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UNIVERSITY STUDENTS' PERCEPTION OF
TECHNOLOGY MARKETS:
TEKNOSA CASE

Master's Thesis

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0988256

İSTANBUL, 2011

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BAHÇEŞEHİR UNIVERSITY

INSTITUTE OF SOCIAL SCIENCES

DEPARTMENT OF MARKETING MANAGEMENT

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Supervised by: ASSISTANT PROFESSOR DR.NEVA YALMAN

İstanbul, 2011

Name of the thesis: UNIVERSITY STUDENTS' PERCEPTION OF TECHNOLOGY

MARKETS: TEKNOSA CASE

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Date of Thesis Defense: 21.06.2011

The thesis has been approved by the Institute of Social Sciences.

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in scope, quality and content, as a thesis for the degree of Master of Arts.

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Member	----------------------
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ABSTRACT

UNIVERSITY STUDENTS' PERCEPTION OF TECHNOLOGY MARKETS:

TEKNOSA CASE

Burcu Coşkun

Marketing Management Graduate Program

Thesis Supervisor: Assistant Professor Dr.Neva Yalman

June 2011, 76 Pages

Turkey, especially since the beginning of the 2000s, liberalizing the economy and gained business environment through international norms and according to this improvements began to attract direct foreign investments and have a development share in the global economy. This positive development in the economic field, felt even more intense in certain sectors and the retail sector is one of these sectors. Technological products in the retail industry are one of the rapidly growing sectors in retailing last few years.

Technology and technological products are rapidly involved into all areas of our lives. Especially consumption of technological products in younger population is rapidly growing and some specific image perceptions are positioned against the technological products stores.

The aim of this study is identification of the 20-24 ages male university student customers' image perceptions against the TEKNOSA according to the brand, service, product and price. For this purpose, primarily a survey was applied in Istanbul TEKNOSA stores' customers randomly and analyzed the survey with the hypotheses. According to the results of the study there is a same way relationship with the purpose of visit, Teknosakart ownership and annual shopping level and Teknosa image perception and significant difference was found between the monthly income level, after-sale support, price and product, qualified sales consultant and Teknosa image perception of 20-24 ages male university students.

Key Words: Customer Perception, Image Perception, Technology Product Company, Teknosa**.**

ÖZET

ÜNİVERSİTE ÖĞRENCİLERİNİN TEKNOLOJİ ÜRÜNLERİ SATAN FİRMALARA ALGI DÜZEYİ: TEKNOSA ÖRNEĞİ

Burcu Coşkun

Pazarlama Yönetimi Yüksek Lisans Programı
Tez Danışmanı: Yar. Doç. Dr. Neva Yalman

Türkiye, özellikle 2000'li yılların başından itibaren ekonomisi liberalize olan, uluslararası düzenlemelere bağlı kalarak iş çevresi genişleyen, bu gelişmelere bağlı olarak doğrudan yabancı sermaye çekmeye başlayan ve küresel ekonomi içerisinde sürekli gelişen bir ülke konumundadır. Ekonomik aklandaki tüm bu olumlu gelişmeler, belirli sektörlere olumlu ve yoğun bir şekilde gelişme imkânı sağlamıştır. Perakende sektörü de bu gelişme kaydeden sektörlerin başında gelmektedir. Son yıllarda özellikle perakende sektörü içerisinde yer alan teknolojik ürünler pazarı bu alanda hızla büyüme kaydeden pazarların başında gelmektedir.

Günümüzde teknoloji ve teknolojik ürünler, hayatımızın her alanına hızlı bir şekilde dâhil olmaktadır. Özellikle genç nüfus içerisinde teknolojik ürünler tüketim alışkanlığı hızla büyümekte ve bu anlamda teknolojik ürün satan firmalara karşı bazı spesifik imaj algıları şekillenmektedir.

Bu çalışmanın amacı, 20-24 yaş grubuna ait erkek üniversite öğrencisi müşterilerin günümüzde elektronik ürün perakendeciliği alanında önemli bir şirket konumunda olan Teknosa firmasına karşı şekillenen imaj algısını marka, servis, ürün ve fiyat bakımından ortaya koymaktır. Bu amaçla öncelikle, İstanbul'da faaliyet gösteren Teknosa mağazası 20-24 yaş grubu erkek üniversite öğrencisi müşterilerine anket uygulanmış ve öne sürülen hipotezler bu anket uygulaması kapsamında test edilmiştir. Çalışmanın sonucunda ortaya konan bulgulara bağlı olarak incelenen müşteri grubu açısından TEKNOSA imaj algısı ile ziyaret amacı, Teknosa kart sahipliği ve yıllık alışveriş düzeyi bulguları arasında aynı yönlü bir ilişki ortaya konmuştur. Ayrıca aylık gelir düzeyi, satış sonrası destek, fiyat ve ürün ve kalifiye satış danışmanı bulguları arasında ise anlamlı farklılık tespit edilmiştir.

Anahtar Kelimeler: Müşteri Algısı, İmaj Algısı, Teknoloji Ürünleri Firması, Teknosa.

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LIST OF ABBREVIATIONS

Analysis of Variance   :   Anova

Access National Research   :   ANR

Price Waterhouse Coopers   :   PWC

Turkish Lira   :   TL

Technologic Superstores   :   TSS

United States of America   :   USA

1. INTRODUCTION

It is well known fact that "if the customer satisfied from the product then recommended to others". Today, customer satisfactions play a very important role in determining market perception at retailing market. It is the market perception that determines the success of a company and so it is very important for the retailers to measure the "willingness of existing users of a product to recommend it to others". The same is a lot of interest to customers as well for it helps them make the purchase decision.

Technology product sector is one of the significant purchases that an Turkish household makes and this study is trying to define the factors of consumers perception in male university student with 20-24 age group.

The study highlights the factors that influence the buying decision of a consumer.

Factors under consideration would be:

- Price

- Income level of the consumer

- Features in the product

- Service quality

- Warranty scheme

- Paying options

As one of the measurements of the performance of the quality management system, the organizations have monitor information relating to customer perception as to whether the organization has met customer requirements. Customer's perception of service and quality of product will determine the success of the product or service in the market.

With better understanding of customer's perceptions, companies can determine the actions required to meet the customer needs. They can identify their own strengths and weaknesses, where they stand in comparison to their competitors, chart out the path

future progress and improvement. Customer satisfaction measurement helps to promote an increased focus on customer perceptions and according to this companies could improve their work practices and processes.

Customer expectations are the customer-defined attributes of your product or service. We cannot create satisfaction only resolve customer requirements because these requirements have to be met in any case. However it is certain to create dissatisfaction in short term.

Major attributes of customer satisfaction can be summarized as:

- Price

- Product quality

- Services quality (Overall communication, accessibility and attitudes etc.)

- Technical Service (Product packaging, keeping delivery etc.)

- Aftersales Services (Responsiveness and ability to resolve complaints and reject reports etc.)

The customer satisfaction index represents the overall satisfaction level of that customer as one number, usually as a percentage. According to this perception or number the company can take precautions with improve the buying process. The consumer buying process involves the following steps below:

```
                    ┌─────────────────┐
          ┌────────▶│    Problem      │
          │         │  Recognition    │
          │         └────────┬────────┘
          │                  │
          │         ┌────────▼────────┐
          │         │Information search│
          │         └────────┬────────┘
          │                  │
          │         ┌────────▼────────┐
          │         │   Evaluation    │
          │         └────────┬────────┘
          │                  │
          │         ┌────────▼────────┐
          │         │    Decision     │
          │         └────────┬────────┘
          │                  │
          │         ┌────────▼────────┐
          │         │      Buy        │
          │         └────────┬────────┘
          │                  │
          │         ┌────────▼────────┐
          │         │ Post Purchase   │
          │         │   Dissonance    │
          │         └──┬──────────┬───┘
          │            │          │
  ┌───────┴──────┐     │          │    ┌──────────────┐
  │Dissatisfaction│◀───┘          └───▶│ Satisfaction =│
  │= Brand       │                     │Brand Acceptance│
  │  Rejection   │                     │              │
  └──────────────┘                     └──────────────┘
```
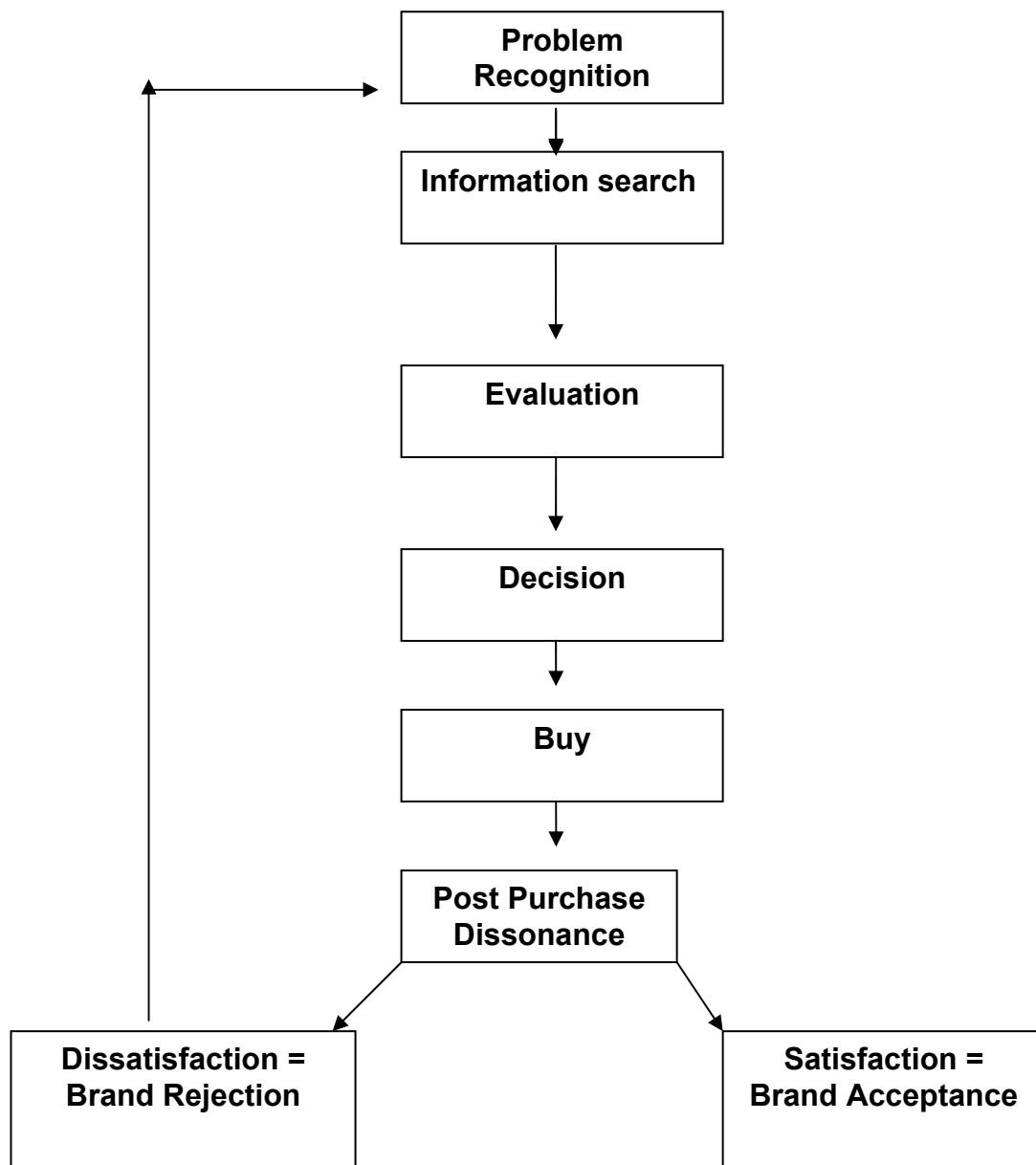
Fıgure 1.1: The Consumer Buyıng Process Steps
Source: Adopted from Keller, K. Lane, 2003, "Brand Synthesis: The

Multidimensionality of Brand Knowledge", p. 596.

This study will explore the relationship between the customer perception and demographic features in male university students with 20-24 age groups.

We review the literature on the basic issues in technology sector in the first part. Then, we continue with retail sector retailing. In addition to these, the concepts of retailing and retailer and sample ranking tables are also handled in the first part.

Second part deals with the scope of customer perceptions and customer behaviors' in retail sector. In this part we examine the service quality, employee qualifications and complaint management. Also the customer's behaviors are presented in this part.

We present our study on selected technology retailing sector customers in the third part with the analysis carried out. This part is completed with the limitations of the research, proposals for future research and results and discussion. Finally, we end our study with review and conclusion.

2. A GENERAL SURVEY TO TECHNOLOGY SECTOR AND RETAIL TRADE

2.1. TECHNOLOGY SECTOR AND TECHNOLOGY PRODUCTS

2.1.1. Description of Technology and Technology Products

Technology is the meaning of making, usage and knowledge of tools, techniques, crafts, systems or methods of organization in order to solve a problem (Merriam-Webster, 2007).

Many of the items used today are a result of technology. Cell phones, microwave ovens, washing machines, televisions, cars or plastic cups are all the result of scientific discoveries combined with engineering that have allow people to invent products that have improved the way people live. Technological advances have improved our health, the food we eat, the clothes we wear, how we travel, and how we communicate with one another. There are a few drawbacks to some aspects of technology (such as pollution) but generally technology has greatly improved many aspects of living for most of the people.

The word of technology comes from the Greek words techno which means "craft" and logy which means "scientific study of." So technology means the "scientific study of craft." Craft in this case, means any method or inventions that allow humans to control or adapt to their environment (Keller, 2010).

The purposeful application of information, in design, production, utilization of goods and services and in the organization of human activities.

Technology is generally divided into five categories; (OECD, 1992).

1- **Tangible**: blueprints, models, operate manuals, prototypes.

2- **Intangible**: consultancy, problem-solving, and training methods.

3- **High**: entirely or almost entirely automated and intelligent technology that manipulates ever finer matter and ever powerful forces.

4- **Intermediate**: semi-automated partially intelligent technology that manipulates refined matter and medium level forces.

5- **Low**: labor-intensive technology that manipulates only coarse or gross matter and weaker forces.

The technology sector is offers a wide arrange of products and services for both customers and companies. Today's most preferred consumer goods like personal computers, music players or televisions are continually improved and upgraded for offering the latest technology to all customers and users. Companies receive information and services from software and their database systems, which can allow the company to making strategic business decisions (Access Research Network, 2007).

According to the National Science Foundation, there is no single preferred method for identifying technology products;

Technology products have a great dependence on scientific and technological innovations that leads to new or improved products and services. They generally have a substantial economic impact with large research and development spending and a higher than the industry average on sales growth. New product development and capital investment often go hand in hand, making high technology companies an attractive addition to local tax bases (National Science Foundation, 1998).

In addition, innovation needs as a trained and talented workforce. The needs can serve the entire business community to the technology product companies, as well as by calling upon the resources of other technology companies and entrepreneurs in the region (Medcof, 1999).

Companies grow up around the high technology enterprises and supply raw materials, components, specialized technical expertise in design, marketing and management skills, well designed subcontractors, specialty packaging, distribution, and transportation (Luker and Lyons, 1996).

Especially universities and other organizations can benefit from research and development support from the technology companies. In this context universities are one of the key components in high tech regions, because universities can serve as incubators for technologic start-up companies and as well as providing technical support to other business (Jankowski, 2006).

Alliances between the technology sector and these types of institutions (universities and other organizations) ultimately lead to improving the quality of our lives through a spillover into the arts developments, education, and other social programs (Luker and Lyons, 1996).

2.1.2. Importance of Technology Products

Firms which are technology-intensive, innovative, open trading with new markets use available resources more productively and generally offer higher remuneration to their employers. High technology companies are mostly international companies and their dynamism helps to improve performance in other sectors (Jankowski, 2006).

Today, the technology sector in the US includes more than 140,000 companies with combined annual revenue of nearly $1.2 trillion. Major companies include AT&T, IBM, Intel, and Microsoft. Industry concentration is high in many segments: the largest 50 participants often generate more than 60 percent of segment revenue. The technology sector includes telecommunications, IT services, semiconductor manufacturing, software, Internet services, biotechnology, and scientific research, including aerospace research. Related manufacturing industries covered in separate profiles include aerospace products and parts, computer hardware, pharmaceuticals, and telecommunications equipment (Resarch and Markets, 2011).

Most common feature of the companies in the technology sector is taking advantage of scientific discoveries and turns them to marketable products and services. Today with the several distinct fields in the technology sector are mostly based on computer technology and computer science. Also biotech and aerospace heavily depends on computer science (Jankowski, 2006).

2.1.3. Features of Technology Products

Technology products subject are mostly defines as new technologies and advanced technologies. The characteristics of this kind of technology include ingenuity, complexity, innovativeness, non-standardization (Sang-hyeok, 2000).

- Uncertainty: technology cannot be touched or tapped, and its usefulness is difficult to predict precisely. In view of the technology purchaser it cannot be known whether the technology can be properly utilized.

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- Ingenuity: as there are many advanced science research results, it is ingenious, complex and in cases still being developed.

- Innovativeness: there are cases where technology or products, which are the results of technology, drive out existing technology or other products from the market. The appearance of new technology speeds up the decline of existing technology, and in the case where the scope is wide it can suddenly transform the condition of a particular industry.

- Reduced development period & short life cycle: the speeding up of development and the shortened life cycle of today's technology is the general trend. New technology is quickly developed and replaced.

- Complexity: in accordance with the fusion with other technologies and advancement, technology development has high complexity with diverse technological factors and technology solutions in relation to buyers.

Features of technology products have been explained above. As the technology is an intangible asset, it is closer to a service than a product, and the transfer type is more industrial rather than consumable. Thus, the application of a marketing strategy for services and industrial property would be the most favorable. On the other hand, there is a need to devise a advanced venture product marketing technique in accordance with the complex, high risk, innovative characteristics of the technology. Totally, we can say that, the technology can be simply transferred, but can also be utilized through licensing, strategic alliance and venture enterprise (Sang-hyeok, 2000).

2.2. CONCEPTS OF RETAIL TRADE AND RETAILING

Retailers form an important link in the marketing channel. They perform many marketing activities and add value to final consumer products. In addition, retailers are customers for wholesalers and producers. Retail institutions provide place, time and possession utilities (Pride and Ferrell, 1985).

If we example them;

They move products from wholesalers or producers to the demand location (place utility). They make inventories or product stocks available when consumers want (time

utility). Moreover, they assume risk through ownership and financing inventories (possession utility) (Pride and Ferrell, 1985).

Retailing includes all activities that are involved in selling goods or services directly to the last consumers for personal needs or non-business uses. A retailer company or a retail store is one of the business enterprises whose sales volume comes primarily from retailing which have the companies' general operation. Any organization selling to last consumers – whether it is a manufacturer, wholesaler, or retailer – is doing retailing. It was not any matter that how the goods or services are sold (by directly, telephone, or internet) or where it was sold (In a store or on the street) (Hazarika, 2005).

In this part of the study, nature and the importance of retailing, the various types of retailers and recent trends in retailing are all discussed in detail.

2.2.1. The Concept and Importance of Retailing

Retailing or retail trade consists of the sale and all activities directly related to the sale of goods and services to ultimate consumers for personal and nonbusiness use. While most retailing occurs through retail stores, it may be done by any institution. A manufacturer selling brushes or cosmetics door to door is engaged in retailing, as is a farmer selling vegetables at a roadside stand.

Any firm – manufacturer, wholesaler, or retailer – that sells something to ultimate consumers for their own non-business use is making a retail sale. This is true regardless of how the product is sold (in person or by telephone, mail, or vending machine) or where it is sold (in a store or at the consumer's home). However, a firm engaged primarily in retailing is called a retailer. (Sommers, Barnes and Stanton, 1992: 492)

The role of retailing is to supply products and services directly to the final consumer. Retailers are differentiated from wholesalers according to the primary source of sales. Retail sales are sales to final consumers; wholesale sales are those to other businesses that in turn resell the product or service, or use it in running their own businesses. (Bearden, Ingram & LaForge, 2004:323)
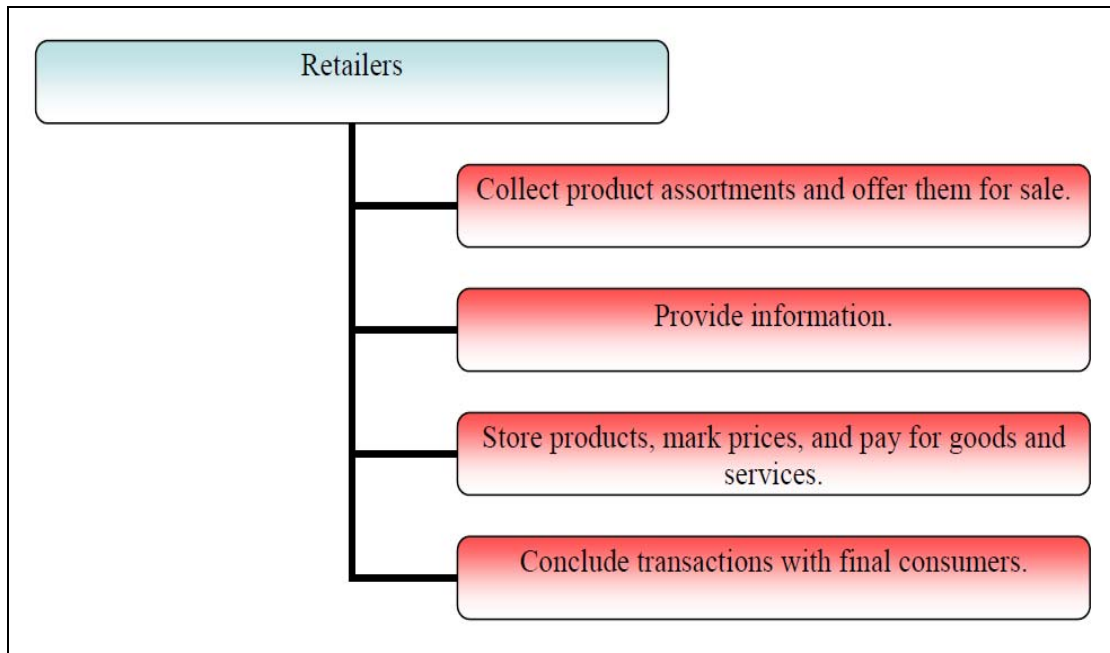
Fıgure 2.1: Key Retaılıng Functıons
Source: Evans, Joel R. & Berman, B., 1997, Marketing (7th Edition). Upper Saddle River, NJ: Prentice Hall, p. 469.

As highlighted in Figure 2.1, retailers generally perform in four distinct functions (Evans & Berman, 1997:469).

They;

1) Engage in the sorting process by assembling an assortment of goods and services from a variety of suppliers and offering them for sale. The width and depth of assortment depend on the individual retailer's strategy.

2) Provide information to consumers via ads, displays and signs, and sales personnel. Moreover, marketing research support (feedback) is given to other channel members.

3) Store products, mark prices, place items on the selling floor, and otherwise handle products. Retailers usually pay for items before selling them to final consumers.

4) Facilitate and complete transactions by having appropriate location and hours, credit policies and other services (like delivery).

2.2.2. Types of Retailers

Consumers today can shop for goods and services in a wide variety of retail organizations. Retail stores come in all shapes and sizes, and new retail types keep emerging. There are store retailers, non-store retailers, and retail organizations. Perhaps the best-known type of retailer is the department store (Kotler, 2003; 535).

The most important types of retail stores are described below;

- **Specialty Store:** Narrow product line with a deep assortment. A clothing store would be a single-line store; a men's clothing store would be a limited-line store; and a men's custom shirt store would be a super specialty store. Examples: Athlete's Foot, Tall Men, The Limited, The Body Shop.

- **Department Store:** Several product lines – typically clothing, home furnishings, and household goods – with each line operated as a separate department managed by specialist buyers or merchandisers. Examples: Sears, JCPenney, Nordstrom, Bloomingdale's.

- **Supermarket:** Relatively large, low-cost, low-margin, high-volume, self-service operation designed to serve total needs for food, laundry, and household products. Examples: Kroger,Food Emporium, Jewel.

- **Convenience Store:** Relatively small store located near residential area, open long hours, seven days a week, and carrying a limited line of high-turnover convenience products at slightly higher prices, plus takeout sandwiches, coffee, soft drinks. Examples: Circle K.

- **Discount Store:** Standard merchandise sold at lower prices with lower margins and higher volumes. Discount retailing has moved into specialty merchandise stores, such as discount sporting-goods stores, electronics stores, and bookstores. Examples: Wal-Mart, Kmart, Circuit City, Crown Bookstores.

- **Off-Price Retailer:** Merchandise bought at less than regular wholesale prices and sold at less than retail: often leftover goods, overruns, and irregulars. Factory outlets are owned and operated by manufacturers and normally carry the manufacturer's surplus, discontinued, or irregular goods. Examples: Mikasa (dinnerware), Dexter (shoes), Ralph Lauren (upscale apparel). Independent off-

price retailers are owned and run by entrepreneurs or by divisions of larger retail corporations. Examples: Filene's Basement, T. J. Maxx. Warehouse clubs (or wholesale clubs) sell a limited selection of brand-name grocery items, appliances, clothing, and a hodgepodge of other goods at deep discounts to members who pay annual membership fees. Wholesale clubs operate in huge, low-overhead, warehouse like facilities and offer rock-bottom prices – typically 20 to 40 percent below supermarket and discount-store prices. Examples: Sam's Clubs, Max Clubs, Price-Costco, BJ's Wholesale Club.

- **Superstore:** About 35,000 square feet of selling space traditionally aimed at meeting consumers' total needs for routinely purchased food and nonfood items, plus services such as laundry, dry cleaning, shoe repair, check cashing, and bill paying. A new group called category killers carries a deep assortment in a particular category and a knowledgeable staff. Examples: Borders Books and Music, Petsmart, Staples, Home Depot, IKEA. Combination stores are combination food and drug stores that average 55,000 square feet of selling space. Examples: Jewel and Osco stores. Hypermarkets range between 80,000 and 220,000 square feet and combine supermarket, discount, and warehouse retailing. Product assortment includes furniture, large and small appliances, clothing, and many other items. They feature bulk display and minimum handling by store personnel, with discounts for customers who are willing to carry heavy appliances and furniture out of the store. Hypermarkets originated in France. Examples: Carrefour and Casino (France); Pyrca, Continente, and Alcampo (Spain); Meijer's (Netherlands).

- **Catalog Showroom:** Broad selection of high-markup, fast-moving, brand-name goods at discount prices. Customers order goods from a catalog, and then pick these goods up at a merchandise pickup area in the store. Example: Service Merchandise (Kotler, 2003; 536).

In other way, retailers can be classified according to the type of merchandise and services that are sold, location, various strategic differences, and method of ownership. Here we examine different ownership categories to provide an overview of several types of retailers (Bearden, Ingram & LaForge, 2004: 325).

- **Independent Retailers**

Independent retailers own and operate only one retail outlet. There are formal education requirements, no specific training requirements, and few legal requirements to owning a retail business. The ease of entry likely accounts for the unpreparedness and the high failure rate experienced by new retailers (Bearden, Ingram & LaForge, 2004: 325).

- **Chains**

A retail chain owns and operates multiple retail outlets. Examples are The Gap and JCPenney. The major advantage is the ability to service large, widespread target markets by selling a large assortment of products and services (Bearden, Ingram & LaForge, 2004: 326).

- **Franchising**

Retail franchising is a form chain ownership in which a franchisee pays the franchisor (parent company) fees or royalties and agrees to run the franchise by prescribed norms, in exchange for use of the franchisor's name. Well-known franchisor's include McDonald's, Holiday Inn and Avis (Bearden, Ingram & LaForge, 2004: 326).

- **Leased Departments**

Leased departments are sections in a retail store that the owner rents to a second party. Typically, department stores rent their jewelry, shoe, hairstyling, and cosmetic departments. For example, cosmetics such as Estèe Lauder and Clinique are sold through leased space in department stores (Bearden, Ingram & LaForge, 2004: 327).

- **Cooperatives**

Responding to competitive pressures exerted by the buying power of chain stores, independent retailers sometimes band together to form retail cooperatives. Although each store remains independently owned, the retail cooperative generally adopts a common name and storefront.

The stores participate in joint purchasing, shipping, and advertising, which allows cost savings normally enjoyed by chain outlets. Retail cooperatives include Sentry

Hardware, Associated Grocers, and Ace Hardware (Bearden, Ingram & LaForge, 2004: 327–328).

2.2.3. Trends in Retailing

Retailers operate in a harsh and fast-changing environment, which offers threats as well as opportunities. Consumer demographics, lifestyles, and shopping patterns are changing rapidly, as are retailing technologies. To be successful, then retailers will have to choose target segments carefully and position themselves strongly (Kotler and Armstrong, 2004: 447).

Dozens of noteworthy trends present threats or, alternatively, provide opportunities for retailers (Sommers, Barnes and Stanton, 1992:521).

The main developments retailers and manufacturers need to take into account in planning competitive strategies can be summarized as follows:

- **New retail forms and combinations:** Some supermarkets include bank branches. Bookstores feature coffee shops. Gas stations include food stores (Kristu Jayanti Collage of Management, 2006).

- **Growth of intertype competition:** Different types of stores – discount stores, catalog showrooms, department stores – all compete for the same consumers by carrying the same type of merchandise (Kristu Jayanti Collage of Management, 2006).

- **Growth of giant retailers:** Giant retailers having superior information systems, logistical systems and buying power, they are able to deliver good service and immense volumes of product at appealing prices to masses of consumers. They are crowding out the small manufacturers who cannot deliver enough quantity and even dictating to the most powerful manufacturers what to make, how to price and promote, when and how to ship, and even how to improve production productivity and their management type. Manufacturers need these accounts; otherwise, they would lose 10 to 30 percent of the market. Some giant retailers are category killers that concentrate on one product category, such as toys (Toys "R" Us), home improvement (Home Depot), or office supplies (Staples). Others

are supercenters that combine grocery items with a huge selection of nonfood merchandise (Kmart, Wal-Mart) (Kristu Jayanti Collage of Management, 2006).

- **Growing investment in technology:** Retailers are using computers to produce better forecasts, control inventory costs, order electronically from suppliers, send e-mail between stores, and even sell to customers within stores. They are adopting checkout scanning systems, electronic funds transfer, electronic data interchange, in-store television, store traffic radar systems, and improved merchandise-handling systems (Kotler, 2003: 546).

- **Global presence of major retailers:** Retailers with unique formats and strong brand positioning are increasingly appearing in other countries. U.S. retailers such as McDonald's, The Limited, GAP, and Toys "R" Us have become globally prominent. Wal-Mart operates over 700 stores abroad. Among foreign-based global retailers are Britain's Marks and Spencer, Italy's Benetton, France's Carrefour hypermarkets, Sweden's IKEA home furnishings stores, and Japan's Yaohan supermarkets (Kotler, 2003: 547).

- **Selling an experience, not just goods:** Retailers are now adding fun and community in order to compete with other stores and online retailers. There has been a marked rise in establishments that provide a place for people to congregate, such as coffeehouses, tea shops, juice bars, book shops, and brew pubs.

- **Competition between store-based and non-store-based retailing:** Consumers now receive sales offers through direct mail letters and catalogs, and over television, computers, and telephones. These non-store-based retailers are taking business away from store-based retailers. Some store-based retailers initially saw online retailing as a definite threat. Wal-Mart recently joined with America Online (AOL) so that AOL will provide a low-cost Internet access service that carries the Wal-Mart brand, and Wal-Mart will promote the service and AOL in its stores and through TV advertising. Stores such as Wal-Mart and Kmart have developed their own online Web sites, and some online retailers are finding it advantageous to own or manage physical outlets, either retail stores or warehouses (Kotler, 2003: 545–547).

Different types of retailers offer a variety of customer services to correspond with the image they need to project (Bearden, Ingram & LaForge, 2004: 330).

Below in Table 1, lists customer services mostly offered by department stores and the typical discount stores.

Table 2.1: Customer Services offered by Retailers

Customer Services
1. Alter Merchandise
2. Assemble Merchandise
3. Bridal Registry
4. Check Cashing
5. Child Care Facilities
6. Credit
7. Delivery to Home
8. Demo Merchandise
9. Dressing Rooms
10. Gift Wrap
11. Information/Assistance to Select Merchandise

Source: Adopted from Bearden, W. O., Ingram, T. N. & LaForge, R. W., 2004, Marketing: Principles and perspectives (4th Edition). New York: McGraw-Hill/Irwin, p. 331.

According to the many types of retailers, especially food retailers where customer interaction is regular, are well placed to build long-term relationships with customers. This situation relates to the fundamental requirements of a relationship: That can be defined as interactions series (Storbacka, 1994). In fact, retail organizations which are large and impersonal have greater difficulty moving beyond this basic level of relationship. Similarly, many retail transactions may be low in involvement where the purchase having little meaning to the customer (Zaichowsky, 1985). According to Gordon (1998) the higher the levels of involvement the more important relationships become (Gordon et al., 1998).

2.3. WORLD AND TURKISH RETAILING INDUSTRY AND TECHNOLOGY PRODUCT FIRMS IN TURKISH RETAIL SECTOR

2.3.1. Retailing Industry in the World

The latter half of the 20th Century, in both Europe and North America, has seen the emergence of the supermarket as the dominant grocery retail form. The reasons why supermarkets have come to dominate food retailing are not hard to find. The search for convenience in food shopping and consumption, coupled to car ownership, led to the birth of the supermarket. As incomes rose and shoppers sought both convenience and new tastes and stimulation, supermarkets were able to expand the products offered.

The invention of the barcode system it allows a store to manage thousands of items with their prices and led to "just-in-time" store replenishment. Computer-operated depots and logistical systems integrated store replenishment with consumer demand in a single electronic system. Thus, the superstore concept was born (Anand & Nambiar, 2003: 2).

Today similar with the other years that Wal-Mart was ranked the top retailer in the world again and it still holds that distinction. Except from Wal-Mart's dominance, there is little about today's environment that looks like the mid-1990s. The global economy has changed, consumer demand has shifted, and retailers' operating systems today are infused with far more technology than was the case fifteen years ago.

Saturated home markets, fierce competition and restrictive legislation have relentlessly pushed major food retailers into the globalization mode. Since the mid- 1990s, numerous governments have opened up their economies as well, to the free markets and foreign investment that has been a plus for many a retailer. However, a more near-term concern, has been the global economic slowdown that has resulted from dramatic cutback in corporate IT and other types of capital spending. Consumers themselves have become much more price sensitive and conservative in their buying, particularly in the more advanced economies (Anand & Nambiar, 2003:4).

According to the "Interbrand Best Retail Brands 2011" report composed by Interband ranks top performing World Retail Brands in 2009 at Table 2.2.

Table 2.2: Top Performing Retail Brands at World in 2010

2010 Rank	Brand	Country of Origin	Sector	Brand Value (Million Dolar)
1	Wal-Mart	USA	General Retailer	142,030
2	Target	USA	General Retailer	23,301
3	The Home Depot	USA	Home and Furnishings	20,315
4	Best Buy	USA	Consumer Electronics	18,823
5	CVS/Pharmacy	USA	Pharmacy	16,561
6	H&M	Sweden	Apparel	15,834
7	Walgreens	USA	Pharmacy	14,443
8	Carrefour	France	General Retailer	13,345
9	Sam's Club	USA	General Retailer	12,400
10	Ikea	Sweden	Home and Furnishings	11,748
11	Coach	USA	Apparel	11,588
12	Tesco	UK	General Retailer	10,102
13	Amazon.com	USA	General Retailer	9,665
14	Dell	USA	Consumer Electronics	8,880
15	Zara	Spain	Apparel	7,468
16	Marks Spencer	UK	General Retailer	6,074
17	Aldi	Germany	General Retailer	3,525
18	Boots	UK	Health and Beauty	2,448
19	El Cortè Ingles	Spain	General Retailer	1,930
20	Auchan	France	General Retailer	1,860
21	ASDA	UK	General Retailer	1,224

22	Media Markt	Germany	Consumer Electronics	1,094
23	Lidl	Germany	General Retailer	910
24	Edeka	Germany	General Retailer	905
25	C&A	Netherlands	Apparel	882

Source: Brands That Have the Power to Change the Retail World: Interbrand Top Performing World Retail Brands 2010, (Retrieved April 4, 2011 from http://www.interbrand.com/en/knowledge/branding - studies.aspx/Best_Retail_Brands_2011.pdf), p.11–36.

As you can see above in Table 2.2, USA retail brands are more valued and grouped as the number of brands than other countries in the list. Especially Wal-Mart value (142,030 million USD) is alone equivalent for all brands in list.

2.3.2. Retail Industry in Turkey

According "Retail in Turkey 2009", the recent report by an analytical company PMR, the Turkish retail sales to have amounted to YTL 225bn (€118bn) in 2008, posting a growth of over 11% on 2007. In comparison with countries of the European Union, the retail sector in Turkey is still relatively underdeveloped. Despite the fact that today's market leader, Migros Turk, was set up in the late 50s of the twentieth century, some other prominent local companies were established in the 80s, and despite the entry of few worldwide-known retail chains as early as in the 90s, a significant portion of the retail market still remains in the hands of independent retailers. In addition, about one-third of retail sales are still controlled by traditional channels, like small mom-and-pop stores, open markets and street vendors. As such, it constitutes a promising market for the development of modern retail, which despite the forecast market downturn in 2009 will enable retailers to further expand, organically as well as because of mergers and acquisitions.

Turkish retail industry is expanding itself most aggressively; as a result a great demand for real estate is being created.

Turkish retailers preferred means of expansion is to expand to other regions and to increase the number of their shopping centers in İstanbul. It is expected that by 2011, Turkey may have 600 shopping centers totally.

Today, approximately 60% of the Turkish retail sector is estimated as the traditional, 40% of Turkish retail sector is estimated as the modern and organized retail sector. According to the Planet retail estimates the industry's top 5 players' market shares are under 20%. These are listed as Migros, Carrefour, BIM, Metro and Tesco. TEKNOSA is also one of them and it has 5.500.000 visitors annually (PWC, 2010).

In the Turkish retailing industry, technology products are one of the developing sectors and are growing at a rate of 5% annually. Turkish retail industry is progressing well and for this to continue retailers as well as the Turkish government will have to make a combined effort. The branded technology products are trying to enter the Turkish retail industry and convert Turkish consumers to branded products.

The Turkish retail market, which is the 10th largest retail destination globally, according to industry estimates is estimated to grow from the US$ 70 billion in 2003 to US$ 200 billion by 2009 and expecting US$ 600 billion by 2013. Simultaneously, modern retail is likely to increase its share in the total retail market to 40 per cent by 2010 (PCW, 2010).

Table 2. 3: Top 10 Retail Companies in Turkey

2009 Rank	Retailer	Country of origin	Category	Retail Market Share (%)	Store Count in Turkey
1	ARÇELİK	Turkey	Consumer Electronics	1.4	4500
2	BIM	Turkey	General Retailer	2	2280
3	Migros Turk	Turkey	General Retailer	2.2	1120
4	Carrefour SA	France/Turkey	General Retailer	1.1	757
5	Teknosa	Turkey	Consumer Electronics	0.9	300
6	Tema Mağazacılık	Turkey	Clothıng / Textile	0.5	205
7	Kiler	Turkey	General Retailer	0.3	151
8	Tesco-Kipa	UK/Turkey	General Retailer	0.8	100
9	KOÇTAŞ	Turkey	Home and Furnishings	0.4	21

| 10 | **Metro Group** | Germany | General Retailer | 0.4 | 19 |

The top 10 largest retail companies in Turkey, almost all of which are of domestic-origin, account for less than 10% of retail sales in the country, according to PMR data. Nevertheless, concentration in the Turkish general retail and consumer electronics are expected increase rapidly during the next few years, chiefly at the expense of small local players and unorganized formats.

So far, quite a few of the large Europe's retailers have managed to open their stores in the country and operate successfully. Many develop in Turkey in the form of joint ventures. They co-operate with experienced Turkish retailers so that they can benefit from their experiences in the market to minimize the company's risk in investment. One of prominent examples is to be found in the grocery market. In 1996, Carrefour Turkey established a joint venture with the Turkish holding Sabanci creating CarrefourSA, while in 2003, the domestic retailer Kipa was acquired by the British Tesco (Tesco-Kipa). Both retailers managed to make it to the top 10 retail companies in Turkey. Both engage in further acquisitions.

The development of foreign retail chains and further modernization of Turkish retail is adjoined by the development of availability of modern retail space. For example, numerous foreign fashion chains including Benetton, Levi's, Zara, Mango or C&A, of the world's renowned fashion groups (such as Inditex, Arcadia Group or GAP Inc.) are already operating in the country. Again, many develop in cooperation with local or experienced companies; brands are being developed by franchisees (such as Fiba Holding, Alshaya Group or Park Bravo).

The Turkish shopping center market has been highly active between 2006 and 2008 with Istanbul being the hot spot. This is not surprising, as the city is the largest metropolis in Turkey and is situated in the most economically developed western part of the country. In 2005, the city saw the launch of the largest shopping center in Europe – Cevahir Mall – offering a close to 350,000 m² of space for rent.

Recently, as opportunities for new schemes are becoming more limited in Istanbul and developers are turning their attention to other cities. In fact, the capital city Ankara and a number of secondary cities - Izmir, Bursa, and Antalya – already have a significant representation of shopping centers. Nevertheless, almost half of the provinces in Turkey do not have any modern concept shopping centers.

In all considering relative underdevelopment of the Turkish market, the country's large population as well as shopping schemes developers' plans, the potential for spreading the modern retail formats is vast. However, this does not only mean opportunity for foreign brands since already experienced domestic companies, many of which running a modern style chains, will surely fight to defend their leading positions (Interband, 2009).

Turkish retailing is on the verge of a drastic transition; from traditional retailing to modern (organized, professional and therefore institutionalized) retailing. This transition is causing intense debates since the entire society and economy will be significantly affected.

Concerning the impact on the economy, models of both agricultural and industrial production, distribution and employment have already started to change. Due to the increase in the market share of the modern retailing sector, officially declared revenues and tax payments of the sector are growing in parallel. Considering the investments in the sector, the ensuing debates regarding the future of the retailing sector are becoming good indicators of the impact of the transition.

As for the social impact, hygiene, safety and quality standards in general are becoming common practice. Consumers are starting to grasp the meaning of competition and its advantages, and are becoming more demanding and selective than ever. Thus, the transition in the way of supplying and consuming is leading to unprecedented changes to everyday life (PWC, 2007:4).

Retailing is the face of an important part of the marketing, distribution and even other economic activities in a society seen by the consumers in daily life. Retail institutions are the final exit door of the activities related with the flow of the products and services from the production points to the final consumers. The possible interruptions and bottlenecks arising in the retail distribution points can create serious problems in front

and behind of the distribution channels. Therefore, retailing is crucial and should be investigated in detail. Modern retailing which started between 1955 and 1956 with Migros and Gima in Turkey then, has fallen into a deep sleep.

However there was a resurgence in 1973 with the "Stage legislation on encouraging department stores", because of the resistance coming from the society (especially from the confederation of craftsmen and artisans), the deal was postponed and left to the natural order of things. Modern retailing institutions, which came to Turkey by a chronological delay with respect to western countries, at least a 60 years and 30–40 years delay, compared to USA and European countries, respectively, stressed the 1990s for Turkey as the beginning of the "Retailing Era". By 2000, multi nationalism trend has accelerated with Tesco etc.

2.3.3. The Historical Retail Structure Change in Turkey

Before the 1980s, the development policy of Turkey was based on import substitution, and the structure of the economy was semi-controlled and mixed. The economy was producer-driven; the basic concern was that of production and availability of goods. Distribution was a secondary concern and was left to a traditional small-scale network of traders (Tokatlı and Boyacı, 1998: 187). Between 1950 and 1975, Turkey maintained a steady economic development of 6% per annum on average, the percentage of urban population within the total population increased from 18,5 percent in 1950 to 50 percent in 1980 and the per capita income of the country increased from $166,40 in 1950 to $1330 in 1980 (Kompil & Çelik, 2006: 2).

However, from 1950s to 1980s, despite the stage of economic development and urbanization hardly any change in the structure of retailing had occurred. Empirical evidences show briefly that over the thirty-year period, neither a decline in the share of small-scale retailers nor an increase in the share of large-scale retailers had been identified (Kumcu and Kumcu, 1987).

Migros (1955), Gima (1956) and various municipality owned stores (after 1970s) serving in the form of supermarket were the only organized retail investments in this period. As Tokatlı and Özcan (1998) states dominant type of retailing up to 1980s was still small-scale, capital-weak, independent and family owned such as, groceries, greengroceries, butchers and haberdashers that fits well the prevailing demand pattern

of the Turkish customer, the public attitudes and the macroeconomic policies (Tokatlı and Özcan, 1998: 113).

The real take-off of retail sector and large-scale retail developments in Turkey has started after 1980s. At the beginning of the 1980s, import-substituted industrialization strategy was replaced with the more outward oriented development strategy that proposes more liberal, market oriented and outward- looking economic structure. The export-oriented development strategy has introduced a highly appropriate environment for retail growth and affected the sector in a number of ways by altering demand side factors, changing environmental conditions, and increasing attraction of the sector for large corporations. After these regulations economy has begun to go smoothly and experienced high rates of growth (averaging 5% between 1980–1994), and has changed the consumption patterns (Kompil & Çelik, 2006: 3).

The economic growth was not the only response for rapid retail development, social, political and technological shifts that Turkey experienced are the other important factors affected the retail environments. In detail, increase in urbanization rates, consumer expenditures; widespread usage of credit cards and durable goods; the changing consumer profile; technological advances and internationalization of retailing have been the major factors that changed the retail structure in Turkey in this period (Kompil & Çelik, 2006: 3).

Two decades of liberalization of the Turkish economy, further stimulated by its Customs Union with the European Union (1996) and EU membership procedure (2001), have progressively freed Turkish entrepreneurial dynamism. (Codron et.al., 2003). Much of the economic and social outcomes have changed the circumstances for large-scale, western type of retail developments, and a rapid change has been inevitable during the 1990s. A number of multi-purpose shopping centers and shopping malls have established in the major cities of the country such as in İstanbul (37), Ankara (13), İzmir (8), Konya (6), Bursa (5), İzmit (4) up to day (Turkish Council of Shopping Centers & Retailers, 2008). Although some of the multi-purpose large-scale shopping centers and malls have been the first signs, the most crucial changes have occurred in the sector of food retailing.

The large domestic and international corporations (mostly European) successfully captured an increased market share through supermarkets, hypermarkets, department stores, and franchise-based operations starting from the 1990s since then. Today Migros, Carrefoursa, Teknosa, Metro, Kipa and Bim have been the major retailers which are dominate the Turkish organized retailing sector.

2.3.4. Technologic Superstore Firms and Market Share in Turkish Retail Sector

The scope of the research is focused on one of the consumer electronics firm Teknosa which we called as technical superstores (TSS) in the study.

Consumer electronics is a term used to describe the category of electronic equipment intended for everyday used by people. Consumer electronics are more often used in entertainment, communications and office productivity. Some products classed as consumer electronics include personal computers, telephones, audio equipment televisions, calculators and recording media as VCR, DVD players or MP3 players are consider to be consumer electronic categories. Popular brands of consumer electronics include a wide range of American and Japanese companies including Apple, Sony, Toshiba, Panasonic, JVC and others.

Consumer electronics are manufactured throughout the world, although there is a particularly high concentration of manufacturing activity in the Far East, in particular China and Singapore, amongst other countries.

The most outstanding characteristic of all electronics products is the trend of low prices, which continue to drop. The reason of such price-drops is driven by gains in manufacturing efficiency and automation, as well as improvements in semiconductor design.
(http://travel.syl.com/consumerelectronicsevolvingfasterthansupplyanddemand.html, Retrieved in 20/03/2011).

The two big players in the USA are Best Buy Co. Inc. and Circuit City; Best Buy Co., Inc., founded in 1966, sometimes called the "big blue box" because of the prominent design on Best Buy stores resembling a blue box., is a Fortune 100 company and the largest specialty retailer of consumer electronics in the United States and Canada, accounting for 17% of the market (Boyle, 2006). Circuit City, founded 1949, is a Fortune 200 company and the third largest consumer electronics retailer in the United

States with over $11 billion USD in sales. The second largest retailer in this market is Wal-Mart, which is not a pure player (also sells different products).

The Turkish electronic market size is calculated as 6 milliard Euro; 1.4 milliard Euro in electronics, 1.3 milliard Euro in telecommunication, 1.4 milliard Euro in computers, 1.8 milliard Euro in refrigerator, washer, dishwasher etc. Turkey is the seventh biggest market with 6 milliard euros spending in Europe.

Technology markets (specialty retail shops in consumer electronics) are one of the fast growing markets in Turkey, and the market size is estimated 2 milliards Euro. They form 25 % of the whole information and technology market. It's expected that this figure will seriously increase. The interest to the technology markets is increasing parallel to the changes of the Turkish consumer habits. Especially, as the mobile phones are considered as a status symbol by the low income consumers, this kind of consumers are willingly trying to change their old model phones with the new ones in the market. Moreover, long term sale conditions in technology markets show that the shopping are not limited with the medium and high level income consumers. Although Turkey with 80 Euro per person spending for electronics is below the European averages, the enthusiasm to consumption of electronics, especially computers and telecommunication devices, makes Turkish market attractive. (http://www.haber3.com/haber.php?haber_id =154796, Retrieved in 20/03/2011).

The transformation of retailing in Turkey has been going on since 1990s. The changes in consumer perceptions and the transition of Turkish economy to a more liberal economy have been important factors for the structural changes in the retailing sector. As a result of these, the number of larger retailers has increased substantially while smaller ones are trying to survive in the new economic environment.

There is an important increase in the number of modern technology product retailers in Turkey since 2000s. The number of technologic superstore firms increased significantly. It shows that there is a significant relationship between shopping centers and technology product retailers. Today the new concept stores (Teknosa, Media Markt, Bimeks, Darty, Vatan Computer or Gold etc.) were dominant players in the market.

Below the new concept store markets ranking is arranged by the market shares in 2010 according to the Turkish TSS Sector report by an analytical research company GFK.

Table2. 4: Technical Super Stores in Turkey

2010 Rank	Retailer	Country of origin	Store Count
1	**Teknosa**	Turkey	260
2	**Gold**	Turkey	61
3	**Bimeks**	Turkey	43
4	**Vatan Computer**	Turkey	22
5	**Darty**	German	21
6	**Electro world**	UK/Turkey	19
7	**Media Markt**	German	17
8	**Saturn**	German	3
9	**BestBuy**	USA	2

As can be seen in the table Teknosa is the market leader in market shares and also in store count.

The favorable domestic environment also had impacts on the transformation process. First of all the consumer habits have changed with the introduction of mass media. Western consumer habits have become effective in large cities like Istanbul, Izmir and Ankara. However, the existence of traditional formats is still a fact in Turkey especially in rural areas. Especially high transportation costs and traditional consumptions habits can still be effective on the store choice of consumers by guiding consumers towards traditional retailers. In addition to the change in the demand conditions, the absence of a regulatory.

2.3.5. A Technologic Superstore Company Review: Teknosa

Teknosa consumer electronic company has been established by Hacı Ömer Sabancı Holding which is a chain of technology retailer aiming at providing the consumers with the technology product at the most favorable price and best service quality.

Teknosa is the first in Turkey in terms of number of stores and cities where it operates. Started out by 5 stores in the year 2000, Teknosa today serves by stores more than 260 in 70 cities across Turkey. Teknosa has shown a stable growth in such a short time of then years: thanks to its availability, service quality, reliability, speed and product

diversification; it enjoys to be recognized as the most widespread technology retailer throughout Turkey. (http://www.teknosa.com.tr, Retrieved in 27/05/2011).

With a capability allowing the consumers to find any technology product they look for, Teknosa meets thousands of technology products, with the consumers, including those of international trademarks. Adopted the motto "Technology for Everybody", Teknosa offers the customers all types of technology products with its wide network of stores, from the electronics and communication equipment through technologic care and home appliances. Having a total store area of 100.000 square meters and a wide range of products, Teknosa offers more than 6 million of tech-lovers a unique and pleasing shopping experience each month.

Started up with 163 employees, Teknosa today continues to increase service quality and diversity of products in its own business line by the support of more than 3000 specialized employees.

Teknosa stands out as the first technology retailer to get ISO 9001:2008 Certificate of Quality Management System, the quality management standard established by International Standardization Organization. On basis of applications classified under eight headings, namely, customer-orientation, contribution of employees, management by processes, approach of system in management, constant improvement, decision-taking based on data and powerful relations with suppliers, Teknosa was deemed worthy for the most comprehensive Certificate of Quality ISO 9001:2008.

Going beyond the understanding of standard store, Teknosa also meets the consumers with new concepts of store. Furthermore, Teknosa Etiler Store, the store of future technology and unique design which has a range of products from prestigious trademarks known worldwide and diverges from the understanding of standard store as well as Teknosa Kanyon Store representing a unique line, both reflect the innovation aspect of Teknosa in the best way. And Teknosa Planet, Teknosa Extra and Extra stores embodying the concept of spacious store offer the customers of Teknosa a unique shopping experience.

Teknosa also renders service by two different channels to meet requirements of its customers for the technology products all time. Both telemarketing by telephone and

online sale with a wide range of products at their company web site to Teknosa customers 7/24.

3. CUSTOMERS PERCEPTIONS FACTORS IN RETAIL SECTOR

3.1. EFFECTING COMPONENTS TO CUSTOMER PERCEPTION

Consumers can evaluate a product along several levels. Its basic characteristics are inherent to the generic version of the product and are defined as the fundamental advantages it can offer to a customer. Generic products can be made distinct by adding value through extra features, such as quality or performance enhancements. The final level of consumer perception involves augmented properties, which offer less tangible benefits, such as customer assistance, maintenance services, training, or appealing payment options. In terms of competition with other products and companies, consumers greatly value these added benefits when making a purchasing decision, making it important for manufacturers to understand the notion of a "total package" when marketing to their customers. For example, when manufacturing automotive parts, a high-performing product will provide the customer base with basic benefits, while adding spare parts, technical assistance, and skill training will offer enhanced properties to create a total package with increased appeal to consumers.

In industrial product development, a marketing strategy that is flexible and adaptive to changing market circumstances stands a greater chance of being effective in the long-term. Products and consumer perceptions are variable, so changes in strategy may be required to better address customer needs, technological developments, new laws and regulations, and the overall product life-cycle. By monitoring external conditions and shifting product development accordingly, a company can better target its consumers and learn to react to their needs. The major factors that can necessitate a change in product strategy include:

- **Customer Preferences:** Fluctuations in the cost of materials, new application requirements, and changing brand awareness are just a few of things that can cause consumer needs to change. Keeping close track of customer response to a product and taking their demands into consideration are important for maintaining market share.

- **Technological Advances:** A new technological development can engender a change in a product line, causing products to need modification in order to

remain competitive or rendering some products obsolete. For example, fiber optic cables have replaced older cables in certain applications and many businesses have switched from main frame computers to personal computers. Being aware of these advances can help a business stay ahead of the curve.

- **Laws and Regulations:** The implementation of new governmental regulations can cause certain products or manufacturing methods to be restricted, limiting their consumer appeal. Conversely, new laws can also lend an advantage to certain business and deregulation can sometimes benefit production standards. Product development strategies must shift according to the legal landscape.

- **Product Life-Cycles:** To preserve the rate of growth in profit and sales, many industrial companies decide to alter, discontinue, or replace older products with newer models or more recent upgrades. These changes are usually made periodically, allowing existing products that reach maturity or decline to be phased out or modified, thus retaining their appeal

3.1.1. Service Quality

Service quality involves a comparison of expectations with performance. According to Lewis and Booms (1983) service quality is a measure of how well a delivered service matches the customers' expectations.

Generally the customer is requesting a service at the service interface where the service encounter is being realized, and then the service is being provided by the provider and in the same time delivered to or consumed by the customer.

The main reason to focus on quality is to meet customer needs while remaining economically competitive in the same time. This means satisfying customer needs is very important for the enterprises survive (Harvey, 1998; 583–597). The outcome of using quality practices is;

- Understanding and improving of operational processes

- Identifying problems quickly and systematically

- Establishing valid and reliable service performance measures

- Measuring customer satisfaction and other performance outcomes

Service quality is a business administration's term and describes the degree of achievement of an ordered service (Parasuraman, Zeithaml and Berry, 1985). In this connection, objective and subjective service quality can be distinguished. Objective service quality is the concrete measurable conformity of a working result with the previous defined benefit; since the measurability is remarkable dependent on the definition's accuracy, a measurable quality criterion easily can turn out as a subjective one.

Subjective service quality is the customers perceived conformity of the working result with the expected benefit; this perception is over laid with the customers' original imagination of the service and the service providers' talent to present his performance as a good one. Moreover, a defined result can turn out as unreachable. Then the best possible achievable result would be the objective ideal result, but subjective still be an unsatisfactory result of a service.

Service quality can be related to service potential, service process or service result. In this way for example, potential quality can be understood as the co-workers qualification, process quality as the speed of the generated service and result quality as how much the performance matched the customer's wishes.

The perceived service will be compared with the expected service by the customer which leads to the perceived service quality as a result. Between the expected and the perceived service can appear a gap if the perceived service does not match with the expected service. Factors which influence the appearing of the gap were found by Parasuraman, Zeithaml and Berry in 1985.

Parasuraman, Zeithaml and Berry (1985) identified ten determinants of service quality that may relate to any service:

- **Competence** (Possession of the required skills and knowledge to perform the service: knowledge and skill of the contact personnel, knowledge and skill of the operational support personnel, research capability of the organization)

- **Courtesy** (Politeness, respect, consideration and friendliness of the contact personnel: consideration for the customer's property, clean and neat appearance of public contact personnel)

- **Credibility** (Trustworthiness, believability and honesty. It involves having the customer's best interest at heart: company name, company reputation, personal characteristics of the contact personnel)

- **Security** (Freedom from danger, risk or doubt: physical safety, financial security, confidentiality)

- **Access** (Approachability and ease of contact: Service is easily accessible, waiting time to receive service is not extensive, convenient hours of operation, convenient location of service facility)

- **Communication** (Informing the customers in a language they can understand and listening to them. It may mean that the company has to adjust its language for different consumers: explaining the service itself, explaining how much the service will cost, explaining the tradeoffs between service and cost, assuring the consumer that the problem will be handled)

- **Understanding/ knowing the customer** (Making the effort to understand the customer's needs: understanding customer's specific needs, providing individualized attention, recognizing the customer) ,

- **Tangibles** (Physical evidence of the service: appearance of physical facilities, tools and equipment used to provide the service, appearance of personnel and communication materials, other customers in the service facility)

- **Reliability** (The ability to perform the promised service dependably and accurately: service is performed right at the first time, the company keeps its promises in accuracy in billing, in keeping records correctly and in performing the services at the designated time)

- **Responsiveness** (The willingness and/ or readiness of employees to help customers and to provide prompt service, timeliness of service: mailing a transaction slip immediately, setting up appointments quickly)

Later they were reduced to five by Parasuraman, Zeithaml and Berry (1988):

- **Tangibles** (Physical evidence of the service: appearance of physical facilities, tools and equipment's used to provide the service, appearance of personnel and communication materials)

- **Reliability** (The ability to perform the promised service dependably and accurately: consistency of performance and dependability, service is performed right at the first time, the company keeps its promises in accuracy in billing and keeping records correctly, performing the services at the designated time)

- **Responsiveness** (The willingness and/ or readiness of employees to help customers and to provide prompt service, timeliness of service: mailing a transaction slip immediately, setting up appointments quickly)

- **Assurance** (The knowledge and courtesy of employees and their ability to convey trust and confidence: competence (possession of the required skills and knowledge to perform the service), courtesy (consideration for the customer's property, clean and neat appearance of public contact personnel), trustworthiness, security (safety and confidentiality))

- **Empathy** (The provision of caring, individualized attention to customers: informing the customers in a language they can understand, Understanding customer's specific needs, Providing individualized attention)

3.1.2. Employee Qualifications

However, the literature strongly suggests that qualifications for workers (especially arising from enterprise based training) are not a principal concern of employers. Training investment is meant to contribute to benefits for the business; anything else that derives from that investment (for instance qualifications) is welcome but incidental (Noble, 1994; Stokes, 1998).

The benefits of training to employers include improved quality; improved productivity and competitiveness; multi-skilling of employees to cover knowledge and skill gaps; compliance with government and other regulatory requirements (such as occupational health and safety legislation); and workplace change.

When considering outcomes for employers, the research questions have tended to revolve around two main issues. First, there is the value of qualifications as a

'screening' tool in personnel selection, to estimate work-related characteristics of candidates for selection such as motivation, persistence and technical skills. Qualifications then represent a formal information system which operates in labor markets to assist employers make their human resource management decisions (Keating, 2002; Wooden and Harding, 1997). Secondly, there is the return on investment in training. Part of the tolerance employers' display in calculating the costs and benefits of training relates to the difficulty of isolating the influence of training effects and ascribing causality (Long, Ryan, Burke and Hopkins, 1999).

In an earlier study Ridoutt, Dutneall, Hummel and Selby Smith (2002) focused on employers' expectations with respect to the outcomes of training. It noted inter alia that: not all competencies are the same; training effort is largely aimed at achieving specific competence outcomes, through a variety of forms; employers possibly take a risk management approach to training and assessment; and the demand side of training is often poorly managed (Ridoutt et al, 2002).

Not all units of competency are treated equally by employers. There are at least two ways employers differentiate between competencies, first between critical jobs (Cutler, 1992) and second, within jobs, between those competencies considered more critical to productivity (Payne, 2000). In a previous study, employers seemingly targeted four main types of competencies for recognition: competencies associated with 'tickets' and licenses conferred by non-training bodies; competencies associated with training and assessment; competencies associated with occupational health and safety; and competencies that were job specific (Ridoutt et al, 2002).

As well as treating various competencies differently the authors noted that a large number of competencies were identified by employers as required for jobs to be performed well, significantly in excess of what was needed to obtain a qualification at an AQF level appropriate to the job. A surplus of competencies to the formal competence requirements of jobs appeared to be regarded as a good workforce characteristic; and advantageous to the enterprise, the individual worker and society more generally.

OECD (2002) hypothesize that this is not just the breadth of competence that facilitates efficient labor movement. They speculate about individually held competencies which

they term "wider human capital", the possession of which enables the worker to build, manage and deploy "basic" human capital (the latter being akin to the four types of competencies outlined above as being most likely to require recognition). Wider human capital includes the ability to acquire and develop skills; ability to find the best place to use those skills; and personal characteristics (like trustworthiness) which make people more attractive as employees (Ridoutt & Smith, 2005).

Strong support amongst employers in Australian studies has often been found for so called 'soft' skills or 'support' competencies (Ridoutt and Willett, 1994). A study of the decline of apprenticeship uptake in the electrical industry found that qualifications, or at least courses designed to deliver formal qualifications, were losing their luster. Many employers were increasingly favoring competence development that delivered 'the operative who can handle uncertainty and solve problems' (NECA, 1998, p. 23). Similarly, research conducted for ANTA's national marketing strategy found that generic skills were more popular with employers, especially in enterprises with turnover greater than $5 million (The Research Forum, 2000).

The ACCI and the BCA report to the Commonwealth Government on the employability skills needed by industry (in addition to job-specific or relevant technical skills) (Department of Education, Science and Training, 2002) emphasized the importance of workplace skills such as communication, teamwork, problem-solving, initiative, planning and organization; and that business and industry now require a broader range of skills than those in the Mayer Key Competencies Framework which was developed in the early 1990s. Billett has also considered the appropriate strategies for the effective practice of workplace learning (Billett, 2001). However, the concept of 'generic', 'support', 'employability', etc. skills is not without critics.

Hall, Buchanan and Considine (2002) have argued that employer behavior in relation to training should be considered through the notion of skill eco-systems; and thus not solely in the context of the individual enterprise. They define skill eco-systems as clusters of high, intermediate or low-level competencies in a particular region or industry, shaped by inter-locking networks of firms, markets and institutions. They argue that any national approach to employer funding for education and training should promote collaborative arrangements between employers, unions, training providers and

workers within regionally and industrially defined labor markets. They also emphasize that, where employers invest in training, they are more likely to value the skills that result and more likely to ensure that those skills are used and deployed to productive ends (Hall et al., 2002).

3.1.3. Complaint Management

An effective complaint management system is an essential part of quality services. Complaints and compliments are valuable sources of information that organizations can use to improve programmed delivery and service. This applies to all organizations, including retail sector companies. When customers complain (express their dissatisfaction) there should be a complaints policy for customers to readily lodge complaints and staff should be responsive to the complaints. (González-Bosch, 2001; 23-24).

Literature studies by the researchers indicated that complaints cause significant economic damage to an organization; thus a good complaint management system is no longer a luxury. However, it is also noted that a holistic approach is necessary to develop a sustainable complaint management system that encompasses the whole spectrum of business activities (George, 2007; 12).

The growing business scenario would proportionately grow the other areas of activity that supports the business activity. This would also increase the volume of complaints that would be received by the organization. A well-defined complaint management process would assist company to manage the complaints received in most effective manner and increase its ability to retain customers (Andreasen, 1988, 43).

Best-practice organizations consider complaints as opportunities for improvement. These companies understand the link between complaint resolution and customer loyalty and work hard to act immediately on problems that can be easily resolved.

A well-planned complaint management and problem resolution process allows organizations to obtain customer feedback and data. Customer information is used to make process improvements, increase customer satisfaction and loyalty, and increase profits. Best-practice organizations in this area realize the importance of sharing information across the organization so that other employees and/or business units can benefit from the same information (Devane, 2004, 39).

Relevantly, the 5-step method of Define, Measure, Analyze, Improve and Control (DMAIC) or the Lean philosophy could serve as the guiding principles to the institution in implementing business process improvement. However, the best approach to be used will be the amalgamated process that combines the benefits of both which is known as the Lean Six Sigma (González-Bosch, 2001; 61).

Based on the understanding that effective complaint resolution would lead to higher customer satisfaction, the researchers learned about the following Complaint Management Model that encompasses the required flow of receiving, recording, processing, responding to and reporting on complaints and using them to improve services and decision-making (Devane, 2004, 2001; 46).
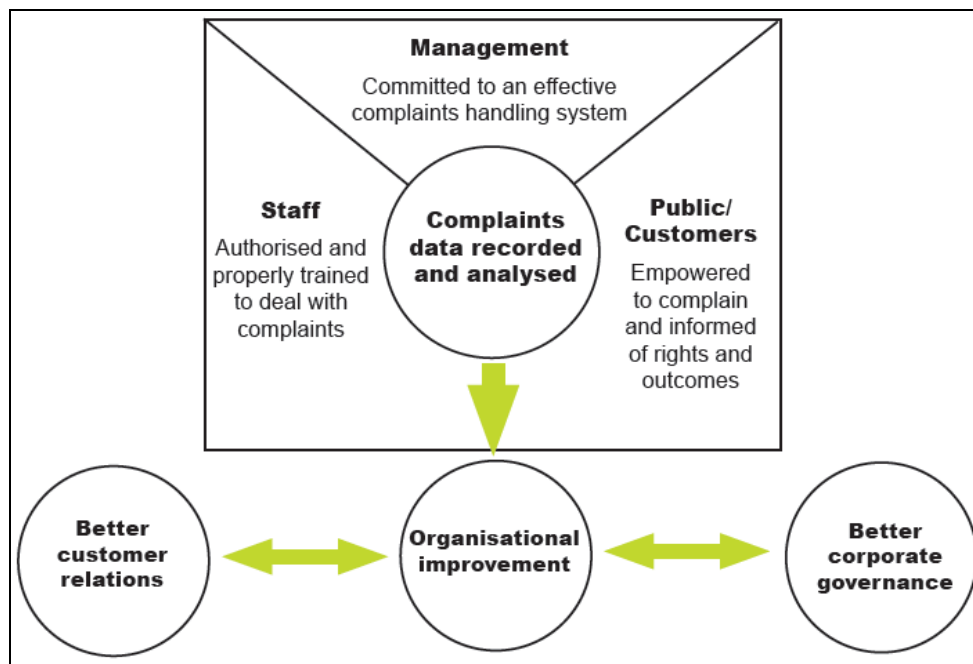

Figure 3.1: Complaint Management System Model

Based on the study of Six Sigma, it is decided that the DMAIC methodology would be used as the tool to analyze the complaint management system at Sime Darby Property. The DMAIC methodology of Six Sigma consists of the following phases: (González-Bosch, 2001; 64).

1. Define

2. Measure

3. Analyze

4. Improve

5. Control

In the context of the study, responsiveness of staff as being responsive complaints management system should allow them to handle complaints quickly and should include established time limits for action that reflect the complexity of the problems, while accessibility is interpreted as staff making a place easily accessible and well-publicized mechanisms for resolving complaints.

3.2. CUSTOMER BEHAVIOURS IN RETAIL SECTOR

Consumer behavior is the study of when, why, how, and where people do or do not buy a product. It blends elements from psychology, sociology, social anthropology and economics. It attempts to understand the buyer decision making process, both individually and in groups. It studies characteristics of individual consumers such as demographics and behavioral variables in an attempt to understand people's wants. It also tries to assess influences on the consumer from groups such as family, friends, reference groups, and society in general.

The official definition of consumer behavior is given by the American Marketing Association as: the dynamic interaction of the affect and cognition, the behavior and environment through which people carry out transactions in their life (Bennett 1995; 59).

Customer behavior study is based on consumer buying behavior, with the customer playing the three distinct roles of user, payer and buyer. Relationship marketing is an influential asset for customer behavior analysis as it has a keen interest in the re-discovery of the true meaning of marketing through the re-affirmation of the importance of the customer or buyer. A greater importance is also placed on consumer retention, customer relationship management, personalization, customization and one-to-one marketing. Social functions can be categorized into social choice and welfare functions.

Each method for vote counting is assumed as social function but if Arrow's possibility theorem is used for a social function, social welfare function is achieved. Some

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specifications of the social functions are decisiveness, neutrality, anonymity, monotonicity, unanimity, homogeneity and weak and strong Pareto optimality. No social choice function meets these requirements in an ordinal scale simultaneously. The most important characteristic of a social function is identification of the interactive effect of alternatives and creating a logical relation with the ranks. Marketing provides services in order to satisfy customers. With that in mind, the productive system is considered from its beginning at the production level, to the end of the cycle, the consumer (Kioumarsi et al., 2009).

Consumer receives stimuli which effect on his consuming behavior. This stimulus comes from:

- The financial environment (favorable or ominous financial conditions).

- The political environment (smoothly or foggy political setting).

- The technological environment (technological progress or recession).

- The company's marketing mix as for the product, the price, the place and the promotion. (E.g. a television advertising spot or a handing-over in the price of product).

Five-Stage Model of the buying process:
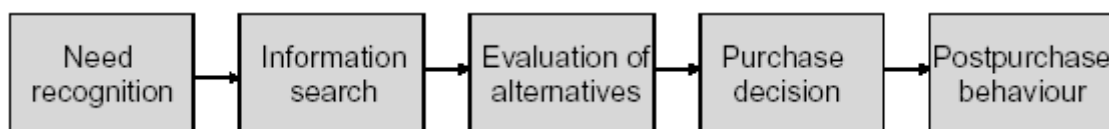
Figure 3.2: Five-Stage Model of the buying process
Source: Kotler 1993, p.182.

This model implies that consumers pass through all five stages in buying a product. This may be the case in high-involving purchases. In low-involvement purchases, consumers may skip or reverse some of these stages. This model shows the full range of considerations that arise when a consumer face a highly involving new purchase.

Through the studying of consumer behavior some fundamental questions comes abroad such as:

- Why does consumer buy a product?

- How does consumer buy the product?

- How does consumes or use the product?

- How does consumer develop a product after buying it?

- How consumer exempted from the product (or his packing) after its usage?

Those questions find answers through the study of the factors that influences consumer's behavior. Those factors are separated in four categories: social, cultural, demographical and psychological. Those factors and its categories are detailed in the following chapters respectively.

3.2.1. Cultural Factors

Culture (or civilization) is the highest entity of personal identification with the society. These entities were in the past the nations and could be in the future the civilizations (Western, Turks or Chinese). Human behavior is largely learned. The growing child acquires a set of values, perceptions, preferences and behaviors' through a process of socialization involving the family and other education institutions.

Each culture consists of smaller subcultures that provide more specific identification and socialization for its members. We can distinguish several subcultures in the different countries. We can distinguish:

- National groups (immigrants, Europeans and non-Europeans)

- Religious groups (Catholics, Protestants, Orthodox, Muslims, and Jews)

- Geographical areas (Regions, regional identity)

3.2.2. Social Factors

Social Factors: "Social classes are relatively homogeneous and enduring divisions in a society, which are hierarchically ordered and whose members share similar values interests and behavior" Social classes show distinct product and brand preferences in such areas as clothing, home furnishing, leisure activities, automobiles, and food and beverages (Kotler, 2000, p. 161).

Social roles and statuses: A person participates in many groups throughout life such as family, clubs, and organizations. The person's position in each group can be defined in

terms of role and status. A role consists of the activities that a person is expected to perform according to the persons around him or her. Each role carries a status reflecting the esteem accorded to it by society. Roles and statuses are at the same time dynamic and static phenomena:

- They change with the economic and social progress (land owner, entrepreneur)

- People with higher status like to remain their position.

People choose products that communicate their role and status in society. But status symbols vary for social classes and also geographically.

Reference group: "A person's reference groups consist of all social groups that have a direct (face to face) or indirect influence on the person's attitudes or behavior" (Kotler, 2000, p. 163-164).

We distinguish different reference groups:

- Membership groups are the groups to which the person belongs.

- Non-membership groups are the groups to which a person not belongs, but which influence the attitudes and behavior of the person.

- Aspiration groups are groups to which a person would like to belong.

- Dissociate groups are groups whose values or behavior are rejected.

    Opinion leaders: Individuals which constitute source of information for specific products and brands, and they influence consumer decisions (opinion follower)

3.2.3. Psychological Factors

Personality: The total internal characteristics of an individual that determines the way how he reacts (E.g. self-monitoring, self-concept, sociability, etc.).

Self-concept: The picture or the perception that each individual has for his exterior appearance, his mental faculties, his character and generally speaking what concerns the individual as a social being.

Lifestyle: It expresses the values that an individual has in their life. It constitutes important variable of market segmentation.

Perception: The process, with which an individual selects, organizes and it interprets incomes of information with an aim to create a reasonable picture for the world.

Beliefs and attitudes: The total knowledge from advertises or other promotion energies, but also personal experiences, that the individual - consumer acquires and maintains in his memory such as; configuration of specific beliefs and attitudes for specific products, brands, retailers even though for specific production countries.

3.2.4. Personal Factors

Age and life-cycle stage: People buy different goods and services over their lifetime. They eat baby food in the early years, most foods in the growing and maturing years, and special diets in the later years.

Lifestyle: People coming from the same subculture, social class, occupation but may lead different lifestyles. A person's lifestyle in the person's pattern of living in the world as expressed in the persons activities, interests, and opinions. Lifestyle portrays the "whole person" interacting with his or her environment.

Occupation: A person's consumption pattern is also influenced by his or her occupation. A white-collar worker will buy other clothing and food as a blue-collar worker.

Economic circumstances consist of their:

- Spendable income
- Savings and assets
- Borrowing power
- Attitude toward spending and saving.

4. UNIVERSITY STUDENTS' PERCEPTION OF TECHNOLOGY MARKETS: TEKNOSA CASE

4.1. METHODOLOGY

4.1.1. Aim of This Research

The aim of this study is identification of the 20-24 age male university student customers' image perceptions against the TEKNOSA according to the brand, service, product and price. For this purpose, primarily a survey was applied in Istanbul TEKNOSA stores' to the randomly selected customers and analyzed the survey with the hypotheses.

4.1.2. Universe and Sample

The study of population is the male university students in Istanbul. (N = 100,000) and randomly selected sample group TEKNOSA stores that accept people who will form part of the research.

The sample volume, calculated according to the volume of the universe volume and the confidence interval with the SPSS statistical analysis program. The distribution of the research universe shows in the following statements.

Table 4.1: Universe Distribution

Population Distribution	Male Collage Student Population In İstanbul
	100.000

Source: http://yogm.meb.gov.tr/ - Directorate of Higher Education

In sufficient number of sample calculation, $n = \dfrac{N(pq)Z^2}{(N-1)E^2 + (pq)Z^2}$ formula was used. Under these assumptions, the highest numbers of samples are discussed.

Table 4.2: Sample Level Calculation

N	p	q	Z	E	n
100.000	0,5	0,5	2	0,05	383

Sample selection is done at the level of confidence of 95% from the universe. As a result of the minimum sample size calculation formula for the sample was calculated as 383 people. Occurring due to lack of data losses and decided to fill a greater number of questionnaires and survey the group conducted with a sample of 390.

4.1.3. Model
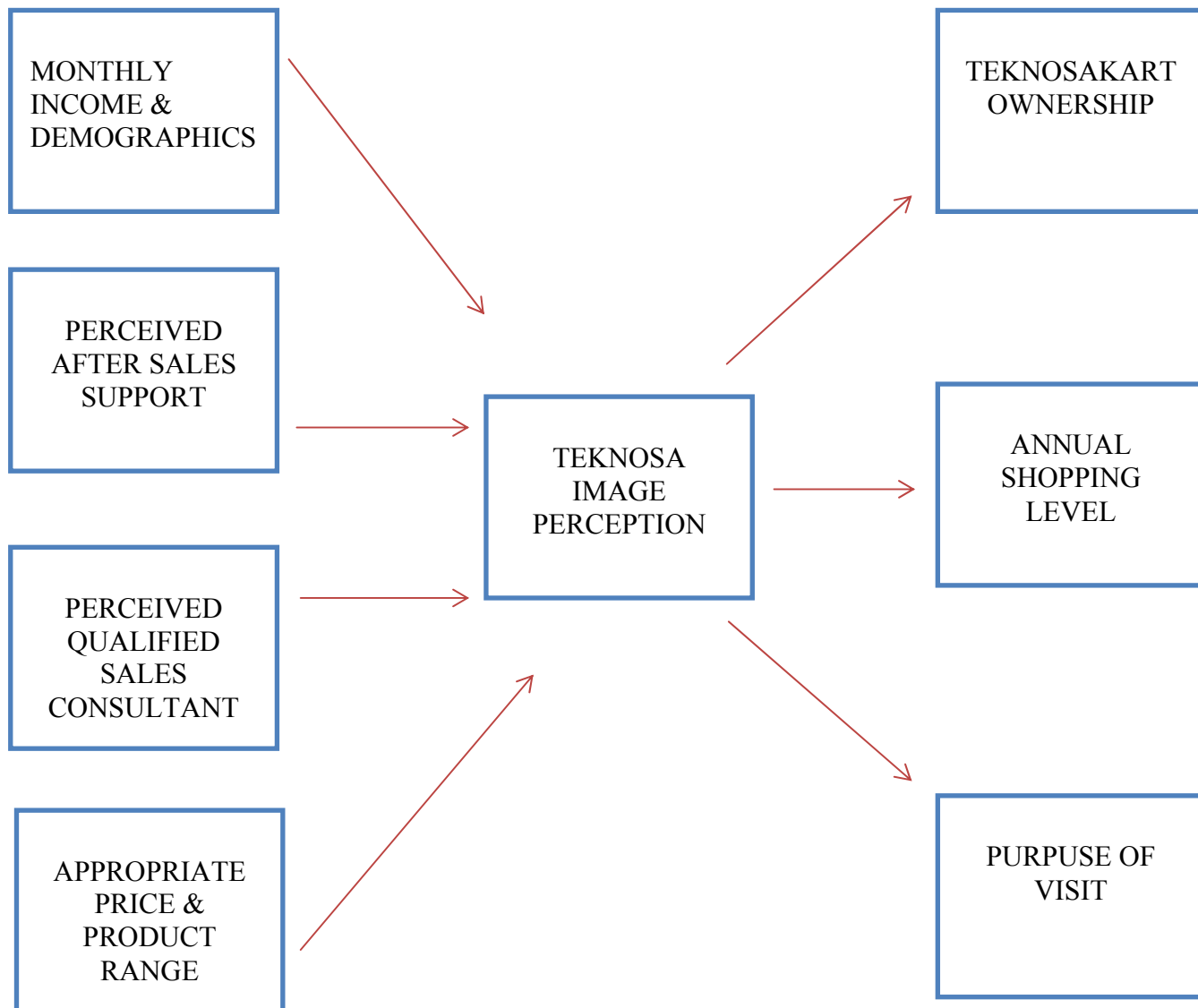
The model of the study is figured below;

Figure 4.1: The Research Model of the Study

4.1.4. Research Hypothesis

This study's main hypothesis is "Customer perception for the technology products and consumer behavior does not show changes according to different demographic characteristics". In this context, the findings about the accuracy of the hypothesis are examined with the help of statistical tests.

<u>Hypothesis</u>

H1: There is a significant relationship between demographics and monthly income and Teknosa image perception.

H2: There is a significant relationship between perceived after-sales support and Teknosa image perception.

H3: There is a significant relationship between perceived qualified sales consultant and Teknosa image perception.

H4: There is a significant relationship between appropriate price and product range and Teknosa image perception.

H5: Those who have positive image perception for Teknosa has Teknosakart.

H6: Those who have positive image perception for Teknosa has higher annual shopping level.

H7: Teknosa image perception has effects on purpose of visit.

4.1.5. Statistical Analysis

In the study using SPSS (Statistical Package for Social Sciences) for Windows 15.0 program was used for statistical analysis. Evaluating the data, descriptive statistical methods (frequency, percentage, mean, standard deviation) were used. Hypothesis testing as a t-test, ANOVA, correlation analysis was performed.

Independent sample t - test, two unrelated groups used to test whether the difference between average significantly. If more than two group comparisons of parameters between the groups one-way (one way) ANOVA and post Chi-Square test were used for the determination of the group that is causing the difference. One-way analysis of variance, the difference between the sample mean from zero to more than two unrelated

in a meaningful way to test. Results are 95% confidence interval, significance of $p < 0.05$ was evaluated as two-way.

5. FINDINGS

5.1. DEMOGRAPHIC FINDINGS

The research group's distribution of monthly income level was examined in Table 5.1 below. As you can see in the table students' monthly income level focuses in the range of 101-250 TL and 251 – 500 TL.

Table 5.1: Monthly Income Level

	Frequency	Percent (%)
100 TL and below	41	11%
101-250 TL	164	43%
251-500 TL	132	34%
501-1000 TL	30	8%
1001 TL and above	16	4%
Total	**383**	**100 %**

According to the table 41 students (11%) income level is 100 TL and below, 164 students (43%) income level is between 101 and 250 TL, 132 students (34%) income level is between 251 and 500 TL, 30 students (8%) income level is between 501 and 1000 TL and 16 students (4%) income level is 1001 TL and above.
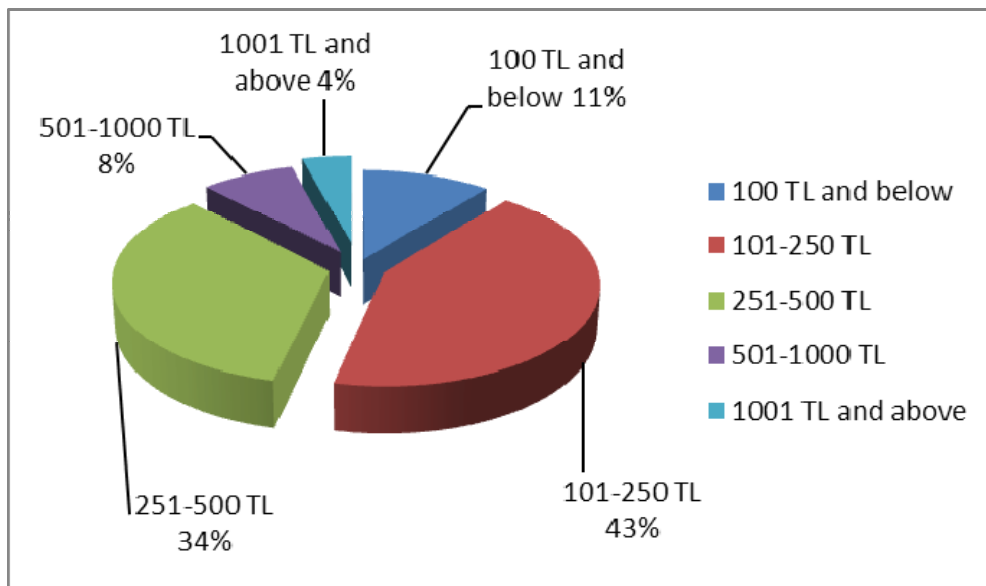
Figure 5.1: Monthly Income Level

The students' group annual technology purchase level was examined in Table 5.2.

Table 5.2: Annual Technology Purchase Level

	Frequency	**Percent (%)**
500 TL and below	38	10%
501-1000 TL	84	22%
1001-1500 TL	139	36%
1501-2000 TL	63	16%
2001 TL and above	59	15%
Total	**383**	**100 %**

According to Table 5.2, 38 students (10%) annual technology purchase level is 500 TL and below, 84 students (22%) annual technology purchase level is between 501 and 1000 TL, 139 students (36%) annual technology purchase level is between 1001 and 1500 TL, 63 students (16%) annual technology purchase level is between 1501 and 2000 TL and 59 students (15%) annual technology purchase level is 2001 TL and above. You can find the figure below;
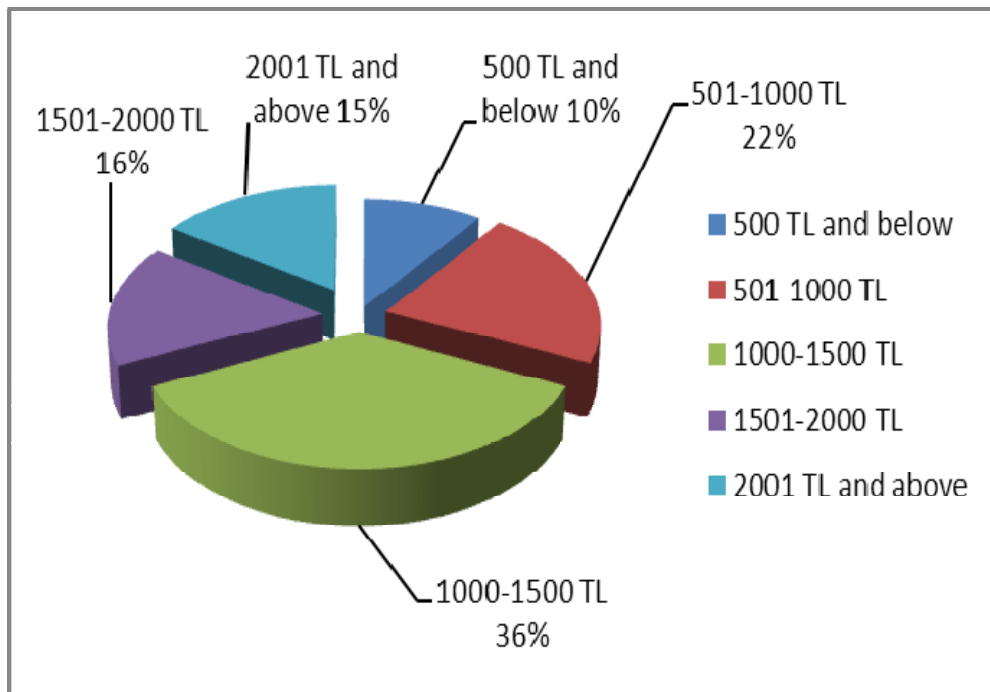
Figure 5.2: Annual Technology Purchase Level

The students' group TEKNOSA card ownership was examined in Table 5.3 below;

Table 5.3: Teknosakart Ownership

	Frequency	**Percent (%)**
Yes	167	44%
No	216	56%
Total	383	100 %

According to Table 5.3, 167 students (10%) has answered to Teknosakart ownership question as Yes and 216 students (56%) has answered to Teknosakart ownership question as No. You can find the figure below;
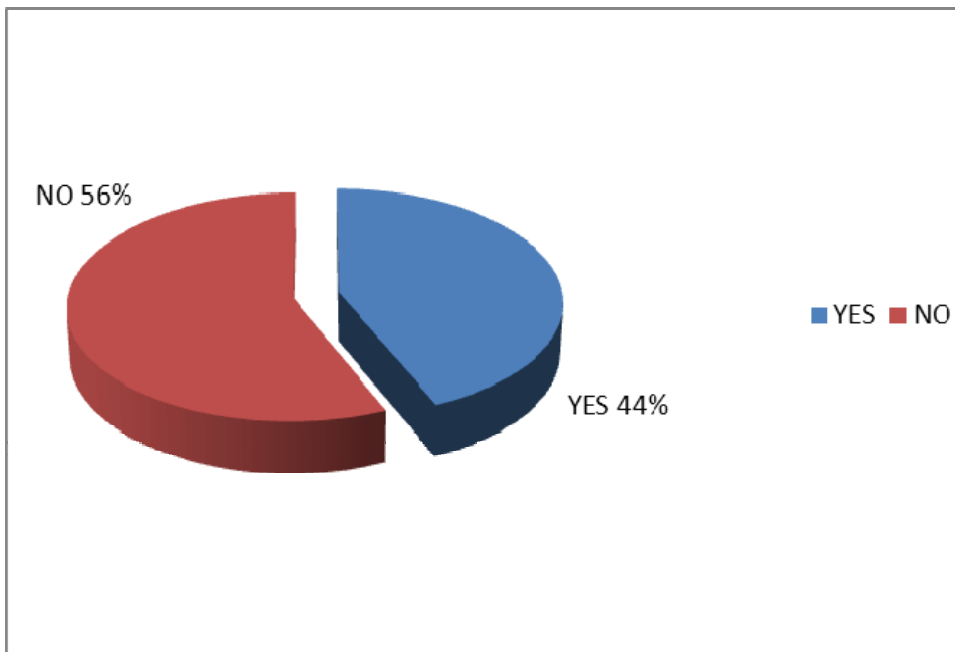
Figure 5.3: Teknosakart Ownership Diagram

The students' group visits frequency to the TEKNOSA stores was examined in Table 5.4.

Table 5.4: How often do you visit the store TEKNOSA?

	Frequency	**Percent (%)**
Never Visited	3	1%
Once a Week	104	27%
Once a Month	184	48%
Once every 6 Months	53	14%

Once a Year	39	10%
Total	383	100 %

According to Table 5.4, 3 students (1%) TEKNOSA store visit frequency is never visited, 104 students (27%) TEKNOSA store visit frequency is once a week, 184 students (48%) TEKNOSA store visit frequency is once a month, 53 students (14%) TEKNOSA store visit frequency is once every 6 Months and 39 students (10%) TEKNOSA store visit frequency is once a year. You can find the detailed figure below;
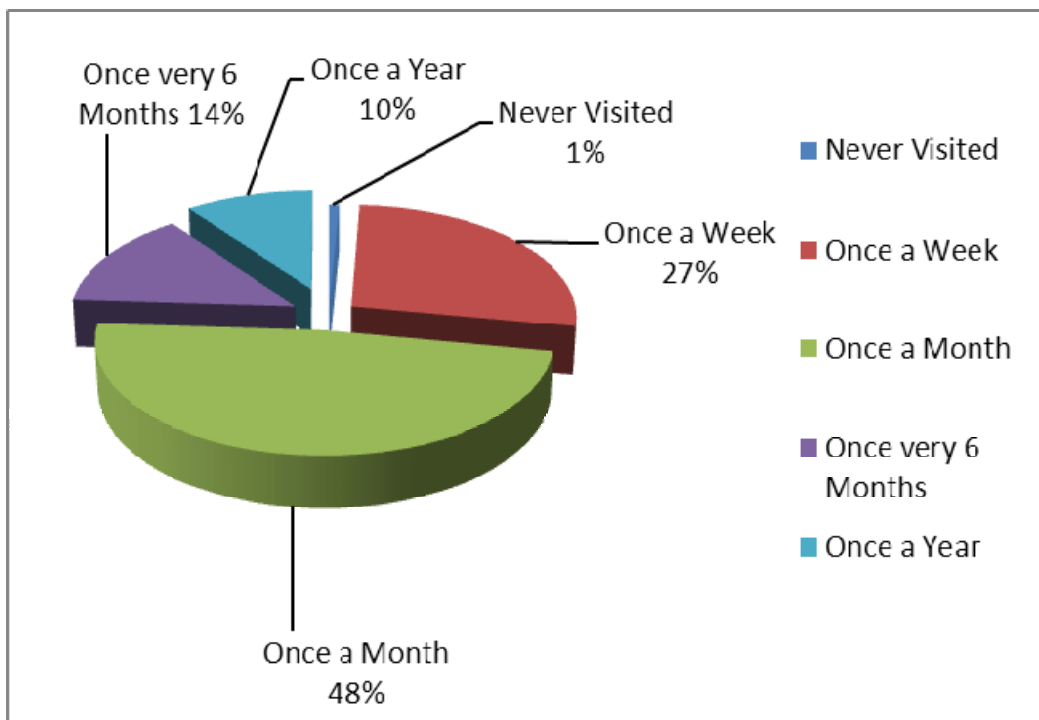
Figure 5.4: How often do you visit the store TEKNOSA?

The students' group purposes of visiting TEKNOSA store frequency was examined in Table 5.5.

Table 5.5: Purposes of Visiting TEKNOSA store

	Frequency	Percent (%)
To buy a product	157	41%
Price Research / Comparison	169	44%
To get a catalog	94	25%
To see new products	74	19%
Information about payment terms	51	13%

According to table 5.5, 157 students (29%) purposes to visit TEKNOSA store is for buying a product, 169 students (31%) visits TEKNOSA for price comparison, 94 students (17%) visits TEKNOSA to get a catalog, 74 students (14%) visits TEKNOSA to see new products and lastly 51 students (9%) visits TEKNOSA for information about payment terms. You can find the detailed figure below;
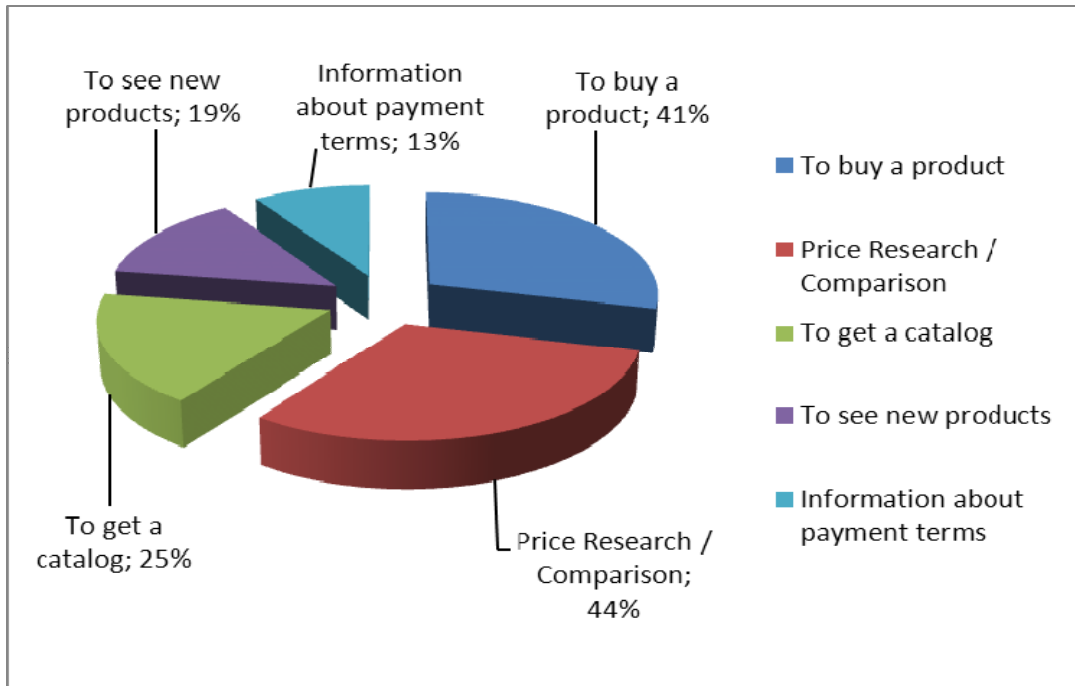
Figure 5.5: Purposes of visiting TEKNOSA

The students' group shopping TEKNOSA product group frequency was examined in Table 5.6.

Table 5.6: Shopping TEKNOSA product group frequency

	Frequency	Percent (%)
Cell Phones	169	9%
Deck Phones	94	5%
DVD Player	112	6%
Home Theater System	49	3%
TV	54	3%
Digital Camera	87	5%
Video Camera	26	1%
Desktop PC / Computer	61	3%

Notebook	241	13%
Multifunction Printer	57	3%
Plasma TV	33	2%
LCD TV	26	1%
Monitor	67	4%
Modem	55	3%
MP3 Player	158	8%
Printer	127	7%
Web Cam	42	2%
USB Drive	301	16%
Women's Care Products	13	1%
Men's Care Products	29	2%
Game Console	83	4%
Total	1884	100 %

According to Table 5.6, 169 students' (9%) bought cell phones from TEKNOSA in his previous visits, 94 students' (5%) bought deck phones from TEKNOSA in his previous visits, 112 students' (6%) bought DVD player from TEKNOSA in his previous visits, 49 students' (3%) bought home theater system from TEKNOSA in his previous visits, 54 students' (3%) bought TV from TEKNOSA in his previous visits, 87 students' (5%) bought Digital Camera from TEKNOSA in his previous visits, 26 students' (1%) bought Video Camera from TEKNOSA in his previous visits, 61 students' (3%) bought desktop PC or computer from TEKNOSA in his previous visits, 241 students' (13%) bought notebook from TEKNOSA in his previous visits, 57 students' (3%) bought Multifunction Printer from TEKNOSA in his previous visits, 33 students' (2%) bought Plasma TV from TEKNOSA in his previous visits, 26 students' (1%) bought LCD TV from TEKNOSA in his previous visits, 67 students' (4%) bought monitor from TEKNOSA in his previous visits, 55 students' (3%) bought modem from TEKNOSA in his previous visits, 158 students' (8%) bought mp3 player from TEKNOSA in his previous visits, 127 students' (7%) bought printer from TEKNOSA in his previous visits, 42 students' (2%) bought web cam from TEKNOSA in his previous visits, 301

students' (16%) bought USB drive from TEKNOSA in his previous visits, 13 students' (1%) bought women's care products from TEKNOSA in his previous visits, 29 students' (2%) bought men's care products from TEKNOSA in his previous visits and lastly 83 students' (4%) bought game console from TEKNOSA in his previous visits. You can find the figure below;
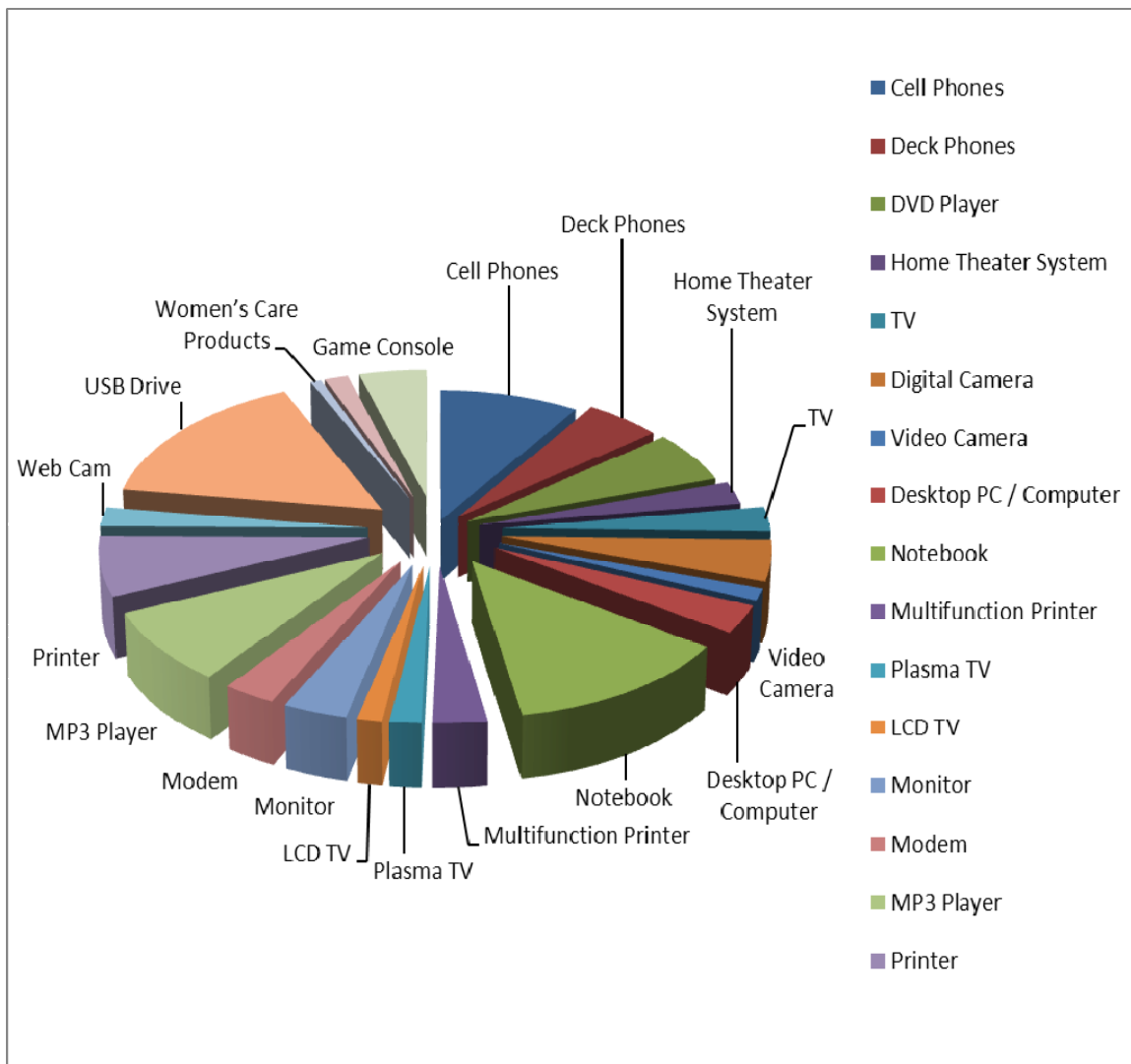

Figure 5.6: Purposes frequency of visiting TEKNOSA

5.2. HYPOTHESIS TESTS

In this study determined hypothesis are;

Table 5.7: Hypothesis Explanation and Test Types

Hypothesis Explanation	Test Type
H1: There is a significant relationship between demographics and monthly income and Teknosa image perception.	ANOVA Test between monthly income and Teknosa image perception scale.
H2: There is a significant relationship between perceived after-sales support and Teknosa image perception.	Chi-Square Test between perceived after-sales support and Teknosa image perception scale.
H3: There is a significant relationship between perceived qualified sales consultant and Teknosa image perception.	Chi-Square Test between perceived qualified sales consultant and Teknosa image perception scale.
H4: There is a significant relationship between appropriate price and product range and Teknosa image perception.	Chi-Square Test between appropriate price and product range and Teknosa image perception scale.
H5: Those who have positive image perception for Teknosa has Teknosakart.	ANOVA Test between Teknosakart ownership and Teknosa image perception scale.
H6: Those who have positive image perception for Teknosa has higher annual shopping level.	ANOVA Test between annual shopping level and Teknosa image perception scale.
H7: Teknosa image perception has effects on purpose of visit.	ANOVA Test between purpose of visit and Teknosa image perception scale.

The hypothesis tests are examined below respectively;

Hypothesis 1:

H1: There is a significant relationship between demographics and monthly income and Teknosa image perception.

Table 5.8: Hypothesis 1 ANOVA Test

Hypothesis	F	P	Average Values		
H1: There is a significant relationship between demographics and monthly income and Teknosa image perception.	5,324	0,001	3,24	2,86	2,38

Significance level is %5

As can be seen from the Table 5.8, image perception against Teknosa shows a significant relationship according to students' monthly income level. According to the hypothesis tested with ANOVA test as you can see detailed in Table 5.8 above, we cannot refuse H1. According to F values, there is a significant relationship between the Teknosa image perception and monthly income level.

Generally students' monthly income level is a reference of their expenditure. The results are compatible with the literature.

Hypothesis 2:

H2: There is a significant relationship between perceived after-sales support and Teknosa image perception.

Table 5.9: Hypothesis 2 Chi-Square Test

Hypothesis	Chi-Square	P
H2: There is a significant relationship between perceived after-sales support and Teknosa image perception.	2,996	0,000

Significance level is %5.

As can be seen from the Table 5.9, there is a significant relationship between the perceived after-sales support and Teknosa image perception. According to the hypothesis tested with Chi-Square test as you can see detailed in Table 5.9 above, we cannot refuse the hypothesis.

According to chi-square test value, there is a positive (+) relationship between the perceived after-sales support and Teknosa image perception. The results are compatible with the literature.

Hypothesis 3:

H3: There is a significant relationship between perceived qualified sales consultant and Teknosa image perception.

Table 5.10: Hypothesis 3 Chi-Square Test

Hypothesis	Chi-Square	P
H3: There is a significant relationship between perceived qualified sales consultant and Teknosa image perception	3,442	0,000

Significance level %5

As can be seen from the Table 5.10, there is a significant relationship between the perceived qualified sales consultant and Teknosa image perception. According to the hypothesis tested with Chi-Square test as you can see detailed in Table 5.10 above, we cannot refuse the hypothesis.

According to chi-square value, there is a positive (+) relationship between the customer perception of qualified sales and Teknosa image perception. The results are compatible with the literature.

Hypothesis 4:

H4: There is a significant relationship between appropriate price and product range and Teknosa image perception.

Table 5.11: Hypothesis 4 Chi-Square Test

Hypothesis	Chi-Square	P

H4: There is a significant relationship between appropriate price and product range and Teknosa image perception.	-4,292	0,000

Significance level is %5.

As can be seen from the Table 5.11, there is a significant relationship between appropriate price and product range and Teknosa image perception. According to the hypothesis tested with Chi-Square test as you can see detailed in Table 5.11 above, we cannot refuse the hypothesis.

According to chi-square value, there is a negative (-) relationship between appropriate price and product range and Teknosa image perception. Generally price and product is relative with the firm image. The results are compatible with the literature.

Hypothesis 5:

H5: Those who have positive image perception for Teknosa has Teknosakart.

Table 5.12: Hypothesis 5 ANOVA Test

Hypothesis	F	P	Average Values		
H5: Those who have positive image perception for Teknosa has Teknosakart.	3,296	0,012	3,26	2,78	2,28

Significance level is %5.

As can be seen from the Table 5.12 Those who have positive image perception for Teknosa has Teknosakart. According to the hypothesis tested with ANOVA test as you can see detailed in Table 5.12 above, we cannot refuse the hypothesis.

According to F test value; there is a positive relationship between the Teknosa image perception and Teknosakart ownership. According to the sign of the F test value, we can say that Teknosakart ownership has positive effects on Teknosa image perception. Also we can see this situation from the average values.

Hypothesis 6:

H6: Those who have positive image perception for Teknosa has higher annual shopping level.

Table 5.13: Hypothesis 6 ANOVA Test

Hypothesis	F	P	Average Values		
H6: Those who have positive image perception for Teknosa has higher annual shopping level.	4,196	0,001	3,34	2,82	2,36

Significance level is %5.

As can be seen from the Table 5.13, those who have positive image perception for Teknosa has higher annual shopping level. According to the hypothesis tested with ANOVA test as you can see detailed in Table 5.13 above, we cannot refuse the hypothesis.

According to F test value; there is a positive (+) relationship between the image perception of Teknosa and annual technology shopping level. According to the sign of the F test value, we can say that positive image perception effects on annual shopping level has positive. The results are compatible with the literature. We can see it also from the average values.

Hypothesis 7:

H7: There is a significant relationship between the customer perception and the purpose of visit.

Table 5.14: Hypothesis 7 ANOVA Test

Hypothesis	F	P	Average Values		
H7: Teknosa image perception has effects on purpose of visit.	4,512	0,000	3,18	2,64	2,12

Significance level is %5.

As can be seen from the Table 5.14, there is a significant relationship between the Teknosa image perception and students purposes of visits. According to the hypothesis tested with ANOVA test as you can see detailed in Table 5.14 above, we cannot refuse the hypothesis.

According to F test value; there is a positive (+) relationship between the student's Teknosa image perception and their purposes of visits. According to the sign of the F test value, we can say that purposes of visits have positive effects on firm image perception. The results are compatible with the literature. We can see it also from the average values.

Generally students' purposes of visits are relative with their curiosity and confidence to the firm products. As their variety of reasons are increases firm image and also brand perception is increase.

5.3. REGRESSION ANALYSIS

The regression results reveal that several factors significantly affect consumers' image perception about the Teknosa. Regression model is presented below.

Teknosa Image Perception = f (Constant, Monthly Income &Demography, Perceived After Sales Support, Perceived Qualified Sales Consultant, Appropriate Price &Product Range, u).

The results are presented in Table 5.15.

Table 5.15: Regression Analysis Results

Independent Variables	Coefficient	dF/dx	Std. Err.	P	Signature
Monthly Income & Demographics	0,4626	0,1326	0,0386	0,001	**
Perceived after Sales Support	0,2395	0,0724	0,0402	0,078	*
Perceived qualified Sales Consultant	0.3643	0,1043	0,0408	0,083	*
Appropriate price & Product range	-0,2452	0,0731	0,0438	0,096	*

Constant	0,2974	-	-	-	-

N=383, ** Significant at 5%, * significant at 10%

According to the results Monthly Income & Demographics variable is the most effected variable on Teknosa image perception model. With the Teknosa Image Perception regression findings we found that the Monthly Income & Demographics had a strong influence on consumer image perception with the 0.4626 coefficient value. Other independent variables as Perceived After Sales Support (0,2395), Perceived Qualified Sales Consultant (0,3643) and Appropriate Price & Product Range (-0,2452) are also influences on consumer image perception but the level of these effects are lower than Monthly Income & Demographics variable. Only Monthly Income & Demographics variable is significant at %5. These variables are all significant at %10 probability level.

These results highlight that the impact of after sales support, qualified sales consultant and price & product on consumers is still significant, but mostly in the pre-buying period.

Other than these factors, there seemed to be no particular socio-economic or demographic determinant of the decision to maintain the perception after the buying process.

6. CONCLUSION AND RECOMMANDATIONS

6.1. CONCLUSION

The Turkish consumer electronic market size is calculated as 6 milliard Euro; 1.4 milliard Euro in electronics, 1.3 milliard Euro in telecommunication, 1.4 milliard Euro in computers, 1.8 milliard Euro in refrigerator, washer, dishwasher etc. Turkey is the seventh biggest market with 6 milliards Euro spending in Europe.

Turkish retailing sector has been in a transformation process since 1990s. In this process, modern organized retailers are gaining market power while the traditional ones have been trying to survive in the market. The increase in the market share of non-chain supermarkets is the major driving force behind this process, and this is more prominent in the developed regions and cities. On the other hand, there is evidence about the fact that supermarket formats charge lower prices relative to the traditional formats for most of the products. That is why consumer can shop with the increasing market share of modern retailers.

Technology markets (specialty technologic superstores in consumer electronics) are one of the fast growing markets in Turkey, and the market size is estimated 2 milliards Euro. They form 25 % of the whole information and technology market.

Due to the young generations' (especially 20-24 men age group) deep interest in technology, the increase of the usage of computers and internet, the development of e-trade, the renewal of the most inquired technological product, it's expected that the market will grow more against to this market levels.

The arrival of new players into the market and striving of the existing players in order to strengthen their positions in the market are the most important driving factors for this growth. But only if out of the book sales can be prevented, scientific and suitable investments can be made, enough investments for human resources can be done, well organized shopping malls can be established and not only the technology retail but also the retail sector will expand.

Turkey is especially considerable expanding in information retail in recent years. Its young and technology addicted generation put the information retail to the first row and is open continuously to follow the innovations. The back to back opening of local chains and the interest of the international chains in Turkey proves this expansion.

When the business models of the techno-markets are compared there are similarities among them. They open new stores continually to increase the number of their potential consumers they reach as much as they can. They provide high knowledgeable sales team members in order to answer the consumer's information requests. The stores are established in bigger sizes to enable a high range of product choice, to include a café etc. where the consumers can rest in during their visit. But only Teknosa is separated from other companies in store count number. As the number of 260 stores, they are the far away market leader in store count and this feature can make more reachable and accessible than the others. It was the one of the reasons that we focused on Teknosa in this study.

However, as the product lines and depths are the same the differentiation strategies such as sales at more places, sales of more products, at bigger stores, lowest price guarantee etc. are used. To increase the awareness of the consumers continuously ads on newspapers are given.

The major techno-markets carry on extreme broad and intensive promotion activities, likewise campaigns and sales promotions to increase their sales. The situation shows a very high competition in the market whereas low level profit margins are reported.

As we examined the results of the study; we can find a relationship in same ways with the purpose of visit, Teknosakart ownership and annual shopping level and Teknosa image perception in selected male university students with aged 20-24. And there is a significant relationship between monthly income level, perceived after-sale support, appropriate price and product range, perceived qualified sales consultant and Teknosa image perception.

According to research, perceived after sales support, perceived qualified sales consultant, appropriate price and product range definitely has direct effects on Teknosa image perception. According to this finding by having better after sales support, training qualified sales consultant, competitive pricing and having wider product range, the company can increase its image perception.

By creating positive image perception, number of Teknosakart ownership will increase, so spending of card holders can be observed in detail, as type and the number of the product, price, interests of costumer and frequency of purchase.

Also purpose of visit is affected by positive image perception. Mostly, consumers visit Teknosa stores in order to compare prices. With competitive pricing and wider product range, Teknosa can satisfy the needs of consumers from all income levels. By this way, purpose of visit will change from price comparison to purchase. Increase in purchase means increase in annual shopping level of costumers also.

In this study we can obviously see the importance of image perception. Before the purchasing decision, positive perception should be formed. In long term customer satisfaction and relatively Teknosa image perception will increase.

In the second part of the conclusion you can find our recommendations to the company for changing the consumer perception in this age group.

6.2. LIMITATIONS OF THE STUDY

This study is applied in male university students in Istanbul between 20-24 aged.

The research results are not represented the same criterion as age group and education level customers in other cities.

In this study, universe of the research is determined as Istanbul.

Determination of the İstanbul is depends to the finance and time limit.

Collection of the data is limited in order to the survey technique and observation.

6.3. RECOMMENDATIONS

As we discussed our recommendations about image perception of Teknosa on selected male university students with age group 20-24;

According to author's point of view, first, number of Teknosakart holder customer must be increased. Daily visitor number is much more that the Teknosakart holder visitors and according to this potential the number of customers who has Teknosakart should be increased. It can be ensured as a free without any payment. The card is a standard company customer card that customers can use them to benefit product campaigns, discounts and promotions. This type of tools are increased the image perception of the company. Also, the company can organized some advertising campaigns to attracting customer interests.

Teknosakart owners shopping habits should be checked weekly basis, and every month discounts and specific campaigns can be made.

For special days like, birthdays, wedding anniversary, or fathers' day discounts in related products can be made. Also Tekno-Money can be given to the card holder.

Teknosakart owners can be informed earlier about the new products which enter the market as Iphone 5, Ipad 3 so they get to see the product primarily and buy. Card holders can earn Tekno-Money from their purchases on selected goods monthly. At contracted gas stations, hotels, restaurants, cinemas, popular websites such as Biletix, My Bilet, Groupanya, discounts can be provided for Teknosakart holders. In order to increase positive image perception and the number of card holders, all opportunities for Teknosakart holders should be pointed out with advertisements, product catalog and at Teknosa web site.

According to author's point of view, secondly, it is crucial to have and increase the number of qualified sales consultant. Costumers are willing to get informed about the products at the stores. At this point, all Teknosa sales representatives have to be able to inform the costumers about the product features.

With every arrival of new product, twice a month product training days should be organized for all sales representatives with co-operating our suppliers at the Teknosa Akademi. Sales representatives should have the chance of experience the product in detail.

Separately from the sales representatives, digital informing devices with barcode reader can be placed near by every category. Costumers can be informed about all product details and also compare them by just scanning the barcode of the product.

According to author's point of view, the third and last recommendation is providing better technical service. As I mentioned above, retailers as Teknosa act like a bridge in between the producers and consumers. Retailers are only responsible for exhibiting and selling the product. Retailers do not have any responsibility of providing technical service. But it is hard to explain this to the consumers.

When costumers bring their broken product at the TeknoAsist points, Teknosa sales representatives receive the broken good and send it out right away to the producer's technical service. After that Teknosa do not have any contribution and sanction to the producers technical service.

In this case, perception can get negatively affected because of the technical service fault. Costumers are not interested with the third parties or producers as a warranty

provider. They only know Teknosa and in any negative case or delay complain about Teknosa, and its unsatisfying services.

I think this is the most important issue that has to be solved primarily. In order to satisfy the costumer's needs and expectations, Teknosa has to provide its own technical service by co-operating the producers. At the producers' technical service, not only Teknosa's broken products but all others from other retails and shops are on the line.

It will be a great investment both for Teknosa and the producer, but for customer satisfaction, this is more profitable in long terms.

Mostly the costumers complain about the long delivery period of the broken product. Legal period of delivery is 20 days, but consumers do not want to wait that long. So with my new model of technical service, delivery and the mean time to repair will decrease. Because only the broken products that returned from Teknosa's costumers will be repaired there.

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APPENDICES

APPENDIX 1- Questionnaire form Used To Survey (In Turkish)

20-24 Yaş Arası Gençlerin Teknoloji Ürünleri Firmalarına Karşı Müşteri Algılarının Tespiti Konusuna İlişkin Anket Formu

Sayın Katılımcı;

Bu çalışma, 20-24 yaş arası gençlerin teknoloji ürünleri firmalarına karşı müşteri algılarının tespiti konusuna Teknosa müşterileri örneğinden hareketle değerlendirilmesi amacını taşımaktadır. Anket sonuçları T.C. Bahçeşehir Üniversitesi Sosyal Bilimler Enstitüsünde hazırlanan bir Yüksek Lisans Tez çalışmasında kullanılacaktır.

Vereceğiniz bilgiler sadece bilimsel bir çalışma olan yüksek lisans tezinde kullanılacak ve hiçbir şekilde başkalarıyla paylaşılmayacaktır. Bu formu yanıtlamak için kullanacağınız zaman ve değerli görüşleriniz, bilimsel bir çalışmanın tamamlanmasına önemli katkılar sağlayacaktır. İlginiz ve anketi yanıtlandırmak için ayırdığınız zaman için teşekkür ederiz.

Anket Formu

BÖLÜM – 1

AYLIK HARCLIK & GELIR SEVIYENIZ	YILLIK TEKNOLOJİ ALIŞVERİŞİ SEVIYENİZ	TEKNOSA KART SAHİBİ MİSİNİZ?
o 100 TL ve altı o 101 - 250 TL arası o 251 – 500 TL arası o 501 - 1000 TL arası o 1001 TL ve üstü	o 500 TL ve altı o 501 - 1000 TL arası o 1001 – 1500 TL arası o 1501 - 2000 TL arası o 2001 TL ve üstü	o Evet o Hayır

TEKNOSA MAĞAZASINI HANGİ SIKLIKTA ZİYARET EDERSİNİZ?	TEKNOSA MAĞAZASINI GENELİKLE HANGİ AMAÇLAR İÇİN ZİYARET ETMEKTESİNİZ?	TEKNOSA'DAN BUGÜNE KADAR HANGİ ÜRÜN GRUPLARINDA ALIŞVERİŞ YAPTINIZ?
o Hiç ziyaret etmedim o Haftada 1 – 2 Kez o Ayda 1 Kez o 6 Ayda 1 Kez o Yılda 1 Kez	o Bir ürün satın almak için o Fiyat öğrenmek / karşılaştırma yapmak o Broşür / katalog almak o Yeni ürünleri görmek / bilgi almak için o Ödeme koşulları ile ilgili bilgi almak	o Cep Telefonu o Telsiz (Deck) Telefon o DVD Player o Ev Sinema Sistemi o Televizyon o Dijital Fotoğraf Makinesi o Video Kamera o Desktop PC / Bilgisayar o Notebook / Lap Top o Çok Fonksiyonlu Fotokopi-Printer-Scanner o Plazma Televizyon o LCD Televizyon o Monitör o Modem o Portatif Mp3 Çalar o Yazıcı (Printer) o Web cam o USB Bellek (Taşınabilir Bellek) o Kadın Bakım Ürünleri o Erkek Bakım (Traş Makinesi) o Oyun Konsolu

BÖLÜM – 2: ÜRÜN, FİYAT VE MARKA BAKIMINDAN MÜŞTERİ ALGISI ÖLÇEĞİ

Teknosa markası, ürün ve fiyatları hakkında aşağıdaki önermelere hangi düzeyde katılmaktasınız? **1-Kesinlikle Katılmıyorum, 2- Katılmıyorum, 3-Kararsızım, 4-Katılıyorum, 5-Kesinlikle Katılıyorum**					
1. Teknosa'da bilinen tanınmış markaların ürünleri satılmaktadır.	1	2	3	4	5
2. Çeşitli ürün kategorilerinde farklı marka seçenekleri sunulmaktadır	1	2	3	4	5

3. Herhangi bir markanın piyasaya yeni çıkan ürününü rahatlıkla bulabiliyorum	**1**	**2**	**3**	**4**	**5**
4. Başka yerde bulamadığım ürünleri bulabiliyorum	**1**	**2**	**3**	**4**	**5**
5. Ürün fiyatları uygun bir seviyede sunulmaktadır	**1**	**2**	**3**	**4**	**5**
6. Müşterilere her zaman uygun fiyat indirimi ve kampanyalar sunulmaktadır	**1**	**2**	**3**	**4**	**5**
7. Müşterilere her zaman uygun ödeme alternatifleri sunulmaktadır	**1**	**2**	**3**	**4**	**5**
8. Aldığım ürünlerin ödenen paraya değer kalitede olduğunu düşünüyorum	**1**	**2**	**3**	**4**	**5**
9. Genel olarak düşündüğümüzde Teknosa markasına güveniyorum.	**1**	**2**	**3**	**4**	**5**
10. Diğer markalar ile karşılaştırıldığında Teknosa ilk tercihimdir.	**1**	**2**	**3**	**4**	**5**
11. Teknosa firmasının hangi ülkeye ait bir marka olduğunun farkındayım.	**1**	**2**	**3**	**4**	**5**
12. Teknosa markasının hangi ülkeye ait olduğu tercihimi olumlu yönde etkilemektedir.	**1**	**2**	**3**	**4**	**5**
13. Teknosa markası hakkında olumlu düşüncelere sahibim.	**1**	**2**	**3**	**4**	**5**
14. Teknosa firmasından alışveriş yapmalarını yakın çevreme sık sık tavsiye ederim.	**1**	**2**	**3**	**4**	**5**
15. Bugünden sonra Teknosa pazarda faaliyet göstermeyi durdursa eksikliğini çok hissederim.	**1**	**2**	**3**	**4**	**5**
16. Teknosa firması toplumsal sorumluluk sahibi bir firmadır.	**1**	**2**	**3**	**4**	**5**

BÖLÜM – 3: SERVİS, ÇALIŞAN VE SATIŞ SONRASI HİZMET KALİTESİ BAKIMINDAN MÜŞTERİ ALGISI ÖLÇEĞİ

Teknosa servis, çalışan ve satış sonrası hizmet kalitesi hakkında aşağıdaki önermelere

hangi düzeyde katılmaktasınız?

1-Hiç Katılmıyorum, 2-Katılmıyorum, 3-Biraz Katılıyorum, 4-Katılıyorum, 5-Tamamen Katılıyorum					
1. Mağazaları yaygın ve ulaşımı kolay konumdadır.	**1**	**2**	**3**	**4**	**5**
2. Mağaza içi düzenlemeleri ve ürün sunumları yeterlidir.	**1**	**2**	**3**	**4**	**5**
3. Mağaza personeli güler yüzlü ve müşteriye karşı saygılıdır.	**1**	**2**	**3**	**4**	**5**
4. Mağaza personeli yeterli ürün bilgisine sahiptir.	**1**	**2**	**3**	**4**	**5**
5. Mağaza personeli müşteri ihtiyaç ve isteklerine kolaylıkla çözüm sunabilmektedir.	**1**	**2**	**3**	**4**	**5**
6. Satış sonrası müşteri şikâyetlerine hızlı bir şekilde çözüm sunabilmektedir.	**1**	**2**	**3**	**4**	**5**
7. Satış sonrası müşteri memnuniyetini de dikkate almaktadırlar.	**1**	**2**	**3**	**4**	**5**
8. Satış sonrası hizmet kalitesi ödenen paraya değer düzeydedir.	**1**	**2**	**3**	**4**	**5**
9. Satış sonrası ürün iade ve değiştirme hizmetleri müşteri beklentilerini karşılamaktadır.	**1**	**2**	**3**	**4**	**5**
10. Müşteri şikayet ve önerilerini dikkate alarak hizmet vermektedirler.	**1**	**2**	**3**	**4**	**5**

ANKETİMİZE KATKIDA BULUNDUĞUNUZ İÇİN TEŞEKKÜR EDERİZ.

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AC Nielsen, 01.02.2008 – 15.03. 2008

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