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MASTER THESIS

BRAND POSITIONING IN SERVICE SECTOR: A CASE STUDY OF STARBUCKS IN ANKARA
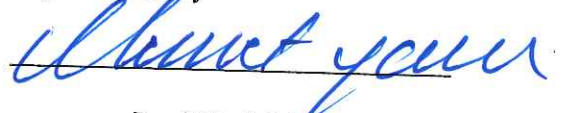
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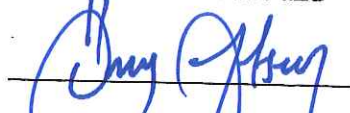Approval of the Graduate School of Social Sciences, Çankaya University

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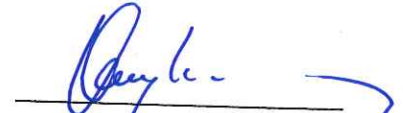
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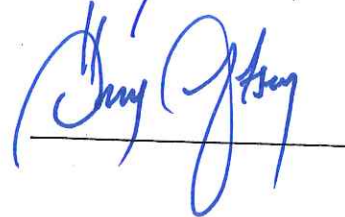
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ABSTRACT

BRAND POSITIONING IN SERVICE SECTOR: A CASE STUDY OF STARBUCKS IN ANKARA

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It has become quite important to create a brand and increase brand awareness in today's global world where the interaction among societies have increased tremendously. Brands that position themselves on a worldwide basis while keeping their own cultural traits, increase their chances of success.

The purpose of this study is to explain the factors that affect brand concept and brand positioning, indicate international market entry strategies and investigate their relations with the service sector. Starbucks, one of the most successful service sector companies, has been chosen for a survey analysis. It is also hoped that this study will set an example for companies that wish to create customer loyalty.

The study has found that customers prefer Starbucks products over other coffee shops. Of the 157 randomly chosen subjects 80 were women, 77 were men. Majority of coffee users were between the ages of 26 and 34. They had Bachelor degrees and frequented the Starbucks shops in Ankara at least twice or three times a week.

Key words: Brand, brand positioning, market segmentation, market entry strategies, service sector, Starbucks.

ÖZET

HİZMET SEKTÖRÜNDE MARKA KONUMLANDIRMA: ANKARA İLİNDEKİ STARBUCKS ÖRNEK ÇALIŞMASI

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Toplumlar arasındaki etkileşimin her geçen gün arttığı günümüz küreselleşen dünyasında marka yaratmak ve bu markanın dünya üzerinde bilinirliliğini artırmak önemli hale gelmiştir. Kendi kültürünü ve karakterini yansıtarak aynı zamanda dünya çapında dünyanın gerekliliklerini yerine getirerek kendisini konumlayabilen markaların başarı oranı oldukça yüksektir.

Bu çalışmanın amacı, marka kavramını ve markanın konumlandırılması konusuna etki eden faktörleri açıklamak, uluslararası pazara giriş stratejilerini ortaya koymak ve bu konuların hizmet sektörüyle olan ilişkisini açıklamaktır. Bu amaçla hizmet sektöründe faaliyet gösteren en başarılı markalardan biri olan Starbucks örnek olarak alınarak bununla ilgili anket çalışması düzenlenmiştir. Ayrıca bu çalışmayla, müşteri sadakati yaratmak isteyen şirketlere örnek oluşturacağı umulmaktadır.

Çalışmada, müşterilerin Starbucks ürünlerini diğer kahve şirketi markalarına tercih ettiğini bulunmuştur. Ankette, rastgele olarak seçilen 157 Starbucks müşterisinden 80'i kadın, 77'si erkektir. Starbucks kullanıcılarının çoğunluğu 26-34 yaşları arasında ve lisans derecesine sahipler ve haftada en az iki veya üç kez Ankara'daki Starbucks mağazalarına uğramaktadırlar.

Anahtar Kelimeler: Marka, Marka Konumlandırma, Piyasa Bölümlendirmesi, Pazara Giriş Stratejileri, Hizmet Sektörü, Starbucks.

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I owe dear Assist. Prof. Dr. Ömer YURTSEVEN a debt of gratitude who shared his valuable information and knowledge with me, on whom whenever I consulted spared some time for me and offered more than the full extent of his power to be helpful to me, to whom I can appeal without hesitation whenever I had a problem and express my gratitude towards him because he showed me all of his kindness and sincerity throughout the whole process of this study and I think that I will take advantage of the valuable knowledge which I obtained from him in my professional career.

I would like to give my special thanks to Prof. Dr. Mahir NAKIP for every information he relayed me in the last period of my master and because of sparing his valuable time to evaluate my master thesis project. I want to thank Prof. Dr. Doğan Yaşar AYHAN while I pay my respects to him who helped me direct my thesis research with his valuable comments and who reside in my thesis defense and helped me without hesitation.

Although my thanks will not be enough, I would like to give my thanks to my other teachers one by one for everything they gave me the knowledge of and for providing me information which will make me have a say in several topics and finally I want to give my endless thanks to my family members who are my chance in this life and who gave me their endless support and trust in my study.

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INTRODUCTION

In today's global world where the boundaries have been disappeared, the role and importance of international trade as a whole, as well as individual countries cannot be underestimated because the spread and advancement of economic, political and social relations among nations, the crumple of polarization in view of ideological contrasts, the better acknowledgment of various social societies, convictions and desires, the strengthening of relations between nations builds collaboration between nations thus ignite the wick of the developing international trade. Due to the increasing convergence of countries, increasing dependence on each other in the world, where resources are limited, has also made trade between countries inevitable. For this reason, having an international identity for companies has a vital proposition in terms of recognition and giving confidence. In order to survive in today's competitive markets, it is vital to understand the brand concept, how to position the brand, and to understand and fulfill the requirements of international trade.

In this study, the brand concept is explained in detail and the elements of the brand (brand loyalty, brand value etc.) are examined. The connection amongst brand and brand positioning and the significance and need of brand positioning in the worldwide market have been clarified together with the brand concept. The situating of the brand in the service sector that structures the premise of the investigation is clarified and clarifications are made about both the service sector and brand positioning. Service sector and brand relationships were examined. After the brand and brand positioning process, target audience and target market selection concepts were analyzed in detail. These subjects will be addressed with the example of Starbucks and its brand positioning in the service sector. Finally, it is supported by a questionnaire surveying that is analyzing the characteristics of Starbucks, which is almost worldly well-known and has positioned its brand.

CHAPTER 1

1. Brand

1.1. Concept of Brand

"*What do you need to be the best?*

Concentration, discipline, a dream."

Florence Griffith Joyner, Olympic Gold Medalist.

Since the time when the human beings started to make their first product, it is a constantly changing and evolving concept that we use our services. The concept of the brand, which helps to point out the possession of the product during periods when industry and trade are underdeveloped, has become the most important tool to distinguish products from similar products, not to mention only the owner of products and services today.

Creating a successful brand can only be achieved by placing the brand in a different place from its competitors in the consumer's perception. By determining what the consumer expects from a brand, they should be differentiated against the competitors by taking into consideration the rival products. Successful brands can only be created by knowing what the consumer wants and by developing products and services accordingly.

Being a brand has gone far beyond just obtaining a product's patent or copyrights. Large organizations are spending huge amount of money in the name of brand building. The most important reason for these investments is to provide consumer confidence in the long term and create sustainability.

According to Lau and Lee in confide in a brand, the element trusted is not a man, but rather an image. Drawing from the exchange on confide in the prior segment, we characterize trust in a brand as a purchaser's eagerness to depend on the brand even with hazard in view of desires that the brand will cause positive results. (1999)

Bülent Elitok stated that in his book 'Hadi Markalaşalım'; strong brands open to foreign countries on the market with high value-added products, and like a magician, they end up by accepting what they want. There is no doubt that they have created

successful brands with their branding success or otherwise. The concept of the brand, one of the most popular trends of recent times, has been defined from different point of view by different occupational groups.

Many different brand definitions have been made in the literature as Bülent Elitok said. The common feature of all these definitions is that they point to the distinctive function of the brand. By its broadest definition, a trademark can be characterized as any sign that recognizes a substance's items or administrations from different products or services. Today, globalization and rapid development in technology, the presence of many parameters affecting the competition between businesses provide consumers with the opportunity to find many different brands that they can choose in the same product or service group. While mentioning concept of brand, it is highly important to analyze what is brand in different perspectives to have a comprehensive knowledge of brand positioning.

1.2. Literature Review

In this thesis, researchers and scholars are benefited from because of their contributions to the market segmentation, Market entry strategies, brand positioning topic and a better understanding of brand positioning is tried to be provided with the example of Starbucks Coffee Company.

There are various researchers who have been contributed to the brand positioning issue with their various studies. For instance, David A. Aaker, who is known as the father of modern branding, contributed to the area of brand positioning with his valuable studies, asserting that brand positioning is not only possible by pricing, variety of the products or some values that are concrete, but it is also important for the positioning of the brand and for brand equity to have some abstract features. For example, in his 'Managing brand equity; capitalizing on the value of a brand name' book, he stated that brand positioning is made possible with the brand equity which consists of the abstract factors that a brand possesses such as; brand image, brand personality, brand identity and so on. Brand value model is constituted by David A. Aaker and developed by Kim et al. 2003 (brand awareness, brand loyalty, perceived quality and brand image variability in their work). Baldauf et al. 2003 (brand awareness, brand loyalty and perceived quality variables in their work); Yoo et al., 2000, Krishnan and Hartline, 2001, Myers, 2003, Atilgan et al. 2005, Pappu, et al.

2005 (in their study, brand awareness, brand loyalty, perceived quality and brand associations).

Another valuable scholar who has done significant studies about brand positioning is Kevin Lane Keller. He emphasized the importance of the association, founded by the consumer with the brand, for brand positioning. In his book named Strategic Brand Management: Building, Measuring, and Managing Brand Equity, he looks at how brands can make affiliations, connections and remembrance limits in the brains of the clients and how they can build up their methodologies and quality in like manner. He is the person who made customer based brand equity (CBBE) demonstrate. His CBBE display inspects the issue "why clients should purchase a brand?" and it demonstrates the esteem that a brand name has while he is asserting that brand situating is about that esteem.

According to his study 'Conceptualizing, Measuring, and Managing Customer-Based Brand Equity', brands must provide the associations in customers' minds by brand knowledge, traits of the product and develop them by utilizing the items or administrations in services. With the help of these associations, brands can take their position in the market, affect the consumers' attitudes towards the brands and take their place in the consumers' minds. He used the theories of Park, Jaworski and MacInnis while assessing the attitudes of the consumers towards the brands and claimed that benefit associations are important for the differentiation of the brands.

Philip Kotler is also a significant scholar when the issue is brand positioning. He brought forward the idea with Kevin Lane Keller in their book 'Marketing Management' that it is necessary to identify a target audience, choose a target market and to specify these: constitute segmentations. Also supported by Pickton and Broderick, segmentation method is important to specify the target consumers and thus to regulate the products and services accordingly.

In addition to this, Philip Kotler also has done a study with Gary Armstrong about target marketing. In their study, they stated the importance of undifferentiated (mass) marketing which is considered as one of the important branches of target marketing, while Dibb et. al. mentioned concentrated (niche) marketing and Boyd& Walker indicated differentiated (segmented) marketing.

The article "Managing Brand Equity" composed by Peter Farquhar (1989) is one of the most punctual investigations in recognizing ideas and ways to deal with brand value. Specifically, this examination underlined the significance of positive brand assessments of quality products, brand mentalities that influence buyer purchasing practices and predictable and steady brand picture keeping in mind the end goal to create associations with clients in making brand equity.

Besides these, there are scholars that each of them has more important and valuable studies than the other such as Geok Theng Lau and Sook Han Lee who mentioned the trust in a brand in their essay Consumer's Trust in a Brand and the Link to Brand Loyalty, Bülent Elitok who referred in his book 'Hadi Markalaşalım' the distinctive function of the brand, Gökhan Aydın, Burç Ülengin who stated in their essay 'Tüketici Temelli Marka Değerinin Finansal Performans Üzerine Etkisi' the importance of the brand to sell the product, Numan Değirmenci who implied that the brand and the quality is not equal concepts, George E. Belch and Michael A. Belch who studied in their book 'Advertising and Promotion' the effect of advertising on brand positioning, Peter Doyle who categorized brand and brand image in three parts in his book 'Değer Temelli Pazarlama', S. B. Çavuşoğlu who defined brand personality in his study 'İstanbul'daki Üniversite Ögrencilerinin Tüketici Davranışları Açısından Marka Sadakatinin Ölçümlenmesi Üzerine Bir Araştırma', Richard Jones who mentioned the importance of stakeholders in brand positioning in his essay 'Finding sources of brand value: Developing a stakeholder', M. Mellens, M. G. DeKimpe, E. M. Steenkamp who indicated the issue of brand loyalty in their 'A Review of Brand-Loyalty Measures in

Marketing' essay, Jacob Jacoby in his 'A model of multi-brand loyalty' essay, Nancy Giddens in her 'Brand Loyalty' essay, K. T. Devrani in his 'Marka sadakati öncüleri: Çalışan kadınların kozmetik ürün tüketimi üzerine bir çalışma' study dealt with brand loyalty.

In addition to these, Nermin Uyguç in her 'Hizmet Sektöründe Kalite Yönetimi: Stratejik Bir Yaklaşım' study, Kasım Karahan in his 'Hizmet Pazarlaması' book, Gaye Onan in her 'Hizmet Sektöründe Marka Sadakati Ve Teb Üzerine Bir Uygulama' thesis, William J. Stanton in his book 'Fundamentals of Marketing', S. Lloyd in his 'Brand Power' essay, Stephen L. Vargo and Robert F. Lusch in their

'Evolving a services dominant logic' study, Sevgi Ayşe Öztürk in her 'Hizmet Pazarlaması' study emphasized the importance of service and brand relationship. Additionally, Henry Assael in his 'Marketing' book, Adrian Palmer in his 'Defining Relationship Marketing: An International Perspective' study dealt with characteristics of service sector; Magne Supphellen in 'STAN: A General Framework for Defining Product and Corporate Positioning' studied how the associations of the consumers work when the subject is brand positioning, Füsun Kocabaş, Müge Elden, Serra İnci Çelebi in their 'Marketing P.R.' book stated the importance of positioning the brand correctly, Lyndon Simkin and Sally Dibb in their 'Marketing Concepts and Strategies' book with William M Pride and O. C. Ferrell discussed target marketing, Ercan Gegez et. al. in their "Uluslararası Pazarlama Çevresi" essay and Van R. Wood and Kim R. Robertson in their 'Evaluating International Markets' essay studied the effects of economic and financial environment on the brand positioning. Also Kenan Aydın in his 'Uluslararası ve Küresel Pazarlamada Kültürel Etkiler' book, Chuan Chen in his 'Entry Mode Selection for International Construction Markets: The Influence of Host Country Related Factors' essay, David Gilbert and Jenny Tsao in their 'Exploring Chinese Cultural Influences and Hospitality Marketing Relationships' essay reflected the effects of socio-economic environment on brand positioning; Kahraman Çatı in his 'Küreselleşen Dünyada Uluslararası Pazarlama Açısından Kültür' essay dealt with the political environment effects and Esin Can Mutlu in her 'Uluslararası İşletmecilik' book provided information about the socio-political power types and also dealt with direct export, contract manufacturing and management contracts issues which are helpful for brand positioning.

Emrah Cengiz, Ercan Gegez, Müge Arslan, Serdar Pirtini and Mehmet Tığlı explained the significant differences between license agreements and franchising in their 'Uluslararası Pazarlara Giriş Stratejileri' book, İsmail Kara mentioned the turnkey projects in his 'Turnkey Projects' essay. In addition, James Lyons in his 'Think Seattle, Act Globally' essay, David Jobber in his 'Principles and Practice of Marketing' book, Sally Dibb et. al. in their 'Marketing Concepts and Strategies' book, Harper Boyd and Orville Walker in their 'Marketing Management' book gave important information about the positioning of Starbucks.

The above-mentioned authors, who have made valuable work on brand positioning, market segmentation and market entry strategies, have taken a leading

role in completing the thesis work. The works written separately by the authors mentioned above were put together and presented with the Starbucks case study for the first time. In this thesis, these researchers and scholars are benefited from because of their contributions to the brand positioning topic and a better understanding of brand positioning is tried to be provided with the example of Starbucks Coffee Company.

1.3. Definition of Brand

❖ Who are you?

❖ Who needs to know?

❖ How will they find out?

❖ Why should they care?

"Brand" entered our dialect from the Italian word "Marca". Trademark, in the Dictionary of Turkish Language Association (TDK) Dictionary; An item which is characterized as a unique name or marks that recognizes a protest from another. According to the Decree on the Protection of Trademarks, currently effective in our country, brand; any kind of mark that can be published and reproduced in print, such as words, figures, letters, numbers, forms or packages of goods, including names of persons, which can be displayed or similarly expressed by drawing, provided that an enterprise can distinguish goods or services from goods or services of another enterprise (KHK 556, 1995)

According to the Ministry of Science, Industry and Technology, the brand is a sign that identifies the rights holder as a symbol of quality, quality, honest work and business volume. (1995)

According to American Marketing Association; a brand is a name, term, outline, image, or whatever other component that recognizes one merchant's good or service as particular from those of different venders.

(https://www.ama.org/resources/pages/dictionary)

Whilst what is basically bought and sold for the consumer and the manufacturer (seller) is the product, the main factor creating the value is the mark. Without a brand, the product is just a product, it is only functional, and almost all products without a trademark are easily converted into goods that can be copied and imitated. With the

brand, the product will have an identity and this identity replaces a promise that the customer will be met both materially and spiritually. (Aydın and Ülengin, 2011)

As indicated by the celebrated marketing master Don Schultz, the brand is a rundown of who made it and what they needed to do. The idea of brand incorporates the mission, the item, the objectives, the esteem, the guarantees and the most vital certainties of the organization that made it. (Süzer, 2002).

Despite each brand speaks to a product, service; every product, service may not speak to the brand actually. In spite of the fact that the market has products/services that are as comparative in quality as the slightest marked products/services, this does not generally imply that they are "Brand". The idea of brand is unquestionably not synonymous with the idea of value; it could possibly contain the idea of value. In spite of the fact that there is a far-reaching view that marked items are all in all have great quality, synonymy of the brand quality idea is to disregard the commitment of different parts, aside from generation, in the brand development process. (Değirmenci, 2008)

Because of the visibility of the marketing activities of the business, the brand can be the way the business activities' presents it. The brands have to present themselves differently from how they say, rather than what they say among countless products that are the same, otherwise they can disappear among identical products. The promise of the brand may not point directly and practically to the benefit of the product, but the brand gives a value to the product name. Because of that reason creating a concept for the brand is one of the vital requirements for brand continuity.

1.4. Theme of Brand

Quaker's CEO John Stuart's statement "If this company is going to split, I give you assets, factories and equipment, I take the brands and I'll be more successful than you."(Saylan, 2010) is fully explains the brand and its significance. The producers had to do something to distinguish their products and the brand was the right step for it. The brand gains value as it differs from the product as it cannot exist without the product. Even if we treat the brand as an abstract concept, it has a material value. For example, if a company goes bankrupt, the brand may have millions of dollars' worth.

They make great efforts to distinguish marks against products and services that are almost equally spaced from each other in terms of function. Here the brand must

establish a connection with the consumer. The factor here is the consumer. Brand choice is one of the ways in which one expresses himself, the brand shows a great degree of clues about where and how consumers' lifestyle. When we look at the most valuable assets behind successful companies, we can see strong brands. That is why branding is a valuable tool for all companies. The branding effort should be in line with the priorities of the consumers. A brand is an abstract concept that finds value in the perception of the consumer. The consumer perceives the product in all its concrete and abstract directions thanks to the brand. The brand reflects a value, culture, identity, or even a user, and can predict the result of a person, product or service.

The brand is a marketing communication tool, although it is used as a demonstration of the power it possesses alone, so that it can be used as a place in the minds of consumers. A brand advances an item independent from anyone else, sets up a passionate association between the buyer and the item with the individual it has, and carries out the marketing activities just mentioned by it, by helping with the remarkable symbol and the motto of promoting the product, the company and the self.

1.5.   Brand Image

The brand image is characterized by Gülsoy as "the overall sense of the brand and the overall impressions of consumers." Brand image; Brand pricing, quality, level of likability, usefulness, as well as the thoughts and impressions of what kind of people the users are, and the personality characteristics that the brand implies (Gülsoy, 1999)

In his famous book, "Confessions of an Advertising Man," David Ogilvy describes brand image as a complex set of symbols and says that advertising is a contribution to the brand's image. Similarity between major brands plays a lesser role in brand choice. According to Ogilvy, there is no critical contrast between the different brands. For instance, Whiskey, cigarettes or beer brands. These are practically similar brands. For this reason, the manufacturer creates a particularly defined personality by advertising for his / her own brand and sees a large profitable part of the market (Belch and Belch, 2003)

According to Doyle, there are three sorts of brand and brand image (2003). These are;

Specialty brands: The product has an image based on trust towards its functional characteristics. Often the consumer chooses the products that are claimed to have some qualities when it is difficult to objectively evaluate the qualities of the products among claim is "safe automobile manufactured with high quality standard".

Passion brands: They reflect the image of people who buy the brand. While the image claims very little about the product, it promises about the lifestyle that consumers want it to offer. For example, in the advertisements for Rolex watches, the product is shown on the side of professional managers. The desire to create such an image is the fact that many consumers buy products not for their functional merits, but for status, prestige and self-reliance.

Experimental marks: They reflect an image of associations and emotions. Successful experimental brands emphasize individuality, personal development and ideas. Coca-Cola's branding proposition, shared experiences and value for young people,

Marlboro shows the experience presented in masculine values. For such brands, only the branding experiences that are far superior to the superior features of the product it is highlighted.

Another concept that is considered about nation branding. Nation branding is an imperative idea in this day and age. Globalization suggests that countries battle with each other to attract the consideration, respect and trust of theorists, guests, clients, suppliers, outsiders, media and the organizations of various nations. In such a specific situation, an intense and positive country mark gives significant upper hand. It is central for countries to perceive how they are seen by various publics around the world, how their achievements and their mistake, their advantages and their liabilities, their family and their things are reflected in their image pictures. Be that as it may, the nature and centrality of brand character and brand picture has been featured by many driving researchers on brand organization and strategy. For the most part, this has been done with regards to items, administrations or organizations instead of with regards to countries.

Keller contends that the brand image is affirmations about the brand reflected by the affiliations held in purchaser memory. He moreover illuminates mark picture, in light of the particular sorts of affiliations and the quality, idealness, and uniqueness

of these affiliations (1993). Faircloth, Capella, and Alford argues that brand image impacts brand value, joined with the way that brand image is influenced by outside sources which underlines the significance of directing and checking the affiliations purchasers hold toward the brand. Thusly, it gives the idea that if division brings out many favorable position affiliations, they will presumably outline a positive picture toward the association. (2001)

1.6. Brand Personality

A brand personality is a character integrator that determines goods or services of businesses, distinguishes these goods and services from their competitors, while at the same time enabling them to complete the remaining piece of puzzle that remains in the consumer.

According to David A. Aaker, by defining the personality of the brand, it is ensured that the personality characteristics of the people are integrated with the brand and that certain attributes are branded. Brand personality (self) is the ability to upload human characteristics or personal attributes to the mark. Brand personality is an important brand element in terms of enabling consumers to express themselves, facilitating communication, and enhancing the features and benefits of the product. (1996)

Çavuşoğlu defines that, brand personality; a connection between a brand and a shopper, and an element that a purchaser can without much of a stretch recognize and express a brand. Brand personality comprises of a blend of brand's utilitarian help and representative esteems. (2007)

Brand is the consumer who will relate the personality and the product. When this personality relates to its own personality, a consumer-brand relationship will be formed. The success of advertising in creating brand personality and image is related to consumer's perception and understanding of the message. Because, if the message cannot be understood in an unintelligible or planned way, the brand personality and image to be expressed will not occur

1.7. Brand Identity

Brand personality also enables the brand to differentiate from its competitors, revealing the fact that consumers will buy brands that are identified with them. Brand

personality has to consist of symbolic features such as freedom, difference, youth which constitute it, as well as functional features such as longevity, usability and quality integrated with them. So that consumers can establish a connection with these brands.

According to Aaker, while breaking down clients, competitors and self-association, the brand should first obviously recognize its brand identity while making a brand. Brand identity alludes to the total of all administrations that organizations put on their clients. This is the esteem when it has existing highlights, commitments, benefits, execution, quality, experience and brand. Brand identity is the embodiment of how organizations are seen according to clients. Making a solid brand character can give an assortment of advantages to organizations from numerous points of view. (1995)

Identifying the personalities of the brands is the same as defining the personalities of the people so that the brands can be differentiated. For example, Coca-Cola, realistic and cold-blooded personality that sets himself apart from Pepsi's young, exciting personality. (Aaker, 1997)
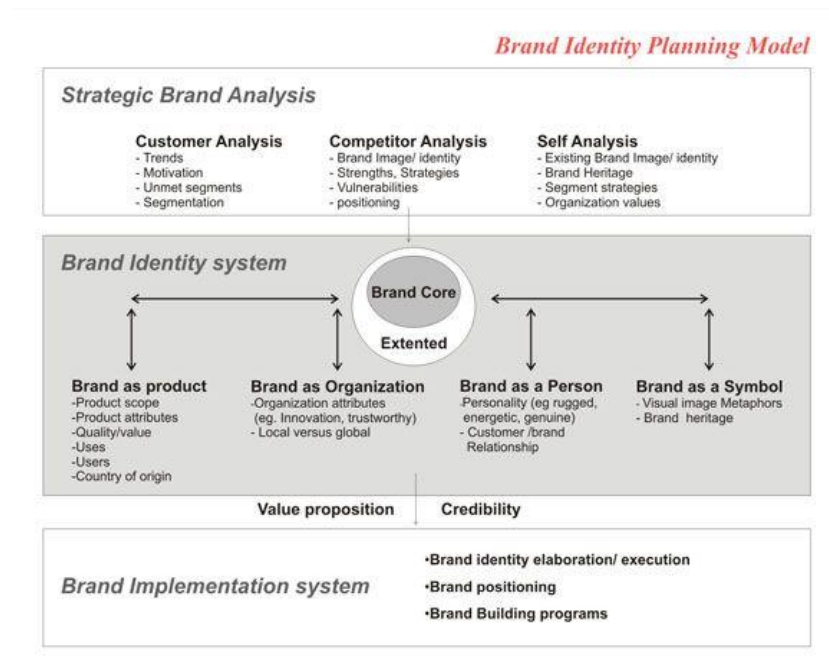
Figure 1: Brand Identity Planning Model

In addition to this, communication for the brand, promotional activities, experiences and advertisements used by the consumers, along with the slogans and words used here, also contribute to the establishment of the brand personality in the consumers' minds. Strong and effective communication activities of firms need to play a role in creating brand personality.

Table 1: Brands and Personality Features

Coca-Cola	Cold-Blooded, Realistic
Kodak	Sincere, Family-Oriented
Vakko	Fashion, Flashy, Charming
Marlboro	Rigid, Powerful
IBM	Leader, Confident
BMW	Assertive, Charismatic

There are different ways of creating brand personality. Brand identity can be created by identifying with consumer personality or personalities that consumers like and enjoy. For this purpose, firstly target groups should be identified and their needs and desires should be learned. Later, brand personalities are created by defining the personalities of the consumers and their profiles.

As shown in Table 1, individual attributes particular to people are uncovered to relate brand identity, and demographic qualities, for example, age, social class, sexual orientation, wage, and also way of life, client sort and identity qualities are examined. With a specific end goal to have the capacity to make a solid brand identity, the consumer mass in the target market must be well researched and the personality traits appropriate to the consumers' lifestyles, values and beliefs should be selected accordingly.

1.8.Brand Value

The idea of brand value is a multidimensional idea and complex. A few measurements have been tried and explored in the literature. The model created by Aaker is the most broadly utilized model in 1991. This model was created by Kim et al. 2003 (brand mindfulness, brand reliability, perceived quality and brand image

variability in their work). Baldauf et al. 2003 (brand awareness, brand loyalty and perceived quality factors in their work); Yoo et al., 2000, Krishnan and Hartline, 2001, Myers, 2003, Atilgan et al. 2005, Pappu, et al. 2005 (in their examination, brand mindfulness, brand reliability, perceived quality and brand affiliations). According to this model, the four crucial variables that constitute brand value are brand loyalty, perceived quality, brand affiliations and brand mindfulness.

Markets are viewed as an imperative budgetary resource that is esteemed in the business fragment for organizations. In this sense, brand value is a useful determinant for potential financial specialists and purchasers. (Wood, 2000) As per Ferrell and Hartline, past this, nonetheless, the brand has started to be taken a gander at as a customer's perspective of the estimation of a brand added to the item. A brand is unique in relation to the item and this distinction is uncovered by the customers. Hence, both brand value and monetary esteem are critical in mark esteem. (2002) The brand-value concept is an added value of a strong brand name and the positive impressions that the symbol creates in the consumer's mind, adding to the product and consumption. This value is to bring the estimation of the item and the administrator to the market more significant than the benefits of the administrator due to the positive impressions (Alkibay, 2002).

As indicated by Aaker, it is vital to create techniques for incentive to brand. The explanations behind this are; since the brands are purchased and sold, an esteem ought to be dictated by the two purchasers and venders. All things considered, when there is rivalry in the utilization of assets, the purposes behind marked speculations should dependably be exhibited to reinforce brand value. It is additionally critical that the speculation builds the estimation of the brand. Some "feel" supervisors about how a brand is valued can help settle on such choices. The examination issue includes extra knowledge into brand equity. Brand value, business esteem, brand name, client inclination, redesign cost gives the cost. (Aaker, 2009)

Figure 2: Aaker's Brand Equity Model

Jones emphasize that the stakeholder hypothesis of brand equity is explained by Jones, who contends that brand value is co-made through communication with different key partners, and hence, it is mistaken to concentrate just on the client while evaluating brand equity. (2005)

As opposed to the brand idea, the idea of brand value has pulled in the consideration of academicians from the center of 1990s to an impressive degree. The article "Managing Brand Equity" composed by Peter Farquhar (1989) is one of the soonest considers in distinguishing ideas and ways to deal with brand value. Specifically, this investigation underscored the significance of positive brand assessments of value items, mark mentalities that influence shopper purchasing practices and reliable and consistent brand picture keeping in mind the end goal to create associations with clients in making brand equity.

1.9 Brand Awareness

The idea of brand awareness essentially incorporates brand acknowledgment and brand recognition as the hints of the imprints that the brand has in the purchaser memory. Brand awareness is about the energy of brand nearness in shoppers' psyches and is a critical part of brand value. Being informed about the brand provides convenience for the purchasing process as it creates brand recognition. One of the basic concepts covered by brand awareness is brand recognition. Brand recognition also includes physical characteristics such as color, size, shape and packaging of the mark.

Another vital idea of brand mindfulness, brand recall capacity, can now and again be characterized as the ability to use previous knowledge of the consumer without being asked, which is sometimes called unprompted, when given a hint about the brand. The brand awareness concept guides brand choice with its components of recognition and remember ability (Marangoz, 2008).

Another imperative idea that brand mindfulness incorporates can be characterized as the capacity of the shopper to utilize past learning when given a clue about the brand. The concept of brand awareness guides the choice of brand with the recognition and recognition possibilities. (Uztuğ, 2003)

Becoming recognizable goes far from knowing the characteristics of the mark, that awareness is not the same thing in this respect. It is not a person who is aware of a brand or not. If you want to give an example; if you think of the number of countries in your mind, Zimbabwe is probably not worth it. But, given a list, you can say that Zimbabwe is a country. You are aware that Zimbabwe is a country. However, if you have not gone and have not seen or visited a person in Zimbabwe and have not told you about it, Zimbabwe does not evoke anything in your mind, in other words it is not familiar (Çavaş, 1996)

Nedungadi contends that brand recovery (brand recall) accept a basic part in customer choice. In the event that clients are not physically present, recognizes what they are chasing down, or don't have the inspiration to consider distinctive brands, imperfections on a review level will be upheld over those on a more negative attestation level (1990). In the event that a brand is effectively checked on from memory, it has more importance than if it is as of late observed when given the brand as a banner. The indispensable brands to be assessed in a thing class are called beat of-mind.

Numerous countries may expect, for instance, that they are experiencing negative brand affiliations, when as a general rule there may be a practically total absence of familiarity with their country image in the psyches of outer groups of onlookers. The need to lead progressing research into a country's brand equity is featured by Prof. Akutsu, who takes note of that 'Simply like an organization brand, the value of a country lives in the brains of its groups of onlookers'.

1.10   Brand Loyalty

The examination of the factors that constitute consumers' brand preferences in today's global marketplace, where competition is increasing day by day, has become an increasingly interesting research topic. With the increasing diversity of alternatives offered by different firms in the same product or type of service, it has become a difficult task to meet the expectations of brands' customers fully in the past years. Consumers, who are aware of this, are making an effort to increase their individual utility maximizations by using the opportunity of brand diversity offered to them on the market. However, firms are also aware of this change in consumer attitudes and behaviors and are concerned about developing strategies to turn the situation into their favor. Companies are in the effort to permanently convert consumers' preferences into their own interests at market points by creating brand loyalty. In fact, it is often observed that these loyal customers are willing to pay more than the price to their customers, even within certain limits, despite the presence of other alternative brands.

Reliability is an uneven response towards a brand or thing imparted over some extend of time and is described by the purchase case of a fundamental administration unit which may be an individual, a family or a firm (Mellens, Dekimpe and Steenkamp, 1996)

Jacoby stressed that the most normally utilized meaning of brand loyalty is the uneven (non-random) behavioral response (purchase) conveyed after some time by some essential authority unit with respect to no less than one choice brands out of a course of action of brands and is a component of mental techniques. (1971)

According to Giddens, consumer brand loyalty is a condition that causes their purchasing behavior to be repeated frequently. However, it is not enough to disclose brand loyalty with only recurring purchases. Nevertheless, if the customer prefers brands even in the face of changing market-competition conditions, brand loyalty can be mentioned. It should also be the case that customers who have a strong sense of commitment to a brand recommend this brand to their surroundings. (Giddens, 2002)

Aaker alluded to that brand dependability is at the focal point of brand value. Brand loyalty he says, is appended more eagerly to the usage experience as it can't exist without prior purchase and use understanding. Regardless, he says that loyalty is influenced by other genuine estimations of brand esteem, to be particular care,

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affiliations and perceived quality. Everything considered, he says in numerous events faithfulness may be free of various variables, for instance, perceived quality or trademark relationship as the possibility of the relationship is dubious. (1991).

Figure 3: Aaker's Brand Loyalty Pyramid

David A. Aaker describes mark dependability as a measure of the association that customer has for a brand. It reflects how likely a customer will be to change to another brand, especially when that brand reveals a change, either in cost or in thing incorporates.

In his Brand Loyalty Pyramid, Aaker recognizes five levels of brand endurance, running from not reliable to greatly unflinching (the most lessened level is depicted at the base of the pyramid). He portrays the customer direct for each level, and pinpoints challenges stood up to by displaying specialists in their attempts to lift a client/purchaser to a bigger sum. The more significant the amount of client/purchaser in the higher zones of the pyramid, the more practical they looked for in the wake of branding approach is.

Aaker's Brand Loyalty Pyramid portrays five sorts of client direct on the brand unwaveringness scale: (1) switchers, (2) satisfied/ habitual buyers, (3) satisfied buyers

with switching costs, (4) brand likers and (5) committed buyers. We will further go into these five types in the following:

- **Switchers**

These are buyers that are not steadfast to the brand being alluded to. This kind of client/shopper does not look at the brand at all in his/her purchase direct. They tend to buy a brand in the arrangement, or that they happen to uncover. This kind of client/buyer has no second thoughts about trading brands. Advancing will be best in concentrating on these purchasers by focusing on raising brand name care, as that is a precondition for jumping on the pyramid (a brand will, everything considered, must be known to people in any case, before they can even start considering getting it).

- **Satisfied/ Habitual Buyer**

These are client/customer that buy a brand out of inclination. These tend to be sensibly satisfied customers, who basically don't see any inspiration to change their purchase lead (and are in this way not attentive for choices). Right when such a customer needs to go to some bother to get his standard picture, he/she will for the most part successfully buy another brand (as opposed to embarking to another shop to get the brand he/she ordinarily buys). Displaying attempts will here need to raise the points of confinement between the brand and diverse brands, which will make opportunities to make a customer more faithful to the brand.

- **Satisfied Buyer with Switching Costs**

These are satisfied buyers that are reluctant to change to a battling brand in view of existing points of confinement (exchanging costs). Such points of confinement can come as: costs achieved similar to time (the time it takes to go to another shop to find the average brand), budgetary costs (when exchanging costs money), and the opinion making concessions to quality. In the occasion that elevating tries would like to draw satisfied buyers of another brand into changing to a brand, the brand should offer huge preferences compensating the trading costs, (for instance, a free iPod when consenting to acknowledge a charge card). Holding buyers or attracting new ones at this level of brand commitment requires an advancing system in perspective of extending saw quality.

- **Brand Likers**

These buyers can be embodied as bona fide mark fans. Their image slant is generally affected by an issue of excited points of interest – near to all the more recognizing preferences, for instance, esteem, time and quality. Excited points of interest can be looked for after by associating certain relationship (through TV commercials) or conceivably experiences, (for instance, the shopping learning) to a brand. This astoundingly persuasive perspective towards a brand can be seen as a kind of family relationship. This is furthermore reflected by the way that brand likers are generally unfit to state why absolutely they have such a strong slant for the brand being alluded to (which is run of the mill for people with an energetic bond with a brand).

- **Committed Buyer**

These are the satisfied customers of a brand, in whose (day by day) experience the brand being referred to really assumes an imperative part. Conferred purchasers purchase this brand since it intently ties in with their own esteems. Instances of presented buyers can be found in the customer bases of brands like Harley-Davidson and Apple. Upkeep of clients/shoppers at this level of brand commitment can best be recognized by compensating their steadfastness. This ought to be conceivable through unwavering quality cards, compensate programs enabling customers to acquire centers, unique treatment when issuing obliged variants, et cetera.

Devrani explains the concept of brand loyalty as a concept that reflects consumers' level of commitment to the brand. Being able to provide brand loyalty is one of the main objectives of companies operating in competitive markets. Because customers who are loyal to the brand do not go for the research and testing of alternative brands, they tend to continue in the long run to choose the products of their company. For this reason, customers who adopt brand loyalty distinguish themselves from other customer profiles due to "repeatedly choosing the same brand in purchasing behavior" and "trying to influence them by sharing positive feelings and thoughts with other people around the brand" (2009).

Brand reliability is a buyer's inclination to purchase a specific brand in a thing course of action. It happens when clients see that the brand offers the best thing fragments, pictures or level of noteworthy worth at the correct cost. This understanding may change over into repeat buy acknowledging immovable quality. Brand loyalty is

in like manner related to a customer's slant and association with a brand. It may happen as a result of a long history of using a thing and assume that has made as a result of the long utilize.

1.11   The Importance of Brand Positioning in Global Marketing

"A product is something that is made in a factory; a brand is something that is bought by a customer. A product can be copied by a competitor; a brand is unique. A product can be quickly outdated; a successful brand is timeless." (Aaker, 1991)

There are the same number of meanings of situating as there are promoting specialists. Here are few:

• "The message a company wants to imprint in the minds of customers and prospects about its product or service and how it differs from and offers something better than competitors." – Copernicus Marketing

• "Product positioning tells us how effectively we can compete within a target market." – Urban and Star

• "…the part of the brand identity and value proposition that is to be actively communicated to the target audience. Thus, the brand position, which should demonstrate an advantage over competitor brands, represents current communication objectives." – David Aaker

Keller characterizes brand positioning as "the act of designing the company's offer and image so that it occupies a distinct and valued place in the target customers' minds." (2008).

As per Keller, mark situating lights up what genuinely matters to a brand, how it is phenomenal and how it resembles contenders. The purpose of brand arranging is subsequently to illuminate why clients should purchase and use a brand's things. (2008),

Most would concur that positioning is making an unmistakable location for your picture in the mind of the purchaser and that important messages are gotten from that position. Further, most would in like manner agree that your specific place in the customers' minds should be not exactly the same as your opponents. Most basically, situating is "the thing that you should be known for.

Semans who is VP Polaris contends that, straightforward, yet difficult, as confirm by the many brands in the market today that are either undifferentiated from the opposition, endeavoring to achieve an excessive number of market portions or essentially not imparting clear advantages to purchasers. A portion of the reasons we have heard for organizations disregarding this most central brand methodology component include: it's hard (it is), we're not quite the same as contenders (at that point you ought to wind up noticeably unique), we would prefer not to restrict ourselves to one thing since we do as such numerous things well (at that point you will be known in vain), we can't concede to one position (see past reaction), we don't realize what purchasers are considering (at that point do some promoting research). Unquestionably, there are more explanations behind fail to build up a reasonable position, however none of them hold water. Not situating your image is just impossible in the present packed and over-educated commercial center. (2010)

A primary goal in positioning a brand is to accomplish dynamic and steadfast clients, which thusly would enable brands to charge cost premiums and acquire more viable advertising programs (Keller, 2001). Keller exhibits the client based brand equity show, which is a portrayal of how one could accomplish such a relationship. (Keller, 2008)

CBBE (Customer Based Brand Equity) is characterized as" … the differential impact of brand information on purchaser reaction to the advertising of the brand." (Keller, 1993) CBBE is the variety in result when promoting items and administrations are under a brand name versus without the brand name, and would consequently be the esteem that a brand name has. Subsequently, brand positioning is tied in with making brand name esteem.

A primary perspective in making brand name esteem is brand information, which can be conceptualized as a brand hub in memory to which affiliations are connected (Keller, 1993). Brand learning is not realities about the brand, but rather every one of the considerations, emotions, recognitions, pictures, encounters and so forth that connects to the brand hub in the psyches of the purchasers as affiliations (Keller, 2009).
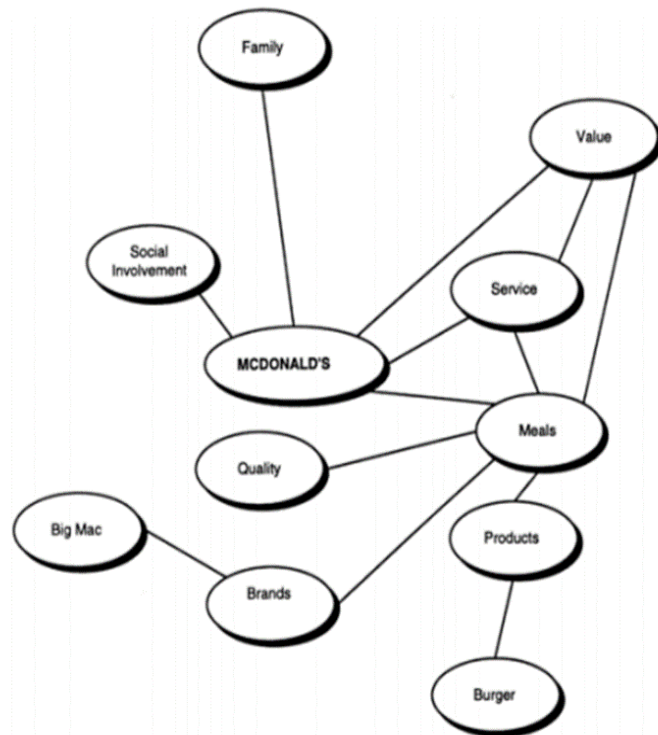
Figure 4: Associative Network- Henderson, Iacobucci, and Calder, 1998

Affiliations can be clarified through system acquainted models (figure 4) that show memory as an arrangement of ideas (hubs) that are connected together through ways of relationship in a netlike structure (Matlin, 2009). At the point when a hub is actuated in the system it will spread to the hubs with which it is associated, alleged spreading initiation (Matlin, 2009). Actuation in memory will spread through the cooperative system along ways from unique sources to related ideas (Anderson, 1983). The capacity to make related ideas dynamic relies upon the quality of the connection toward the wellspring of enactment (Anderson, 1983). Initiation measures the probability that a specific bit of information will be helpful at a particular minute, implying that the learning we connect with what we are handling is probably going to be significant to the preparing (Anderson, 1983).
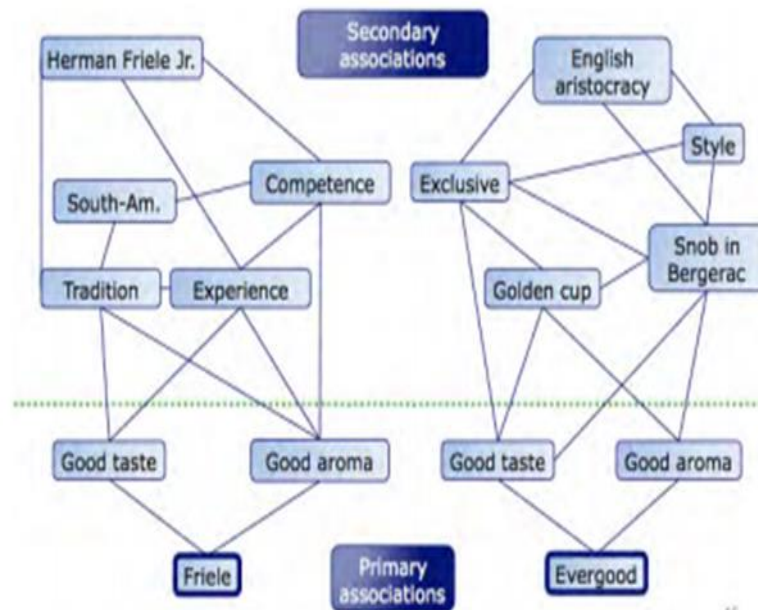
Figure 5: Brand Positioning Example – Hem, 2012

Figure 5 demonstrates that the brands Friele and Evergood share basic affiliations, and that the helper affiliations perceive the brands from each other. (Supphellen 2009) Contends that the auxiliary affiliations ought to be drivers for decision, conveyed together, and have an unbiased relationship.

Keller contends that CBBE happens when buyers know about, and hold some ideal, solid, and one of a kind relationship toward the brand. (1993) According to Supphellen brands should seek after optional affiliations that are as of now settled in a customer's memory with a specific end goal to convey the brand's purposes of distinction and equalities, as this emphasis on review. (2009) Supphellen additionally contends that all together for a brand to develop they ought to build up new affiliations that could be connected to the brand. By making new affiliations, a brand could for example be connected to new utilization settings that can encourage development. (2009) Accomplished brand arranging is in this way the making of brand affiliations that are regarded by customers, isolates the brand from contenders, and leads the brand to get dynamic and dedicated customers (Keller, 2008; Carpenter, Glazer and Nakamoto, 1994; Aaker 1991). It would subsequently look good to explore particular sorts of brand affiliations.

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Brand associations can, as indicated by Keller, take distinctive structures in light of their level of reflection. They can furthermore be assembled into three imperative arrangements of extending degree in light of how much information is consolidated or subsumed in them. These classes are qualities, points of interest, and perspectives, which can furthermore be isolated into subcategories (1993).

Keller characterizes traits as expressive highlights that portray an item or administration. Qualities incorporate the shoppers' considerations about what the item or administration is or has and what is engaged with the buy or utilization circumstance (1993). Keller partitions property relationship into item related qualities and non-item related characteristics.

Item related properties are, as indicated by Keller, essential elements for the item or administration to fulfill the shoppers' needs. (1993) The item related ascribes identify with the item's physical qualities or an administration's necessities (Aaker, 1991; Keller, 1993).

As indicated by Keller non-thing related characteristics are parts of the organization or thing that relate to its purchase or use. There are four major sorts of non-thing related properties, to be particular (1) value data, (2) bundling or item appearance data, (3) client symbolism, and (4) use symbolism (Keller, 1993).

Advantages are characterized by Keller as the esteem purchasers append to traits, or which needs the customers' figure the item or administration can satisfy. Stop, Jaworski, and Maclnnis (1986) isolate preferences into three particular characterizations: (1) useful, (2) emblematic, and (3) experiential, in view of the hidden inspirations to which they relate (Keller, 1993).

Keller emphasize that the useful advantages are the more inborn points of interest identified with the utilization of the item or administration. The utilitarian advantages frequently compare to item related characteristics and are regularly worried with essential inspirations like security needs and issue avoidance (1993).

Experiential advantages identify with the tactile experience the utilization of the item or administration conveys and as a rule compares to item related qualities (Keller, 1993). The experiential advantages fulfill the experiential requirements for

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tactile joy, psychological incitement, and assortment (Park, Jaworski and Maclnnis, 1986).

Representative advantages identify with the more extraneous points of interest the customer accomplishes by devouring the item or administration and identifies with emblematic requirements like the requirement for self-improvement, amass enrollment, or conscience ID (Keller, 1993; Park, Jaworski and Maclnnis, 1986). The representative advantages as a rule compare to non-item related traits, for example, the distinction purchasers may connect with a brand (Keller, 1993).

Considering that points of interest are the regard that shoppers attach to properties, we think that it's crucial for a brand to accomplish advantage relationship with a specific end goal to produce drivers for decision among clients. Compatible with Supphellen (2009), we contend that brands should seek after a separation technique that stresses the making of optional advantage affiliations.

Brand states of mind are the customers' general assessments of brands that express the amount they like or aversion the brand being referred to (Hoyer and Maclnnis, 2010). As per Keller (1993) Brand mentalities are fundamental since they can outline the explanation behind the clients' picture choice. Brand mindsets ought to be considered in close relationship with mark qualities and favorable circumstances as these striking connections, according to multi-trademark models of perspective course of action, shape the commence of the buyers' mentalities. (Keller, 1993).

States of mind are critical parts of our lives as they have an intellectual, full of feeling, and conative capacity. Along these lines states of mind control our contemplations, impact our emotions, and influence our conduct (Hoyer and Maclnnis, 2010). Considering that brand demeanors are the general appraisals of the brand, it appears to be clear that brands should know how mentalities are shaped and utilize this, further bolstering their good fortune. It would thusly bode well to investigate the psychological and emotional development of states of mind, and additionally the significance of mentality quality.

The business should position itself correctly after selecting the category, which is one of the basic marketing principles. The position of the product is where the product is placed in the mind of the consumer in relation to the competing products. If

a product is perceived as the same as other products in the market, there will be no reason for the consumer to buy this product (Kocabaş, Elden. Çelebi, 1999

CHAPTER 2

2. Branding and Segmenting in Service Sector

Services can be defined as product types, or economic activities that benefit from time, space, form, and psychology, resulting from abstract activities that do not require ownership of one another, which does not result in having any tangible goods when consumed. (Kotler, 2001) Collier defines service as "a work or action consumed in a place where it is produced, a performance, a social event or an effort" (Uyguç, 1998). In this sense, service is a non-physical product produced by human beings and by people and machines directly benefiting consumers (Karahan, 2000). The most familiar definition of a service perceived by consumers as a benefit or satisfaction because they are abstract is an activity or utility that does not result in the ownership of anything presented from one group to another.

The service sector, the complexity of business life, the rapid growth of technology, the increase in people's expectation of life and more free time, the increase in the number of female labor force working in the business, and so on. It has become a rapidly growing sector all over the world. Nevertheless, managers in the field of services still see the role of marketing in this area still limited. For this reason, most of the service enterprises are insufficient to meet consumer expectations in view of increasing competition. (Onan, 2006)

Nowadays, it is becoming more and more important for companies to start to understand the importance of their customers and to be customer focused and working with hundreds of customer feedbacks. Now, customers have turn into a critical factor in deciding the tenets of the game.

Achieving and sustaining competitive advantage is possible with customer focus. In the process until the companies offer their products and services to their customers, many added values are added to these products / services and an attempt is made to provide a style that the customer will want and desire. As a result, the customer

always has the right to choose, and a good answer is able to wipe out all of the activities.

As competition in the service industry grows, service business that offers the most excellent service and differentiated service will become preferred. This difference will be ensured by values such as trust, peace, quality awareness and perfect service understanding that the brand of service operation will create in the consumer's mind. A bank customer will want to be greeted with a service that they know and are satisfied with whenever they arrive at the bank branch. Bank names give great clues to customers in this sense. The customer, who is confident of the quality and continuity of the service he receives, will not change his bank for whatever reason. Even if he moves his business or home to another city, he will choose to work with the bank in that city. Brand loyalty is a result of indispensable choices for consumers. (Onan, 2006)

According to Stanton, the physical and psychological elements that can meet the needs of the consumer or meet the problem that he or she tries to solve constitute a whole body of goods and services. Goods and services can be defined as a marketing component that cannot be perceived by sensory organs but abstract can be felt by consumers, while marketing is a composition that can be perceived by concrete or sensory organs. For example, a shirt can be perceived by a consumer with qualities such as fabric, pattern, color, brand, and packaging. In contrast, a lawyer or training service cannot be concealed by the consumer but can be felt. (Stanton, Etzel, Walker 1991)

Today, the importance of the service sector is increasing day by day. Therefore, the fastest developing technologies and innovations are seen in this sector. The demonstration of these developments is the increase of the concept of science economy and service sector, especially in the developed countries, away from classical industry and classical manufacturing concept and taking the place of service concept of this classical understanding.

Service right now speak to a huge and relentlessly expanding offer of the worldwide economy (Lovelock et al., 2004). In Australia, the main 20 brands positioning by Interbrand, detailed in BRW, demonstrates that 17 of the best 20 brands are from the administration part (Lloyd, 2001). In the following decade 90-95% of

employments made in the created economy are relied upon to be in the administration segment, as the new prevailing rationale for promoting is predicted as one in which benefit arrangement as opposed to the assembling of products is major to financial trade (Vargo and Lusch, 2004).

In item situated associations, the physical reality of the thing gives a direct yet able base on which to amass a business portrayal. The request is considerably more troublesome for guide benefit situated associations to reply since organizations are more one of a kind than things. For instance, it might be hard to delineate association prompting as a business to some person who has never encountered the coordinating relationship.

Dr. Ahu Ergen states that there is a quick association between the change of countries and the level of development in the administration area. Associations, working in made countries have continuously moved to higher regard included organization regions, moving era activities to countries where costs are by and large lower. Made countries convey diverse organizations to the world, for instance, programming, design, creative plans of activity, guiding, preparing, prosperity organizations. These countries are made by making included esteem. (2015)

One way to deal with the inconvenience of delineating organizations has been to examine them as if they were things. G. Lynn Shostack, a VP in charge of business orchestrating and examination at Citibank, has noted:

"Banks often devote significant resources to an activity they call 'new product development.' The phrase is so alluring that groups are regularly set up to create these 'new products.' The realization seldom seems to occur to such banks that they are not in the product development business at all. In fact, many banks do not seem to have arrived at the insight that things are not the basis for their industry. Even marketers in such banks apparently do not understand that they are engaged in perhaps the most difficult and dimly understood realm of business endeavor: the development and marketing of financial services."

Table 2: Reasons for service sector growth (Öztürk, 1998)

Increase of Wealth	The demand for services such as house cleaning, child caring, etc., which they themselves have made in the beginning, but which others have made due to the increase in their income.
More Free Time	Increasing demand for travel agencies, hotels and adult education courses
Increase of Female Rate in Labor Force	Daytime child care, cleaning, increased demand for out-of-home catering services
Increase in Life Expectations	More demand for care homes and health services
Increasing complexity of products	Greater demand for qualified specialists to provide care for complex products such as cars, personal computers
Increased Life Complication	Demand for income tax declaration, marriage counselors, legal consultant's employment services
Greater emphasis on the scarcity of ecology and resources	More demand for services that are purchased or leased. Like renting instead of door-to-door bus services or car ownership
Increasing Number of New Products	Programming, repair and computer based new developments.

There are important reasons for this growth of the service sector in the world economy. At the beginning of these reasons is the increasing competition with the developing technology, the social distance brought by the technology among the

people and the social problems arising from this distance. The solution is customer satisfaction, so that businesses can survive in severe competition. Customer satisfaction is also ensured through increased service opportunities. After a period of materialism arising from the industrial revolution, people have been pushing people to physical saturation and loneliness with it. After physical saturation in humans, the need for suicide, heart and brain saturation has increased. Here the service meets this need. Service is people's unity, common sharing and satiation. Table 2 lists some of the growth reasons for the service sector.

2.1 Characteristics of Service Sector

The American Marketing Association defines services as exercises, advantages and fulfillments which are offered available to be purchased or are given in association the offer of products.

(https://www.ama.org/resources/pages/dictionary.aspx?dLetter=S)

According to research that is made and published by Dumlupınar University Social Science Journal, characteristics of service sector are divided into five categories. These are;

- **Intangibility (Weakness)**

To be abstract is to mean that the service is not tangible, invisible, and inaudible, cannot be expressed in a unit of measure, cannot be exhibited, packaged and transported. In any way, the inventory cannot be kept, hidden, standardized, the producer passes directly to the consumer and there is no property relation. For this reason, the services are considered as weak. The services cannot be produced and stored in large numbers in advance. It is not possible to hide empty seats in a concert or on an airplane and sell them the next day. In other words, according to Assael, economic losses that would arise if a service is not consumed after it is offered cannot be recovered later. (Assael, 1993)

The benefit from service is based on experimentation. The customer can only evaluate the value and quality of the service after it has been purchased or during the consumption or purchase of the service. Consumers benefit from their experience in the past when purchasing a service.

Other consequences of services not having a physical entity are the inability to store, patronize, expose and promote, and pricing difficulties.

- **Simultaneous Production and Consumption (Inseparability)**

In the production of goods, the production and consumption processes are separated from each other, so that the enterprise and the customer are confronted only during the purchase of the goods. Production is often not visible to the customer. Services are consumed when they are produced, and the production and sale of services are made simultaneously. For this reason, the business and the customer are interacting throughout the production and presentation process, and the customer participates in the production process.

This has two important consequences: the first is that the manufacturer and the seller are often the same person, and that the service provider is part of the service. In other words, service is indistinguishable from producing service. Another important result of simultaneous production and consumption is that the customer is involved in the service production process. In many types of services such as eating and drinking, hair cutting, transportation and health services, the customer needs to be present in person and participate in the production process.

- **Heterogeneity (Non-homogeneity)**

Although a standard is provided to the goods, the substance of the administration may shift contingent upon the individual, the client or the season of conveyance. Because the experiences of the consumers directly affect the perception of the services. In this respect, standardization is very difficult. When the consumer receives the current service, he will compare it with similar services he has received and decide. Ultimately, the success of service depends on the type and power of the interaction between the service provider and the service purchaser. (Palmer, 1997).

For example, a haircut service differs from a hairdresser to a hairdresser as well as from customer to customer. The basic way of production of services is realized by human behaviors. For this reason, even the services that the same person produces may differ from each other. This difference can occur in time, from buyer to buyer, from consumer to consumer, from the manufacturer to the consumer, and from the situation

in which it resides. The quality of the service cannot be separated from the skill and capacity of the person who produces it.

- **Variable Demand**

Demand for services is relatively volatile and uncertain. This demand may vary not only with years, seasons, and months, but also with significant quantities, even from day to day, and even hours within a day. In this case, it is not always possible for the operator to balance the amount of service offered and the service demanded. Sometimes when the demand increases, the supply of services is insufficient. Sometimes the inadequacy of the demand due to excess supply causes the economic loss. Due to the fluctuating demand, it is difficult to determine service production capacity and also difficulties in measuring productivity and performance are encountered.

- **Labor and Relationship Tire Density**

In many service organizations, it is the main source of the effectiveness of the labor organization. Quality and performance are also dependent on human beings, which are labor-intensive and relationally intensive. In such organizations, deficiencies cannot be solved with new team hardware, but full service can be provided with staff training and increased knowledge and experience. Service requires face-to-face relationship and closeness between service provider and consumer. So, the service is about people-to-people relationships. Hence human existence in the service sector is a definite and inevitable necessity.

2.2 Service Sector and Branding

Destek Patent, "Turkey Branding Trends Report" published. According to the report, between 2009 and 2012, the number of trademark applications increased by 3 times in the category of "advertising, marketing, rights, office administration and sales services" and it became the most applied sector.

Turkey's leading proxy office Destek Patents has prepared the "Branding Trends Report" in Turkey and in the world, in which brand applications made between 2009 and 2012 are evaluated. It was noted that in the report, trademark applications increased in which sectors and which countries were leading the trademark applications in the world.

Destek Patent International Markets Department Manager Eser Sipahioğlu stated that they met with interesting figures and conclusions in the "World and Turkish Branding Trends Report" and stated that the service sector in Turkey in general is in 2009, especially in the field of "advertising, marketing, public relations, office administration and sales services" from now on, he has experienced 3 times growth. Eser Sipahioğlu added that this category is followed by "apparel products" and "many food products except drinks" sector. "Service sector is growing faster than other categories. Turkey is aware that it should not waste any time in order to have brands that will compete internationally on both national and international levels. This development is a welcome development for the country's economy. "(Sipahioğlu, 2013)

In this report, also includes trademark applications made by foreign companies from abroad to Turkey. Between 2009 and 2012, brand applications in the category of "electrical and electronic" are in the first place, "drugs and hygiene provider for human and animal health" in the second place and "cosmetic products" in the third place.

2.3 Service Sector's Development in Turkey

The service sector is the key to progress in developed countries. Within 20 years (1980-2000), the share of the service sector in the total GDP (Gross Domestic Product) increased from 62.7% to 67.6% in the US and from 58.2% to 47.4% in Germany. Although this situation is seen in all developed countries, almost the service sector's entire share in national income is never below 55%. In Turkey, on the other hand, the share of the service sector in national income increased from 45.4% to 57.4% in the same period. This development is parallel to the world economy. The third sector in Turkey in the second half of the 20th century has made great progress. This is a general movement that has emerged as a result of complex phenomena, involving a strong increase in employment in the area of services provided to businesses, ranging from the establishment of the banking network and the healthcare system to the information revolution. When the transition between sectors is carried out gradually between the sectors of agriculture (sector 1), industry (sector 2) and service (sector 3), the increase in the service sector is taken as a measure of development; it cannot be said that there is a healthy transition in this sense in Turkey. However, it is expected that the increasing tendency in the whole world will develop more rapidly in Turkey.

Maintenance, repair, transit transportation, capital market, software, design and so on. The development of services can help to ensure that Turkey achieves its long-range goals (Thema Larousse encyclopedia)

2.4. Decision of Target Audience and Target Market

2.4.1. Target Audience

"You may please all of the people some of the time, you may even please some of the people all of the time, but you can't please all of the people all of the time."

Abe Lincoln

In business, it involves having the capacity to impart your message influentially. Organizations hence should have the capacity to adjust to their intended interest groups' needs, needs and qualities (Kotler and Keller, 2009). With the goal for organizations to do as such, they may make inquiries like; how the clients are? What do they purchase? What's more, where would they be able to be found? It is impractical for the organizations to contact all clients in huge, expansive, or various markets and along these lines by separating the clients into gatherings or segment(s), the organization can pick which bunch they wish to target (Kotler and Keller, 2009)

2.4.2 Market Segmentation

To distinguish an objective market, the advertiser recognizes the particular needs of gatherings of individuals (or portions), chooses at least one of these fragments as an objective, and creates promoting programs coordinated to each. This approach has discovered expanded materialness in advertising for various reasons, incorporating changes in the market (buyers are winding up considerably more differing in their requirements, states of mind, and ways of life); expanded utilization of division by contenders; and the way that more administrators are prepared in division and understand the focal points related with this technique. Maybe the best clarification, in any case, returns to the essential introduce that you should comprehend however much as could be expected about purchasers to configuration showcasing programs that address their issues generally successfully. Moreover, as advertisers set up a shared belief with buyers, the more powerful they will be in tending to these prerequisites in

their interchanges projects and educating and additionally inducing potential buyers that the item or administration offering will address their issues.

Gunter and Furnham demonstrates that the market segmentation is determined as being one of the key segments of present day advertising and is, as stated, the path toward disengaging the market into a couple of social occasions and also segment(s) in perspective of components, for instance, measurement, geographic, mental and behavioral factors. By doing in that capacity the sponsors will have a predominant appreciation of their expected premium gathering and thusly make their advancing all the more convincing (1992) Market sections can be described in various routes on path is to portray the inclinations of the objective clients; homogeneous inclinations, alluding to clients that generally have similar inclinations. Furthermore, there are diffused inclinations which imply that the clients fluctuate in their inclinations lastly bunched inclinations which imply that the characteristic market fragments rise up out of gatherings of customers with shared inclinations (Kotler and Keller, 2009).

While examining market division, it is vital to indicate the three zones of elevating which is to be considered when exhibit an item.

2.4.3 Mass Marketing

Mass marketing is one of the examples of overcoming adversity of the twentieth century. We are encompassed by mass market firms, multinationals expecting to boost benefits, piece of the pie and economies of scale by creating and offering tremendous amounts. These mass market firms give the greater part of the merchandise and enterprises that we devour. Organizations like Ford, Microsoft, Proctor and Gamble (cleanser powders), Cadburys, deliver scopes of items went for focusing as expansive an extent of the aggregate market as could be expected under the circumstances. They accomplish this market immersion, by utilizing two techniques. The primary technique utilized is creating item width. This implies offering a scope of comparative however separated items. So Proctor and Gamble will market a few brands of cleanser powder, each focused at an alternate portion of the mass market.

By doing this they cut expenses, however economies of scale, and basically using publicizing, build up a scope of brands each with various esteems in the psyche of the shopper. The second strategy for engaging however much of the market as could

reasonably be expected is to add item profundity to each of the items delivered. Including item profundity implies making every item accessible in a scope of sizes, packs and so forth. Along these lines, we have 3 sizes of cleanser powder pack, focusing for instance, singles, couples and expansive families. Mars will offer Mars Bars as a solitary bar, jumbo bars, 5 packs, nibble measure packs and so on., again covering a wide as conceivable market spread with minimal additional cost. (http://www.businessstudiesalevel.co.uk/massmarketing.pdf).

2.4.4 Differentiated Marketing

The writing of both financial aspects and marketing possesses large amounts of formal meanings of item separation. From a technique perspective, item separation is securing a measure of control over the interest for an item by publicizing or advancing contrasts between an item and the results of contending dealers. It is essentially the aftereffect of dealers' wants to set up firm market positions as well as to protect their organizations against value rivalry. (Smith, 1956) Differentiation has a tendency to be described by substantial utilization of publicizing and advancement and to bring about costs that are to some degree over the balance levels related with splendidly aggressive economic situations. It might be named a special methodology or way to deal with showcasing. (Smith, 1956).

2.5 Target Marketing

The publicist perceives among a collection of market parcels, picks no less than one of the areas and after that makes things and exhibiting mixes adjusted to each section. (Gunter and Furnham, 1992).

According to Sally and Simkin, different purchasers have fluctuating yearnings and premiums: witness the expansive display of things on market racks. This variety starts from different obtaining practices and fundamental assortments of customers' needs and the points of interest they expect of things. It is for all intents and purposes hard to satisfy everyone of customers' requests in a market with a single thing or organization. Associations have responded by offering a development of things and brands. Dynamically, consequently, associations have believed that it was essential to

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move a long way from mass advancing towards a target promoting method where the consideration is on a particular social occasion of clients. This recognizing evidence of target customer packs is feature division, where customers are gathered into bundles with practically identical necessities and acquiring qualities. The Henry Ford Model "T" reasoning — you can have any shading as long as it is dark — is not any more a fitting one!

2.6 Bases of Market Segmentation Strategy

Market segmentation philosophy is a versatile framework. It involves the operation of the market with the inspiration driving picking no less than one market partition which the affiliation can center through the change of specific elevating mixes that acclimate to particular market require. In the going with the components used as a piece of dividing client markets will be cleared up. There are distinctive elements to describe notice segments; regardless it is quite recently the statistic, geographic, psychographics and behavioral division that will be managed.

Table 3: Main Segmentation Criteria

Geographical	The market is divided into geographical units, such as country. States, cities, districts, climate, relief, and so on.
Demographic	The consumers are classified considering variables, such as: age, sex, education level, income, civil status, religion, profession, and so on.
Psychographic	The consumer is classified in a more subjective way: In this case the important matters are: values, attitudes, desires, opinions, personality, and life style. Persons who occupy the same demographic group, may have different psychographic profiles
Behavioral	The market is segmented accordingly with the behavioral characteristics of the consumer, while buying. They are observed: while buying, purchase frequency, consumer fidelity, degree of use, utilization mode.

Source: Own Elaboration from Yanaze (2011), Kotler (1998), Cobra (1997), Kotler, Armstrong (1998)

2.6.1. Demographic Segmentation

The demographic segmentation segregates customers into segments in light of demographic regards, for instance, age, sexual introduction, family measure, family life cycle, compensation, occupation, preparing, religion, race, time, social class and nationality (Armstrong and Kotler, 2005)

The demographic segmentation is as regularly as conceivable utilized as a bit of market division for the reason that the factors are certainly not hard to perceive and measure. Furthermore, the estimation factors are associated with the offer of different things and associations at last, they give a portrayal of the objective clients so media purchasers and others can focus on a pined for target highlight.

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Demographic segmentation is a champion among the most normally used sorts of division as it is unmistakably identifiable. The variables used for statistic division help disconnecting an enormous mass into specific customer gatherings.

Each and every individual has an age, sexual introduction, wage et cetera. Along these lines, for mass advertising, this is obviously a standout amongst the best ways to deal with improve individuals. This similarly helps in looking at clusters of data in shorter time for measurable studying and furthermore for progressions.

- **Age and Life-Cycle Segmentation**

The buyer's needs and wants change with age. Along these lines, a couple of associations use age and life-cycle division, where age and the life-cycle choose the advancing methodology. Using telephones (landline and compact) for example, the sponsors must think about that but some 70-years old use a landline telephone, e.g. due to the nonappearance of mechanical data, others may simply use a wireless. Along these lines, sponsors using the age and life-cycle division must be careful in order to make arrangements for speculations. (Armstrong and Kotler, 2005)

Besides, the age and life-cycle division are connected with behavioral qualities and obtaining plans. An instance of this is single people who have an inclination of gaining new in vogue things as a result of the way that they have no other monetary duties. This is against hitched people, who have a sweeping money related responsibility and consequently they compose their economy in an unforeseen way (Gunter and Furnham, 1992)

- **Gender Segmentation**

The arrangement of potential markets on the start of sexual introduction i.e. male or what is included amid the time spent "Gender Segmentation". Regardless of the way that the two folks and females can go under the target advertise for a given thing yet it is moreover possible that the offer of one sexual introduction may outflank the offer of another sex in the association's goal showcase. With a view to give nourishment the necessities of both the genders, markets can be separated by the associations. Besides, markets can similarly gain changes their things with an arrangement to fulfill the necessities of a specific sexual introduction along these lines legitimizing the term Gender Segmentation. (The Economic Times)

Utilizing different segmentation plans, organizations over the globe can target different client bunches adequately under gender segmentation; the database is separated into male or female. Both men and ladies have distinctive enthusiasm for terms of looking for different items, for example, attire, cosmetics, care products, perfumes, shoes, food habits and so forth. To conquer this challenge, an organization ought to have distinctive promoting systems for both men and ladies. A lady won't purchase an item which is made for a man. In like manner, a man would not buy an item which is made for a lady. The division in light of the gender is essential for loads of businesses which have portfolios for both male and additionally female.

Gender segmentation is used to isolate the necessities and requirements among men and women due to the way that men and women have particular perspectives toward a thing. The sexual introduction division has for quite a while been associated with respect to clothing, hairstyling, beautifiers and magazines. In addition, it must be pondered that metro sexuality has transformed into a regular sex factor and in this way the promoters must not simply describe a thing as being masculine or female (Kotler and Keller, 2009)

- **Income Segmentation**

In the market, there is distinctive element required to enhance the profitability level of the association. One of such variables is the income segmentation which causes the organizations to enhance their methodologies of offering their items and making enhancements in their income. In the income segmentation, the most essential thing is the division of the clients. As there are many clients in the market and every last of them has their one of a kind and diverse requirement.

Accordingly, on the basis of these necessities they are separated into various gatherings. The gatherings are made on the bases of age, sexual orientation and way of life. Alongside this diverse association additionally focus on the division of the market on the bases of income. For these reasons, the vast majority of the organizations give the best and comfort administrations to their clients for their high fulfillment. Notwithstanding this, they additionally give the extravagance items to the particular client. As the vast majority of the general population do not bolster or cannot benefit such costly items along these lines so as to pick up the fulfillment from the working-class individuals, they likewise give some minimal effort items. (http://www.mba-

tutorials.com/marketing/1815-income-segmentation.html). Income segmentation is divided into three categories. These are will be examining the next part.

- **High Income Groups**

As it is seen in the market, there are not much high-level income targets, in spite of the fact that they are the best segmented people in the market as they are the general population who wish to purchase the costly results of the association having the absolute best quality. They do not see the amount since they concentrate on just the quality. The majority of the luxury item clients are the high-income groups.

- **Middle Income Groups**

All through the globe we have a great deal of white collar class families and they may not manage the cost of the high costly items, for this reason, distinctive organizations have diverse minimal effort items which can be moderate and provide diverse advantages to such individuals. As the quantity of working class families are more than high salary people groups in this manner, a large portion of the association rely on upon such individuals to have their fixation and to move them towards their items and to give them greatest fulfillment.

- **Low-Income Groups**

There are more than 50 percent of individuals who carry on with their life in neediness. This implies the vast majority of the general population do not have adequate wage to buy the items that are costly. For such individuals, the amount of the item has more favorable position than the quality as they do not have adequate assets to get the abnormal state and the best quality item for themselves. Along these lines, the vast majority of the organizations have certain consideration on such clients to guarantee them and to increase most extreme fulfillment from such items which they can enhance their way of life.

Income segmentation separates the market into various pay gatherings. It is utilized as a part of cars, apparel, beauty care products, money related administrations and travel. Many organizations inside the said classes try to focus on the high-pay clients. Others try to focus on the clients with a lower salary keeping in mind the end goal to pick up buyer steadfastness and decrease the aggressive weights. Nonetheless, organizations must consider the way that the salary does not generally anticipate the

most reasonable clients for a given item because of the way that a few clients may have different inclinations and organize their cash in an unexpected way (Kotler and Keller, 2009)

2.6.2 Geographic Segmentation

Geography most likely speaks to the most established reason for division. Neighborhood differentiates in purchaser tastes for things all things considered are striking. Markets according to region are easily perceived and a ton of data are ordinarily open. Numerous associations simply don't have the advantages for develop past neighborhood or common levels; subsequently, they should concentrate on one geographic segment. Residential and outside sections are the broadest sort of land portion.

About associated with geographic region are basic characteristics of that territory: atmosphere, geography, and physical components, for instance, streams, mountains, or ocean proximity. States of high dampness, over the top rain or draft, snow or cool; all impact the buy of a wide range of items. While advertisers never fragment showcases again as being east or west of the Mississippi River, individuals living close to the Mississippi may constitute a practical portion for a few items, for example, surge protection, angling hardware, and digging apparatus.

Geographic division offers some essential preferences. There is almost no waste in the promoting exertion, in that the item and supporting exercises, for example, publicizing, physical dispersion, and repair would all be able to be coordinated with the client. Further, topography gives a helpful authoritative system. Items, sales representatives, and circulation systems would all be able to be composed around a focal, particular area.

The disadvantages in utilizing a geographic premise of division are likewise outstanding. There is constantly the irrefutable likelihood that customer slants may (startlingly) bear no relationship to region. Diverse components, for instance, ethnic root or compensation, may overshadow area. Another issue is that most geographic extents are far reaching, neighborhoods. It is clear that the Eastern seaboard publicizes contains various sub sections. People from a geographic bit routinely tend to be exorbitantly heterogeneous, making it difficult to qualify as a critical concentration for publicizing action.

The geographic segmentation separates clients into fragments in view of topographical zones, for example, countries, states, locales, districts, urban communities or neighborhoods. An organization can target at least one ranges and should know about the way that information as indicated by geographic segmentation may differ because of populace move (Pickton and Broderick, 2005)

It is essential to section as per topography, because of the way that the obtaining conduct of the clients is impacted on where they live, work and so on. (Gunter and Furnham, 1992) Therefore, many organizations tweak their items, publicizing, advancement and deals endeavors to fit the necessities of the geological factors (Armstrong and Kotler, 2005)

The geographic segmentation is moreover valuable when there are contrasts in an area where an item is advertised. The distinctions can be caused by social elements, customs, legislative issues and so forth and moreover the distinctions can be noteworthy in one fragment, while in different sections the distinctions can be minor and less huge. (Gunter and Furnham, 1992)

Moreover, because of an expansion in the globalization today the geographic segmentation has been connected to different contrasts in financial and statistical qualities. The aftereffect of this kind of division is alluded to as geodemographic (Gunter and Furnham, 1992) The geodemographic division joins the geographic segmentation with the demographic segmentation and in this manner consolidates the investigation of the objective clients with where they live (Pickton and Broderick, 2005) Hence the geodemographic arranges the clients as per where they live in contrast with the way the social class characterizes purchasers by their occupation and subsequently the organizations are more fit for anticipating customer conduct (Gunter and Furnham, 1992)

2.6.3 Psychographic Segmentation

Nowadays, it's perceptible that the business parts are coordinated towards the Global Market by using the advancement organizations and items to disparage their customers. In this way, the publicists need to better grasp their customers in perspective of their needs and wants. The psychographics is an issue which can be related to different parts of customers with differentiations and similitudes as purposely keys. Undoubtedly, psychographics from publicizing view that infers the

all-inclusive community how, when and where to contribute their vitality and money. Regardless of the way that the New Tech and Methods impact our condition to advancing new specific mechanical assemblies like the Internet, hand phone with a couple of workplaces and satellites, there are two or three balanced examines about psychographic division at target promote and sufficient model to understanding customers. These advancing, no ifs ands or buts, affect customers' life and fate. More customers are excitedly being interested in use new tech and new models of stock or organizations. About, using new models of stock or organizations are showing grouping cluster references in which they have differentiations and similitudes. Similarly, it can demonstrate effects of procuring on customers' character and lifestyle as psychographic factors. Along these lines, the market division can be coordinated in perspective of using psychographic variables to fulfill better data of customers and to pass on right things among the ideal people. Psychographic division can segment customers to different classes of social and expect future needs and needs of people as advancing philosophy.

Emanuel Demby, characterizing psychographic as: The utilization of mental, sociological, and anthropological variables, for example, benefits wanted (from the conduct being examined), self-idea, and way of life (or serving style) to decide how the market is portioned by the inclination of gatherings inside the market—and their reasons—to settle on a specific choice about an item, individual, belief system, or generally hold a disposition or utilize a medium. Socioeconomics and economics likewise are utilized as a steady verify whether psychographic advertise division enhances different types of division, including user/nonuser groupings. (1989)

The mental factors get from two central sorts of client; identity profiles and way of life profiles (psychographics). Mental profiles are regularly utilized as a supplement to geographic and socioeconomics when these does not give an adequate perspective of the client conduct. While the conventional geological and demographical bases (sex, age, salary and so forth.) give the advertiser availability to client sections, the mental factors give extra data about these and upgrade the comprehension of the conduct of present and potential target markets (Gunter and Furnham, 1992)

Psychographic segmentation in this way isolates individuals as indicated by their demeanors, values, ways of life, premiums and assessments (Pickton and Broderick, 2005) Furthermore, a few advertisers have utilized identity factors to section the business sectors, for instance the landline phone is "obsolete" and a business could seem to target senior individuals though the real reason for existing is that the business is gone for a substantially more extensive identity gathering (Armstrong and Kotler, 2005: 190).

Psychographic segmentation ascended as a choice to explore reasoning that hopes to fill in the space left by various sorts of division, or propose another way to deal with see the market as their mental attributes. Shiffman and Kanuk guarantee that "The psychographic profile of a customer portion can be considered as a blend of exercises, interests and feelings (AIOs) unmeasured buyer (2012)

Lin (2002) affirmed that joining all the while such segmentation factors like demographic and psychographic factors can make essential data of sub-markets. The vast majority of the looks into by shopper conduct and mentality as psychographic segmentation proficient as prominent division in 1990s (Harcar and Kaynak, 2008). The psychographic segmentation asserted that each country has had psychographic and demographic factors in perspective of combination ethnics and social orders. The starting phase of psychographic segmentation prompts lifestyles and character regards. Lifestyles are incorporated with activities, interests and appraisals (AIO), in like manner personality regards are joined inside and outside qualities.

Ahmad et al. (2010) displayed that a standout amongst other methodologies for a superior comprehension of clients is psychographic segmentation. In spite of the fact that the mental characteristics decide ways of life and identity esteems; they can create data appropriately by having statistic characters. Truth be told, psychographic segmentation is isolating mass market to particular submarkets that advertisers can recognize their own particular clients betterly. At the end of the day, psychographic segmentation is an approach which helps advertisers for two reasons. Initially, it uncovers homogenous submarkets. Next, it encourages them to pick proper techniques inside target markets. The clients are assigned to subgroups by psychographic segmentation (Kotler, 1977). The customers may be having common needs and wants, yet extraordinary on mental attributes. In this manner, the accomplices and the

monetary masters take after risks to understand customers by considering their lifestyle and character in order to execute suitable frameworks.

2.6.4 Behavioral Segmentation

The loyalties of the customers towards a particular brand help the publicists to portray them into tinier gatherings, each social affair including individuals' faithful towards a particular brand.

Behavioral segmentation depends on the clients' state of mind toward, utilization of, or reaction to an item. Numerous advertisers trust that the behavioral factors, for example, events, benefits, client status, utilization rate, purchaser availability arrange, dedication status and demeanor are the best beginning stages for developing business sector fragments and in this way these factors will be depicted further in the accompanying (Kotler and Keller, 2009)

In conclusion to the territory of describing the expected intrigue gather it is basic for the sponsor to see how it is not hard to accomplish all buyers in all fragments. This is a direct result of how the customers are unnecessarily remarkable and have diverse needs and acquiring hones. The association need to consider the variables of the thoughts inside market segmentation i.e. the demographic segmentation, the geographic segmentation, the psychographic segmentation and the behavioral segmentation. Larsen states that: On the premise of the previously mentioned area it can be contended that the demographic and behavioral segmentation are the most essential ones when planning market procedures of a phone. This is because of the way that a phone organization ought to consider, among others, the periods of their objective clients with a specific end goal to impart their message precisely. Moreover, the states of mind, among others behavioral factors, at the item, for this situation being a landline phone or potentially a cell phone, are imperative to acknowledge all together for the organization to outline a proper market technique. (Larsen, 2010)

2.7 Decision of Target Consumer and Target Market

2.7.1 Looking at the Global Environment

Advertising is the route toward offering things to purchasers the goal of securing bargains. People are generally familiar with promoting from advertisements; however less think about the gigantic effort of inventive work that goes into a

publicizing framework. Publicists coordinate expansive examinations about client lead, examples and cerebrum science with a ultimate objective to understand and abuse the possibility of buyer getting decisions. All around this effort begins with the ID of a target market and completes with the arranging of an association's picture to get that market.

One successful kind of marketing is target advertising. Concentrating on incorporates both research about potential or energy customers and fundamental authority about how those customers might be served. This system when in doubt incorporates some kind of market division – breaking the entire people of potential clients down into various characterizations vital to their purchasing inclinations and tastes, and after that perceiving which orders may be involved with the thing being alluded to. For cases, an organization that produces wearing apparel for ladies is not interested in making promotion to men, and an organization that produces fundamentally costly items more often than usual does not make an effort to pitch them to shoppers hoping to spare cash.

Brand positioning is a procedure of target marketing that really procures for the sponsor's item. In focusing on a market, the organization distinguishes the qualities of the customer who might be occupied with their item. They additionally gather data about these shoppers' tastes, inclinations and necessities. Brand situating utilizes notices and other correspondence to take a picture in the buyer's brain – called a brand – which the customer partners with the items or administrations offered by the business. By configuration, mark situating takes into account the premiums, needs and tastes of the customers in the objective market.

While target marketing and brand positioning are firmly related, they are not a similar procedure. Focusing on a market is the bigger procedure of showcasing to an objective customer -it incorporates both the examination of market division and the act of brand situating. Positioning includes just the different techniques and ventures that the organization starts to convey a brand to the objective market. To prevail in target showcasing, a business must have the capacity to both focus on a customer and position their image. A business can know precisely which sections of shoppers are keen on their item and still not be successful in accomplishing acknowledgment for their image with those customers.

Marketing examination can be useful in creating enhanced brand positions from multiple points of view. Having genuine data (instead of hunches or conjectures) can help the association to go to the choices expected to construct the brand situating articulation, making room to determine inside political fights.

A portion of the brand situating components where promoting research is useful is (Semans, 2010):

- Defining the objective market.

- Understanding the objective market's present impression of your image and aggressive brands.

- Understanding the edge of reference — from the objective market's viewpoint.

- Defining your image's separation.

- Understanding which evidence focuses are most convincing for the intended interest group.

- Testing position articulations.

- Ensuring if that situating materials are conveying successfully.

- Tracking and observing your image position and responsibility for separation.

- Tracking and observing focused brand positions and activities.

2.7.1.1 Economic and Financial Environment

Environmental factors identified with the national economy and rivalry influence organizations in various routes, contingent upon the level of improvement of the nations. Along these lines, when all is said in done, the level of monetary advancement of the nations and the attributes of the inward market structure ought to be resolved before the investigation of the natural effects of the national economy and inner rivalry conditions.

On the other hand, since the concept of sophistication is a relative concept, it is very difficult to classify it as a generally accepted one in order to determine this level. The World Bank's criticism is that strict classification rules do not reflect the level of development of countries in a true way. Namely; in this classification, the

World Bank uses the per capita national income of countries as the main criterion and classifies it as follows:

- $ 1005 and below - low income group

- $ 1006- $ 3975 - medium income group

- $ 3976- $ 12275 - medium income group

- $ 12276 and above - high income group

According to article that is written by Gegez et.al, the comprehension of the international economic environment and the development of marketing strategies, plans and programs in the direction of perspective should be seen as a condition for modern business-management thinking, as well as a condition for successful integration and integration into international markets (2003).

It is imperative that businesses analyze a country as a market so that they can see the potential environmental factors before they can be affected. If a country is analyzed as a market then; general demand, the costs of adaptation, competition, economic development and performance, production power and consumption need to be carefully examined. (Wood and Robertson, 2000)

2.7.1.2 Socio-Cultural Environment

According to Aydın, with the growth rates of post-globalization economies growing at an unprecedented rate of international competition and communication, companies operating in international markets have made it almost impossible to ignore the social and cultural values of the target markets while determining the strategies they will apply. When added to the intense competition environment that exists in international markets and the uncertainty of rapid changes, it is understood that there is nothing more than market-oriented businesses that can operate in these markets. As a result, the concept of "culture", which expresses the social values specific to the target market, is considered as one of the factors that should be given importance in international activities. (2007)

Chuan Chen emphasizes that; the primary goal of firms heading for a different country market should be countries that are similar in cultural sense to the country in which the main activity is conducted. In other words, the existence of similarities in

consumer behaviors in countries with similar cultures gives the opportunity to apply the operator's usual marketing activities in the new market. It is clear that it is not possible to carry out marketing activities with the same ease in a market that has completely different characteristics without such cultural proximity. (2008) Benedict and Steenkamp examine that prior to analyzing the effects of cultural variables on international marketing, it is to be recognized that each country or country has its own cultural dynamics. (2001) These different cultural characteristics naturally cause different ideas and values to arise in different foreign societies, but they can also lead to differences in the effects of cultural factors that may be encountered in international markets. (Gilbert and Tsao, 2000)

2.7.1.3 Political Environment

Çatı gives attention to the point that liberal democracy based on human rights and freedoms, market economy, pacifism, globalization, the abandonment of the concept of "state dominance" settled for centuries has caused changes. The most important one of political developments is the change of state influence on society. In the industrialization period, the state understanding is the nation-state and the widespread state. Vertical organizations, centralism, command-command understanding brought by the industrialism have become dominant in the state as well. At the heart of inter-country relations are nations and states. This understanding has pushed world politics into a short-term squeeze between two systems (socialism and capitalism). During industrialization, rationality, scientificness and positivism dominated as the main way of thinking. Everything is materialized. Therefore, it is thought that "community engineering", where societies can be managed and managed by engineers, is possible. With the end of this period with globalization, classical organizations have rapidly lost control of their former powers. (Çatı. 2000).

It appears that different political forces in the international arena interpret political ideologies differently in their own political systems. Countries whose production factors belong to the management of property can be assumed to be socialist and communist countries, but this provision may not always be true. It is seen that in many countries, which define it as communist or socialist, the state is active in a wide range of business life. In order to survive in the political arena, businesses must best analyze the political risks that are spreading in the political arena.

The types of political power that influence international business are one of the most important factors influencing and directing international trade. Mutlu, highlighted that international businesses, when they invest in any country, have to examine the circumstances of that country. This is because; to make correct predictions and decisions, such as political situation, competition, level of technological development, socio-cultural changes, and to provide correct approaches to the issues, including long-term plans based on this information. We can summarize the socio-political power types that need to be examined for political evaluation of a country (Mutlu, 2008):

- Ideological forces (Communism, Capitalism, Socialism, Conservative and Liberal ideologies)

- Nationalism trends

- State-owned business trends

- State influence and control

- State or government stability

- Political conflict and enmity based on history

- The impact of international organizations

- Defense policies of countries

- Foreign policies of countries

- Terrorism

2.7.1.4 Legal Environment

While politically evaluating a country, legal environmental factors are an important factor that should not be ignored. Gegez points that new possibilities have begun to emerge in many parts of the world with the grounds that the protectionist and statist policies in the world have begun to rise, and businesses have searched on how these opportunities could be developed. However, on the other hand, businesses need to increase their international market activities and market share, which are not limited, to worrying governments at certain levels.

While one side wants to take part in international markets, the other side also attempts to protect the industrial development within the country. Governments can never ignore national markets; do not want to weaken their own countries against world markets. No country constitutes a legal regime that will help the development of the country's economy and infrastructure, even if a foreign business does not want its policies to affect it. (2003)

CHAPTER 3

3. General Overview About Starbucks

"People have come to me over the years and said to me: 'I admire the culture of Starbucks. Can you come give a speech and help us turn our culture around?' I wish it were that easy. Turning a culture around is very difficult to do because it's based on a series of many, many decisions, and the organization is framed by those decisions."

Howard Schultz

The Starbucks Coffee, Tea, and Spice Company was established in Seattle in 1971 by Jerry Baldwin, Gordon Bowker and Zev Siegl, with a dream to teach the buyers about fine espressos. On that day, we go to work with two fancies: to share excellent coffee with our friends and to make the world a little more beautiful. These words belong to a company's creator who has accepted and positioned his own brand in the world with culture, values, and functioning. This was in effect when the first Starbucks opened in 1971, and it remains valid today.

In those days, the organization comprised of a solitary store in notable Pike Place Market in Seattle. Starbucks offered the world finest, new cooked espresso beans from only a little shop. The name motivated by Moby Dick originates from the convention of old espresso merchants and the affection for the untamed ocean.

In 1981, Howard Schultz (leader of Starbucks, CEO) ventured out a Starbucks store. Schultz entered Starbucks with a container Sumatra interestingly and joined the organization a year later.

After a year, in 1983, Howard Schultz went to Italy and was intrigued by the Italians' affection for coffee bars and espresso encounter. He needed to convey the Italian bistro custom to the United States.Creating a place where people can come together and host their conversations. Build your 3rd address after home and work.

Schultz left Starbucks for a short period to open up Il Giornale's cafes and bought Starbucks with the help of local investors and returned to the company in August 1987.
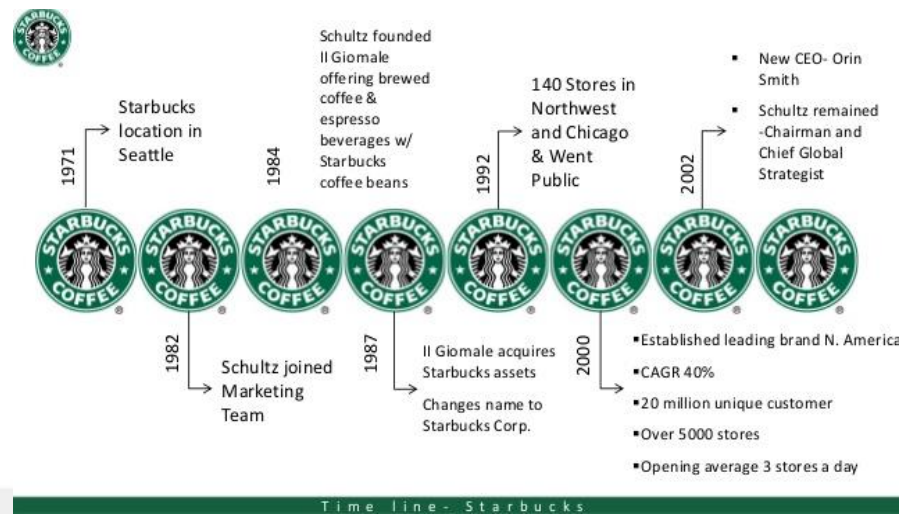
Figure 6: Starbucks' Time Line

Since the day Starbucks was founded, it has become a different company. Not only did they offer their shoppers a rich coffee culture but an experience they would feel valuable and happy to be there. Today, Starbucks is the number one company in the world for purchasing and roasting coffee with more than 21,000 stores in 65 countries.

3.1 Market Entry Strategies of Starbucks

Starbucks is believed to be a growth model for all companies. Starbucks, experienced and successful managers are transferred from bigger companies themselves, human capital has been exceeded by investing in information systems and facilities. Starbucks' image, interior design and locations are constantly checked. Starbucks believes that the right location selection is effective in achieving success. The real estate department is starting to work 9 months before opening a store. In the new market; income level, education, coffee consumption habits etc. (Welsh, Raven and Al-Mutair, 1998, p.196).

Most Starbucks stores are owned by Starbucks and are not franchised. Starbucks is pursuing the strategy of "clustering" by opening stores in many places close to each other, and thus aims to share long tails that form or will form between stores close to each other. So Starbucks is expanding its customer base. Starbucks

believes that opening a number of stores in a particular area helps to strengthen the brand in that area. (Kurtuldu, 2016).

In 1996, Starbucks entered the Japan and Singapore markets and launched the international expansion process. However, when entering the relevant markets, it also applies a different method of market entry than the methods it follows in the USA. For example, in 2001, Starbucks served 785 stores in foreign markets. While 244 of these stores are operated by Starbucks itself as in USA, while the other 541 stores were operated under licensing, unlike Starbucks in the US (Kurtuldu, 2016).

Starbucks' international business model generally involves licensing with partners in the respective countries. However, in some markets and countries partnerships have been established (Japan, Switzerland, South Korea) to buy suitable partners, or purchases of stores in partner countries (Singapore, Thailand, Australia). Starbucks has chosen to work with partners in their own areas of expertise in many countries where they invested. Starbucks entered the Hong Kong market with a licensing agreement, while Japan entered the market with a joint venture investment. In Starbucks, Kuwait and Middle East regions; has signed a partnership agreement with Alshaya, a retailer based on licensing, covering many countries in the Middle East (Saudi Arabia, Kuwait, Bahrain, United Arab Emirates, Qatar, Lebanon) and giving Alshaya the right to open Starbucks stores.

The way Starbucks tried to enter the Israeli market during the period when trying to enter into the country with the purchase of local coffee chain, which they wanted to implement but could not agree with the local coffee chain, was a method that was applied periodically. Starbucks International's development policy in international markets also necessitates from time to time the realization of strategic alliances. (Welsh, Raven and Al-Mutair, 1998, p.196).

When Starbucks' globalization process and methods are examined, it can be said that Starbucks has applied various entry methods considering the different structure of each zone entered in the international market. Although Starbucks uses the licensing method more intensively, it uses joint venture, strategic alliance, direct investment, etc. as its market entry strategies. In addition to this, it can be stated that Starbucks does not include franchise method among the methods of entrance in the light of the aforementioned information.

3.2 Positioning of Starbucks

Starbucks positioned itself as an upscale brand and separated its offerings as being not simply espresso items, but instead a rich "ordeal", so Starbucks "encounter" has been the organization's offering point. The organization at first focused on youthful understudies, social classes, and neighborhoods that would be most open to purchasing $3 some espresso and investing energy with companions at their stores. With quick development and extension, Starbucks target advertise extended quickly to incorporate each person of each age. The organization focused on residential areas, rustic groups, ethnic neighborhoods, roadway rest stops, and even markets officially immersed with different coffeehouses. What started as a specialty target advertise in the end came to incorporate shoppers from all aspects of life? (Lyons, 2005)

The choice of choosing target sections can be evaluated by taking a gander at advertise factors, focused elements, and political, social, and natural variables (Jobber, 1995). Value, haggling energy of clients and providers and boundaries to section all goes under the market factors, and on account of Starbucks, their espresso was costly and they were attempting to re-make another espresso culture in America. Consequently, they have low hindrances for section. Since they were amazingly cautious in each progression of espresso making, they endeavored to keep up a long-standing association with their providers (Stanley, 2002)

Starbucks concentrated on office laborers, with center to high wages, who needed to purchase premium things. Schultz required Starbucks to end up observably the 'Third Place', the place among home and work where people could collect, unwind and speak with each other. In this way, they were watchful about their quality control to meet the elevated requirements. In like manner, they paid a considerable measure of keenness with respect to the unobtrusive components of the store – everything from the outline, to the furniture, to the music. Moreover, they were in the "introduction" arrange in the thing lifecycle.

Target marketing should be possible in three distinctive ways; undifferentiated, separated and thought. Concentrated (or specialty) promoting coordinates its endeavors towards a solitary market fragment and making and keeping up a selective methodology for each section (Dibb et al., 1994). Another way to deal with the market, known as separated (or divided) showcasing, approach the mass market by outlining

separate items and promoting programs for the distinctive portions (Boyd and Walker, 1990). In undifferentiated (or mass) advertising, the firm overlook showcase portion contrasts and focus overall market with one procedure (Kotler and Armstrong, 2004). Exactly when Starbucks choose to enter showcase, they used this undifferentiated promoting technique and they made and kept up the publicizing mix considering the market as a singular segment. An important inconvenience in using this concentrating on framework is developing the brand to fulfill all clients. Starbucks used their organizations without exchange off in quality for accomplishing this. In addition, they were pushing in the market by opening 15 new stores in 1988; 20 of every 1989; 30 out of 1990; 31 out of 1991; and 53 out of 1992.

In the wake of choosing its objective markets, the organization must choose what position it needs to possess in their objective market. An item's position is the way the item is characterized by buyers on imperative properties, for example, value, quality, contender, item class, application et cetera. (Kotler and Armstrong, 2004). Organizations attempted to position their items so as to separate themselves from the contenders and give them the best vital preferred standpoint in the objective market. When Schultz gained Starbucks in 1987; value-based showcasing was being supplanted by relationship advertising. Benefit from held long haul client relationship turned into the key of showcasing and business. Relationship advertising goes for enchant as opposed to fulfillment of clients. What's more, Starbucks acknowledged general conclusion, despite the fact that it takes more time to develop, when empowered can help maneuver the organization into the market (Kotler, 1986)

3.3 Starbucks SWOT Analysis

Many individuals of the corporate world consider SWOT investigation to be a standout amongst the best instruments in the examination of promoting information and data. This is essentially on the grounds that the SWOT examination is a basic, clear structure that gives and fills in as an impetus for the advancement of reasonable feasible arrangements and to redress the present designs. It satisfies this part by organizing the appraisal of the fit between what a firm can and can't do (as qualities and shortcomings), and the ecological conditions working for and against the firm (as circumstances and dangers). (Ferrel and Hartline, 2008)

Strenghts: Starbucks is an especially seen mark all through an extraordinary piece of the world, and likely the most surely understood brand in the bistro business. The Starbucks logo is adequately identifiable, and attracts both new and repeats customers. Stores are regularly in the most prime regions around the globe, with high movement and deceivability. As we determined over, the association has a wide geographic closeness, with zones in 68 countries. Its strong market position, separated things, and brand affirmation has empowered the association to have an unequivocal preferred standpoint over most contenders, and has allowed it to furthermore develop its business. In term of value, efficiency and ethicality, Starbucks have set up themselves as a fantastic bistro chain, paying little respect to their monstrous general proximity equal to that of most fast food chains. Their things are of splendid quality, clearly naturally neighborly, and for the most part unfaltering between zones. In this way, they can stand to charge customers high costs, which most by far will pay. Does this mean huge advantages, and also has them comprehensive saw as exceptional contrasted with other bistro chains.

Not solely does the association offer premium, awesome espressos, also outfits the customer with the "Starbucks Experience". This fuses awesome customer organization, spotless and all around kept up stores that offer a content with setting, incredible music, a warm air, and free remote Internet access in the U.S. additionally, certain general markets. These parts have made an abnormal state of customer steadfastness, which has driven same-store arrangements and benefit consistently. The association moreover has a wide customer relentlessness program, in which customers can pick up commitment centers with each purchase that can be recouped with the desire of complimentary things. Its new Mobile Order and Pay program, empowers customers to put orchestrates early for get up at certain taking an intrigue range in the U.S., has been a hit with more young clients who might incline toward not to take care of line. This development has been boosting bargains enjoyably, as it moreover prescribes sustenance and drink mixes to enrolled customers.

Weakness: As per Dalavacas, 69% of aggregate incomes were created in the Americas area, basically in the United States. While development in the U.S. has been solid recently, there is a hazard to the business when the American economy starts to moderate. Since Starbucks is reliant on shopper optional spending, its outcomes are touchy to changes in macroeconomic conditions. Subsequently, when the U.S.

economy does definitely start to moderate, milder outcomes on the home front will most likely be unable to be balanced by picks up in other geographic districts. The organization will probably proceed to grow and expand its business keeping in mind the end goal to help lighten some of these worries. (Dalavacas, 2016)

Moderate extension in Europe is seen additionally one of the shortcomings as per Dalavacas by saying that the Europe, Middle East, and Africa part just contributed 6% to salaries in money related 2015. This may be to some degree astounding for a couple, as European customers particularly have for all intents and purposes indistinguishable wealth to those in North America, and the landmass has a wide subset of the masses with raised measures of optional income. Arrangements to China/Asia Pacific are more than twofold that of Europe. Some segment of the issue may be the coffee culture in Europe. Coffee customers in Italy or France, for example, may not consider Starbucks essential as a shipper of coffee, correspondingly as they may not consider American wines as vital as French or Italian wines. The American social affinity for sitting in a Starbucks may in like manner not be as drawing in a European who needs to sit at a better than average, neighborhood café. The negative photo of a far reaching American endeavor offering coffee has likely expelled a couple of Europeans. (Dalavacas, 2016) Moreover, variance of espresso costs can be viewed as one of the risk and shortcoming which can Starbucks face of. Dalavacas additionally specified about this issue by saying Starbucks, nearby its noteworthy adversaries, typically uses costlier Arabica beans rather than the more affordable Robusta beans used as a piece of market brands and moment espresso. The expenses of these beans are customarily greatly capricious. While organization generally secures costs using contracts, notwithstanding all that it can lose money if costs don't move as predicted. Since the drink order, generally espresso, made up 58% of Starbucks' 2015 earnings, close to nothing, unpropitious changes in espresso expenses can bigly influence comes to fruition. (2016)

The reason for this study is to survey the qualities of Starbucks, which has situated its image around the world, and particularly assess their clients in Ankara locale. This examination is vital regarding being a case of a firm that tries to position its image and make client unwaveringness.

CHAPTER 4

4. Starbucks Brand Positioning Survey

In today's rapidly developing world, be able to take part in the growing market and to survive in the market if and only by creating strong brands. It is essential to embrace many dynamics in order to create a strong brand in the globalizing world, where countries' relations with each other are increasing day by day, and present them to all people around the world. It is one of the most important points to analyze the wishes, desires and expectations of people around the world in a comprehensive way and to provide services according to the results of these analyzes.

Besides all these analyzes, it is necessary to have a structure in which such brands are laid on solid foundations within themselves. Behind a strong brand, it has to be a solid structure with its corporate structure, trained employees and talented management. Think of a brand where all of them are almost together and add a two-headed mermaid to your logos. Starbucks is one of the best brands with the highest customer loyalty that positions its brand around the world and analyzes customers' wishes and desires in the best way.

The purpose of this survey is to assess the characteristics of Starbucks, which has positioned its brand worldwide, and specifically evaluate their customers in Ankara region. This study is important in terms of being an example of a firm that tries to position its brand and create customer loyalty. This research is made by presenting the dynamics that constitute the foundations of the culture that Starbucks has created to Starbucks users in certain parts of Ankara and aimed to learn the Starbucks perception of the customers ' head and show how Starbucks' brand is positioned.

4.1 Data Collection Method

The information necessary for the study was collected by survey method. The information required for the study was prepared by a two-part questionnaire. The first part consists of questions on which personal information is learned and the second part

consists of questions prepared to gather the necessary data in accordance with the purpose of the questionnaire.

After the questionnaire was fully prepared, the intelligibility of the questions and the reactions given to the questions were tested on a scale of over twenty. In addition, consultations were held with the Starbucks store managers in selected regions.

As a result of these questionnaire analyzes, Cronbach Alpha reliability of 0.825 was reached, which is highly reliable in the literature.

Table 4: Demographic Distribution of Consumer Survey

Frequency Table

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	77	49,0	49,0	49,0
	Female	80	51,0	51,0	100,0
	Total	157	100,0	100,0	

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25	55	35,0	35,0	35,0
	26-34	65	41,4	41,4	76,4
	35-44	21	13,4	13,4	89,8
	45 and above	15	9,6	9,6	99,4
	5,00	1	,6	,6	100,0
	Total	157	100,0	100,0	

Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High School Diploma	35	22,3	22,3	22,3
	Bachelor's Degree	74	47,1	47,1	69,4
	Master's Degree	37	23,6	23,6	93,0
	Doctoral Degree	11	7,0	7,0	100,0
	Total	157	100,0	100,0	

How often do you visit Starbucks?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2 times a day	7	4,5	4,5	4,5
	once a day	30	19,1	19,1	23,6
	2-3 times a week	53	33,8	33,8	57,3
	once a week	42	26,8	26,8	84,1
	less frequent	25	15,9	15,9	100,0
	Total	157	100,0	100,0	

In the light of study has found that customers prefer Starbucks products over other coffee shops. Of the 157 randomly chosen subjects 80 were women, 77 were men. Majority of coffee users were between the ages of 26 and 34. They had Bachelor

degrees and frequented the Starbucks shops in Ankara at least twice or three times a week.

4.2 Target Population and Limitation of the Study

The survey was conducted among Starbucks users over 18 who reside in Ankara and it was carried out at Starbucks stores located in different districts of Ankara. They can be ordered as follows; Panora AVM, Taurus AVM, Forum Ankara AVM, Atlantis AVM, Kızılay AVM and Bilkent Reserve.

The survey was conducted entirely within Starbucks stores and at different locations in Starbucks with 157 random Starbucks users. The reasons for this is to make sure that surveyor are Starbucks users and that they have experienced the Starbucks culture. So, it is aimed to raise the reliability of the questionnaire. Another cause is the observation of the differences between the responses of the questions that is given by people who are located in different regions and in different living standards.

4.3 Hypothesis of the Study

H1: There is a meaningful positive relationship between the perceived quality of the Starbucks brand and customer satisfaction.

H2: A person with a high level of satisfaction with the Starbucks brand has a high level of commitment to that brand.

H3: There is a positive relationship between brand participation in social projects and the increase in loyalty to the brand responsibility.

4.4 Findings of the Survey

IBM SPSS software program was used to investigate questionnaires applied in the scope of the study.

H1: A correlation test was performed to look at the validity and accuracy of the hypotheses 1 between the survey questions 5, 6, 10, 15, 16, 22 and 1, 2, 3, 12, 23, 24 as seen table 4, 5 and 6. In the analysis of hypothesis 1, conclusion is;

Table 5: The Correlation of Hypothesis 1 Table 1

Correlations

		The music at Starbucks stores provides a relaxing and peaceful environment.	The variety of Starbucks coffees and their food is satisfactory.	The decoration of the Starbucks stores is impressive and visually very well designed.	At Starbucks stores, the atmosphere of the products, the employees, the decoration as a whole is appealing.
The music at Starbucks stores provides a relaxing and peaceful environment.	Pearson Correlation	1	,557**	,474**	,482**
	Sig. (2-tailed)		,000	,000	,000
	N	157	157	157	157
The variety of Starbucks coffees and their food is satisfactory.	Pearson Correlation	,557**	1	,388**	,495**
	Sig. (2-tailed)	,000		,000	,000
	N	157	157	157	157
The decoration of the Starbucks stores is impressive and visually very well designed.	Pearson Correlation	,474**	,388**	1	,708**
	Sig. (2-tailed)	,000	,000		,000
	N	157	157	157	157
At Starbucks stores, the atmosphere of the products, the employees, the decoration as a whole is appealing.	Pearson Correlation	,482**	,495**	,708**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	157	157	157	157

**. Correlation is significant at the 0.01 level (2-tailed).

In the analysis of hypothesis 1 table 1;

- The correlation between "The variety of Starbucks coffees and their food is satisfactory" and "The music at Starbucks stores provides a relaxing and peaceful environment" are valid because the significance percentage of 0,000 which is less than 0,05. So the correlation between these two factors is 55% with the positive direction.

- The correlation between "The decoration of the Starbucks stores is impressive and visually very well designed." and "The music at Starbucks stores provides a relaxing and peaceful environment" are valid because the significance percentage of 0,000 which is less than 0,05. So the correlation between these two factors is 47% with the positive direction.

- The correlation between "At Starbucks stores, the atmosphere of the products, the employees, the decoration as a whole is appealing" and "The music at Starbucks stores provides a relaxing and peaceful environment" are valid because the significance percentage of 0,000 which is less than 0,05. So the correlation between these two factors is 48% with the positive direction.

- The correlation between "The variety of Starbucks coffees and their food is satisfactory" and "The decoration of the Starbucks stores is impressive and visually very well designed" are valid because the significance percentage of 0,000 which is less than 0,05. So the correlation between these two factors is 38% with the positive direction.

- The correlation between "The variety of Starbucks coffees and their food is satisfactory" and "At Starbucks stores, the atmosphere of the products, the employees, the decoration as a whole is appealing" are valid because the significance percentage of 0,000 which is less than 0,05. So the correlation between these two factors is 49% with the positive direction.

- The correlation between "At Starbucks stores, the atmosphere of the products, the employees, the decoration as a whole is appealing" and "The decoration of the Starbucks stores is impressive and visually very well designed" are valid because the significance percentage of 0,000 which is less than 0,05. So the correlation between these two factors is 70% with the positive direction.

Table 6: The Correlation of Hypothesis 1 Table 2

Correlations

		The Starbucks stores have a beautiful and impressive smell of coffee.	It is pleasing to find souvenirs / products such as cups, coffee makers, stuffed animals, music CDs, and variety at Starbucks stores.	I like the self service concept in Starbucks stores.	Starbucks stores have an internet connection with printed and visual brochures that I can follow daily developments.
The Starbucks stores have a beautiful and impressive smell of coffee.	Pearson Correlation	1	,085	,144	,004
	Sig. (2-tailed)		,288	,071	,964
	N	157	157	157	157
It is pleasing to find souvenirs / products such as cups, coffee makers, stuffed animals, music CDs, and variety at Starbucks stores.	Pearson Correlation	,085	1	,340**	,188*
	Sig. (2-tailed)	,288		,000	,018
	N	157	157	157	157
I like the self service concept in Starbucks stores.	Pearson Correlation	,144	,340**	1	,177*
	Sig. (2-tailed)	,071	,000		,027
	N	157	157	157	157
Starbucks stores have an internet connection with printed and visual brochures that I can follow daily developments.	Pearson Correlation	,004	,188*	,177*	1
	Sig. (2-tailed)	,964	,018	,027	
	N	157	157	157	157

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

In the analysis of hypothesis 1 table 2;

- The correlation between "Starbucks stores have an internet connection with printed and visual brochures that I can follow daily developments" and "I like the self-service concept in Starbucks stores" are valid because the significance percentage of 0,02 which is less than 0,05. So the correlation between these two factors is 17% with the positive direction.

- The correlation between "At Starbucks stores, the atmosphere of the products, the employees, the decoration as a whole is appealing" and "The decoration of the Starbucks stores is impressive and visually very well designed" are valid because the significance percentage of 0,000 which is less than 0,05. So the correlation between these two factors is 70% with the positive direction.

- The correlation between "At Starbucks stores, the atmosphere of the products, the employees, the decoration as a whole is appealing" and "The decoration of the Starbucks stores is impressive and visually very well designed" are valid because the significance percentage of 0,000 which is less than 0,05. So the correlation between these two factors is 70% with the positive direction.

Table 7: The Correlation of Hypothesis 1 Table 3

Correlations

		I follow the latest developments of Starbucks on the website of the brand.	I get very good service at Starbucks	Starbucks meets my coffee drinking and socializing needs.	I can say that time spent in Starbucks is a productive and enjoyable time.
I follow the latest developments of Starbucks on the website of the brand.	Pearson Correlation	1	,208**	,261**	,036
	Sig. (2-tailed)		,009	,001	,659
	N	157	157	157	157
I get very good service at Starbucks	Pearson Correlation	,208**	1	,170*	,379**
	Sig. (2-tailed)	,009		,033	,000
	N	157	157	157	157
Starbucks meets my coffee drinking and socializing needs.	Pearson Correlation	,261**	,170*	1	,057
	Sig. (2-tailed)	,001	,033		,477
	N	157	157	157	157
I can say that time spent in Starbucks is a productive and enjoyable time.	Pearson Correlation	,036	,379**	,057	1
	Sig. (2-tailed)	,659	,000	,477	
	N	157	157	157	157

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

In the analysis of hypothesis 1 table 3;

- The correlation between "I get very good service at Starbucks" and "I follow the latest developments of Starbucks on the website of the brand" are valid because the significance percentage of 0,009 which is less than 0,05. So the correlation between these two factors is 20% with the positive direction.

- The correlation between "Starbucks meets my coffee drinking and socializing needs" and "I follow the latest developments of Starbucks on the website of the brand" are valid because the significance percentage of 0,001 which is less than 0,05. So the correlation between these two factors is 26% with the positive direction.

- The correlation between "I get very good service at Starbucks" and "Starbucks meets my coffee drinking and socializing needs" are valid because the significance percentage of 0,03 which is less than 0,05. So the correlation between these two factors is 17% with the positive direction.

- The correlation between "I get very good service at Starbucks" and "I can say that time spent in Starbucks is a productive and enjoyable time" are valid because the significance percentage of 0,000 which is less than 0,05. So the correlation between these two factors is 37% with the positive direction.

H2: For Hypothesis 2, a correlation was tested at the validity and accuracy in this hypothesis between the survey questions 1, 2, 3, 4, 8, 11, 12, 13 and 7, 9, 17, 19, 20, 21, 26, 27 as seen table7, 8, 9 and 10. In the analysis of hypothesis 2 table 1, conclusion of it is;

Table 8: The Correlation of Hypothesis 2 Table 1

Correlations

		The music at Starbucks stores provides a relaxing and peaceful environment.	The variety of Starbucks coffees and their food is satisfactory.	Visiting the Starbucks stores changed my lifestyle and became a part of my life.	I feel relieved and happy in Starbucks stores.
The music at Starbucks stores provides a relaxing and peaceful environment.	Pearson Correlation	1	,557**	,305**	,316**
	Sig. (2-tailed)		,000	,000	,000
	N	157	157	157	157
The variety of Starbucks coffees and their food is satisfactory.	Pearson Correlation	,557**	1	,235**	,320**
	Sig. (2-tailed)	,000		,003	,000
	N	157	157	157	157
Visiting the Starbucks stores changed my lifestyle and became a part of my life.	Pearson Correlation	,305**	,235**	1	,338**
	Sig. (2-tailed)	,000	,003		,000
	N	157	157	157	157
I feel relieved and happy in Starbucks stores.	Pearson Correlation	,316**	,320**	,338**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	157	157	157	157

**. Correlation is significant at the 0.01 level (2-tailed).

In the analysis of hypothesis 2 table 1;

- The correlation between "The variety of Starbucks coffees and their food is satisfactory" and "The music at Starbucks stores provides a relaxing and peaceful environment" are valid because the significance percentage of 0,000 which is less than 0,05. So the correlation between these two factors is 55% with the positive direction.

- The correlation between "Visiting the Starbucks stores changed my lifestyle and became a part of my life" and "The music at Starbucks stores provides a relaxing and peaceful environment" are valid because the significance percentage of 0,000 which is less than 0,05. So the correlation between these two factors is 30% with the positive direction.

- The correlation between "Visiting the Starbucks stores changed my lifestyle and became a part of my life" and "The variety of Starbucks coffees and their food is satisfactory" are valid because the significance percentage of 0,003 which is less than 0,05. So the correlation between these two factors is 23% with the positive direction.

- The correlation between "The variety of Starbucks coffees and their food is satisfactory" and "I feel relieved and happy in Starbucks stores" are valid because the significance percentage of 0,000 which is less than 0,05. So the correlation between these two factors is 32% with the positive direction.

Table 9: The Correlation of Hypothesis 2 Table 2

Correlations

		The Starbucks stores have a beautiful and impressive smell of coffee.	At Starbucks, there is a good chance that there are common areas where there are opportunities such as workshops for preparing business meetings or homework, and writing boards.	The card of Starbucks given to its customers makes me feel special and boosts my loyalty.	I think I am a loyal customer of Starbucks.
The Starbucks stores have a beautiful and impressive smell of coffee.	Pearson Correlation	1	,033	,189*	,127
	Sig. (2-tailed)		,683	,018	,113
	N	157	157	157	157
At Starbucks, there is a good chance that there are common areas where there are opportunities such as workshops for preparing business meetings or homework, and writing boards.	Pearson Correlation	,033	1	,278**	-,008
	Sig. (2-tailed)	,683		,000	,918
	N	157	157	157	157
The card of Starbucks given to its customers makes me feel special and boosts my loyalty.	Pearson Correlation	,189*	,278**	1	,226**
	Sig. (2-tailed)	,018	,000		,004
	N	157	157	157	157
I think I am a loyal customer of Starbucks.	Pearson Correlation	,127	-,008	,226**	1
	Sig. (2-tailed)	,113	,918	,004	
	N	157	157	157	157

*. Correlation is significant at the 0.05 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).

In the analysis of hypothesis 2 table 2;

- The correlation between "The card of Starbucks given to its customers makes me feel special and boosts my loyalty" and "The Starbucks stores have a beautiful and impressive smell of coffee" are valid because the significance percentage of 0,01 which is less than 0,05. So the correlation between these two factors is 18% with the positive direction.

- The correlation between "The card of Starbucks given to its customers makes me feel special and boosts my loyalty" and "At Starbucks, there is a good chance that there are common areas where there are opportunities such as workshops for preparing business meetings or homework, and writing boards." are valid because the significance percentage of 0,000 which is less than 0,05. So the correlation between these two factors is 27% with the positive direction.

- The correlation between "I think I am a loyal customer of Starbucks" and "The card of Starbucks given to its customers makes me feel special and boosts my

loyalty" are valid because the significance percentage of 0,004 which is less than 0,05. So the correlation between these two factors is 22% with the positive direction.

Table 10: The Correlation of Hypothesis 2 Table 3

Correlations

		I think that Starbucks stores provide a comfortable and friendly environment.	I like having the possibility to use wireless internet in Starbucks stores.	Coffee chats at Starbucks stores help socialize and connect with other customers.	Starbucks gives me the feeling that I am a member of the family.
I think that Starbucks stores provide a comfortable and friendly environment.	Pearson Correlation	1	,121	,506**	,363**
	Sig. (2-tailed)		,130	,000	,000
	N	157	157	157	157
I like having the possibility to use wireless internet in Starbucks stores.	Pearson Correlation	,121	1	,314**	,270**
	Sig. (2-tailed)	,130		,000	,001
	N	157	157	157	157
Coffee chats at Starbucks stores help socialize and connect with other customers.	Pearson Correlation	,506**	,314**	1	,641**
	Sig. (2-tailed)	,000	,000		,000
	N	157	157	157	157
Starbucks gives me the feeling that I am a member of the family.	Pearson Correlation	,363**	,270**	,641**	1
	Sig. (2-tailed)	,000	,001	,000	
	N	157	157	157	157

**. Correlation is significant at the 0.01 level (2-tailed).

In the analysis of hypothesis 2 table 3;

- The correlation between "Starbucks gives me the feeling that I am a member of the family" and "I think that Starbucks stores provide a comfortable and friendly environment" are valid because the significance percentage of 0,000 which is less than 0,05. So the correlation between these two factors is 36% with the positive direction.

- The correlation between "Coffee chats at Starbucks stores help socialize and connect with other customers." and "I think that Starbucks stores provide a comfortable and friendly environment" are valid because the significance percentage of 0,000 which is less than 0,05. So the correlation between these two factors is 50% with the positive direction.

- The correlation between "Coffee chats at Starbucks stores help socialize and connect with other customers" and "I like having the possibility to use wireless internet in Starbucks stores" are valid because the significance percentage of

0,000 which is less than 0,05. So the correlation between these two factors is 31% with the positive direction.

- The correlation between "I like having the possibility to use wireless internet in Starbucks stores" and "Starbucks gives me the feeling that I am a member of the family" are valid because the significance percentage of 0,001 which is less than 0,05. So the correlation between these two factors is 27% with the positive direction.

Table 11: The Correlation of Hypothesis 2 Table 4

Correlations

		It is pleasing to find souvenirs / products such as cups, coffee makers, stuffed animals, music CDs, and variety at Starbucks stores.	Starbucks stores are nice places to socialize outside of home, school or workplaces.	I would recommend people around me to go to Starbucks.	Every time I visit Starbucks, I want to go here again.
It is pleasing to find souvenirs / products such as cups, coffee makers, stuffed animals, music CDs, and variety at Starbucks stores.	Pearson Correlation	1	,345**	,248**	,019
	Sig. (2-tailed)		,000	,002	,809
	N	157	157	157	157
Starbucks stores are nice places to socialize outside of home, school or workplaces.	Pearson Correlation	,345**	1	,289**	,008
	Sig. (2-tailed)	,000		,000	,918
	N	157	157	157	157
I would recommend people around me to go to Starbucks.	Pearson Correlation	,248**	,289**	1	,419**
	Sig. (2-tailed)	,002	,000		,000
	N	157	157	157	157
Every time I visit Starbucks, I want to go here again.	Pearson Correlation	,019	,008	,419**	1
	Sig. (2-tailed)	,809	,918	,000	
	N	157	157	157	157

**. Correlation is significant at the 0.01 level (2-tailed).

In the analysis of hypothesis 2 table 4;

- The correlation between "Starbucks stores are nice places to socialize outside of home, school or workplaces." and "It is pleasing to find souvenirs / products such as cups, coffee makers, stuffed animals, music CDs, and variety at Starbucks stores." are valid because the significance percentage of 0,000 which is less than 0,05. So the correlation between these two factors is 34% with the positive direction.

- The correlation between "I like having the possibility to use wireless internet in Starbucks stores" and "Starbucks gives me the feeling that I am a member of the family" are valid because the significance percentage of 0,001 which is less than 0,05. So the correlation between these two factors is 27% with the positive direction.

- The correlation between "It is pleasing to find souvenirs / products such as cups, coffee makers, stuffed animals, music CDs, and variety at Starbucks stores" and "I would recommend people around me to go to Starbucks" are valid because the significance percentage of 0,002 which is less than 0,05. So the correlation between these two factors is 24% with the positive direction.

- The correlation between "I would recommend people around me to go to Starbucks" and "Starbucks stores are nice places to socialize outside of home, school or workplaces." are valid because the significance percentage of 0,000 which is less than 0,05. So the correlation between these two factors is 34% with the positive direction.

H3: For Hypothesis 3, a correlation was tested at the validity and accuracy in this hypothesis between the survey questions 7, 9, 17, 19 and 18, 25, 29, 30 as seen table 11 and 12. In the analysis of hypothesis 2 table 1, conclusion of it is;

Table 12: The Correlation of Hypothesis 3 Table 1

Correlations

		Visiting the Starbucks stores changed my lifestyle and became a part of my life.	I feel relieved and happy in Starbucks stores.	I appreciate Starbucks stores' association with non-governmental organizations and charitable organizations	Visiting this store makes me think I am part of the charitable Starbucks family.
Visiting the Starbucks stores changed my lifestyle and became a part of my life.	Pearson Correlation	1	,338**	,070	,378**
	Sig. (2-tailed)		,000	,384	,000
	N	157	157	157	157
I feel relieved and happy in Starbucks stores.	Pearson Correlation	,338**	1	,038	,323**
	Sig. (2-tailed)	,000		,637	,000
	N	157	157	157	157
I appreciate Starbucks stores' association with non-governmental organizations and charitable organizations	Pearson Correlation	,070	,038	1	,234**
	Sig. (2-tailed)	,384	,637		,003
	N	157	157	157	157
Visiting this store makes me think I am part of the charitable Starbucks family.	Pearson Correlation	,378**	,323**	,234**	1
	Sig. (2-tailed)	,000	,000	,003	
	N	157	157	157	157

**. Correlation is significant at the 0.01 level (2-tailed).

In the analysis of hypothesis 3 table 1;

- The correlation between "I feel relieved and happy in Starbucks stores." and "Visiting the Starbucks stores changed my lifestyle and became a part of my life" are valid because the significance percentage of 0,000 which is less than 0,05. So the correlation between these two factors is 33% with the positive direction.

- The correlation between "Visiting the Starbucks stores changed my lifestyle and became a part of my life." and "Visiting this store makes me think I am part of the charitable Starbucks family." are valid because the significance percentage of 0,000 which is less than 0,05. So the correlation between these two factors is 37% with the positive direction.

- The correlation between "Visiting this store makes me think I am part of the charitable Starbucks family." and "I feel relieved and happy in Starbucks stores." are valid because the significance percentage of 0,000 which is less than 0,05. So the correlation between these two factors is 32% with the positive direction.

- The correlation between "Visiting this store makes me think I am part of the charitable Starbucks family" and "I appreciate the social responsibility projects carried out by Starbucks stores" are valid because the significance percentage of 0,003 which is less than 0,05. So the correlation between these two factors is 23% with the positive direction.

Table 13: The Correlation of Hypothesis 3 Table 2

Correlations

		The card of StarBucks given to its customers makes me feel special and boosts my loyalty.	I think I am a loyal customer of Starbucks.	I have a lot of physical or intellectual experience at Starbucks stores.	I appreciate the social responsibility projects carried out by Starbucks stores.
The card of StarBucks given to its customers makes me feel special and boosts my loyalty.	Pearson Correlation	1	,226**	,412**	,189*
	Sig. (2-tailed)		,004	,000	,018
	N	157	157	157	157
I think I am a loyal customer of Starbucks.	Pearson Correlation	,226**	1	,122	,024
	Sig. (2-tailed)	,004		,129	,765
	N	157	157	157	157
I have a lot of physical or intellectual experience at Starbucks stores.	Pearson Correlation	,412**	,122	1	,309**
	Sig. (2-tailed)	,000	,129		,000
	N	157	157	157	157
I appreciate the social responsibility projects carried out by Starbucks stores.	Pearson Correlation	,189*	,024	,309**	1
	Sig. (2-tailed)	,018	,765	,000	
	N	157	157	157	157

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

For Hypothesis 3, a correlation was tested at the validity and accuracy in this hypothesis between the survey questions 7, 9, 17, 19 and 18, 25, 29, 30 as seen table 11 and 12. In the analysis of hypothesis 2 table 1, conclusion of it is;

In the analysis of hypothesis 3 table 2;

- The correlation between "I think I am a loyal customer of Starbucks." and "The card of Starbucks given to its customers makes me feel special and boosts my loyalty." are valid because the significance percentage of 0,004 which is less than 0,05. So the correlation between these two factors is 22% with the positive direction.

- The correlation between "The card of Starbucks given to its customers makes me feel special and boosts my loyalty." and "I have a lot of physical or intellectual experience at Starbucks stores." are valid because the significance percentage of 0,000 which is less than 0,05. So the correlation between these two factors is 41% with the positive direction.

- The correlation between "The card of Starbucks given to its customers makes me feel special and boosts my loyalty" and "I appreciate the social responsibility projects carried out by Starbucks stores" are valid because the significance percentage of 0,01 which is less than 0,05. So the correlation between these two factors is 18% with the positive direction.

- The correlation between "I appreciate the social responsibility projects carried out by Starbucks stores" and "I have a lot of physical or intellectual experience at Starbucks stores" are valid because the significance percentage of 0,000 which is less than 0,05. So the correlation between these two factors is 30% with the positive direction.

4.5. Conclusion of the Survey

This section of the study includes the findings from the questionnaire, the evaluation of these data, hypothesis comments, and demographic findings on the questionnaire in tabular form.

The investigation has discovered that clients lean toward Starbucks products over other cafés. Of the 157 arbitrarily picked subjects 80 were ladies, 77 were men. Greater part of coffee clients was between the ages of 26 and 34. They had Bachelor degrees and frequented the Starbucks shops in Ankara no less than twice or three times each week.

The increasing competition in the service sector has made it very clear that the companies that make a difference in this sector are in the forefront. Making diversity and keeping customer loyalty frontline is one of the cornerstones for companies and Starbucks has managed to be the most preferred coffee company in the world.

The details of the demographic findings related to the questionnaire can be seen in the following tables.

CONCLUSION

In this examination, the brand idea is clarified in detail and the components of the brand are inspected. Since the people began to make their first item, it is an always showing signs of change and advancing idea that we utilize our administrations. The idea of the brand, which brings up the ownership of the item between periods when industry and exchange are immature, has turned into the most essential apparatus to recognize items from comparative items, also just the proprietor of items and administrations today. Administration division and brand connections were analyzed. In this investigation, the brand idea is clarified in detail and the components of the brand such as brand loyalty, brand value, brand identity are analyzed. The connection amongst brand and brand positioning and the significance and need of brand positioning in the worldwide market have been clarified together with the brand idea. The positioning of the brand in the service sector that structures the premise of the investigation is clarified and clarifications are made about both the service sector and brand positioning. Service sector and brand positioning were inspected. After the brand and brand positioning process, target audience and target market determination ideas were breaking down in detail. These subjects will be tended to with the case of Starbucks and its brand positioning in the service sector. Moreover, characteristics of service sector with five categories and the service sector development process in Turkey analyzed.

The significance of the objective market in worldwide exchange is not to be belittled. To perceive an objective market, the advertiser recognizes the specific needs of social occasions of people (or section), picks no less than one of these parts as a target, and makes promoting programs composed to each. This approach has found extended relevance in promoting for different reasons, consolidating changes in the market (buyers are winding up altogether more varying in their necessities, perspectives, and lifestyles); extended usage of division by contenders; and how more chiefs are set up in division and comprehend the purposes of premium related with this procedure. Perhaps the best elucidation, in any case, comes back to the essential

present that you ought to understand however much as could be required about purchasers to arrangement promoting programs that address their issues by and large effectively. Besides, as sponsors develop a common view with clients, the more effective they will be in keeping an eye on these necessities in their correspondences extends and teaching and also impacting potential buyers that the thing or organization offering will address their issues. By doing this, principle division criteria which are, statistic, psychographic, behavioral and geographic division, one of the fundamental criteria that expansion the achievement rates of organizations in target showcase.

Market entrance is the next step for companies after a brand and the segmentation strategies the expanding mix of world markets and the development of worldwide people groups have made the open doors in global markets appealing for organizations. Associations that need to exploit these open doors need to make universally institutionalized items and market them to the general population of the world similarly by making the innovation homogenize the global markets.

An organization has different styles and strategies to enter global exchange. This subsection talks about the elements, structures and techniques for passage into worldwide exchange. A portion of the strategies examined are; export entry, contractual entry, international investment methods. Also, economic, socio-cultural, legal and political environment have an important role to deciding to entrance international market.

Starbucks is one of the best known and positioned brand in the world has done almost all of these elements which is written perfectly. Starbucks concentrated on office laborers, with center to high wages, who needed to purchase premium things. Schultz required Starbucks to end up perceptibly the 'Third Place', the place among home and work where people could collect, unwind and speak with each other. Along these lines, they were cautious about their quality control to meet the elevated requirements. In like manner, they paid a great deal of insightfulness with respect to the unpretentious components of the store – everything from the outline, to the furniture, to the music. Also, they were in the "introduction" compose in the thing lifecycle.

The issues that are written in this study utilizing the sources which are prepared by in-field experts form the basis of the international trade. In an adventure that should

be started by fulfilling the requirements of the brand that is created, brand positioning, market segmentation principals and customer segmentation adjustment will result in creating a brand like Starbucks which made itself accepted throughout the world.

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1. Curriculum Vitae

PERSONAL INFORMATION

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Date and Place of Birth: June 25, 1989 / ANKARA

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EDUCATION

Degree	Institution	Year of Graduation
B.A	İhsan Doğramacı Bilkent University	2014
High School	Aydınlıkevler Anatolian High School	2007
Primary School	Kamil Ocak Primary School	2004

WORK EXPERIENCE

Year	Place	Enrollment
2016-…	HY Group Inc.	Sales Director and Corporate Sales Executive
2014	Teknik Büro Gereçleri	Foreign Trade Specialist
2014	Ecorys Turkey	Consultant

FOREIGN LANGUAGES

Advanced English, Intermediate Spanish

2. Survey Questions

<div align="center">

STARBUCKS BRAND POSITIONING SURVEY

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This survey has been prepared for the Department of International Trade, Graduate School of Social Sciences in Çankaya University under the supervision of Assist. Prof. Dr. Ömer YURTSEVEN.

It is a part of thesis study titled "*Brand Positioning in Service Sector: A Case Study of Starbucks.*" The purpose of this survey is to assess the characteristics of Starbucks, which has positioned its brand worldwide, and specifically evaluate their customers in Ankara region. This study is important in terms of being an example of a firm that tries to position its brand and create customer loyalty. The data obtained will be used for academic purposes only. Participating in this work is entirely voluntary. You can withdraw your participation without completing the survey at any time. If you decide to do this, the answers you give in this case will be excluded from the study and will not be evaluated. Thank you for your cooperation

Mehmet Serkan Şandır,

Graduate student, the Department of International Trade, Çankaya University

Personal Information

- **Gender:**   Male ( )   Female ( )

- **Age:**   18-25 ( )   26-34 ( )   35-44 ( )   45 and above ( )

- **Education:**   High School Diploma ( )   Bachelor's Degree ( )

Master's Degree ( )   Doctoral Degree ( )

1. How often do you visit Starbucks?

( ) 2 times a day   ( ) once a day   ( ) 2-3 times a week   ( ) once a week   ( ) less frequent

5   Answer the following questions with your own sense of Starbucks in your mind and with your experience in Starbucks coffee shops.

	Questions	Strongly 5	Agree 4	Neutral 3	Disagree 2	Strongly 1
1	The music at Starbucks stores provides a relaxing and peaceful environment.					
2	The variety of Starbucks coffees and their food is satisfactory.					
3	The Starbucks stores have a beautiful and impressive smell of coffee.					
4	At Starbucks, there is a good chance that there are common areas where there are opportunities such as workshops for preparing business meetings or homework, and writing boards.					
5	The decoration of the Starbucks stores is impressive and visually very well designed.					
6	At Starbucks stores, the atmosphere of the products, the employees, the decoration as a whole is appealing.					
7	Visiting the Starbucks stores changed my lifestyle and became a part of my life.					
8	I think that Starbucks stores provide a comfortable and friendly environment.					
9	I feel relieved and happy in Starbucks stores.					
10	I like the self-service concept in Starbucks stores.					
11	I like having the possibility to use wireless internet in Starbucks stores.					
12	It is pleased to find souvenirs / products such as cups, coffee makers, stuffed animals, music CDs, and variety at Starbucks stores.					
13	Starbucks stores are nice places to socialize outside of home, school or workplaces.					
14	I like to have magazines, newspapers, etc. to be read at Starbucks stores.					

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15	Starbucks stores have an internet connection with printed and visual brochures that I can follow daily developments.					
16	I follow the latest developments of Starbucks on the website of the brand.					
17	The card Starbucks gives to its customers makes me feel special and boosts my loyalty.					
18	I appreciate Starbucks stores' association with non-governmental organizations and charitable organizations					
19	I think I am a loyal customer of Starbucks.					
20	Coffee chats at Starbucks stores help socialize and connect with other customers.					
21	Starbucks gives me the feeling that I am a member of the family.					
22	I get very good service at Starbucks					
23	Starbucks meets my coffee drinking and socializing needs.					
24	I can say that time spent in Starbucks is a productive and enjoyable time.					
25	Visiting this store makes me think I am part of the charitable Starbucks family.					
26	I would recommend people around me to go to Starbucks.					
27	Every time I visit Starbucks, I want to go here again.					
28	Starbucks is gaining admiration for spending this budget on social responsibility projects instead of spending money on advertising					
29	I have a lot of physical or intellectual experience at Starbucks stores.					
30	I appreciate the social responsibility projects carried out by Starbucks stores.					