by respondents are 36.9% Adalı Periodical, 23.5% Ada Newspaper, 2.4% Prince’s Island. This show the respondents’ possessing of the environment an identity mentality

There is a difference between living time in island “less than 15” and “16 and more” according to respondents share their experience in shopping with others. 87.3% of the respondents share their experience with others. This means, 87.3% of the respondents influence others shopping decision.

There is a difference between living time in island “less than 15” and “16 and more” according to who does generally make shopping“; insurance,” “house”, “clothing”, “food, drink”, “cleaners”, “kitchen goods”, “furniture”, “medicine without recipe”,

newspaper, “periodicals”, “books”, “white goods” except “automobile”, “TV, electronics”, “toys”. Respectively respondents’ shopping made by; insurance, 36.5% father/husband; automobile, 27.9% father/husband; house, 26.7% father/husband, 17.7% mother and father together; TV, electronics, 39.1% father/husband, 22.0% mother and father together; clothing, 32.6% mother, 27.9% mother and father together; 16.1% all family; food, drink, 36.7% mother/wife, 29.7% mother and father together, 14.5% father/ husband; cleaners, 56.9% mother, 19.7% mother and father together; kitchen goods 54.9% mother/wife, 24.1% mother and father together; furniture 45.9% mother and father together, 16.8% father/husband, 13.6% mother/wife; medicine without recipe, 21.4% mother/wife, 15.1% father/husband, 13.4% mother and father together; toys, 18.1% mother/wife, 11.1% father/husband, 9.9% all family; newspaper, 35.3% father/husband, 14.9% children, 14.5% mother/wife; periodicals, books, 22.9% children, 14.6% mother/wife, 13.0% father/husband; white goods, 43.0% mother and father together, 22.2% father/husband, 11.1% mother/wife. This show that who takes the products shopping decision in respondents’ family.

There is a difference between living time in island “less than 15” and “16 and more” according to respondents shopping with mother, father, wife/husband, sister/brother, children, relative, family friends, alone except neighbors, best friend, business friend. Respectively respondents give degree to shopping with; mother 1=22.8%, father 2= 16.7%, wife/husband 1=36.7%, sister/brother 3=10.6%; children 2=24.2%; relative 4=6.9%, 3=6.8%; family friends 4=7.3%; neighbors 5=8.4%; best friend 3=13.4%; business friend 5=3.8%; alone 1=18.0%.this show the respondents generally shopping with mother and second choice of them is husband/wife. Last choice of the respondents for shopping is business friend.

There is a difference between living time in island “less than 15” and “16 and more” according to important continental characteristic that is respondents looking for after respondents begin to live in the island. Respectively respondents’ most important continental characteristic that they begin to live in the island are 9.0% “transmission any time they want”, 6.2% “arrival”, 4.1% “shopping”; in their second choice 0.7% “health centre”, 0.6% “social activities”, “people, friendship”, “car”.

There is a difference between living time in island “less than 15” and “16 and more” according to respondents attention in advertisements. 18.5% of the respondents give attention to campaign/discounts and 15.8% of them are give attention to the advertisement itself. In their second choice, respectively respondents give attention to 26.8% campaigns/discounts and 23.4% the message of the advertisement. Responses to advertising that are typically measured are attitude toward the ad and attitude toward the brand. Consumer’s reactions to products and brands are influenced by their evaluations of advertising. The attitude toward the advertisement is defined as a predisposition to respond in favorable or unfavorable manner to a particular advertisement during a particular exposure occasion. Advertising appeals that are effective in one culture may result in different responses when used in another culture. Advertising appeals generally reflect buying motives that are related to the product category and for each category; these motives are culture-specific. (Mooji, 2004)

There is a difference between living time in island “less than 15” and “16 and more” according to respondents tell their children how to choose the products. 16.6% of them tell children how to buy good quality products. 12.2% of them tell consumer should be conscious. There is a difference between living time in island “less than 15” and “16 and more” according to respondents training their children about the importance of cultural consume. 9.3% of the respondents teach their culture to their children and 8.9% of them to make them understand the importance of the culture. Culture must be permanent and it should be transfer the next generations.

There is a difference between living time in island “less than 15” and “16 and more” according to have influence over respondent on shopping; “mother”, “father”, “sister/brother”, “children”, “relative”, “business friend”, “boss/manager”, “no one”, except “wife/husband”, “family friends”, “neighbors”, “best friend”, “famous people (artist, businessman, politicians, etc. ...)”, “advertisements, cinema, TV, theatre, periodicals, books, etc.”. 26.7% Wife/husband is the most important influencer and the second one is 22.3% mother.

There is a difference between living time in island “less than 15” and “16 and more” according to respondents evaluate the people according to their shopping (consumes). 72.4% of the respondents don’t evaluate the people according to their shopping. This shows shopping doesn’t be an evaluation criteria for 72.4% of the respondents but the other 27.6% isn’t less and they take shopping for evaluation criteria.

There is no difference between living time in island “less than 15” and “16 and more” according to do respondents believe that the products they use reflect their status. 53.3% of the “less than 15” respondents believe that the product they use reflect their status and 51.8% of the “16 and more” respondents don’t believe that.

There is no difference between living time in island “less than 15” and “16 and more” according to why do respondents care to buy their needs from islander. 72.1% of the respondents don’t care to buy their needs from islander. 12.2% of them think that they are acquaintance and they care cause of this.

There is a difference between living time in island “less than 15” and “16 and more” according to the products that respondents notice their neighbors’ culture. Respectively the products that respondents notice their neighbors’ culture are 10.8% dressing style, 7.3% meals, foods, 4.4% life-style, 4.1% speaking; in their second choice, 4.8% meals, foods, 3.8% dressing style, 3.7% life-style, 3.5% newspaper; in their third choice 3.9% dressing style, 3.7% meals, foods, 2.4% speaking, 2.1% life-style, 1.6% house furniture; in their fourth choice 2.3% speaking, 1.0% broadcast they watch, 1.0% dressing style; in their fifth choice 1.3% book and 0.7% dressing style added.

There is a difference between living time in island “less than 15” and “16 and more” according to how often respondents go to cinema, theatre , park, tea garden, entertainments , concert, club / local, restaurant, except festival, culture-house, cafe/ bar. Mostly 29.6% of the respondents often go to tea garden and 20.7% of them often go to restaurant. 59.0% of the respondents never go to festival. 20.5% of the respondents generally go to cinema in Kadıköy. 11.7% of them go to theatre in Kadıköy.7.6% of them go to festival in Istanbul. 13.0% of them go to culture house in Büyükdada. 12.5% of them

go to park in Büyükada. 6.7% of them go to café/bar in Kadıköy, 16.2 of them go to tea garden in Büyükada. 6.0% of them go to entertainments in Istanbul. 8.6% of them go to concert in Istanbul. 6.2% of them go to club/local in Büyükada. 13.5% of them go to restaurant in Büyükada. These show the usage of social places of respondents and district usage of social places.

There is a difference between living time in island “less than 15” and “16 and more” according to what are the goods that respondents want to find in the island. Respectively the goods that respondents want to find in island are 4.1% outlet dressing, 2.4% natural gas, 11.2% any kind of good; in their second choice 1.5% low price, 1.5% cinema, 1.2% economical products, 1.2% campaign products, 1.2% dressing; in their third choice 1.1% more entertainment places, 0.9% different furniture, 0.7% low price. This shows the needs of respondents in their comfort area.

There is no difference between living time in island “less than 15” and “16 and more” according to how do the sellers behave towards respondents wishes. 60.3% of the respondents think that sellers are effort to find and bring and also 30.2% of them think that sellers don’t pay attention. This shows the respondents’ relationship with the sellers.

There is a difference between living time in island “less than 15” and “16 and more” according to shopping according to respondents’ believes. Respectively shopping according to respondents’ believes are 2.7% don’t use meat including pork, 1.5% meat products, 1.1% products without alcohol, 0.7% book and 0.7% bairam shopping.

There is a difference between living time in island “less than 15” and “16 and more” according to respondents’ credit card affect their shopping. 47.7% of them don’t have any credit card. 38.7% of them credit card doesn’t effect and 6.6% of them think that credit card make shopping easy.

There is a difference between living time in island “less than 15” and “16 and more” according to symbolic products belong to the island. Respectively the symbols of the island are 27.9% fish, 4.0% phaetons, 2.1% sea and 1.5% mimosa flower.

There is a difference between living time in island “less than 15” and “16 and more” according to celebration rituals belonging to respondents’ culture; religious feast day/national holiday. 8.4% of them visiting the grants in the family and presenting their respects. 1.5% of them give jeweler in wedding ceremony and henna.

There is no difference between living time in island “less than 15” and “16 and more” according to the factors written below affects respondents’ shopping behavior; “the promotions of the products in newspaper, periodicals and TV” , “the nearness of the product to me”, “the easiness that the seller offer (delivery to the house, special account, order from telephone, order from net, transportation)”, “easiness to find the product”, “cheapness”, “reliance”, “to be inside the island (shopping from the islanders)” except “newspaper, TV announcements and advertisements (hand announcements)” , “the promotions at the selling point”, “appropriateness to your believes and traditions”, “the attitudes and behaviors of the salesman”. Mostly effect is the “reliance” 52.1% and the following one is “the attitudes and behaviors of the salesman” 46.8%. “Newspaper, TV announcements and advertisements (hand announcements)” 41.3% never effect to the respondents. These show TV, advertisement and promotion affection on respondents according to respondents’ mentality.

There is a difference between living time in island “less than 15” and “16 and more” according to the factors written below affects respondents’ shopping behavior; what are the changes in respondents’ consumer behavior after respondents came to the island. Respectively the changes of respondents’ consumer behavior are 3.2% eat sea food more than before, 1.7% wholesale has begun/ whole consumption, 1.6% becomes more economic; in their second choice 1.2% absence of textile product/absence of dressing, 1.0% more healthy products, 0.9 shopping with list; in their third choice 1.0% absence of cinema, etc., 0.9% drinking habits changed, 0.9% shopping with list. This shows the changes according to place movement.

There is a difference between living time in island “less than 15” and “16 and more” according to the thoughts that respondents agree; “buy any trademark of product

from the nearest seller”, “certainly make respondents’ shopping from the islanders”, “make respondents’ shopping from the nearest seller to their office”, “look for the product until respondents find”, “it is important for respondents that their shopping reflects their culture” , “give respondents’ time for shopping”, “search and look for the appropriate price”, “always trying to economize”, “make respondents’ shopping according to the list which they made before”, “respondents’ religion effects their shopping”, “left the shop if it is not appropriate for respondents’ culture “, “use ready-frozen meals“ except “the goods in respondents’ house reflects their culture”, “make respondents’ shopping from the super markets or big markets”, “it is better to finish respondents’ shopping in a short time”, “prefer to buy importation and unusual goods”, “always buy the high quality goods“, “it is possible to buy spontaneously out of the list”, “regulate respondents’ budget carefully“, “try to make respondents’ shopping from the lowest price” , “try new products”, “the package and the symbols over the package is important for respondents if it reflects their culture”, “preferences are always according to respondents’ culture they belong to”. Respectively 56% of the respondents totally agree that “regulate respondents’ budget carefully“, and the second one is 53.2% “respondent is always trying to economize” and the third one 50.1% “it is possible to buy spontaneously out of the list”. Most definitely don’t agree one is 35.3% “the package and the symbols over the package are important for respondents if it reflects their culture”. These show the respondents shopping style.

There is a difference between living time in island “less than 15” and “16 and more” according to the three things which can make shopping easy in the island. Respectively the things that make respondents shopping easy are 22.2% lower price, 21.2% transportation/arrival, 9.0% open markets like BİM, Migros; in their second choice 13.3% lower price, 6.1% variation of products, 6.1% quality products, 4.8% transportation/arrival; in their third choice 5.6% variation of products, 4.0% quality products, 3.4% consumer services.

There is a difference between living time in island “less than 15” and “16 and more” according to the three things which can make shopping easy in the island. Respectively the shops that make respondents’ shopping easy are 30.0% reliable super market, 3.7% BİM, 3.7% dressing shops appropriate for every budget, 3.3% winter-

summer open shops for cassette, CD or books; in their second choice 7.3 reliable super market, 5.4% dressing shops appropriate for every budget, 2.9% shopping center; in their third choice 3.5% dressing shops appropriate for every budget, 2.1% reliable super market, 2.1% Carrefour. This shows the respondents shops need in their comfort area.

There is a difference between living time in island “less than 15” and “16 and more” according to respondents give their decision about a new product that they have never tried before, according to it is fashion, it’s appropriateness to my status, it’s appropriateness to my culture, its existence in the island, to my beliefs, the promotions, the advices, closeness of the salesman to me except its quality, its cheapness, its non-existence in the island, its trademark, the product itself, the package, the advertisements. Respondents’ decision about a new product 85.1% according to its quality and the second mostly one is 78.3% product itself. Mostly respondents don’t take decision according to 69.4% it is fashion and 53.7% according to the promotions. This shows how to take the respondents new product decision.

There is a difference between living time in island “less than 15” and “16 and more” according to do the new comers of the island have some effects, which can change the consumer habits. Respectively new-comers affection on the island consumer habits are 2.4% expensiveness, 1.7% cultural differences changes consumer preferences, 1.2% new-comers try to buy everything from Istanbul and 1.1% fish culture and consumption. This shows the affection of new comers on the island comfort area and identity.

There is a difference between living time in island “less than 15” and “16 and more” according to what are the consumer habits which have changed by time in the island. Respectively the consumer habits that changes by the time are 3.7% go for shopping to Istanbul, 2.4% because of expensiveness in island, 2.4% they can’t find products or brands what they look for and 2.1% Shopping from Istanbul because of expensiveness in island; in their second choice 1.2% they try not to make shopping from the island added and the third choice 0.6% technological customs increased, 0.5% cheaper shopping from Bostancı and 0.5% decrease in luxury consumption. This shows the changes in respondents’ environmental and consumer habits.

There is a difference between living time in island “less than 15” and “16 and more” according to when respondents give a special dinner what are they preparing for their guests; meal, drink and dessert. Respectively the special meal that preparing for guest are 11.1% fish, 5.5% soup, 5.1% one of the meat dishes.3.7% they cook their best,; in their second choice 6.7% pilaf, 2.8% soup, 2.6% salad, 2.4% chicken; in their third choice 2.8% pilaf, 2.1% soup, 1.7% chicken, 1.1% salad; in their fourth choice 1.0% salad, 0.7% macaroni, 0.7% chicken, 0.5% fish. Respectively the special drink that serve for guest are 22.4% Coca Cola, 8.4% Turkish buttermilk, 6.1% fruit juice, 4.9% wine, 4.4% rakı; in their second choice 6.2% Coca Cola, 3.5% fruit juice, 3.4% Fanta, 2.9% rakı, 2.7% Turkish buttermilk; in their third choice 2.8% Coca Cola, 1.5% drinks without alcohol, 1.3% Turkish buttermilk, 1.2% wine. Respectively the special dessert that serve for guest are 20.2% baklava, 8.0% kadayıf, 3.5% revani, 3.3% desserts according to seasons; in their second choice 2.6% baklava, 1.6% şekerpare, 1.5% kadayıf, 1.2 % revani, 1.2% desserts according to seasons. This shows the meal, drink and dessert culture of respondents. Food consumption varies with climate, economic, and cultural factors. Food carries cultural meaning. Evidence is variation of the percentages of household expenditures on food and beverages, even within the economically. There are also differences with respect to consumption of specific product categories. Different attitudes toward to food can be also recognized in the presentation of food in shops. (Mooji, 2004)

There is a difference between living time in island “less than 15” and “16 and more” according to which products should have been bought for respondents’ life style and quality which their culture requires. Respectively products that bought for respondents’ life-style and quality are 5.1% good quality goods, 4.5% book, 3.0% healthy goods; in their second choice 3.0% good quality goods, 2.8% healthy goods, 1.9% newspaper; in their third choice 1.6% book, 1.5% economic goods, 1.0% newspaper.

There is a difference between living time in island “less than 15” and “16 and more” according to does the life in island effects respondents’ dressing habits. 13.8% of the respondents wear sports and more comfortable wearing. 2.2% of the respondents can’t wear what they want. There is a difference between living time in island “less than 15” and

“16 and more” according to how does respondents’ traditional dress affect their dressing habits today. 0.75 of the respondents traditional clothes are so different than today. 0.5% of the respondents wear as Erzincan.

There is a difference between living time in island “less than 15” and “16 and more” according to respondents’ shopping experiences: “tell respondents’ neighbors and friends in family talks”, “tell in respondents’ office during the break time”, “tell in tea or coffee visits”, “tell in the club, association during respondents’ meetings” , “tell if they ask respondents’ opinion during the shopping” , “tell respondents’ friends on phone”, “tell by using internet (mail, by writing to the web sites, etc...)”, “don’t tell until anyone ask”, “begin to tell at the moment respondents enter the house” except “tell when respondents meet in the street” , “tell during vacations” , “tell the person during shopping if respondents feel sincere whether they don’t know him”, “write respondents’ complaints to the newspapers or periodicals”, “never share respondents’ opinion or experiences”. 46.8 % of the respondents totally agree that “tell if they ask respondents’ opinion during the shopping” and the second one is 43.7% of them totally agree that “tell respondents’ neighbors and friends in family talks”. Mostly 62.6% of the respondents definitely don’t agree that “write respondents’ complaints to the newspapers or periodicals” and the other 61.1% of the respondents definitely don’t agree that “tell by using internet (mail, by writing to the web sites, etc...)”. This shows how the respondents share their shopping experience.

Islands can be described as *Gemeinschaft* group in which which all of the members share the same ultimate fate within the social systems. This is because the land attached characteristics of this community. What happens to one happens to all. It is a community of collective interest rather than a collectivity of distinct persons pursuing private and personal goals. In that case these common goals and interest are important for marketing strategies for that specific area.

There are three hundred thirty eight secondary hypothesis in the study summarize in part 4.3. These non-directional hypotheses are put forward regarding the relationships consumer behavior and culture in life-style parameters. Seventy eight point four percentage

of them find difference between “less than 15” and “16 and more” respondents. Resercher accept the hypothesis according to this results and values. The culture effects on consumer behavior within a case of a small group living both near and against a large urban area and explore the cultural differences of new-comers and inhabitants and their consumer behavior regarding to the adaptation strategies, life style parameters and cultural codes.

APPENDIX

APPENDIX A – Trade Inventory of Adalar District

APPENDIX B – 1. Questionnaire in Turkish

APPENDIX B – 2. Questionnaire in English

APPENDIX C – INTERVIEWS

APPENDIX A – Trade Inventory of Adalar District

	S.adası	Maden	Nizam	H.ada	B.ada	K.ada	Total
Pharmacy		-	4	3	2	2	11
Grocer/Market/Kiosk		19	18	20	9	13	79
Greengrocer		3	1	2	-	-	6
Butcher/Fish Seller		6	1	3	1	-	11
Water Seller Station		2	-	-	-	1	3
Beverage Dealer		2	-	1	-	-	3
Food Wholesaler		3	1	-	-	-	4
White Good Seller		1	-	1	-	-	2
LPG Station		2	-	1	2	2	7
Electricity/Electronic		4	3	2	-	-	9
Blacksmith		3	5	1	-	-	9
Toy Seller		-	2	-	-	-	2
Stationer		1	4	3	-	-	8
Boathouse		5	1	1	-	2	9
Land Agent		1	12	4	1	3	21
Accountant		-	4	-	-	-	4
Wear		1	5	4	-	1	11
Draper		-	2	1	-	1	4
Shoe-Seller		1	-	2	-	-	3
Bicycle Dealer/Repairer		2	4	1	-	1	8
Veterinary		-	-	-	-	-	-
Doctor		-	2	1	1	-	4
Bakery		1	-	2	1	1	5
Pide Restaurant		1	-	2	-	-	3
Patisserie		2	2	1	1	4	10
Coffeehouse		8	11	8	4	5	36
Restaurant		11	11	6	6	5	39
Ironmonger		6	4	2	1	1	14
Photographer's Shop		-	1	1	-	-	2
Cinema		1	-	1	-	-	2
Tennis Court		1	-	-	-	-	1
Installer		-	2	1	-	1	4
Repair Services		5	-	-	-	-	5
Dry-Cleaner		1	1	-	-	-	2
Tailor		2	1	2	-	-	5
Carpentry		3	6	1	2	-	12
Hairdresser/ Barber		5	3	5	1	3	17
Jeweller's Shop		1	1	-	-	-	2
Firewood/ Coal Store		2	-	2	1	-	5
Fuel-Oil Dealer		-	1	1	-	-	2
Internet-Cafe		-	1	1	-	-	2
Glassman		1	1	1	-	-	3
Other		5	9	4	-	5	23

APPENDIX B – 1. Questionnaire in Turkish

**Türkiye Cumhuriyeti Yeditepe Üniversitesi,
Sosyal Bilimler Enstitüsü, Yüksek Lisans Tezi
Tez Konusu: Kültürün, Tüketici Davranışları Üzerindeki Etkisi
Adalar İlçesi Saha Araştırması, İstanbul.**

I. DEMOGRAFİK ÖZELLİKLER

1. Cinsiyet: Kadın Erkek

2. Yaş:

- 18 ve daha küçük 19 – 24 25 – 35 36 – 45
 46 – 55 56 – 65 66 ve daha büyük

3. Doğum Yeri:

4. Kaç senedir adada yaşıyorsunuz?

5. Adada yaşamaya başlama nedeniniz?

6. Adada ikamet eden kaç kişilik bir ailesiniz?

7. Medeni durumunuz?

- Evli (Kaç yıllık)..... Bekâ Boşanmış Dul

8. Çocuğunuzun / Çocuklarınızın Yaş, Cinsiyet(K / E), Eğitim Durumları (E.D.)

1. Yaş:..... **K / E** **E.D:**..... **4. Yaş:**..... **K / E** **E.D:**.....

2. Yaş:..... **K / E** **E.D:**..... **5. Yaş:**..... **K / E** **E.D:**.....

3. Yaş:..... **K / E** **E.D:**..... **6. Yaş:**..... **K / E** **E.D:**.....

9. Eğitim durumunuz?

- Okur-yazar ilkokul ortaokul üniversite yüksek lisans **diğer**__

— **Eşinizin** eğitim durumu?

- Okur-yazar ilkokul ortaokul üniversite yüksek lisans **diğer**__

10. Meslek / Meşguliyet:..... **Nerede (Semt):**.....

Eşinizin?..... **Nerede (Semt):**.....

11. Ailenizin toplam net aylık geliri

- 0 – 500 1.501 – 2.000
 501 – 750 2.001 – 2.500
 751 – 1.000 2.501 – 3.000
 1.001 – 1.500 3.001 – 3.500 üstü

12. Oturulan semt / mahalle (isterseniz, sadece sokağın ismini yazın [Adres yazmayın])

Burgazada

Büyükada Maden

Büyükada Nizam

Heybeliada

Kınalıada

Sedefadası Maden

13. Şu anda oturduğunuz konutun mülkiyeti kime ait?

- Sahibiyim Kiracısıyım Akrabama ait **Diğer** _____

14. Daha önce ikamet edilen Şehir / Semt

15. Ada dışında eviniz var mı? Nerede?

16. Yılın kaç ayını adada geçiriyorsunuz?

II. SOSYO-KÜLTÜREL ÖZELLİKLER

1. Aşağıdaki Alış-Verişleri **Nereden** (Semt veya Dükkan) yaptığınızı belirtir misiniz?

- Sebze - meyve :
- Et – balık :
- Şarküteri ürünleri :
- Baharatlar :
- İçecekler :
- Beyaz eşya :
- Mobilya :
- Giyim :
- Elektronik mamuller :
- Kozmetik :
- Temizlik ürünleri :
- Gazete, dergi, kitap :
- Bisiklet :

2. Aşağıdakilerde tercihleriniz (Takip ettiğiniz yayınlar; TV kanalı, Radyo kanalı...)

- Hangi Gazete :
- Hangi Dergi :
- Hangi TV Kanalı :
- Hangi Radyo Kanalı :

3. Aşağıdakileri **ne sıklıkla alıyorsunuz?**

	Her gün	Ara sıra	Hiç	Diğer
Gazete	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dergi	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Kitap	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Müzik CD/Kaset	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4. İnternetinizi ne sıklıkla kullanıyorsunuz?

- Yok Haftada 1–3 Ayda 1–3 Her gün Diğer _____

5. Aşağıdaki ürünlerde özellikle tercih ettiğiniz **markaları** belirtir misiniz?

- Beyaz eşya :
- Mobilya :
- Giyim :
- Elektronik mamuller :
- Kozmetik :
- Temizlik ürünleri :
- İçecekler :
- Şarküteri ürünleri :

6. Adadaki alış-veriş merkezleri

- Mevsimlik Sürekli

7. Alış-veriş yaptığınız yerlerden nasıl haberdar oldunuz?

- Arkadaş tavsiyesi
- Dolaşırken, gezerken
- Reklâmlar vasıtasıyla
- Araştırarak
- Diğer**

8. Alış-veriş yaptığınız dükkânlarla **ilişkinizi** nasıl tanımlarsınız?

- Bağımlı (kolay kolay vazgeçmem)
- Normal
- Gelip geçici (daha uygun koşullar sunan yerlere hemen geçerim)

9. **Alış-veriş yaptığınız yerlerde aşağıdakilerden hangilerine dikkat edersiniz?**

Aşağıdaki cümlelere ne derece katıldığınızı kutulardan size uygun herhangi birisini işaretleyerek belirtiniz.

1. Tamamen Katılıyorum
2. Belli Ölçülerde Katılıyorum
3. Belli Ölçülerde Katılmıyorum
4. Kesinlikle Katılmıyorum

	1	2	3	4
Her zaman temiz ve düzenli olması önemli	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Konusunda yeterli (uzman) olan yerlerden alış-veriş yaparım	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Kaliteyi ön planda tutan yerlerden alış-veriş yaparım	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Çeşitli ürünlerin bir arada bulunmasına (aynı mağazada)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Kültürüme uygun olması	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Aradığım ürünün her zaman mevcut olması	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Kaliteli hizmet	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Kredi kartı kullanılabilinmesi	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Uygun ürün sergilenişi	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tek çeşit ürün satan dükkânlar	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

10. Ada, **pazarını** ne sıklıkla kullanıyorsunuz?

- Hiç
- Her hafta
- 15 günde bir
- Ara sıra
- Diğer** _____

11. Alış-verişe hangi sıklıkla çıkarsınız?

- Hafta da 1-2
- Haftada bir
- Ayda bir
- İhtiyacım olduğu anda

12. Ada da alış-veriş yapmanın **hoşlanmadığınız** yanları?

- Güvenlik
- Teslimat
- Servis
- Hizmet yetersizliği
- Yanlış/eksik bilgilendirme
- Pahalı ürün
- (ilgisizlik) Satıcının hizmet kalitesi kötü
- Diğer:**
- Diğer:**

13. Ada da alış-veriş yapmanın **hoşlandığınız** yanları?

- Adalılardan alış-veriş yapmak (komşudan alış-veriş)
- Çeşitli ayrıcalıklar tanınması
- Teslimat
- Hizmet
- Servis yeterli
- Diğer:**
- Diğer:**

14. Ada da yaşamanız **alış-verişlerinizi** nasıl etkiliyor?
1.
 2.
 3.
15. Ada dışında yaşayan 1. derece aile üyeniz var mı?
 Hayır Evet; – ada dışında bulunma sebepleri? _____
16. Ada **dışında yaşayanların**, adaya geldiklerinde sıkıldıkları, **uyum** göstermek de **zorlandıkları** nelerdir? (İhtiyaçları açısından)
1.
 2.
 3.
17. Ada dışına gidenlerin **adalı** olmaktan uzaklaştığını düşünüyor musunuz?
 Hayır Evet (Neden?) _____
18. Kendinizi nereye **ait** hissediyorsunuz?

19. Kendinizi ait hissettiğiniz yere özgü **alış-verişleriniz** nelerdir?
1.
 2.
 3.
20. **Adalı** olmayı **tanımlar** mısınız?

21. **Mahremiyet** alanı sizin için nerede başlar?
 Ada limanı Ev kapısı Bahçe kapısı Diğer _____
22. Ürün alırken **inançlarınıza** uygunluğuna **dikkat** ediyor musunuz?
 Hayır Evet
23. Sizin **kültürünüzü, örf ve adetlerinizi** gösterdiğine inandığınız bir **ürün** var mı?
 Hayır Evet (Nedir?) _____
24. Ailenize özgü bir yemek veya eğlence var mı?
 Hayır Evet (Nedir?) _____
25. **Kültürünüze** (Geleneklerinize) özgü bir besin alışkanlığınız (yemeğiniz, tatlınız, içeceğiniz, vb...) var mı?
 Hayır Evet (Nedir?) _____
26. Özellikle tükettiğiniz bir **içecek** var mı?
 Hayır Evet (**Markası nedir?**) _____
27. Yemek kültürünüzü (alışkanlıklarınızı) ada da devam ettirebiliyor musunuz?
 Evet Hayır (Neden?) _____
28. Pastaneden ne sıklıkla alış-veriş yaparsınız?
 Haftada 1 Ayda 1 Misafir geldikçe Diğer
29. Pastaneden özel olarak aldığınız bir ürün var mı?
 Hayır Evet (Nedir?) _____
30. **Ada da** hangi derneklere üyesiniz?
 Üye Değilim

31. Derneğe üye olduktan sonra **alış-veriş** tarzınızda bir değişiklik oldu mu?
 Hayır Evet (Nedir?) _____
32. Derneğe üye olduktan sonra **eğlence** tarzınızda bir değişiklik oldu mu?
 Hayır Evet (Nedir?) _____

33. Size özgü tüketim alışkanlığımız var mı? (Sık sık aldığımız bir ürün)

Hayır Evet (Nedir?) _____

34. Boş zamanlarınızı nasıl değerlendirirsiniz?

1.
2.
3.

35. Aşağıdakilerden hangileri **Yaşam Kalitesini** belirtir. Aşağıdaki cümlelere **ne derece katıldığınızı** kutulardan size uygun herhangi birisini işaretleyerek belirtiniz.

1. Tamamen Katılıyorum
2. Belli Ölçülerde Katılıyorum
3. Belli Ölçülerde Katılmıyorum
4. Kesinlikle Katılmıyorum

	1	2	3	4
Tüketim düzeyi; yaşam kalitesini belirtir.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Yaşamın sürdürülebilmesi için gerekli ürün varlığı ve edinebilme (Satın alma) kolaylığı yaşam kalitesini belirtir.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lüks ürün varlığı ve edinebilme (Satın alma) kolaylığı	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Çok çeşitli ürün ve hizmet varlığı, tüketme kolaylığı	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Daha çok toplumsal ve kültürel yaşama katılarak	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Boş zamanları değerlendirecek çeşitli seçenek varlığı ve ulaşılabilirliği yaşam kalitesini belirtir.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sağlık hizmetlerine ulaşmada kolaylık yaşam kalitesini belirtir.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Çeşitli sosyal gruplara katılarak kültürel mirasın sürdürülmesi ve geliştirilmesi; yaşam kalitesini belirtir.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Kişinin kendi gelişimini sürdürebilmesi yaşam kalitesini belirtir.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Çocukların kişisel gelişimleri ve toplumda başarılı olabilmeleri için gerekli eğitim, beceri ve kültürü (aile) edinmeleri	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Aile içinde arkadaş ve komşularla birlikte zaman geçirme, kültür paylaşımı (örf ve adetlere göre yaşam)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ada hayatını etkileyecek kararlara katılabilme imkânı	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Kendini güvende hissetme; yaşam kalitesini belirtir.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

36. **Yaşamınızın kalitesini** artıracaklarını düşündüğünüz **5 ürün** nedir?

1.
2.
3.
4.
5.

37. Adaya özgü gazete, dergi veya bülten var mı?

Hayır Evet (İsmi Nedir?) _____

38. Alış-verişte edindiğiniz **deneyimleri** başkalarıyla paylaşıyor musunuz?

Hayır Evet _____

39. Aşağıdaki alış-verişleri ailede **kim** yapıyor? (Birlikte aldıklarımızı belirtiniz – kiminle?)

- Sigorta (Yaşam Sigortası gibi) ■
- Otomobil (Satın alınması) ■
- Ev (Satın alınması) ■
- TV, Elektronik mamuller ■
- Giyim ■

- Yiyecek, içecek ■
- Temizlik ürünleri ■
- Mutfak eşyaları ■
- Mobilya ■
- Reçetesiz Sağlık ürünleri ■
- Oyuncaklar ■
- Gazete ■
- Dergi, Kitap ■
- Beyaz eşya ■

40. Alış-verişe **kimle** çıkarsınız? (1'den 5'e kadar önem sırasına koyun. 1= en önemli ...)

- Anne ■
- Baba ■
- Eş ■
- Kardeş ■
- Çocuk ■
- Yakın akraba ■
- Aile dostları ■
- Komşu ■
- Yakın arkadaş ■
- İş arkadaşı ■
- Tek başıma ■

Diğer : _____

41. Ada da yaşamaya başladıktan sonra en çok aradığınız **anakara özelliği**?
 Yok Var (Nedir?) _____

42. Reklâmlarda **en çok ilginizi çeken nedir?** (2 Adet işaretleyebilirsiniz)

<input type="checkbox"/>	Ürünün kendisi
<input type="checkbox"/>	Reklâmın kendisi
<input type="checkbox"/>	Kampanya & indirimler
<input type="checkbox"/>	Reklâmın verdiği mesaj
<input type="checkbox"/>	Kültürüme ait öğeler
<input type="checkbox"/>	Diğer:

43. Alış-veriş sırasında **çocuğunuza** ürünleri **nasıl seçmesi** gerektiğini anlatıyor musunuz?

- Hayır Evet (Neden?) _____

44. Çocuğunuzu **kültürel tüketime** önem vererek mi yetiştiriyorsunuz?

- Hayır Evet (Neden?) _____

45. Alış- verişte **etkilendiğiniz** kişiler (1'den 5'e kadar **önem sırasına koyun**, 1= en önemli ...)

- Anne ■
- Baba ■
- Eşim ■
- Kardeş ■
- Çocuk ■
- Yakın akraba ■
- Aile dostları ■
- Komşu ■
- Yakın arkadaş ■

- İş arkadaşı ■
- Patron/ müdür ■
- Ünlü kişiler (sanatçı, iş adamı, politikacı, vb.) ■
- Reklâm, sinema, TV, tiyatro, dergi, kitap, vb. ■
- Hiç kimseden etkilenmem ■

Diğer : _____

46. İnsanları tükettiklerine göre değerlendirir misiniz?

- Hayır Evet

47. Kullandığınız ürünlerin statünüzü yansıtması önemli mi?

- Hayır Evet

48. Alış-verişlerinizi **neden** adallılardan yapmaya özen gösterirsiniz?

- Özen gösterme Diğer _____

49. Komşularınızın **kültürünü** fark etmenizi sağlayan **ürünler** nelerdir?

1.
2.
3.
4.
5.

50. Aşağıdakilerden hangilerine, ne **sıklıkla** gidersiniz?

1. Hiç gitmem
2. Nadiren Giderim
3. Haftada birkaç kere
4. Ayda bir
5. Sıklıkla giderim

1 2 3 4 5 NEREYE? (Hangi SEMT?)

	1	2	3	4	5	NEREYE? (Hangi SEMT?)
Sinema	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tiyatro	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Festival	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Kültür-evi	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Park	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cafe/ bar	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Çay Bahçesi	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Eğlence yerleri	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Konser	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dernek / lokal	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lokanta	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

51. Adada bulunmasını istediğiniz **ürünler** nelerdir?

1.
2.
3.

52. **İsteklerinize Satıcılar nasıl karşılık veriyor?**

- İlgilenmiyor Getirmek için çaba sarf ediyor Diğer _____

53. **İnancınız** gereği yaptığınız bir alış-veriş var mı?

- Hayır Evet (**Nedir?**) _____

54. Kredi kartınız alış-verişlerinizi nasıl etkiliyor?

- Yok Etkilemiyor **Diğer** _____

55. Adaya özgü **sembolik** bir ürün, yemek, vb... var mı? (**Ada'nın sembolü nedir?**)

- Hayır Evet (**Nedir?**) _____

56. Kültürünüze özgü kutlama **âdetleriniz** nelerdir?

Bayramlar :

Düğünler :

Şenlikler / kutlamalar / özel günler :

Diğer :

57. **Alış-verişinizde aşağıdaki faktörler sizi ne derece etkiler?**

1. Hiç Etkilemez
2. Ne Etkiler Ne Etkilemez
3. Oldukça Etkiler
4. Çok Etkiler

	1	2	3	4
Gazete, dergi, TV ürün ilanları ve reklâmları (el ilanları)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Gazete, dergi, TV deki promosyon ilanları ve reklâmları	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ürünün size yakınlığı	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Satış noktasında size yapılan ürün promosyonları	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Satıcının size sağladığı kolaylıklar (ulaşım, özel indirim, telefonla sipariş, internetten sipariş, eve teslim)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ürünün kolay bulunabilir olması	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
İnancınıza, örf ve adetlerinize uygun olması	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ürünün ucuz olması	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Satıcıların tutum ve davranışları	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Güvenilirlik	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ada içi olması (adalılardan alış-veriş)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

58. Adaya geldiğinizde **değişen tüketim alışkanlıklarınız?**

1.
2.
3.

59. Aşağıdaki düşüncelerden hangilerine **katılıyorsunuz**.

1. Tamamen Katılıyorum
2. Belli Ölçülerde Katılıyorum
3. Belli Ölçülerde **Katılmıyorum**
4. Kesinlikle Katılmıyorum

	1	2	3	4
Evimdeki eşyalar benim kültürümü yansıtır	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
En yakındaki dükkândan hangi marka olursa olsun alırım	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mutlaka adalılardan alış-veriş yaparım.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
İş yerime yakın yerden alış-veriş yaparım.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Büyük marketlerden alış-veriş yaparım.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
İstediğim ürünleri bulana kadar ararım.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Aldığım ürünün, kültürümü göstermesi önemli.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Alış-verişe zaman ayırırım.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Alış-verişi ne kadar çabuk yaparsam o kadar iyi olur.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Farklı yerleri dolaşıp özenle doğru fiyattan alırım.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Her zaman tasarruf etmeye çalışırım.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
İthal ve nadide ürünleri almayı tercih ederim.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Her zaman en kaliteli ürünleri alırım.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Alış-verişi önceden hazırladığım listeden yaparım.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Alış-veriş listesinin dışında da, o anda aldıklarım olur.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Harcamalarımın bütçesini dikkatli ayarlarım.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dini inancım alış-verişimi etkiler.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dükkân, kültürüme uygun değilse alış-veriş yapmadan ayrılırım.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Alış-verişimi en düşük fiyattan yapmaya çalışırım.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Alış-verişte yeni ürünleri denerim.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hazır (Donmuş) yemekleri kullanırım.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ambalajdaki, kültürümü yansıtan motifler benim için önemli	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tercihlerimi ait olduğum kültüre (örf ve adetlere) göre yaparım.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

60. Adalıların alış-verişini **kolaylaştıracak 3 şey**

1.
2.
3.

61. Adada **bulunmasını** istediğiniz **3 dükkân**

1.
2.
3.

62. **Yeni** (daha önceden denemediğiniz) **ürün** tercihinizi neye göre **yapıyorsunuz**.

	Yaparım	Yapmam
Moda olmasına göre	<input type="checkbox"/>	<input type="checkbox"/>
Kaliteli olmasına göre	<input type="checkbox"/>	<input type="checkbox"/>
Ucuz olmasına göre	<input type="checkbox"/>	<input type="checkbox"/>
Statüme Uygun olmasına göre	<input type="checkbox"/>	<input type="checkbox"/>
Kültürüme Uygun olmasına göre	<input type="checkbox"/>	<input type="checkbox"/>
Ada da satılmasına göre	<input type="checkbox"/>	<input type="checkbox"/>
Ada da bulunmamasına göre	<input type="checkbox"/>	<input type="checkbox"/>
İnancıma Uygun olmasına göre	<input type="checkbox"/>	<input type="checkbox"/>
Markasına göre	<input type="checkbox"/>	<input type="checkbox"/>
Ürünün kendisine göre	<input type="checkbox"/>	<input type="checkbox"/>
Ambalajına göre	<input type="checkbox"/>	<input type="checkbox"/>
Reklâmlarına göre	<input type="checkbox"/>	<input type="checkbox"/>
Promosyonuna göre	<input type="checkbox"/>	<input type="checkbox"/>
Tavsiye edilmesine göre	<input type="checkbox"/>	<input type="checkbox"/>
Satıcının tanıdık olmasına göre	<input type="checkbox"/>	<input type="checkbox"/>

Diğer: _____

63. Adaya **sonradan gelenler** tüketim alışkanlıklarını **değiştirecek** etkide bulunuyorlar mı?

- Hayır Evet (Nedir?) _____

64. Zaman içinde Ada da **değişen alış-veriş alışkanlıkları** nedir?

1.
2.
3.

65. Bir akşam yemeği verdiğinizde hangi **özel yemeği**, **içeceği** ve **tatlıyı** sunarsınız?

Yemek :

İçecek :

Tatlı :

66. K lt r n z n gerektirdiđi yařam standardı iin hangi  r nler alınmalı?

1.
2.
3.

67. Ada yařamı giyiminizi etkiliyor mu?

Hayır Evet (Nasıl?) _____

68. **Geleneksel (Y resel)** giysileriniz, bug nk  giyim seiminizi nasıl etkiliyor?

Hayır Evet (Nedir?) _____

69. Ařađıdaki c mlelere ne derece katıldığınızı kutulardan size uygun herhangi birisini iřaretleyerek belirtiniz.

Alıř-veriř denevimlerimi:

1. Tamamen Katılıyorum
2. Belli  l lerde Katılıyorum
3. Belli  l lerde Katılmıyorum
4. Kesinlikle Katılmıyorum

	1	2	3	4
Ailece g�r�řmelerde (komřularla, dostlarla) anlatırım.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
alıřtıđım yerde �đle tatilinde anlatırım.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ay – oturma ziyaretlerinde anlatırım.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
K�l�pte, lokalde, dernekte, vb... toplandıđımızda anlatırım.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Yolda (ayak�st�) karřılařtıđımızda anlatırım.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Yolculuklar sırasında anlatırım.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Alıř-veriř sırasında bana fikrimi sorarlarsa anlatırım.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Alıř-veriř sırasında tanımasam da kendime yakın bulduklarıma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Arkadařlarıma telefonda anlatırım.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
İnternet aracılıđıyla (mail, eřitli sitelere yazarak, vb...)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Gazete, dergi, vb... Őik�yet k�řelerine anlatırım.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hi paylařmam	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Konusu aılmazsa s�ylemem	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Eve girdiđim an bařıma gelenleri anlatırım	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Diđer : _____				

VERDİĐİNİZ BİLGİLER HİBİR ŐEKİLDE AKTARILMAYACAK VE TAM GİZLİLİK İİNDE SADECE İSTATİSTİKİ AMALAR İİN KULLANILACAKTIR.

YARDIMCI OLDUĐUNUZ İİN

TEŐEKK R EDERİM...

APPENDIX B – 2. Questionnaire in English

**Türkiye Cumhuriyeti Yeditepe University,
Social Science Institute, Master Thesis**

**TITTLE: THE EFFECT OF CULTURE ON CONSUMER BEHAVIOUR
A CASE STUDY IN PRINCE ISLANDS, ISTANBUL**

II. SOCIOCULTURAL CHARACTERISTICS

1. Can you note the places (district or shop) where you buy the goods written below?

- Vegetable - fruit :
- Meat – fish :
- Delicatessen :
- Spices :
- Drink :
- White goods :
- Furniture :
- Wear :
- Electronics :
- Cosmetics :
- Cleaners :
- Newspaper, magazines, book :
- Bicycles :

2. Preferences for the things written below (periodical; TV channel, Radio channel)

- Which newspaper :
- Which periodical :
- Which TV Channel :
- Which Radio Channel :

3. In which period do you buy the things written below?

	Everyday	Rarely	Never	Other	
Newspaper	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Review	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Book	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Music CD/Cassette	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4. In which period do you use internet?

- I don't have 1-3 in a week 1-3 in a month Everyday Other _____

5. Can you note down the marks you prefer for the products below?

- White goods :
- Furniture :
- Wear :
- Electronics :
- Cosmetics :
- Cleaners :
- Drinks :
- Delicatessen :

6. The shopping centers in the island

- Seasonal Permanent

7. How can you get knowledge about the shops?

- Friend's advice
- While walking
- By the advertisements
- By search
- Other**

8. How can you define your relation with the shops you buy?

- Dependent (I can't give up easily)
- Normal
- Temporal (I can change with the one which offer me more proper conditions)

9. Which one do you care from the things written below for the places where you make your shopping? Please note down the level of your agreement for the sentences written below to the boxes which is appropriate for you.

- 1. I certainly agree
- 2. I agree partially
- 3. I don't agree partially
- 4. Definitely I don't agree

	1	2	3	4
Cleanness and order is important (tidy)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am always shopping from the places where is sufficient and expert in his topic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am always shopping from the places where quality is the highest priority	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
to obtain the different kind of goods in the same shop is important	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It is important to be close to my culture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It is important to find the product I look for	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
High quality in service is important	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Possibility to use credit card is important	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The exhibition of the goods is important	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I prefer the shops that sell one kind of product	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

10. How often are you going the bazaar of the island?

- Never
- Every week
- one in 15 days
- rarely
- Other** _____

11. How often are you go out for shopping?

- 1-2 in a week
- One in a week
- One in a month
- When I need

12. The things you unlike in shopping in the island?

- Security
- Delivery
- Service
- Insufficient utility
- Wrong and incomplete information
- Expensive
- The indifferent of the seller
- Other:**
- Other:**

13. The things you like in shopping in the island?

- Shopping from the islanders (from the neighbors)
- Privilege
- Delivery
- Service
- Sufficient utility
- Other:**
- Other:**

14. How does to live in an island effect your shopping?
1.
 2.
 3.
15. Is there any family member who lives outside the island?
 No Yes; – the reason they live outside the island? _____
16. What are the main adaptation problems of the people who live outside the island when they come here? (From the aspect of their needs?)
1.
 2.
 3.
17. Do you think the people who leave the island lose their islander identity?
 No Yes (Why?) _____
18. Where do you feel belong to?

19. What are the characteristics of your shopping according to the place where you feel belong to?
1.
 2.
 3.
20. How can you define what is to be **an islander**?

21. Where your **privacy** begin?
- | | |
|---|---|
| <input type="checkbox"/> The port of the island | <input type="checkbox"/> The entrance door of the house |
| <input type="checkbox"/> The door of the garden | <input type="checkbox"/> Other _____ |
22. Do you pay attention to the appropriateness to your belief while shopping?
 No Yes
23. Are there any products that express your culture, traditions?
 No Yes (What are they?) _____
24. Is there any meal or amusement special to your family?
 No Yes (What are they?) _____
25. Is there any food habits (meal, dessert, drink, etc.) special to your **culture** (tradition)?
 No Yes (What are they?) _____
26. Is there any drink which you specially consume?
 No Yes (What is the brand?) _____
27. Can you survive your food culture (habits)?
 Yes No (Why?) _____
28. How often do you make shopping from patisserie?
- | | | | |
|---|--|---|--------------------------------------|
| <input type="checkbox"/> Once in a week | <input type="checkbox"/> Once in a month | <input type="checkbox"/> When guest comes | <input type="checkbox"/> Other |
|---|--|---|--------------------------------------|
29. Is there any special product which you buy from the patisserie?
 No Yes (What are they?) _____
30. Are you a member of an association **in the island**?
- | | | |
|-----------------------------------|--------------------------------|--------------------------------|
| <input type="checkbox"/> I am not | <input type="checkbox"/> | <input type="checkbox"/> |
| | <input type="checkbox"/> | <input type="checkbox"/> |
31. Are there any changes in your shopping habits after membership?
 No Yes (What are they?) _____

32. Are there any changes in your fun (entertainment) habits after membership?
 No Yes (What are they?) _____

33. Are there any constant consumer habit special to you?(a product you buy often)
 No Yes (What are they?) _____

34. What do you do in your vacant times?

1.
2.
3.

35. Which one of the statements below determines **the quality of life?** Please note down the level of your agreement for the sentences written below to the boxes which is appropriate for you.

1. I certainly agree
2. I agree partially
3. I don't agree partially
4. Definitely I don't agree

	1	2	3	4
The rank of consume determines the quality of life?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The existence and easiness of acquiring (buying) a product which is necessary to survive determines the quality of life?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The existence and easiness of acquiring(buying) a luxury product	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Existence of various product and service, easiness of consume	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Joining the cultural and social life determines the quality of life	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The existence of alternatives for vacant times determines the quality of life.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The easiness to reach the health services determines the quality of life.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The sustainability of the culture heritage by joining social groups determines the quality of life	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The sustainability of the personal improvement determines the quality of life	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
to acquire the education, skills and culture that is necessary for children's personal and social improvement determines the quality of life	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Spending time together; the cultural sharing between family, friend and neighbors (to live according to traditions) determines the quality of life	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
to join the decisions which are important for life in the island determines the quality of life	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
to feel in secure determines the quality of life	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

36. What are the **5 products** which can change or increase **your quality of life?**

1.
2.
3.
4.
5.

37. Are there any newspapers, periodicals or bulletins special to the island?
 No Yes (Names?) _____

38. Do you share your **experience** in shopping with others?
 No Yes _____

39. Who does generally make shopping written below? (If you buy with please note it down)

- Insurance (for ex. , life insurance) ■
- Automobile ■
- House ■
- TV, Electronics ■
- Clothing ■
- Food, Drink ■
- Cleaners ■
- Kitchen goods ■
- Furniture ■
- Medicine without recipe ■
- Toys ■
- Newspaper ■
- Periodicals, books ■
- White goods ■

40. Who do you go shopping with? (Please give number from 1-5 according to the importance. 1= most important ...)

- Mother ■
- Father ■
- Wife/Husband ■
- Sister/Brother ■
- Children ■
- Relative ■
- Family Friends ■
- Neighbors ■
- Best Friend ■
- Business Friend ■
- Alone ■

Other : _____

41. What is the most important **continental characteristic** that is you looking for after you begin to live in the island?

- There's not There is (What is that?) _____

42. What does it **most take your attention** in advertisements? (You can note down 2 of them)

<input type="checkbox"/>	The product itself
<input type="checkbox"/>	The advertisement itself
<input type="checkbox"/>	Campaigns & Discounts
<input type="checkbox"/>	The message from the advertisement
<input type="checkbox"/>	The elements belonging to my culture
<input type="checkbox"/>	Other:

43. Dou you tell to your **children how to choose** the products?

- No Yes (**Why?**) _____

44. Are you training your children about the importance of cultural consume?

- No Yes (**Why?**) _____

45. Which persons have influence over you on shopping? (Please give number from 1-5 according to the importance. 1= most important ...)

- Mother ■
- Father ■
- Wife/Husband ■
- Sister/Brother ■
- Children ■
- Relative ■
- Family Friends ■
- Neighbors ■
- Best Friend ■
- Business Friend ■
- Boss / manager ■
- Famous people (artist, businessman, politicians, etc. ...) ■
- Advertisements, cinema, TV, theatre, periodicals, books, etc. ■
- No one ■

Other : _____

46. Do you evaluate the people according to their shopping (consumes)?

- No Yes

47. Do you believe that the products you use reflect your status? Is it important for you?

- No Yes

48. Why do you care to buy your needs from the islanders?

- I don't care Other _____

49. What are the **products** that you notice your neighbors' culture?

1.
2.
3.
4.
5.

50. Which one of the things written below do you go to and how **often**?

1. Never
2. Rarely
3. Several in a week
4. One in a month
5. Often

	1	2	3	4	5	WHERE? (Which DISTRICT?)
Cinema	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Theatre	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Festival	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Culture-House	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Park	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cafe/ bar	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tea Garden	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Entertainments	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Concert	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Club / local	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Restaurant	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

51. What are the goods that you want to find in the island?

1.
2.
3.

52. How do the sellers behave towards your wishes?

- pay attention effort to find and bring other _____

53. Are there any shopping according to your believes?

- No Yes (What are they?) _____

54. How does your credit card effect your shopping?

- I have not Does not effect other _____

55. Are there any symbolic products belong to the island? (What is the symbol of the island?)

- No Yes (What is this?) _____

56. Is any celebration rituals belong to your culture?

- Religious Festival :
- Weddings :
- Festivals / celebrations / special days :
- Other :

57. How do the factors written below effects your shopping behavior?

1. Never effects
2. Either effects or does not effects
3. Effects quite a bit
4. Mostly effects

	1	2	3	4
Newspaper, TV announcements and advertisements (hand announcements)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The promotions of the products in newspaper, periodicals and TV	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The nearness of the product to me	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The promotions at the selling point	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The easiness that the seller offer (delivery to the house, special account, order from telephone, order from net, transportation)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Easiness to find the product	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Appropriateness to your believes and traditions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cheapness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The attitudes and behaviors of the salesman	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reliance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
to be inside the island (shopping from the islanders)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

58. What are the changes in your consumer behavior after you came to the island?

1.
2.
3.

59. Which one of the thoughts written below you agrees?

1. Totally agree
2. Partially I agree
3. Partially I don't agree
4. Definitely I don't agree

	1	2	3	4
The goods in my house reflects my culture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I can buy any trademark of product from the nearest seller	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I certainly make my shopping from the islanders	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I make my shopping from the nearest seller to my office	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I make my shopping from the super markets or big markets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I look for the product until I find	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It is important for me that my shopping reflects my culture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I give my time for shopping	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It is better to finish my shopping in a short time.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I search and look for the appropriate price.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am always trying to economize	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I prefer to buy importation and unusual goods.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I always buy the high quality goods	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I make my shopping according to the list which I made before	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It is possible to buy spontaneously out of the list	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I regulate my budget carefully	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My religion effects my shopping	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I left the shop if it is not appropriate for my culture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I try to make my shopping from the lowest price	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I try new products	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I use ready-frozen meals	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The package and the symbols over the package is important for me if it reflects my culture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My preferences are always according to my culture I belong to	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

60. The **three** things which can make **shopping easy** in the island

1.
2.
3.

61. The **three shops** which you want to **find in the island**

1.
2.
3.

62. According to what do you give **your decision about a new product** that you have never tried before

	Yes	No
According to it's fashion	<input type="checkbox"/>	<input type="checkbox"/>
According to its quality	<input type="checkbox"/>	<input type="checkbox"/>
According to its cheapness	<input type="checkbox"/>	<input type="checkbox"/>
According to it's appropriateness to my status	<input type="checkbox"/>	<input type="checkbox"/>
According to it's appropriateness to my culture	<input type="checkbox"/>	<input type="checkbox"/>
According to its existence in the island	<input type="checkbox"/>	<input type="checkbox"/>

- According to its non-existence in the island
- According to it's appropriateness to my beliefs
- According to its trademark
- According to the product itself
- According to the package
- According to the advertisements
- According to the promotions
- According to the advices
- According to closeness of the salesman to me

Other : _____

63. Do the **new-comers** of the island have some effects which can **change** the consumer habits?

- No Yes (What are they?) _____

64. What are the **consumer habits** which have **changed** by time in the island?

1.
2.
3.

65. When you give a special dinner what are you preparing for your guests?

- Meal** :
- Drink** :
- Dessert** :

66. Which **products** should have been bought **for your life style** and quality which your **culture** requires?

1.
2.
3.

67. Does the life in island effects your dressing habits?

- No Yes (How?) _____

68. How does your **traditional dress** affect your **dressing habits today**?

- No Yes (How?) _____

69. Would you please determine the sentences you agree written below by signing the boxes with the numbers which is appropriate for your idea?

My shopping experiences:

1. Totally agree
2. Partially I agree
3. Partially **I don't** agree
4. Definitely I don't agree

	1	2	3	4
I tell my neighbors and friends in family talks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I tell in my office during the break time	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I tell in tea or coffee visits	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I tell in the club, association during our meetings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I tell when I meet in the street	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I tell during vacations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I tell if they ask my opinion during the shopping	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I tell the person during shopping if I feel sincere whether I don't know him	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I tell my friends on phone	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

I tell by using internet (mail, by writing to the web sites, etc...)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I write my complaints to the newspapers or periodicals	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I never share my opinion or experiences	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I don't tell until anyone ask	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I begin to tell at the moment I enter the house	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other : _____				

All your information will be in secret. It just will be used for statistical objects.

Thank you very much for sparing your time...

APPENDIX C – INTERVIEWS

Interview 1. ÖZER KANGUR

BERKAY ERDEN: Name, surname?

ÖZER KANGUR: Özer Kangur

B.E.: Your age?

O.K.: 40

B.E.: How many children do you have?

Ö.K.: I am not married.

B.E.: What is your education?

Ö.K.: University

B.E.: How long have you been living in the island?

Ö.K.: For 36-37 years.

B.E.: Your occupation?

Ö.K.: Mechanical Engineer

B.E.: Your statue in this association?

Ö.K.: I am the chef of the Büyükada Culture Association.

Ö.K.: I want to talk about a few questions in your inquiry first. Here is a question for example “Do you make your shopping according to your culture?” As you know people from some religions don’t eat pork as us and also Jewish people. Here in island we have so many Jewish neighbors. They do not eat pork according to their beliefs like us. We have a membership in the association and he is a butcher. He works here in summer, and works in İstanbul in winter. He sells meat to Jewish people. These butchers have been checked seriously. In Jewish culture the person who cut the meats is also a rabbi. The Jewish people also cut the meats with a Muslim. They don’t eat the leg part because of a legend they believe. According to this legend, while In war with the Satan, the Satan bite him from his leg, because of this the Jewish people don’t eat leg parts. They give these parts to Muslim butchers, and we buy them safely, because we know that the rabbi butcher also takes veterinary education. One point is also, the rabbi stamps all meats. When we see the stamp we know that this is a meat cut by a Jewish rabbi and it is safe. We heard that, the Muslims in abroad prefer Jewish butchers.

B.E.: So, their eating habits also similar and Muslims prefer to eat from their restaurants?

Ö.K.: No, their eating habits are similar. Here is a Jewish restaurant named “Sultan Mehmet Köftecisi”. We learnt from them that, they have never store two kind of animal

product together even in refrigerator. When you go to eat meatballs you can not drink buttermilk.

B.E.: Is it the same in all Jewish restaurants?

Ö.K.: Yes, it is the same in all.

Ö.K.: What do you mean in this question in your inquiry “Are there any food habits belong to your culture, like, drink, deserts, etc.?”

B.E.: The people who answer this question generally give information about his wife’s attitudes or choices. By the help of this question, I am trying to explore what kind of changes they are trying to do by means of consumer behavior in the island. All the products which were bought for preparing meal or drinks are consumption.

Ö.K.: I want to give an example to give my opinion at that point. Last week we arranged an “iftar” and everybody prepared different things in their houses and we bring them together. One of our members cooked a soup with yoghurt and corn. One of us said that who cooked this, is there anyone from Black Sea Region? But the person who has cooked the soup was from Erzincan. I think that we have a unity in cooking habits. An attitude belongs to a culture can be find in other.

B.E.: I am not making a distinction between cultures; I am searching how culture affects consumer behavior. I want to explore what the consumer will buy to cook that soup.

Ö.K.: Another question I want to talk about in your inquiry is “what are the 5 products which you think that increase your quality of life?” When I read this question I first think of my house, the deficiencies.

B.E.: Generally the tradesmen answer this question by thinking their stores. They want working machines etc. This question is between you and your wishes. A teacher said “books” as an answer to this question, for example. It is not money, it is what do you want to buy with Money, I am searching this question.

Ö.K.: There is one question in your inquiry “How do you understand the culture of your neighbors?” The answer is obvious, from their music, their language and clothes it can be. The other question is “Can you find everything you want to buy in the island?” Everything exists in the island.

B.E.: So many interesting answers I got from this question. Not for only this island, I am searching the answer for all the islands. In Burgazada someone said that, she buys the bread from Bostancı, because she does not like the bread in the island. The individual needs are different. I am searching these needs.

Ö.K.: We have everything but not in good quality.

B.E.: What is the symbol of the island? I can not get answer to this question.

Ö.K.: We have our phaetons, the mimosas, the villas. But even some of the permanent inhabitants don’t recognize these. They are mostly the new-comers. They don’t

even know swimming, fishing, etc. They are living close. Because of this they don't know the symbol of the island.

B.E.: Are there any changes in your consumer behavior after you came to the island?

Ö.K.: Nothing. Just I can not go to theatre.

B.E.: What are differentiations in population for all the islands?

Ö.K.: In Kınalıada, mostly Ermenians and (Süryani) Syrian. Mostly Jewish people live in Burgazada, but in the past, there were mostly Greeks. Büyükada is more cosmopolitan. In Burgazada there is Aleviler and a Cemevi. Also in Büyükada here is Alevi people.

B.E.: What can make easy the shopping in the island?

NECLA BAYRAMOĞLU: Bazaar.

NURAN ETİ: There are some people who buy their breads from İstanbul. There should be rivalry. The "Halk Ekmek" should be selling in the island.

Ö.K.: The bread is so expensive in the island even it has not a good quality.

N.B.: Women make shopping generally.

B.E.: Do the new-comers make some changes in consumer behavior?

Ö.K.: They don't. They can adapt here or not.

N.E.: I knew someone from Van. They were workers in my house. They were so nice people. Their meals are different I guess, they don't eat everything.

N.B.: Their meals don't come in to the island, don't affect. For example, kebabs, etc.

B.E.: Do the island resist?

N.B.: No, it is about the ambience of the island.

Ö.K.: İstanbul is multi centered. The kitchen is rich for that reason. There are so many people come from different regions. If the people from Van, can be a tradesman in the island, he can do something about his regional kitchen, then it can diffuse to the island.

N.B.: They are poor and workers, so they can not do.

Ö.K.: The people from Erzincan have begun to come here from 1960. They were workers at the beginning then they became tradesmen. Their status has changed. If you ask them, they will say that they are islanders. They became the habitant of the island. There are some people who are 30years old and have not seen Erzincan yet. They are islanders.

N.E.: They came after the earthquake. They are so hard-working. Most of them are Alevi.

Ö.K.: They are different from the people from Van. The people from Van were heavy workers and can't survive by themselves. They are waiting for work in the cafes.

N.E.: But they are civilized. They are intelligent but untrained.

Ö.K.: For example Erkan who works in the association; he studied high school here. Here has been with us since 2000. Now, he won university exam and went to Konya for his education. He has learned so many things since he was working here.

N.E.: They have so many children. The reason of education problem is that. They are working here and sent money to their family in their region from post office.

Ö.K.: The biggest child is just like a father. Respect is so important for them.

N.E.: In my quarter we have a strong solidarity.

B.E.: In which quarter?

N.E.: Pervane Street in Maden District.

B.E.: The statistics institute divides the islands to 6 districts. In my research I also divide to 6.

Ö.K.: In Sedef Island there is not any kind of shop.

B.E.: Büyükada is like İstanbul, but the other islands behave different. Especially they have a big health service problem.

N.B.: We haven't any doctor in Büyükada also.

Ö.K.: We sent our patients to Kartal.

N.E.: We have a SSK dispensary, but there isn't any doctor. They just write medicines.

Ö.K.: There is a Sanatorium in Heybeliada. It is an advantage.

B.E.: What are the characteristics which make you recognize a traditional culture.

Ö.K.: Language, way of pronouncing.

B.E.: From the aspect of consumer behavior?

N.B.: Food habits.

Ö.K.: Everybody begin to like each other, so the clothing is not a characteristic even more

N.E.: I think the white cotton kerchiefs of people from Black Sea Region are a characteristic.

Ö.K.: We can't see them in the island. But the music is a characteristic. The people from Van are listening folk songs and play their instruments.

N.B.: They are singing in Kurdish.

B.E.: Are there any amusements belong to a culture, in gardens may be?

Ö.K.: In houses may be, but not in the gardens.

N.B.: They haven't enough possibility.

Ö.K.: They are living closed-introvert-. They have a strong solidarity in family and also between each other. They feel foreigner in İstanbul. They have changes by time. The people from Erzincan have adapted.

B.E.: Here is third, fourth generation I heard.

N.B.: My grand-father has come during independence war.

B.E.: What are the cultural symbols of the island?

Ö.K.: I said the phaetons and mimosas.

N.E.: They will remove phaetons and mimosas from the island, but we resist.

B.E.: I want to ask if the associations can be effective in decisions deals with island.

Ö.K.: Not till today. The associations are week in island. Every association works about their own area. Our area is artistic and cultural organizations. We are not effective enough to change the island's fate.

B.E.: If someone decides to cut the trees, or remove the phaetons.

Ö.K.: Here is an effort to set up a city council. The island's association and us have started, and bring together the other civilian associations. Its name is "Yerel Gündem 21". It has started in 1992. It's a United Nations based movement. 58 Municipality achieved to build up this system in Turkey. In this council, there are both local control and bureaucracy levels and also civilian associations. All the civilian associations should come together for this council. We haven't enough common works, but now it should be.

B.E.: What is the aim of this council? What will it supervise?

Ö.K.: For the problems of the islands, work groups will be constituted.

B.E.: Problems?

Ö.K.: Especially the phaetons cause some much complaint. The barns are so dirty. There were illegal events around these barns. We are recommending the tourists not to walk around the barns. Beside the phaetons hasn't a standard service. Their prices are different, and the tourists complain about the high prices. They are not clean also, but we don't want to remove them, we want to make better.

N.B.: May be we should decrease the number of the phaetons.

Ö.K.: I think it isn't about the number of the phaetons. If we increase the number then they will not be enough. We should build up humanely circumstances. We should educate them and give certificates or licenses and control by time. The price should be the same and should be in a point that the tourists can see easily. There should be 8-10 traffic police, now there are only 2 police. They should check regularly the phaetons.

B.E.: Is the responsibility in traffic department?

Ö.K.: Yes. 150 houses died last year because of an illness.

N.E.: We became restless because of this illness.

Ö.K.: Here is a lack of authority.

N.E.: We also have problems about our security. We had watchmen at nights before. They had whistles and when we had heard their sound, we had felt in safe. Now we haven't a control system like this. The people should be checked in the entrance of the port. Another problem is the forests.

Ö.K.: Our association has a work on it. 8000 old and sick tree have been cut. We are planting 1000 tree instead of the old ones.

B.E.: Any problem do you want to talk about?

Ö.K.: The transportation. There should be a port in Maltepe. The transportation is so difficult in winter.

N.E.: The payment in transportation between the islands is not fair. The people from the other islands are coming Büyükada for their public services, bills, etc. The students also come for education by paying fee. It is a problem.

N.B.: We have no pensions. The young people want to stay when they come here. There can be even one storey pensions.

N.E.: There should be different hotels for different people, for students, or for luxury requests etc.

B.E.: If we think the island as a whole like a hotel, why there can't be pensions in sea shore.

Ö.K.: All the sea sides are under occupation. We will go to İstanbul to swim after a while. Tourists don't come because they can't go to swimming.

N.B.: A few beaches we have, they are so expensive and they haven't a high quality service even they haven't dressing rooms.

B.E.: But if nobody comes, island can't develop.

N.B.: Tourists don't make shopping here.

Ö.K.: We have also a big problem about ugly constructions.

N.E.: Here is a kind of ownerless. People aren't sensitive.

Ö.K.: Here is a chaos. Every shop has different facades. They should be more sensitive.

B.E.: How much does the foreigner's wishes effective in island's life.

Ö.K.: A small example; on September 24 here is "Aya Yorgi Day". So many people come here from outside for this day. They buy olive oil and thread for their ritual. So much money comes in to the island.

B.E.: Anything else?

N.E.: The one-day tourists come and go, it's no use. They give damage to the island with their garbage's behind.

Ö.K.: Their world is different. They came, have fun and gone.

B.E.: Can you transpose your tradition to next generation?

Ö.K.: The problem is carelessness. The children are growing with TV; it makes some changes and effects over them. We applied to Directorship of Education to set up a Youth Chorus. We choose some students from schools educate them, gave two concerts. During all this events gave to the parent's knowledge about what we are trying to do. After

the second concert, the students left the chorus, because their friends make fun of this event. They were under strict for some reason. Families, the society, their friends didn't support them because it was a chorus of Turkish Classical Music. The problem is insensitivity. We lost our timber houses. After 80ies high rise buildings began to appear. The characteristics of the islanders have been changed, because there weren't gardens any more. People gave up dealing with gardens, flowers, etc. We are open to new concepts, but we shouldn't loose our values. We should keep and save them.

B.E.: Do you share your shopping experience with each other Can it be effective in shopping.

Ö.K.: We aren't transposing our culture, just general tendencies. Everybody should keep its own color.

B.E.: Does globalize disturb you?

Ö.K.: Partially yes, partially no.

B.E.: Like how does it disturb you?

Ö.K.: Everybody should keep its color, should be different. There shouldn't be a prototype.

B.E.: What are you recognizing in advertisements, especially the ones that deal with traditional cultures?

Ö.K.: The advertiser emphasize mostly the film itself not the product. If I like the advertisement much, I forget the product, I remember the film only.

B.E.: Nowadays which one do you remember?

Ö.K.: There was a Coca Cola advertisement last year. A man begins to sing our folk song in Turkish Bath after he drank Coca Cola. In advertisements two important point effect people, jokes and dram like in candy advertisement for Bairam.

B.E.: They are using custom and usages to make hem from us.

Ö.K.: It's for reaching the public, to be permanent.

B.E.: Is Cultural food consumption important for you?

Ö.K.: I prefer our meals not McDonalds. Most people are. So, McDonalds turn towards children with toys, special menus. The most popular restaurant in the island is "Konak Restaurant", because he is making house meals. I don't prefer kebabs either.

B.E.: Do the foreigners also prefer "Konak Restaurant"?

Ö.K.: If they know.

B.E.: So, there is a lack of advertisement than?

Ö.K.: They don't do their own advertisements. They give us while we are publishing bulletin or etc.

B.E.: Are they giving only their names or also the advertisement itself?

Ö.K.: It changes.

B.E.: How do the hotels behave to bring more tourists?

Ö.K.: Nothing. They are closed in winter, work only in summer. The tours don't prefer islands, or they come just for one day, because here isn't enough place to make shopping. For tours time is valuable and they prefer places appropriate for shopping.

B.E.: They want to buy something traditional.

Ö.K.: And they aren't exists in the island.

B.E.: Islands have a history with different cultures. Didn't they left anything, or disappear? I read some texts like "we walk through the port with our most smart clothes".

Ö.K.: By time habits change. They aren't static.

B.E.: What about entertainments? Does it change by time?

Ö.K.: It changes in to something else. For example, the cultural and artistic festival this year wasn't exists in the past, it is new. The important thing is it exists but its aspect changed. Today the young people are more individual. We have had fun together when were young.

B.E.: May be because of fear.

Ö.K.: Island is more safety. People come here because of this reason. Children can go outside more safely.

B.E.: Despite all difficulties why people prefer to live in the island? Are there any differences between the reasons to live in past and today?

Ö.K.: Island has different social structure. The old habitants can't go anywhere else. We should ask the reason to come to the new-comers. As we talk before the structure of the island has changed after 1986. It isn't as the same as in the past. But the new-comers also like the island today even they don't know the past. They compare with İstanbul and houses, sea, gardens look like more appropriate for them may be. Life is cheap if you compare with İstanbul, no transportation fee, you can go everywhere by walk etc.

B.E.: What are the differences in transportation between past and today?

Ö.K.: It doesn't get better. Because of this reason there were people who move to Bostancı from the island. Bostancı was so small before but now enlarged. There are some people who go to Bostancı by ships and then pass the European side by bus or car, because of the lack of service in sea transformation.

B.E.: Then islands have effect on some parts of İstanbul?

Ö.K.: There are people who go to Carrefour from here.

B.E.: Thanks for your help and information.

Interview 2. ÖZER KANGUR

Ö.K.: Not till today. The associations are weak in island. Each association works in its own area. Our area is artistic and cultural organizations. We are not effective enough to change the island's fate.

B.E.: If someone decides to cut the trees, or remove the phaetons.

Ö.K.: Here is an effort to set up a city council. The island's association and us have started, and bring together the other civilian associations. It's name is "Yerel Gündem 21". It has started in 1992. It's an United Nations based movement. 58 Municipality achieved to built up this system in Turkey. In this council, there is both local control and bureaucracy levels and also civilian associations. All the civilian associations should come together for this council. We haven't enough common works, but now it should be.

B.E.: What is the aim of this council? What will it supervise?

Ö.K.: For the problems of the islands, work groups will be constituted.

B.E.: Problems?

Ö.K.: Especially the phaetons cause some much complaints. The barns are so dirty. There were illegal events around these barns. We are recommending the tourists not to walk around the barns. Beside the phaetons haven't a standard service. Their prices are different, and the tourists complain about the high prices. They are not clean also, but we don't want to remove them, we want to make better.

N.B.: May be we should decrease the number of the phaetons.

Ö.K.: I think it isn't about the number of the phaetons. If we increase the number then they will not be enough. We should built up humanely circumstances. We should educate them and give certificates or licences and control by time. The price should be the same and should be in a point that the tourists can see easily. There should be 8-10 traffic police, now there are only 2 police. They should check regularly the phaetons.

B.E.: Is the responsibility in traffic department?

Ö.K.: Yes. 150 houses died last year because of an illness.

N.E.: We became restless because of this illness.

O.K.: Here is a lack of authority.

N.E.: We also have problems about our security, theft, etc. We had watchmen at nights before. They had whistles and when we had heard their sound, we had felt in safe. Now we haven't a control system like this. The people should be checked in the entrance of the harbour. Another problem is the forests.

Ö.K.: Our association has a work on it. 8000 old and sick tree have been cut. We are planting 1000 tree instead of the old ones.

B.E.: Any problem do you want to talk about?

O.K.: The transportation. There should be a port in Maltepe. The transportation is so difficult in winter.

N.E.: The payment in transportation between the islands is not fair. The people from the other islands are coming Büyükada for their public services, bills ,etc. The students also come for education by paying fee..It is a problem.

N.B.: We have no pensions. The young people want to stay when they come here. There can be even one storey pensions.

N.E.: There should be different hotels for different people, for students, or for luxury requests etc.

B.E.: If we think the island as a whole like a hotel, why there can't be pensions in sea shore.

Ö.K.: All the sea sides are under occupation. We will go to İstanbul to swim after a while. Tourists don't come because they can't go to swimming.

N.B.: A few beaches we have, they are so expensive and they haven't a high quality service even they haven't dressing rooms.

B.E.: But if nobody comes, island can't develop.

N.B.: Tourists don't make shopping here.

Ö.K.: We have also a big problem about ugly constructions.

N.E.: Here is a kind of ownership. People aren't sensitive.

O.K.: Here is a chaos. Every shop has different facades. They should be more sensitive.

B.E.: How much does the foreigner's wishes effective in island's life.

Ö.K.: A small example; on September 24 here is "Aya Yorgi Day". So many people come here from outside for this day. They buy olive oil and thread for their ritual. So much money come in to the island.

B.E.: Anything else?

N.E.: The one-day tourists come and go, It's no use. They give damage to the island with their garbages behind.

Ö.K.: Their world is different. They came, have fun and gone.

B.E.: Can you transpose your tradition to next generation?

Ö.K.: The problem is carelessness. The children are growing with TV, it makes some changes and effects over them. We applied to Directorship of Education to set up a Youth Chorus. We choose some students from schools educate them, gave two concerts. During all this events gave to the parents' knowledge about what we are trying to do. After the second concert, the students left the chorus, because their friends make fun of this event. They were under strict for some reason. Families, the society, their friends didn't support them because it was a chorus of Turkish Classical Music. The problem is

insensitivity. We lost our timber houses. After 80'ies rise high buildings began to appear. The characteristics of the islanders have been changed, because there weren't gardens any more. People gave up dealing with gardens, flowers, etc. We are open to new concepts, but we shouldn't lose our values. We should keep and save them.

B.E.: Do you share your shopping experience with each other Can it be effective in shopping.

O.K.: We aren't transposing our culture, just general tendencies. Everybody should keep it's own colors.

B.E.: Does globalism disturb you?

Ö.K.: Partially yes, partially no.

B.E.: Like how does it disturb you?

Ö.K.: Everybody should keep it's color, should be different. There shouldn't be a prototype.

B.E.: What are you recognizing in advertisements, especially the ones that deal with traditional cultures?

O.K.: The advertiser emphasize mostly the film itself not the product. If I like the advertisement much, I forget the product, I remember the film only.

B.E.: Nowadays which one do you remember?

O.K.: There was a Coca Cola advertisement last year. A man begin to sing our folk song in Turkish Bath after he drank Coca Cola. In advertisements two important point effect people, jokes and dram like in candy advertisement for Bairam.

B.E.: They are using custom and usages to make them from us.

Ö.K.: It's for reaching the public, to be permanent.

B.E.: Is Cultural food consumption important for you?

Ö.K.: I am preferring our meals not Mc.Donalds. Most people are. So, Mc.Donalds turns towards children with toys, special menus. The most popular restaurant in the island is "Konak Restaurant", because he is making house meals. I don't prefer kebabs either.

B.E.: Do the foreigners also prefer "Konak Restaurant"?

Ö.K.: If they know.

B.E.: So, there is a lack of advertisement than?

Ö.K.: They don't do their own advertisements. They give us while we are publishing bulletin or etc.

B.E.: Are they giving only their names or also the advertisement itself?

Ö.K.: It changes.

B.E.: How do the hotels behave to bring more tourists?

Ö.K.: Nothing. They are closed in winter, work only in summer. The tours don't prefer islands, or they come just for one day, because here isn't enough place to make shopping. For tours time is valuable and they prefer places appropriate for shopping.

B.E.: They want to buy something traditional.

Ö.K.: And they aren't exist in the island.

B.E.: Islands have a history with different cultures. Didn't they left anything, or disappear? I read some texts like "we walk through the port with our most smart clothes".

Ö.K.: By time habits change. They aren't static.

B.E.: What about entertainments? Does it change by time?

Ö.K.: It changes in to something else. For example, the cultural and artistic festival this year wasn't exist in the past, it is new. The important thing is it is exist but its aspect changed. Today the young people are more individual. We have had fun together when were young.

B.E.: May be because of fear.

Ö.K.: Island is more safety. People come here because of this reason. Children can go outside more safely.

B.E.: Despite all difficulties why people prefer to live in the island? Are there any differences between the reasons to live in past and today?

Ö.K.: Island have different social structure. THE old habitants can't go anywhere else. We should ask the reason to come to the new-comers. As we talk before the structure of the island has changed after 1986. It isn't as the same as in the past. But the new-comers also like the island today even they don't know the past. They compare with İstanbul and houses, sea, gardens look like more appropriate for them may be. Life is cheap if you compare with İstanbul, no transportation fee, you can go everywhere by walk etc.

B.E.: What are the differences in transportation between past and today.

Ö.K.: It doesn't get better. Because of this reason there were people who move to Bostancı from the island. Bostancı was so small before but now enlarged. There are some people who go to Bostancı by ships and then pass the european side by bus or car, because of the lack of service in sea transformation.

B.E.: Then islands have effect on some parts of İstanbul?

Ö.K.: There are people who go to Carrefour from here.

B.E.: Thanks for your help and information.

Interview 3. RAFET GARİP (BÜYÜKADA)

BERKAY ERDEN: Name surname?

RAFET GARİP: Rafet Garip

B.E.: Your job?

R.G.: I am the chief of Maden District in Büyükada.

B.E.: Your age?

R.G.: 50.

B.E.: Are you married?

R.G.: Yes.

B.E.: How many children do you have?

R.G.: 2

B.E.: Your education?

R.G.: High School.

B.E.: How long have you been living in the island?

R.G.: I was born in the island.

B.E.: How long have you been the chief of this district?

R.G.: First year.

B.E.: In which day does the bazaar settle in the island?

R.G.: In Thursday.

B.E.: The other islands?

R.G.: I don't know exactly the days of bazaar in the other island.

B.E.: What are the shopping preferences of the islanders? What are the difficulties of shopping?

R.G.: The matter is economic. The trades sell the goods more expensive than Bostancı, Maltepe etc. They say it is because transportation but it shouldn't be this much. The bazaar is advantage for the islanders. They can buy cheaper.

B.E.: You are the founder of Sea Product Cooperative. How many boats do you have? Are they working continual?

R.G.: We have nearly 45 members. 20 of them are professionally making this job. For 5 years fishing line decreases. The reasons are firstly pollution in Marmara, chemical churns, and incorrect fishing. The possibility of being fish as a symbol of the island is no more possible. The possibility of eating fresh fish is also no more possible.

B.E.: I saw fresh alive fishes in Heybeliada, but I didn't see in Büyükada.

R.G.: The restaurants buy them, so the public can not.

B.E.: Is the social life sufficient in the island?

R.G.: It isn't sufficient. There are no sport complexes. In the old days we have athletics opportunities. We had arranged bicycle tours. We had football courts. Today we have only one and it isn't active. Secondly, there aren't enough restaurants for families especially for summer habitants. We have restaurants but they are tourist and expensive. We haven't places for enjoyment. We haven't cinemas, theaters. But besides, the associations try to do some entertainments, festivals. The National Education Directorship arranges some courses like computer, language or sewing especially for women.

B.E.: What is the population in your district? I have some number which I get from Statistics Directorship, but it is winter population.

R.G.: It changes in summer. In winter the population is 4500-5000, but in summer it becomes over 100.000.

B.E.: How does it affect island life?

R.G.: It causes environmental pollution in forests and sea.

B.E.: But the economy gets into action.

R.G.: The foreigners are in two types. One is one-day tourists, the others are seasonal habitants. The one day tourists bring their own needs from İstanbul, and have no effect on economy. They just cause pollution.

B.E.: How can you tell what being an islander is?

R.G.: We have a heterogeneous structure here; Muslims, Jewish people, Armenians, Turkish Greeks etc. The Turkish Greeks don't have certain differences; their life style is close to us. The Jewish people have some differentiations in habits, but we have a harmony inside.

B.E.: Do this heterogeneous structure affect consumer behaviors? Are there any special distinctive preferences?

R.G.: The Jewish people have some special offers and they make their shopping from special shops which serve them according to their habits and wishes. There are distinctions in food habits but not in dressing habits.

B.E.: What are the difficulties in the island?

R.G.: As I said before; expensiveness. The full year habitants are making their shopping from İstanbul?

B.E.: From where?

R.G.: Bostancı, Maltepe.

B.E.: What about health services?

R.G.: In last two years we have an insurance policlinic and it is so useful for the habitants. We also have an hospital the equipments and services aren't sufficient especially for surgical operations. Beside this we have great change to transfer our patients to Kartal;

it is an emergency boat. It takes only 20 minutes to take our patients from here to Kartal Hospital. It is almost the same time for İstanbul. This is an advantage.

B.E.: Does the island take and give migration?

R.G.: Both take and give migration. My grand father came from Kafkasya. When I was fifteen I remember a great number of people who came from Erzincan after earthquake. They have worked for the summer habitants and then they settled here. They become islander; they bought houses, opened shops. But today here is a different motion. In last ten years the number of constructions has increased and workers from Van began to come here. They came with their family and have settled here for 4-5 years. They were working for summer habitants as gardener. They have lived in basement of the house and take care of houses in winter.

B.E.: Is it because to prevent occupation against empty houses in winter?

R.G.: No. The houses are big, wooden and have garden. They have to be cared to prevent fire etc. The owner of the houses gives their basement floor to new-comers, and they take care of their houses to make the house alive in winter.

B.E.: Can they spend money?

R.G.: Yes they can and buy houses or shop with that money.

B.E.: Can you survive your custom and usages?

R.G.: I heard that in past days there have been entertainments near the fun fair. When the Turkish Greeks have been living in the island, every Friday we have gone to this fun. Barrel Organs have been played. Meats have been cooked. The Turkish and Turkish Greeks have been eaten and have fun together. Nobody had save money; they just spend the money which they have earned during the whole week in the weekend. They had spent the money for eating not for clothing

B.E.: Why did it end?

R.G.: This has the same reasons with İstanbul. We can't protect and save our habits, cultural customs.

B.E.: Island seems much more protected than İstanbul, may be because of the sea around.

R.G.: Not. The protection is important, attitudes against corruption. For example, in İstanbul, the behavior of a minibus driver shows its culture if he opens the volume of the music which he chooses. Against this, the objection of a passenger also shows his culture. Showing reacting is important. The one who protects the culture is human. You shouldn't yield. İstanbul had yield. The people who came with migration had protected their own culture and İstanbul corrupted. There is no more İstanbul now.

B.E.: What do you recognize from the new-comers?

R.G.: They can't adapt even with their clothes. Their language can be different, I don't deny that but living in a district for 15 years means and require adaptation. They are talking even their family problems loudly in public..

B.E.: In fact Anatolian Culture has so many special good qualities and habits.

R.G.: My observation is; they decide to leave their home, come here and inside their family they go on surviving their cultural habits, they protect their qualities, but in public they behave for make the public accept them. This is a conflict. He left his good Anatolian Culture and behaves as someone else, play the role of some other identity.

B.E.: Are there any newcomers who bring their own foods from their land to carry his culture may be?

R.G.: They bring but not because of culture. The reason is economic.

B.E.: He can find whatever he want about his cultural taste, but because of expensiveness he brings his own food.

R.G.: Yes. In general he can find everything to cook his cultural meals.

B.E.: What about trades in general? What should have done to develop the island?

R.G.: In every beginning of the season, the municipality arranges a meeting includes all trades in islands. The things which should have been done or not done have been spoken. We talk about the disorganizations. Every trade should renew himself in the beginning of the season as economically and physically. The restaurants have some much effects and portion in island's economy. Hanging the price lists is important. We are trying to achieve this. The restaurants are sharing the tourist who comes from İstanbul. They have men in front of the restaurants who invite the visitors. We are also discussing about this.

B.E.: Thanks for your help and information.

Interview 4. SERİF ALİ COŞKUNER (Chief of Nizam District in Büyükada)

BERKAY ERDEN: Name surname?

ŞERİF ALİ COŞKUNER: Şerif Ali Coşkuner

B.E.: What is your occupation?

S.C.: I am the Chief of Nizam District in Büyükada

B.E.: How long have you been living in the island?

S.C.: I came here in 1950.

B.E.: How many members do your family live in the island?

S.C.: Eight members.

B.E.: Where are you from?

S.C.: Kastamonu

B.E.: What was your previous occupation?

S.C.: I was a soldier. After a while I worked as director of account manager in the Islands municipality.

B.E.: Can you tell about Nizam district?

S.C.: In summer 200.000 people, in winter 5-6.000 people are living in the island. Approximately the 50 percentage of the summer habitants have been coming to the island with their needs beside. They make their shopping from Kadıköy or Sirkeci because our shops are so expensive than İstanbul. For example tomato is 0.6 YTL in İstanbul but 1.5 YTL in here. The transportation fee shouldn't cost such a difference in prices.

B.E.: What is the population of Nizam district in winter?

S.C.: The whole islands are 17.000 according to census. The real number is almost 5-6.000 in winter. In Kınalıada 150 people live in winter. Heybeliada is more crowded because of Military School.

B.E.: Do the military students include to the census?

S.C.: Yes.

B.E.: In my district there are 1.400-1.500 people who are living in winter. 95 percentage of them are the gardeners of the houses. The others who are the owner of the houses have gone to İstanbul in winter.

B.E.: What can you say about shopping and the needs of islanders in the island?

S.C.: The basic need is about heating system. We need natural gas. Because of its cost the natural gas project couldn't be realized. The other problem is about sea transportation. A port project will be realized in Maltepe Shore. It can cause some problems with İstanbul Sea Ferries. The price between the islands is our problem and we think that it will solve with the port in Maltepe.

B.E.: Will they be ship or motors?

S.C.: Big motors but not ship.

B.E.: Will it be unpaid for the ships from Maltepe between the islands?

S.C.: Yes, it will be unpaid.

B.E.: Where will the port be in Büyükada?

S.C.: Beside the municipality I guess.

B.E.: People say that the sea schedules isn't appropriate to live permanently in the island if you working in İstanbul. They say that if we can get our works with another ferry after we go to Bostancı or Sirkeci we can live permanently here.

S.C.: Heating is a factor also.

B.E.: Some of the women I spoke said that they don't want natural gas because of the potential new-comer population after this heating easiness.

S.C.: A small number of people may be able to think like his. But generally the islanders are hot blooded and welcome new comers.

B.E.: Can you talk about shopping needs a little?

S.C.: The 20 percentage of the islanders make shopping from here. The others make from İstanbul. They make shopping from here because the ship transportation costs 4YTL and its equal to the price differentiation in market.

Also it's hard to take the goods you bought to your house from port. If you take a phaeton it's again equal to the same cost if you buy from İstanbul. That's because 80percentage of the islanders make their shopping from here.

B.E.: Mostly where do the people from whom lives in your district?

S.C.: 30percentage is from Van, 50percentages is from Black Sea Region, The rest is from the other cities as Malatya, Kayseri, Sivas.

B.E.: Do they transfer their habits or life styles to the island?

S.C.: No, they don't. They show adaptation here. The people from Van are generally workers.

B.E.: What about their shopping habits?

S.C.: They generally make their shopping from island. The trades of the islands are generally from Black Sea Region.

B.E.: What is the favorite of your hometown Kastamonu?

S.C.: I don't know because I left there in 1946. If I go there I even couldn't find my village.

B.E.: You become totally an islander?

S.C.: Yes. I am an islander.

B.E.: What is it like to be an islander?

S.C.: I am proud of being an islander.

B.E.: How can you define it?

S.C.: Weather is beautiful, water is beautiful. Every thing is brightly. You can even drink the water from tap. Here is no traffic.

B.E.: Don't you think to solve the problem about the phaetons?

S.C.: I walk around the barns last day. The assistant of the municipality was beside me. The circumstance was so bad. There are some projects about the barns for the horses but hasn't signed yet.

B.E.: Isn't it possible to put some rules about their clothing, prices or behaviors from the head of the islands?

S.C.: Not all of them are bad. There is only one price list and it is 5YTL. But all of them don't pay attention to these rules.

B.E.: What is the symbol of the island?

S.C.: Pine cone.

B.E.: Anything else? It is important to take tourist here? The tourists can come from İstanbul. They are going to Şile. Island is nearest than Şile.

S.C.: Unfortunately. So many tourists come to see Aya Yorgi from all over the world. 20.000 tourists came and have so many troubles after than especially about the phaetons. I witnessed an event. One of the phaetons took 100\$ from a tourist and the tourist noted down the license number of the phaeton. We found the phaeton and took the money back.

B.E.: Couldn't be here some types of pensions or wooden one storey houses as it is in Şile or in other touristy places?

S.C.: Here we had a camping place which belongs to the Forest Ministry. This year they come to an agreement with a foreign firm and rent for 30 years. The islanders can't use this place anymore.

B.E.: Didn't they put a paragraph to the agreement which stipulate that the islanders will go on using the place?

S.C.: Unfortunately.

B.E.: The people I spoke with also tell about the same place. They said that here are some places to swim but we can't use. Is there place to swim in winter?

S.C.: Unfortunately.

B.E.: Is there any health problem?

S.C.: No. In ten minutes we can take our patients to İstanbul.

B.E.: Don't the islanders know about this because they are complaining about health problems?

S.C.: We can take our patients to Maltepe in ten minutes by the ambulance of the municipality.

B.E.: We can't go to hospital in ten minutes in İstanbul. What does the bazaar bring to sell; foods or clothes?

S.C.: You can find whatever you look for. Like foods, clothes, etc.

B.E.: In which days does the bazaar settle?

S.C.: In Büyükkada Thursdays. In Heybeliada Wednesdays.

B.E.: Do the days of the bazaars the same for every district in Büyükkada?

S.C.: Yes, but the bazaar settles in this district (Nizam District)

B.E.: Is there anything do you want to add?

S.C.: No.

B.E.: Thanks for your help and information you gave.

Interview 5. NURAN ATAYLAN

BERKAY ERDEN: Name surname?

NURAN ATAYLAN: Nuran Ataylan.

B.E.: Your age?

N.A.:55

B.E.: How many children do you have?

N.A.:1

B.E.: Gender?

N.A.: A boy

B.E.: What is your education?

N.A.: Commercial Sciences.

B.E.: How long have you been living in the island?

N.A.: For 12 years

B.E.: Where do you come from?

N.A.: İstanbul.

B.E.: Your occupation now?

N.A.: The administrator of the Büyükada Culture Club.

B.E.: What are the factors of a traditional culture? What make us recognize a traditional culture?

N.A.: The Island you mean?

B.E.: Yes the island?

N.A.: Here is a heterogeneous place, so I don't know if it is possible to talk about a traditional culture here.

B.E.: But here is an islander phenomenon? Isn't it so?

N.A.: It changes from person to person. It is hard to say something about that for me. Here is a small place. Artists, academicians, tradesman, in winters the gardeners live here and have a mixed social structure. It is hard to talk about a islander culture.

B.E.: How do you recognize a person from black sea or Mediterranean, from which qualities?

N.A.: From talk, dress, meals, but from that point we can not talk about an islander culture. They are new-comers even us and we should talk about the older inhabitants here. Here is mixture of İstanbul culture and Anatolian culture in the island.

B.E.: There are so many artists here, can it be criteria?

N.A.: It changes. It is seasonable. In summer for example we have so many Jewish people and their culture is different for that reason I can not talk about a certain cultural structure of the island.

B.E.: Do you recognize a change in consumer behavior in summer time for Jewish people here? May be a special service from tradesman?

N.A.: Restaurants serves their special meals, for example “Kosher”. They have some rules. For example they don’t keep meat with milky meals at the same place. I gave a dinner to them and I kept the milky meals in a different refrigerator. Even the spoons or forks should washed carefully after you use it to cut meal or chicken if you want to use it then for cheese and so on. Because of my care to this they thank to me and trust in me and can come here whenever they want. Also the Greeks here have different culture. The older islanders have İstanbul culture, they are well educated, know more then one foreign language, and they are introvert, they are a group who don’t want to get in touch with others. The tradesman; we have so much complaints about them.

B.E.: You can talk about your complaints.

N.A.: For example, you can not see any labels over any product and much more expensive from İstanbul. Even the bazaars are expensive. For that reason the low income families, go to İstanbul and make their shopping from big markets like “Migros”, “BİM”, etc. Even it is the same to buy bread.

B.E.: Dou you also make your shopping from İstanbul?

N.E.: No, I can’t, because I can not carry them.

B.E.: I mean the shopping of the “Büyükada culture house”.

N.A.: We make them from İstanbul except the daily, urgent ones.

B.E.: As you said before it is difficult to carry when you buy from İstanbul.

N.A.: Yes. After shopping you should take a porter to the harbor. Then, when you arrive to the island, here is no car, and you should carry to the house. The phaetons can bring you to a limited point after that point you should walk. If you are small family, it is not useful to make your shopping from İstanbul because of these problems.

B.E.: Cultures have their own symbols. What is the symbol of the island?

N.A.: It can be a cat or a gull only.

B.E.: Think that, here is great hotel, and have its own brochure. What can be inside the cover page?

N.A.: The phaetons, the old island houses. We are trying to make hem live. Here are some many painters who live in the island; they are making paintings about the islands.

B.E.: In your daily life, what make you disturb? Is there any difficulty? What are the main problems about the out-siders?

N.A.: The person who comes to the island for the weekend makes their shopping from İstanbul. After they have gone, the environment seems like garbage.

B.E.: The first problem is the weekend vacationists. The second one is the seasonal vacationists?

N.A.: They are not sensitive about the problems of the islands. They are coming for two months, have fun and then leave the island and show no effort about the island. The most specific example is the bulletin of the island “Adalı”. The circulation should be the number of the person here at least, but it can’t be.

B.E.: What is the circulation?

N.A.: I don’t know. Not more than 500 or 600.

B.E.: I am exploring the knowledge of the islanders about the bulletin.

N.A.: We are instructing the people with stalls, advertisements. But they don’t care.

B.E.: Are they the seasonal vacationists having their own houses?

N.A.: Most of them are rent for a season.

B.E.: So, it is a income for the island?

N.A.: It can be. The guesthouses or motels should be built up.

B.E.: May be we should think the whole island as a big hotel. The restaurants are the kitchen, the roads are the corridors, and the motels are the rooms. It can have its own administration.

N.A.: This is what we argue every time. But the budget is important. The municipality doesn’t have enough budgets. The counting of the population is in dead seasons.

B.E.: 1700 for all islands?

N.A.: In summer it is 200.000, but it is not certificated so, the budget is according to winter time counting.

B.E.: What are the effects of the associations, clubs?

N.A.: We are making meetings in every week, taking decisions. We are get in contact with municipality, and others, but everything deals with Money at all. For example, we arranged a ceremony for the republic festival by cooperation. The municipality has no money spending for this. The owner of the restaurants, the florists and others come together and everyone make something for this ceremony.

B.E.: What are the connective effects of the associations as a guide to the life in the island?

N.A.: All the exhibitions, conferences and others bring a new vision to the islanders. But it is not enough. We should do much more than this, but it needs Money. The associations also should think their gains to survive. We can not gain anything, but the cultural activities need big budgets. to bring an artists or other for an activity you need Money. The associations need to gain to live because of their own needs, for staff. But we are trying to our best. We arranged almost 60 activities in a year.

B.E.: This kind of activities needs continuity, isn’t it? Year by year more people begin to hear and participate.

N.A.: It deals with advertisements. There are still so many people don't know the island in İstanbul. I participate the tourism fair in İstanbul every year with a stall and the people confess that they haven't went to the island yet whether they have been living in İstanbul even in Kadıköy for 25 years. They see the island from a mile but don't wonder or don't spend time to explore. The festivals have changed so many things. We have participants comes from the other sides of İstanbul.

B.E.: The tradesman decreased the prices than?

N.A.: I don't think so.

B.E.: Every activity means economically. May be it should be for a year not for the summer season.

N.A.: Yes, but in winter time the people afraid of something, like sea, transportation. We tried to arrange a New Year party, but the people who comes from İstanbul were in the ship at mid-night. In the past the transportation between the islands was free, today it isn't, so the circulation between the islands have been cut. The reason is the new Akbil application, but they can put the turnstiles after the vacation to prevent the complication between the İstanbul passengers and the islander passengers. They decided these new systems by themselves; they don't ask the opinion of the islanders.

B.E.: These examples are important form me. I am exploring in my research the identity of the islanders. You know the Maslow's factors and identity and accession to the decisions is one of them. Can the associations be effective in the decisions for the island?

N.A.: We can't. Even the municipality can not be effective above the problems, for example the phaetons.

B.E.: Is there anything you want to add?

N.A.: We are a closes (gated) society in the island. We are a small group and, there are so many people you can salute in the street. When you have a problem, everybody wants to help and share. I mean we as the people live all in the island, especially in winter. You can not know the seasonable habitants but the old and continuous habitants know each other.

B.E.: As a marketing question, I want to know whether you share your shopping experiences with each other.

N.A.: When we are talking, yes we share.

B.E.: Does this affect the tradesman.

N.A.: Yes, definitely it has some effects on tradesman.

B.E.: How do you tell your culture to your children while you grow up?

N.A.: We try to give him a strong infra. We tried to explore his talents and it was music. But the parents can not be so effective; the society is much more effective.

B.E.: Did he grow up in the island?

N.A.: Not, really. Now, he is married and lives in İstanbul.

B.E.: But still he was impressed from island culture, wasn't he?

N.A.: We tried to do something, but the society determines the patterns.

B.E.: We are the society.

N.A.: But the society is heterogeneous, and the ideas are different. The infra you gave to the child loose its power. The media have so much effect on children. The language, the beliefs, the rules, and patterns everything has changed. They demolish the culture that we are trying to build up. The youths are not sensitive now. They don't come to the activities in the island, they don't participate.

B.E.: What about your house? Can you tell about your choices for your house?

N.A.: We have never have luxury in our house. We bought some little things one buy one. Our house became like a small museum after a time. We have some collections in our walls, but they are not expensive things, they are small things like manuscripts. One day we bought a house in Tarabya and decide to decorate it with minimalist furniture's, all in contemporary style. It was so elegant. It was just like a house in design magazines. The decoration has finished. We began to live in. And I said to my husband that, "this house was so beautiful but, it is not us, it is not ours". My husband said that, I have the same feeling but don't want to say and make you upset. We felt that we can not live in this way with these furniture and return to our old life and furniture. At that point we look at the house, and with my husband,

B.E.: As I said before, women know and show more about our culture, in house design with traditional artifacts etc. I don't agree the idea that "everybody should like global tastes or values like mc Donald's or other".

N.A.: We have meatballs; it is the same with burger if you put it in a sandwich.

B.E.: We can not see the values or tastes belong to us and this seamlessness become ability. The people, who define themselves as elite, are proud of eating their dinner in Mexican restaurants.

N.A.: They are not elites. You know, there has never been aristocracy in our country. Money makes people strong, but their backgrounds are weak. We should know different cultures, but as you said we should know our culture also.

B.E.: I have a story about global and traditional cultures. My friend went to France with an international group and everybody decide to sing a song from their own country to have fun and enjoy. Everybody sang, but my friends can not sing a traditional song, then began to sing a march.. From that point I want to talk about the traditional cultures in advertisements. Dou you think there is advertisements belong to a traditional culture?

N.A.: We are a heterogeneous, colorful society with Black Sea people, the Kurdish people etc. But it is important that can you affect the other cultures with an advertisement

belongs to other. You can not sell the tea to a Kurdish people with a Black Sea Region pronouncing.

B.E.: Is there any advertisement you like nowadays?

N.A.: the Coca Cola advertisement, because of its effects. The effect of opening the bottle makes me drink Coca Cola; at that point I think it is a successful advertisement.

B.E.: Any advertisement else from our country?

N.A.: I know about an advertiser whose name is Ali Kiran. He has so many awards, but I can not give you a specific name right now. I am an advertiser also. There is some advertisements I have never forget like “Efes Beer; the bear is under this cover”. The slogan is important, your target or people you want to reach for are important. You should sell the product not your film. So, to make a regional advertisement affects only the region not the whole country. They are just for a moment, not permanent, just fun.

B.E.: How can an advertisement be for the island? I asked it before but I want to talk again after this conversation about the advertisements.

N.A.: Just come and live for a day.

B.E.: Thanks for your help and information.

Interview 6. ERKAN MENGÜ (BÜYÜKADA)

BERKAY ERDEN: Name surname?

ERKAN MENGÜ: Erkan Mengü

B.E.: What is your occupation?

E.M.: I am a student

B.E.: Your age?

E.M.: 22

B.E.: How many people in your family live in the island?

E.M.: 6

B.E.: Can you talk about the bazaar in the island?

E.M.: A comfortable and easy way of shopping. Here are some people who went bazaar just for fun. Bazaar is so clean and cheaper than İstanbul bazaars. The vegetables and fruits come from Yalova. They are fresh because they came directly to the bazaar not from store.

B.E.: What about the clothes?

E.M.: You can buy clothes from the bazaar.

B.E.: In which street does the bazaar settle?

E.M.: Cami Street and the street which cut Şehval Street, I can't remember the name of that street. The upper streets are for vegetables and fruits, the lower streets are for clothing. In each time the bazaar settle regularly in the same streets. In summer it can enlarge to a few streets more. Most of the islanders make their clothing shopping from this bazaar.

B.E.: Is there an identity belong to the island? What is it like to be an islander?

E.M.: It isn't necessary to born in the island to be an islander. The one who make something for this island is an islander.

B.E.: What do you like or don't like while you are shopping in the island?

E.M.: What I like is comfort. Everyone knows each other. They make discounts. The grocers and the houses are so near to each other. If it is far you can want service to your house. What I don't like is every shop is your friend and when you make your shopping from one, you can't walk in front of others. You can't be comfortable.

B.E.: Is it the same for all of the islanders in general?

E.M.: This attitude is belongs to the permanent islanders who live both in winter and summer. The summer habitants can behave differently.

B.E.: Is it hard to find books and newspapers in the islands?

E.M.: We can find newspaper but it is hard to find books. We have a bookstore but it is closed in winter.

B.E.: What about the stationery?

E.M.: They bring child books or school equipments.

B.E.: Which restaurant do you prefer in the island?

E.M.: Konak Restaurants.

B.E.: Why?

E.M.: Because of home made foods, cleanliness and it isn't expensive.

B.E.: Is the price priority in your preference?

E.M.: Here are other cheap restaurants in the island. But they aren't as clean as Konak Restaurant.

B.E.: Are the foods close to your culture?

E.M.: There are various alternatives in this restaurant. Everybody can find what they look for. Also comfortable; in this restaurant drinks include alcohol forbidden. The one who want alcohol go somewhere else. There isn't any argue or fight because of alcohol here.

B.E.: Are there any fights in the places who serve alcohol?

E.M.: It can be.

B.E.: What do you generally buy out of the island?

E.M.: Generally clothing and foods if you miss the bazaar.

B.E.: The bicycles are important for the islanders. Where do you buy your bicycles?

E.M.: Generally from Eminönü.

B.E.: Why Eminönü, why not Kadıköy?

E.M.: Because of the cheap prices. Some islanders also go to Eminönü to make their own bicycles also some islanders buy from the shops who rent bicycles in the island.

B.E.: Did it effect your shopping to live in an island like making your shopping weekly or monthly?

E.M.: Not monthly but we are making our shopping weekly.

B.E.: Are there any special foods which come here from other cities?

E.M.: A vegetable named "Uçkun" comes from East cities. It is a seasonal vegetable.

B.E.: Where are you from?

E.M.: Van.

B.E.: Is there any special foods belong to Van which you can't find in the island?

E.M.: "Otlu cheese".

B.E.: What do the people who are from Van do when they want such special foods?

E.M.: They want from their families who live in Van.

B.E.: What about the others?

E.M.: They do the same. They want from the people who come from outside. Here most of the products come from Yalova.

B.E.: Are there any special cultural entertainments belong to a group? Are they come together for this reason?

E.M.: Not for fun but they come together for neighborhood. The people from Van have a tight neighborhood relation. They come together in gardens or in houses.

B.E.: Do they celebrate rituals like “Reaping Festival”.

E.M.: No we don’t because here isn’t any reaping. This festival is at the end of a working season in farm.

B.E.: What about the wedding ceremonies or “Kına Gecesi”?

E.M.: In Van the wedding ceremonies continue four days. But here in the island it can’t be. It is so simple here and people don’t want to marry here so they go to Van for their ceremonies.

B.E.: What is the special dish of Van?

E.M.: The names of the dishes are Kurdish. There is a dish which name is “Asir”. It is like “manti.”

B.E.: Do you look for your cultural dishes?

E.M.: We are cooking them here.

B.E.: What is the life style of the young generation in the island?

E.M.: So simple. We haven’t so many alternatives. We are walking, playing football etc.

B.E.: Do the parents transfer knowledge’s or cultural habits to their children? **E.M.:** Not so much. The young people don’t stay in the island after a while. They go to İstanbul, so there becomes lack of interest.

B.E.: They run away from the island?

E.M.: Yes. May be if they don’t run away from the island the island will develop.

B.E.: What makes your life difficult in the island?

E.M.: It isn’t difficult in fact. Heating is a problem. Lack of school is also a problem. We have just one high school and children go to İstanbul for education. We haven’t either an internet. Even in Kars there is much more internet services.

B.E.: Can you talk about the differentiation between the permanent habitants and the summer habitants in the island?

E.M.: The permanent habitants supply their live hood from the island. The summer habitants have just house here and come for holiday in summer.

B.E.: Do they cause some differentiation in the island?

E.M.: The daily ones who come for picnic dirty here.

B.E.: Do the tourists who come for picnic make shopping from the island? **E.M.:** Yes they do. They do in their first visit but in second time they bring from İstanbul.

B.E.: What is the contribution of the summer habitants to the island?

E.M.: They make shopping from here.

B.E.: Are there any differences according to winter?

E.M.: of course. There are some seasonal shops which open just in summer. They open when the schools close and they close their shops when the schools open.

B.E.: What is the symbol of the island?

E.M.: Phaeton, pines, sea gulls.

B.E.: How do you define island to the person who comes at first time when they ask?

E.M.: I am telling green areas, comfortable life, fresh air.

B.E.: What can you say about the different cultures? Their life-style, habits, in the island like Turkish Greeks, Jewish people, etc.

E.M.: In the past we weren't so connected. But now especially the young generation is so close to each other.

B.E.: Are there any different shopping habits belong to them?

E.M.: They make their shopping from certain places. For example İstanbul Butcher. He opens and closes his shop according to his special customers. They don't buy meat in Saturdays according to their culture so; the butcher is close on Saturdays. Their groceries are also special.

B.E.: Are there any different preferences that you perceive?

E.M.: Their swimming places are also different.

B.E.: No, I mean cultural behaviors or habits in different cultures?

E.M.: They all join to each other and a common culture comes into existence.

B.E.: How long does it take for a new-comer to adapt here?

E.M.: It takes one year for me.

B.E.: What are the difficulties that you lived?

E.M.: Here everybody is so comfortable but when you came here as a new comer at the beginning you can't feel as comfortable as the islanders when you were walking or when you were at school. The way of pronouncing the words which belongs to your culture is also important for the person who came from Anatolia. It takes time to get friends a social environment.

B.E.: How do the islanders behave to the new-comers?

E.M.: They are so hot blooded and behave friendly.

B.E.: Are there anything you miss about Van; something you can't find here?

E.M.: No, there is something which I can find here but can't find in Van. The nearness to İstanbul is important. I just miss Van because of my childhood, memories and my family because I was born there.

B.E.: What a pity that there isn't any symbol belongs to the island?

E.M.: In the island there is so many people belong to different cultures. Everybody find something different as a symbol but there isn't any common symbol for the island.

B.E.: Where do you show around to the people who come to the island first time?

E.M.: "Dilburnu" for picnic, the mosques and old buildings. For swimming Kınalıada island is better.

B.E.: Are the custom and usages important in shopping?

E.M.: Not so much. It is important may be for a little group, for example in clothing traditionalist or modern choices.

B.E.: Which advertisement do you like more, or which advertisement is close to your customs and usages?

E.M.: The advertisement of the potato crisps which Cem Yılmaz was acting.

B.E.: What is your opinion about this kind of advertisements and the global advertisements? Which one of them do the people watch more?

E.M.: The traditional advertisements.

B.E.: What do the islanders think about this subject?

E.M.: Everybody thinks different. Here are some people who don't care about traditional choices and prefer global brands.

B.E.: Quality and service is important?

E.M.: Yes. It is important to use brands of our country but also quality is important too.

B.E.: What about cinema in the island?

E.M.: It is open only in summer. It is close in winter and the quality is not so good.

B.E.: Is it open air cinema?

E.M.: Yes. We have Büyükada cinema before.

B.E.: What about the social life in the island?

E.M.: In summer the night clubs opens, the festivals exhibitions and concerts are organized. The preparations have already begun.

B.E.: Do the islanders share their shopping experiences with each other?

E.M.: Absolutely. The island is small everybody talks about everything.

B.E.: The ships have an importance at that point?

E.M.: Yes. It has a house ambience. Everybody talk, you can meet with new people, the students studies.

B.E.: Do you buy anything from the canteen of the ship?

E.M.: Just tea and water.

B.E.: In İstanbul everybody make breakfast or buy something in Beşiktaş or Karaköy ships. Why here isn't?

E.M.: It is too expensive. In the island everybody make breakfast or drink tea in the shore and get into the ship after.

B.E.: Where do they make breakfast?

E.M.: The tea garden in the opposite of the port.

B.E.: Is it open in winter?

E.M.: Yes. The morning sun is beautiful at that palace.

B.E.: Are there any permanent islander who works in İstanbul?

E.M.: Yes, so many.

B.E.: What is their profession?

E.M.: The bankers, etc.

B.E.: Where do they work in İstanbul?

E.M.: Bostancı, Eminönü, Kadıköy. There are also people who work in clothing shops in İstanbul.

B.E.: Are there anything do you want to add?

E.M.: No.

B.E.: Thanks for your help and information you gave.

Interview 7. JULI MOLFO – NURŞENBAY - NURSEVİL ÖZER – AFET GÜLÇİÇEK (BÜYÜKADA)

BERKAY ERDEN: What's your name and how long have you been living in the island?

J.M.: Juli Molfo. For 50 years.

N.Ş.: Nur Şenbay. For 6 months.

N.Ö.: Nursevil Özer. Since 1973 I have a house in Büyükada, but for 8 months I have been living permanently.

A.G.: Afet Gülçiçek

B.E.: What can you tell about shopping in island? As a customer, your choices, problem, etc?

J.M.: We prefer bazaar once a week. The groceries are so expensive. The high prices aren't their fault. They can only work for 3 months in a year. So the prices get higher.

B.E.: Do you share your shopping experiences?

N.Ö.: Yes we do.

J.M.: I tell. The "Bakkalım" has the same prices with "Migros" in İstanbul for example.

N.Ş.: We prefer the out of the bazaar days.

J.M.: The butchers are cheaper than İstanbul butchers for example.

B.E.: Are pleased about the cleanness and order of the shops?

N.Ş.: Everything is like pictured but expensive. The center of the island, the port is more expensive. I don't exactly know the prices because I make my shopping from İstanbul weekly or monthly. So, I can be cheated in the island.

B.E.: What are the problems of the island when you settle here?

N.Ş.: Just expensiveness. Not all of the shops, but especially the shops in the center.

N.Ö.: Everything is fresh and abundant here. They come from Yalova.

N.Ş.: When I came from İstanbul, I bought from so high prices because I don't know.

B.E.: Are there anything makes you surprise when you come to the island from İstanbul? Do you make your shopping by list?

N.Ş.: I can't go to port every time, but it isn't a problem because the groceries take our request to house. They have delivery service. They also bring our other needs, requests beside their service. They stop by pharmacies for example.

N.Ö.: If it's urgent.

B.E.: Do you trust to them?

N.Ö.: We trust to the groceries and fruit seller. But to gain time we prefer total shopping from İstanbul. Here aren't such big markets like İstanbul.

N.Ş. Yes.

B.E.: What do you buy from İstanbul?

J.M.: Detergents for example.

J.M.: We are buying monthly detergents from İstanbul. Not all of the groceries are so expensive.

N.Ş.: "Yıldırım" is expensive for example.

N.Ö.: Not all of them.

N.Ş.: But even if it is expensive I prefer the one who brings my needs to my house. "Yıldırım" for example expensive but he brings my needs from the center of the island from different shops while he brings my newspaper every morning. I said them to stop by pharmacy or somewhere else and they do and bring.

A.G.: But they are expensive.

N.Ş.: I pay totally at the end of the month.

J.M.: "Bakkalım" also do the same.

B.E.: Between the two you choose the one who has delivery service?

N.Ş.: Yes.

J.M.: Not for everyone.

N.Ş.: I can't ride bicycle. The one who can ride bicycle can go and bring by themselves.

B.E.: Bicycle is important than.

J.M.: Yes sure. We are using bicycle and delivery isn't important for us and also we are using phaetons.

N.Ö.: I prefer the new bicycles with accumulator.

N.Ş.: I can't get used to ride bicycle and to go down to port and return back to my house again and again in each day for daily needs.

J.M.: We used to do. I get on my bicycle and do what I should do in port and return to my house.

B.E.: Are there any differences between the summer and winter habitants according to their shopping habits?

J.M.: No, there isn't.

N.Ö.: May be in bazaar there can be some differences. In winter the bazaar man allow us to select the vegetables to sell in winter.

N.Ş.: In front of every house there is so many stairs in upper part of the island. In front of my house there is 62 stairs. If, the price increases 2YTL for delivery, it doesn't matter for me. Otherwise I will pay this money to the phaeton.

A.G.: They give this service only for their permanent special customers.

N.Ş.: There is grocery near to my house but I can't find whatever we want there. If you aren't living in the sea side, port of the island, you should go there for shopping.

B.E.: If you can't find something in the grocery do you say that to the grocer? Do they find and bring it for you?

J.M.: There is everything.

N.Ş.: I can give an example. In the grocer where I always make my shopping I can't find light yoghurt. They bring it from other grocer but I don't with the same price or more?

B.E.: What do you buy from patisseries?

J.M.: The patisserie products are so well.

B.E.: Are there any special product?

J.M.: Pastries. All Turkish pastries in İstanbul are here.

N.Ş.: Aubergine pie. The profiterol of guven Patisserie, the toast of Shil Cafe, Lokma of Hara.

J.M.: The "Kol Böreği" is a special of Büyükada.

B.E.: Are anything you do you want to share about shopping habits?

N.Ö.: Islanders all prefer ready foods. They want to cook at home. In restaurants or cafes even a toast can be a way to eat.

N.Ş.: Especially in weekends people go outside to eat. There are restaurants like "Konak" who serve home meals.

N.Ö.: Then islander is willing to eat a simple toast or salad to gain time for fun. They go to restaurant, eat fish and drink rakı. Don't want to cook at home.

N.Ş.: There isn't any worry about time here. Everybody meets in coast at the evening. There is no need to return back to house in a certain time. Islanders are generally well income people. They don't think about money so much. The summer habitants are the same too. There are people who have their second houses in Anatolian side of İstanbul.

B.E.: Why do the people don't come here for swimming from İstanbul? They generally prefer to go to Şile?

J.M.: They don't know. They have no islander culture.

N.Ö.: They don't know the pleasure of walking and friendship in the island.

N.Ş.: They don't know the island. They are looking for free beaches to swim. But in Büyükada there isn't. You should pay or be a member of a club.

J.M.: You pay money to be a member of a club. They don't let the foreign people to use the beach.

B.E.: Are you a member?

J.M.: Yes I am.

B.E.: Do you eat there? I know that “Sea Sports Club” has a restaurants and patisserie in it.

J.M.: Every club has and cheap.

N.Ş.: The clubs have their members.

J.M.: They are just like a special estate which has its own pool or beach or etc. They don’t let others in.

B.E.: Are there any other advantages that clubs provide to you? Are they cheaper than the cafes in the port?

N.Ö.: No, but much more silent and also away from the foreigners. We don’t see the foreigners or the people who come for picnic here.

N.Ş.: They don’t know how to make picnic. They left garbage and fire behind.

N.Ö.: People thought that the life in the island end after the schools open, but it doesn’t. There are so many people who love the islands and don’t want to live soon. The people are obliged to leave the island early because the schedule of the ferries in winter isn’t sufficient enough to go to İstanbul. In the morning, you can’t get to your job if you are working in European side of İstanbul. We don’t want direct ferries, but after we have arrived Bostancı we miss the ferry to European side with 5 minutes. They can arrange this and fix the problem. There are people who want to go in early hours in winter.

B.E.: I know people who left Kınalıada and Burgazada early just because of lack of pharmacy.

N.Ö.: Yes, that’s right. We go to Bostancı but we can’t go to other destinations.

N.Ş.: It will be easy if we can get on sea buses after Bostancı but the hours are inharmonious.

N.Ö.: We have a life there also. Our friends, patients, or passengers. The main problem is transportation, and health service.

B.E.: What about heating problem?

J.M.: If the natural gas can come it will be perfect.

N.Ö.: If a person wants to use radiator he can. Arrival and health are more important, heating is next.

N.Ş.: Even portable stoves are enough for here for heating.

J.M.: May be the island can corrupt after natural gas.

N.Ö.: That’s why I said so.

J.M.: Who knows who come after natural gases? That’s why I don’t want.

N.Ö.: I wish we can use natural gases, but transportation and health service are much more important.

J.M.: If you get ill there is no doctor.

N.Ş.: Just a small clinic.

N.Ö.: We went to İstanbul last week with my husband just because of this. He didn't feel well and before the possibility to get ill we want to be in İstanbul.

N.Ş.: The Island has an elder population.

A.G.: If it can the summer time can be much longer here. Our spring and autumn is so beautiful. If the arrival problem can be solved the restaurants won't close and the life will go on a several months more. Our coevals can come.

N.Ö.: We like this silent months so much. We can still swim and sunbathe. The summer habitants also like but they have to leave early because of arrival.

A.G.: There can be transfers between ferries. We don't want direct ferries.

N.Ö.: There are so many people who love the island. I didn't make my breakfast at home just to come and eat here.

A.G.: Here is the pearl of the İstanbul but you can't come.

N.Ş.: We don't eat our breakfast to eat here. I said one night before to the owner of this café that I will come in the morning for breakfast.

N.Ö.: When I come here I don't want to leave. I wish I can stay more.

B.E.: Anything else do you want to add?

N.Ş.: The fruits and vegetables are expensive but beautiful here. You buy cheaper but put it into garbage.

N.Ö.: One thing is the young generation. They don't want to stay here after age 12. They get bored. The families also go behind their children to İstanbul. They call here as "open air jail".

B.E.: Thanks for your help and information you gave.

Interview 8. NURAY AKAR (BÜYÜKADA-PORTOFINO CAFÉ)

BERKAY ERDEN: Name surname?

NURAY AKAR: Nuray Akar

B.E.: What is the name of this cafe?

N.A.: Portofino

B.E.: How long have you been living in the island?

N.A.: For 25 years.

B.E.: Is the house your own?

N.A.: Yes.

B.E.: You are an islander than?

N.A.: Yes.

B.E.: Can you tell about your products?

N.A.: Here is a cafeteria and we sell mostly hamburger, hot dog, toasts and drinks. Besides these we serve chicken and pastries. We have some little deserts which we make daily. Our toast is different because our bread is special and big.

B.E.: Who does generally make shopping from you?

N.A.: In the morning officials, the parents of the students come. The foreigners come for our special toast.

B.E.: So they come for specially?

N.A.: Yes. I am not saying to be proud of they really hear about our toasts and find us. We make also coffee service.

B.E.: Do you make something special for summer?

N.A.: Yes, home-made products.

B.E.: Like what?

N.A.: Home pastries, quince and marrow deserts, menemen, omelets, etc.

B.E.: Do the tourists ask for?

N.A.: Especially Turks.

B.E.: Are there any special preferences?

N.A.: Rice pudding, baklava.

B.E.: Are they also home-made?

N.A.: No they are ready products. I am making pastry with mince meat and revani as home-made.

B.E.: What is your position here?

N.A.: I am the manager. I have been working here for 8years. At first I worked in different positions and than I became the manager, I see here as it is my own business.

B.E.: Where are you from?

N.A.: Erzurum.

B.E.: Do you serve something special for Erzurum in this café?

N.A.: No.

B.E.: It is because it hasn't been requested?

N.A.: Nobody knows. There should be many people from Erzurum to sell this kind of things.

B.E.: The aim of my study is to explore the consumer behavior from the aspect of culture.

N.A.: We bring something home-made but nobody knows. The mother of our boss cooks some specials.

B.E.: Where are they from?

N.A.: Aydin. She doesn't cook traditional meals, she cooks only a simple home-made cake for example, but the tourists prefer the ready-made cake.

B.E.: Do you offer the choices like home-made cake or ready-made cake?

N.A.: Yes, we do. But they prefer ready-made. Even the islanders or tourists don't know what the difference is.

B.E.: What are the specials of Erzurum?

N.A.: Ca kebab, stuffed kadayıf, soup with yogurt.

B.E.: Are there any restaurants where serve traditional meals in the island?

N.A.: No there isn't. Only the cafes which make pancake. Even there aren't any activities in the cultural associations about traditional cooking.

B.E.: As a restaurant?

N.A.: As I know there isn't any. We have the fish restaurants in the shore only. Here in the island generally the cafes sell something easy and fast to eat like döner or sea foods. .

B.E.: Do the tourists generally offer fish?

N.A.: Yes.

B.E.: Do the person who come for picnic come to your café?

N.A.: No they don't. They bring their foods, but if they feel hungry while they are returning from picnic they stop to eat here.

B.E.: Is the picnic area far?

N.A.: Yes it is far. In 23April it is Aya Yorgi day and people come for church not for picnic. This day island becomes crowded and people stop here to eat.

B.E.: Is the island expensive?

N.A.: Ye sit is.

B.E.: What is the reason for you?

N.A.: The transportation. We pay the motor and the porters.

B.E.: Do you bring your foods by motor?

N.A.: No, we take by our selves. We make our shopping from Metro not from the marketplace. Our toast is 1.25YTL, it is cheaper than İstanbul, but the drinks are expensive because they come to us with an expensive price.

B.E.: Can you find anything you look for in the island?

N.A.: Yes you can. We have bazaar in Thursday. The foods come from Yalova and they are fresh. People say they are cheap in İstanbul but they throw half of the vegetables to garbage. Here you can use every piece of vegetable you bought. We haven't super markets but we have groceries and you can find everything there.

B.E.: Why do you prefer Metro for shopping?

N.A.: We have Metro card and there we have a chance for installment sale.

B.E.: Credit cards are effective than in shopping for you?

N.A.: Yes.

B.E.: Is it difficult to buy furniture when you live in the island?

N.A.: The permanent islanders don't buy furniture from the island. It is more reasonable to buy from İstanbul. There are some campaigns in furniture but the vendors in the island don't join those campaigns.

B.E.: Is the transportation a problem when you buy furniture from İstanbul?

N.A.: Yes. The transportation service is just to the port than you should pay.

B.E.: Have you ever been in Erzurum?

N.A.: I came here when I was 8.

B.E.: When you came here, did you remember something you missed about Erzurum?

N.A.: Because of my age I didn't. My father and my brother were here and I came with my mother after them.

B.E.: I heard about "kete" which is a special food of Erzurum?

N.A.: In fact it is from Erzincan, but I know how to make it because my husband is from Erzincan. You first prepare dough with milk and eggs. Than at the other side you cook flour with oil. You roll out dough and put the other over the dough and roll it as a rose and roll again. At last you apply egg over the dough and cook.

B.E.: Is it a desert?

N.A.: Because of its dough yes it is like a pastry.

B.E.: Can't you sell it if you cook here?

N.A.: Nobody knows about it so it is hard to sell it. May be the associations can introduce traditional tastes and than we can sell.

B.E.: The people told me in Burgazada that a person roll the fish in dough and sold as a Black Sea taste and everybody like it.

N.A.: People look for different tastes. Here the restaurants have some deals with the tourist guides and when they come in the island they don't look for where to eat. The guide brings them where he deals with.

B.E.: Do you work like this?

N.A.: No.

B.E.: Why here aren't any cultural associations in the island? Is it about to be an islander?

N.A.: The number of real islanders is small. They move to İstanbul for their children's education.

B.E.: Do you have any children? Where do they educate?

N.A.: My daughter finished high school in Sirkeci. My son is studying International Trade in Amasya.

B.E.: Thanks for your help and information you gave.

Interview 9. OSMAN OZTÜRK (BÜYÜKADA)

BERKAY ERDEN: Name surname?

OSMAN ÖZTURK: Osman Öztürk

B.E.: Your age?

O.Ö.:45

B.E.: Are you married?

O.Ö.: Yes

B.E.: How many children do you have?

O.Ö.: 2.

B.E.: Where do you come from?

O.Ö.: From Adana

B.E.: Your occupation?

O.Ö.: General Manager of the Sea Sports Club. At the same time I am financial consultant of many firms in İstanbul and member of Kızılay and Police Associations in Islands. Is your study just in the islands or İstanbul?

B.E.: In the islands.

O.Ö.: Because the islands are different from İstanbul. Island is neither a village nor a metropolis nor İstanbul. In the island there is no certain differentiation between different social or cultural groups. Their children play together in the same places, come to the same club to swim. In İstanbul the districts are different as the people or social groups live in. Also different religions meet here in the island, Jewish people, Armenians, Suryaniens, Shiites, etc. I have living here for 24years. I didn't see any little hostility. This differentiation reflects their consumption. There has been selling the high quality foods or clothing in the island which you can find in İstanbul but they were highly expensive. People don't want to buy cheapest things. Everyone buy their needs from bazaars.

B.E.: As there any differentiations in shopping belong to different cultures.

O.Ö.: Moslems eat mostly meat, non-Muslims eat mostly fish.

B.E.: Are there any special meals?

O.Ö.: They have their traditional meals. Jewish people have a special dish with a kind of fish "goby". The Turkish Greek People have a special dish with "scorpion fish". Jewish people don't cook on Wednesdays. They don't even use any electronically machines. They all go to restaurants for dinner generally to eat fish.

B.E.: Are there any special restaurants which they prefer? Do the people's experiences affect each other and trades?

O.Ö.: These people behave collectively. If they choose a specific restaurant to eat, these restaurants became so popular and rich. Rabbi recommends them places. Once they

protest a restaurant and no one went there. The Turkish Greek's kitchen is fabulous. They have had a great domination in the island 40-50 years before. Today there are still cooks who were the apprentices of these cooks. In past, these restaurants had some rules about dresses etc. You can not enter if you didn't wear special dresses. Turkish Greeks take these cultures to Greece when they have gone. But there are still traces from them in the island.

B.E.: What are the advantages and disadvantages of living in the island from the aspect of consumption?

O.Ö.: We can not grow anything in the island. Everything comes from outside. The transportation and porter fees affect the prices so much. I bought meat from Tansaş in İstanbul with the price 16YTL, but the same meat in the island is 24YTL. 1kg tomato is 1YTL in İstanbul, but 2.5YTL in the island. The story of transportation of a product is highly difficult for island. You bought it, then bring to the port, and pay the fee to the port and also to the carriers. Then by sea you bring it to the island and pay again fee to the carriers and phaetons. In İstanbul you call and they bring it in to your door. But here you haven't a chance like this. Here is bazaar once a week. The habitants buy their needs from that bazaar. But I don't accept this, because they don't pay any tax and sell the needs without receipts. They give harm to the trades which pay their taxes. 80 percentages of the trades in the island left. The island becomes a place where is alive just for 3 months. Here are very precious shops but they are open only for 2-3 months. The people left these precious places. You can't see such a thing in anywhere. This island should live in whole year. I know an old trade here. He was a draper in past and told that his shop was open till 11 at night. But today the island has even a one draper.

B.E.: Did the migrants change consumer behavior of the island?

O.Ö.: Yes, they have changed. A great legal and illegal construction has begun in 1983-1993. They have changed the island to a concrete mass. People who came from Van had worked at those constructions. %80 of this people left but %20 of this people is still here. They came as workers and now they are grocer, installer, etc. They bought houses. They have children and after one generation they will say that we are islander and the appearance will change.

B.E.: Do the migration has some effects.

O.Ö.: I can't say that they have positive effects. The real habitants left the island.

B.E.: They became minority and the life quality left the island with them.

O.Ö.: Exactly.

B.E.: Can we say that consumption begin to address the new-comers?

O.Ö.: For %20 yes. They came to work, but they couldn't find job and stay here. They are working daily and wait for work in cafés. The crime increased in the island

especially against the tourists. They are living communal. If you have a problem with one you should deal with the others also.

B.E.: I am searching the population statistics, and in the last two counting the population seemed to increase 4-5million more than the previous ones.

O.Ö.: Yes. This is a mistake of the municipality also. In 1990 the municipality invite so many people from East Anatolia..

B.E.: May be they should give the identity cards to the habitants.

O.Ö.: Everybody can come, but they should be adaptive.

B.E.: I talk with a person from Van. He had 3houses in the island.

O.Ö.: But he don't consume. I have been living in the island for 20years. I have just one house and one car. But I spend my Money for the education of my children. The others use Money in different ways. I decide to leave my inheritance as education, the others as Money. So, the children's life style changes. Their environment changes by the help of their education. I tried to success this; it isn't something which can be bought by Money.

B.E.: Thanks for your help and information.

Interview 10. BÜYÜKADA GUVEN PATISSERIE

BERKAY ERDEN: Name surname?

HALİL KAYA: Halil Kaya

B.E.: What is the name of this place?

H.K.: Güven Patisserie.

B.E.: Your age?

H.K.: 54

B.E.: Your education?

H.K.: Primary school

B.E.: How long have you been living in the island?

H.K.: 34 year

B.E.: How long have you been making this job?

H.K.: 40-45 year

B.E.: The number of generation making this job?

H.K.: 3rd generation

B.E.: Where are you from?

H.K.: Kastamonu

B.E.: Are you married?

H.K.: Yes I am.

B.E.: How many kids do you have?

H.K.: 3

B.E.: What are you selling to the islanders?

H.K.: Generally cakes, patties, milky deserts.

B.E.: I heard a desert special to the island; “palmiye”?

H.K.: Yes, “palmiye” is a desert special to the island, and also different kinds of biscuits with pine, rakı, Turkish delight, resin and orange. They are also special to the island?

B.E.: What kind of customers wants what kind of deserts or others?

H.K.: No differentiation, but generally the summer vacationists.

B.E.: What about the islanders?

H.K.: They are all islander. The one-day tourists are different; they buy what they see for that day.

B.E.: Is there anything you want to tell about consumers in the island?

H.K.: The problem is seasonal crowd. Except summer, during 9 months the shops are empty.

B.E.: I know here was a university. At that time how is the economy of the island?

H.K.: The school was so beneficial for us. Lack of the university is a casualty for the island.

B.E.: What are you doing for increasing your gain? For example, advertisements?

H.K.: In general, we need investments which will change the ambiance in the island, for example, investments for transportation or winter tourism. We need advertisements. The control in trade is essential in the island. The other problems are heating and health services.

B.E.: Is shopping sufficient in the island for the inhabitants? Or are the people make shopping from İstanbul side?

H.K.: It is not permanent here. Everybody make shopping from different places. If there is a permanent shopping possibility here, nobody goes İstanbul.

B.E.: The tradesmen said that, they are trying to make shopping from neighbors not outside the island, to improve them.

H.K.: There is no problem with quality but the prices are so high, that's why the people go to İstanbul for shopping.

B.E.: Is there anything do you want to add?

H.K.: One person can not change anything. The municipality, the government, all should do something for the islands. The income is not enough. The public is weak. The effort of the head official is not enough.

B.E.: What is the most favorite in your patisserie?

H.K.: "Palmiye", flaky.

B.E.: What is the symbol of the island?

H.K.: The meals, fishes, grate.

B.E.: Thanks for your help and information you gave.

Interview 11. BAZAAR (BÜYÜKADA)

BERKAY ERDEN: Can you tell about the bazaar in the island, your relationships?

Customer 1: We trust each other. The islanders never go hungry. You buy something whether you didn't have money.

Bazaar Man 1: We are all like a family.

B.E.: You are selling eggs?

Customer 1: It's hard to come to island for tradesmen. It's hard to bring service here.

B.E.: Where do you come from?

Bazaar Man 1: From Yalova.

B.E.: Isn't it difficult?

Bazaar Man 1: Yes, it's difficult.

B.E.: Don't you rent motor for transportation?

Bazaar Man 1: Yes, there is.

B.E.: Don't you one of them?

Bazaar Man 1: Yes, we are. We can transport fundamental products by motor, but daily foods by ferry.

B.E.: Do you pay a cost?

Bazaar Man 1: Yes, 50YTL for per a day.

B.E.: Do you go any other bazaars?

Bazaar Man 1: Yes. In Tuesday Kınalıada, in Wednesday Heybeliada, in Thursday here, in Friday Burgazada.

B.E.: In winter does the population decrease?

Bazaar Man 1: Yes.

B.E.: Do you come in winter to take place in summer.

Bazaar Man 1: Yes, to stay alive in market.

B.E.: Can you compare winter and summer market?

Bazaar Man 1: We sell 1 in winter but 100 in summer.

B.E.: What else can you tell about the bazaar?

Bazaar Man 1: It's funny in winter. We are making brazier.

B.E.: Do pay anything to the municipality?

Bazaar Man 1: We paying yearly.

B.E.: How do the islanders shopping?

Bazaar Man 1: They try to make shopping with appropriate prices because of the differences with İstanbul.

B.E.: Where are you from?

Bazaar Man 1: I am from Yalova. The workbenches next to me are belongs to my sister and uncles.

B.E.: What does your sister sell?

Bazaar Man 1: Groceries. We are trying to sell any kind of product to live on.

B.E.: What kind of grocery is mostly requested?

Bazaar Man 1: Salt, sugar, daily needs. The children are buying juice or chocolate or cakes. We are trying to sell them cheaper than the shops in bazaar. We are selling detergent with the price of 1YTL for example. The man next to me my friend is selling fruit and vegetables.

B.E.: Do you want to give your name?

GOKHAN ZENCIR: Gökhan Zencir

B.E.: What kind of fruit and vegetables do you sell?

G.Z.: Generally daily fruits and vegetables. People can buy vegetable but can't sometimes buy fruits because of economy.

B.E.: What do you bring today?

G.Z.: Any kind of winter fruits and vegetables.

B.E.: Do the people request special preferences according to their culture?

G.Z.: If they do we bring it, may be they want to eat but they don't request. Tomato is most popular vegetable. We take it with the price of 2YTL but it becomes 2.250YTL with transportation.

B.E.: Where do you bring your goods from?

G.Z.: I BRING FROM Kartal İstanbul.

B.E.: Where do you from?

G.Z.: I am from Muş.

B.E.: In general where do the bazaar men from?

G.Z.: We have bazaar men from 82 cities. I am worker here; I can't open my own workbench because the expenses are too high.

B.E.: What do you sell in your own workbench?

G.Z.: In winter vegetables, in summer fruits. I can't earn in winter but I can open my workbench in summer.

B.E.: Do the groceries make shopping from you?

G.Z.: The one who take our customers are supermarkets. In İstanbul they open workbench through the street.

B.E.: They settle a small bazaar you mean?

G.Z.: Yes. They take the goods with 3 months cheque and turn it to cash by selling. Also the credit cards have bad effects on us.

B.E.: Do you go to other bazaars?

G.Z.: I am also working in Kartal and Pendik bazaars. We aren't so busy in winter, we have so many spare time. One thing about prices is if the good is cheap it means that it isn't fresh.

B.E.: The population is less in the island. One man said that after a while there will be only 2-3 members from his family.

G.Z.: That's right. The transportation fee between the islands also has bad effect. The other islanders come to Büyükada for their officials or payments and pay extra money for ferry.

B.E.: Does it also affect bazaars, the potential customers from other islands?

G.Z.: It affects everyone. For example, The Kınalıada islanders miss bazaar in Kınalıada he pay to come Büyükada.

B.E.: Are there any shopping on credit?

G.Z.: Not for everyone. We have special customers that we know they will pay when they promise. There are people who didn't bring money back.

B.E.: How long have you been working in bazaar?

Bazaar Man 1: for 20years.

B.E.: Anything else do you want to talk about island life?

G.Z.: We aren't living in the island but we want natural gas in the island. The population will increase. The working potential will increase. Water is a problem. It is available between 7am-13pm. If the islander lives comfortable the shopping rate will increase. When they buy spinach how can she wash it if there isn't any water? Before our comfort their comfort is important. If there is working opportunities in island the shopping capacity will increase. They don't work in İstanbul. Also heating is a problem in winter. There isn't natural gas. Stoves are problem.

B.E.: The summer habitants say that they prefer markets because of delivery to their house.

G.Z.: I have 3 summer habitants in Kınalıada Island. They promise and come in winter. We prepare their offers and bring to their home.

B.E.: You also have delivery service?

G.Z.: Yes. One of the reasons that the summer habitants don't want to come to the bazaar is the crowd and the porter children.

B.E.: Do they work for you?

G.Z.: No. They are working for their own.

Bazaar Man 2: Let's talk about the ferry fees also. İstanbul is 2YTL, Yalova is 3.5YTL.

G.Z.: Yes. Coming from Yalova is expensive. Ferry has the same fee from Yalova to island and from Yalova to İstanbul. It is 5.5YTL. This workbench can come with 3-4 cars. For one car we should pay 10YTL. 6 people come from one family to work.. They pay 30-40 YTL for lunch. From port to the bazaar it costs 1YTL for one case of tomato. For 100 pieces it costs 100YTL. It's so expensive.

B.E.: Do you transport with motor?

G.Z.: Yes.

B.E.: How much does it cost?

G.Z.: For 4 days 750YTL.

B.E.: For per person?

G.Z.: No. 3-4 friends come together

B.E.: Can you tell how much does it cost for transportation from marketplace to the bazaar?

G.Z.: For 100 pieces we pay 25YTL to go out from marketplace, after marketplace to the porter 25YTL, 50YTL for motor to get the pieces to the island, than from port to the bazaar we pay 100YTL to the porter. Totally we pay 200YTL. If the 100 pieces of good cost 1000YTL, with transportation it will cost 1200YTL. It affects the total price. Our customers confess that they are making shopping from İstanbul because this prices.

B.E.: They say that they make shopping from Çağrı Market in Bostancı. In the past BIM Market was more popular they say.

G.Z.: I don't know. The number of the trades increases in summer here. The one who pay his taxes can open only one workbench, but the one who didn't pay the tax can open 3 workbenches. It's a big problem for us. We are paying for bench 50YTL and for license 100YTL, totally 150YTL to the municipality. If I have 20bench I should pay 3000YTL. At least 15 of the 100 trades in bazaar are illegal. They damage us.

B.E.: How do the islanders behave to us?

G.Z.: If we behave well, they behave well. Not all the trades behave well. There was someone who don't allow customer to choose the goods for example. In İstanbul I didn't allow either, but in the island you should because in İstanbul the prices are cheaper and you sell more than here. If one tradesman behaves badly it damage us. I even allow them to choose the pepper which we can't see in marketplace while taking that vegetable. We wake up at 1.00 at night and go to the marketplace to take the best ones and to sell the best ones.

B.E.: Where is the marketplace in İstanbul?

G.Z.: Near to İçerenköy Carrefour.

Bazaar Man 2: The suffering of the bazaar man will and when he died.

Bazaar Man 1: One day it snowed so much, only we come here to serve

Bazaar Man 2: It isn't just for money, it is for serving also.

Bazaar Man 2: The big supermarkets and credit cards damage us.

Bazaar Man 3: The market is hard for little tradesman. There are 10 tradesmen for 10 customers.

Bazaar Man 2: In past days the population was so high in the island.

B.E.: Even in winter?

Bazaar Man 3: Yes. The non-Muslims left the island and something has changed.

B.E.: Like what?

Bazaar Man 3: The Turkish Greeks and Armenians were shopping so much.

Bazaar Man 2: Now, the gardeners and the guards are living here in winter. In summer it's different.

Bazaar Man 3: What makes the life different in bad way is migration from Anatolia.

Bazaar Man 2: The other damage is the economical crises in 2001-2002. The habitants here were the tradesmen in Mahmutpaşa İstanbul. When they affect from crisis the island affect either. They should gain in İstanbul to earn in the island.

B.E.: How is your relationship with customers?

Bazaar Man 3: It's hard to find such a relationship in another place. We are European. The customers are rich and high educated, so we should behave like this.

Bazaar Man 2: They invite us to "iftar" in Ramadan.

Bazaar Man 3: They invited all the bazaar men from Yalova for every evening. We can't go all of the islanders who invite us.

Bazaar Man 2: We haven't a ferry according to our working hours. We come here at 6 o'clock in the morning and wait. The transportation is a big problem.

B.E.: What are you selling?

Bazaar Man 3: Everything except meat.

B.E.: Do the customers request special brands?

Bazaar Man 3: Not really. He tries our goods and if he likes we go on selling it.

B.E.: Are there any differences between the preferences of the summer and winter habitants?

Bazaar Man 3: No it doesn't change.

Customer 2: I am a winter permanent habitant. The summer habitants prefer the expensive and good quality ones. It changes according to their income.

B.E.: Thanks for your help and information you gave.

Interview 12. RECEP ERYİĞİT (BÜYÜKADA)

BERKAY ERDEN: Name surname?

RECEP ERYİĞİT: Recep Eryiğit. I am the owner of “Yalovalı Kardeşler Delicatessen”.

B.E.: Your age?

R.E.:50

B.E.: Are you married?

R.E.: Yes

B.E.: How many children do you have?

R.E.:2

B.E.: How long have you been living in the island?

R.E.:35

B.E.: How many generation have you been owned this shop?

R.E.: I am the second generation.

B.E.: Can you talk about your customer profile?

R.E.: High-income families.

B.E.: About cultural appearance?

R.E.: No differentiation.

B.E.: I am searching the differences in preferences.

R.E.: Turkish Greeks generally prefer “preserve of dry meat, “kaşar”, water bottle cheese”. Jewish’s mostly preferred white cheese.

B.E.: Are there something specific that they don’t buy.

R.E.: No.

B.E.: What can you about shopping in the island?

R.E.: It seems expensive but in fact it isn’t. Products have good quality.

B.E.: What are the difficulties and easiness of living in the island?

R.E.: The difficulties are about transportation especially in winter. The second problem is heating service. Here isn’t natural gas so. Heating is expensive.

B.E.: I saw some special sauces in your shop. Who does prefer these?

R.E.: Everybody.

B.E.: I mean in the island, so many kinds of customer lives. These are the newcomers, old habitants, the seasonal habitants, the one day tourists, cultural differentiations. Who prefer what?

R.E.: Turkish Greeks prefer salted tunny. The seasonal summer habitants mostly buy the sauces.

B.E.: What do the summer habitants mostly buy? Are any brands which they prefer?

R.E.: Not brand. Our products are Cheese of Ezine, “kaşar” from Thrace, olive from Gemlik, gruyere from Kars.

B.E.: Anything else? The one day tourists; what do they buy?

R.E.: Rarely, because of prices, they bring with them. Just a few of them make their shopping from the island.

B.E.: I see corn flakes here, who do they prefer?

R.E.: Everybody, the islanders.

B.E.: Are there anything do you want to add? What is the symbol of the island?

R.E.: Mimosas.

B.E.: Everybody says fish.

R.E.: It was before. Today there is no more fish in the island. Another symbol is the phaetons.

B.E.: What should have been done to increase shopping in the island?

R.E.: The only problem is transportation. There should be much more sea voyages.

B.E.: What about drink preferences of the islanders?

R.E.: It changes in winter and in summer. In summer; islanders prefer Sarafin Doluca wine, Kavaklıdere Çankaya, Angora wine. In winter they prefer less quality wines such as Doluca normal or Kavaklıdere Dikmen.

B.E.: The foreigners?

R.E.: They buy Turkish Rakı.

B.E.: Thanks for your help and information.

Interview 13. NĪHAT DERĪKAN

BERKAY ERDEN: Name surname?

NĪHAT DERĪKAN: Nihat Derikan

B.E.: Your occupation now?

N.D.: I am retired, but I am working as real estate agent in island.

B.E.: How long have you been living in the island?

N.D.: 62

B.E.: How long have you been working as real estate agent in island.

N.D.: 15-20 years.

B.E.: What do you want to say about shopping in island? You told something about the butcher in the island.

N.D.: Yes. “Yeşil Bursa Kaşar Butcher”, the owner is Avni Uyanık. He sells meat to the Jewish habitants of the island. He sells also to the Turkish habitants but especially the Jewish habitants prefer him, because the meat is cut by the praying and blessing of Rabbi and according to Jewish traditions and beliefs. Kaşar meat means the meat which is approved and blessed by Rabbi. The name of the butcher represents this.

B.E.: Are there anything, do you want to add about shopping in the island?

N.D.: You can find anything you want but they are expensive.

B.E.: Thanks for your help and information.

Interview 14. İSMAİL DİLMAC (BÜYÜKADA)

BERKAY ERDEN: Name surname?

İSMAİL DİLMAC: İsmail Dilmac

B.E.: Your occupation now?

İ.D.: Managerial chef of the Sea Sports Club

B.E.: Are you married?

İ.D.: Yes

B.E.: How many children do you have?

İ.D.: 2

İ.D.: Two boys

B.E.: Is your wife working?

İ.D.: She is retired.

B.E.: What do you want to tell about Büyükada?

İ.D.: Ecology has changed in the island, so the people have changed. There is migration. 30 years before the people have moved to island from Erzincan. 50-60 Turkish Greeks live in island now, but island lost its past beauty. May be it's because financial problems. The buildings which built in last 50 years are not as beautiful as in the past. I am remembering gardens, fruit trees from my childhood.

B.E.: Can you give information about this club?

İ.D.: We are Sea Sports Club. We are giving swimming course and possibility to use close pool to 350 children. We have teachers for these children. Per group includes 40 children and they came here every week.

B.E.: What can you say about the cultural life of the island?

İ.D.: I compare it with past. In the past, there were people who had no water to use, they should take water from cistern or from rain water but, they take care island more from today. Today, everything is much easier, we have water, etc. The migration increased, but we haven't enough social opportunity. Our youths have no sports spaces, basketball or football courts. We have 18 coffeehouses, this is horrible. In the past when we look at Kartal, it was empty and we don't like there, but now, Kartal has developed but we haven't. We are losing blood.

B.E.: From the aspect of consumer behavior can you compare the old shops with today?

İ.D.: People make their shopping from bazaar. It is more expensive than İstanbul, but cheaper than the shops in the island. In summer, when people went to İstanbul, they bring even a small need from there. The bazaar has fresh fruits and vegetables, they come

from Yalova. I don't even buy parsley from the groceries which is in the ground floor of my house. Everybody think that island is rich, but not. We are just like a small village.

B.E.: After migration has the products which are sold in shops or restaurants changed? Are they selling appropriate products for new-comers?

İ.D.: No. They don't transfer their culture. They should adapt here. I did. I lived with Jewish's, Armenians, Turkish Greeks. I have learnt so much from them. The new-comers should learn also.

B.E.: What did you learn?

İ.D.: Everything. I learnt solidarity, confidence. Our doors were open. They like fun, we learnt social activities. I learnt trading. I am water installer. I have learnt my profession from master Sokrat.

B.E.: Is he still here?

İ.D.: No, he id dead, but his children live in the island. We were working with him and learnt our job from him.

B.E.: What about drinking and eating habits in the island?

İ.D.: The common amusements are finished, because of economic conditions. The people became more introverts.

B.E.: What do your serve to your members to eat?

İ.D.: Kınalıada Bahar Patisserie opens a patisserie inside the club during summer.

B.E.: What is prior for island's culture?

İ.D.: Fishes.

B.E.: Is there a symbol of the island?

İ.D.: There isn't even a cone. If you want to buy something belongs to teh island, you can't.

B.E.: Do seasonal (summer) habitants have effect on trade?

İ.D.: Yes they do. They are a crowded group.

B.E.: Are they shopping more than the permanent habitants?

İ.D.: Yes they are. If here can be big markets we (the permanent inhabitants) also make our shopping from the island.

B.E.: Are you celebrating each others (different cultures) special days?

İ.D.: Yes, of course. If we can't see each other we call each other for celebrating. We celebrate their, they celebrate our special days.

B.E.: Does this friendship carry on trade or business life my means of supporting each other?

İ.D.: of course it does, physically and spiritually.

B.E.: What are the advantages and disadvantages of island's life?

İ.D.: Here is like a paradise. I saw most pf places in Europe, but I can't change island to anywhere.

B.E.: Is just nature a advantage?

İ.D.: Friendships, social bonds, etc.

B.E.: What about disadvantages?

İ.D.: Lack of natural gas. This club uses fuel oil to heat the close pool. They said that there is not enough request, it isn't fair. It can be stored. It can so much problem in the island. It can change life.

B.E.: Can you have effect on municipality for the decision about the island?

İ.D.: Yes.

B.E.: Individually or as a group.

İ.D.: The municipality invites us to the meetings. They arrange meetings to listen the problems of the island.

B.E.: Where do you buy your furniture's for your house?

İ.D.: From İstanbul, Anatolian side.

B.E.: Is there a difficulty during transportation?

İ.D.: Just the transportation fee that we give to the municipality.

B.E.: How much does it cost?

İ.D.: 350-400 million for per truck. It changes according to the truck. The municipality helps us anytime. You can share the fee if you are taking your goods by sea motors from Kartal, but you can not share the fee for trucks.

B.E.: I saw the sea motor of Efes?

İ.D.: It is their motor.

B.E.: Are there any motors belong to a company in the island like Efes?

İ.D.: No, there isn't.

B.E.: What do you think about the transportation fees between the islands?

İ.D.: It is bad for the island.

B.E.: I heard from the habitants of the other islanders that, they give up coming to Büyükada for shopping after transportation fee. They prefer İstanbul for shopping instead of Büyükada.

İ.D.: For 6 months yes. Also it's bad for the students to pay fee every day. Even the vacations are irregular and not enough in winter according to summer.

B.E.: Does it have some effects on island's economy?

İ.D.: Yes sure. There is still some people don't know the islands.

B.E.: I am asking a symbol or something else to advertise, no one can answer.

İ.D.: Because, there isn't even a small symbol. We have a university here "Yeditepe", it is closed. It had brought life to the island in winter. But, because of these

problems it's closed. If these problems can be solved, even you think to move and live in the island; if, natural gas can come, transportation can become regular.

B.E.: How do you warm up?

Í.D.: By local heating, firewood. Here is like a village I said, but you can live easily beside these. Your grocer can give goods to you on credit.

B.E.: Are there any grocer or else who don't want to give on credit?

Í.D.: Every one gives if he knows you.

B.E.: Are there any difference like; the one near to the port don't give, etc?

Í.D.: No.

B.E.: What are the tourists doing here?

Í.D.: They are going to Aya Yorgi, visit the island by phaetons.

B.E.: Can't you keep them in the island for a long time?

I.D.: We can't, because we haven't hotels. You can't pitch a tent either.

B.E.: What about the pensions?

Í.D.: There is someone who gives their houses as pensions but just in summer.

B.E.: Island should be activated in winter also.

Í.D.: It can be. But someone doesn't want.

B.E.: Who?

Í.D.: The summer seasonal habitants?

B.E.: Why, because of migration?

Í.D.: Everyone can come. The foreigners will come, make shopping, bring money, rent houses, so the island's economy can activate. For 46 years nobody came, why, because of problems like phaetons, their dirtiness.

B.E.: Don't you tell to the municipality.

Í.D.: Nothing has changed. The budget is according to the winter population; 17.000. The population is summer is 100.000, so the budget can not be sufficient for summer services.

B.E.: Last question, do you share your shopping experiences, can everybody aware of this knowledge's soon?

Í.D.: Yes it can be heard soon.

B.E.: Thanks for your help and information.

Interview 15. VELİ ENGİN VURAL (Chief of Burgazada District)

BERKAY ERDEN: Name surname?

VELİ ENGİN VURAL: Veli Engin Vural

B.E.: Your age?

E.V.: 62

B.E.: How long have you been living in the island?

E.V.: Since I was born.

B.E.: Are you married?

E.V.: Yes I am.

B.E.: How many children do you have?

E.V.: 3

B.E.: Your education?

E.V.: Secondary school

B.E.: How long have you been the demarche of the island Burgazada?

E.V.: For four years, I am a member of the elders committee. I have begun to work as a demarche this year.

B.E.: Can you a little talk about the life in Burgazada.

E.V.: A quite life, especially in winter. But in summer here is much more crowded.

B.E.: Can we talk about a culture belongs to Burgazada?

E.V.: ?

B.E.: Like, Black Sea or Mediterranean culture?

E.V.: There is not a certain different culture.

B.E.: A culture special to here? Special attitudes, products, etc.

E.V.: In the past, yes here is. The old Greeks had cultivated some special vegetables.

B.E.: Is shopping sufficient in the island for the inhabitants?

E.V.: If they can not find here, they go to Bostancı or the other side of İstanbul. In summer you can find what you want, but in winter it is hard to find. The groceries and the butchers are closed, they go to Bostancı or the other side of İstanbul.

B.E.: Do you mean Sirkeci?

E.V.: There are big super markets in Bostancı as “Çağrı”. The islanders prefer mostly this market. Everybody has own butchers which they prefer.

B.E.: Not to make a classification but where are the habitants from here?

E.V.: From Erzincan, and also the Jewfishes, the Greeks, the Armenians, the (Süryani) Syrian?

B.E.: How they effect life in the island? Does the tradesman make special services for every culture?

E.V.: No differentiation. They bring special products from their own villages, for example, tulum cheese, meat, etc. These products are not sold here.

B.E.: Anything else?

E.V.: The Black Sea people bring nut and tea from their villages.

B.E.: Can the islanders find anything they want from the shops in the island.

E.V.: Here are no dressing shops. The food shops are limited, not enough.

B.E.: Are there any patisserie in the island?

E.V.: Yes here is, the Ergün Patisserie.

E.V.: Partisan of The Caliph Ali “Alevi”, in their houses, they make special meal like “aşure soup, yoghurt soup, etc.”

B.E.: What are the differences between the past and today according to you?

E.V.: There is much more fun during Greeks. In Easter, they had play bells till mid night.

B.E.: What about our traditions?

E.V.: There is not. No celebration in fact, just in Hıdırellez the women make something.

B.E.: Are there any summer vacationists who come to the island?

E.V.: Yes. The population is 15000 in summer while it is 800 in winter.

B.E.: Are there any changes that the holidaymakers bring to the island?

E.V.: The clubs become more active. The tradesmen become more alive.

B.E.: Are there any seasonal shops?

E.V.: Yes. There are some who open in summer and close in winter.

B.E.: Cultures have their own symbols. What is the symbol of the island?

E.V.: Just the place; “KALPAZANKAYA”. There is nothing beside belongs to the island.

B.E.: Can you transpose your tradition to next generation?

E.V.: No, we can not tell. It goes worst; it is the same in the mosques or in the church.

B.E.: Once, you told that the most important problem in the island is health?

E.V.: Yes. Most people don’t want to stay and live here because of this. The doctor comes in the morning at 10 a.m. and goes in 3.p.m. It is hard to take your patient to Büyükkada and then to Maltepe and from there to the hospital.

B.E.: Do you organize meetings with tradesmen to talk?

E.V.: The head official of the islands makes the meeting in Büyükkada with all the tradesmen.

B.E.: Can it be effective?

E.V.: Just for a moment. In Büyükada there are some shops disturbing the tourists. In our island there is not. We have just 3-4 shops and everyone have own consumers.

B.E.: Are there any hotels in the island?

E.V.: No there is not. We have just the guesthouse of the teachers, but it is under alteration now. This year a project with 50 beds will start and when it will be finished, it will be so useful for the island.

B.E.: Is there any Hotel or other?

E.V.: No not in this island, but in the other islands there are.

B.E.: In Heybeliada there are guesthouses.

E.V.: Yes, but in Burgazada and Kınalıada we have not.

B.E.: If you have it can be effective for winter tourism especially for the vacationists from İstanbul.

E.V.: Yes, sure. The on going Project will be more useful.

B.E.: Are there any associations in the Burgazada?

E.V.: So many.

B.E.: Which one?

E.V.: The association for animal rights and the association of sea crops. The other associations have the places here but the participants are living outside the island.

B.E.: Can they be effective for island life?

E.V.: “Protection islands association” trying to make something, but the habitants are in sensitive.

B.E.: What is the reason do you think?

E.V.: It is what they see.

B.E.: I read different in the books. It is written that everybody cares about island life. Is the problem because of migration?

E.V.: After Greeks the people from Erzincan came. That is the reason may be.

B.E.: Thanks for your help and information.

Interview 16. FATMA BUCAK-SAHIL CAFE (BURGAZ ADA)

BERKAY ERDEN: Name surname?

FATMA BUCAK.: Fatma Bucak

B.E.: How old are you?

F.B.: 47

B.E.: Are you married?

F.B.: I am single.

B.E.: Do you have children?

F.B.: I have one boy and one girl.

B.E.: What is your education?

F.B.: Primary school.

B.E.: How long have you been living in the island?

F.B.: Since I was born.

B.E.: What is your occupation?

F.B.: I am the owner of “Sahil Café” for five years.

B.E.: What do your customers mostly prefer?

B.E.: The tourists mostly prefer to eat fish. I mostly cook home-made meals like soups or oil dishes. The Jewish people eat fried meals in summer like fried fish or potatoes. But the Turkish Greeks prefer grates with their appetizers. The Turkish people prefer more heavy dishes with tomato sauce. For example I cook beans with tomato but they don't like it. They want with sauce. They like fish but eat red meat. The foreigners have different preferences. For example I have a customer from Holland. He doesn't eat bread and drink beer like water. Our customers prefer mostly milky deserts or cakes. They don't prefer heavy Turkish deserts like baklava. Our breakfasts are famous. We serve hot and fresh pastries in breakfasts. Our breakfast begins in 8.30a.m. and ends in 13.00p.m.

B.E.: Is it the same in winter and in summer?

F.B.: Yes. Just, it is in everyday for summer but generally in winter we serve breakfasts mostly in weekends. We also serve home-made jams. They prefer home-made when I ask them. We should make the best because all the gürme are here.

B.E.: The islanders?

F.B.: Yes, but there are also summer habitants. They live close to shore. Their kitchens are closed in their houses, so they generally eat outside. Cleanliness is so important for them. They prefer places where they can eat breakfast, lunch and dinner. They prefer squid in summer. They eat generally sea products.

B.E.: What they prefer as olive oil dishes?

F.B.: My olive-oil stuffed dish is famous. Also my tripe soup is famous.

B.E.: There are 40 restaurants in the island I guess?

F.B.: May be in winter but in summer more than 40.

B.E.: Are there any restaurants which especially a culture prefers?

F.B.: Yes. There are two clubs; one is Water Sports Club, the other is Sea Club which the members are Jewish. The members generally eat in club restaurants. They are introvert people. The islands have a cultural richness. My neighbors are the Jewish People, Turkish Greeks, etc. We grow up together.

B.E.: Do you think is there an island culture?

F.B.: Definitely there is.

B.E.: What are the preferences which belong to this culture?

F.B.: As a sign?

B.E.: Yes, but not geographical places. For example food habits, your restaurant?

F.B.: Social relations occur spontaneously. Yesterday a family came here and couldn't return back. They searched for a pension but they couldn't find. We show hospitality to them. Something like that makes you important for island life. Barbo is important for island like a symbol, we just try to be.

B.E.: The aim of my study is to explore cultural preferences. We shelter different cultures, it is important to explore different preferences.

F.B.: We lost so many characteristics. You want tea in a café; they bring you a box and want you to choose ready teas. But the olive, oil dishes gain value. We use more than before. Both the producers and marketing experts don't make enough advertisement especially for tea olive and olive-oil.

B.E.: Do you have credit card service?

F.B.: Yes.

B.E.: Does it affect your costumer profile or number?

F.B.: Yes. We haven't in previous season and most of our costumers turned back because of the lack of credit card. This year I begin to use and it affect positively.

B.E.: Did you live any difficulties at that point?

F.B.: You can't have cash but we should gain the costumer. We should do whatever the costumer want. For example; fun.

B.E.: Are there any fun entertainment requests?

F.B.: Yes, sure especially for Wednesday nights. We make live music with guitar, I sing. We take reservation.

B.E.: Do you live difficulties because of transportation? People who come for fun can't return after an hour.

F.B.: If he can stay in a pension so many people come for special days like Christmas.

B.E.: Do the all owner of cafes come together and talk this problem?

F.B.: No, we didn't.

B.E.: I heard about a 50 bed hotel?

F.B.: Yes, I hope so.

B.E.: What can be the symbol of this island?

F.B.: Barbo restaurant. Special kebab Owen made in a hole in Kalpazankaya. People come for this kebab. In past we had women matinees in Wednesdays. Now this habit begins to decreases because of economical situations.

B.E.: How does migration effect island life? Their food habits, their preferences?

F.B.: They didn't change but they add to us.

B.E.: How?

F.B.: I was born and grew here. The dining habits effected from Turkish Greeks so much. Also coffee habit occurred with Turkish Greeks. After breakfast everybody began to go neighbors to drink coffee. Greek kitchen has some similarities with Turkish Kitchen. They take from us, we take from them. A synthesis occurred. Their 5 o'clock teas and pastries are famous.

B.E.: The headman of the island said that the people from Erzincan are partisans of Caliph Ali. Do they have special cultural preferences which effect island?

F.B.: Special kebab Owen made in a hole in Kalpazankaya is an Erzincan specialty.

B.E.: I choose the island for his study because I want to reach the conscious consumer.

F.B.: Yes, you are right. I have been making this job for 30years. I even have places which I eat with pleasure but also I know places which make me disappointed. We should be conscious. We should look for quality. We should complaint when we don't like.

B.E.: How is neighborhood in the island? Do you share your consumer experiences with each other?

F.B.: What someone doesn't like or complaint immediately heard by others. You can't keep the customer. His house is here, so close to you. But he can advice you also is you are good. If you stake off him you loose. A nice decorated café opened in the island but it closed after two weeks. Because even a simple tea was so expensive and it takes just two weeks to heard the high prices by all islanders.

B.E.: Where do you make your shopping for your house and café?

F.B.: We have a transportation problem and we haven't so many options to find cheap and fresh foods. You can buy from the islanders to make them earn as I do. I buy my meat and fish from islanders. I make my market shopping from Metro. For vegetables and fruits we have a bazaar here on Fridays. I have been working with the bazaar fro 20 tears and they know what I want. I said one day before and they bring to me.

B.E.: Do the islanders offer special foods from bazaar?

F.B.: We can't find whatever we want every time. We offer and they bring. In winter it is much harder to find what we want.

B.E.: It is interesting that in spite of 250-400 population still the bazaar settle.

F.B.: For 20 years we have bazaar in winter, before 20years we haven't.

B.E.: What are the advantages of living in the island?

F.B.: We can say advantages and disadvantages?

B.E.: Yes, advantages and disadvantages?

F.B.: I see here like a village. Here is silent, peaceful and you can escape from the confusion of the city in 40 minutes. You have the freedom to walk in the streets. Everyone knows each other. You can greet everyone on the way from port to your house. The disadvantages are especially deal with transportation and nature. You can not go to İstanbul is there is fog.

B.E.: Does it affect your business life?

F.B.: Yes, sure. The children can't go to school. The costumers can't come. In winter time we haven't enough transportation opportunity. The sea bus will end their journeys on 29th of October. The ships go to İstanbul at 13 o'clock and than at 16 o'clock. Between these times we haven't any opportunity to go to İstanbul. The social and cultural life is not enough. But despite all these here is so many advantages.

B.E.: For Christmas can't the all restaurants rent a motor to take the people from İstanbul and bring them back?

F.B.: It is sensible.

B.E.: You have a capacity fro 45 people.

F.B.: How many of them will return back? It can only be happen in summer. In winter people come here by arranging their needs. They stay with their friends, etc. The transportation fees between the islands also a problem for us. I pay in every time when I go to Büyükada for my official works like bill payments, etc.

B.E.: Did you inform the head official about this?

F.B.: We complaint too many times. We collect 7-8 thousand signatures. It is also expensive for the students who use ships in every day.

B.E.: The head official said that old people don't want to stay in the island because of the lack of health services.

F.B.: Yes, it is right.

B.E.: Are there any disadvantages you remember?

F.B.: Heating problem. I guess the population of the island will increase if natural gas comes to the island.

B.E.: Thanks for your help and information you gave.

Interview 17. HUSEYIN PARLAK (BURGAZ)

BERKAY ERDEN: Name surname?

HÜSEYİN PARLAK: Hüseyin Parlak

B.E.: What is the name of the shop?

H.P.: Delicatessen. I am the nephew of the owner.

B.E.: How many members do your family have?

H.P.: My family live in İzmir.

B.E.: Here?

H.P.: 4 people.

B.E.: Can you talk about shopping in the island?

H.P.: Mainly Tekel products and delicatessen. We also sell cleaning products and oil to the restaurants?

B.E.: What kind of oil?

H.P.: Ayçiçek oil.

B.E.: What about Tekel products?

H.P.: Rakı.

B.E.: What are the preferences of the summer habitants?

H.P.: Rakı. We are selling Tekirdağ Rakı to the restaurants. We export Uzo from Greece; it is a kind of rakı.

B.E.: What are the preferences of the Turkish Greeks?

H.P.: Tekel products and delicatessen, pork, Polonez salami, with peanut, old yellow cheese.

B.E.: What about the preferences of new-comers? I don't know where mostly people come from but for example people from Erzincan?

H.P.: Yes, here are so many people who came from Erzincan. They are almost working and but his daily bread and cigarette from us.

B.E.: What are the difficulties for you in general? Where do you take the goods?

H.P.: All the vendors are in Büyükkada. We are taking the goods from them.

B.E.: People say that shopping in the island is expensive. Do you agree?

H.P.: The transportation price changes the total price. We are renting boats for transportation. We have a news agent and we are selling SMS cards there. Just because we are 3rd hand we are selling the card with a price of 11.5YTL even it has price of 10YTL.

B.E.: Any example else can you give?

H.P.: The cleaning products are also expensive.

B.E.: I see some canned foods here. Who does prefer those?

H.P.: The people from Van. They are working in constructions and buy these canned foods. They also buy Nescafe. Also the fisher men make their shopping from us. They buy packages of cigarettes.

B.E.: I saw them in the ship.

H.P.: We don't take them by ship. We are taking them from Büyükada.

B.E.: Which vendors are there in Büyükada?

H.P.: There are different groups. For example; there is one vendor for Tekel and Marlboro and Nestle, one for Ülker. There isn't a mixed or common vendor.

B.E.: What is your monthly profit if you take the average of winter and summer?

H.P.: In summer especially during weekend 2,000YTL. In winters 500-600 YTL.

B.E.: Is it your profit or sale?

H.P.: Sale. We have permanent customers. There are some shops that open late and close early. Buy I open early at 7am. And close at 11pm.

B.E.: I see some ready made soups and frozen foods here? Who does prefer those?

H.P.: The construction workers.

B.E.: Do the one day tourist who come for picnic make shopping from you?

H.P.: Not so much, just drink may be.

B.E.: I see here the cigarette and Nescafe in the same package.

H.P.: Because they are from the same vendor; "Ada Gıda" in Büyükada.

B.E.: What else does "Ada Gıda" sell?

H.P.: Marlboro cigarette, Nescafe, Nestle Products, Snickers, etc.

B.E.: What about the other vendor?

H.P.: "Oral Gıda" sells soups, snacks, nuts. "Atılım Gıda" sells the cleaning products.

B.E.: Do you make service to houses?

H.P.: Yes, we are making service by bicycle because as you know cars and any other motors are forbidden. We make service even for only bread. So we are working here with 4-5 people.

B.E.: Do the islanders make shopping on credit?

B.V.: Mainly the summer habitants. We don't give Tekel products on credit. When they use credit cards also, we wait for a month to take the money. We sold in summer and take money in winter.

B.E.: Which bank do you work with?

B.V.: Is Bank.

B.E.: Did they offer to work with?

B.V.: I don't know the process.

B.E.: What about the credit cards?

B.V.: The islanders are using cash but the summer habitants generally use credit cards.

B.E.: In the islands, do things easily can be heard? I mean the experiences or events?

B.V.: Previous week, Danone Yogurts were spoilt. Immediately the sale was stopped.

B.E.: What was the reaction of the customers?

B.V.: They brought them back. Now I am waiting for Danone. I will give them back. I don't recommend this brand to my customer now.

B.E.: You are protecting the customer?

B.V.: Yes.

B.E.: If the customer wants a product and you don't have it, what will you do?

B.V.: I am taking it from another market. There isn't rivalry here. The important thing is to satisfy the customer. We have solidarity between the shops.

B.E.: Can you remember any special product which the islanders ask for?

B.V.: The dog foods. They are coming from Greece. We have contact with Greece. We are selling there the Turkish Newspapers. Yay-Sat brings the newspaper to Edirne and we take them and distribute them in Greece.

B.E.: Do you bring Greece newspapers here?

B.V.: Nobody wants.

B.E.: Who does prefer the Greek dog foods?

B.V.: The Turkish Greeks. We bring kinds of uzo from Greece and Barboyani bought them from us.

B.E.: Everyday I took pictures of vegetables in ships and I saw Barboyani's name over the packages. I guess his restaurants works hard and busy.

B.V.: Yes.

B.E.: Why he is better than the others.

B.V.: He is a good person, he is sincere. He has Turkish Greek customers and cooks Greek meals.

B.E.: Thanks for your help and information.

Interview 18. HUSEYİN ÇOBAN (BURGAZ) Service staff

BERKAY ERDEN: Name surname?

HÜSEYİN ÇOBAN: Hüseyin Çoban

B.E.: What do people want from you for service to their home?

H.Ç.: Water.

B.E.: Anything else?

H.Ç.: Drinks, appetizers.

B.E.: What kind of appetizers?

H.Ç.: Russian salads, stuffed grape leafs with olive oil. We have here a cook in summers to prepare these appetizers.

B.E.: Who mainly buy these?

H.Ç.: Turkish Greeks.

B.E.: What is their favorite?

H.Ç.: Russian salad and stuffed grape leafs with olive oil.

B.E.: Where are you from?

H.Ç.: Erzincan.

B.E.: What do the people from Erzincan eat?

H.Ç.: Dried beans and dried meat.

B.E.: Do you look for your traditional taste here?

H.Ç.: No, I don't. I have been living here for 22 years.

B.E.: How old are you?

H.Ç.: 24

B.E.: You are almost an islander? How many members does your family have?

H.Ç.: 6 but my father and mother are living in Maltepe.

B.E.: Are there any special taste which belongs to your tradition?

H.Ç.: Lavas bread, stuffed grape leafs. When we go to the village we are visiting the plateau and take our own milk, butter and cheese from there.

B.E.: Why does your family live in Maltepe?

H.Ç.: For my brother's education.

B.E.: Do they love here?

H.Ç.: Yes, they had lived here 20years.

B.E.: Is the house yours?

H.Ç.: Rent, I mean the house is own to our boss.

B.E.: How?

H.Ç.: Our boss is the owner of Kaşık Island. He is Ali Dinçkök. My father is their houses watchman in island.

B.E.: When they left Erzincan and come here are there anything that they couldn't find and look for here?

H.Ç.: Their only problem is expensiveness.

B.E.: Anything else?

H.Ç.: Everything is the same.

B.E.: Thanks for your help and information.

Interview 19. BULENT VURAL (BURGAZ) Fisherman

BERKAY ERDEN: Name surname?

BULENT VURAL: Bulent Vural

B.E.: What is your occupation?

B.V.: I am a fisherman.

B.E.: How old are you?

B.V.: I am 28.

B.E.: What kind of fishes are you catching?

B.V.: Shrimp

B.E.: Anything else?

B.V.: We can rarely fishing mackerel, Bluefish etc.

B.E.: Where do you sell the fishes?

B.V.: We are selling them to the wholesale fish market and to Kumkapı and to the restaurants.

B.E.: What kind of fishes do the restaurants buy?

B.V.: We sell shrimp but they buy every kind of fish and keep them in deep-freeze until summer.

B.E.: Are you an islander?

B.V.: Yes.

B.E.: Can you tell about fishing in the island?

B.V.: Half of the islanders are fishermen. There isn't any live hood resource, just phaetons. Some of the islanders go to İstanbul for work.

B.E.: What are the difficulties of fishing?

B.V.: Cold weather, to wake up so early.

B.E.: Can you tell about island life? Can you find whatever you want?

B.V.: Yes, I can find. But we haven't a hospital in the island. It is a big problem for us.

B.E.: Do you fish in fog?

B.V.: Yes.

B.E.: Where are you from?

B.V.: I was born and grew in the island as my father also.

B.E.: Is your house rent or yours?

B.V.: Our house.

B.E.: How many members do your family have?

B.V.: 3 people. But I have cousins also. We are living here 3-4 family.

B.E.: What is the name of your boat?

B.V.: Vural Kardeşler

B.E.: Are there enough shrimp in the sea?

B.V.: Not so much but more than other fishes.

B.E.: Do you sell them to Burgazada?

B.V.: No, to all the islands?

B.E.: I saw fishermen shelters in every islands.

B.V.: Yes there are fisherman cooperatives.

B.E.: Is there any rivalry?

B.V.: No. Everybody knows each other and behaves well.

B.E.: Thanks for your help and information.

Interview 20. BAKERY (BURGAZ ISLAND)

BERKAY ERDEN: What's your name?

HÜSEYİN KAMİL: HÜSEYİN KAMİL

B.E.: What's your occupation?

H.K.: I'm retired. I'm 55 years old. I have been living in Burgazada Island for 48 years. I finished primary school in here, the secondary and high school in Heybeliada Island. I finished university in İstanbul. I worked in İstanbul but I lived here and went to my job from island. If I die I want my funeral here.

B.E.: And what's your name?

HÜSEYİN DEMİRCİ: HÜSEYİN DEMİRCİ

B.E.: How old are you

H.D.: 70

B.E.: How long have you been living in the island?

H.D.: I came to Kınalıada Island in 1954. I have lived from 1954 to 1980 in Kınalıada. I came to Burgazada in 1982 and since then I have been living here.

B.E.: What's your occupation?

H.D.: We are bakery.

H.K.: My family came here before. I came here when I was 1 year old. We had lived in Mudanya for a while then returned back to Burgazada Island.

B.E.: Why did your family come here?

H.K.: They were guest worker. They came here for fishing and sea transportation. When the highways didn't built all transportation was from sea so they came here from Trabzon by sea. In the beginning they were renter than, they began to work here and buy property and become an islander.

B.E.: Is this shop yours?

H.K.: It belongs to my family. I pay to my brother. When the family gets bigger you can pay even to your brother because everybody has responsibility for living.

H.D.: The Island is a seasonal place. In summer both the shops in Kınalıada and Burgazada are open, in September when the schools open we close the shop in Burgazada.

B.E.: If you compare the selling in summer and winter what can you say?

H.K.: The difference is %1. We sell 1 in winter despite we sell 100 in summer.

B.E.: Is there anyone who is bakery in your family?

H.D.: No.

B.E.: You said that the island isn't the same as it was before? What are the differences?

H.K.: The population is different. The life-style, culture, the commercial life is different. The population was Non-Moslem 30years before. After 1962 and 1974 the Turkish Greeks left the island. When I was in primary school we were just 15students in class, but the population of the Turkish Greeks Primary School was almost 80-90 students. After they left the island the people migrate from Anatolia especially from Erzincan. They were people who had worked in Germany before and have money. They bought houses, shops and settle here. They become habitants of the island for 15-20years.

B.E.: Where do the people from here except Erzincan?

H.K.: Here are people from Black Sea Region and also Jewish and Suryani people live here.

B.E.: Are there any differences in their consumer behavior? Do the different cultures effect shopping habits?

H.K.: When the owner of the shops was Turkish Greeks the tradesmen were also them. Than they sold their shops and people from Erzincan bought them. There is just one tradesman from Black Sea. The other day Turkish Greek habitants were died. In funeral there are Turkish people more than Turkish Greeks. There isn't any cultural or religional differentiation in the island.

B.E.: I don't mean that. I mean the preferences. I am searching effects of cultures on consumer behavior like food habits or furniture preferences?

H.K.: The Jewish people eat mostly fish especially Gelincik fish because of their beliefs. The Black Sea people also prefer fish but the people from Erzincan prefer meat. There is a "Cemevi" behind this shop which isn't so active and in their special days, vows, funerals and celebrations they cook roasting. The inner Anatolia prefer mostly meat, the shore people prefer fish. The Turkish Greeks mostly prefer appetizers with alcohol. They go to Barbo Restaurant. In trade everybody prefer the one close their culture.

B.E.: What kind of breads do you sell?

H.D.: Normal, containing bran and without salt.

B.E.: Do you produce more kind of breads in summer?

H.D.: No.

B.E.: Don't they request?

H.D.: No.

H.K.: They buy different breads from patisseries. Just "baton bread" is a different kind in bakeries.

B.E.: What is are the differences is you compare here and İstanbul as a consumer?

H.K.: Here life is so expensive even in bazaar because of transportation fees. The prices are two times expensive than İstanbul. The crowded families prefer shopping from İstanbul especially from Super Markets.

B.E.: What do you think absent in island life which people need here?

H.K.: In past there is no water no health service but we lived. We learned cisterns from Turkish Greeks and we use the water in summer which we collect in winter. Today heating is problem. We need natural gas.

B.E.: If we think about tourism? Why do people come from here instead of Şile or others?

H.K.: The Anatolian people are far from sea. When I was working in İstanbul and say that I am living in the island everybody surprised and think that it is so far to live. to use ferries and cross the sea is difficult for people I guess.

B.E.: What is the symbol of the island? How can you tell the island to the foreigners?

H.K.: Safety. You can live your house or shop open easily. Everybody knows each other especially the winter permanent habitants.

B.E.: Does it effect shopping? I mean if everybody knows each other nobody can stake out or can sell high price products because everybody heard immediately?

H.K.: Here is far from the city and the consumers can't search the prices. He buys from what the price is. In winter here is only 1 or 2 shops open from the 20-25 ones in summer.

B.E.: If you tell about summer how you do get ready? Do you get ready according to the preferences of the summer habitants?

H.K.: Every shops fill their shop windows, prepare their products, service employees to answer the requests of active summer life even the phaetons and the grocers.

B.E.: Are the tradesman renter?

H.K.: The one who close in winter are the owners. Some of them have shops in İstanbul.

B.E.: Do the restaurants buy breads from you?

H.K.: Yes they do. They buy from İstanbul when they get there but they don't do this as a shopping habit.

B.E.: Do they feel uncomfortable or be embarrassed when they walk through the shops in island if they made their shopping from İstanbul?

H.K.: Yes they are. It's natural.

B.E.: The tradesmen say that they can't walk in front of my friend after shopping but they have to.

H.K.: It's right. He trades are his neighbors but the prices are two times expensive than İstanbul.

B.E.: Do you heard about Çağrı Market in Bostancı? Why is it so popular?

H.D.: It is so close to the port. This is the reason. Before Çağrı Market people were shopping from BIM Market but it was far from the port. The prices are almost the same but the easiness and nearness while reaching the port is important.

B.E.: Do the islanders effect each other about prices or quality by telling in conversation?

H.K.: Yes they effect. For example, one saw a bag in others hand and ask what it is, ask the price or where he bought.

B.E.: Why do the islanders sit in the middle of the ferries and drink tea? I saw so many people in Besiktaş ferry sitting together and drink tea?

H.K.: The islanders prefer silence and comfort. They are not accustomed to traffic or noise.

B.E.: What is the effect of the ferries on island life? Do you meet the other islanders there or share your experiences?

H.K.: It is an important part of the island life. The port is a gate and only entrance and exit of the island, the place that a great number of islanders exist in the same time. It is just like to be in coffeehouse. Everybody greet each other even they don't know each other. People meet there. There isn't any strangeness.

B.E.: I don't see islanders drink tea in ferries as people drink mostly in Besiktas ferry.

H.D.: Besiktas ferry is crowded; island ferry is empty and silent.

H.K.: In summer it gets crowded. Crowd makes people alienation.

B.E.: I saw people mostly drinking water. What about the young generation in the island, their social life, education?

H.K.: There isn't any difficulty in education. They pay 10ytl per month for transportation.

B.E.: Don't you complain about the fee of the transportation between the islands?

H.K.: No, I don't. We should pay a price to get the islands as it was in past in my student years. We can argue the high price but not the price itself. It was free for 15 years.

B.E.: Can you know the culture of the people from their shopping habits or just from language you can understand who he is?

H.K.: Language is more effective. Just the special celebration days of the different cultures make a differentiation in shopping habits like Easter. The Turkish Greeks buy eggs and special buns in Easter. The Jewish people have fish and grape days.

B.E.: Do you wonder and cook the Greek dishes?

H.K.: They are the same as us. The regional differences are only stay in family. The most popular difference is pork, but that's it. There are any differences in general.

B.E.: Thanks for your help and information you gave.

Interview 21. MELTEM PATISSERIE (HEYBELI ISLAND)

BERKAY ERDEN: Name surname?

AHMET DİLMAÇ: Ahmet Dilmaç

B.E.: Your age?

A.D.: 47

B.E.: Are you married?

A.D.: Yes.

B.E.: How many children do you have?

A.D.: 3

B.E.: Your education?

A.D.: High School.

B.E.: How long have you been living in the island?

A.D.: 32-33 years.

B.E.: How long have you been making this job; patisserie?

A.D.: 20 years

B.E.: Are you the first generation in this job or not?

A.D.: First generation.

B.E.: What is the name of the patisserie?

A.D.: Meltem Patisserie

B.E.: Which kind of food the islanders mostly buy from patisseries.

A.D.: Not, cream cakes. Mostly, we are selling pastries, tarts with vegetables.

B.E.: What about “palmiye”? Do you make this special pastry?

A.D.: I don't, because we want to sell it fresh. There aren't so much people who want to buy “palmiye”. So, I don't prefer to produce it. to buy fresh and new products are so important for islanders. If the product isn't fresh, no one wants to buy it in the island.

B.E.: In which days do you cook?

A.D.: Everyday. The shop window should be full every time.

B.E.: It is supply and demand?

A.D.: “Acı Badem Koko” is the most popular pastry. People can't not resist if it is fresh, they want to buy.

B.E.: Is your patisserie open in winter?

A.D.: Yes, it is. I am living here during all year.

B.E.: What are your problems in the island from the aspect of consumption?

A.D.: Consumption is less. We mostly obligated to annihilate the products. There aren't enough costumers. It isn't because of quality, it's because of population.

B.E.: I saw some students in the other restaurants and patisseries. Is the Military School having some effects on your profits?

A.D.: The students' can't go outside of the school, it is forbidden, but the students from other schools come to make their breakfast sometime. That isn't so effective. Rarely, there are some special days in school like birthdays or etc.

B.E.: What do you think about the island in general?

A.D.: to consume a product you need people. In winter there isn't anybody here, just a few official, retired and workers. How much can they consume?

B.E.: Despite all, why do they live in the island?

A.D.: He has a house in the island. Not because of joy.

B.E.: Do you have a house here?

A.D.: Yes.

B.E.: That's why you live here?

A.D.: Both my house and my work are here in the island. I have to live here. I have no alternatives.

B.E.: What are the problems of the island?

A.D.: Firstly transportation is a big problem. It is just like how it was like 30 years ago. Nothing has changed. You arrive at the same hour to Bostancı as you have reached before. The second problem is health services. We haven't expert doctor here. In emergency it is so hard to reach hospital by sea.

B.E.: Doesn't the municipality supply services for you?

A.D.: Yes, there is an ambulance, but the circumstances aren't as it is in İstanbul. Education is a problem also. The teachers don't want to stay here for long. We haven't any social services here in the island. The nature is beautiful but after a while you can get bored. No sport facilities, or theaters or cinemas. People say about the island as "the pearl of İstanbul". But it is just a name. In reality, here is an exiting place for the foreigners. If you begin to live, after a time you will begin to get bored. Everything has been the same for 30 years. Nothing has changed. The same environment and the same people.

The wife of Ahmet Dilmaç: I was born in the island. Today everything is so bad not as it was in its good days before.

B.E.: Do you have difficulties in shopping?

A.D.: No. There is no problem. We have some problems about people and environment. Here are a great number of migrations. This changes the social structure.

B.E.: Do the new-comers require something different in shopping as a consumer? For example think of a person from Erzincan, does he want something belong to his culture?

A.D.: He wants to live here with his habits which belong to the place where he came from. It isn't possible. He should show adaptation here.

B.E.: What about their consumer requests?

A.D.: They have money, they buy something but they are not conscious. They buy fish but they don't know how to eat. The trades can recognize them easily from their talk or clothes. In the island you can't speak loudly in the streets but they speak.

B.E.: So, here is an island culture and the new-comers can't accommodate?

A.D.: Yes here is an island culture. It is difficult to be adaptive for them. We don't know they behave like this consciously or unconsciously.

The wife of Ahmet Dilmaç: It is worse than Büyükada in Heybeliada. The life is different here in Heybeliada from all aspects. I was born in Büyükada, may be that's because I am thinking like that. Heybeliada is much more rural. Büyükada is much more urban.

B.E.: Did Heybeliada take more migration?

A.D.: The Island has an elite structure. The migration disturb this structure and they left the island than. Not because I despise them, but I can't see the ladies and sirs no more and even their children. I saw some of them in Büyükada and they I ask why they left. They say the same cultural problems as a reason to left.

B.E.: Is there a symbol of the islands?

A.D.: Fish. I want to say something at that point. You can't sell poor quality products. Even the low-income people don't buy poor quality products. They buy less but high quality. You can't see here dead fish. People look for always fresh ones. I can't sell any pastry after morning when they get lose their freshness.

B.E.: Is there a symbol of the Heybeliada Island?

A.D.: The school of clergy. The Military High School. All of the members of Naval Forces have lived in the island for school, so you have always a bond with them. Wherever you see them you have something common to talk about Heybeliada.

B.E.: Except the school, what else do you have to bring people here especially from İstanbul?

A.D.: Değirmenburnu, Pine Port.

B.E.: What should you do to develop the island, to bring here more people?

A.D.: Everybody knows Büyükada first. We should advertise here. We should increase the social activities here, so that people will come here to enjoy. We can't build industry here. Our only chance is clubs, festivals, etc. Also, here can be a university. It can make life more alive here. Students, their families, their friends, it is a very big potential. You know there was a Faculty of Yeditepe University in Büyükada. It was closed and the trades had effected from that badly. Because of this reasons, trades want the school of clergy in Heybeliada. It will bring action to the life in the island.

B.E.: How many people will come?

A.D.: At first step students to the first class. Than they say that it will be-400-500 person with teachers, etc.

B.E.: I heard in Büyükada that the cars with accumulators will be used instead of phaetons not to cause any more discomfort in the island.

A.D.: It can't be. They are the symbols of the islands. If they make a voting, no one will accept this. We so many tourists come just for phaetons. Also it has a potential of work. There is also a danger that the accumulators can easily return to cars with petrol.

B.E.: Is there any hotel in Heybeliada?

A.D.: Yes.

B.E.: Does it have effects on life and economy?

A.D.: We have a 3star hotel. There are so much activity in it like, seminars, firm meetings, Last month a couple came for homey moon. They have learnt here and the hotel from internet. Advertisement is necessary. Think of a club which takes the people from Bostancı by boat and take to the island and at midnight bring people to Bostancı back. The entertainment business is working good in İstanbul, why not it can't be in the islands? No traffic problem, no park problem, no safety problem.

B.E.: Here a heterogeneous cultural structure you have in the island? How does it affect life?

A.D.: It changes the appearance of the island. We all came from different places. I came from Black sea. But we should be adaptive. If you can't you shouldn't break or destroy the rules, the order. People mostly come from Van nowadays. He comes fro work, than brings his parents, friends, and so on.

B.E.: Everyone say that there is no job.

A.D.: They are workers. I have also new-comer workers in my patisserie. It is hard to find people for this kind of jobs; for repair, construction, etc.

B.E.: Are there anything you want to add more?

A.D.: No there isn't.

B.E.: Thanks for your help and information.

Interview 22. AYDIN ALPAY (KINALI)

BERKAY ERDEN: Name surname?

AYDIN ALPAY: Aydın Alpay

B.E.: What is your occupation?

A.A.: For 45 years I have been keeping this market and I have also a night club in the back side of the island.

B.E.: What is the name?

A.A.: Ayazma Kalos Restaurant with a swimming pool.

B.E.: What is the name of the market?

A.A.: Aydın Market

B.E.: Are you married?

A.A.: Yes.

B.E.: How many children do you have?

A.A.: 2

B.E.: What are the preferences of the islanders in shopping? The brands, the kind of drinks or food etc.?

A.A.: Our customers are the summer habitants. The least population is in Kınalıada Island in winters but in summer we are consuming as much as in Büyükada. Drinks, Tekel products and delicatessen are the most popular ones. In this island the Armenian and Suryani habitants have a great number and we so many costumers from these habitants.

B.E.: Are there any special brands which they prefer?

A.A.: No, there isn't but they want the best quality. We try to bring to the island the best quality products.

B.E.: Aren't there any special products which they want from you to sell?

A.A.: We know what they want before they say.

B.E.: Can you tell about the habitants of Kınalıada?

A.A.: The winter habitants don't make shopping much. They make their shopping from İstanbul. They don't look for quality; just they look for cheap products.

B.E.: But the summer habitants look for brands.

A.A.: Yes. They look for quality.

B.E.: Do you make service to the houses of the summer habitants?

A.A.: We have 3 employees for service. We are bringing their bread and newspapers before they awake every morning.

B.E.: Anything else?

A.A.: Electric or telephone defects for example. We try to do our best. I am here for 40-45 years. When they go out for shopping, they say that they are going to "Yalovalı".

B.E.: Are you from Yalova?

A.A.: Yes. We had left Yalova 45 years ago.

B.E.: In which they of the week do the bazaar of Kınalıada settle?

A.A.: In Tuesdays, but there isn't enough products.

B.E.: Are they coming from Yalova?

A.A.: They say they are, but they don't. They are coming from İstanbul, just a few of them are from Yalova, but even they are bringing foods from İstanbul. There isn't enough production in Yalova either.

B.E.: What are they selling in the bazaar?

A.A.: You can find clothes in summer beside this, there are person who sells socks in one side, a person who sells rice on the other side.

B.E.: Do you buy rakı from Büyükada. Are the vendors in Büyükada?

A.A.: For everything the vendors are in Büyükada. If you buy from Rami-İstanbul you can buy cheaper.

B.E.: The islanders are complaining about the high prices in the island according to Bostancı? Is it true or is it because quality?

A.A.: In Bostancı the truck comes and they even put in to the shelves. Because I am paying five times more to transportation. They are; first from market place to truck, second in Maltepe, third in from truck to motor, fourth from motor to the Kınalıada, fifth, from port to the shop.

B.E.: Are you paying from Büyükada?

A.A.: Yes I am. I have paid 2ytl for per.

B.E.: I see rakı here. Is it popular?

A.A.: Yes.

B.E.: In summers anything else?

A.A.: Kinds of biscuits and wine.

B.E.: Are there any special ones you especially bring?

A.A.: Yeni rakı, Tekirdağ, newly Efe

B.E.: What do the summer habitants prefer?

A.A.: Especially the women prefer Doluca and Kavaklıdere wine.

B.E.: Are there any differentiations between the customers culturally, like person from Erzincan or Turkish Greeks etc.?

A.A.: Our customers are mainly Armenians and Suryanians.

B.E.: Are there any special preferences different from us.

A.A.: The Armenians mainly prefer delicatessen. The Suryanians mainly prefer meat.

B.E.: Are there any new-comers from Erzincan ETC?

A.A.: Yes. From Erzincan, Tokat, Malatya, Van. They don't make shopping from markets. When they go to their hometowns they bring their needs for summer.

B.E.: What do you need in the island for a better life?

A.A.: We need Natural Gas. We need a small hospital. After 3 in the evening and at weekends we have no doctor. The people are staying here because of lack of Money. We haven't good conditions in winter here.

B.E.: Are there any special brands which people prefer for milk yogurt etc.?

A.A.: We know their brands. Tikveşli, Danone yoghurts, Coşkun salamis, Pınar, Polonez.

B.E.: What is that I see over there; "Danish Blue"?

A.A.: Herby cheese.

B.E.: Who buys?

A.A.: Everyone. It is made in Kars. But we also have foreign brands.

B.E.: Are there anything which do you want to add?

A.A.: We want natural gas, and a port to Maltepe. Sometimes we are waiting too much in Bostancı because Military Ships are also using this port. We haven't any special port for transportation.

B.E.: Didn't the all trades think to rent or buy a common motor for transportation. The price can be divided by this way.

A.A.: This needs 100.000-150.000ytl. We can make a deal but after one month one of the shops can go bankrupt.

B.E.: Are there any bankrupts often?

A.A.: Yes sure. The person, who doesn't know the life in winter, comes here in summer and opens a shop. Than in winter he has to close.

B.E.: How much do you earn, just average?

A.A.: It changes. It can be 50.000ytl or 80.000ytl and even you can lose Money.. You endorse 150-300.000ytl, but you pay 20.000ytl for rent.

B.E.: Is your house in the island.

A.A.: Yes my father's house.

B.E.: The shop?

A.A.: It isn't mine. I rent here for 35 years. I have a place in the backside of the island as I said before.

B.E.: Are you running there in summer?

A.A.: Yes, in summer. But there isn't enough arrival to get there.

B.E.: Thanks for your help and information you gave.

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