THE REPUBLIC OF TURKEY
BAHÇEŞEHİR UNIVERSITY

THE PRIVATE LABEL TENDENCIES OF THE CONSUMERS DURING THE PURCHASING PROCESS

Master's Thesis

AYŞEGÜL ŞİRVANLI

İSTANBUL, 2011

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MARKETING MASTER PROGRAM

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ABSTRACT

THE PRIVATE LABEL TENDENCIES OF THE CONSUMERS DURING THE PURCHASING PROCESS

Şirvanlı, Ayşegül

Marketing Master Program

Thesis Supervisor: Prof. Dr. Aypar Uslu

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With the globalization, an intense competitive environment was formed in all areas of trade and this competition has increased each passing day. In increasing competitive environment, companies must differentiate their products and services against to competitors to enter the market and get high market share. Private labels, which are provided by manufacturers for offer under retailer's brand name, are the origin of this differentiation in retail sector. Historically, private labels have positioned with low-price strategy, but increased competition has led retailers to use private label brands as a marketing tool. Depending on this, retailers aim to increase store loyalty, to control over self space, to increase bargaining power against to manufacturers, to increase store traffic and to increase profitability by focusing on quality.
Private label brands are the power of retailer against to national brands. Today, the concept of private brands of lower quality than national brands has decreased thanks to retailers' intensive marketing and quality-oriented activities. In this study, it was aimed to identify the private label tendencies of consumer's during the purchasing process. The factors that affects the consumer behavior was examined and perception of retailing variables were explained. In order to measure consumer's tendencies against private labels, a survey was conducted. According to conducted survey it was found that tendency of private label purchase choice varies from demographic factors, quality, price and risk perceptions.

Keywords: Private Label, Retailer's Brand, Retailing Sector, Consumer Behavior

ÖZET

TÜKETİCİLERİN SATIN ALMA SÜREÇLERİNDE ÖZEL MARKALARA OLAN EĞİLİMLERİ

Şirvanlı, Ayşegül

Pazarlama Yüksek Lisans Programı

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Mayıs, 2011, 131 Sayfa

Küreselleşme ile birlikte ticaretin her alanında yoğun bir rekabet ortamı oluşmuş ve bu rekabet her geçen gün daha da artmıştır. Artan rekabet ortamında işletmeler, pazara açılabilmeleri ve mevcut pazardan pay sahibi olabilmeleri için rakiplerine göre farklılaşmak zorundadırlar. Perakendecilerin kendi isimleriyle fason olarak yaptırdıkları ve kendi etiketleri altında sattıkları özel markalı ürünler perakende sektöründe bu farklılaşmanın bir başlangıcı niteliğindedir. Özel markalı ürünler tarihte düşük fiyat stratejisi ile konumlandırılmış fakat artan rekabet ortamı perakendecileri özel markaları bir pazarlama aracı olarak kullanmaya yöneltmiştir. Bu doğrultuda perakendeciler özel markalı ürünlerde kalite olgusuna odaklanarak müşterilerin perakende mağazasına olan sadakatlerini arttırmayı, raf alanı üzerinde kontrol sağlamayı, üreticilere karşı pazarlık gücünü arttırmayı, mağaza içi trafiği arttırmayı ve karlılıklarını arttırmayı amaçlamaktadırlar.

Günümüzde, özel markaların ulusal markalara göre düşük kalitede olduğu anlayışı perakendecilerin yoğun pazarlama ve kalite odaklı çalışmaları sayesinde azalmıştır. Bu çalışmada da; tüketicilerin satın alma süreçlerinde özel markalı ürünlere olan eğilimlerini belirlemek amaçlanmıştır. Tüketici davranışı etkileyen faktörler incelenmiş, özel marka seçimindeki değişkenler açıklanmıştır. Tüketicilerin özel markalara olan eğilimlerini ölçmek için bir anket çalışması yapılmıştır. Bu çalışmanın sonucundaki bulgulara göre, tüketicilerin özel marka seçimi demografik faktörler, kalite, fiyat ve risk faktörleri açısından değişkenlik göstermektedir.

Anahtar Kelimeler: Özel Marka, Perakendeci Markası, Perakendecilik Sektörü, Satın alma Davranışı

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ABBREVIATIONS

American Marketing Association	:	AMA
Analysis of Variance	:	ANOVA
Corporation	:	CORP
Doctor of Philosophy	:	PH.D
Fast Moving Consumer Goods	:	FMCG
Incorporation	:	INC
New Turkish Liras	:	YTL
Product, Price, Place, Promotion	:	4P
Statistical Package for the Social Sciences	:	SPSS
Turkish Liras	:	TL
United Kingdom	:	UK
United States of America	:	USA

SYMBOLS

Degree(S) of Freedom	:	df
Et Alia (And Others)	:	et.al
Et Cetera (And Other Things)	:	etc.
F Distribution	:	F
Page/ Pages	:	p./pp.
Percent	:	%
Population Size	:	N
Sample Size	:	n
Significance Level	:	p
Square Meter	:	m^2
Versus	:	vs

1. INTRODUCTION

In global competitive environment, differentiating product and service is the most vital item of companies for their long term survival and success and this competition has led companies to look for new ways because companies have faced to both national and international competitors. In this respect, companies must apply effective competition strategies and must be in sustainable innovation and development.

This change and development, which was brought by globalization, has a significant impact in every sector as well as in the retail sector. In this context, retailers have started to create their own brands which is called private label to gain competitive advantages and to increase their market shares.

"Private label is defined as a brand name owned by a retailer or wholesaler for a line or a variety of items under controlled or exclusive distribution". (Spinelli, Giraldi and Campomar 2006, p.125)

The development process of private labels have started with low-priced and low quality strategy and they were perceived as a bad alternatives of national brands. However, with the huge investments of retailers to the new product development and retail store design and supporting these investments with advertising and other communication tools, private labels reached a high level to compete with national brands in terms of product quality, packaging and product diversity in time (Yılmaz 2009, p.75).

Private label brands are the key business assets in developing differential advantage for retailers. Today, retailers are focusing on presenting private label brands in their stores by using effective marketing strategies to establish the image of the brand, to set up the image of the retail store, to create customer loyalty, to expand brand recognition and to raise overall image of the brand and retail store (Dunne and Lusch 2007, p.129).

This study address to consumers' private label tendencies during the purchasing process. In the first chapter, it was overviewed the term of branding and its advantages and disadvantages to retailers, manufacturers and consumers also it was focused on general concept of private label brands. The development of private labels, the competition of private label brands with national brands, advantages and disadvantages of private label brands and marketing strategies of private labels have been mentioned.

The second chapter of the study, it was focused on the consumer behavior and the factors that affect consumers' purchasing behavior such as social, cultural, psychological and personal factors. Also it was given all the stages of consumer's purchasing process. Additionally, the factors that affect the consumers' choice of the private labels were examined. In this respect, demographic and socio economic variables, attitudes, perception of price, quality and risk variables, retail store image and loyalty, new product development, packaging, product category and awareness of private labels were evaluated. Additionally, it was mentioned about perceived risk factors.

In the third chapter, after giving the information about the general structure of retail sector, aim of the study, methodology of the study and its limitations were mentioned. It was conducted a survey with 230 participants to measure the consumers' tendencies of private label. According to datas that obtained from research it was done various analysis to investigate the reasons of consumers' preferences of private labels and factors that affects their tendencies of private label brands.

In the last part of the study, the findings were evaluated and recommendation were made for future studies.

2. AN OVERVIEW OF THE TERM OF BRAND AND INCLUSIVE CONCEPT OF PRIVATE LABEL BRAND

This chapter will be addressed that general framework of brand concept and evaluated private label brand in terms of its development, its competition with national brands, advantages and disadvantages, its strategy and marketing mix tools.

2.1. DEFINITION OF BRAND

Brand is a key marketing tool for both companies and consumers. In the first chapter of the dissertation, the term of brand will be handled and inclusive concept of private label brand will be discussed.

Brand has an important place in consumer marketing and it provides sustained relationships between consumers and companies. In that respect, importance of brand was accepted by both consumer markets and other markets. In the marketing literature, many definitions have been developed about brand.

Brands are used for differentiating products, services or ideas from others. Brands are intangible assets, assets that produce added benefits for the business (Kapferer 2004, p.9).

As it mentioned previously, there are a lot of brand definition. The most commonly used definition belongs to American Marketing Association. AMA defines brand as "a name, term, sign, symbol, or design, or a combination of them, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors." (Wood 2000, p.664)

According to Wheeler (2003, p.2), brand is the promise which creates expectation about company or product. With branding, consumers shape product or company in their minds. So, it can be said that branding is to establish an emotional connection between consumers and product or company. Because consumers approach a brand emotionally and their feelings continue in the form of a chain such as they like brands, they trust them and they develop loyalties.

Brand is formed by some visual characteristics such as name, letters, numbers, a symbol, a signature, a shape, a slogan, a color, a particular typeface. At that point, it is important to consider “name” as the most significant part of a brand because it offers a universal reference point (Clifton and Simmons 2004, pp.15-16). According to Kotler (2001, p.6), brand is a name, which is associated with one or more items in the product line, used to specify the source of character of the item.

It is important to take account into brand concept because it concerns different sides which are firms, customers, retailers and distributors. All these different players obtain value thanks to branding. for the firms, brand is indicator of identity which provides differences with its symbol and signs and accordingly it can be distinguished from competitors. for the consumers, brand is the indicator of reassuring quality and consistency and it simplifies consumers purchasing process. Lastly, brand is a indicator of loyalty. Consumers prefer a particular store to buy a particular brand and it creates store loyalty for the intermediaries (Erdoğmus 2005, p.13).

In summary, brand is formed by strategic combination of name, logo, signs, symbols and package design which add difference and value to product. Moreover, brand is a crucial tool that allows communication between the consumer and the product and it is also strategic instrument for the both commercial and non-commercial parts.

2.2. MAIN COMPONENTS OF BRANDING

Brand is formed by strategic components. These components must be managed carefully to create successful brands. In this part, the main components of brand will be mentioned.

2.2.1. Brand Identity

According to Wheeler (2003, p.4), Brand identity is the outward expression of a brand. All the verbal and visual expressions are the first step of the communication. It helps to consumers in terms of visualize and synthesize of brand.

Brand identity is a combination of some elements which send a single message amid wide variety of its products, actions and slogans. Brand identity should be accepted a critical factor because of the more the brand expands and diversifies, the more customers are inclined to feel that they are, in reality, dealing with several different brands rather than a single one (Kapferer 1997, p.91).

Brand identity clarifies the aim and trend of a brand and also indicates reasons which make it different from others. Consumers recognize the brand and understand the meaning of the brand. So, consumer differentiates the brand from competitor thanks to brand identity.

It is important to take account into some criteria while establishing brand identity. Established brand identity should be memorable, authentic, meaningful, flexible, differentiated, sustainable and have value. There is a need these criteria for set up effective brand identity (Wheeler 2003, p.5).

2.2.2. Brand Equity

Brand equity is defined as the financial value of a brand that is derived from exclusive, positive, and prominent meaning in the minds of customers. Brand equity brings premium pricing, greater bargaining power with channels of distribution, reduced selling costs, barriers to potential entrants, and synergistic advantages to a brand in question (Keller 2003, p.43). Brand equity is used to represent the more subjective and intangible views of the brand as held by consumers. These views include symbols, imagery or consumer associations (Temporal 2002, p.4).

There are three interest groups which benefit brand equity. The first group is investors that have a financial motivation for extracting the value of a brand name from the value of firms' other assets. In terms of manufacturers and retailers, volumes and margins take an important place because brand equity offer differentiation and it affects the volumes and margins. Moreover, brand equity composes a strong infrastructure for launching new products in competitive environment. From the perspective of the trade, brand equity make a contribution in developing overall image of store in terms of store traffic, volume and shelf space (Walgren, Ruble and Donthu 1995, p.26).

2.2.3. Brand Image

In its simplest form, brand image is set of associations usually organized in some meaningful way (Aaker 199, pp.109-110).

According to another definition, brand image is described as consumer's perceptions about the brand which is reflected by the brand associations kept in the consumer's mind (Keller 1993, p.3). These associations are very versatile which influence attitudes and beliefs of perceived quality (Vahie and Paswan 2006 p.71). A positive brand image links strong, favorable and unique associations to the brand in consumers' minds (Keller 2003 p.70).

Brand image is a crucial tool that marketers need to take account in the first place in the market place. Well developed and well managed brand image bring long term achievements for the company. While creating brand image it is important to determine how to start communication process because well communicated brand image will direct consumer toward company's brand against the competitors. Also, well establish brand image will affects long term brand equity success (Roth 1992, p.25).
Studies show that brand image is directly connected with sales and it has an important place in increasing sales or reducing sales. It is needed to consider brand image not only as a perceptual case but also it is connected with firm's transactional activities (Park, Jaworski and Maclnnis 1986 p.135).

2.2.4. Brand Awareness

In competitive markets, to manage a brand effectively it is important to state consumer awareness and after determining it, it is needed to build and maintain brand awareness. Brand awareness is the recognizing and recalling of the brand in a particular product category. Brand recognition refers to differentiating of brand by consumers when they previously heard and seen. Brand recall performance is about the measuring of memory of brand and product category when a relevant object is given to consumers. Brand recognition and recall is important because it is based on the extent to which consumers make decisions with the brand present or not. If it is needed to give an example about differences between brand recognition and recall, it can be said that if physical presence exists, brand recognition is more important than recall because purchase decision will made in the store. Conversely, if there is not physical presence, consumer will recall the brand from memory (Demir 2008, p.39).

Brand awareness is a significant component of communications process. It is not possible to set up communication with customers without brand awareness. Firstly consumers must be aware of a brand and then they buy it. If brand awareness is not created brand attitude cannot be comprised and intention to buy cannot occur (Macdonald and Sharp 2003, p.1).

2.2.5. Brand Association

Brand association is the all the negative and positive things that exists in consumer's mind related to specific products and brands. Consumers exposure too many advertisements of brands such as television commercial, billboards, etc. These communication tools affect the strength of associations. for example, a consumer who exposures too many advertisements he or she will develop strong links between brand and his/her experience. As it mentioned above, a brand image consist of associations and both of them refers to perceptions which may or may not reflect objective reality. Besides, positioning is connected to the both association and image because strong associations will be gained strong position to a brand in the competitive environment

(Aaker 1991, p.204). So, well-established associations will affects consumer’s brand perception and choice of the brand positively.

2.2.6. Brand Loyalty

Brand loyalty is an important topic in marketing literature. Brand loyalty is defined as the consumer's repeat purchase probability of a particular brand (Mcconnel 1968, p.14). Brand loyalty mean to ability that attracts and retains customers.

There are different types of customer loyalty which are classified into five diverse levels. The lowest level of loyalty is accepted no loyalty. In this level, customers are not loyal the brand. The second level of loyalty includes customers who are habitual buyers. They have no reason to alter the brand because they are pleased, but these customers can change the brand if they are found coercive reason. The other loyalty level includes satisfied customers who will incur changing costs on changing products. In this level, customers will alter if given a coercive reason but because of the changing cost, they are likely to do so. The next level of loyalty comprises customers who like the brand and embrace it a friend. Herein customers set up a emotional connection with a brand and they build personal relationship. The last loyalty level is formed by committed buyers who purchase the brand despite any reason to alter (Aaker 1991, p.39).

Brand loyalty has some advantages in terms of brand equity and other marketing activities. Brand loyalty is mostly accepted main point of brand’s equity because of this property such as reduced marketing costs, more new customers, and greater trade leverage, it provides some advantages. Also, brand loyalty contributes to promotion activities such as word of mouth marketing and greater resistance between loyal consumers to competitive strategies **(**Chaudhuri and Holbrook 2001, p.81).

2.3. THE BENEFITS OF BRANDING

Brands are very important assets for firms which give firms a chance to communicate their corporate vision and set them apart from their competitors.

2.3.1. The Benefits of Brand for Consumers

Well managed brand management process accelerates customers shopping time and provides many benefits to them. Through the brands, consumers gather information about the product quality and they have the opportunity to choose easily between similar products (Aktuğlu 2004, p.57).

The benefits of the brand for consumers are as follows (Kösem 2008, p.33):

i. Consumers can easily recognize the product. If the consumer has previously bought, used and appreciated the product, he/she will buy it again hoping to find the same features. Since the brand is identified with the required properties, it will be just enough to look for the brand.

ii. Brand names help the consumer to define the product that satisfies him/ her. When the products in the market much resemble each other, it is extremely important to perceive the differences between them by the customer. Brand name evokes the mind in a short time and reduces the potential tension of the customers especially when they are under the pressure of time.

iii. Branded products are named as higher quality compared to the generic product. Brand name facilitates the perception of the service and product quality presented to the customer.

iv. It provides easy recognition of the new presentations. The brand may draw attention to new products that can be beneficial for the consumer. Thus, the consumer can make the purchasing decision for the product that satisfies the consumer needs.

2.3.2. The Benefits of Brands for Retailers

The benefits of Brands for the enterprise are also valid for its retailers. Nevertheless, there are special reasons that the retailer brands the product.

The benefits of the brand for retailers are as follows (İşeri 2007, pp.51-52):

i. Intermediary business (especially big retailers) brands their products to control its market and marketing actions. Brand loyalty of the retailer saves the retailer from the manufacturer's influence.

ii. Retailer may want to build a store image. for example, by building a 'cheaper' image, it can appeal consumers.

iii. Retailer that uses its own brand can buy cheaper from the independent manufacturers. It may provide price reduction by means of bonding the manufacturer with a long-term contract. Besides, the manufacturer can make cheaper sales because he/she won't deal with the advertisement.

2.3.3. The Benefits of Brand for Manufacturer

Developing a strong brand is one the most important valuables for companies that enables to survive in today's competitive environment. A good brand simplifies companies' marketing plan and it helps to create the image of the companies (Fettahlıoğlu 2008, p.68).

Benefits of brand for manufacturers are as follows (Yılmaz 2009, p.56):

i. The brand will be more effective in creating demand than product attributes of the company,
ii. The brand allows convenience of processing of orders and monitoring of them,
iii. The Brand is a quality mark for satisfied consumers,
iv. The brand, indicates that the ownership of the product,
v. Brand is the legal guardian of product that has unique features,

vi. Brand provides a competitive advantage,

vii. Brand increases manufacturers' sales and competitiveness,

viii. The brand gives the chance to the manufacturers to follow different price strategy from its competitors,

ix. The manufacturer of the recognized brands does not in difficulty while launching new products to the market. In other words, brand composes the platform while offering new products to the market,

x. The brand allows to manufacturers to sell their products in high prices.

2.4. TYPES OF BRANDS

The types of brands will be examined under the title of national, global and private label brands. In this section, it will be given wide information about private label brands.

2.4.1. National Brands

A national brand is defined as the sponsored or owned by manufacturers and sold widely to the general trade (Thiel 2011, p.1). National brands are distributed products as a nationally and an internationally with extensive channels, middleman and retailers. Thanks to this wide and international distribution network, national brands can be found by consumers wherever they want. Mostly, national brands are perceived as higher in terms of quality and brand image in the marketplace (Li 2010, p.2).

2.4.2. Global Brands

Girboveanu (2007, pp.83-84) defines to global brand as the worldwide use of a name, term, sign, symbol, design, or combination that depend on specifying goods or services of one seller and to discriminate them from those of competitors.

2.4.3. Private Label Brand

Private label brands are the brands that are owned and controlled by a retailer. In marketing literature there are a few terms that are used synonymously with the term private label such as own brand, own label, retailer's brand, distributor's brand, and store brand. These brands are sold in the retailers' store for sale and this is the most vital features of private label brands (Kılıç and Altıntaş 2010, p.156).

According to another definition, private label brands are presented by a retailer or wholesaler for a line or a variety of items under exclusive distribution (Spinelli, Giraldi and Campomar 2006, p.123).

2.5. CONCEPT OF PRIVATE LABEL BRANDS

Private label brand, which is used in consumer market extensively, is a kind of brand where the manufacturer passes on its control over the marketing process to the retailer. Usually, these products are produced by the manufacturer whose identity is not very clear on the label and they are put up for sale with the name of the retailer or the distributor (Bardakçı, Sarıtaş and Gözlükaya 2003, p.34).

In this part of dissertation the inclusive concept of private label brands will be explained in terms of general framework and also marketing strategies of private label brands will be handled.

2.6. THE DEVELOPMENT OF PRIVATE LABEL BRANDS

Historically, private label brands were not widely used. But today private label brands became major products that customers seeking for. In this part, the development of private label brands will be mentioned in two perspectives that are the perspective of the world and the perspective of the Turkey.

2.6.1. The Development of Private Label Brands In The World

Even though the development of the Market brand began in 1980's in the world, these products are initially used by Kroger and A&P grocery store chains in USA, 100 years ago. *Eight O'clock* Coffee and *Our Own* Tea were two of its first private label grocery items. At the beginning of 1980's, supermarket chains began to present customer the products that have extremely advantageous prices and equal or close to the national brands. Private label appeared in Europe in 1970's with the attempts of French retailer Carrefour and later, private label products were added to the product range of the company Continent. Together with the developing process, private labels were introduced in the market in Belgium, the Netherlands, West Germany, Sweden, Ireland and England. (http://www.plturkey.org/yazilar.asp?Konu=PrivateLabel [cited March, 2011].

Figure 2.1 : Percent market share of countries
Source:A.C. Nielsen Report, 2011,
http://blog.nielsen.com/nielsenwire/consumer/global-private-label-report-the-rise-of-the-value-conscious-shopper/ [Cited March 2011]

According to Nielsen Report in figure 2.1, the market share of private label in the world is getting higher. On global scale, the weighted global average of private label brands is 14,9%. On the basis of countries, the highest share of private label brands belongs to Switzerland(46%), United Kingdom(43%) and Germany(32%). In other countries it is possible to monitor noticeable progress of private label market share. There is a slow, but steady continuation of private label progress. In the following table, it is shown that the private label percent market share on the basis of countries.

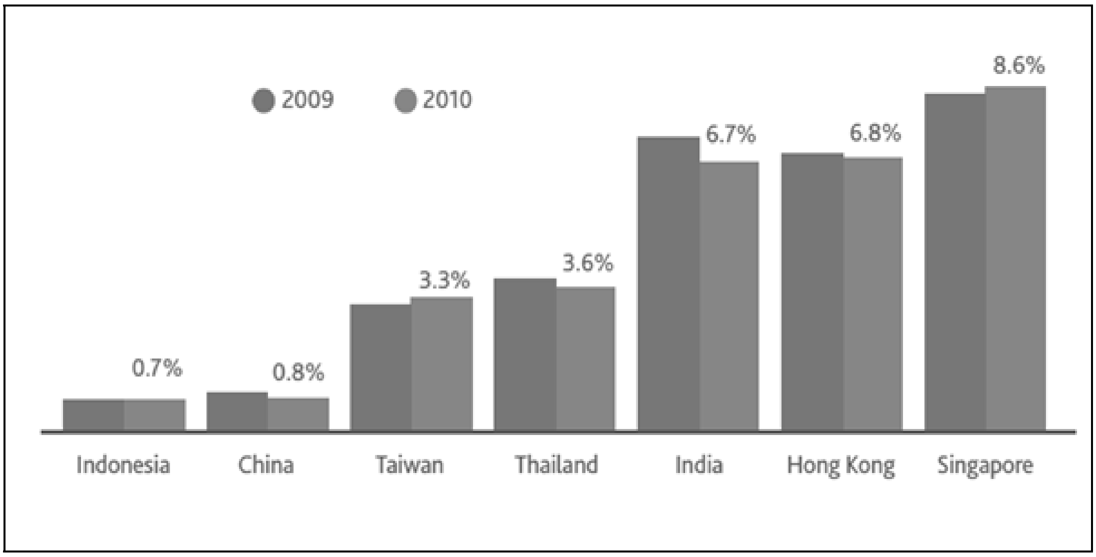

Figure 2.2 : Private label share of modern trade Asia
Source: A.C Nielsen Private Label Global Report March 2011,
http://au.acnielsen.com/site/documents/PrivateLabelGlobalReportMar2011.pdf,
[Cited March 2011]

According to Nielsen Global Report 2011 in figure 2.2, it can be observed little rise in Asian countries. In 2010, Singapore has the most private label share with 8,6% rate while Indonesia has 0,7% private label share. Also, Taiwan has slow growth. On the other hand, in 2010, there is a significant decrease in china, Thailand and India versus in 2009. Following graph show the private label share of Asian countries.

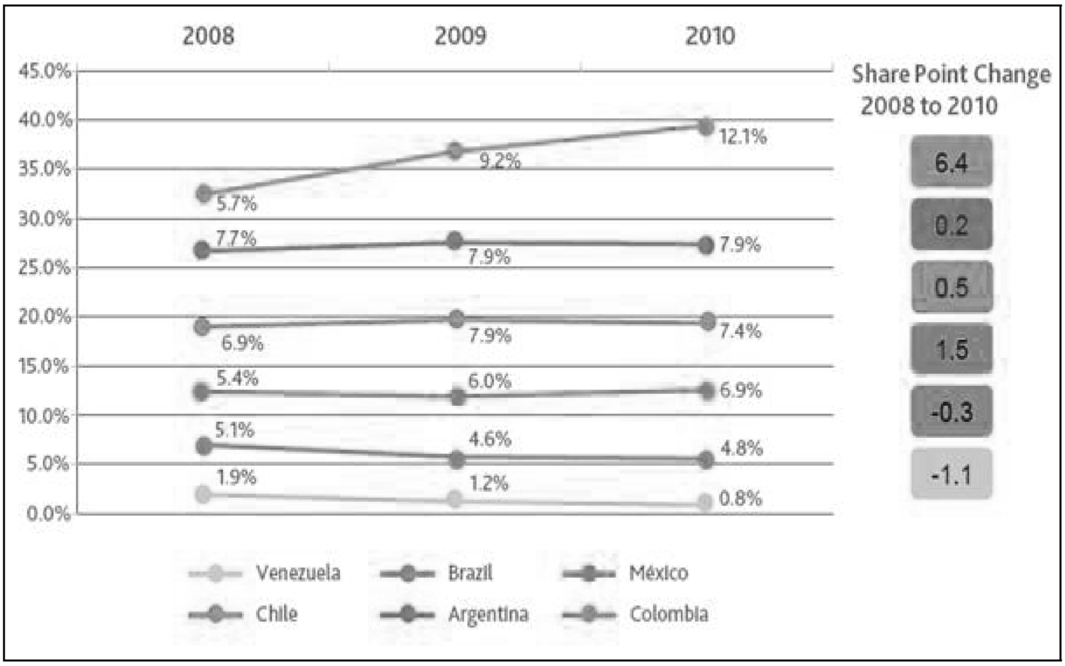

Figure 2.3 : Private label shares of Latin America countries
Source: A.C Nielsen Private Label Global Report March 2011,
http://au.acnielsen.com/site/documents/PrivateLabelGlobalReportMar2011.pdf,
[Cited March 2011]

In Figure 2.3, in Latin America countries private labels shares show slow, but steady growth trends in most countries. From 2008 to 2010, Colombia has the highest increase with the 6,4% growth rate. In this period of time, Argentina has showed 0,2% growth rate and this rate has remained constant .in 2009, Chile has 1% growth rate but this rate has shown 0,5% in 2010. In Mexico, there is a increasing trend with 1,5% growth rate. According to 2008 datas, private label share of Brazil have decreased with -0,3% rate and similarly, Venezuela has also -1,1% rate.

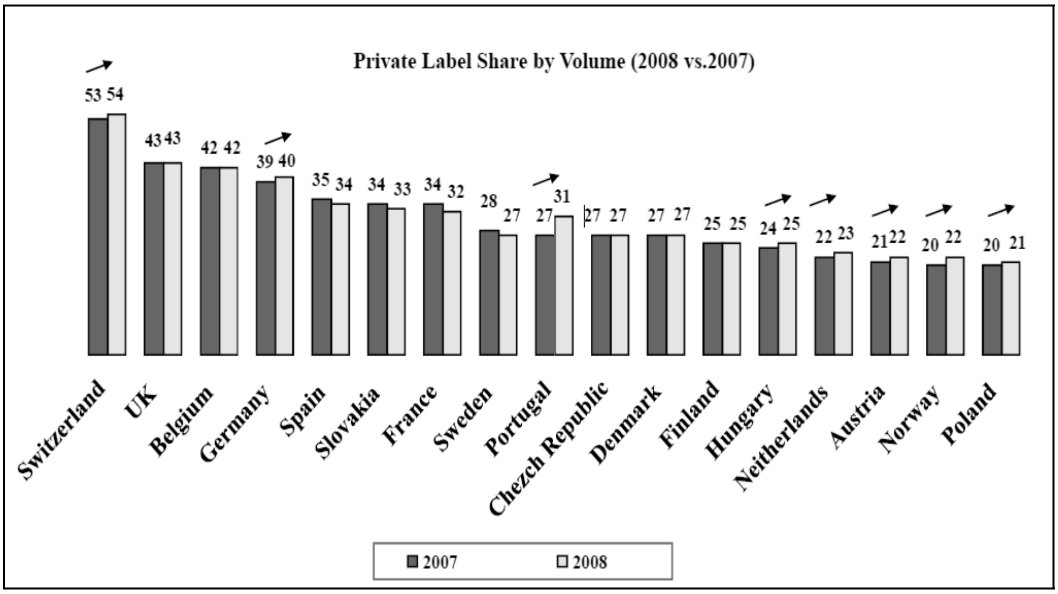

Figure 2.4 : Development of private label in Europe: market share progress

Source: Ipsos KMG Report, Latest Trends in Private Labels 2008, http://www.ipsos.com.tr/staticfiles/files/Market_Markali_Urunler_2008_%28Ipsos KMG%29.pdf [Cited March 2011]

In the Figure 2.4, development of private label market shares of European Countries as shown between the years 2007 and 2008. According to graph, Switzerland has the highest share and United Kingdom, Belgium and Germany follow it. Besides, Switzerland, Germany, Portugal, Hungary, Netherlands, Austria, Norway and Poland have shown an increased trend in 2008 versus 2007. Althought Austria, Norway and Poland at the end of the list, they show an increased trend.

2.6.2. The Development of Private Label Brands In Turkey

For the first time in Turkey, Migros Turk began private label applications in 1957 and the use of private labels by big scale retails to serve dense and different strategically purposes began in the second half of 1990's in Turkey when the organized retail selling stepped and private label applications are implemented in our country. (http://www.plturkey.org/yazilar.asp?Konu=PrivateLabel [Cited March 2011]

In Turkey, it has been started to open up retail stores with the development of retailing. In time, retailers have developed their own brands. In the following table, Retailers in Turkey and their private label brands have been shown. According to following table, Metro has twenty two brands, Migros has fifteen brands and Carrefoursa has four brands. Other retailers have one or two private label brands.

Table 2.1: Retailers in Turkey and their private label brands

STORE NAME	PRIVATE LABEL BRANDS OF STORES				
BICEN	Bicen				
CARREFOURSA	Carrefoursa	Champion	Dia	Gima	
GROSERI	Groseri				
KIPA	Kipa	Kipa Pazar			
KILER	Kiler	Kilerim			
MIGROS	Migros	Sok	Tansas	Kangurum	Macro Center
	Ramstore	Albatros	Prestige	Scala	Frey
	Tellibag	Cikomigro	Viva	Butcem	Value
MOPAS	Mopas	Lambertazzi			
METRO	Aro	Alaska	Watson	Active	Authentic
	Sigma		Fleurelle	Timor	Varesa
	Budget	Dazzlers	Goldhand	Altınel	Luxana
	Dreaming	Villa Noble	Tarrington	Faust	H-Line
	Casaroma	Steinbach	Quality		
REAL	Tip				

Source: (Fettahlıoğlu 2008, p.85)

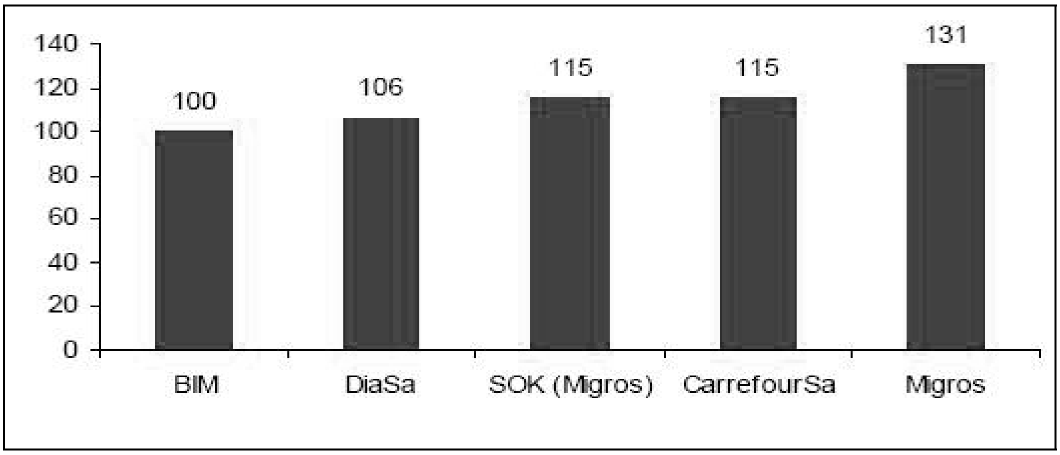

Figure 2.5: Price levels for leading players in Turkish market, 1Q 2007
Source:http://www.migroskurumsal.com/Migros.UI.Web/userfiles/file/analist_raporlari/Turkish_Retail_Sector_Global%20Securities_Apr30%202007.pdf, [Cited April 2011]

In Turkey, BIM has an important place in private label sector. According to Turkish Retail Sector report, BIM is the leader of the offering low prices because of its large product category of private labels and its low price strategy. Other price levels are respectively, Diasa, Sok (Migros), Carrefoursa and Migros.

According to Nielsen Report 2008, in Turkey, private label continues to grow with 43.5%. It can be said that growth rate is over 30% in real prices. In the following table, Food categories have the highest growth rate. Personal care products and cleaning products continues to grow with a low pace. It is shown that private labels are increasing also in other product categories

Table 2.2 : Growth of consumer spending to private label by categories

Products Categories	2006 vs. 2005 Growth (%)	2007 vs. 2006 Growth (%)	2008 vs. 2007 Growth (%)
Food	25.4	45.0	45.7
Personal Care Products	5.5	32.6	24.4
Cleaning Products	-3.6	39.3	33.5
Other	2.6	8.3	95.6
Total	21.3	43.5	43.5

Source: Ipsos KMG Report, Latest Trends in Private Labels, 2008, http://www.ipsos.com.tr/staticfiles/files/Market_Markali_Urunler_2008_%28Ipsos KMG%29.pdf, [Cited April 2011]

Table shows that the private label growth by channels. While looking at according the channels, purchasing of private label brands from discount stores is increasing based on the last year. Altought the purchase of private labels from hypermarkets and supermarkets shows decreasing trend in 2007, they are increasing in 2008.

The purchase of private labels from cash&carry stores is increasing according to last three years.

Table 2.3 : Private label growth by channels-YTL based

Trade Channels	2006 vs. 2005 Growth (%)	2007 vs. 2006 Growth (%)	2008 vs. 2007 Growth (%)
Hyper, chain and spm	10.7	-1.8	11.2
Wholesalers and Cash&Carry	-13.3	40.4	123.3
Discounters	23.6	56.0	53.0
Other	45.5	72.6	8.9

Source: Ipsos KMG Report, Latest Trends in Private Labels, 2008 http://www.ipsos.com.tr/staticfiles/files/Market_Markali_Urunler_2008_%28Ipsos KMG%29.pdf, [Cited April 2011]

When Product categories of private labels are examined, it can be observed sugar, dry beans, canned fish and milk are in the first four categories. Purchases of private label sugar products are almost constant while others increase over the previous year and private label sauces and pickles are fastest growing products. Other products categories and their change rate are given below.

Table 2.4 : Annual comparison of top 10 private label product categories terms of consumer spending

Products	Sept. 07- Aug.08 %	Change (%)
Sugar	39.0	-0.2
Dry Beans	34.3	15.1
Canned Fish	29.2	34.1
Milk	26.4	18.4
Yoghurt	26.1	20.2
Sauces	24.1	448.4
Flour	23.3	36.7
Pickle	22.6	81.1
Paper Products	21.5	6.9
Cheese	20.9	25.7

Source: Ipsos KMG Report, Latest Trends in Private Labels, 2008 http://www.ipsos.com.tr/staticfiles/files/Market_Markali_Urunler_2008_%28Ipsos KMG%29.pdf, [Cited April 2011]

According the demographic profile, private label spending varies from the SES groups and family size. In the period of between 2007 and 2008, there is a significant increase of purchasing private labels by AB and DE SES whereas the shares of middle SES groups show a similar growing rate like 2007. Moreover, purchasing of private labels is more increasing by larger size families whereas small size families' less.

Table 2.5 : Private label spending by demographic profile (annual comparison)

Profiles SES	Sept 05-Aug.07 (%)	Sep 06.-aug 07 (%)	2007 vs. 2006 Change (%)	sep 07-aug 08 (%)	2008 vs. 2007 Change (%)
AB	5.3	5.8	10.4	7.2	23.7
C1	4.5	5.5	22.3	7.0	26.5
C2	3.8	4.8	27.5	6.1	26.8
DE	1.9	2.6	34.6	3.9	50.2
Family Size	**(%)**	**(%)**	**(%)**	**(%)**	**(%)**
1-2	4.9	6.1	23.6	6.7	10.7
3-4	4.0	4.9	20.7	6.5	33.1
5+	2.9	3.7	28.4	5.0	36.7
Total	3.7	4.6	23.2	6.0	29.9

Source: Ipsos KMG Report, Latest Trends in Private Labels, 2008 http://www.ipsos.com.tr/staticfiles/files/Market_Markali_Urunler_2008_%28Ipsos KMG%29.pdf, [Cited April 2011]

2.6.3. Factors Affecting The Growth of Private Label Brands

The growth of the private label brands is related to economic conditions. Studies show that there is a negative relationship between private label market share and economic conditions. In the period of economic depression, consumers' demand of private label brand increase and they tend to purchase private label products due to private label brands are cheap. On the other hand, when economic welfare increases, consumers are more likely to buy national products and their demand for private label decreases (Lamey, Deleersnyder and Dekimpe 2007, p.1).

Actually, the most important factor that affects the growth of private label is the price. Based on its price strategy, private label brands are generally priced from 15 percent to 40 percent lower than national brands. Price is the most crucial factor that influences consumer behavior. Furthermore, with the increasing of quality of private labels, consumers tend to purchase these products to gain both value and financial advantage (Spinelli, Giraldi and Campomar 2006, p.125).

Present, private labels have a significant place in the market According to conducted studies about private label market share, it is fact that private labels has increased trend. the underlying reasons of growth of private label depend on some factors such as increased concentration in retailing, which enables grocery chains to operate with their own brands, a much more positive attitude of consumers towards its quality, and, its price, given that private labels are significantly cheaper than national brands (Urriza and Cebollada 2009, p.229).

Additionally, there are some factors that behind the private label's market share such as the size of potential market, the high margin in the sector, the low advertising expenditure, the ability to achieve quality and price sensitivity (Kapferer 2004, pp.130-131). These factors shepherd retailers toward presenting of private label.

2.6.4. Competition of Private Label Brands With National Brands

Private label brands have emerged as a low quality product in low prices. However, increasing competitive environment has been orient retailers to offer high quality private label which directly compete with national brands (Verhoef, Nijssen and Sloot 2000, pp.1309-1310).

With the introduction of high quality private label brands, competition started between private labels and national brand that national brand managers cannot afford to ignore.
Although there are some challenges to offer private labels, retailers introduce them because of they are profitable. The main issue is to find correct manufacturer who produces private label at low cost and with excess capacity. Already, retailers have low

advertising and distribution costs because of characteristics of private label brand. At that point, retailers gain competitive advantage against to national brands while adding quality features on their own brands. Thus, they build consumer satisfaction with high quality and low cost. At that point, the competition between private labels and national brands starts because many shoppers know that the store brand is produced by one of the larger manufacturers (Parker and Kim 1996, p.4).

With the development of private label market share, private label brands became the key player in the retail market. The factors influencing private label market share , whether there is a decline in consumers national brands' loyalty, consumers' attitude towards private label products , the relation between private label use and store loyalty, whether private labels contribute to greater store differentiation of to greater price sensitivity , private label's and national brands' competitive strategies positioning on price, quality or feature differentiation the benefits of private label and national brands' competition , as well as cross category effects of private labels (Urriza and Cebollada 2009, p.229).

Retailers and manufacturers use some competitive tools against to each other and these are given below (Stenier 2004, pp.11-16):

a) ***Price:*** Manufacturers use price as a striker weapon to get competitive advantages. When the manufacturers decrease price of the product it will be perceived by consumers as a discount of superior brand. However, when retailer decreases the prices, it will perceived by consumers as a indicator of low quality.

b) ***Shelf space***: Shelf space is the indicator of retail's power because retailer decides the placement of products according to its own choice. This concessive provide retailers competitive advantages. On the other hand, national brands have to offer various incentives to the retailers to position their products on the shelves.

c) ***Quality and innovation***: Improved quality increases the growth of acceptance of private label products. At the manufacturer's perceptive, product innovation and new product development are strong weapons against to private label.

Innovation can be used to beat competition because it helps to decrease private label market share when product life cycles are short and also private labels perceived as an inferior quality by consumers in the existence of innovative national brands (Verhoef, Nijssen and Sloot 2000, p.1312).

2.7. TYPES OF PRIVATE LABEL BRANDS

There are a few types of private label brands that are widely used in the literature. Generic brands, classical store brands, copycat brands and premium store brands are the main types of the private label which retailer use according to their strategy.

a) Generic brands**:** Generics, unlike store brands, usually do not have a "brand name" associated with them. On its package, there is a little or no information about manufacturer. Generic products are usually packaged in plain white label packages (Dick, Jain and Richardson 1995, p.16). Sometimes it can be used some colors or other signs on its package but the most important features of generic brands is to be no name brands (McEnally and Hawes 1984, p.76).

Generic brands growth based on the economic conditions and also it depends on the marketer's strategic approach. In the period of economic inflation and unemployment situation, consumers tend to buy generic brands and this purchase behavior affects the growth of generic brands. Lack of advertising costs, using simple, economy packaging and, lower quality ingredients, generic brands are offered at prices 30-50% less than national brands and 10- 15% lower than private label brands (Harris and Strang 1985, p.71).

b) The classical store brands: Store brands are through naming the store brand with the retailer's name. The aim of giving a product store name is abstaining from the risk of the unrecognized manufacturer origin. However, some disadvantages of giving retail store's name to product as a brand name affect to consumer's perception. If failure in one product category occurs, it will affect the other products of the store. In addition, it can make negative brand image both the product and retail store (Thiel 2011, p.3). For example, If Migros branded dishwasher detergent does not to perform the expected quality it will affect the preference of Migros branded wash-water.

c) ***Copycat brands:*** Copycat brands can be defines as an imitation of national brands in terms of packaging and contents. Retailers analyze the features of the leading brands and then they create their copycat brands that are similar to them. Launching copycat brands is profitable for retailers because research and development cost are low. However, these brands are not at the high success level. Retailers are trying to promote their copycat brands via "me too" and "cheaper price" strategy. These strategies are consisting of producing an almost identical product and offering it at a reduced price relative to competitors (Beneke 2010, p.206).

Figure 2.6 : Copycat Brands
Source: (Kumar and Steenkamp 2007, p.34)

In the figure 2.6, it has given an example of copycat brands. Packaging is nearly indiscernible from its competitor.

d) ***Premium store brands:*** Premium store brands are positioned like leading national brands in terms of price and quality. These products make up the image and have innovative technology in their product line. Premium store brands can compete with national brands and they can take place on the shelves top ranked. These brands have completed the formation of brand and they have national brand worth (Fettahlıoğlu 2008, p.91).

Premium store brands differentiate the retailer from other retailers and thereby generate store loyalty. Also it beats the manufacturer brands on objective quality and offers unique products. Premium store brands also have distinctive packaging that emphasizes the differences with manufacturer brands rather than mimicking them through the copycat strategy. It helps to increase brand image (Kumar ve Steenkamp 2007, p.58).

2.8. PRIVATE LABEL BRAND STRATEGY

Retailers need to take account into private label brand strategy to creating successful private label brands and launching them to markets in the competitive market. Identifying correct marketing strategies for private labels is significant because private label brands not only compete with national brand but also other private label. In that case, it is important to differentiate products from competitors and create store and customer loyalty (Thiel 2011, p.3).

To create successful private label brand strategy firstly it is important to determine retailers' objects. Previously decided objects will help to retailers to reach their target. After determining the objects, it is important to manage supplying system. Retailers need to pay attention supply management to set up a successful brand strategy. Lastly it is important to differentiate private label brands to national brands and other private labels to get competition advantage in the market. These strategies will be explained in detail.

2.8.1. Determining The Retailer's Objects

The nature of retailing sector is to get more consumers and create loyalty for store. Private labels are an important marketing tool for retailers and retailers tend to develop their private label products for various reasons or objectives. The objects of retailers can be explain as improving of product and service quality, developing good relationships between consumers and personnel and competing with rivals through price strategies (Kılıç and Altıntaş 2010, p.156). Retailers have some benefits while presenting private label to the market and determine their objects in the light of the these benefits such as high profits, low costs, high margins, increased store loyalty, opportunities to seize new market ventures and increased bargaining leverage with suppliers (Beneke 2010, p.206).

To get competitive advantages it is important to compose objects of private label brands in detail. Retailers develop their own brands to discriminate their brands from competitors. Many consumers can not separate national brands and private label brands from each other. Due to technical characteristics and perceptions of competing products are so close to each other on the market, branded products become undistinguished. Private label products, which provide low costs and high margins to the retailers, generate alternative solutions in the case of stock and return of products (İnceler 2008, p.70).

2.8.2. Supplying of Private Label Brands

Supplying of private labels has some important processes in the branding strategy such as finding suppliers who have extend capacity, evaluating of alternatives and making contracts are the critical decisions that retailers need to investigate carefully. When adapted these processes to the private label supplying decision, they may be longer because it is needed to identify production decisions and managing supplier performance (Ray 2010, pp.16-17). It is important to defining the correct supply chain and managing all the processes of private label production because of complexity nature of supply chain management. Particularly, it can be difficult for global retailers (Gattorna 1998, p.241).

There are two decision that retailer need to determine while sourcing of its own brands. First one is making the products fully under its control and the other one is outsourcing only product design, packaging and quality under its control (Ray 2010, p.104).
After determining supplying decisions, retailers ascertain consumer’s demands and expectations in the first place. After determining these expectations, retailers cooperate with manufacturers who have well-developed production technologies, high logistic infrastructures and well-quality/control mechanisms to meet the demands. Retailers need to reliable suppliers for their own brands in terms of product quality and supply stability. Therefore, contract manufacturer's opportunities of producing high quality products and offering low prices are important to the development of private label brands. The main relationship between retailers and suppliers of private label brands is about distribution and product development method (İnceler 2008, p.70).

2.8.3. Differentiation of Private Label Brands

Differentiation strategy is the strong marketing element which is used to add value to products and perceived as superior products by consumers. Studies show that consumers are willing to pay high premiums to different products and they become loyal these products. So, with the differentiation of products, consumers price sensitivity decreases and their brand loyalty increases. Thanks to these critical results of differentiation strategy, companies get to competitive advantages (Bruer 2006, p. 22).

Private label brands is a part of differentiation strategy between retailers and retailer’s own strategies have influence on private label brands. Private labels are supported by fewer brands in related product category. On the other hand, private label products reinforce retailer’s position among national brands (Bontems, Dilhan and Requillart 1999, pp.147-148).

In terms of retailing perspective, retailers differentiate their products in a particular product category to avoid substitute products and create loyal consumers to the retail store. It is used two different strategies by retailers that are quality differentiation and feature differentiation. Quality differentiation refers to value level which is added to the product for consumers. Another differentiation strategy is about the feature characteristics which include different forms, sizes, or packaging (Choi and Coughlan 2006, p.80).

In the past, retailers have focused on financial benefits of presenting private labels. Today, private label brands started to seen as the any other brands in the market. Also, private label brands become a strong competitive tool to build store image and retailers got a chance to improve their brands and differentiate their stores from competitors.

2.9. THE ADVANTAGES AND DISADVANTAGES OF PRIVATE LABEL BRANDS

Private label brands provide some advantages and disadvantages to retailers, producers and consumers. These advantages and disadvantages will be explained in separate title.

2.9.1. The Advantages and Disadvantages of Private Label Brands To Retailer

There are many obvious reasons why retailers offer their own brands. The most important reasons are their potential to increase store loyalty, improve chain profitability, give control over shelf space, improve bargaining power over manufacturers and increase store traffic (Thiel 2011, p.2).

The main advantages of introducing private label brands for retailers are to gain control over shelf space, to introduce lower prices to consumers by controlling the costs, to have bargaining power with manufacturers to reach more consumers by drawing their attention and reinforcing the store image to differentiate themselves concerning price and product diversification compared to competing stores to improve relationships with manufacturers to gain channel efficiency, to reduce the number of national brands on the shelves or lessen the dependence of the store on national brands, to increase profit margins and to raise the retailers’ income and profits (Altıntaş et al. 2010, p.774).

The most important disadvantage of private labels for retailer is the inferior quality of one product's negative reputation on other product categories. Also, failure of the product will affect the retailer in terms of cost perspective. In addition, new product development of private label carries some risks that are about cost of new lines and retailers must get prepared to take risks at the same time if that product turns out to be a failure (Spinelli, Giraldi and Campomar 2006, pp.126-127).

2.9.2. The Advantages and Disadvantages of Private Label Brands to Manufacturer

When the retailers began more selective about the product featured and the market shares of private label brands raised, the manufacturer alternatives that has the capacity to produce these products decreased. This situation is both an advantage and a disadvantage for the manufacturers.

The benefits of producing private label brand for the manufacturers are as follows (Büyükküpçü 2008, p.44):

i. Idle capacity is appreciated,
ii. Production and distribution facilities are used more effective with the help of economics of scale,
iii. Retail brands lowers the fix costs,
iv. It prevents retailers shifting to the opponents that produces private label brands,
v. It gives the opportunity of expansion and growth,
vi. It allows small manufacturers enter and remain in the market without having to endure costs related to branding,
vii. Some guarantee liabilities can be transferred to the retailers,
viii. Big manufacturers that follow the mix product policy may have the opportunity to control and distinguish the product images, features and prices from each other,
ix. The leader can benefit from the fact that the private label brands will mostly compete with small-scale brands,

x. Retailers may not stock their products if the manufacturer refuses to produce private label brand,
xi. The relationship between the manufacturer and the retailer gets stronger,
xii. The retailer takes care of the sales of the products as well as the manufacturer.

While private label brand products provide many advantages to the manufacturer, it causes some disadvantages that can’t be ignored. These disadvantages can be gathered under the following main headings (Yılmaz 2009, p.84):

i. The risk of reducing the sales of other products of the manufacturer’s because of the private label brand products of the same manufacturer,
ii. The decrease in the possibility of bargaining power of the manufacturer since the retailer can use its alternative supply power,
iii. 20% less profit margin compared to manufacturer brand products,
iv. Limitations by the retailers in the area of promotion and exhibition of the manufacturer brand,
v. Not always a long term advantage,
vi. The decrease in the brand loyalty of national brand products due to the increase in the market share of private label brand products,
vii. Private label brand products increases price competition and decreases manufacturer’s profitability,
viii. Manufacturer’s difficulty in creating its own brand,
ix. Increase the cost of the manufacturer's production planning.

2.9.3. The Advantages and Disadvantages of Private Label Brands To Consumer

Private label brands provide consumers with a competitive alternative to established brands. There are many advantages of private label brands for the consumers. These can be listed as follows (Erden 2006, pp.31-32):

i. The number of high quality products is increasing; although at the beginning, retailers appear as low quality but cheaper alternatives against the national products; with their increased quality and variety especially in recent years, they increase the alternatives of the consumers,

ii. Consumers may spend less amount of money in total during shopping; with the low price advantage of the private label brands, consumers buy their needs with less budget share,

iii. Consumers gain shopping experience; Retailers bring in a shopping experience to the consumers with private label brands presented next to many national brands. Thus, consumers make faster, more accurate and economical decisions.

There are two main disadvantages of these products to consumers. They are listed as follows (Yılmaz 2009, p.87):

i. The fact that consumers cannot find every product they're looking for in private label brands,

ii. Private label brands do not meet the expectations of the consumer.

2.10. The Implementation of The Marketing Mix To Private Label Brands

The marketing mix strategies of private label brands differ according to their objectives and their strategy. There are some critical factors that retailers need to attach importance such as (Kapferer 2004, p.137);

i. The level of product quality (low, same as the leader, premium),

ii. The naming strategy (should they use the name of the store or not),

iii. The style of packaging (should it be differentiated or copy the market leader),

iv. The pricing level in comparison with both the market leader and the hard discount products in the sector,

v. The position and size of shelf placement,

vi. The display position in relation to competitors.

Retailers may choose to introduce their private labels through different brand strategies according to their objectives. In the following section, the 4Ps of private label will be discussed.

2.10.1. Production of Private Label Brands

Retailer used to prefer only low capacity and technology owner small companies for producing private label brands. Today, big companies that have branded products also shares some portion of their capacities for producing private label brands. Manufacturers began to produce private label brands to utilize their idle capacity and take routine orders in the first place. Over time, they have realized the different advantages of cooperating with retailers. Manufacturers have a voice in the promotion activities of retailers especially by producing private label brands of these retailers. At the same time, manufacturers capture sales where they can achieve with the private label brand but not with their own brand within the stores they collaborate. In addition to that, manufacturers benefit from the databases of the retailers they're working with (Fettahlıoğlu 2008, p.109).

Additionally, production strategies of private label brands are developing from inferior quality to superior quality. If it is considered long term success and loyalty, many retailers began to present superior private labels and add high quality products to their product line. Today, retailers are developing new and innovative products, investing more research and development and creating highly differentiated products (Bruer 2006, p.48).

2.10.2. Pricing of Private Label Brands

The pricing strategy of private label brands began to low price strategy and they were sold at a lower price than the national brand on average 30% below. Retailers were positioning their own brand at low price because of intrinsic and extrinsic characteristics of products such as low advertising costs, inferior quality and ingredients, cheap packaging and also little investment on new product development (Bruer 2006, p.47).

Although each store uses their own philosophy about the increases in prices and discounts, retailers have a say in definite preferences. There is not a common rule for pricing private label brands but they can be priced as stated below (Kılıç 2006, p.77):

a) Normal pricing: Traditional pricing is used without using a certain percentage of the national brands

b) High pricing: Products price is higher than the national brands because the product is high quality.

c) Competitive pricing*:* Private labeled products are at the same price with national brands.

d) Different pricing*:* Private label brands are introduced with lower prices than the national brands.

e) Low pricing*:* Private label brands are sold below its cost or presented with coupons.

f) Discount pricing*:* Products are given in the form of buy one get one free or prices are increased at lower rates than the national products.

Private label brands are sold with 10% lower prices than national label brands. At the same time, this percentage can change according to the product category and can rise up to 40% in some products. In a study conducted by AC Nielsen in 36 countries and 80 product categories in 2005, private label brands are sold with prices approximately 31% lower than the national products globally (Fettahlıoğlu 2008, p.109).

2.10.3. Placing of Private Label Brands

Private label brands have generally a single distribution channel. Products that are produced by the manufacturers determined by the retailers are put up for sale only in retail market bearing its own name. Manufacturers sell these products either to non-rival manufacturers or to wholesalers in the market. Yet, there are different operations that are seen very rare. For example, a retail chain in Canada named as President's Choice offers its own private label brands to other retailers. Still, the general mechanism in private label brands is putting their own private products up for sale in their own stores (Fettahlıoğlu 2008, p.111).

In all European countries, retailers should have a distribution channel to take the private labels from manufacturer and bring to consumer. But in our country, manufacturers should have a distribution channel to transmit their products to retailers. In other words, producers are responsible for the delivery of private label brands. Here, both sides should stick the mutual agreement and should ensure that the shelves are never empty (Kılıç 2006, pp.80-81).

2.10.4. Promoting of Private Label Brands

Private label brands should be advertised especially inside the store. Various informative tools are used in aisles and point of sales to show demonstrations intended to inform customers about the quality of the contents of the product and its production process. Retailers may also wish to offer sample products inside the store to increase consumer familiarity with store brands. Increased familiarity may alleviate unfavorable quality perceptions of these brands (Dick, Jain and Richardson 1995, p.21).

The promotion strategies of private labels are consisting of corporate advertising, celebrity endorsement, direct advertising, product placement in magazines and cooking shows, coupons, discounts, bonus packages, awards these tools contribute to increase brand image of the retail store and retailer's own brand (Thiel 2011, p.4).

3. CONSUMER BEHAVIOR AND CONSUMER PURCHASING PROCESS

In this section of thesis, consumer behavior will be explained and the factors that affect consumer behavior will be discussed. Consumers may tend to behave differently in their purchasing decisions because of their demographics, psychologies, social and economic status. These factors also have an impact on their private label purchasing. In the following parts, with the guidance of consumer behavior and consumer purchasing process, private label brands will be examined in terms of consumer's evaluation.

3.1. DEFINITION OF CONSUMER AND TYPES OF CONSUMERS

The term consumer is used to describe two different kinds of consuming entities which are personal consumer and organizational consumer respectively. Personal consumer buys goods and services for his/ her own use, for the use of the household, or as a gift for a friend. This type buys the products for final use by individuals, who are referred to as *end users* or ultimate consumers. On the other hand, organizational consumer includes profit and not-for-profit businesses, government agencies, and institutions, all of which must buy products, equipment, and services in order to run their organizations (Schiffman 2003, p.9).

Consumers can be divided into two groups according to their purpose of purchasing goods and services in the market (Yılmaz 2009, p.8):

a) ***Final consumers***: Consumers that purchase or have the potential to purchase to satisfy the needs and desires of him/herself and his/her family. They are the last member in the distribution chain.

b) ***Organizational consumers***: Consumers that purchase goods and services to meet the needs and desires of others, to add their own production or to support production.

According to Yurtgüder (2004, p.53), consumers can also be divided into 4 groups

i. Economic shopper: This group is extremely sensitive to price, quality of product and variety of product. For this type of consumer, store and personnel are side elements of shopping.

ii. Personalizing shopper: This type of customer establishes personal connections with store and they also develop personal relationships with store employees.

iii. Ethical shopper: These group customers are sensitive to environment, donate a portion of their income to education campaigns and recruit disabled employees.

iv. Apathetic shopper: These types of customers perceive shopping as a labor force and they don't attach importance experiences while they are shopping in the store. They want to shop in fast and easy way instead of finding appropriate price, quality and personnel.

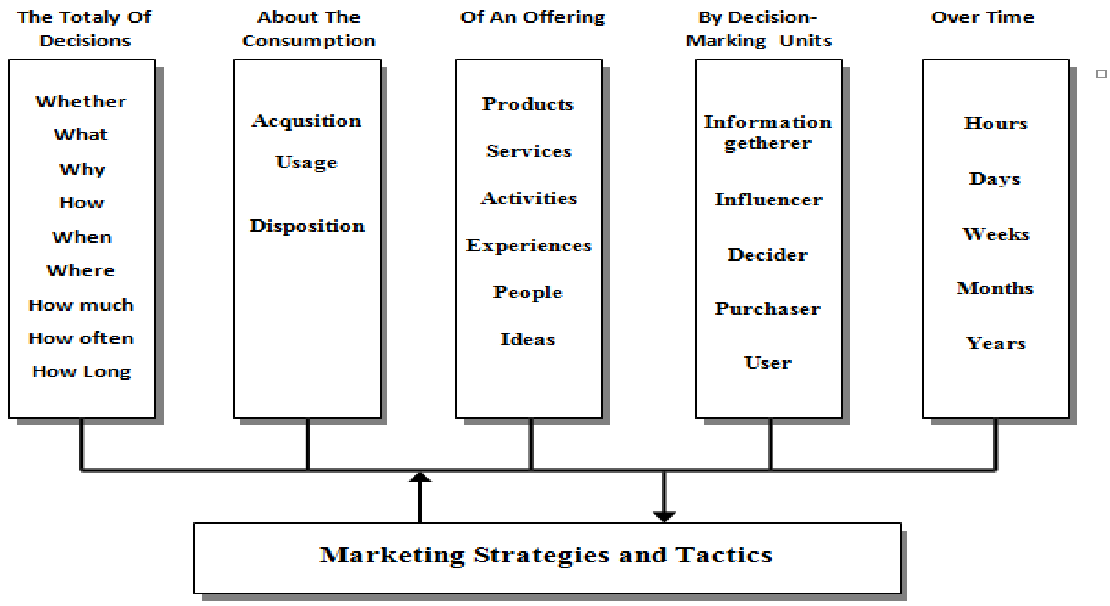

Figure 3.1 : The reflection of consumer behavior

Source: (Hoyer and Macinnis 2009, p.4).

Consumer behavior is the reflection of the totality of the decisions of consumers with respect to data acquisition, consumption, and disposition of goods, services, activities, experiences, people and ideas by decision making units over time (Hoyer and Macinnis 2009, p.3). The elements of this definition are summarized in Figure 3.1.

3.2. THE FEATURES OF CONSUMER BEHAVIOR

Consumer behavior consists of activities that purchasing, using and consuming of goods or services and includes cognitive, affective and behavioral reactions of consumers depending on these activities (Kardes, Cronley and Cline 2010, p.261).

Consumers differ in many ways such as age, gender, education, occupation, marital status, activities and interests, preferences, opinions… In this sense, diversity occurs among marketers, producers and sellers. Consumer behavior involves more than buying. Consumer's buying manner is extremely important. Therefore, consumer behavior should be examined. Firstly, the features of consumer behavior need to be addressed.

These features can be collected under the seven main subjects (Yılmaz 2009, p.11).

i. Consumer behavior is a motivational behavior,
ii. Consumer behavior consists of various activities,
iii. Consumer behavior is a process,
iv. Consumer behavior shows differences in terms of complexity and timing,
v. Consumer behavior deals with different roles,
vi. Consumer behavior is affected by environmental factors,
vii. Consumer behavior is different for each person.

3.3. THE FACTORS THAT AFFECT CONSUMER BEHAVIOR

A consumer, making a purchase decision will be affected by the cultural, social, personal and psychological factors. These factors will be handled in detail.

The Factors Affecting Consumer Behavior

Cultural Factors	Social Factors	Personal Factors	Psychological Factors
· Culture · Subculture · Social Class	· Reference Groups · Family · Roles&Status	· Age · Gender · Occupation · Economic Situation · Lifestyle · Personality	· Motivation · Perception · Belifs&Attitudes

Figure 3.2 : The factors affecting consumer behavior

Figure 3.2 shows the cultural, social, personal and psychological factors that affects the consumer behavior.

3.3.1. Cultural Factors

Consumption decisions are affected by cultural factors. The cultural factors can be listed as culture, subculture, and social class.

3.3.1.1. Culture

Culture is the complexity of typical or expected behaviors, ideas, learned meanings, values, norms, and customs shared by members of a society and it has a significant impact on consumer behavior (Hoyer and Macinnis 2009, p.13).

Culture is made up of beliefs, values and customs/ norms and shared by members of a society. Belief psychologically convinces the individual about the truth of a proposition. Values are shared beliefs, and customs or norms are the socially approved behaviors that are the result of values. Cultural norms and values offer direction and guidance to members of a society in all aspects of their lives, including their consumption behavior. Culture represents influences that are imposed on the consumer by other individuals. Different societies have different levels of needs, customs and different cultural values.

Culture also determines what is acceptable with product advertising. It determines what people wear, eat etc. ın order to imply effective marketing and advertising strategies Marketers must follow and understand cultural values (Belch and Belch 2003, p.127).

3.3.1.2. Subculture

Subculture is a group of people which share values based on common life experiences and situations. Subculture based on specific characteristics such as nationalities, religions, racial groups, ethnicity or groups of people sharing the same geographical location. A subculture has the ability to create substantial and distinctive market segments of its own. Marketers can design products according to the needs of a particular geographic group (Schiffman and Kanuk 2003, p.63). Some examples of geographic groups are; North Indian Consumers, African American Consumers, Asian American Consumers etc.

3.3.1.3. Social Class

Social Classes are relatively homogeneous divisions and the members have similar values, interests, norms and behavior. Social class is a combination of occupation, income, education, wealth and other variables. Class structure is based on these variables. In generally view, there are three main social class levels such as upper, middle and lower classes (Belch and Belch 2003, p.128). The detail of level of these classes will be examined in further.

Every society possesses some form of social class and the differences in social class can create consumer groups. This is important in marketing because behavior of people in a given social class is similar. The members of a social class have parallel buying behavior, evaluation criteria and preferences. Thus, social classes are widely used to profile and predict different consumer behavior (Coleman 1983, p.265).

Social scientists have identified seven social classes shown in Table 3.1:

Table 3.1: Social classes

Social Class	Characteristics
Upper-Uppers	Upper-Uppers are the social elite who live on inherited wealth and have well-known families.
Lower-Uppers	Lower-Uppers are persons who have earned high income or wealth through exceptional ability in their profession or business.
Upper-Middles	Upper Middles possess neither family status nor unusual wealth. The primarily concerned with "career". They have attained positions as professionals, independent business persons, and corporate managers.
Middle Class	The middle class is average paid white and blue-collar workers who try to do the proper things. often they will buy products to "keep up with the trends".
Working Class	Working class consists of "average pay blue collar workers and those who lead a "working class life-style", whatever income, school or job they have.
Upper Lowers	Upper Lowers are working, though their living standard is just above the poverty line. They perform unskilled work and are poorly paid. often they are educationally deficient.
Lower Lowers	Lower Lowers are visibly poverty-stricken and usually out of work. Some are not interested in finding permanent jobs and most are dependent in charity for income.

Source: (Kotler 2001, p.90)

3.3.2. Social Factors

Consumer's behavior is influenced by social factors as well. In a group or social status, several individuals may interact to influence the buying decision. Studies have shown that consumers in different social classes vary in terms of values, product preferences and buying habits (Schiffman and Kanuk 2003, p.62).

In the following section, the important social factors will be addressed which are reference groups, family, role and status.

3.3.2.1. References Groups

References groups are formed by two or more people who influence other individuals' opinions, attitudes and values. Reference groups can form a person's attitude or behavior. As a result of that, they can influence individual's product and brand choices (Mucuk 2006, p.73).

References groups can be divided into two groups that are primary and secondary groups. Primary groups consist of individuals with a high frequency of communication and greater impact on shoppers such as family and closest friends. Secondary groups is formed by individuals with low frequency of communication and therefore less potential to affect the behavior of the individual as consumer groups such as virtual groups, professional groups, associations (Fettahlıoğlu 2008, p.32).

Reference groups also include opinion leaders who have the characteristics, expertise or knowledge to influence others. They basically play the role of spokesperson. Marketers use opinion leaders to market their products (Kotler 2001, p.89).

3.3.2.2. Family

Family is the most basic group a person belongs to. People are affected by their family since their infancy. The effects of family on consumer behavior can change according to some situations such as the number of children in the family, women's work status, rural or urban settlement. While composing marketing mix, it is important to take account into which person is influential on purchasing decision besides actual buyer (Mucuk 2006, p.74).

Products purchased by a family are closely related to family life cycle. Each stage of the family life cycle creates different consumer demands. These stages can be summarized as follow (Schiffman and Kanuk 2003, p.363):

i. Bachelor stage: young, single.

ii. Newly married couples: young, no children.

iii. Full nest I: youngest child under 6.

iv. Full nest II, youngest child 6 or over.
v. Full nest III, older married couples with children.
vi. Empty nest I, older married couples with no children living with them, head in labor force.
vii. Empty nest II, older married couples, no children living at home, head retired.
viii. Single head of households.

3.3.2.3. Roles and Status

A person belongs to many groups, family, clubs, organizations and his/her position in each group can be defined in terms of both role and status. For instance, a man is a marketing manager in an organization and he plays the husband and father role in the family as well as playing the marketing manager in his company. The roles consist of the activities people are expected to perform according to the people around them. As a result, the buying decision will be influenced by the individual's role and status (Kotler 2001, p.91).

People generally prefer appropriate products that express their status and roles in society. At this point, products must have some factors to be a status symbol. These factors are (Yılmaz 2009, p.32);

i. The limited number of people must be capable to have that product,

ii. Product must be relatively expensive,

iii. Supplement of product must be limited,

iv. Product must be used by respected persons.

3.3.3. Personal Factors

Consumer behavior is affected by personal factors and some of them are age, gender, occupation, economic situation, life style and personality.

3.3.3.1. Age

Age is a critical demographic factor that affects consumer behavior because behavioral and attitudinal norms show differences according to age. So, Age is an element which has an impact on consumer's self-concept and lifestyle. Based on age level consumers use different product groups and brand in their lifetimes (Hawkins, Mothersbaugh and Mookerjee 2010, p.140).

Over the lifetime of an individual, his/her preferences of goods and services change. At each stage of family life cycle described in above, tastes in food, clothes, furniture, recreation etc. are often different. Purchasing is also shaped by the stage of the family life cycle. Marketers should study the differences in life-cycle stages and build marketing strategies accordingly.

3.3.3.2. Gender

Gender is a biological state that are male or female, Males and females have different attitudes, values, habits and activities. These different characteristics have an important effect on consumer behavior. In most cultures, men and women plays their sex role since their childhood. But it is important to take account into sexual orientation while investigating consumer behavior. Sexual orientation refers to a person's preference toward certain behavior. Masculine individuals behave male oriented and feminine individuals behave female oriented. And also it can be considered people who have both male and female traits because these three gender characteristic affects consumer behavior and choice of the product or brand (Hoyer and Macinnis 2009, p.308).

As described above, consumer's purchasing habits show differences according to their gender. For instance, males and females tend to buy brands of clothes, health and beauty products or other brands, and these brands are based on a particular a gender such as Dove for women and Axe for men (Kardes, Cronley and Cline 2010, p.37).

3.3.3.3. Occupation

A consumer's occupation significantly influences his/her decisions regarding what to buy. Today people are very concerned about their image and the status in the society, which is a direct outcome of their material prosperity. The status of a person is projected through various symbols like the dress, accessories and possessions. for example, blue-collar workers tend to buy more rugged work clothes, whereas white-collar workers buy more business suits. Marketers try to identify the occupational groups that have an above-average interest in their products and services or they even specialize in making products needed by a given occupational group like physicians, doctors, engineers, teachers' lawyers (Kotler 2001, p.92).

3.3.3.4. Economic Situation

A person's product choices are affected by economic situation like disposable income, savings opportunities and personal loans. Income is a crucial factor that influences consumer behavior. Income determines consumer's purchasing power and the money that is paid for a product. Consumers who have low income, they have to pay their money to the basic needs such as food, clothing etc. Studies have shown that the rate of food expenditures has dropped with increasing of income level (Yılmaz 2009, p.20).

People with high income and savings tend to buy more expensive products whereas people with low income and savings will purchase inexpensive products. Marketers who study on income-sensitive goods watch trends in personal income, savings, and interest rates. Products are designed, produced and priced in accordance with economic indicators (Kotler 2001, p.92).

3.3.3.5. Lifestyle

Lifestyle is the indicator of how a person lives and it is formed by past experiences, congenital characteristics and present situation. Lifestyle has an impact on consumer behavior because individual characteristics are shaped by life style patterns. It involves measuring consumers' major dimensions, which are activities, interests, likes, dislikes, attitudes, consumption, expectation and feelings (Hawkins, Mothersbaugh and Mookerjee 2010, p.490).

Lifestyle concept can be used by the marketers to understand changing consumer values and how they influence buying behavior.

3.3.3.6. Personality

Every individual has a distinct personality, which influences his/her buying behavior. Personality is the unique psychological characteristics that lead to the relatively consistent and lasting responses to one's own environment. It is usually described in terms of traits such as self-confidence, dominance, sociability, autonomy, defensiveness, adaptability, and aggressiveness. Personality is a useful concept in analyzing consumer behavior, provided, that personality type can be classified accurately and that strong correlations exist between certain personality types and product or brand choices. (Kotler 2001, p.93).

3.3.4. Psychological Factors

Motivations, perceptions, beliefs and attitudes are the most important factors that affect consumers' purchasing behavior. In this section, psychological factors will be discussed.

3.3.4.1. Motivation

Motivation is an internal energizing force that orients a person's activities toward satisfying need or achieving a goal. This stimulating force is generated by a state of tension that appears as the result of an unfilled need. In terms of consumer behavior, motivation leads the consumer towards buying a product or service (Schiffman and Kanuk 2003, p.87).

Maslow's hierarchy of needs can be used to describe motivation in marketing and they are physiological, Safety, Love and Belonging, Esteem, Self-Actualization. Physiological needs are basic needs for surviving such as breathing, food, water, sex, and sleep etc. safety needs include security of body, of employment, of health and property. In the stage of love and belonging some elements come into prominences that are friendship, family and sexual intimacy. Esteem needs consist of confidence, achievement, respect of others and respect by others. In the top of the hierarchy pyramid self actualization takes place that includes morality, creativity and problem solving. The nature of these needs is that, some of them are most pressing while others are least pressing. A need becomes motive when it is aroused to a sufficient level of intensity (Kardes, Cronley and Cline 2010, p.105).

3.3.4.2. Perception

Perception is defined as the process by which an individual selects, organizes and interprets stimuli into a meaningful and coherent picture of the world. For example, two individuals may be exposed to same stimuli under the same condition but these two persons may interpret the situation in different way. So, perception is related to how individual acquire the meaning to around the world. It depends on the individual's own needs, values and expectations (Schiffman and Kanuk 2003, p.158).

The three perceptual processes that lead to different responses in individuals are selective attention, selective distortion, and selective retention. Selective attention is the tendency to screen out most of the information to which people are exposed. Selective distortion is the tendency of people to interpret information in a way that will support their existing belief. Lastly, selective retention is the tendency of the people to retain information that supports their attitudes and beliefs (Kotler 2001, p.94).

3.3.4.3. Beliefs and Attitudes

Attitudes can be defined as the learned predispositions to respond to an object. Attitudes have a significant place in marketing because they affect the consumer behavior and they show differences according to each person. Attitudes represent an individual's overall feelings toward or evaluation of an object. It is important to examine attitudes toward a variety of objects because attitudes are the indicator of consumer's positive or negative feelings and behavioral tendencies (Belch and Belch 2003, p.117).

Attitudes have an impact on beliefs at the same time. Beliefs are consisting of positive or negative knowledge, views and opinions based on personal experiences or other external resources. Most studies have shown that individuals are affected by beliefs and attitudes in their purchasing decisions and choice of brands. A person's past experiences, relations with his or her family and personality play major role in attitudes (Mucuk 2006, p.76).

According to some studies conducted by researches, attitude has three components that are affective, behavioral and cognitive. Firstly, affective component can be defined as the way a consumer feels about an attitude object. Behavioral component consists of the person intentions or purposes to do something with regard to an attitude object and cognitive component consists of individual's beliefs about an object. Each of these three components of an attitude is very important but this significance degree can be varied according to consumer's level of motivation (Pachauri 2002, p.332).

So far, the discussion above gives a comprehensive idea about the factors influencing consumer behavior. The complex interaction among various cultural, social, personal, and psychological factors result in consumer's choice of a product and many of these factors remain beyond the control of the marketer. Nevertheless, these factors provide important information about the potential buyers and are also useful in designing products to fulfill consumer's needs.

3.4. CONSUMER PURCHASING DECISION PROCESS

A consumer passes through a purchase decision process in making choices about which products or services to buy and these are:

i. Problem Recognition
ii. Information Search
iii. Evaluation of Alternatives
iv. Purchase Decision
v. Post-Purchase Behavior

Figure 3.3 : Consumer purchasing decision process
Source: (Belch and Belch 2003, p.105)

Figure 3.3 shows the five stages of the consumer purchasing process.

3.4.1. A Problem Recognition

The buying process starts when the buyer recognizes a problem or need. It happens when the person recognizes a difference between the ideal state and the actual state. An actual state is the way a person perceives his/her feelings and situation to be at the present time whereas an ideal state is the way a person wants to feel or be at the present time (Ünler 2003, p.41).

This biological needs occur with an external effect such as an advertisement or visual pattern. It is faced the question how to satisfy these needs when these needs appear. Thus, consumers start to seek alternatives to be satisfied. If the consumers do not perceive any differences between perceived situation and expected situation, they don't pass other stages of consumer decision process. Consumers pass the information searching stage when the differences are great and meaningful (Yılmaz 2009, p.49).

3.4.2. Information Search

In consumer purchasing decision making process, the problem recognition stage activates a target and motivates the consumer to act. Consumer begins to search for information about what product or service may satisfy the need. They engage in both internal and external information search. Internal search involves scanning memory for past experiences with products or brands. When past experiences or knowledge is insufficient, the risk of making a wrong decision is high so the consumer is involved in external search especially for high cost goods and services. They use sources such as relatives or friends, product rating organizations, advertising, company web sites… The sources can be summarized as (Belch and Belch 2003, p.112):

i. Personal sources: Family, friends and neighbors,
ii. Commercial sources: Advertising, salespersons, displays,
iii. Public sources: Mass-media, consumer-rating organizations,
iv. Experimental sources: Handling, examining and using the product.

For example, the consumer retrieves restaurants from memory if he/she wants to order fast food but if the consumer will buy a car, he/she may ask friends' opinions, consult several web sites, read reviews in forums, and visit several dealerships. Thus companies that make products that are chosen predominantly through external search invest in brochures, web sites, or news coverage to present information to the consumer in need (Belch and Belch 2003, p.113).

3.4.3. Evaluation of Alternatives

After the information is gathered about the product, a choice should be made from the available alternatives of that product. The consumer tries to meet his/her need and looks for certain benefits from that specific product. Alternative evaluation refers to both the objective attributes of a brand and the subjective attributes used to compare different products (Ünler 2003, p.51).

The consumer establishes some brand beliefs according to each brands attributes while evaluating alternatives. These set of beliefs about a specific brand compose brand image via consumer's experiences and they are filtered by selective attention, selective distortion, and selective retention. Eventually, consumer tends to develop attitudes toward diverse brand alternatives through an attribute evaluation process (Kotler 2001, p.99).

3.4.4. Purchase Decision

At the purchase decision stage, consumer prefers which product or brand would buy. After evaluating process consumer tend to prefer the product which providing the most satisfaction. However, after de this decision process the act of buying may not occur immediately (Yılmaz 2009, p.50), because the purchase decision does not mean the actual purchase. Primarily, consumer chooses which brand to buy and if the decision to buy is still valid then make the actual purchase. Consumers may want to consider their choice and review additional decisions like when to buy, where to buy and how much money to spend. Sometimes there is a time delay between the purchase intention and actual purchase especially for the highly involved products such as automobiles, personal computers, and consumer durables (Belch and Belch 2003, p.120).

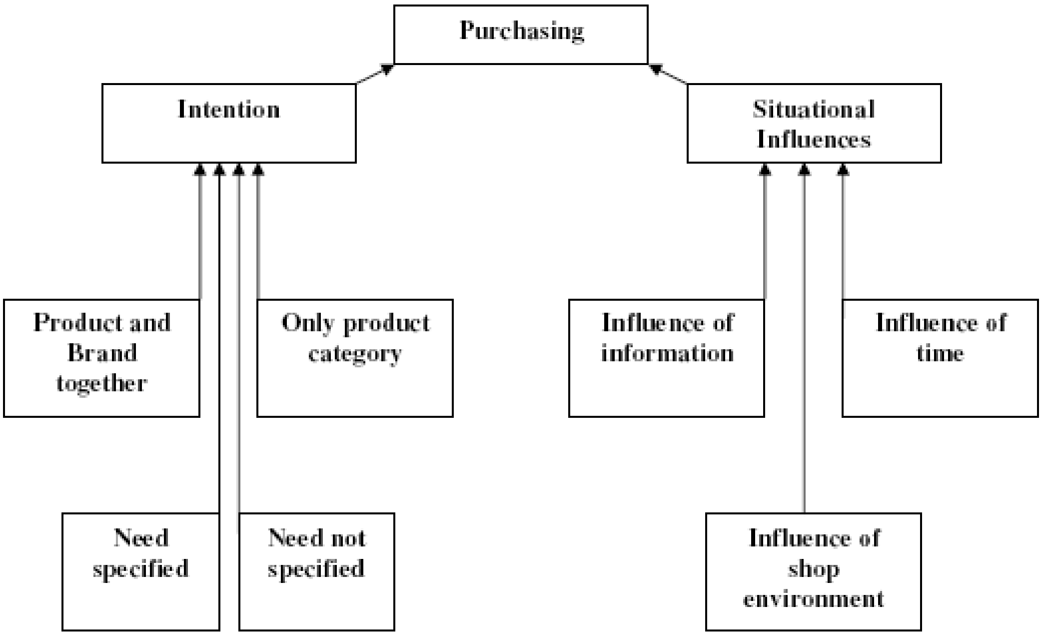

Figure 3.4 : Determinants of purchasing
Source: (Ünler 2003, p.55)

Purchasing decision depends on considerations such as the terms of sale, past experience buying from the seller, return policy etc. The decision can be influenced by store atmosphere, time pressure, a sale or the pleasantness of the shopping experience (Ünler 2003, p.54). Determinants of purchasing are summarized in Figure 3.4 (Ünler 2003, p.55):

3.4.5. Post-Purchase Behavior

The ultimate stage of the consumer purchasing process is the post-purchase behavior. In this stage consumer evaluate his/her decision as a result of the satisfaction or dissatisfaction situation.

Satisfaction is the feeling that results when consumers make a positive evaluation with their decision. Consumer satisfaction is very important for marketers to become successful because consumers repeat their purchase action when they satisfied. Satisfied consumers are enthusiastic to pay higher prices and they become loyal to brand.

Moreover, they spread their satisfaction via word of mouth marketing. On the other hand post purchase behavior may results with dissatisfaction. Dissatisfaction is the negative feeling and evaluation about a decision or product. Marketers must follow consumer satisfaction and turn the situation from dissatisfaction to satisfaction (Hoyer and Macinnis 2009, p.279).

Companies should take account into post purchase behavior in the first place. Especially in non-routine purchases, it is known that the consumers feel regret as cognitive. In that case, marketers must solve these negative feelings for their long term benefits. Unsatisfied and regretful customers will want to take precaution to remove these negative feelings. In order to do this consumers will try to give back purchased products or they will not use the product. This situation is a critical factor that affects consumers' subsequent purchases. That’s why marketers should follow this stage closely (Fettahlıoğlu 2008, p.15).

3.5. THE FACTORS THAT AFFECT THE CONSUMER CHOICES OF PRIVATE LABEL BRANDS

Private label brands were demanded by the consumers since the competition also affected the superiority of quality due to low prices. Firstly, strong private label brands were evolved in specific product groups according to the consumers’ demographic and socioeconomic features. Later, the perception of private label brands as second class products has disappeared and only price based strategies has changed. Private label brands have taken over in the market with the labels and packages as attractive as the national brands (Büyükküpcü 2008, p.60).

Studies are shown that the consumers who use private label brand they are more prone to price and less prone to promotion and product category. These consumers are also less prone to brand loyal. There are too many variables, that affect the choice of private labels (Burger and Schott 1972, p.219).

Studies based on the attitudes of consumers towards private label brands are based on the factors towards private label brands, that affect the consumer choices such as demographic and socioeconomic features, attitudes towards private label brands, perception of risk, perception of price, retail store image, retail store loyalty perception of quality, new product development, packaging, product category and awareness of private label brand.

3.5.1. Demographic and Socio Economic Features of Consumers

Many behavioral theories are used to explain consumers' reactions towards private label brands. Studies investigating the relationship between the attitudes of consumers towards private label brands and the demographic and socioeconomic features include the following parameters:

a) *Gender*: Studies using sex and marital status as parameters have given special emphasis on women and found that women prefer national brands and they are willing to pay higher premium for national brands. Regression results indicate that this difference is due to their higher quality sensitivity (Sethuraman 2000, p.17). However, the latest studies show that there is not a relationship between the attitudes of consumers towards private label brands and sex (Baltas and Argouslidis 2007, p.332).

b) *Age*: Different findings has introduced about the effects of age on the consumption of private label brands. Young consumers can prefer private label brands more since the elderly consumers have more brand loyalty. At the same time, young consumers may not prefer private label brands because they may accept paying more to national brands since image is more important to them (Sethuraman and Cole 1999, p.344).

c) *Education*: The effect of education interpreted as high-level education has higher income, and these consumers are less sensitive to prices and prefer national brands rather than private label brands (Burton et al. 1998, p.302).

d) *Household size*: As the number of household members increase, consumers will have more limited opportunities and prefer private label brands more. Thus, there is a positive relationship between the consumption of private label brands and the household size (Dick, Jain and Richardson 1995, p.17).

e) *Income*: Private label brands may not preferred by lower income consumers compared to national brands because consumers with low income carry more performance risk and they don't want to waste their money. Therefore, they may pay a higher premium for a national brand as insurance. Otherwise the choice of national brands may increase during the periods of economic conditions is getting worse because of they are not price sensitive and they can afford to pay higher premium for high quality (Sethuraman and Cole 1999, p.343).

3.5.2. Attitudes Towards Private Label Brands

Attitudes towards private label brands mean the tendency of consumers towards these brands. Researches on the attitudes of consumers towards private label brands allow the identification of consumer profiles that prefer these brands. By doing so, it is possible to improve the position of private label brands in the stores and determine the low performance of these brands in the past (Dick, Jain and Richardson 1995, p.15).

Private label brands increases the store loyalty, profitability and product turnover rate. There is a positive effect on the attitudes towards private label brands and a negative effect on price/quality relationship when the consumers sacrifice quality since they are price sensitive and they can buy lower-price products. Also, promotion sensitivity has a positive effect on the attitudes towards private label brands (Burton et al. 1998, p.294).

3.5.3. Perception of Risk

Retailers have improved product quality, made private label brands gain their own image and identity and tried to position these products equivalent to national brands in the eyes of consumers. Still, private label brands are perceived as lower quality compared to national brands due to perception of risk. Studies have shown that private label brands carry more risk compared to national brands (Mieres, Martin and Gutierrez 2006, p.71). Consumers prefer national brands because these products lower purchasing risks. They believe that national brands differ less in quality compared to private label brands. Risk aversion, meaning that increase in risk perception resulted in the sensitivity of consumers against the price. Determinants of perceived risk include physical, performance, financial and social risk. In this case, the desire of purchasing private label brands decrease and the tendency to national brands increase (Batra and Sinha 2000, p.178).

As it mentioned previously, there are four major perceived risks and they are physical, financial, performance and social respectively. These risks are described further in this section.
Private label brands, generic brands and national brands were evaluated based on their perceived risk factors. In this context, the results of the studies were shown in table..

Table 3.2 : Perceived risk studies of private label brands and generic brands against national brands

Authors	Product Categories	Compared Units	Results
Bearden&Mason (1978)	Medical products	Generic brands National brands	Perceived risk of generic brands is more higher
Wu et al (1984)	Personal care products	Generic brands National brands Private label	generic brand has the highest perceived risk, national brand has lowest perceived risk
Dunn et al (1986)	Detergent Fabric softener	Generic brands National brands Private label	Generic brands have high functional risk and low financial risk-national brands have high financial risk and low functional risk- private brands are in the average position
Dick et al (1995)	Convenience goods	Private label brand buyers or non user	Definitely, consumers, who do not use private label products, they have higher financial and functional perceived risk.
Richardson et al (1996)	Convenience goods	Private label National brands	Perceived risk is higher for private label
Mieres et al (2001	Continuously used Food products	Private label National brands	There are similarities in the perceived quality of private brands and national brands, however, perceived risk of private label brands increase due to effects of external factors.

Source: (Fettahlıoğlu 2008, p.119)

3.5.4. Perception of Price

Price has been effective in the increase of market share of private label brands and retailer power. Studies have found that there is a positive relationship between the sensitivity of consumers against price and the attitude towards private label brands. Also, it's found that consumers become more sensitive to price and tend to private label brands when the income level decreases. When disposable income reduces, private label tendencies increases, even though there is no change in overall levels of perceived product quality (Burton et al. 1998, p.294).

Price has a negative effect on the sensitivity of value, price, coupons and sales. The concern about getting value for the price paid; wish to pay less money, desire to buy products cheaper by taking advantage of discounts. On the other hand, it has a positive effect on price/quality relationship and prestige. As the price increases, perceived quality and purchasing increases. The wish for purchasing this product also increases on the other consumers, since this product raises the prestige of the consumer who purchased this product on the eyes of others (Lichtenstein, Ridgway and Netemeyer 1993, p.239). Therefore, consumers may prefer national brands and pay more money in the case of high-priced, less frequently-consumed products (Sethuraman and Cole 1999, p.349).

3.5.5. Retail Store Image

Retail store image can be described as the "personality of the retail store." Consumers compose thoughts and establish emotional connections related with stores and these intangible feelings affect their shopping behavior.
Retail store image based on individuals cognitions. Consumers improve perceptions and emotions to a particular store and these emotions are the indicator of what the store mean for them (Porter and Claycomb 1997, p.374).

Store layout, services, merchandise and other store staffs such as price, product diversity, location, customer relations and store ambiance affect the retail store image. Consumers would prefer that store if they have a positive opinion on a store. Confidence in the store and retail store loyalty also takes place. Findings show that private labels sold in esthetically more attractive stores are perceived as higher quality, there is a positive relationship between the attitudes towards private label brands and store image. As a result, store image perceptions affect consumers' judgment of store brand quality positively (Semeijn, Riel and Ambrosini 2004, p.254).

3.5.6. Retail Store Loyalty

Store loyalty is defined as the conscious behavioral responses that are exhibited over time for a particular store among a group of stores by the decision making unit (Bloemer and Ruyter 1998, p.501). Store loyalty is composed of the wish to continue shopping now and in the future, and to recommend the store to others depend on service quality and merchandise quality perception (Sirohi, Mclaughlin and Wittink 1998, p.223). Researches indicate that there is a positive relationship between store loyalty and private brand purchase. Thanks to store loyalty Retailers have some benefits that are to promote store patronage and to increase the sales of their own brands. Additionally, researchers indicate that success of a private label brand positively affect the success of private label brands in other stores. Also, consumers do not segregate between private label brands in the same store (Rao 1969, p.448).

3.5.7. Perception of Quality

Perception of quality refers to the judgments about general superiority and excellence in the consumer's minds about any goods and services (Zeithaml 1988, p.3).
According to conducted studies, consumers perceive private label brands as a low in terms of quality, appearance, attractiveness, labeling and variety of choice. These negative perceptions also have an impact on repeat purchases. However, another study showed that consumers perceive any differences among the brands during a blind taste test. Test but revealed taste test indicated that shoppers assigned superior ratings to national brands. Thus, private label offers were rated much lower in revealed taste test than in blind taste test. All these researches showed that private label brands perceived as a low quality when compared with national brands despite development made in the quality (Koshy 2008, p.10).

Quality dimension is nested with risk, price, attitude and image dimensions in the studies about private label brand quality. Inexpensive products and inadequate packaging, image, communication and position negatively affect the quality perception of private label brands (Sirohi, Mclaughlin and Wittink 1998, p.228). On one hand, retailers want to address price sensitive consumers and on the other hand, they want quality sensitive consumers to use these products as well (Sprott and Shimp 2004, p.305).

3.5.8. New Product Development

New product development process of private label brands involves a pre-preparation phase and a careful study. Today, many retailer chains follow the details of new product development meticulously.

A retailer should strategically prepare special criteria, new concepts and ideas for each new product because new product development composes the company's future. With the changing of customers' demand, companies should offer innovative product before competitors. There are two ways to add new product, that are acquisition or development. Companies can buy other companies or buy patents from other companies or can buy license/franchise from other companies. Another alternative is developing new products in its own laboratories (Kotler 2001, p.328).

Retailers should conduct specific studies by employing departments conducting new product development processes and marketing activities of private label brands. These departments are responsible for determining appropriate products that will broaden product range in accordance with the marketing strategies. The department should also endeavor for the improvement of private label brands and evaluate various manufacturer options and quality choices (Yurtgüder 2004, p.49).

3.5.9. Packaging

Packaging has an increasing role in brand communication. It strongly effects the consumers' purchasing decisions. The most important role of packaging is to attract consumers' attention in the competitive environment (Underwood, Klein and Burke 2001, p.403).

Packaging is a strong marketing tool that is used for appeal consumer thanks to its contributing features. These are listed in below (Kotler 2001, p.195):

a) ***Self-service:*** The consumers are exposure too many brands in the supermarket and passes by some 300 items per minute. According to studies, 53 percent of all purchases are made on impulse that is why packaging should be used effectively. An effective package attracts consumers' attention, describes features, creates confidence, and makes a favorable impression.
b) ***Consumer affluence:*** Consumer affluence affects consumer's choice of product. They are willing to pay a little more for the convenience, appearance, dependability, and prestige of better packages.
c) ***Company and brand image:*** Company benefits by creating an effective packaging because packaging helps to create brand and company awareness.
d) ***Innovation opportunity:*** Innovative packaging can bring benefits to consumers and profits to producers. Innovative packaging also contributes to recognition of company's brand image.

National brands design their product's packages as a result of detailed works on the color, logo, product picture and features, fonts etc. Private label brands used to prefer simple functional designs apart from appeal and style. The competition in the market about the price and product quality in the market gave rise to the stylish and impressive design and qualified packaging material of private label brands. Especially as related to chain strategy, the level of design esthetics and material quality of the packaging change. Although copycat method, which is based on copying the national brands' design in detail is not the right method, it was a successful application in the past. Today, big retail chains such as Wal-Mart and Migros produce products that reflect their own corporate culture and that are as attractive and unique designs as national brands (Yurtgüder 2004, p.52).

3.5.10. Product Category

The change in the success of brands between product categories depends on the development of cost-conscious consumers. Loyalty of brands also changes via product categories especially in cleaning and personal care products. Consumers choose the brands that they trust and get used to. The loss of brand loyalty is associated with the increasing competition in the market. As the income level raises, product and brand variability and quality also increases and brand loyalty decreases. Different attitudes towards different product categories are also originate from the differences in risk perceptions and price sensibility (İnceler 2008, p.92).

The complexity of product, price level, purchasing frequency and variability in quality has different perceptions in these characteristics of private label. For example, private labels brands are perceived as a lower quality and this belief affects the others products within a category. When Category variability increases, consumers can be perceived other categories as an inferior quality (DelVecchio 2001, p.241).

3.5.11. Awareness of Private Label Brand

Consumers usually prefer to purchase familiar brands not to take any chances. Known brand names have positive effect on consumers' perception of product quality.

Studies show that national brands have more brand awareness than private label brands and knowing the manufacturer of the brand makes the consumer choose that brand .Brand awareness is closely related to the promotional tools of marketing mix. Leaflets, magazines, posters, advertisements and announcements are used within the stores as a promotional strategy. In addition to that, distribution of trial or sample products and taste tests has positive effects on the awareness of private label brands (İnceler 2008, p.90).

3.6. CONSUMER'S PERCEIVED RISK TO PRIVATE LABEL BRANDS

The reason to prefer private label brands can be classified according to their risk perception by the consumers. These risks are classified as below:

3.6.1. Physical Risk

Physical risk is the possibility of the product giving harm to the consumer and it is related to personal health and safety. Perceived consequences of physical risk mean that product failure causes physical harm. Unhealthy consumers and sensation seeking consumers are found in risk target. It can be given pharmaceutical products, foods and beverages etc. as an example (Kardes, Cronley and Cline 2010, p.183).

The realization of physical risk is more possible for the products that directly contacts with human's body. Products like hair gel, shampoo can be considered as carrying high physical risk. Thus, private label brands are chosen in categories that has low physical risk. For example, if a mother is going to buy milk for her child, she would prefer the brand that has higher price, more awareness and she trusts because she would make her decision based on the fact that physical risk should be minimized (Bardakçı, Sarıtaş and Gözlükaya 2003, p.37).

3.6.2. Financial Risk

Financial risk is the concern of loss or waste of money. It describes the possibility of monetary loss if the product fails to give the expected performance or needs maintenance or repair (Erden 2006, p.66).

Private label brands are chosen more within the product categories where the perception of financial risk is lower. Therefore, average purchase price is a good indicator for financial risk. On the other hand, if the consumer thinks, that a low price product would cost more because of its maintenance or repair; expected financial costs would be higher than buying an expensive product. Given the financial risks, consumers would prefer national brands over private label brands when the price level increase in a specific product category because against possibility of the brand does not satisfy (Sethuraman and Cole 1999, p.343).

3.6.3. Performance Risk

Performance risk can be defined as the lack of performance of the product in accordance with expectations or perform the task identified in the reasons of purchasing that product (Erden 2006, p.65).

Performance risk is related with the complexity of the category, quality variability within the categories and the elapsed time between purchases. Complexity of the category refers to the difficulty in producing a product in a specific category. Quality variability within the categories denotes the difference between the qualities of products within a category. Elapsed time between purchases affects the performance risk in two ways: The first one is the compensation for a short period of time of any mistake while purchasing and it has low performance risk. In the second one, time elapsed between short purchases increases consumer knowledge and increase performance risk. The more consumer purchases a product, the more he/she becomes familiar with the product and his/her uncertainty in purchasing will increase (Mitchell and Harris 2005, p.823).

3.6.4. Social and Psychological Risk

Social risk is defined as the concern that private label brands will not be a view of social acceptance. Psychological risk is defined as the possibility of incongruity of product with the consumer's image (Cakir 2007, p.60).

Social and psychological risks are not observed in all cases. Instead, they occur in the cases where the consumer thinks that he/she will be criticized by his/her relatives or friends because of this purchasing behavior. In order to evaluate a product like that, its consumption should be subjected to criticism by others. The most important characteristic of a product in determining the ability of others to evaluate a consumer based on their brand choice is the publicans of the product. So, this prominent feature of such products is that it can be seen by others. As the brand awareness increases, negative evaluations will decrease. For a private label brand, increasing category awareness will give rise to low quality impression (DelVecchio 2001, p.242).

Private label brands are chosen among the product categories where the perception of social and psychological risks is less and this may cause the emergence of consumer rationalism and exhibition of irrational behavior. Thus, consumers have the tendency to buy low-priced private label brands in their inner world and national or global brands in products that will be seen by the members of their groups. For example, in Turkey, cologne carries more social risks since used in the form of catering to guests. On the other hand, shampoo does not carry social risk during the use of product. However, social risk occurs after using product. So, shampoo can be evaluated as a product which carries psychological risk with this feature (Bardakçı, Sarıtaş and Gözlükaya 2003, pp.36-37).

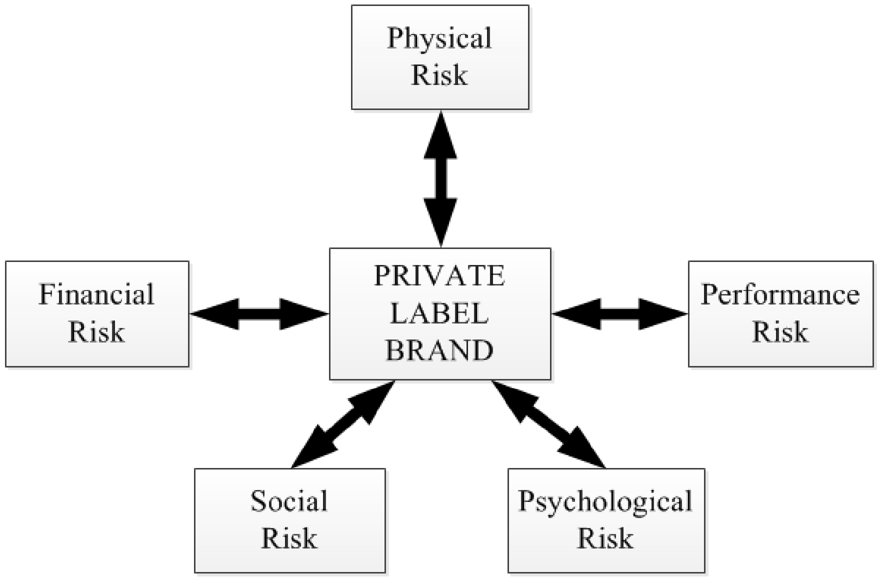

Figure 3.5 : Perceived risk factors

Source: (Çakır 2007, p.61)

The relationship between consumers' perceived risks and private label brands are shown in Figure 3.5

4. RESEARCH METHODOLOGY AND FINDINGS

In this chapter, firstly retail sector and its development will be mentioned, and research methodology and finding will be evaluated which is about consumers' tendencies toward private label brands.

4.1. RETAIL SECTOR

The word, 'retailing' is derived from French word 'retalier' meaning to 'cut a piece off' or 'break the bulk'. It is defined as a distribution function which consisting of activities in purchasing products from suppliers and selling goods or services to customers for their personal, family or household use. So it is the final stage in a channel of distribution (Madaan 2009, p.2).

In the light of the definition of retailing it is said that any firm that sells a product or offer a service to the ultimate consumer is performing retailing function. This function consisting of various methods such as made in a store, through the internet, over the telephone, door to door and through a vending machine (Dunne and Lusch 2007, p.4).

It is possible to classify retailers according to their retail store size, product categories they offer, place and location, price level and service level. There are two basic types of retailers; store retailers and non store retailers.

Store retailing is listed as follows;

a) ***Specialty store***: A specialty store carries a narrow product line with a deep assortment within that line such as sporting goods, furniture, books, electronics, flowers or toys (Kotler and Armstrong 1994, p.429).

b) ***Department store***: Department store is a large retailing business unit that handles an extensive variety of products and is organized into separate departments for purposes of buying promotion service and control (Berman and Evan 1983, p.96).

c) ***Supermarket:*** Supermarket is kind of self service department store which sells mainly food products, and also non-food products such as cleaning, cosmetic products and drugs without prescription (Mucuk 2006, p.279).

d) ***Convenience store***: A convenience store offers location advantage for the shoppers and provides them with ease of shopping and customized service. Normally it remains open for long hours and shoppers use it for buying filling merchandise and emergency purchases (Manfred Krafft,Murali K. Mantrala,2009:125)

e) ***Hypermarket:*** They offer the most expensive merchandise mix, with product and brand choices under one roof and create superior value owing to lower prices. offering product categories ranging from fresh produce and FMCG products to electronics, value apparel, house ware and outdoor products (Krafft and Mantrala 2009, p.124).

f) ***Discount store***: A discount store sells standard merchandise at lower prices by accepting lower margins and selling higher volume (Kotler and Armstrong 1994, p.433).

g) ***Off Price retailers:*** An off price chain sells merchandise of moderate to better quality, including national brands and designer label apparel. In contrast, other discounters stress private label and lower quality goods (Berman and Evans 1983, p.102).

h) ***Shopping center***: Shopping centers are generally established outside of the city and away from the traffic congestion under a single and specific plan and consist of various lined side by side retail stores (Mucuk 2006, p.280).

Non-Store Retailing is listed as follows (Mccant 2005, p.6);

a) ***Direct marketing:*** Direct marketing uses the advertising media to call upon the customer to respond the advertisements. It is consisting of catalogue marketing telemarketing and the electronic shopping

b) ***Direct selling*:** It take place when retailers sell products from door to door. Direct selling does not take place within the store set up. Examples of direct selling are Tupperware parties.

c) ***Automatic vending***: It is as 24 hour method of selling convenience products such as cigarettes, cold drinks with the aid of a vending machine

Manufacturers are largely depended on retailers because the retailer's failure affects the manufacturer. In the case of retailer does not fulfill the its function, the function carried out by the manufacturer. Therefore, manufacturers need to support retailers. In order to do this, manufacturers attract consumers toward retail stores by advertising, giving significant margins to the retailers, effort to sell products directly to retailers and set up good relations with them. In addition, retailers perform the important functions for end consumers. Retailers choose products, place on the shelves and lay in store. At the same time, they provide some information to consumers and after sales services (Kılıç 2006, p.3).

The economic fundamentals of retailing can be explained with four utility terms (Pala and Saygı 2004, pp.17-18);

a) ***Suitable place*:** Retailing can be done in places, which are close to consumers. Otherwise, it is not preferred by consumers, so consumers can buy substitute goods or discard completely to purchase.

b) ***Time*:** Retailers must keep desired products to meet customer's needs at any time. Nonetheless, retailers will receive to inventory cost from customer. Length or the shortness of time of stocking of products will affect price levels.

c) ***Ownership*:** Retailer provides ownership benefits by selling goods on credit to consumers. Retailer transfers ownership of the products and bonds to pay to cost of maturities. In this respect, credit and financial services has a cost for the retailers and they will reflect to the consumers.

d) ***Figure*:** Changes in figures of goods affects the sales. For this reason, there are some huge workshops for some activities such as mounting of tables, framing pictures etc.

4.2. DEVELOPMENT OF RETAIL SECTOR

The process of development of retail sector has been shown a rapid progress from small independent retailers to modern chain stores. In the past, the function of retailing is to take products from manufacturers and present to consumers after performing certain marketing services but today retailing is emerging in different way. The driving force of these changes is to development of social, cultural, economic and technologic changes especially in western countries (USA and European countries). With urbanization and industrialization, consumption behaviors have been changed. These changes have started to gain global dimensions with the development of communication technologies especially in the last twenty-thirty years (Yılmaz 2009, p.64).

Retailing, in the proper sense was born in the late 19th century and has developed in the 20th century. The process of rapid development and expansion of large scale retailers has been started after in 1950s. In 1960 and 1970, large retail stores have emerged in USA, France, UK and other European countries. Department stores, discount stores, supermarkets, hypermarkets, wholesaler clubs have emerged from West's developed economies and have grown. On the other hand, small retail enterprises and family companies have established in the less developed countries. in many developing countries, it is came upon some modern retail stores such as department stores, supermarket and hyper market but these stores are located as rare, disperse and mostly in metropolitan areas (Yurtgüder 2004, pp.4-5).

The development of the retail sector in Turkey have started with the changes of economic, politic and social situations during the World War 2 and the real big change has started in 1980 and after. In the early years of Republic, the economy entirely based on agriculture and the market conditions were not formed for agricultural products. Because of distribution problems, retail sector was not efficient. The first step to resolve these problems is to establish of consumption cooperatives. However, excessive demand has occurred due to distribution problems and high prices have emerged. This situation was edited by the 'Price Control Act' and prices were fall. In order to increase efficiency of distribution system in Turkey, and ensure import of know-how, Swiss Migros Cooperative Union was invited to the Turkey and was aimed increasing of efficiency of distribution system and increasing production based on demand. Thanks to Migros-Turk, Turkey met with slip, packaged food and sachet. With the introduction of Gima in 1956, consumers started to buy basic food items in cheap prices. In 1960, clothing stores entered the sector such as Vakko, Beymen, IGS and YKM. This development in the retail sector continued to increase in 1970s and concept of consumer cooperatives was spread (Büyükküpcü 2008, p.24).

Since the 1990s, Migros, Tansas, Gima, Carrefoursa, Metro, Real, Tesco-Kipa and Bim formed the main food retail chains in Turkey. Most of these companies are good example of rapid change in sector except Migros and Gima. From past to present, numbers of large supermarkets and hypermarkets rapidly increased and were started to locate in the each streets (Boran 2007, p.16).

In the following table, main food retailers in Turkey and their establishment dates are given. As shown in the table, Migros is the first retailer that enter the Turkey market.

Table 4.1 : Main food retailers in Turkey

Main Food Retailers in Turkey	
Name	**Establish Date**
Migros	1954
Gima	1956
Ordu Pazarı	1963
Yimpaş	1982
Begendik	1986
Tansaş	1986
Metro	1988
Carrefour	1991
Macro	1993
Real	1998
Bakkalım	1999
Şok	-

Source: http://www.tml.web.tr/download/perakendecilik.pdf, [Cited April, 2001]

Turkish Retail Market, (# of Stores) (2001-2007)

# of stores		2001	2002	2003	2004	2005	2006	2007	CAGR % 2001-07
Organized Retailers		3,640	4,005	4,242	4,809	5,545	6,474	7,221	*12.1%*
Hypermarket	>2500 m²	149	151	143	152	160	164	178	*3.0%*
Large Supermarket	1000-2500 m²	357	368	367	396	454	504	568	*8.0%*
Supermarket	400-1000 m²	835	909	968	1,082	1,258	1,567	1,712	*12.7%*
Small Supermarket	<400 m²	2,299	2,577	2,764	3,179	3,673	4,239	4,763	*12.9%*
Medium Market	50-100 m²	13,210	13,555	14,537	15,197	15,076	14,775	14,875	*2.0%*
Mom&Pop Stores	<50 m²	128,580	122,342	124,283	122,781	120,397	116,857	115,221	*-1.8%*
Total		**145,430**	**139,902**	**143,062**	**142,787**	**141,018**	**138,106**	**137,317**	***-1.0%***

Figure 4.1 : Turkish retail market, (# of stores) (2001 - 2007)

Source: http://www.migroskurumsal.com/Migros.UI.Web/userfiles/file/analist_raporlari/Turkish_Retail_Sector_Global%20Securities_Apr30%202007.pdf, [Cited April, 2011]

Figure 4.1 shows that the Turkish retail market. As shown in the table, there are organized retailers, hypermarkets, large supermarkets, supermarkets, small supermarkets, Medium markets and Mom&Pop stores in the market. Since 2001, the number of organized stores (hypermarkets and supermarkets) has increased while the number of non-organized (traditional) retailer stores, such as Mom&Pop stores, declined during the period.

Following table represents top 10 global retailers and their origins. On the global basis, most of the retail stores' origin is US such as Wal- Mart, HomeDepot, Inc., CVS Caremark Corp. and The Kroger co.

Table 4.2 : Top 10 global retailer

Company	**Origin**
Wal-Mart Stores, Inc.	US
Carrefour*SA	France
Tesco plc	UK
Metro Group	Germany
HomeDepot, Inc.	US
CVS Caremark Corp.	US
The Kroger co.	US
SCHWARZ Group	Germany
Costco Wholesale Corp	US
Target Corp.	US

Source: (Krafft snd Mantrala 2010, p.16)

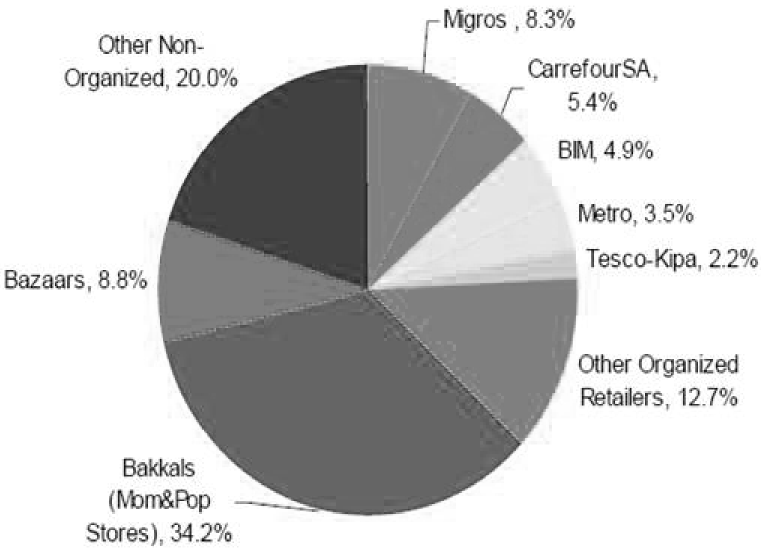

Figure 4.2 : Market shares (%) as of 2006
Source:
http://www.migroskurumsal.com/Migros.UI.Web/userfiles/file/analist_raporlari/Turkish_Retail_Sector_Global%20Securities_Apr30%202007.pdf (Cited April, 2011)

In figure 4.2, market shares of Turkish retailers are given according to 2006 datas. As it seen bakkals have the highest share with 34,2% rate while others are varies from the 20% to 2,2%

In Turkey, the retailing sector is still consisting of by large number of small, independent, and single-location retailers such as *bakkal* (a corner store), *manav* (a grocer), *kasap* (a butcher), *tuhafiyeci* (a draper) and others (Tokatlı and Boyacı1 1998, p.351). However, the retail sector is transforming from small retailers to large retailers.

4.3. OBJECTIVE OF THE STUDY

In the previous chapters, different dimensions of private label brands and the factors that affect consumer behavior have been explained. Also, the definitions of retailing sector and its development process were given. This chapter explains the methodology and the findings of the survey that aims to investigate consumers' private label brand tendencies during the purchasing process.

The main objective of this study is to analyze private label brand tendencies of the consumers during the purchasing process who live in Istanbul. This survey aims to investigate consumers' reasons of private label preference or if they do not prefer to understand reasons, to measure that they are willing to more buy which retailers' brand and product category and lastly to understand risk and quality perceptions against to national brands.

4.4. RESEARCH INSTRUMENT AND DATA COLLECTION

In this section, used research instruments and data collection method will be explained.

4.4.1. Sample of the Research

The sample of the study was formed by potential consumers who live in Istanbul. The simple random sampling method was used. It was interviewed with randomly selected consumers, who have different demographic and sociological characteristics, by using face-to-face questionnaire. In conclusion, after all incomplete and inaccurate questionnaires eliminated, 230 questionnaires were found to be appropriate to be analyzed.

The designed questionnaire have been applied to 17 individuals for pretesting the compatibility of the questionnaire and necessary arrengements have been made. The questionnaire are applied to shoppers between April 2011 and May 2011and each questionnaire takes between 3 and 5 minutes to be answered.

4.4.2. Research Instrument

In this study, questionnaire method was used. Based on the literature review, the most appropriate scales were investigated and the questionnaire form was designed. In the designed questionnaire, there are three main parts. First part consist of customer's demographics (Age, gender, marital status, income level, occupation and education). In the second part, there are some questions that analyze customer's preference of private label brands. The last part of the questionnaire aims to investigate reasons of these preferences and the criteria that affect the consumer preferences.

4.4.3. Data Analysis

The collected datas were transferred to computer and the data was analyzed using SPSS 15.0 statistical computer software program. In the analysis, frequency, crosstabs and percentages tests were used to identify demographic characteristics of consumers and tendencies of consumers toward private label brands. It was used one- way ANOVA while comparing the situations, which are the number of measuring more than two and the opinions that are related to more than two issue.

4.5. FINDINGS OF THE STUDY

As it mentioned previously, the questionnaire form consists of three part. In the following section, firstly it has given analysis according to demographics characteristics. Secondly, it has given tables about the reasons of the factors which make the private labels not preferable. And lastly, analysis of reasons of factors, which make the private labels preferable with the detail of product category, frequency of purchasing, preference of which retailer's private label brands, satisfaction degrees, quality and price perceptions.

4.5.1. Demographic characteristics of the consumers

Firstly, it was asked gender, age, marital status, education level, occupation and income status to participants to learn their demographic characteristics. Demographic characteristics of participants are shown in the following graphs and tables.

- **Gender Distributions of participants**

There are 128 female participants and 102 male participants among the 230 participants. According to this distribution, %44,30 of participants are male, 55,70% are female. The number of sample and percentage rate are shown in below.

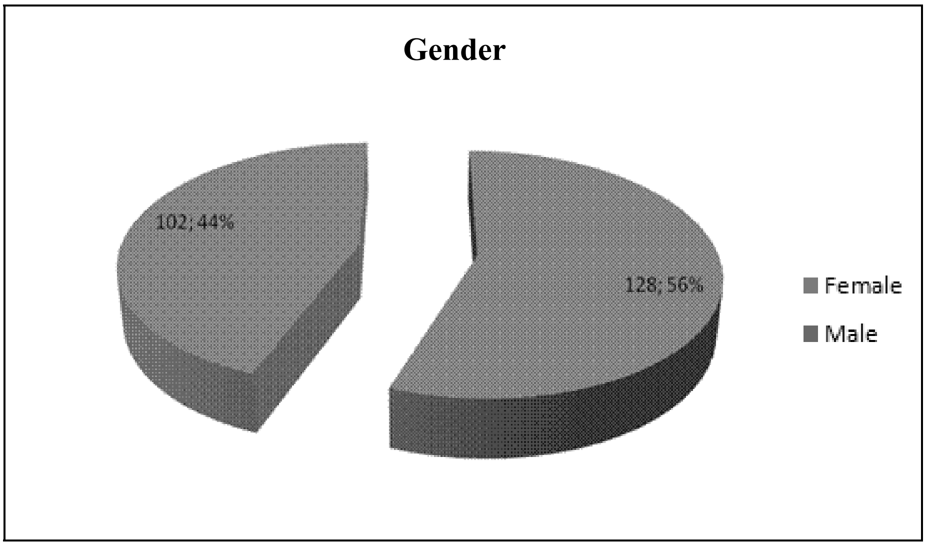

Figure 4.3 : Gender distribution of participants

Figure 4.3 shows the gender distributions of the participants it can be said that the rates of the female and male participants are very close to each other but, the proportion of female participants are more than males.

It can be seen percentages of female and male participants rate in Table 4.3.

Table 4.3 : Percentages of Gender characteristics

	n	%
Female	128	55,7
Male	102	44,3
Total	230	100

➢ **Age distributions of participants**

Analysis of the age distributions of participants are given in the below.

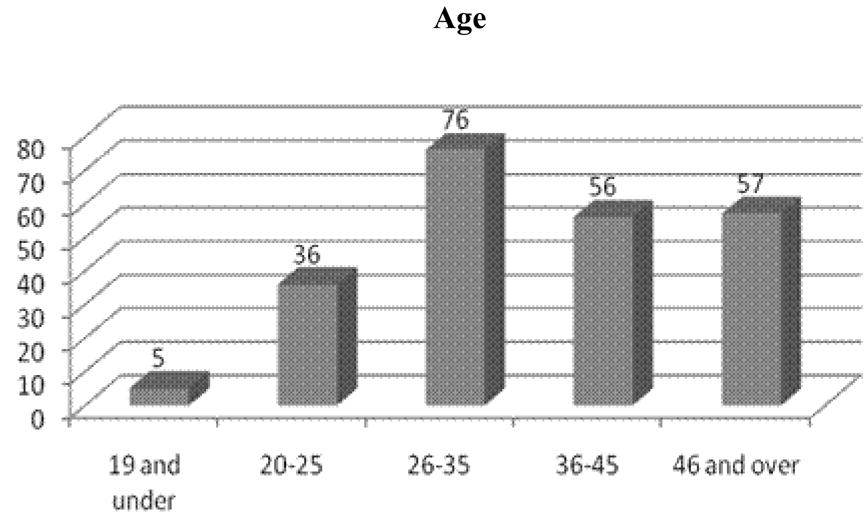

Figure 4.4 : Age distribution of participants

According to Figure 4.4, 26 and 35 age groups have the maximum participants. There is a little difference between the age groups of 36-45 and 46 over and in terms of participant number. These age groups take places in the second and third order. The number of 36 Participants, who are the between ages of 20-25, take place in the fourth order in the list. Ultimately, the 19 and under age groups have minimum participants.

While examining the distribution of age range of participants, it is shown that the 2,2% of participants are 19 and under and 15,7% of participants are between the ages of 20 and 25. 33% of participants are between the ages of 26 and 35. 24,3% of participants are between the ages of 36 and 45. 24,8% of participants are represent 46 and above age groups. Table 4.4 shows the detail of the age of sample.

Table 4.4 : Percentages of age characteristics

	n	%
19 and under	5	2,2
20-25	36	15,7
26-35	76	33
36-45	56	24,3
46 and above	57	24,8
Total	230	100

- **Education Levels of participants**

According to datas, it is possible to say the majority of the participants are consist of university graduates with 53,5% rate. The next highest rate belongs to high school graduates. Postgraduate/Ph. D graduates forms 16,5 of total participants. On the other hand, primary school graduates forms the minority of total participants with 5,2% rate.

In the following table it can be seen the education level distribution of participants.

Table 4.5 : Education levels of participants

	n	%
Primary School	12	5,2
High School	57	24,8
University	123	53,5
Postgraduate/ Ph.D	38	16,5
Total	230	100

➢ **Marital Status**

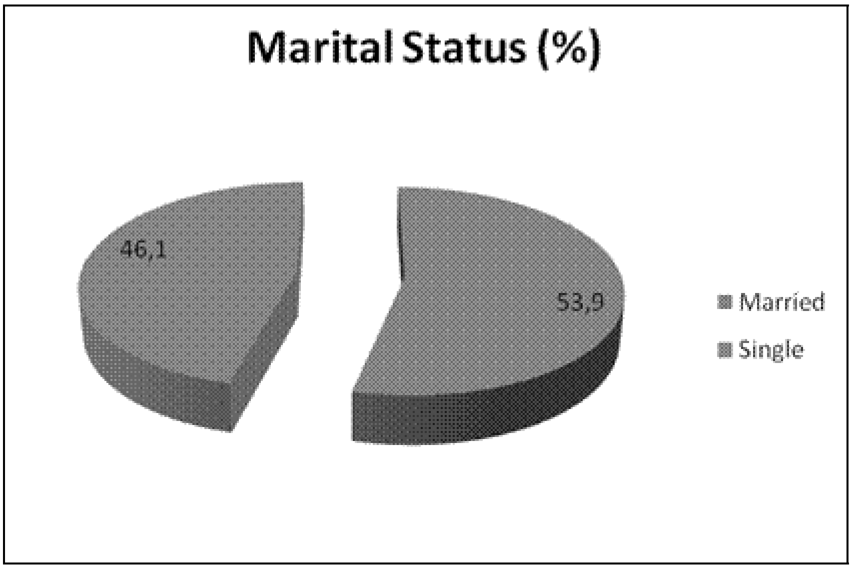

Figure 4.5: Marital status distribution of participants

Marital status of the participants is given in the following table as percent. 46,1% of participants are single and 53,9% of participants are married. Figure 4.5 shows the distribution of marital status.

In that respects, if it is examined according to sample numbers, it is said that 124 participants are married and 106 participants are single.

➢ **Occupation**

Participants occupations can be influencing factor of purchasing or not purchasing of private label brands. According to occupation analysis, most of the participants are private label sector employee. Students are take second place and housewives and retired people follow them. Government employees take last place.

Table 4.6 : Occupations of participants

	n	%
Government Employee	18	7,8
Private Sector Employee	130	56,5
Retired	25	10,9
Housewife	26	11,3
Student	31	13,5
Total	230	100

According to participants' answers, it can be seen the significant parallelism between education level and occupation distribution.In total participants, 70% of respondents have graduate and postgraduate education level. Although 55, 7% of participants are formed by females, housewives compose only 11,3% of total participants.

For this top majority, because the survey in conveyed in mostly private sector companies, private sector employees' numbers are higher than other professions.

- **Income**

Income is the most important demographic factor, that affect the private label consumer behavior and in the next section cross relations of purchase tendencies will be examined in terms of income level.

While analysis the participant income level, average monthly income is taken from the base and these results were obtained. Table 4.7 shows the distribution of income level of respondents.

Table 4.7 : Income level of participants

	n	%
500 TL and under	24	10,4
501-1000 TL	48	20,9
1001-2500 TL	86	37,4
2501-4000 TL	44	19,1
4001 TL and above	28	12,2
Total	230	100

86 respondents cited that their monthly income is between 1001 TL and 2500 TL. The number of participants, who have the 501-1000 TL and 2500- 4000 TL monthly income, are very close to each other in terms of income level. Similarly, The number of participants, who have the 500TL and under and 4001 TL and above montly income, are very close to each other in terms of income level too.

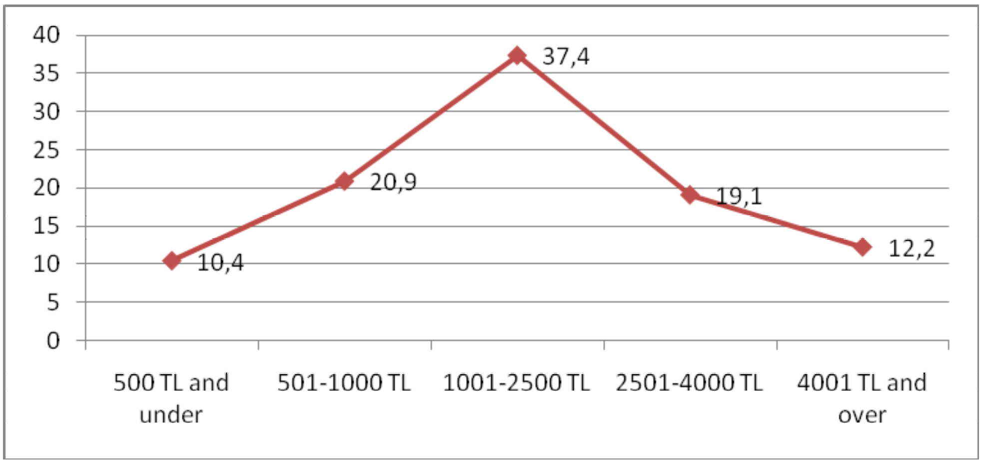

Figure 4.6 : Income level of participants

In the following graph, distribution of income level of respondent can be seen easily. %20,9 of participants' income level are between 501-1000 TL, 37,4% of participants' income level are between 1001-2500 TL, 19,1% of participants' income level between 2501-4000 and 12,2% of participants' income level are 4001 TL and above. The least percentage is belongs to participants who gain 500 TL and under in a month.

4.5.2. Consumer's purchase tendencies of private label brands

Consumers' purchase tendency can be vary from according to the demographic factors, price variables, quality variables, promotion activities, other users advices, packaging, product category, confidence of retailer, past experiences, perception of national brands and perceived risk factors. In this section of study, results will be analyzed based on these factors.

4.5.2.1. Effects of demographic variables on choice

As it mentioned previously, demographic variables are the crucial for analyzing of consumers' private label tendencies.

Table 4.8 : Percentages of consumers who purchase private label brands or not

Do you buy private label brands which are provided by under retailer's name?

	n	**%**
Yes	116	50,4
No	114	49,6
Total	230	100

According to *Do you buy private label brands which are provided by under retailer's name* question, 50,4% of participants have cited that they purchase the private label brands and 49,6 of other respondents have stated that they do not purchase private label brands.

Following table shows that the effects of demographic factors on purchasing of private labels. Answers of participants are sorted by their demographics.

Table 4.9 : Effects of demographic factors on choice (crosstabs)

		Do you buy private label brands which are provided by under retailer's name?								
		Yes			No			Total		
		n	Row %	Column %	n	Row %	Column %	n	Row %	Column %
Gender	Female	62	48,40%	53,40%	66	51,60%	57,90%	128	100,00%	55,70%
	Male	54	52,90%	46,60%	48	47,10%	42,10%	102	100,00%	44,30%
	Total	116	50,40%	100,00%	114	49,60%	100,00%	230	100,00%	100,00%
Age	19 and under	1	20,00%	0,90%	4	80,00%	3,50%	5	100,00%	2,20%
	20-25	14	38,90%	12,10%	22	61,10%	19,30%	36	100,00%	15,70%
	26-35	41	53,90%	35,30%	35	46,10%	30,70%	76	100,00%	33,00%
	36-45	29	51,80%	25,00%	27	48,20%	23,70%	56	100,00%	24,30%
	46 and above	31	54,40%	26,70%	26	45,60%	22,80%	57	100,00%	24,80%
	Total	116	50,40%	100,00%	114	49,60%	100,00%	230	100,00%	100,00%
Education Level	Primary School	7	58,30%	6,00%	5	41,70%	4,40%	12	100,00%	5,20%
	High School	28	49,10%	24,10%	29	50,90%	25,40%	57	100,00%	24,80%
	Univesity	63	51,20%	54,30%	60	48,80%	52,60%	123	100,00%	53,50%
	Postgraduate/ Ph. D	18	47,40%	15,50%	20	52,60%	17,50%	38	100,00%	16,50%
	Total	116	50,40%	100,00%	114	49,60%	100,00%	230	100,00%	100,00%
Marital Status	Married	67	54,00%	57,80%	57	46,00%	50,00%	124	100,00%	53,90%
	Single	49	46,20%	42,20%	57	53,80%	50,00%	106	100,00%	46,10%
	Total	116	50,40%	100,00%	114	49,60%	100,00%	230	100,00%	100,00%
Occupation	Government employee	10	55,60%	8,60%	8	44,40%	7,00%	18	100,00%	7,80%
	Private Sector employee	63	48,50%	54,30%	67	51,50%	58,80%	130	100,00%	56,50%
	Retired	17	68,00%	14,70%	8	32,00%	7,00%	25	100,00%	10,90%
	Housewife	11	42,30%	9,50%	15	57,70%	13,20%	26	100,00%	11,30%
	Student	15	48,40%	12,90%	16	51,60%	14,00%	31	100,00%	13,50%
	Total	116	50,40%	100,00%	114	49,60%	100,00%	230	100,00%	100,00%
Average monthly income	500 TL and under	11	45,80%	9,50%	13	54,20%	11,40%	24	100,00%	10,40%
	501-1000 TL	25	52,10%	21,60%	23	47,90%	20,20%	48	100,00%	20,90%
	1001-2500 TL	46	53,50%	39,70%	40	46,50%	35,10%	86	100,00%	37,40%
	2501-4000 TL	18	40,90%	15,50%	26	59,10%	22,80%	44	100,00%	19,10%
	4001 TL and above	16	57,10%	13,80%	12	42,90%	10,50%	28	100,00%	12,20%
	Total	116	50,40%	100,00%	114	49,60%	100,00%	230	100,00%	100,00%

Purchasing behavior of private label brands varies from according to gender, but it can be observed a slight difference between females and males. 48,40% of female participants are buying private label brands. On the other hand 51,60 of female participants do not purchase private labels. Male participants are also buying private labels with 52,90% rate. In this respect, it can be said that male consumers prefer private labels more than female consumers.

If it is evaluated according to age, 46 and above age groups are the most tend to buy private labels with 54,40% rate. 53,90% of participants, who are the age between 26 and 35, are second tend to buy private label brands and 36-45 age groups follow them. Also, participants who are between 20 and 25, they are purchase private labels with 38,90% rate. 20% of participants are at least tend to buy private label brands who are 19 and under with rate. The main reason is lack of participants rate who are 19 and under is related to that they do not have economic freedom and they are not exactly appropriate consumer profile based on research subject. In the light of these datas, it can be said that if age increases, preferences of private label brands increase too.

Based on the education level, primary school graduate participants are more willing to pay private label brands with 58,30% rate. However, 51,20% of university graduates have cited that the buy private labels. Surprisingly, high school graduates' purchase of private label products take place after university graduates. Postgraduate/Ph.D participants are at least tend to buy such products with 47,40% rate.

On the basis of marital status, it can be said that married people (54%) prefer private labels more than single people. However, purchasing rate of private label by single people has also important rate, which should be taken into consideration.

According to occupations, retired people (68%) more tend to buy private labels. Government employees take second place with 55,60% rate. Although private sector employees (48,5%) are in the middle or high income level, they show to purchase tendencies of private labels. Housewives (42,30%) represents the group who prefer private label at least.

According to the result of income variable, 57% of Participants, who have 4001 TL and above monthly income were cited that they buy private label brands. In the other income groups, 59,10% of participants, who have 2501-4000 TL monthly income, answered "no" the most. Tendency of purchasing private labels in 500-1000TL and 1001-2500 TL income levels has almost same purchasing rate. Lastly, the participants, who are in the lowest income group, 45% of them cited that they buy private labels and other 54% of them answered that they do not buy the private labels.

4.5.2.2. The factors which make the private labels not preferable

According to “do you buy private label brands which are provided by under retailer’s name“ question, 49,6% of Participants have answered that they do not purchase private label brands. There are some factors which make the private labels not preferable. In the following tables these factors will be analyzed and evaluated.

As it can be seen in Table 4.10, Majority of Participants state that unfamiliar brand name make the private label brands not preferable. 42% of participants answered this question as a very effective and effective. Only nine percent of respondents are considering that unfamiliar brand name is ineffective among the reasons of not purchasing of private labels.

Table 4.10 : Unfamiliar brand name

Unfamiliar brand name	n	%
Very effective	48	42,11
Effective	48	42,11
No idea	1	0,88
Ineffective	11	9,65
Very ineffective	6	5,26
Total	114	100

Also, Participants are not purchasing private labels because of they think private labels are inferior quality than national brands. 41% of participants have cited that low quality factor is effective on their decisions and %3,51 of participants who considers ineffective. According to these results, while comparing the private labels with national brand, low quality private labels affects consumer’s purchasing behavior significantly. Table 4.11 shows the lower quality private labels make the products not preferable.

Table 4.11 : Lower quality than national brands

Lower quality than national brands	n	%
Very effective	30	26,32
Effective	47	41,23
No idea	23	20,18
Ineffective	4	3,51
Very ineffective	10	8,77
Total	114	100

Table 4.12 indicates that the reason of not purchasing private label is not depending on the not easy to find private labels on the shelves. According to results, most of the participants state that this option is very effective and they have also no idea. Already they are not purchasing private labels, they may be not searching these products. Because of this reason, the majority proportion of opinion belongs to ineffective, very effective and no idea for this option.

Table 4.12 : Not finding on the shelves

Not easy to find on the shelves	n	%
Very effective	12	10,53
Effective	19	16,67
No idea	28	24,56
Ineffective	20	17,54
Very ineffective	35	30,7
Total	114	100

Another option that affects the consumer’s purchasing behavior of private labels in negative way is inconsistency of quality. This term was used for consumers who buy private labels previously, but not purchase now. 27% of respondents found that private labels inconsistent in terms of quality. This means they purchased private labels one or two times but the quality of the product is different in every time and that’s why they are not purchasing private labels. 34% of participants have no idea and this result may be caused by reason of the they do not have any information of product quality and it consistency because of they haven't bought private labels in their life or recognized them. Table 4.13 shows the participants answers according to consistency of quality.

Table 4. 13: Inconsistent quality

Inconsistent quality	n	%
Very effective	12	10,53
Effective	31	27,19
No idea	39	34,21
Ineffective	13	11,4
Very ineffective	19	16,67
Total	114	100

Majority of participants cited that low performance of the product affects their purchasing behavior of private labels. According to 52% of participants, private labels have low performance and the ratio of participants, who consider low performance of product is ineffective, is very little. However, the ratio of participants, who have no idea, is almost same with respondents, who answers effective. And this result also may caused by participants, who do not use before private label brands or recognize them. Table 4.14 informs the effects of low performance of products on purchasing decision.

Table 4.14 :Low performance of the product

Low performance of product	n	%
Very effective	29	25,44
Effective	31	27,19
No idea	33	28,95
Ineffective	8	7,02
Very ineffective	13	11,4
Total	114	100

Effect of lack of confidence against retail store on purchasing behavior is also the reason that shows the why consumers do not buy private labels. İt is important to trust retailer for consumers because confidence on retail store increases the confidence of product qualifications such as quality, ingredients and other things. %45 of participants stated that they do not purchase private labels because they do not rely on the retail store. 12,28% of them found that lack of confidence on retail store is very effective. On the other hand, 43% of participants cited that they do not take into account retail store confidence as a reason of not purchasing private labels.

Table 4.15: Lack of confidence about retail store

Lack of confidence about retail store	n	%
Very effective	14	12,28
Effective	38	33,33
No idea	12	10,53
Ineffective	22	19,3
Very ineffective	28	24,56
Total	114	100

Lack of advertisement of private label products also affects the purchasing behavior. Consumers avoid to buy products which do not have any advertisements. According to table 3.16 28.95% of participants stated that lack of advertisement of private labels is very effective and other 32,46%of participants found this option effective in purchasing decisions. In total, according to 61,41% of participants advertisements of products are very important that affects their buying behaviors. So, it can be said that advertisements help to build associations, image, preference in consumer’s minds.

Table 4.16 : Lack of advertisement

Lack of advertisement	n	%
Very effective	33	28,95
Effective	37	32,46
No idea	10	8,77
Ineffective	18	15,79
Very ineffective	16	14,04
Total	114	100

Lastly, fear of social nonacceptance have analyzed while evaluating participants' answers. %35 of participants are not prefering private labels because if they carry fear of social nonacceptance. They think that buying private labels affects their social image negatively against to their neighbor, friends, relatives or colleague. In the opposite, the rate of participants, who think fear of social nonacceptance is ineffective, is 39,48% . 8,7% of participants din not state any opinion about this issue. Table 4.17 shows the rates of the participants on this issue.

Table 4.17 : Fear of social nonacceptance

Fear of social nonacceptance	**n**	%
Very effective	18	15,79
Effective	41	35,96
No idea	10	8,77
Ineffective	19	16,67
Very ineffective	26	22,81
Total	114	100

As a result, when analyzing all of these factors which make the private labels not preferable, it can be drawn following results. According to Table 4.18 mean and standard deviations of these factors are given.

Table 4.18 : Mean and standard deviation of the factors which make the private labels not preferable

	Mean	**Std. Deviation**
Unfamiliar brand name	1,938596491	1,138894727
Lower quality than national brands	2,271929825	1,154330728
Not easy to find on the shelves	3,412280702	1,355496209
Inconsistent quality	2,964912281	1,218804176
Low performance of product	2,51754386	1,263738352
Lack of confidence about retail store	3,105263158	1,416517111
Lack of advertisement	2,535087719	1,415338382
Fear of social nonacceptance	2,947368421	1,444195616

In the Descriptive Statistics table, it is shown average and standard deviation values about the opinions which is related to factors which make the private labels not preferable. According to this table, the choice of unfamiliar brand name has the lowest average and the choice of being lower quality than national brands follows it. The choice of not finding on the shelves has the highest average. However, it should be examined Tests of Within-Subjects Effects tables to identify observed differences that are they significant or not. By the way, it is important to state that lowest average represents the main factors and highest average represents unimportant factors that affect the consumers' private label tendencies.

Table 4.19 : Tests of Within-Subjects Effects

Tests of Within-Subjects Contrasts						
Measure: MEASURE_1						
Source	**FACTOR1**	**Type III Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
FACTOR1	**Linear**	33,33	1	33,33	23,97	0
	Quadratic	42,95	1	42,95	19,98	0
Error(FACTOR1)	**Linear**	157,17	113	1,39		
	Quadratic	242,89	113	2,15		

Significance column values (Sig) of the table, there was a significant difference was found between the mean values of variables(p = 0,00, p <0,01). All these results show that the main factor that make the private labels not preferable is unfamiliar brand name. When consumers unrecognized the brand this means they don't have any idea about this products in terms of manufacturer, country of origin, quality, performance and other things. In this respect, consumers will not prefer the private labels, which are unfamiliar.

4.5.2.2.1. Effects of demographichs on not purchasing private labels

- **Gender**

According to table 4. 20 females are not purchasing private labels because of they are unfamilar to brand name. Also, they carry social non-acceptance and that's why they are not prefering private label brands. On the other hand, quality is more important for males. They are not purchasing because of private labels are lower quality than national brands. Fear of Social non-acceptance is the most lowest reason that males consider while purchasing the products

Table 4.20 : Effects of gender characteristics on not purchasing private labels

	Gender	Mean	Std. Deviation	N
Unfamiliar brand name	**Female**	1,7	0,877	66
	Male	2,27	1,364	48
	Total	1,94	1,139	114
Lower Quality than national brands	**Female**	2,23	1,225	66
	Male	2,33	1,059	48
	Total	2,27	1,154	114
Not easy to find on the shelves	**Female**	3,47	1,292	66
	Male	3,33	1,449	48
	Total	3,41	1,355	114
Inconsistent quality	**Female**	2,95	1,169	66
	Male	2,98	1,296	48
	Total	2,96	1,219	114
Low performance of the prod-uct	**Female**	2,48	1,28	66
	Male	2,56	1,253	48
	Total	2,52	1,264	114
Lack of confidence about retail store	**Female**	3,02	1,376	66
	Male	3,23	1,477	48
	Total	3,11	1,417	114
Lack of advertisement	**Female**	2,38	1,367	66
	Male	2,75	1,466	48
	Total	2,54	1,415	114
Fear of social nonacceptance	**Female**	2,5	1,28	66
	Male	3,56	1,443	48
	Total	2,95	1,444	114

- **Age**

Table 4.21 shows the age effects on not purchasing private labels. The most important reason is unfamiliar brand name for participants who are 19 and under and lack of advertisement and confidence about retail store are not reasons which make private labels not preferable for them. Most of the participants(20-25, 26-35,46 and above), they also stated that unfamilair brand name is the most important reason which make private labels not preferable and the less important reason is not easy to find on the shelves. for the participants who are between the age group 36 and 45, low performance of the product is the most important reason for them.

Table 4.21 : Effects of Age characteristics on not purchasing private labels

	Age	Mean	Std. Deviation	N
Unfamiliar brand name	**19 and under**	1,5	0,577	4
	20-25	2,05	1,29	22
	26-35	1,74	1,039	35
	36-45	2,26	1,228	27
	46 and above	1,85	1,084	26
	Total	1,94	1,139	114
Low quality than national brands	**19 and under**	1,75	0,957	4
	20-25	2,95	1,327	22
	26-35	2,26	1,146	35
	36-45	2,22	0,974	27
	46 and above	1,85	1,008	26
	Total	2,27	1,154	114
Not easy to find on the shelves	**19 and under**	1,75	0,957	4
	20-25	3,95	1,174	22
	26-35	3,43	1,267	35
	36-45	3,33	1,33	27
	46 and above	3,27	1,511	26
	Total	3,41	1,355	114
Inconsistent quality	**19 and under**	2	0,816	4
	20-25	3,36	1,293	22
	26-35	2,91	1,197	35
	36-45	2,93	1,107	27
	46 and above	2,88	1,306	26
	Total	2,96	1,219	114
Low performance of the product	**19 and under**	2,5	1,291	4
	20-25	2,91	1,477	22
	26-35	2,66	1,305	35
	36-45	2,11	0,974	27
	46 and above	2,42	1,238	26
	Total	2,52	1,264	114
Lack of confidence about retail store	**19 and under**	2,5	1,291	4
	20-25	3,55	1,535	22
	26-35	3,03	1,485	35
	36-45	3,19	1,302	27
	46 and above	2,85	1,347	26
	Total	3,11	1,417	114
Lack of advertisement	**19 and under**	2,25	1,258	4
	20-25	2,45	1,438	22
	26-35	2,29	1,384	35
	36-45	2,74	1,457	27
	46 and above	2,77	1,451	26
	Total	2,54	1,415	114
Fear of social nonacceptance	**19 and under**	1,75	1,5	4
	20-25	2,82	1,532	22
	26-35	2,89	1,367	35
	36-45	3,3	1,382	27
	46 and above	2,96	1,509	26
	Total	2,95	1,444	114

Table 4. 22 shows the reasons which make private labels not preferable according to education level. According to table, it can be seen that unfamiliar brand name is the most important reason for primary school graduates, however high school graduates and postgraduates are more sensitive to quality of product and product performance. University graduates also attach importance to familiar brand name and advertisements in their purchasing decisions.

Table 4.22 : **Effects of Education level on not purchasing private labels**

	Education	Mean	Std. Deviation	N
Unfamiliar brand name	**Primary School**	2	1,225	5
	High School	2,28	1,251	29
	University	1,73	1,023	60
	Postgraduate/Ph.D	2,05	1,234	20
	Total	1,94	1,139	114
Low quality than national brands	**Primary School**	2,2	0,447	5
	High School	2,03	1,117	29
	University	2,55	1,254	60
	Postgraduate/Ph.D	1,8	0,768	20
	Total	2,27	1,154	114
Not easy to find on the shelves	**Primary School**	3	1,581	5
	High School	3,14	1,552	29
	University	3,75	1,216	60
	Postgraduate/Ph.D	2,9	1,21	20
	Total	3,41	1,355	114
Inconsistent quality	**Primary School**	3	1,225	5
	High School	2,83	1,227	29
	University	3,3	1,169	60
	Postgraduate/Ph.D	2,15	0,988	20
	Total	2,96	1,219	114
Low performance of the product	**Primary School**	3,2	1,304	5
	High School	2,1	1,145	29
	University	2,82	1,334	60
	Postgraduate/Ph.D	2,05	0,887	20
	Total	2,52	1,264	114
Lack of confidence about retail store	**Primary School**	3,6	1,14	5
	High School	3,14	1,407	29
	University	3,22	1,403	60
	Postgraduate/Ph.D	2,6	1,501	20
	Total	3,11	1,417	114
Lack of advertisement	**Primary School**	3,6	1,14	5
	High School	3,03	1,476	29
	University	2,32	1,396	60
	Postgraduate/Ph.D	2,2	1,196	20
	Total	2,54	1,415	114
Fear of social nonaccep-tance	**Primary School**	3	1	5
	High School	3,21	1,59	29
	University	2,85	1,448	60
	Postgraduate/Ph.D	2,85	1,348	20
	Total	2,95	1,444	114

- **Marital status**

According to marital status, it can be said that there is no difference between married people and single people. unfamiliar brand name is also the most important factor for married and single people in their purchasing decision. Also, they less care about the shelf arrangement.

Table 4.23 : Effects of marital status characteristics on not purchasing private labels

	Marital Status	Mean	Std. Deviation	N
Unfamiliar brand name	**Married**	1,91	1,09	57
	Single	1,96	1,195	57
	Total	1,94	1,139	114
Low quality than national brands	**Married**	2,11	1,064	57
	Single	2,44	1,225	57
	Total	2,27	1,154	114
Not easy to find on the shelves	**Married**	3,37	1,371	57
	Single	3,46	1,351	57
	Total	3,41	1,355	114
Inconsistent quality	**Married**	2,93	1,163	57
	Single	3	1,282	57
	Total	2,96	1,219	114
Low performance of the product	**Married**	2,49	1,197	57
	Single	2,54	1,337	57
	Total	2,52	1,264	114
Lack of confidence about retail store	**Married**	3,02	1,329	57
	Single	3,19	1,505	57
	Total	3,11	1,417	114
Lack of advertisement	**Married**	2,67	1,406	57
	Single	2,4	1,425	57
	Total	2,54	1,415	114
Fear of social nonacceptance	**Married**	2,93	1,486	57
	Single	2,96	1,414	57
	Total	2,95	1,444	114

- **Occupation**

For the government employees and retired people, lower quality of private labels is the most important reason that make them not preferable. The less important factor is fear of social nonacceptance for the government employees. Private sector emloyees and students stated that they are not purchase private labels because of unfamiliar brand name. Housewifes stated that they are also not purchasing private labels because of unfamiliar brand name and low quality, but also it is observed that they also attach importance to their social images and they carry fear of social nonacceptance.

Table 4. 24: Effects of occupation characteristics on not purchasing private labels

	Occupation	Mean	Std. Deviation	N
Unfamiliar brand name	**Government s.**	2	0,926	8
	Private sector	1,84	1,123	67
	Retired	2,63	1,188	8
	Housewife	1,8	1,207	15
	Student	2,12	1,204	16
	Total	1,94	1,139	114
Low quality than national brands	**Government s.**	1,88	0,835	8
	Private sector	2,43	1,171	67
	Retired	1,5	0,535	8
	Housewife	2	1,363	15
	Student	2,44	1,094	16
	Total	2,27	1,154	114
Not easy to find on the shelves	**Government s.**	3,12	1,356	8
	Private sector	3,48	1,283	67
	Retired	3,5	1,604	8
	Housewife	3,47	1,642	15
	Student	3,19	1,377	16
	Total	3,41	1,355	114
Inconsistent quality	**Government s.**	2,88	1,458	8
	Private sector	3,03	1,193	67
	Retired	2,88	0,641	8
	Housewife	2,73	1,58	15
	Student	3	1,155	16
	Total	2,96	1,219	114
Low performance of the product	**Government s.**	2,75	1,282	8
	Private sector	2,63	1,241	67
	Retired	2,25	1,035	8
	Housewife	2	1,464	15
	Student	2,56	1,263	16
	Total	2,52	1,264	114
Lack of confidence about retail store	**Government s.**	2,63	1,598	8
	Private sector	3,19	1,406	67
	Retired	2,75	1,282	8
	Housewife	3,2	1,521	15
	Student	3,06	1,436	16
	Total	3,11	1,417	114
Lack of advertisement	**Government s.**	3,38	1,598	8
	Private sector	2,33	1,353	67
	Retired	2,63	1,302	8
	Housewife	3,13	1,642	15
	Student	2,38	1,258	16
	Total	2,54	1,415	114
Fear of social nonacceptance	**Government s.**	3,38	1,506	8
	Private sector	3	1,414	67
	Retired	3,25	1,389	8
	Housewife	2,2	1,424	15
	Student	3,06	1,526	16
	Total	2,95	1,444	114

➢ Average monthly income

According to following table, participants who have low and middle income level, unfamiliar brand name make private labels not preferable for them. Also, in middle income level it can be observed fear of social nonacceptance of participants slightly. While income level increase, participants are evaluating quality of the private labels in addition to unfamiliar brand name, but the fear of social image shows decline.

Table 4. 25: Effects of income characteristics on not purchasing private labels

	Income	Mean	Std. Deviation	N
Unfamiliar brand name	**500 TL & under**	1,77	0,832	13
	501-1000 TL	1,96	1,296	23
	1001-2500 TL	1,77	0,891	40
	2501-4000 TL	2,35	1,413	26
	4001 TL & above	1,75	1,138	12
	Total	1,94	1,139	114
Low quality than national brands	**500 TL & under**	2,23	0,725	13
	501-1000 TL	2,39	1,588	23
	1001-2500 TL	2,32	1,047	40
	2501-4000 TL	2,35	1,198	26
	4001 TL & above	1,75	0,754	12
	Total	2,27	1,154	114
Not easy to find on the shelves	**500 TL & under**	2,46	1,266	13
	501-1000 TL	3,83	1,37	23
	1001-2500 TL	3,65	1,231	40
	2501-4000 TL	3,62	1,329	26
	4001 TL & above	2,42	1,084	12
	Total	3,41	1,355	114
Inconsistent quality	**500 TL & under**	2,31	0,63	13
	501-1000 TL	3,26	1,602	23
	1001-2500 TL	3,03	0,974	40
	2501-4000 TL	3,19	1,327	26
	4001 TL & above	2,42	1,084	12
	Total	2,96	1,219	114
Low performance of the product	**500 TL & under**	2,23	0,927	13
	501-1000 TL	2,52	1,675	23
	1001-2500 TL	2,65	1,189	40
	2501-4000 TL	2,62	1,203	26
	4001 TL & above	2,17	1,115	12
	Total	2,52	1,264	114
Lack of confidence about retail store	**500 TL & under**	2,46	1,33	13
	501-1000 TL	3,65	1,402	23
	1001-2500 TL	3,05	1,467	40
	2501-4000 TL	3,23	1,275	26
	4001 TL & above	2,67	1,435	12
	Total	3,11	1,417	114
Lack of advertisement	**500 TL & under**	2,15	1,068	13
	501-1000 TL	2,83	1,614	23
	1001-2500 TL	2,3	1,324	40
	2501-4000 TL	2,88	1,532	26
	4001 TL & above	2,42	1,311	12
	Total	2,54	1,415	114
Fear of social non acceptance	**500 TL & under**	2,54	1,391	13
	501-1000 TL	2,61	1,616	23
	1001-2500 TL	2,93	1,328	40
	2501-4000 TL	3,58	1,301	26
	4001 TL & above	2,75	1,603	12
	Total	2,95	1,444	114

4.5.2.3. The factors which make private labels preferable

In this section, some criteria will examined according to participants answers who buy private label brands. It will analyzed reasons of buying private labels which include reasons of beginning to buy, product categories, purchasing frequency, preference of which retailer's private labels, satisfaction degrees and risk and quality perceptions according to national brands.

4.5.2.3.1. Make first decision to buy private labels

The first decision of buying private labels mostly is not depending on the advice of others. %54,32 of participants state that they did not begin to buy private label brands with other consumer's advices. Only 33,21% of respondents have begun to buy private labels with recommendations of others. A very small part of respondents cited that they have no idea.

Table 4.26 : I just bought with the advice of others

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	I strongly agree	18	15,52	15,5	15,5
	I agree	24	20,69	20,7	36,2
	No idea	11	9,48	9,5	45,7
	I don't agree	17	14,66	14,7	60,3
	I strongly don't agree	46	39,66	39,7	100
	Total	116	100	100	

93 participants of total 116 participants have seen private labels on the shelves and have begun to buy them for trial. Only two persons stated that they have no idea and other 21 participants have not begun to purchase these brands with trial way. Table 4.27 show that the total participants and their answers according to their reasons.

Table 4.27 : I saw on the shelves and tried

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	I strongly agree	52	44,83	44,8	44,8
	I agree	41	35,34	35,3	80,2
	No idea	2	1,72	1,7	81,9
	I don't agree	4	3,45	3,4	85,3
	I strongly don't agree	17	14,66	14,7	100
	Total	116	100	100	

A small percentage of participants have begun to buy private labels accidentally because of similar packaging. This group represents only 9,48% of total participants who buy private label brands firstly. 68,97% of participants did not agree this statement.

Table 4.28 : I bought accidentally because of similar packaging

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	I strongly agree	4	3,45	3,4	3,4
	I agree	7	6,03	6	9,5
	No idea	25	21,55	21,6	31
	I don't agree	29	25	25	56
	I strongly don't agree	51	43,97	44	100
	Total	116	100	100	

Supermarket's promotion brochures have affected participants' decisions almost equally. 43,11% of participants have begun to buy private labels via promotion brochures while other %46,56 of participants do not prefer**.**

Table 4.29 : I saw on the promotional brochures of supermarkets and tried

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	I strongly agree	23	19,83	19,8	19,8
	I agree	27	23,28	23,3	43,1
	No idea	12	10,34	10,3	53,4
	I don't agree	22	18,97	19	72,4
	I strongly don't agree	32	27,59	27,6	100
	Total	116	100	100	

According to table 3.24 participant opinions are given in terms of price of the product. Majority of the participants have begun to purchase private label products because of their cheap prices. Only 27 person stated that they did not take cheap price into account while make their first decision of buying.

Table 4.30 : I compared the prices with other brands and I bought because of it is cheap

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	I strongly agree	45	38,79	38,8	38,8
	I agree	38	32,76	32,8	71,6
	No idea	6	5,17	5,2	76,7
	I don't agree	15	12,93	12,9	89,7
	I strongly don't agree	12	10,34	10,3	100
	Total	116	100	100	

According to these results, mean and standard deviation analysis are given in table 3. 25.

Table 4.31 : Mean and standard deviation factors of first decision of private label purchasing

Descriptive Statistics	Mean	Std. Deviation
I just bought with the advice of others	3,42	1,55
I saw on the shelves and tried	2,08	1,3903
I bought accidentally because of similar packaging	4	1,1034
I saw on the promotional brochures of supermarkets and tried	3,11	1,5253
I compared the prices with other brands and I bought because of it is cheap	2,23	1,36

According to Descriptive statistics table, most of the participants, who saw and tried private labels on the shelves and bought these products because of their cheap price, have the lowest mean. On the other hand, participants, who bought private label brands accidentally because of similar packaging, have highest mean. Also, mean of advices and promotional brochures are close to each other but they also have highest mean.

Table 4.32 : Tests of Within-subjects contrasts

Measure: MEASURE_1	Tests of Within-Subjects Contrasts					
Source	**FACTOR1**	**Type III Sum of Squares**	**Df**	**Mean Square**	**F**	**Sig.**
FACTOR1	**Linear**	20,9793103	1	20,9793	9,80658	0,0022
	Quadratic	29,2635468	1	29,2635	16,7291	0
Error (FACTOR1)	**Linear**	246,02069	115	2,13931		
	Quadratic	201,165025	115	1,74926		

Significance column values (Sig) of the table, there was a significant difference was found between the mean values of variables($p = 0{,}00$, $p <0{,}01$). The main reasons for consumers to begin to buy private label brands are trying the products because of they see on the shelves and buy because of it is cheap while comparing other brands.

4.5.2.3.2. Product Categories

There are too many private label brands in various product categories. Mainly, Dry beans, froze foods/ canned foods, meat and meat products, milk and milk products, sugar/tea, oil, biscuit/ chocolate, cleaning products, personal care products, home material and textile products were analyzed in the concept of the study.

According to product category, it was asked question to participants which product category is important in their private label purchasing decisions. 5 likert scale was used to measure participants. Table 4.33 shows that the mean and standard deviations of preferred product categories.

Table 4.33 : Mean and standard deviation of product category

Descriptive Statistics	Mean	Std. Deviation
Dry beans	2,145299	1,340773
Frozen food/ canned	3,290598	1,320004
Meat and meat products	2,863248	1,41364
Milk and milk products	2,205128	1,263127
Tea/sugar	2,880342	1,433361
Oil	3,307692	1,476608
Biscuit/ chocolate	3,367521	1,573478
Cleaning products	2,333333	1,319613
Personal care products	3,273504	1,465841
Home materials and textile products	3,393162	1,35161

As it can be seen on the table dry beans have the lowest mean in the total product category. This means, participants more tend to buy dry beans category in their private label purchasing decision. Secondly, milk and milk products have the second lowest mean, which represents the second important product category for the consumers. In the third line, cleaning products take place. Consumption of private label products in meat and meat products and tea/sugar category follow to the drybeans, milk and cleaning products. It can be said that personal care products, frozen foods and oil are preferred but not to much. Ultimately, the least important product categories are biscuits/chocolates and home materials/ textile products. As a results, consumers more tend to buy private labels in dry beans category and less tend to buy home materials.

The reasons of preference of these top three product category may be explained in terms of products' structure which are used in main needs. For example, a housewife who wants to make a cake, she may prefer private label in her milk choice because of milk is mixed into main ingredients. This may not make sense for the consumers. On the other hand, according to this order of importance, consumers may not prefer personal care products to much because of its performance risk such as skin allergies which are caused by low quality skin cream. Lastly, it can be said for the least important product category, which is home materials consumers may not prefer them due to social image.

4.5.2.3.3. ***Purchasing Frequency of private labels and preferred retailers***

While analyzing consumers' private label tendencies it is important to their purchasing frequency of private label products. In this concept, it is asked to participants that how often they buy private labels and which retailer's brand are the most preferred by them. According to Table 3. 28 and 3.29 participants' responses are given.

The majority of participants stated that they buy private label brands fortnighlty and monthly. 21% of participants usually buy private labels once a week. The proportion of participants who buy these products quarterly and half yearly is very low.

it can be established a relation between purchasing frequency and mostly preferred product category. As it mention above, drybeans and cleaning products take important place in private label product category in terms of consumer's preferences. İf it is looked at purchasing frequency, consumers buy private labels fortnightly and monthly and drybeans and cleaning foods usually are bought as large number in one time. That's why these products can be bought fortnightly and monthly.

Table 4.34 : How often do you buy private label brands?

	n	**%**
Once a week	25	21,552
fortnightly	46	39,655
Monthly	35	30,172
Quarterly	6	5,172
Half-yearly	4	3,448
Total	116	100

Migros has the highest rate with 22,4% rate. This means participant are mostly prefer private label brands of Migros. However, Carrefour and Bim, which take second and third place in the list, their rates are very close to Migros. So, it can be said that Migros, Carrefour and Bim are top three preferred retail stores in terms of their private labels. Diasa is in the fourth place of the list wit 11,6%. The least preferred retail stores' private labels are respectively Real, Sok, Kipa and Tansas.

Table 4.35 : Retailer's private labels

	n	%
Migros	62	22,4
Carrefour	59	21,3
Bim	53	19,1
Tansaş	25	9
Diasa	32	11,6
Kipa	11	4
Şok	27	3,7
Real	8	2,9
Total	277	100

4.5.2.4. The degree of private label satisfaction

According to table 3. 30 Participants satisfaction degrees are given. Participants, who purchase private label products are satisfied with 73,3% rate and also 9,5% of participants are very satisfied. This means, most of the private label buyers are satisfied the product and they will continue to buy them. 13,8% of participants state that they are neither satisfied nor dissatisfied. Dissatisfied participants have the lowest rate in the table.

Table 4.36 : Private label satisfaction degrees of participants

	n	%
Very satisfied	11	9,5
Satisfied	85	73,3
No idea	16	13,8
Dissatisfied	3	2,6
Very dissatisfied	1	0,9
Total	116	100

In the following table, responses were analyzed according to participant's demographics and it was obtained these results. Table 4.37 shows the effects of demographic factors on participants' satisfaction degree.

According to gender distribution, males (13%) stated that they are very satisfied with private label products than females (6,3%). The rate of satisfied female participants (76,20%) is more than males (68,50), but there is not a big differences while considering the very satisfied male participants' rate. Also, among the males, there is no dissatisfied participant but 6,4% of female participants cited that they are not satisfied with private labels. In this sense, it can be said that males are more tend to buy private label products because of their satisfaction degree. Mostly they are satisfied and they will buy these brands in the future. Minority of female consumers may not purchase private labels because of products are not satisfactory.

Satisfaction of private label usage also shows differences between the different ages groups. There is only one person who buys private labels in 19 and under ages group is satisfied the product. Participants, who are the between 20 and 25 age groups, mostly (86,7%) satisfied the products and 20% of them are very satisfied also in this age group there are not any dissatisfied participants. 68,7% of participant who are the between 26 and 35 ages group are satisfied with private label products. However, 9,7% of them stated their dissatisfaction about the private labels. While analyzing 36 and 45 age groups, they are mostly satisfied with private label products with 93,1% and remain participants stated that they have no idea (6,90%). Lastly, participants, who are the 46 and above, are also satisfied these brands with 87,7% rate and there are not any dissatisfied people in this age group. As a result, it can be said that the most satisfied people are in the 36 and 45 age group and they may show tendency to buy these products continuously and participants who are in the between 26 and 35 age groups, are the least satisfied with products.

Participants satisfaction degree is examined according to education level, it is said that all the primary school graduates are satisfied with private label products. 82,2% of high school graduates are also stated that they are satisfied with private label products and there is not any dissatisfied people in this group. 78% of university graduates said that they are satisfied and 10,9% of them are very satisfied with private labels. However, 6,3% of them cited their dissatisfaction. Postgraduate/Ph.D graduates have the highest satisfaction rate(88,8%) and there is not any dissatisfied people. So, there is not any big differences between satisfaction level and education level, because all the education levels have the satisfied participants and if the education level increase, satisfactory of consumers are also increase surprisingly.

If it is take marital status into account, married people (88,1%) are more satisfied with private labels than single people (74%). While most of the married participants state that they are satisfied with private labels, 8% of single participants stated their dissatisfaction. According to occupations, government employees are mostly satisfied with the products (70%). 81% of private sector employees are satisfied private labels an 12,7% of them are very satisfied. This means, private label sector employees tend to buy private labels. Only 4,8% of private label sector employees stated their dissatisfaction. While looking at retired participant's rate, 94,1% of them satisfied and remain 5,9% of total retired people did not cite any idea on this issue. Satisfaction level of housewives lower than private sector employees. 72,7% of them satisfied but 9,1% of participants are dissatisfied with private labels. Students also has the second highest satisfaction rate (87,7%) and they did not state any dissatisfaction about private labels.

Average monthly income is a good indicator that identify consumer's private label tendencies. Participants, who has the lowest income level, 90,9% of them are satisfied with private labels and only 9,1% of participants did not state any idea. Participants, who have income between 500 and 1000 TL, 88,4% of them are also satisfied with private labels. While looking at 1000 and 2500 TL income level, 71,7 of them are satisfied but 6,5% of participants state their dissatisfaction. In another income level, which is 2500 and 4000 TL, 77,8% of participants state that they are satisfied with private label products and 16,7% of them are very satisfied. Only 5,6% of participants who are in this income level are dissatisfied. Lastly, the participants who have the highest income level, they are also the highest satisfaction level. 93,8% of them stated that they are satisfied and 25% of them very satisfied. In all income levels, this rate has an important value. As a result, participants who have the highest income level, they tend to buy private labels. So, this results show that not only participants who have low income prefer and satisfy private labels but also participants, who have high income, tend to buy private labels.

Table 4.37 : Effects of demographic factors on participants' satisfaction degree

		Very satisfied			Satisfied			Neither satisfied nor dissatisfied			Dissatisfied			Very dissatisfied			Total		
		n	Row %	Column %	n	Row %	Column %	N	Row %	Column %	N	Row %	Column %	n	Row %	Column %	n	Row %	Column %
Gender	Female	4	6,30%	36,40%	48	76,20%	56,50%	7	11,10%	41,20%	3	4,80%	100,00%	1	1,60%	100,00%	63	100,00%	53,80%
	Male	7	13,00%	63,60%	37	68,50%	43,50%	10	18,50%	58,80%	0	0,00%	0,00%	0	0,00%	0,00%	54	100,00%	46,20%
	Total	11	9,40%	100,00%	85	72,60%	100,00%	17	14,50%	100,00%	3	2,60%	100,00%	1	0,90%	100,00%	117	100,00%	100,00%
Age	19 and under	0	0,00%	0,00%	1	100,00%	1,20%	0	0,00%	0,00%	0	0,00%	0,00%	0	0,00%	0,00%	1	100,00%	0,90%
	20-25	3	20,00%	27,30%	10	66,70%	11,80%	2	13,30%	11,80%	0	0,00%	0,00%	0	0,00%	0,00%	15	100,00%	12,80%
	26-35	2	4,90%	18,20%	26	63,40%	30,60%	9	22,00%	52,90%	3	7,30%	100,00%	1	2,40%	100,00%	41	100,00%	35,00%
	36-45	5	17,20%	45,50%	22	75,90%	25,90%	2	6,90%	11,80%	0	0,00%	0,00%	0	0,00%	0,00%	29	100,00%	24,80%
	46 and above	1	3,20%	9,10%	26	83,90%	30,60%	4	12,90%	23,50%	0	0,00%	0,00%	0	0,00%	0,00%	31	100,00%	26,50%
	Total	11	9,40%	100,00%	85	72,60%	100,00%	17	14,50%	100,00%	3	2,60%	100,00%	1	0,90%	100,00%	117	100,00%	100,00%
Education Level	Primary School	0	0,00%	0,00%	7	100,00%	8,20%	0	0,00%	0,00%	0	0,00%	0,00%	0	0,00%	0,00%	7	100,00%	6,00%
	High School	1	3,60%	9,10%	22	78,60%	25,90%	5	17,90%	29,40%	0	0,00%	0,00%	0	0,00%	0,00%	28	100,00%	23,90%
	Univesity	7	10,90%	63,60%	43	67,20%	50,60%	10	15,60%	58,80%	3	4,70%	100,00%	1	1,60%	100,00%	64	100,00%	54,70%
	Postgraduate/ Ph. D	3	16,70%	27,30%	13	72,20%	15,30%	2	11,10%	11,80%	0	0,00%	0,00%	0	0,00%	0,00%	18	100,00%	15,40%
	Total	11	9,40%	100,00%	85	72,60%	100,00%	17	14,50%	100,00%	3	2,60%	100,00%	1	0,90%	100,00%	117	100,00%	100,00%
Marital Status	Married	5	7,50%	45,50%	54	80,60%	63,50%	8	11,90%	47,10%	0	0,00%	0,00%	0	0,00%	0,00%	67	100,00%	57,30%
	Single	6	12,00%	54,50%	31	62,00%	36,50%	9	18,00%	52,90%	3	6,00%	100,00%	1	2,00%	100,00%	50	100,00%	42,70%
	Total	11	9,40%	100,00%	85	72,60%	100,00%	17	14,50%	100,00%	3	2,60%	100,00%	1	0,90%	100,00%	117	100,00%	100,00%
Occupation	Government employee	0	0,00%	0,00%	7	70,00%	8,20%	3	30,00%	17,60%	0	0,00%	0,00%	0	0,00%	0,00%	10	100,00%	8,50%
	Private Sector employee	8	12,70%	72,70%	43	68,30%	50,60%	9	14,30%	52,90%	2	3,20%	66,70%	1	1,60%	100,00%	63	100,00%	53,80%
	Retired	0	0,00%	0,00%	16	94,10%	18,80%	1	5,90%	5,90%	0	0,00%	0,00%	0	0,00%	0,00%	17	100,00%	14,50%
	Housewife	1	9,10%	9,10%	7	63,60%	8,20%	2	18,20%	11,80%	1	9,10%	33,30%	0	0,00%	0,00%	11	100,00%	9,40%
	Student	2	12,50%	18,20%	12	75,00%	14,10%	2	12,50%	11,80%	0	0,00%	0,00%	0	0,00%	0,00%	16	100,00%	13,70%
	Total	11	9,40%	100,00%	85	72,60%	100,00%	17	14,50%	100,00%	3	2,60%	100,00%	1	0,90%	100,00%	117	100,00%	100,00%
Average monthly income	500 TL and under	1	9,10%	9,10%	9	81,80%	10,60%	1	9,10%	5,90%	0	0,00%	0,00%	0	0,00%	0,00%	11	100,00%	9,40%
	501-1000 TL	3	11,50%	27,30%	20	76,90%	23,50%	3	11,50%	17,60%	0	0,00%	0,00%	0	0,00%	0,00%	26	100,00%	22,20%
	1001-2500 TL	0	0,00%	0,00%	33	71,70%	38,80%	10	21,70%	58,80%	2	4,30%	66,70%	1	2,20%	100,00%	46	100,00%	39,30%
	2501-4000 TL	3	16,70%	27,30%	12	66,70%	14,10%	2	11,10%	11,80%	1	5,60%	33,30%	0	0,00%	0,00%	18	100,00%	15,40%
	4001 TL and abov	4	25,00%	36,40%	11	68,80%	12,90%	1	6,30%	5,90%	0	0,00%	0,00%	0	0,00%	0,00%	16	100,00%	13,70%
	Total	11	9,40%	100,00%	85	72,60%	100,00%	17	14,50%	100,00%	3	2,60%	100,00%	1	0,90%	100,00%	117	100,00%	100,00%

4.5.2.5. The reasons of purchasing private label brands

There are several reasons that affect the consumer's private label purchasing. These reasons will be analyzed according to effectiveness degree. Following Tables show that the participants' answer according to price, quality, shelf arrangement, packaging, promotions, store atmosphere, advices of users, past experience, product varieties, comfortable usage and not finding the national brands on the shelves.

According to Mean and standard deviation table of private label purchasing reasons, participants are mostly preferring private labels because of its cheap price and quality of products. This means, consumers purchase private labels both providing price and quality benefit. Also, participants buy private labels because of trusting to retail stores. Confidence of retail stores inspire confidence to consumers about product quality. If it is cheap price, consumers rely on reputable retail store. Past experiences, promotion activities, easy to find on the shelves, other users' advices, product category varieties and packaging are following reasons that affect consumers' purchasing decisions. Participants state that they are not purchasing private labels because of not finding of products in other brands. This option is very ineffective on consumer's private label purchasing decision. Retail store atmosphere and comfortable usage are also the following reasons that affect consumer's decision negatively. As a result, price is the most important reasons that affects consumer's private label tendencies .

Table 4.38 : Mean and standard deviation of the reasons that affect the purchase of private labels

Descriptive Statistics	Mean	Std. Deviation
Price appropriateness of product	1,76	1,06
Quality of product	2,06	0,98
Easily finding of products on the shelves	2,99	1,33
Attractive packaging	3,16	1,40
Promotional activities	2,23	1,23
Confidence to the retail store	2,06	1,22
Attentive display activities	3,05	1,35
Retail store atmosphere	3,32	1,33
Advices of users	2,99	1,41
Past experiences	2,11	1,06
Product variety	3,12	1,27
Comfortable usage	3,17	1,28
Not finding of product in other brands	3,32	1,39

4.5.2.6. Participant's general opinions about private labels and comparison with national brands

In the last section of survey, participants have stated their general opinions about private labels and have compared with national brands. Participants opinions were given respectively from strongly agree to strongly disagree .According to results, most of the participants have usage experience of private labels and they are familiar to see private labels in the retail stores. This means, participants are aware of the private labels and they are purchasing them. And most of them consider that private labels offer great value for money. So, they are satisfied with purchased private labels because they have mutually benefits, which means they purchase what they pay and this situation reduces the risk. Some of the participants have cited that they neither agree nor disagree with statements. İt was reached that participants quality perception of national brands almost equal to private labels and there is no big differences between private label ingredients' reliability and nutrition and national brands. Although not too much there is a perception that private label buyer are cheap. According to datas it can be easily seen that most of the participants strongly disagreed that private labels are poor quality and buying them is waste of money and they also disagree that private labels inferior so they carry risk. This result shows that participants' risk perceptions of private labels are low. They are not considering private labels as a risky products. Hence, they have usage experience of private labels and they tend to buy them.

Table 4.39 : Mean and standard deviation of general opinions about private labels and comparison of national brands.

Descriptive Statistics	Mean	Std. Deviation
Private label grocery items are of excellent quality overall	2,74	0,91
There is a great difference in overall quality between nationally advertised and private label	2,99	1,17
There is a great difference in reliability of ingredients between nationally advertised and private label	3,26	1,12
There is a great difference in the nutritional value of ingredients between nationally advertised and private label	3,1	1,22
The purchase of store brand grocery items is risky because the quality of private label is inferior	3,71	0,99
Since private labels are of poor quality, buying them is a waste of money	3,82	1,01
People who private labels are cheap	3,04	1,28
Private labels offer great value for money	2,61	0,81
I have much usage experience with private labels	1,85	0,72
I am very familiar with the various private labels available in the marketplace	2,1	0,93
Valid N (listwise)		

5. CONCLUSIONS AND RECOMMENDATIONS

With the changing environment conditions, creating differences have become important for the businesses. Companies have developed new strategies to survive and keep pace with intense competition. In this respect, retailers have developed private label brand strategy which produced by a manufacturer or wholesaler under the retailer's name. Retailers have aimed to increase their profits, to create store loyalty, to get bargaining power and control over shelf space by presenting private label brands. With the introduction of private label brands, retailers create new market, which compete both other retailers' private labels and national brands.

Private label brands emerged as a generic brand. They did not have brand name on it and they had the cheapest price. However, increased competition directed retailers to generate new strategies. They expanded their product categories and started to create retailer image. Lastly, they attached importance to quality and they began to increase the quality of the products. Consequently, consumers became loyal to private label brands and retailer's store.

Consumer behaviors against to private label brand has been the subject of many studies. in this study, the aim is identify consumer's tendencies of private label brands during their purchasing process. To uncover their tendencies about private labels, a questionnaire was designed and it survey was conducted with the participation of 230 people. In the questionnaire form, firstly it was asked demographic characteristics of participants and then and it was asked to participants the reasons which make private labels preferable or not preferable. Also, quality and risk perceptions were uncovered while comparing the national brands. The results were evaluated according to consumer demographics and participants opinions and it was used SPSS 15.0 program to analize the results.

According to findings, it was reached that demographic factors have effect on purchasing private label brands. Males more tend to buy private label brands than females and married people more tend to buy private labels than single people. Consumers, who are between in age group 46 and over, are more tend to buy private labels and also 26 and 45 age groups prefer private labels. Only young population of consumers less tend to buy private labels. So, it can be said that age increases, people take responsibilities of household shopping and they more tend to try and buy products. Also, the results shows that private label brands are still preferred by primary school and high school graduates mostly, but there is significant usage of private label by university and postgraduate/ph.D graduates. Well- educated people started to aware of the private labels and their qualities. Also, they are aware of that private labels produced by large manufacturers. Similarly, private sector employees more tend to buy private label brands according to housewives, This result shows that private labels are preferred and consumed by working people. Historically, private labels was preferred more by the consumers who are working in jobs with low income or not working in any jobs, but with the alteration of the quality concept, private sector employees have started to tend to buy private labels. On the basis of the income level, consumers who have the 4000 TL and above monthly income level they have increased rate about private label purchasing.

50,4% of participants purchase private labels brands and other 49,6 of participants do not purchase private label brands because of unfamiliar brand name and low quality than national brands. Retailers have to take into account advertising activities to familiarize their products to customers. Unfamiliar brand name may be associated low quality and unfamiliar manufacturer by consumers and this association create low confidence about product. As a result of this, consumer will not prefer private labels in their future purchasing due to lack of confidence. Also, most of the consumers do not prefer private labels because of low quality than national brands. Retailers have to develop their product's quality and focus on marketing communication tools such as packaging, attentive display arrangement to build strong image. Otherwise, consumers will perceive private labels as a low quality products and they will prefer national brands. While analyzing according to demographic factors, there are some reasons that make private labels not preferable. Female participants and housewife participants mostly stated that they are not purchasing private labels because of social image of the product. Especially, middle income level consumers stated this fear, but for the high income level consumers this reason is not important as quality and performance of the product.

On the other hand, 50,4% of participants purchase private labels because of cheap price, product quality and relying on retail store. Here, price is the most important factor that affects consumer's private label purchases. These consumers consider that private label brands both provide price and quality advantage. That's why the highest rate belong to these two reason. However, they also cited that confidence about retail store affects their purchase decision. This means, consumers prefer private labels, if they trust the retailer. Confidence of retailer has a positive impact on consumers private label decisions.

The most important reason to started to buy private labels is trial desire of the consumers. In the retail environment, consumers see private labels on the shelves and become familiar these brand after a certain time. Depending on this, most of the consumers start to purchase them for try. The second important reason is cheap price of private labels. Price always has an impact on purchasing decisions. Because of private labels always provide cheap prices to consumers, consumers will evaluate price of the product firstly that's why most of the consumers start to buy private labels. Advices of other users and similar packaging with other brands take at the latest place in reasons of starting to buy private labels.

According to product category, consumers mostly prefer dry beans in their private label brands purchasing. Secondly preferred product category is milk and milk products. If it is take these two category into account it can be said that food categories are mostly preferred by consumers. But also it is observed that most of the consumers prefer cleaning products in their private label purchasing. Home materials and biscuits/chocolates are not preferred by consumers. This result may be caused by social risk. For example, consumers do not want to treat to their guests with unfamiliar branded chocolate because it will hurt their images. Additionally, private label home materials may cause physical risk. For example, private label branded teflon pans may include carcinogen materials because of its low quality.

Purchasing frequency of private labels are mostly varies from the fortnightly and monthly. This shows that the consumer's go to the retail store to buy private labels. For daily needs, consumers less prefer private labels. If it is considered about mostly preferred private label product categories, dry beans, milk and milk products and cleaning products mostly are purchased fortnightly. Additionally, mostly preferred retail stores are respectively Migros, Carrefour and Bim. Although, Migros and Carrefour has high price private labels according to other retailers most of the participants chose them because of they are mostly private sector employee and have middle and high-income level. In this sort, Bim takes third place because of its especially private label strategy that is high quality and low price.

When asked the general ideas of consumers about private label brands it was reached, that they have mostly usage experience of private labels. This means, private labels have used by consumers even if once and most of them are familiar to see private labels in the store. While comparing the private labels with national brands, consumers see private labels' quality like national brands and there is not a great difference between private labels and national brands. According to risk statements, consumers cited that private labels are not inferior quality and they do not consider these brands risky and waste of money.

Generally, most of the participants are satisfied with private label brands. 82,5% of consumers stated their satisfaction with private labels and 9,5% of them very satisfied. Only a few person stated their dissatisfaction with private labels. This high satisfaction rate will affect consumer's tendencies in their future purchasing. If it is examined according to consumers' demographics the results show that male consumers and married consumers are more satisfied with private label brands and this means they more tend to buy these brands. According to age, consumers, who are between 36 and 45 age group, are satisfied with the private label. Also, it is observed that people who have high education and income, they are satisfied private labels. This result shows, private label brands not only addressed to low income and education level but also there is a growing trend of purchasing private labels by well-educated people who are also in middle and high income level.

However, there are some limitations of this study. Because of time, expenditure and application problems this research was conducted based on the Istanbul and questionnaire was applied to participants who are work and live in Istanbul. Because of Istanbul is metropolitan city, most of the participants are private sector employee and they have middle and high income. Therefore, results shows that these people more tend to buy private label brands. However, it is impossible to generalize these evaluations to other consumers who live in other part of the Turkey. Nevertheless, this research aim to guide future studies.

It can be recommended to choosing research subjects meticulously and focusing on specific issue for future studies, which is related to private labels. 230 consumer participated for this study, it should be increased these number for future studies to get valid results. Also in this study, simple random sampling method was used. It can be chosen specific samples for representing main population. This will help to reach results that are more reliable. Ultimately, not only demographic factors but also other psychological factors will be analyzed to expand the research area of private labels.

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APPENDICES

APPENDIX 1 – Questionnaire Used In the Survey (In English)

BAHCESEHİR UNIVERSİTY, INSTITUTE OF SOCIAL SCIENCES
MARKETING MASTER PROGRAM

QUESTIONNARIE FORM

Dear Participant,

This survey was designed for a marketing master thesis which was conducted by Social Sciences Institute of Bahcesehir University and aimed to measure consumers tendencies toward private label brands who live in Istanbul. The information you will provide will be used for scientific purposes and will be kept completely confidential. Thank you for participating in the survey.

‘’Private label is defined as a brand name owned by a retailer or wholesaler for a line or a variety of items under controlled or exclusive distribution. for example, Carrefour branded Rise, Migrosmatik, Tansaş paper towel, Bütçem brand of Migros or brand of Dost of Bim represent the retailer’s private label brands. ‘’

1. Gender

( ) Female ( ) Male

2. Age

( ) 19 and under
( ) 20 - 25
( ) 26 - 35
( ) 36 - 45
( ) 46 and above

3. Education level

( ) Primary School
( ) High School
( ) University
( ) Postgraduate / Ph.D
( ) Other ________

4. Marital status

( ) Married ( ) Single

5. **Occupation**

( ) Government Employee
( ) Private Sector Employee
( ) Retired
( ) Housewife
( ) Student
( ) Other ________

6. **Average Monthly Income**

( ) 500 TL and under
( ) 501 - 1500 TL
( ) 1501 - 2500 TL
( ) 2501 - 4000 TL
( ) 4001 TL and above

7. **Do you buy private label brands which are provided by under retailer's name?**

If your answer is "No" please pass the eighth question. If your answers is '' Yes'' please continue to ninth question.

( ) Yes ( ) No

8. **If your answer is '' No'', How do you evaluate effects of these reasons on your purchasing decision?**

	Very Effective	Effective	No Idea	Ineffective	Very Ineffective
Unfamiliar brand name	( )	( )	( )	( )	( )
Lower quality than national brands	( )	( )	( )	( )	( )
Not easy to find on the shelves	( )	( )	( )	( )	( )
Inconsistent quality	( )	( )	( )	( )	( )
Low performance of quality	( )	( )	( )	( )	( )
Lack of confidence about retail store	( )	( )	( )	( )	( )
Lack of advertisement	( )	( )	( )	( )	( )
Fear of social non acceptance	( )	( )	( )	( )	( )

9. **How did you start to buy private label brands? Please state your decision in the following scale according to your agreement degree.**

	I strongly agree	**I agree**	**No idea**	**I don't agree**	**I strongly don't agree**
I just bought with advices of others	( )	( )	( )	( )	( )
I saw on the shelves on I tried	( )	( )	( )	( )	( )
I bought accidentally because of similar packaging	( )	( )	( )	( )	( )
I saw on the promotion brochures of supermarkets and I tried	( )	( )	( )	( )	( )
I compared the prices with other brands and I bought because of it is cheap	□□□Ķ( )	( )	( )	( )	( )

10. **Which private label product category do you prefer? Please answer according to importance degree.**

	Very im-portant	**Important**	**No idea**	**Unimportant**	**Very unim-portant**
Dry Beans	( )	( )	( )	( )	( )
Frozen Food/ Canned	( )	( )	( )	( )	( )
Meat And Meat Products	( )	( )	( )	( )	( )
Milk And Milk Products	( )	( )	( )	( )	( )
Tea/ Sugar	( )	( )	( )	( )	( )
Oil	( )	( )	( )	( )	( )
Biscuit/ Chocolate	( )	( )	( )	( )	( )
Cleaning Products	( )	( )	( )	( )	( )
Personal Care Products	( )	( )	( )	( )	( )
Home Materials And Textiles	( )	( )	( )	( )	( )

11. **How often do you buy private label brands?**

( ) Once a Week
( ) Fortnightly
( ) Monthly
( ) Quarterly
( ) Half Yearly

12. **Which retailer's private label brands do you prefer mostly?**

( ) Migros
( ) Carrefour
( ) Bim
( ) Tansaş
( ) Diasa
( ) Kipa
( ) Şok

13. Please state your satisfaction degree with private label brands.

( ) Very Satisfied
( ) Satisfied
( ) No Idea
( ) Dissatisfied
( ) Very Dissatisfied

14. There are reasons of purchasing private label brands in the following table. What are the effects of these reasons on your purchasing decision?

	Very Effective	Effective	No Idea	Ineffective	Very Ineffective
Price appropriateness of the product	( )	( )	( )	( )	( )
Quality of the product	( )	( )	( )	( )	( )
Easily finding of products on the shelves	( )	( )	( )	( )	( )
Attractive packaging	( )	( )	( )	( )	( )
Promotion activities	( )	( )	( )	( )	( )
Confidence to the retail store	( )	( )	( )	( )	( )
attentive display activities	( )	( )	( )	( )	( )
Retail store atmosphere	( )	( )	( )	( )	( )
Advices of users	( )	( )	( )	( )	( )
Past experiences	( )	( )	( )	( )	( )
Product variety	( )	( )	( )	( )	( )
Comfortable usage	( )	( )	( )	( )	( )
Not finding of product in other brands	( )	( )	( )	( )	( )

15. Please answer your opinions in the following statements within the scale.

I strongly agree	I agree	No idea	I don't agree	I strongly don't agree
1	2	3	4	5

	1	2	3	4	5
Private label grocery items are of excellent quality overall	( )	( )	( )	( )	( )
There is a great difference in overall quality between nationally advertised and private label	( )	( )	( )	( )	( )
There is a great difference in reliability of ingredients between nationally advertised and private label	( )	( )	( )	( )	( )
There is a great difference in the nutritional value of ingredients between nationally advertised and private label	( )	( )	( )	( )	( )
The purchase of store brand grocery items is risky because the quality of private label is inferior	( )	( )	( )	( )	( )
Since private labels are of poor quality, buying them is a waste of money	( )	( )	( )	( )	( )
People who private labels are cheap	( )	( )	( )	( )	( )
Private labels offer great value for money	( )	( )	( )	( )	( )
I have much usage experience with private labels	( )	( )	( )	( )	( )
I am very familiar with the various private labels available in the market	( )	( )	( )	( )	( )

APPENDIX 2- Questionnaire form Used To Survey (In Turkish)

BAHÇEŞEHİR ÜNİVERSİTESİ SOSYAL BİLİMLER ENSTİTÜSÜ PAZARLAMA PROGRAMI YÜKSEK LİSANS SORU FORMU

Sayın Katılımcı;

Bu anket çalışması Bahçeşehir Üniversitesi Sosyal Bilimler Enstitüsü Pazarlama programında yürütülmekte olan bir yüksek lisans tezi için hazırlanmıştır ve İstanbul ilinde yaşayan tüketicilerin satın alma süreçlerinde market markalı ürünlere olan eğilimlerini ölçmeyi amaçlamaktadır. Vermiş olacağınız bilgiler sadece bilimsel amaçlı kullanılacak ve tamamen gizli tutulacaktır. Ankete katıldığınız için teşekkür ederiz.

‘’Market markaları (private label brands), süper ya da hipermarketlerin kendi isimleriyle fason olarak yaptırdıkları ve kendi etiketleri altında sattıkları ürün gruplarını ifade etmektedir. Örneğin, Carrefour pirinç, Migrosmatik, Tansaş kağıt havlu, Migros’un Bütçem ve Bim'in Dost adı altında çıkardığı ürünlerin her biri perakendecinin kendisine ait olan market markalı ürünlerdir.’’

1. Cinsiyetiniz?

( ) Kadın ( ) Erkek

2. Yaşınız?

( ) 19 ve altı
( ) 20 - 25
( ) 26 - 35
( ) 36 - 45
( ) 46 ve üstü

3. Eğitim durumunuz?

( ) İlköğretim
( ) Lise
( ) Üniversite
( ) Yüksek Lisans/ Doktora
( ) Diğer ________

4. Medeni durumunuz?

( ) Evli ( ) Bekar

5. Mesleki çalışma alanınız?

( ) Kamu Çalışanı
( ) Özel Sektör Çalışanı
( ) Emekli
( ) Ev Hanımı
( ) Öğrenci
( ) Diğer ________

6. Aylık gelir düzeyiniz?

( ) 500 TL ve altı
( ) 501 - 1500 TL
( ) 1501 - 2500 TL
( ) 2501 - 4000 TL
( ) 4001 TL ve üstü

7. Marketlerin kendi isimlerini taşıyan market markalı ürünlerini satın alıyor musunuz?

Eğer cevabınız "Hayır" ise 8. soruya geçiniz. Eğer cevabınız "Evet" ise 9. sorudan devam ediniz.

( ) Evet ( ) Hayır

8. Eğer cevabınız "Hayır" ise aşağıdaki nedenlerin bu kararınızdaki etkisini nasıl değerlendirirsiniz?

	Çok Etkili	**Etkili**	**Fikrim Yok**	**Etkisiz**	**Çok Etkisiz**
Marka isminin tanınmaması	( )	( )	( )	( )	( )
Üretici markalara gore düşük kalitede olması	( )	( )	( )	( )	( )
Arandığında raflarda bulunamaması	( )	( )	( )	( )	( )
Kalite istikrarı sağlayamaması	( )	( )	( )	( )	( )
Ürün performansının düşük olması	( )	( )	( )	( )	( )
Satıldığı zincir markete olan güvensizlik	( )	( )	( )	( )	( )
Reklamının az yapılması	( )	( )	( )	( )	( )
Sosyal kabul görmeme korkusu	( )	( )	( )	( )	( )

9. Market markalı ürünleri nasıl satın almaya başladınız? Bu kararınızı aşağıdaki görüşlere katılım derecenize göre ölçek dahilinde cevaplayınız.

	Kesinlikle Katılıyorum	Katılıyorum	Fikrim Yok	Katılmıyorum	Hiç Katılmıyorum
Başkalarının tavsiyesi ile satın aldım.	( )	( )	( )	( )	( )
Raflarda görüp denedim.	( )	( )	( )	( )	( )
Ambalaj benzerliğinden yanlışlıkla satın aldm	( )	( )	( )	( )	( )
Süpermarketlerin dağıttığı promosyon broşürlerinden görüp denedim	( )	( )	( )	( )	( )
Diğer markaların fiyatları ile karşılaştırıp ucuz olduğu için aldım.	( )	( )	( )	( )	( )

10. Alışveriş esnasında hangi market markalı ürün grubunu tercih ediyorsunuz?

	Çok Önem-li	Önemli	Fikrim Yok	Önemsiz	Çok Önemsiz
Bakliyat	( )	( )	( )	( )	( )
Dondurulmuş Gıda/ Kon-serve	( )	( )	( )	( )	( )
Et ve Et Ürünleri	( )	( )	( )	( )	( )
Süt ve Süt Ürünleri	( )	( )	( )	( )	( )
Çay/ Şeker	( )	( )	( )	( )	( )
Sıvı Yağ	( )	( )	( )	( )	( )
Bisküvi/ Çikolata	( )	( )	( )	( )	( )
Temizlik Ürünleri	( )	( )	( )	( )	( )
Kişisel Bakım Ürünleri	( )	( )	( )	( )	( )
Ev Gereç ve Tekstil Ürünle-ri	( )	( )	( )	( )	( )

11. Ne kadar sıklıkta market markalı ürünleri satın alırsınız?

( ) Haftada bir
( ) İki haftada bir
( ) Ayda bir
( ) Üç ayda bir
( ) Altı ayda bir

12. En çok hangi perakendecinin market markalı ürünlerini tanıyorsunuz?

( ) Migros
( ) Carrefour
( ) Bim
( ) Tansaş
( ) Diasa
( ) Kipa
( ) Şok

13. Tercih ettiğiniz market markalı ürünler ile ilgili memnuniyet derecenizi belirtiniz.

( ) Çok memnunum
( ) Memnunum
( ) Fikrim yok
( ) Memnun değilim
( ) Hiç memnun değilim

14. Aşağıda market markalı ürünleri satın alma nedenleri yer almaktadır. Bu nedenlerin satın alma kararınızdaki etkilerini nasıl değerlendirirsiniz?

	Çok Etkili	Etkili	Fikrim Yok	Etkisiz	Çok Etkisiz
Fiyatının uygun olması	( )	( )	( )	( )	( )
Kaliteli olması	( )	( )	( )	( )	( )
Raflarda kolay bulanabilmesi	( )	( )	( )	( )	( )
Ambalajının güzel olması	( )	( )	( )	( )	( )
Promosyonlara yer vermesi	( )	( )	( )	( )	( )
Markete olan güven	( )	( )	( )	( )	( )
Teşhirinin özenli olması	( )	( )	( )	( )	( )
Mağaza atmosferi	( )	( )	( )	( )	( )
Kullanıcı tavsiyeleri	( )	( )	( )	( )	( )
Önceki deneyimler	( )	( )	( )	( )	( )
Çeşidin fazla olması	( )	( )	( )	( )	( )
Kullanımın rahat olması	( )	( )	( )	( )	( )
Diğer markalarda aranan ürünün olmaması	( )	( )	( )	( )	( )

15. Aşağıdaki görüşlere katılıp katılmama durumunuza göre ölçek dahilinde cevaplayınız.

Çok Katılıyorum	Katılıyorum	Ne Katılıyorum Ne Katılmıyorum	Katılmıyorum	Hiç Katılmıyorum
1	2	3	4	5

	1	2	3	4	5
Market markalı ürünler yüksek kalitelidir.	( )	( )	( )	( )	( )
Ulusal markalı ürünler ile market markalı ürünlerin arasında kalite bakımından büyük fark vardır.	( )	( )	( )	( )	( )
Ulusal markalı ürünler ile market markalı ürünlerin arasında malzemelerin güvenilirliği bakımından büyük fark vardır.	( )	( )	( )	( )	( )
Ulusal markalı ürünler ile market markalı ürünlerin arasında besin değeri bakımından büyük fark vardır.	( )	( )	( )	( )	( )
Market markalı ürünleri satın almak risklidir, çünkü market markalarının kalitesi düşüktür.	( )	( )	( )	( )	( )
Market markalı ürünleri almak parayı boşa harcamaktır, çünkü market markalarının kalitesi düşüktür.	( )	( )	( )	( )	( )
Market markalı ürünleri alan kişiler düşük gelir seviyesine sahiptir.	( )	( )	( )	( )	( )
Market markalı ürünler harcanan paranın değerini verir.	( )	( )	( )	( )	( )
Market markalı ürünleri kullanım deneyimine sahibim.	( )	( )	( )	( )	( )
Çeşitli market markalı ürünleri mağaza içerisinde görmeye alışkınım.	( )	( )	( )	( )	( )

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