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GRADUATE SCHOOL OF SOCIAL SCIENCES
INTERNATIONAL TRADE

MASTER THESIS

**TURKISH CUSTOMERS' BRAND PREFERENCES IN THE TEXTILE
SECTOR: THE SPANISH FASHION BRAND ZARA IN ANKARA**

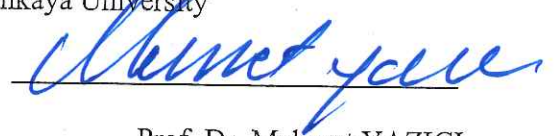
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Title of the Thesis: **TURKISH CUSTOMERS' BRAND PREFERENCES IN THE TEXTILE SECTOR: THE SPANISH FASHION BRAND ZARA IN ANKARA**

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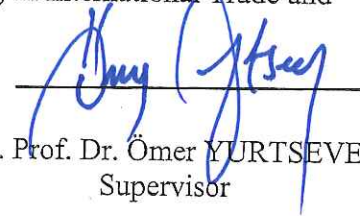
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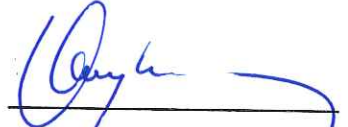
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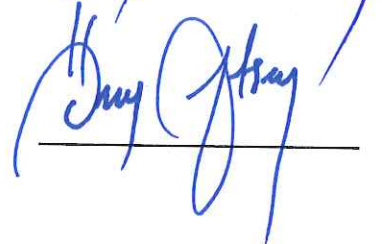
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ÖZET

TEKSTİL SEKTÖRÜNDE TÜRK TÜKETİCİLERİN MARKA TERCİHİ: ANKARA İLİNDEKİ İSPANYOL MODA MARKASI ZARA

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ULUSLARARASI TİCARET VE FİNANSMAN

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Hızla gelişen ekonomiler, internetin yaygın olarak ticari anlamda kullanımı, küresel gelişmeler ve müşteri beklentilerindeki değişiklikler de markalaşmada değişikliklere neden olmaktadır. Tüketiciler, çeşitli markalardan seçim yaparken, onlara en düşük maliyetle ile en yüksek kaliteyi ve fayda sağlayacak güvenilir markalara daha fazla önem vermek gibi temel satın alma davranışları sergilemektedirler.

Bu çalışmanın amacı, moda kavramını derinlemesine incelerken, küresel markaların, özellikle INDITEX's grup bünyesinde bulunan markaların, Türk markalarına nazaran Türk tüketicilerin üzerinde daha fazla etkisi olduğu kanısını doğrulamaya ve açıklamaya yöneliktir. Bunun yanı sıra Türk müşterilerinin uluslararası hazır giyim markalarına karşı sergiledikleri tutumlarını ve marka tercih sürecini anlamının yanı sıra, moda pazarlamasında markalaşmanın gerekliliğinin altını çizerek ve modada marka olmanın ne kadar önemli olduğunu anlatılarak literatüre katkıda bulunulmuştur.

Tüketici anket analizi tamamlandıktan sonra Türk müşterilerin yabancı markalı ürünlerine daha fazla ilgi gösterdikleri bulunmuştur. Analizin demografik bulgularına bakıldığı zaman; herhangi bir şart aranmaksızın rastgele belirlenen 100 ZARA

tüketicisinin 50'si kadın, 50'si erkek tüketici olarak ortaya çıkmıştır. Yaş aralığı incelendiği zamanda en çok marka kullanıcılarının 25-34 yaş aralığında olduğu ve eğitim seviyelerinin lisans ve yüksek lisans düzeyinde olduğu belirlenmiştir. Ankara ilinde bulunan ve analizi yapılan Ankamall ve Panora AVM de ki ZARA mağazaları dikkate alındığında ankete katılan tüketiciler tarafından en çok tercih edilen mağazanın Panora AVM de olduğu bulgusuna varılmıştır.

Demografik bulguların yanı sıra, korelasyon analizine bakıldığında anket korelasyonundan elde edilen değerlerin 0,05'den küçük değerlere varılarak anlamlı olduklarını ve iki değişkenin birbirleri ile pozitif olarak aynı yönde hareket ettikleri bulgusuna varılmıştır. Diğer bir deyişle, iki değişkenin doğru orantıya sahip olduğu söylenebilir.

Anahtar Kelimeler: Uluslararası Pazarlama, Marka Tercihi, Tüketici Davranışları, Tekstil Endüstrisi, Moda, Türkiye, İspanya

ABSTRACT

TURKISH CUSTOMERS' BRAND PREFERENCES IN THE TEXTILE SECTOR: THE SPANISH FASHION BRAND ZARA IN ANKARA

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Rapidly developing economies, wide spread commercial use of internet, global developments and changes in customer expectations cause a change in branding, too. Consumers, in choosing from a number of brands, exhibit basic buying behavior such as placing higher importance to trustworthy brands that give them the highest quality and benefit at the lowest cost possible.

The purpose of this study is to investigate the brand concept and prove that global brands such as the ones in the INDITEX's group have more impact on Turkish consumers than Turkish brands. In addition, Turkish consumers' attitude and brand preference process and the importance of creating a brand name in fashion marketing is explored and contributed to the literature while explaining these.

The study, through the usage of a survey, has found that Turkish customers prefer foreign brands. 50 women and 50 men were randomly chosen from ZARA customers. Majority of them were between the ages of 25 and 34 and had either Bachelor or Master degrees. It has been found that participants in the survey have preferred ZARA store in Panora shopping mall over the one in Ankamall shopping mall.

In addition to the demographic findings, when is looking at the correlation analysis, it is found that the values obtained from the questionnaire correlation are found to be less than 0.05 and the two variables move in the same direction positively with each other. In other words, it can be said that the two variables have the direct proportion.

Keywords: Brand Preference, International Marketing, Consumer Behavior, Textile Industry, Fashion, Spanish Brand ZARA





Cumhuriyetimizin Kurucusu Ulu Önder

MUSTAFA KEMAL ATATÜRK' E

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TABLE OF CONTENTS

STATEMENTS OF NON PLAGRAISM	i
ÖZET.....	ii
ABSTRACT.....	iii
ACKNOWLEDGEMENTS	vi
TABLE OF CONTENT	vii
LISTS OF TABLE	x
LIST OF FIGURES	xi
LIST OF ABBREVIATIONS	xii
INTRODUCTION	1
CHAPTER 1	4
1. LITERATURE REVIEW	4
CHAPTER 2	8
2. CONCEPT OF BRAND	8
2.1. Definition And Importance of Brand	8
2.2. The Brand's Role For Consumers	11
2.3. Brand Value	12
2.4. Brand Awareness	13
2.5. Brand Loyalty	14
2.6. Brand Image	15
2.7. Brand Communication	17
2.7.1. Advertising	19
2.7.2. Direct Marketing	20
2.7.3. Online Marketing	23
2.7.3.1. Fashion Blogs and Consumer Relationship in the Textile Sector	24
2.8. Brand Positioning	25
CHAPTER 3	28
3. CONSUMER BEHAVIOR	28
3.1.1. Consumer The Term of Consumers' Buying Behavior	29
3.1.1.1. Consumer Behavior for Marketing	30
3.2. The Affecting Factors of Consumers' Behavior	31

3.2.1. Cultural Factors	32
3.2.1.1. Culture	32
3.2.1.2. Subculture	33
3.2.1.3. Social Class	33
3.2.2. Social Factors	33
3.2.2.1. Family	33
3.2.2.2. References Groups	34
3.2.2.3. Roles and Status	34
3.2.3. Personal Factors	35
3.2.3.1. Age and Life Cycle	35
3.2.3.2. Occupation	36
3.2.3.3. Economic Status	36
3.2.3.4. Life Styles	37
3.2.3.5. Personality	37
3.2.4. Psychological Factors	38
3.2.4.1. Motivation	38
3.2.4.2. Perception	38
3.2.4.3. Learning	39
3.2.4.4. Beliefs and Attitudes	40
3.3. Types Of Buying Decision Behavior	40
3.3.1. Complex Buying Behavior	41
3.3.2. Dissonance Reducing Buying Behavior	42
3.3.3. Habitual Buying Behavior	43
3.3.4. Variety Seeking Buying Behavior	43
3.4. The Buyer Decision Process	44
3.4.1. Need Recognition	44
3.4.2. Information Search	45
3.4.3. Evaluation of Alternatives	46
3.4.4. Purchase Decision	47
3.4.5. Post Purchase Behavior	48
CHAPTER 4	50
4. SPANISH FASHIONED BRAND: ZARA	50
4.1. Internationalization of the ZARA	52
4.1.1. Characteristics of ZARA	54
4.1.1.1. ZARA's Brand Marketing Strategy	56
4.1.1.1.1. Market Segmentation and Positioning of ZARA	60
4.2. The Position of The ZARA Brand in International Trade and Turkey	62
CHAPTER 5	64
5. A FIELD STUDY OF TURKISH CONSUMERS' BRAND PREFERENCE ...	64
5.1. The Importance of The Survey	64
5.2. Data Collection Method	65
5.3. Target Population, Sampling and Limitation	66
5.4. Hypothesis of The Survey	67
5.5. Findings of The Survey	67

5.6. Conclusion of The Survey	72
CONCLUSION	74
REFERENCES	76
APPENDIX	82
APPENDIX 1: Curriculum Vitae	82
APPENDIX 2: Consumers' Brand Preferences Survey	84



LIST OF TABLES

Table 1: Reliability Statistics of Consumer Survey	57
Table 2: The Correlation of Hypothesis 1	59
Table 3: The Correlation of the Hypothesis 2 Table 1	60
Table 4: The Correlation of Hypothesis 2 Table 2.....	62
Table 5: Demographic Distribution of Consumer Survey	64

LIST OF FIGURES

Figure 1: Stages of Branding Building Process	8
Figure 2: Brand's Role for Consumer in Textile Sector	9
Figure 3: Brand Positioning	21
Figure 4: Model of Buyer Behavior	25
Figure 5: Affecting Factors of Consumers' Behavior	26
Figure 6: Lifestyle Dimensions	30
Figure 7: Maslow's Hierarchy of Needs	32
Figure 8: Types Of Buying Decision Behavior	35
Figure 9: The Buyer Decision Process	38
Figure 10: The Process Of Internationalization Of ZARA	46
Figure 11: Vertical Supply Chain	49
Figure 12: Positioning Map of ZARA 1	53
Figure 13: Positioning Map of ZARA 2	53
Figure 14: Principal Capital of The ZARA Company	54
Figure 15: Comparison of ZARA Stores at Shopping Malls in Ankara Province	58

LIST OF ABBREVIATIONS

INDITEX S. A	Industria de Diseño Textil Sociedad Anonimo
4P's	Placement, Product, Promotion, Price
M.E.B	Ministry of National Education (Milli Eğitim Bakanlığı)
EU	European Union
DJSI	Dow Jones Sustainability Index



INTRODUCTION

Global marketing has been widely discussed over its wide range of impacts and dimensions. In general, global marketing is the result of increasing international trade volume and cultural changes; is a modern term used for changes in society and the world economy. In today's world, globalization, global marketing and fashion is integrated on each other. In more recent time, fashion and its all-inclusive impacts on individuals' brand preferences have been vital role on brand all over the world.

Fashion has gained momentum with its constantly changing dynamic structure, which has driven massive influences for centuries on human life. In this billion-dollar fashion sector that; this consumption wheel revolves, it is fashionable to become fashion brands and to be recognized in the global arena and reach millions of people. Companies make use of all the blessings offered by marketing and make effective fashion marketing plans.

A brand may be defined as any distinctive mark used to distinguish similar products or services from others' products or services or used during the submission of a particular service. (Ünver, 2012). The brand is divided into 4 groups according to the service it gives in itself and in various aspects as follows:

- Trade brands
- Service brands
- Warranty brands
- Common brands

The trademark includes economic and legal functions such as discrimination, demonstration, guarantee, advertisement, absolute rights, and protection of goods or services.

In the definition of textile, textile can be defined as art of surface acquisition by applying various methods from all types of textile fibers. Clothing is one of the three most important needs of human beings since its creation, that is, it is old with humanity. Textile can be defined as a science with a wide range of applications. Ready-to-wear is a type of fashion within the textile industry that helps people to meet their everyday clothing and

accessory needs. It can be divided into many sub-branches such as ready-to-wear underwear, outer wear, summer and winter wear.

The word written in the fashion word dictionaries can be defined as an understanding of consumption which determines the consumption trends of the society and suggests what to consume them. Fashion comes from the Latin word “*Modo*” and means “*Now*”. The meaning of fashion in Italian can be an adornment or a need for change, or a transient innovation that enters the society's life with ornament adornment. Another meaning of fashion can be defined as social tastes that are active for a certain period, extreme and widespread indulgence towards something. With the general use of fashion, people are referred to as the rising general clothing style, which refers to the preferences of a certain period of time, mostly about clothing. Fashion, in general, points to the popular style of clothing, but in some regions today it seems to indicate the preferences of societies or celebrities.

Within the main purpose of this master thesis is in order to examine the concept of fashion in depth and to understand with the concept of brand preferences that are displayed against the strategies of global brands and Turkish customers against international ready-to-wear brands by underlining the necessity of branding in fashion marketing and becoming a brand in fashion.

This thesis also will examine the term of consumer behavior and the affecting factors of consumers' behavior. Secondly, this study highlighting to how international textile brands affect customers' brand preferences with the giving example like the case of Spanish fashioned brand ZARA. And finally, this study will examine the how foreign brand affect the Turkish consumers' brand preferences in Turkey with the giving consumer survey analysis.

There are many reasons, including results, consequences, takeoffs, and dimensions, one of the main players of globalization, which is widely debated on the angle of global companies. Due to the various advantages it provides, the whole world as a common market. Global brands marketing are the products of marketing efforts in the global brands marketing.

CHAPTER 1

1. LITERATURE REVIEW

In this study, the issue of global marketing has been discussed with a wide range of effects and dimensions. In general, global marketing, with the resultant of increasing international trade volume and cultural changes, is a modern term used for changes in society and the world economy.

Globalization, global marketing and fashion are integrated in today's world. In recent years, fashion and all-inclusive effects on people's brand preferences have played a vital role on the brand all over the world.

Fashion has gained momentum with its ever-changing dynamic structure that has led to great effects in human life for centuries. In this billion-dollar fashion industry; The circulation of consumption has begun to turn, fashion brands have begun to become a global structure and have adopted a business model to be recognized in the global arena and to reach millions of people. Companies benefit from all the blessings offered by marketing and make effective fashion marketing plans.

a. BRANDING

Many researchers have studied textiles and apparel industry articles; It also examines several studies that have examined the branding process of the Global Markets, the characteristics of the firm, and the main factors explaining the product, industry and export market variables in terms of the textile industry. Also, researcher examine on the topic of how brand create idea in customers' mind. In order to give an example to that point;

In 2010, Pınar AYDINOL reviewed that topic by taking the branding and brand positioning in her master's thesis which is entitled “*Marka Konumlandırılmada Tüketici Algılama Haritaları*”.

In addition to her, in the another master's thesis title is “*Marka Sembolünün Marka Değeri Yaratmasındaki Etkisi*” written by Kazhal MOHAMMADNEZHAD in 2015 taken impact on consumers of the brand it is treated in depth.

In the other article on that topic is written by Mutlu Yüksel AVCILAR in 2008 that is called “*Tüketici Temelli Marka Değerinin Ölçümü*” examine branding process more adequately.

b. CONSUMER BEHAVIOR

In this part, distinguish researchers highlighted how textile industry affects people's consumer behavior and decision process. To give an example from researchers dealing with this issue;

Yavuz CÖMERT and Yakup DURMAZ examine the topic in own article which is published in Journal of Yaşar University in 2006 within the title of “*Tüketicinin Tatmini İle Satın Alma Davranışlarını Etkileyen Faktörlere Bütünleşik Yaklaşım*”. In this study, the factors that can be effective the purchasing behavior of the consumer, which is considered as the focal point of modern marketing understanding, are examined under some main headings.

Özgür SATICI has examined this issue in the best way in his master's thesis entitled “*Factors Affecting Consumer Buying Behavior*” in 1998.

The Ministry of National Education has dealt with the “*Tüketici Davranış Modelleri*” in the learning material, which teaches that the Family and Consumer Affairs departments can provide the right services according to consumer behavior models in the goods and services sector in order to raise consumers' awareness in 2012.

c. TEXTILE

In this category, the topic “*Textile Branding*” written by Jessica Penman and David Rigby has been dealt with in depth. Basically, marking in the textiles and garment sector can be applied at various levels, generally at the level of garments. According to Jessica Penman and David Rigby, there has been an increase in textile branding in the last 20 years.

As seen in the Monica Malinowska-Olszowy's article “*Brand Strategy in the Clothing and Textile Market*” in 2005, in today's market economy characterized by

strong and intense competition caused by highly variable environments and especially by global marketing, the success of a brand in the long run is becoming increasingly difficult. The use of techniques such as low costs or protecting innovative solutions has begun to lose importance.

d. ZARA

In the final part of this master thesis, ZARA is the main point of this study and highlighted how ZARA reach today's position and examine the internationalization of ZARA.

Turan FARAJOVA discuss in his master thesis which is titled "*Moda Sektöründe Küresel Marka İncelemesi: Zara*". In that study is related to ZARA, which is a leader with its brand value in international retail fashion trade, and compares it with the main factors.

"*Zara Strategic Marketing Plan*" addressed by Anja Anastasja Keller while looking at branding has also looked at ZARA's marketing strategies such as segmentation, targeting and positioning.

The research on the internationalization of retailing sector of the article "*Internationalization of the Spanish fashion brand ZARA*", published by Journal of Fashion Marketing and Management and discussed in Carmen Lopez and Ying Fan writings, focuses heavily on market entry. This article seeks to examine the internationalization process from an international marketing perspective by using Spanish fashion retailer ZARA as a case study.

This thesis also examines the definition of branding in the first chapter and examines the factors under which consumer behaviors are shaped by what the global brand is and what segment the market is in. The second part deals with the conditions under which consumers change their shopping attitudes and how they are shaped. In the third part of the thesis, this study emphasizes how international textile brands influence customers' brand preferences, such as the Spanish fashion brand ZARA. And finally, in this study, consumer questionnaire analysis examines how foreign brands affect brand preferences of consumers in Turkey.

As a conclusion, the literature review on the topics that constitute this master thesis was also reached and the above mentioned articles were found.

CHAPTER 2

2. CONCEPT OF BRAND

2.1 Definition and Importance of Brand

Brand refers to differentiation with the shortest definition. To put it more broadly; A brand is a product that distinguishes service from its analogy; words, numbers are a set of value presentations that have a specific, structural, functional, emotionally specific personality expressed in their own symbols, such as designers, shapes, packaging, and design. In other words, a brand is a combination of differentiating products from the various sectors, distinguishing them from their counterparts, preventing them from being imitated, identifying those who present it to the market as a firms.

Although each brand represents a product, service; each product, service may not fully represent a brand. Brand concept is not synonymous with quality concept. in terms of meaning, it may not include quality concept in itself. The brand provides benefits in terms of providing ease of selection for consumers, providing information and confidence in terms of quality easily at the time of request, raising the qualities of producers and intermediated goods through competition and re-purchasing products.

According to another definition, the trademark is the country in which the products in the same or different sectors are distinguished from each other and which are different from their works and similar ones, which also define and introduce the companies that present the products to the market with their products or their unfair behaviors Is a combination of designs that are protected by international law rules. (Leventoğlu, 2012). The brand can offer additional value to its customers through the information they collect by minimizing the risks that arise in the global marketing. If a product can easily be copied, the same thing can be done with a brand. The brand can make a difference in highly competitive marketplace. (Purcareea, Negoita, Ghituleasa, Negoita, 2012).

Marking in the textile and ready-made clothing sector can be applied in various levels. However, during the last twenty years there has been an increase in textural component branding. Some fabric types define only a portion of the final product. (Penman and Rigby, 2002). It is important for the customer to collect as much information as possible about a brand. Sometimes this is then transformed into the recognition and prestige of a mark on the global market.

So a brand is the most significant value of a company and customer satisfaction is the headstone of a long-term success. Since, it is necessary to choose a brand, the brand must have its own distinctive usability and a motto that represents them. It is necessary to be different and need to define the position of the mark. (Olszowy, 2005). On the other hand, brand has some advantages. The choice of a branded product offers some security for the customers' brand preferences. Quality is the one of these offers. Because that, quality is some predictable things in branded products. When a component and brand are concerned, they provide some assurance about functions such as comfort, performance in use. Brand names also offer the ability to compare with other brands consumers for purchasing decisions.

For textile producers, the advantages of branded products are always clear. Strong brands at every point in the supply chain are the main factors that create customer loyalty throughout the supply chain by controlling and pressure on distribution channels to the producers. A different price can usually be based on a higher price, and these products tend to deliver a quality message. The brand has a value when it comes to the combination of products and marketing that it has. The companies create a brand that fits into the minds of consumers as a result of providing power to other companies with their global market areas and other activities they have in order to create a brand. Strong brands start to expand the product range of their company behind the first brand. In the textile and ready-made clothing industry, component branding works at both custard marketing and consumer level. Each product and brand has a different target audience, and therefore requires a specific marketing and promotional approach. (Penman and Rigby, 2002).

On the other hand, if companies are introducing a new brand to the global market, they need to propose some unique solutions to the potential customers, who are the target of the firm, in order to help them to think about their needs and what they need.

According to Monika Malinowska-Olszowy, there are five factors in order to motivate the company for building a new brand. These five factors are;

- 1) Increased competition in the global market where the company is active;
- 2) The need to differ from its competitors;
- 3) Well-known global market entry and high pressure foreign brands
- 4) Which brands can be newly built in the global market thanks to unused financial resources;
- 5) Lack of brands that allow incentive premiums in the global market (2005).

As Monika Malinowska-Olszowy mentioned in her article, creating a new brand from scratch can be time consuming and there is no guarantee that the business will succeed. Re-branding requires substantial financial expenditure. For this reason, it is important for the firm to accurately form the action plan while creating a brand. It is important to create some steps that must be passed first to make sure that the results we obtain after creating the brand meet the intention of the company. These stages can be seen in figure 1. (2005).

These elements that create the brand image must be consistent in all aspects and consistent with the general ideas and objectives that the company is based on. But in this way a company can create its own culture. When you look at the famous global brands, you can see how much they have influenced the global market by influencing fashion by creating their lifestyle.

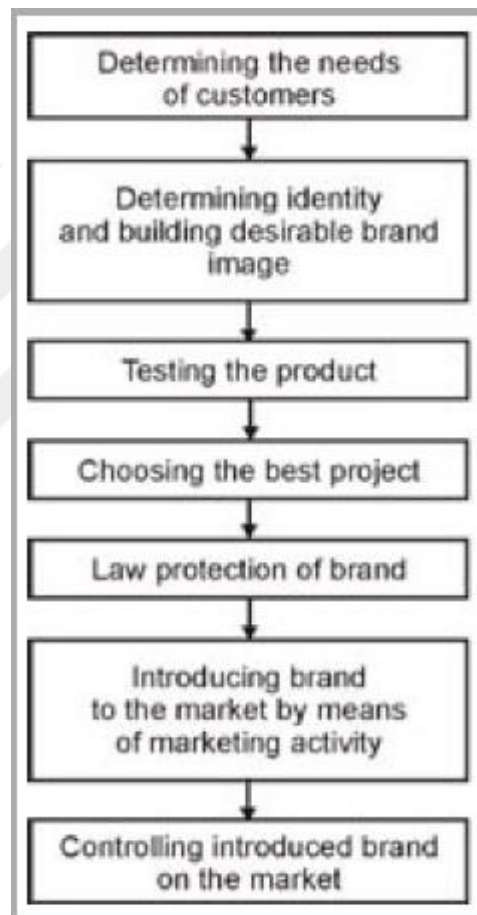


Figure 1: Stages of Branding Building Process

2.2 The Brand's Role for Consumers

Component branding in the textile and clothing sector occurs at both the trade and consumer level. Each has different target customers and therefore requires a specific marketing and promotional approach. Brands provide important information for consumers as shown in Figure 2.

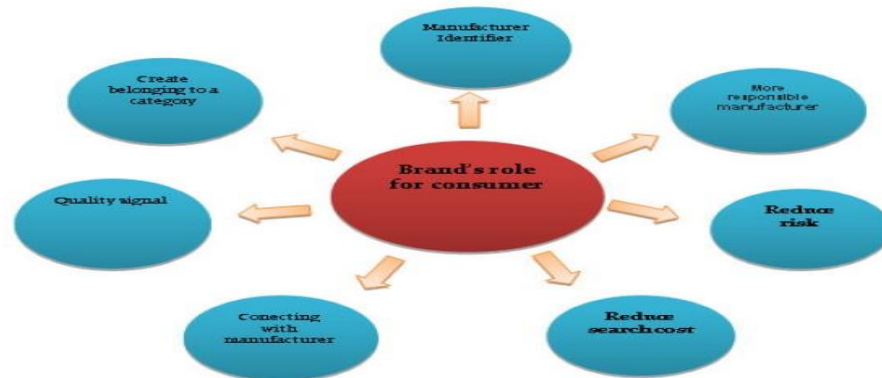


Figure 2: Brand's Role for Consumer in Textile Sector

It shows the manufacturer of the brand products and allows the consumers to make choices according to their desires. In the current economic and information environment, consumers are informed and provided with information about marketing programs, promotions and benefits, not just the characteristics of a brand. All of these provide support for the consumer's ability to make decisions about the choice of product they need. The information obtained about a brand is more satisfying for the consumer and accelerates decision-making about the purchase of the product. From an

economic point of view, the brand allows the consumer to reduce the cost of searching for the desired product, both in terms of risk selection and time to product search. (Purcarea, Negoita, Ghituleasa, Negoita, 2012).

2.3 Brand Value

Brand value is the total value that can be decomposed when the brand is sold or displayed in the inventory. The value of a brand depends on perceived quality, the brand's awareness and total customer satisfaction.

It can be considered as the first principle of a brand consumer's thoughts and ideas about the product and brand value. Brand value can be considered with two kinds of values. The province is the structural value. It is the brand image that is measured with

the classical marketing variables such as product, price, packaging and distribution. The second one is the values added after the purchasing process.

Brand value, which is one of the most important financial assets an operator has, helps companies to gain competitive advantage in the global market environment. Strong brand's names are creating and directing consumer addiction. The way to build brand dependency and to reinforce this dependency in the increasingly competitive conditions of the market is the brand value. Strong brand provides resistance against competitive attack and superiority to other brands in the lower segment. On the other hand, a dominant brand name that is owned may hamper the entry of new competitors into global markets. Such dominance brings out the competitive strength of the firm. Companies should be making an effort to increase brand value, which is so important in order to gain competitive advantage. There are some rules that need to be done to increase brand value such as listening to the customers' problems, emotionally involved with the customers, being simple, peg company philosophy, appeal to human senses and repeat the company message.

Every company should listen the customers' problems because when customer confronts a problem about the product, they may access to the customer services. Brands are able apple to customers better positioned on emotional facts. The brand should be easily detectable by consumers. With all the features brand must belong to a company. In other words, the brand must carry all the features promised on the product. Once a firm have positioned the brand, they should repeat it consistently after you have clearly pinpointed what this mark means to the consumer and the message that the company has given to the consumer.

2.4 Brand Awareness

Brand awareness is the ability of a consumer to distinguish a brand from other brands in relation to its ability to use prior knowledge when given a hint about the brand. On the other hand, brand remember ability, which can be expressed as a memorization of particular brands from a product category, means the brand's mindset without any help. Awareness of the brand is defined as a basic and necessary element in the communication process.

Communication effect cannot be realized without brand awareness. Consumers need to be aware of the product in order to buy a product. Otherwise, if the consumer

does not know the brand, neither not brand nor purchase intention can occur. Strong, consistent brands create confidence in their products. So brand awareness is one of the cornerstones of branding to make sales and profits stronger.

The brand performance that satisfies the consumer's expectation after the purchase of the realized product and the satisfaction of this experience and the recall of this level of satisfaction at the next purchases increase the likelihood of purchasing the same brand. Generally, firms are using some benefits in order to increase the brand awareness in customers' mind. In other words, brand awareness is about the consumer's ability to use their previous knowledge when given a hint about the brand, and the consumer is able to distinguish the brand from other brands. For this reason, brand awareness plays an important role in the consumer purchasing decision process.

According to David Aaker, the values used for the measurement of a brand's awareness can be listed some heading such as recognition, recall, being the first brand in remembering, brand dominance, brand knowledge and branding. (1996).

2.5 Brand Loyalty

Brand loyalty is defined as not only when the consumer purchases a product from that brand, but also in the future when they purchase the brand's products. Briefly, it is expressed as a measure of the intention to repurchase the price tolerance of the brand of the consumers who obtain satisfaction. (Leventoğlu, 2012). At the same time, brand loyalty is the determining factor of brand preferences and brand behaviors in the future, and more generally, a positive message about repetitive purchases of products. Whether a high-segment brand loyalty exists or not can be measured by the question of whether that brand will be offered to other person who is not using that brand.

According to Leventoğlu, there are seven types of customers in the brand loyalty measurement. (2012). The first one is, *long-term customers*. It means that, consumers buy only one brand. The second is *short-term customers*. This is a despite of the purchase of more than one brand each of them is used for a short time or a long time. In third place, there is a *dynamic-variable customer*. It is a purchasing of various brands after one another. Fourth one is *selective during shopping customers*. This is usually purchases during shopping, buying between limited brands. Fifth one is *price-oriented purchasing customers*. It can be defined as purchasing with many different brands bargain. In the six place, *price-oriented store brand purchase customers*. It is

a basically buying generic or specialty brand. And final one is *light users' customers*. It means that very few buyers cannot measure the purchase mold.

Nowadays, the greatest goal of most companies is to create loyal consumers and customers based on their own brands in price-based competition in a dynamic market environment in the long-term. For this reason, the brand loyalty is among the most important reasons why the brand gained.

In addition to the types of customers, there are five types of loyalty in branding on the global marketing. First of all, from these varieties, *Self-Admressive Loyalty* are the highest level of brand loyalty. It is made up of dedicated customers to the brand. Secondly, *Brand-Friendly Loyalty* is made up of the disciplined and permanent buyers of the brand. While giving importance to the functionality and prestige of the brand, if the brand fulfills the consumer's satisfaction, the friendship between the brand and the customer is formed. Third one is *Satisfied Customers Loyalty* with price changes are customers who follow sale seasons of the brand and prefer that brands at that time. Fourthly, *Ordinary Customers Loyalty*, these consist of customers who deal with multiple brands along with certain routines and who use preferences based on the enjoyment of that period. At the end of these types are the final one is customers are not loyal to the one brand and they do not take into account the brand of the product they buy. According to marketing research, this group is the potential group that must be earned by firms.

2.6 Brand Image

Brand image can be defined as the sum of connotations and attitudes of the consumer has developed for a product or brand. The brand identifies and represents a specific product. Brand names can be used by producers to reach specific marketing purposes and help to crate brand image. The brand image is the whole of the beliefs related to the brand and includes elements such as product personality, emotions and associations in mind.

A brand is a concept that identifies the product, but contains much more meaning than a name. The perceived items of a brand accepted by the majority constitute the brand image. The brand image is the sum of the elements that add meaning and value to the brand. Consumers evaluate products and brands according to their image. Consumers buy images, not products. Therefore, the brand image is formed in the

consumer mind with perceptions about the brand that is reflected by the keeping of brand associations in the memory. In other words, the brand image is perceived by the consumers as a whole with the brand name as well as the logo, color, packaging, position, location and advertisement of the brand. Marketing programs that combine strong, positive and unique associations in the mind for the brand provide the creation of a positive brand image.

The brand image has some structural characteristics are listed below;

- Brand image is a concept related to the brand in the consumer mind.
- Brand image is a subjective and perceptive phenomenon that is formed by the consumer's emotional or reason-based interpretation.
- The brand image is not related to the technical, functional or physical quality of the product. Planned marketing activities in line with consumer characteristics are being created with in the brand image.
- When the image of the brand is concerned, it is important that the reality is perceived extensively by itself. Although image enhancement is influenced by many factors, marketing and promotion efforts are among the dominant factors. Product attributes and benefits are the basis for creating brand image in general.
- However, there are so many similarities between competing brands that it is quite difficult to find a unique quality to make a brand different from the others. It is therefore difficult to create a brand image by emphasizing the product's functionality or performance.

As Pınar Aydınol mentioned in her master thesis, the image of the brand in the minds of consumers, made up of beliefs about the characteristics of the brand and what they are calling for, can be created with four kinds of sources (2010). These sources are experienced sources, personal sources, public sources and commercial sources. The *Experienced Source* is Customers have often used the brand beforehand. They are often well informed about the brand's features and reliability. The *Personal Sources* are users of a certain brand can learn the characteristics and some of their markings by friends, colleagues, and other people who seen while using the product. The *Public Sources* are brand image can be found in mass communication tools or analyzed in consumer reports. And the finally *Commercial Sources* are advertisements, shelves,

packaging and sales people are important sources in order to communicate the brand's attributes and value to others for brand image.

The basic essence of creating a brand image in the mind of a consumer is through brand positioning. For this purpose, communication programs, media or advertisements are implemented in order to create brand image and brand awareness, regardless of the brands in the product group. The brand image is a concept that includes customer satisfaction and loyalty, not only on the target consumers of the product, but also on the brand, which is important in marketing applications as one of the decisive factors in purchasing and post-purchase behaviors.

Although the brand image is actually the image of the product or service itself, it is described as a whole consisting of the images of the company that sells the product or service and the consumers who are using them. In the competitive environment, brands are distinguished by their images, and their characteristics, such as their qualities, emerge with certain powerful characteristics in the companies or brands images. Firms should avoid making too many changes to change or renew.

2.7 Brand Communication

Brand communication and brand positioning is an integral part of each other. Brand positioning helps identify the characteristics of a brand that will reach the target audience and help consumers to purchase products. In any part of the world, the number of customers who can reach and communicate with brand through technology is increasing steadily. Brands are working hard in order to be noticed. The most remarkable effort is creating mutual communication between brands and consumers. Today, it is possible for consumers to find any positive or negative aspects of the brand thanks to technological devices. As a result, it has become imperative for brands to respond quickly to their customers' needs and demands.

It is impossible to create a brand without communication and without knowing the communication techniques. As companies create brands, their aim is to reach out to customers and draw their attention to the created brand, so techniques to communicate frequently before and after brand creation phase. (Özer, 2012). Developments in information technologies reveal new channels more active, more efficient and more cost-effective than traditional channels. These innovations that bring competition to different dimensions are one of the new focal points of the brand.

Effective communication is to increase the consumer's experience in products and brands in the process from product trials to brands and at the same time to induce consumers to buy them by creating the dream of how consumers will feel when they use the product. After all; If the firm has established an effective communication strategy, it will enable the consumer to purchase the branded product. From this point, the three strategic points that should always be remembered in brand communication can be listed as *Commitment, Consistency and Adaptation*.

Therefore, the brand, communication information, product characteristics we will introduce for consumers should be consistent with each other. The company that reaches to the consumer with 4P's of marketing will carry out the brand communication in general meaning. These 4Ps can be defined as

- *Product*: When the product is offered to the consumer, the branded product message must be proportional to the quality. Marketed product should be the first in the category and memory of the consumer. If it is in the second or third place, it should be put in a different segment or a different communication strategy should be adopted.
- *Price*: Pricing strategies, such as entering the depth of the market and taking the market slip, should help the consumer place in memory by creating brand equity.
- *Placement*: If a global brand has been created and is being offered worldwide at the same time, it must be ensured that it is easily found in product stocks. This is a physical element in brand building and brand equity in the long run.
- *Promotion*: Each brand communication program or project helps to create a brand. The aim of branding-oriented marketing communication and promotion strategies; Strengthening the brand identity and image, and carrying the product from the retailer's shelves to the consumer.

2.7.1 Advertising

Brand image and brand attention enhancement is a product of advertising work and there must be both advertising teachings and advertising specific behaviors in the repertoire of marketers. Marketers and advertisers need to learn the following vital advertising schemes to build or build their brand image;

- Knowing the value of the brand created by the consumer.
- The development of a brand image that appeals to a consumer that looks good, attractive and unique in terms of service quality for the consumer.
- Develop advertising work that will empower or convince the brand's image to be enhanced.
- Emphasis is placed on not working on brand-related activities, never forgetting the theories of advertising theories, and studying advertisements that affect brand perception.
- Developed advertising work has a self-confident feature.
- Improving good advertising work to create good brands. (Özer, 2012).

These features are significant for the relation between advertising and branding. Advertisements support distribution channels for products in terms of sales. Sales increase and unit costs decrease. Advertising, develop consumer habits. Thus, living standards of the society are raised. In other words, while promoting the establishment of new and powerful brands, it is ensured that brands gain respect.

As a form of persuasive communication, advertising has an indispensable role and function in brand building efforts with its full auditing capabilities over communication messages and the richness of visual and auditory narrative that it possesses according to the communication tool it uses. Advertising plays a decisive role in linking to brand associations. (Leventoğlu, 2012). These evaluations mainly demonstrate the versatile and dimensional nature of advertising's role in communication towards the brand.

2.7.2 Direct Marketing

One of the most important tools of brand promotion tools for businesses is direct marketing. By definition, direct marketing is a marketing method based on establishing direct relationships with customers. This marketing method, which emerged as a way of reaching customers through letters only, has gained a wider range of content using today's developing technology. It is a series of activities that are carried out in order to ensure that the relationship created by reciprocal communication between the seller and the buyer in order to reach their marketing goals lasts long term. The most important difference that separates direct marketing from other means of retention is

that it is based on personal communication. It is the influence and reaction-oriented communication in personal sales. In the process of creating and continuing the brand, it is important that the body language is actively used through the personal sales agent's speech, clothing style, hand, arm and head movements.

Direct marketing is also called "Data-Based Marketing". The marketer runs an idea about which efforts should be used by providing detailed information about the customers in the target market. Naturally, there must be changes in marketing methods and sales force organizations in the face of changes in market structures, consumer needs, residential areas of markets, types of products and services offered for sale. As a consequence of this dynamism, direct marketing has also entered into contemporary marketing methods and this marketing method has started to be used more and more every day. (Leventoğlu, 2012). As a result of consumer satisfaction and the need to act with social responsibility consciousness, it is also one of the biggest reasons for the spread of direct marketing, which allows businesses to prioritize the interests of consumers and to offer their products to consumers in more effective ways. The prospect of direct marketing, the possibility of receiving the product or service offered by the operator and establishing long-term and mutual relationships with them are also among the most prevalent preference reasons.

The personality, directivity, flexibility, effective advertising and coordination features provided by direct marketing can be cited as well as other factors that increase the use of self-measurement capability and the emphasis on service concept in practice. It is essential that all means of communication be used to create business-to-customer relationships. Direct marketing differs from commercial advertising, which communicates communication messages indirectly by means of media, to establish direct relationships with customer names and addresses.

There are four key elements that make up direct marketing, according to the American Direct Marketing Association, which is an organization of direct marketing and formed by direct marketing practitioners and institutions. The first of these is that direct marketing is an interactive system. This shows that their companies and possible customers are in a two-way communication. The second element is the definition of the opportunity to respond to the communication target of the direct marketing activity. In other words, the response of the possible customer can be the third element that communication can occur anywhere, that is, it is not necessary for a prospective

customer to necessarily arrive at a point of sale or to be visited by a salesperson. Finally, it is the fourth element of the definition that the success of direct marketing activities is easily measurable as a result of easy monitoring of the lack of personal response from the customer. (Leventoğlu, 2012).

It is possible to divide direct marketing into categories according to the media used. The most commonly used techniques are; direct mailing, catalogs, direct marketing through mass media, informational TV programs for commercial purposes (infomercials), interactive media and telephone marketing.

The direct mailing service is used to send advertisements to personal addresses. While personalization and reaching the target in direct mail are high successes, there is great convenience in measuring the results at the same time. Catalogs are important means of direct marketing. Catalogs are small brochures that provide comprehensive information about the product offered for sale, where businesses can print pictures of products and services they sell. Television, radio, magazines and newspapers offer a variety of possibilities for direct marketing. The aim is to respond promptly to an address, phone number and audience through mass media. Whether it is ordering, reviewing, or receiving information, consumers are invited to create a response in the form of direct response advertising.

Informational TV programs for commercial purposes is the lower cost of commercial advertising on cable TV and satellite channels has led advertising to launch a new ad. Known as infomercial, this practice is short-lived and is television advertisements that give consumers detailed information on product varieties, benefits and how to use them. When it comes to interactive media, there is no doubt that computers and internet are the first to come to mind. When we approach the subject from the point of direct marketing, it can be seen that the internet can be used to create an electronic store environment in direct marketing, to place direct response ads on the internet, and to reach the target mass via e-mail.

Companies can create their own web pages to promote their products and services, to sell and to provide information about their development. It is also possible to add interactive media kiosks used in direct marketing. Telephone marketing is an important direct marketing tool that uses the phone in a planned way to make direct sales to customers. The power of marketing by phone creates some responsibility for the smart use of the tool. Unsuitable and persistent calls at inappropriate times can often be met

by possible customers. Telephone marketing is more useful in developing relationships with existing customers and potential customers.

2.7.3 Online Marketing

One of the most frequently used media in today's marketing world is electronic mail. Because they are fast, effective and economical, they are actively used in almost all sectors. In Online Marketing, the target audience can be determined in a few steps with special marketing tools, and the exact results can be reached. It is less costly than traditional marketing methods. The measurable expenditure is a great advantage for marketers and companies. One of the most important aspects of online marketing is interactive communication. Consumers can send e-mails to the brand about the product or service they see, read social media comments, interacts live with the institutions via on-site online customer service, and quickly gets return on a topic. This is hardly possible if it is traditional marketing. Even traditional call centers today cannot compete with digital communication channels.

According to research results of the world famous "McKinsey & Company" research company in 2015, digital communication tools played a more effective role in ensuring customer satisfaction, and digital tools appeared to be more effective than conventional means on customers. (Shahverdiyev, 2017). Another easy way to online marketing is to get the information you need from the customers at the time of product sales or subscriptions to any email newsletters. It is much more difficult to obtain information about customers in traditional marketing.

2.7.3.1 Fashion Blogs and Consumer Relationship in the Textile Sector

Mass media can be perceived as any kind of technique that allows distribution, dissemination or communication of media, written, audible or visual works. At the beginning of these techniques, internet environment which is increasingly interesting nowadays is digital media. The internet environment is accepted as the digital order in which the shopping actions are carried out as a result of the researches made in the past years. (Yengin, Sağıroğlu, 2012).

Blogs are becoming an indispensable part of the social media offerings that are offered to the brand. Public relations companies are trying to discover new ways to announce the brands they serve through blog writers, and marketers are trying to figure out how to get involved in this area. A digital media strategy to raise awareness of the

fashion world in recent years shows that evaluate the field as quick and easy application.

Trends in the fashion world are increasingly seen on digital platforms. It is seen in the quantitative and qualitative reports of blogs that consumers on the same level benefit from blogs on clothing exchange. Before shopping, consumers can get the opinions of other users and manufacturers about the brands they want to use in the online marketing, and perform shopping activities accordingly. In addition to saving time, this process offers the opportunity to compare brands in the financial situation. The blogs created by the experts of the fashion world are regarded as expert opinions at consumers' discretion and they can find the desire to stay updated on clothing.

Post-product experience is the subject of blog posts, which is influential in the consumer's buying decision. In the textile sector, brands offer different features of their products or services to their consumers through blogs designed by their own bodies and personal blogs written by fashionable internet users. This situation supports the consumer society considerably, but it is thought to be effective in creating conscious consumers. Blogs that affect the consumer of digital media significantly are thought to increase the degree of brand loyalty. In this context, the most important element in increasing the brand's commitment to the consumer of blogs is to create a digital environment open to their requests and comments.

2.8 Brand Positioning

Brand positioning is the period during which an operator will identify where to place goods or services in the target market. So positioning is the differentiation of brand from competitor brands. (Leventoğlu, 2012). In other words, the brand position can be defined as an important part of the brand identity and brand value, showing that it can communicate with the target consumers and offer more advantages than other competitors. Accordingly, a brand position consists of four components: target consumer, advantage, active communication, identity and value.

A branded product or service has a different place in the minds of consumers than other products or services. For this reason, it is one of the important factors that the brand is known by the consumers and is positioned differently from the other competitors. The existence of the brand is directly related to the effect that the consumer creates in his mind.

If the brand does not have a position, the brand cannot create a value in the mind of the customer. A good and effective brand positioning is crucial to the success of the product. If the firm cannot position its brand in a deliberately accurate manner, it may fall into a confusing position against competitors' brands that are confusingly confused and positioned rightly at the same time. The concept of brand positioning is indeed very important for businesses. For this, this concept needs to be understood very well. Companies that produce the same or similar products can be positioned differently in the minds of the customers and differentiate their brands in the eyes of the customers as seen in figure 3.

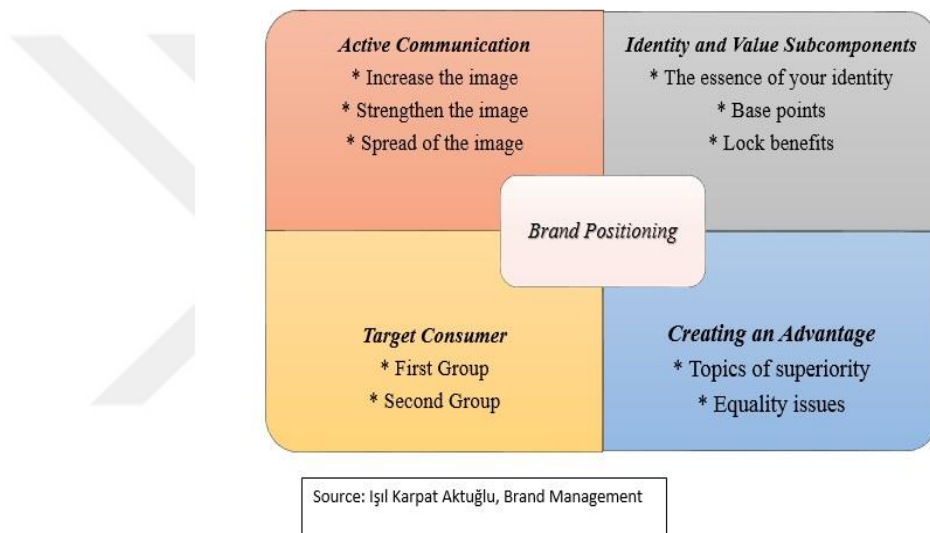


Figure 3: Brand Positioning

During the positioning phase, firstly the brand positioning should be carried out in accordance with the requirements, preferences and preferences of the target group. Later, these brands should be placed in the minds of the consumers so that consumers can use their preferences towards their brands. Thus, with brand positioning, companies are in the minds of consumers who are exposed to communication from many directions brand recall and awareness to make their brands more selectable from other competing brands. When a brand is positioned, a vision must be established by the manufacturer or marketer stating what the brand's mission and brand should be and what needs to be done, and with the brand, they are constantly communicating their array of features, benefits, services, and experiences to the buyer.

Brand positioning will also take a strategic approach to all the organization's obligations as successful and even a brand identity and a way forward is removed but the true value of the brand cannot be located and branding will result in failure. Brand positioning without differentiation and effect will prevent it from being preferred. The ability to differentiate also arises from the influence on brand identity. With brand positioning, positioning on a different platform will make the brand meaningful to the customer. (Kotler, 2005). Positioning is an activity aimed at showing consumers how to perceive the brand, which must be realized by the marketing managers in the minds of consumers. Strategies need to be developed on how consumers should recognize the brand by recognizing the brand.

CHAPTER 3

3 CONSUMERS' BEHAVIOUR

In the environment of competitive market, each company can determine and understand the target consumers. Unless a consider endeavor is made by the advertisers to break down and comprehend the behavioral parts of the objective customers, there will barely be any equality between production and consumption. In other words, nowadays, all businesses trying to maintain their assets in a competitive environment need to examine the purchasing behavior of consumers and know what they prefer, how and on what conditions they choose products or brands. However, it is becoming increasingly difficult to explain consumer buying behaviors. This project will highlight how consumers' preferences affect their behavior and how Textile Company react customers' preferences. In this concept, firstly, we can understand the term of what is consumer? Who can be consumer? Children can be also consumer?

3.1 Consumer

Consumer; it is the person who buys or purchases marketing components for personal desires, wants and needs. Consumer is the person who purchases economic goods and services for a certain price. In terms of marketing, we can define consumers who need different ways to survive their consumer life and who have opportunities and possibilities to do so. The target audience for whom the consumer or the product will be presented in the market environment is the target of the marketing communication process as the focus of activities that encourage sales. Generally, children are not counted as a consumer. In order words, children are not capable for the consumption term without helping of their parents. According to this explaining, children are not user status. Nothing may 'be generously developed for main choice in showcasing administration if the idea of customers' behavior stays as an unimportant reaction in the corpus of information. Reviewing a modest bunch of generally utilized definitions appears to be essential to get a bird's-eye perspective of the idea of customers' behavior. Production, sales and marketing efforts, regardless of the market

environment, all of the communication strategies developed are the stages that have emerged to shape consumer behavior.

3.1.1 The Term of Consumer Buying Behavior

Philip Kotler explains the consumer buying behavior like “The buying behavior of final consumer’s individuals and households who buy goods and services for personal consumption.” (2005).

In the terms of consumer behavior, Lars Perner who is the Assistant Professors at University of Caroline, explain the term as "The study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society."(2016).

Buyer Behavior is the choice procedures and demonstrations of individuals required in purchasing and utilizing items. (Brown, 2014).

Maintained by Alex Brown who is the teaching digital marketing in the University of Delaware, in order to understand the buyer behavior, firstly we need to answer three questions like why customers make the buys that they make? What variables impact buyer buys? What are the changing elements in our general public?

Buyer Buying Behavior alludes to the purchasing conduct of a definitive purchaser. In addition to buyers, also a firm need to investigate purchasing conduct for some points. First, buyers’ responses to a company's showcasing procedure greatly affect the company's prosperity. Second, the showcasing idea focuses on that a firm ought to make a Marketing Mix that fulfills customers, thusly need to examine the what, where, when and how purchasers purchase. How do consumers react to different advertising stimuli that the company’s brand may utilize? The company that truly sees how buyers will react to various item components, costs and promoting request has an extraordinary favorable position over its rivals. This buyer behavior can be explained by the model of buyer behavior figure 4 perfectly.

Marketing and Other Stimuli		Buyer's Black Box		Buyer Responses
<u>Marketing</u>	<u>Other</u>	Buyer Characteristics	Buyer Decision Process	Product Choice
Product	Economic			Brand Choice
Price	Technological			Dealer Choice
Place	Political			Purchase Timing
Promotion	Cultural			Purchase Amount

Figure 4: Model of Buyer Behavior

Companies have explored intensely the connection between marketing stimuli and buyer reaction. Their beginning stage is the stimulus–response model of buyer behavior appeared in the above Figure 4. This table demonstrates marketing and other factors enter to the buyer's 'black box' and deliver certain reactions.

Consumer behavior looks for the response to the question who the customer is and is occupied with the consumers' identity, statistic qualities, and the parts they embrace. Today brands are not just intrigued by making a benefit; they need to make a brand which has a long term stable achievement in light of the trust and companionship with the purchaser. This is conceivable by understanding buyer behavior and satisfying their desires.

3.1.1.1 Consumer Behavior for Marketing

The consumer reacts positively or negatively by evaluating the information from outside circles, from advertisements, from promotional activities, from developed communication strategies and from individuals and groups in their personal environment. For this reason, in an increasingly competitive environment, an effective marketing communication strategy requires companies to identify how their product or brand might be preferred. (Denli,2007).

The consumer is in consumption behavior in order to meet their demands in the direction of stimuli and nudity coming from the outside. The consumer, who has to

decide between the alternative products and the brands which is most suitable for him, can develop positive or negative attitudes about these alternative products and brands and finally decide to buy the product. Companies are aimed at making the demand continuous and increasing within the current market environment. From here it is necessary to know the preferences of consumers in purchasing behavior. To be able to learn this, as already mentioned, it is necessary to identify the factors that affect consumer behavior.

It is almost impossible for companies to be successful without considering the consumer behavior scientifically, no matter what the market environment. Today, with the changing market conditions, the expansion of the field of marketing activities has caused many sciences of consumer behavior to enter the field of examination. (Denli, 2007). The ability to explain the different aspects of consumer behavior through many scholars shows how much importance has to be given as one of the key elements of marketing communication.

3.2 The Affecting Factors of Consumers' Behavior

According to the Philip Kotler, the consumers' behavior is affected by some factors eloquently as cultural, social, personal and psychological factors as seen in the Figure 5. (2005)

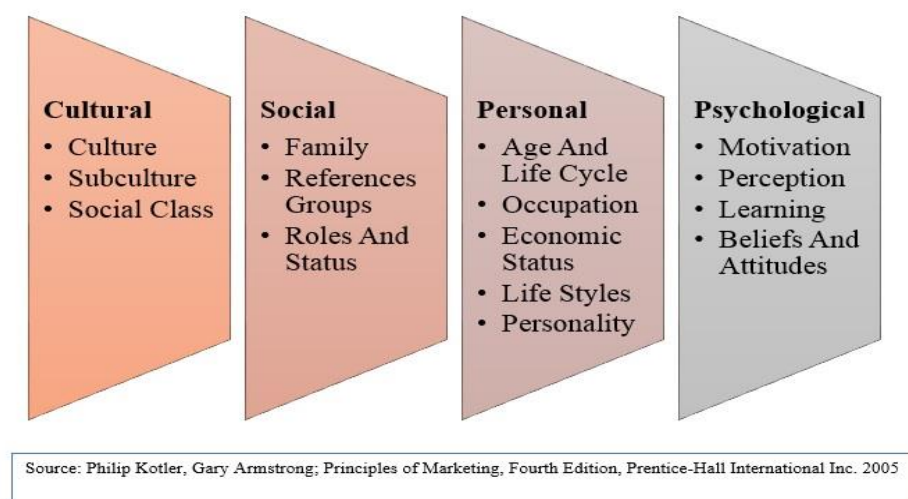


Figure 5: Affecting Factors of Consumers' Behavior

3.2.1 Cultural Factors

3.2.1.1 Culture

Culture is the main player of the people's acts and behavior. Marketers are continually attempting to spot social moves with a specific end goal to envision new items that may be needed. Kotler's culture description is "The set of basic values, perceptions, wants and behaviors learned by a member of society from family and other important institutions." (2005). In other words, Kotler means that behaviors are taking shape from family and other persons of the society. Also, culture is affecting economic and political condition of the country.

Brands which introduce numerous assortments of items can be effective in such societies. Brands which exhibit assurances are prominent in social orders that don't care for dangers. Picture is critical in the privileged societies as per pay level. Security, financial brands and practical advantages are vital for the lower classes. Social contrasts are especially critical with global brands. Culture is essential regarding shopper inclinations. Marking may require distinctive items for various societies, an alternate style of correspondence, diverse dissemination channel and diverse value applications.

3.2.1.2 Subculture

A gathering of individuals with shared esteem frameworks in light of basic educational can encounters some circumstances. Each culture involves littler subcultures or gatherings of individuals with shared esteem frameworks in view of normal educational encounters and circumstances. Subcultures incorporate nationalities, religions, racial gatherings and geographic locales. Numerous subcultures make up imperative market sections and advertisers regularly outline items and promoting programs custom fitted to their necessities.

3.2.1.3 Social Class

Social class comprises of hierarchic contrasts in the public arena which comprise of comparable status and wage levels. Practically every general public has some type of social class structure. Social classes are society's generally perpetual and requested divisions whose individuals share comparative qualities, interests and practices. Not exclusively do class frameworks contrast in different parts of the world: the relative sizes of the classes shift with the relative thriving of nations. Customers seem to have high ability to pay for specific brands, even at the point when the options

are equitably comparable. The dominant part of buyers ordinarily purchases a solitary brand.

3.2.2 Social Factors

Reference groups, family and roles and status are affecting social factors of consumer behavior.

3.2.2.1 Family

The family is a widespread, social association with regular utilization and pay. Families vary as indicated by the circumstances they live in and as indicated by their culture. Brands ought to know about the family structures in the nations they work.

The family is influential in the formation of values related to consumption, attitudes and therefore an important consumption unit. Individuals remain under the influence of family members with or without awareness of the decision to make a purchase. The place where the family lives is influenced by the position of the parents in their working life, their wide or core family formation, their lifestyles and their consumption habits.

Parents play a vital role in shaping children's personalities and lifestyles, their economic positions. Since the family is both a winner and a consuming unit, the decisions on consumption influence the members. The role of the family members is a significant factor in making family decisions.

The people in the family have diverse obtaining parts in purchasing products. The individuals who affect the buy, the individuals who settle on a final decision to purchase are the ones who utilize the product. Here and there every one of these parts or some of them can embody in one individual. The buying choice is contrasted each other as indicated by the parts in the family, the items and the family structures.

3.2.2.2 References Groups

Reference groups who are people or organizations that person trust and demonstrate when they exhibit their purchasing behavior. In other words, reference groups can be defined as any group that affects one's values, attitudes and behaviors in a positive or negative direction.

Today, most individuals are members of the various references and social groups. If one social groups to become references groups, it must be able to influence the behavior of the individual. Similarly, professional associations, clubs, parties are also a group of advisors. Group members are normally affected by the thoughts of

other people who have a place with a comparable social class. Furthermore, it is less demanding for counseling gatherings of brands to convey. They can acquire the correspondence data of individuals and convey in a suitable way. That is the reason the social online journals of brands are vital.

3.2.2.3 Roles and Status

The position in which individuals are located within a group is called role and status. People play roles by obtaining a specific position within the family, club, and various organizations. The meaning of roles and status are differing each other. Roles means that activities expected from people. Status means that role given to the individual by the society. Each of the roles carries a statue that is accepted by society. People generally prefer products that comply with the role and status of society (MEB, 2012). Changes in the economic and social life dramatically change the roles of people on purchasing decisions.

3.2.3 Personal Factors

The purchasing decision of the consumer is also influenced by his personal characteristics. Personal factors can be subjected to a dual classification as demographic and situational factors in the most general sense. Situational factors are the conditions and situations that exist when the consumer decides to purchase. Sometimes the decision to buy can come from a sudden situation. Age and life cycles, occupation, economic status, lifestyle and personality are affecting factors on the buying behaviors of consumers.

3.2.3.1 Age and Life Cycle

The age and life cycle of the consumers influenced by which model and style they are heading to. Age divides the consumer population into a number of subcultures. People need and consume different products throughout their lives.

Kotler define this term in terms of global marketing like “People change the goods and services they buy over their lifetimes.” (2005). In other words, the ages and life cycle of the consumer’s influence on the products and services they buy especially, in the textile industry. Society has different expectations from different age groups. In spite of the fact that life-cycle stages continue as before, moving ways of life are bringing about the decay of a few items and development in others.

The period in which the consumer is born creates a cultural link between millions of others born in the same period. People of the same age pass through similar

experiences and share some common memories and important historical events about cultural event they share. Consumers therefore feel more comfortable when they are with other people of the same age or people with similar backgrounds. When buyer takes into account these conditions, they can be arranging their buying behavior according to the other people who are sharing same age and life cycle.

Characterizing of potential customers of specific product of brands as far as age gatherings and geographical distribution picks up significance in brand marketing methodologies. Psychological life-cycle stages have additionally been recognized. Grown-ups encounter certain sections or changes as they experience life. On the other hand, there are some categories in the concept of lifestyle dimensions of a person as seen in figure 6.

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

SOURCE: Joseph T. Plummer, 'The concept and application of lifestyle segmentation', reprinted with permission from *Journal of Marketing* published by the American Marketing Association (January 1974), p. 34.

Figure 6: Lifestyle Dimensions

3.2.3.2 Occupation

A customer's financial circumstance will influence buying decision. Advertisers of wage touchy merchandise nearly watch inclines in individual wage, investment funds and loan costs. In the event that monetary position indicates a subsidence, advertisers can find a way to overhaul, reposition and re-price their products. While lower-level occupational groups prefer cheaper products, higher-level occupational groups prefer more expensive and more garish products. Some textile industries may also be specialized to meet the needs of certain occupational groups.

3.2.3.3 Economic Status

The level of income is an integral factor that directly affects the purchasing behavior of the consumer. In other words, a consumers' economic condition will influence buyer decision. The economic situation depends on the level of income that people can spend, their savings, their assets, the time of their seizure and their stability. The preferences and credits between spending and saving also affect the economic situation. Consumers with restricted salary are especially touchy to the cost of brands, they take after deals, advancements and portion installment openings intently. After they satisfy their basic needs they request extravagance brands.

3.2.3.4 Life Styles

The consumer's lifestyle, his needs and attitude, his attitude also affect his behavior. The way of life determines the reciprocal relations of the individual. Philip Kotler says "A person's pattern of living as expressed in his or her activities, interests and opinions." in order to defining life style. (Kotler, 2005). All individuals have a different life style although they are coming from same social class, culture and profession. People choose goods, services and activities that are generally appropriate for their lifestyle. For this reason, marketing strategies that reflect the lifestyle evolve towards positioning goods appropriately for existing consumption patterns.

3.2.3.5 Personality

Personality means that thoughts, feelings, and behaviors of the individuals that differ from one to another. It means that, personality is a special characteristic is belonging to each person. In the context of these distinctive features there are habits, perceptions, modes of behavior, events and perspectives on the environment. There is a significant relationship between the products and personality's people consume. It is the sum of the person's personality, the inner and outer qualities it possesses. The psychological structure of the consumer is an internal characteristic, and the environmental factors are external characteristic.



Figure 7: Maslow's Hierarchy of Needs

Additively that, there some factors that affect the consumers' personality in cultural and social factors as mentioned previously. Cultural factors play a vital role in the development of personality. Different cultures support different behaviors and attitudes and prevent others. Social factors have a direct impact on the nature of personality.

Interacting individuals offer a model of behavior and encourage or punish different types of behavior. The situation and environment also affect the personality. In addition, human experience is another factor affecting personality.

3.2.4 Psychological Factors

Individuals' motivation, perceptions, learning styles, beliefs and attitudes are psychological factors affecting their buying behaviors.

3.2.4.1 Motivation

Motivation is a form of emotion directed towards satisfying the consumer himself. In the marketing concept, there are two types theory of motivation. First one is belong to Freud. According to the Freud, he thinks that, "People are largely unconscious of the real psychological forces shaping their behavior. He sees the person as growing up and repressing many urges. These urges are never eliminated or under perfect control; they emerge in dreams, in slips of the tongue, in neurotic and obsessive behavior or ultimately in psychoses." (Kotler, 2005). Second theory is Maslow's motivation theory. Abraham Maslow tried to clarify why individuals are driven by specific needs at specific circumstances as seen in figure 7. (Maslow,1970).

3.2.4.2 Perception

Perception is about observing the environment, people, objects, smells, sounds, movements, tastes and colors. Interpreting the senses is the process of bringing them into meaningful form. In other words, perception is the data we receive through our senses is understood by the brain. Perception can be called recognition by the help of the senses. Perception is also linked to past experiences, motivation, beliefs, attitudes, and learning ability. When people are motivating, generally they are ready to acting.

As Kotler mentions in his marketing book, perception consists of three parts in itself. (2005). First one is Selective Attention. Selective Attention means that, most people has a scanning tendency to be exposed to information. Also, it is the number of stimuli a person receives in a day is measured in millions. But very few of them will be perceived.

In the second place, there is a Selective Distortion. Selective Distortion is a people have a matching tendency of information to the personal. In other words, people usually store information they perceive in relation to their current or future needs in memory for use when necessary. However, it places this information in the form of organizing, not randomly, in the memory. The final one is Selective Retention. It means, it a keeping tendency of people in information to the support own attitudes and beliefs. To put it in different way, interpretation refers to the meaning of grouped information. Personality traits, motivational and situational factors influence the interpretation of the message.

3.2.4.3 Learning

One of the most vital features that distinguish people from other living things in the world is the superiority of learning ability. Learning is an alteration of the person's act stemming from experiences. In other words, learning; it is defined as a fairly permanent recurrence or a very permanent movement in experience-seeking behavior. Learning occurs only by repeating. The learning process has great importance and direction on the direct human behaviors. According to psychologists, the psychological presence and character of a person is largely determined by the experience gained during the learning process. (Cömert, Durmaz, 2006). For the people, learning is a crucial act to live their lives, adapt to social life and be able to do them themselves.

To a great extent, the experiences gained during the learning process shape directly human behavior. In the same way, with the continuous learning period in which a person is in his life, he can learn the term of consumption as a consumer. If this had been the case otherwise, consumers would not have helped them with their previous experience when compared to every new purchasing situation, and as a result they would have to spend time and energy again in every new purchase event as a consumer.

In marketing, companies are interested in consumer learning styles. Because marketing strategies help to remind consumers of brand name, services, sales place, price and special promotions. Marketers are contributing to their learning process by using various stimuli on consumers about their companies. Consumers also turn their buying behavior into a habit or an automatic behavior by repetition or associations in the meaning of stimuli.

3.2.4.4 Beliefs and Attitudes

People constitute beliefs and attitudes as a result of learning. These are also affecting the buying behavior of consumers. Beliefs are can be described as complementary thinking about someone's thing. Beliefs about products and services constitute "product and brand image". Attitude is a tendency towards long-term emotions, beliefs, and behavior that are structured as the result of accumulation in the face of anything. Attitudes are the long-reaching concept and it is troublesome to get alter. These consist of sensual and intellectual movements.

For companies in the global market place, it is significant to know the main reasons underlying these attitudes, while it is important to know whether consumers have a positive or negative attitude towards their products. Attitudes play a vital role in fulfilling the needs of the individual.

3.3 Types of Buying Decision Behavior

Buying behaviors are assessed in terms of level of interest and differences between brands. Consumers are generally exposed to varied modes of companies in the global market. When retailers in the textile industry occupy a place in the potential consumers' perception, also they are competing with each other. Consumers can take cognizance of some index in order to detect the ideal buying sources. When a buying sources and consumers' buying perception did not match, it gets the weak sales potential. It has a special interest with textile manufacturing units which are also active

in marketing. Consumer buying behaviors were tried to be explained with the help of a quadratic matrix consisting of dimensions of interest and differences between brands. As can be seen in figure 8, the level of interest is high and low, and the difference between the brands is divided into two or more. Accordingly, the buying behavior; there are four types of buying decision behavior.

3.3.1 Complex Buying Behavior

The complex buying behavior is mean purchasing behavior that occurs when consumers perceive a significant difference between brands where they are more concerned. In other words, the complex buying behavior consists of three steps. First, the buyer develops beliefs about the product. Then develop attitudes about the product. And the third decides which brand to buy. Consumers are in a complex buying behavior when they are deeply involved in a buying act and know important differences between brands.

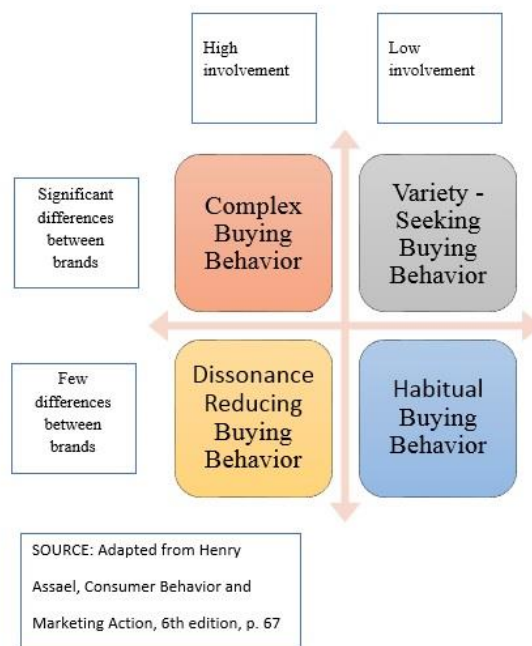


Figure 8: Types Of Buying Decision Behavior

If the product is expensive, the risk is high, the product is not frequently purchased, and the consumer is self-expressing, it can be said that there is a high-interest buying behavior. (Ustaahmetoğlu, 2013).

Sometimes consumers may need to collect detailed information about the product category. Consumers may also be unable to decide on brand, feature, and price alternatives within a short period of time. Marketers should take into account how

consumers collect information and decide how to make a purchase for products that can see complex buying behavior. Marketing executives should ensure that consumers have easy access to the information they need about their product features and relative importance. Marketers may differentiate their brands if necessary. In addition, marketers should be careful to well motivate their sales staff. Motivated sales staff can help to consumers make the final product and brand decision more easily.

3.3.2 Variety Seeking Buying Behavior

It is the purchasing act that consumers have little interest in and where they have significant differences between brands. The characteristics of some purchasing situations are that they have important brand differences, although the consumer has little to think about the product. Although consumers do not think too much about such products, there are significant differences between brands. Consumers use the new consumption experience they have acquired after purchasing and using the product to make the next purchase decision. (Ustaahmetoğlu, 2013).

In this type of buying behavior, consumers are more likely to switch brands and try to make brand changes. Consumers' transitions between brands not originate from their dissatisfaction with the brand but their desire to obtain different brand experiences. The marketing strategies applied by companies that produce products suitable for buying behavior that seek diversity are different from each other. The market leader must always keep the product on the shelf and take the necessary precautions to keep the shelves empty. With reminder advertisements, companies can easily identify consumers and increase their purchases.

3.3.3 Dissonance Reducing Buying Behavior

It is the buying action that consumers make when they are highly interested and there are no significant differences between the brands. It is the buying behavior that occurs when the price of the product is high, the risk it carries is high and it is not bought frequently. (Ustaahmetoğlu,2013).

Consumers are intensively processing information on the product. The reasons for this can be explained by the fact that the product is expensive, the product is not frequently purchased, and it is risky. Under such circumstances, the consumer will choose the product that provides the appropriate price or ease of payment to investigate what the products or brands will meet their needs.

Sometimes consumers see little difference between brands. It can be shown that it is expensive because it stands deep on the product, it does not make such purchases frequently. In such a case, the consumer will investigate what is happening in the market but will quickly complete the purchase as it is affordable or affordable.

3.3.4 Habitual Buying Behavior

A large number of products are purchased with little consideration due to the lack of certain brand differences. It is the purchase actions that consumers make for products with low interest and less differences between brands. Consumers do not think very much when they buy basic necessities. They go to the point of sale and buy the product easily and quickly.

If the consumer chooses the same brand in such products, this is the result of the brand's loyalty as well as the familiarity of that brand. Sometimes it is seen that such purchases are defined as purchases in the habit of different studies.

It is seen that the habitual buying behavior has appeared in the products which are generally low in price and underestimated. Habitual buying behavior is often not achieved with belief-attitude-behavior ranking. Consumers collect information about products and brands intensively. The purchase takes the form of seeing and receiving the product. It is also seen that consumers also use the information they obtain passively from television. Repetitive advertisements in such products make it easier to identify brands rather than creating brand loyalty. (Ustaahmetoğlu, 2013). In other words, if the consumer is constantly buying the same brand, this strong brand can be regarded as the result of being accustomed to buying it, not just loyalty.

3.4 The Buyer Decision Process

The textile market is one of the vital and integral markets in the world and has an important position in international trade. Techniques exist in the marketing of textile products and brands to understand the factors that affect the purchasing behavior of the consumer. These techniques can often be used to create a strategy for an attractive and advertising textile company for the target consumer. The purchasing decision process is based on the brand the consumer decides to purchase. There are five steps of the buyer decision process as seen in figure 9.

3.4.1 Need Recognition

Buying decision process begins with the emergence of an unfulfilled need. This can be caused by external factors such as the birth of a biological need or the

appearance of an advertisement. Many things can be effective in the need for the consumer such as depletion of the previous solution, not satisfied with the current solution, changing family characteristics, financial expectations, emergence of other needs and innovation. (Milli Eğitim Bakanlığı, 2014).



Figure 9: The Buyer Decision Process

The consumer does not spend much time in the decision making process if the difference between the expected situation and the actual situation is not great or the product needed is not important to the consumer. When the consumer does not perceive a big difference between the expected situation and the actual situation after defining the need, the consumer does not go to other stages of the decision process and the process does not continue. However, if there is an important difference between the expected situation and the actual situation, the consumer moves to the later stage of the decision-making process by going through the information seeking phase.

From the point of marketers, in the need recognition stage potential customers have what kind of problems and needs arise, what caused them to learn how they take consumers to a particular product. It is necessary for consumers to be examined. By gathering such information, marketers should be able to identify stimulus factors that are of interest to the product and develop marketing programs that include these factors.

When the decision to buy the product, the buyer is faced with an issue that begins when the need or understand. This need can also be driven by internal and external stimuli. After defining the needs of consumers expect their case if they begin with the process of deciding if it considers that there is a significant discrepancy between the actual situations to go into the determination of the alternative second stages. The selection of alternatives is all the effort to seek information and to absorb information about the product to enable consumers to make decisions. Consumers compare the value to be obtained when determining alternatives and the cost of obtaining and using such information. (Milli Eğitim Bakanlığı, 2014).

3.4.2 Information Search

At this stage, to meet the needs of consumer with the products and brand alternatives. After this determination, the customer will decide where to get the information about the product or alternative that the customer wants to buy. So that the second phase of information research phase is initiated. (Milli Eğitim Bakanlığı, 2014).

In other words, after determining the necessity of the consumer and identifying the problem, it starts to investigate the products and brands that can meet the consumer's need. First, in your memory, they start browsing information about brands that they have already acquired, information from advertisements, what they hear from friends around, use this product before, and other experiences. This is also called internal research. Consumers need to conduct non-consumer research in situations where the consumer is more likely to make a wrong decision and their previous experiences and knowledge are lacking. The external researcher aggregates information from sources outside the memory. External research can lead to additional situations such as more time, effort and money. (Ak, 2009).

3.4.3 Evaluation of Alternatives

At the end of the search for alternatives, consumers determine which alternatives are available. In the evaluation process, consumers make a final decision about the product to be purchased by comparing the alternatives they identify. The number of evaluation criteria used may vary depending on the product, the consumer and the situation in which it is found. In the consumer decision-making process, the intensity of the evaluation is affected by three factors.

The initial factor is the urgency of the need for the buying product. When the urgency increases, the consumer makes less evaluation in order to buy the product. The second factor is related to the interest in the product. In other words, the product is about being "much interested" or "least interested". A more intensive assessment is made when the product is a very interested product. As the final factor is concerns associated with about technical specifications of the options which are thinking by the customers. The options are increasing in technical terms; the more the evaluation is made. (Milli Eğitim Bakanlığı, 2014)

In the textile sector, generally when customers decided to buy ready-made clothing, they are looking the production expected life of an item. If buying product life is long term in the high segment brand product, customers choose them. Often the evaluation of alternatives in the textile sector is made by directly comparing competitor products. The sale of products with the same quality and segment at different prices pushes consumers to evaluate. The choice between competitor products of the same or similar characteristics of the consumer is based on the choice of the product with the desired characteristic and it finds the buying of the product.

According to Philip Kotler, some basic concepts are needed to evaluate alternatives and to explain this process better. First, it is assumed that the consumer sees a product as a feature array. Secondly, consumers will associate products with different characteristics with different importance ratings, depending on their needs and desires. In other words, when the consumer buys a product, those products rearrange the selection criteria. Third, it creates a brand image based on the consumer's experiences. The fourth one is that the total product satisfaction that the consumer expects varies according to different characteristics. Consumers' expectation from a product and total product satisfaction will also be naturally different. And finally, consumers will end up evaluating the alternatives with these evaluations as they decide on different brands in the same segment. (2005).

3.4.4 Purchase Decision

If the evaluation of the product is positive, the consumer will make a series of decisions about the type of the goods, the brand, the price, the color, the amount and the place to buy. At this stage, the marketer facilitates the decision to purchase the product by advertising and other means by informing the consumer.

In order to give a consumer a right buying decisions falling within the extrinsic information seeking needs two basics knowledge. First one concerns the existence of a product that will solve the consumer's problem. This can be expressed as "*total set*". The second basic information sets the "*set of awareness options*" by making a choice between brands in the consumer information memory.

All brands that are not included in the set of awareness options constitute the "*set of unrecognized options*" that they know nothing about the consumer. Consumers who are aware of the set of recognized brands have a positive opinion from the brands in this set. And sets the "*set of attractive brands*" by deciding to consider what they are. Not every consumer may be interested in a set of brands. However, this information set can be created by searching for external information. The greater the set of attractive brands, the more likely it is that alternative solutions exist. (Milli Eğitim Bakanlığı,2014).

3.4.5 Post Purchase Behavior

Consumers show two types of purchasing behavior. These are trial and repetitive shopping. Especially for the first time purchases, the consumer tries to experience the purchasing situation by preferring small quantities. (Milli Eğitim Bakanlığı, 2014).

The trial purchase is intended to be evaluated by the consumer through the use of the new product that is purchased. Almost every consumer has this type of buying behavior for the product they will use for the first time. If the end user of the trial believes that the consumer satisfies the requirement of the new product better than the products already used, the product is aiming to buy again.

On the other hand, consumers may be satisfied with the product they buy, and they can feel it in regret. After the consumer buys the product at this stage, it makes an assessment by comparing the satisfaction or dissatisfaction that you expect from the product and found from the product. Post-purchase evaluations of the consumers are being of capital importance for the brands. Consumers' positive evaluations affect the other buying process of the same brand and store choice which is important in that they prefer other products of the same company and that satisfaction is influenced in their purchasing decisions by explaining other persons like reference group. For this reason, consumer satisfaction in today's marketing sense is closely related to brands

that are not just consumers themselves but also those who are interested in buying at the same time.

Repeated purchases on a product or brand may create addiction to the end product. As a result of this situation, repetitive purchases are made in larger quantities than the trial purchases, and companies are desirous of the fact that consumers have no hesitation about meeting their product needs.



CHAPTER 4 ¹

4 SPANISH FASHIONED BRAND ZARA

A fast fashion company INDITEX group was founded in 1963 by Amancio Ortega and the co-founding of his wife in Spain. The growth of ZARA, the company is constant and very positive, over the years Amancio Ortega who is the owner of INDITEX group is already the “*Second Richest Man in The World*” by Forbes Magazine with a wealth of USD 73.3 billion.

The traditional 4P's of marketing have been used by ZARA in a very intelligent way. To start the product, ZARA is in the business of fast fashion where the garments perceived of good quality but have an average life of three months, very European countries according to the seasons. In other words, the life of products in ZARA is limited to periods of three months. Thus, ZARA can offer more variety and new product service to loyal consumers.

In the global fashion sector, according to Istanbul Textile and Apparel Exporters Associations research, Spain, Italy, Turkey, France and so on for the brand preferences on the high segments brands It is seen that the brand preferences of the segments are based on various factors as seen in the studies conducted in the countries. Some of those;

- Being more expensive and respectable than non-branded products,
- The brand products have to be different from the design,
- Being of good quality,
- It's guaranteed.

Towards the mid-80s Amancio Ortega began to open ZARA in six important regions of Spain. Over the time, the brand became a holding under the name INDITEX Group and became the largest shareholder by acquiring 60% of the shares. Today INDITEX S.A, which is the Europe's leading retail company, consists Massimo Dutti,

¹ Most of the resources used in this section are in Spanish and translated from Spanish to English by myself. Original sources are shown in the references part.

Uterqüe, Zara Home, Stradivarius, Bershka, Oysho and Pull & Bear brands within the holding. The Spanish-based company has already delivered more than 92,000 jobs, reached more than 7,000 stores, and earned € 20.9 billion in revenues from the textile sector in January 2016. Towards the end of the '80s Amancio Ortega began to open ZARA to France, Portugal and America within three years. In other words, Within the company, there are about 137 thousand employees. Approximately 500 employees work in the department of design duty. In addition, there are approximately 1600 suppliers of the INDITEX group in Africa, Asia, America, Europe and EU countries.

Initially, INDITEX group, which mainly produces business clothes, has a budget of USD 103 billion as of 2015. In 2001, Oysho starts its activity within the INDITEX in different clothing strategies and this group decided goes to the public. their new brand is specialized in lingerie. On the other hand, INDITEX begins to be listed on the Madrid Stock Exchange. They developed own company Code of Conduct for Manufacturers and Suppliers, and joined the DJSI. That year, Amancio Ortega was entered six new markets.

A year after this, INDITEX built a new distribution center in Zaragoza and opened stores in five new markets. In 2004, INDITEX reached the 2000th store in the world. That textile group also environmental friendly. In other words, they give importance to the environment and they choose the fabric quality according to that. In addition to this, INDITEX's Environmental Strategic Plan was born with the objective of ensuring that all our operations are environmentally sustainable. In 2010, ZARA starts selling online. It begins new era for ZARA.

ZARA begins to operate through Internet in the month of September and at the end of the year it sells online in sixteen European markets and they reached 5,000 store which they open last store in Rome, which meets all our eco-efficiency criteria based on the new Environmental Strategic Plan of INDITEX. The INDITEX group produces 25% of its collections in general without coming in season. In other words, generally INDITEX group prepare the seasonal textile collection before the normal season. Amancio Ortega to separate the company from its competitors; it began to spread to many countries as quickly as possible, keeping the advertisement in a certain level and controlling most of the supply chain itself. This occasion has always made an advantage to ZARA in the textile world. Another application that gives advantage to the company is in the years that they were founded, designers frequently visited cities

such as New York, London, Milan, which are the pioneers in textiles and fashion, to analyze customer potentials and to improve their designs by adding what they see in these cities. The INDITEX group makes a large part of its sales to European countries.

4.1 Internationalization of ZARA

ZARA was opened her first store in 1975 in La Coruna, Northwest Spain. In the 1980s, ZARA began to expand in the inner market, opening stores in Spanish cities with more than 100,000 inhabitants. (Lopez and Fan, 2009). The highest revenue of INDITEX group is coming from the ZARA. The company, "*Zorba*", inspired by the first name "*Zorba, The Greek*", initially started with producing nightwear collection only. Ortega, who later turned the name of the company Zorbas into ZARA, found it more suitable for this brand. Developing its product range over time, ZARA opened nine stores in Spain's largest cities between 1976 and 1983. The rapidly growing brand has opened its first logistics center in Arteixo in 1984 and its center is located on an area of ten thousand square meters.

ZARA opened its first overseas store in Porto in Portugal in 1988 and has opened its stores in the US in 1989 and in France in 1990 and expanded its international market. ZARA is also a brand that successfully implements the "*Fast Fashion*" strategy adopted by the Spanish fashion industry. They stated that they did not apply the classical advertising and promotional methods to advertise the brand, and they said that these methods had no effect on the consumers. They advertise not through traditional advertising methods, but through concrete factors such as brand product quality and customer satisfaction. In the year 2000, ZARA increased its net income by 20% and, by this ratio, is the biggest brand of INDITEX group which is principal capital of the company.

In 2005, the largest producer of INDITEX company is obtained from ZARA with 66% portion. There are seven other companies within the INDITEX that are in addition to ZARA.

These corporate chains appeal to people from all life style of people. These chains are;

- Pull&Bear include young clothes,
- Massimo Dutti include quality and conventional fashion in high segment category,

- Bershka include young girl and boy fashion,
- Stradivarius include stylish clothes for young women
- Oysho include lingerie,
- Zara Home include home textile and;
- Uterqüe include accessories and garments.

According to Amancio Ortega, ZARA's aim is to democratize fashion and present trendy trends with high quality products at affordable prices. The difference between ZARA's business model and its competitors is that the business process and the store are a source of information. The vertical integration of ZARA, timely production, distribution and sales, flexible structure, low inventory rules, rapid response policy and advanced information technology make it possible to respond quickly to changing customers on demand. (Lopez and Fan, 2009). A completely new outfit can be designed, manufactured and delivered in the company in less than four weeks. (The Economist, 2005).

Push factors	Inhibitors	Facilitators	Pull factors
Saturation	Administrative barriers	International status	Spain joined the EU
Low growth opportunities	Geographic distance	Learning process	Economies of scale
Changes in consumer behaviour	Low economic development Different seasonality Cultural distance Lack of experience Risk perception	Spreading cost and risk	Globalisation Abolition of economic barriers Growth chances Cultural affinities Information technologies

Source: Adapted from McGoldrick (1995)

Figure 10: The Process Of Internationalization Of ZARA

ZARA internally produces "*live collections*", which are the most fashionable garments that make up almost half of their production and which are not exposed to seasonal changes.

Approximately 11,000 new products are sold each year. ZARA focuses on four issues in the process of internationalization. These four are push factors, inhibitors, facilitators and pull factors in Figure 10.

On the other hand, ZARA uses technology in their stores. For example, consumers can look at how many of those products are from the mobile application

when they want to buy a product. This system allows to count the garments one by one and to follow up from the supplier to the store. This technology that allows the identification of the products already exists, but Inditex has been the first group that has managed to introduce it in the alarms of the garments. (Villaécija, 2016).

4.1.1 Characteristics of ZARA

It is expected that ZARA's contribution to the progress of the community and the support of the neighborhood through the strategic plan of ZARA's action. If ZARA has expressed a certain purpose, they have expressed in own website. The absolute goal of the brand and the encouragement to the environment are the greatest appreciation of the importance and the fact that nothing is more than meeting the mold needs of consumers.

In the company characteristics, ZARA have some components of mission statement. In this content, there are nine components in the task statements that ZARA has set as their main goal. These are;

- *Customers:* ZARA suit three kinds of customers as Women, Men and Kids' fancy.
- *Product and Services:* ZARA are using generally clothes, shoes, bags and accessories in the sales.
- *Markets:* In today's global market, ZARA have many stores in eighty-six countries all around the world.
- *Technology:* ZARA uses eco-friendly and high quality technologies
- *Growth and Profitability:* Within the INDITEX group, the biggest profitability comes from ZARA. According to the report of INDITEX, ZARA has increases own profitability about 22% in the last years.
- *Philosophy:* ZARA, under the INDITEX umbrella, cooperation and open correspondence have a similar quality to that of the general collection, which is the primary task for them, and their desire to maintain this quality is quite high.
- *Self-Concept:* ZARA is pursuing a sales strategy that has a mix of high-quality products and high-quality products and earns more profits from its competitive advantage.

- *Concern of Public Image:* Zara completely fulfill the needs of customers who, in case of any dissatisfaction is making efforts to remedy the problem by immediately communicating with customers. It uses social media effectively because of fewer advertising principles. At the same time, Zara cares about being environmentally friendly while producing its products.
- *Concern of Employees:* At the heart of the company philosophy, Zara considers the importance given to co-operation and correspondence among workers themselves as one of the company's priorities.

There are two important factors in ZARA's business model. One of them is the time factor and the other is the customer's focus on the store as an information source. ZARA for the customer constantly renews itself according to market demands, aiming to offer a unique service. ZARA follows the pricing strategy based on the prizes by setting the target prices for which the buyer is willing to pay. The material is fixed for the cost of production and suppliers according to the budget, the target price and the profit margin the management department wants to acquire with that item.

4.1.1.1 ZARA's Brand Marketing Strategy

ZARA needs marketing strategies as it is in every brand so that it can continue its competition with other brands. While implementing these strategies, it makes it possible to differentiate themselves from other brands. The reasons for the unique of ZARA are as follows like;

- Being a global brand
- Continuously by updating the models
- Doing exclusive designs
- Fast product revision at all stores
- Having established product distribution channels
- Having the ability to receive which is coming requests from customers
- Having the most powerful and innovative design in their segment
- Having a strong financial infrastructure and
- Having a strong AR-GE activity.

On the other hand, ZARA uses “*Vertical Supply Chain*” as its marketing strategy.

The vertical supply chain can be explained as it is seen in figure 11.

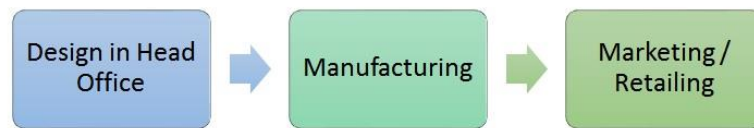


Figure 11: Vertical Supply Chain

It means that, ZARA products are primarily designed by the designers at the head office and then send the products to the manufacturer for manufacturing. After the products are manufactured, the retail stores are delivered and delivered to the customers. ZARA carries out a large part of its supply chain elements in itself, from design to delivery of products.

Design and product development can be counted as parts that take more time and labor than expected. The entire product development process begins with market research. ZARA generally makes market analysis in the following way;

- University visits
- Close following of the fashion show and fashion trends
- Trendsetter's close watch
- Customer requests
- Store feedbacks

ZARA is usually made in 60% of the production near HQ. The biggest reason for this is that you can keep it by providing fast distribution power. ZARA has been planning to order these large distribution channels since 2002 after ordering American, Asian and

Middle Eastern store orders in the morning and afternoon they order European store orders.

What 4P's that is an important term for marketing makes for ZARA.

Product:

- Low cost product design for different countries and customers
- More investment in production than advertising
- Fashionable, sophisticated and impressive products

Price:

- Low cost and affordable price
- Differentiated prices for different products and markets
- Example: Lower price in Spain than all over the world.

Place:

- 1751 stores in 86 countries
- Starting online marketing all over the world.

Promotion:

- Low-cost campaigns worldwide
- Not to be famous people in advertisements
- Deliver advertisements to consumers over the internet instead of giving them to television

In addition to 4Ps, SWOT analysis of ZARA is another important aspect of brand marketing. According to the Bridges Consulting Company in the SWOT analysis ZARA give significance to those points. (2017).

Strengths:

- Global outreach
- Strategic locations
- Strong distribution strategy
- Minimalistic store image
- Fast-Changing collections

Weaknesses:

- Excessive commitment to European and domestic market
- Most of the designers are Spanish
- Lack of marketing communication

Opportunities:

- Markets not yet discovered to enter especially China
- Online sales network is developing
- Continuous training of employees
- Promotional activities through online marketing for maximum market share
- Demand for high fashioned products with the affordable price

Threats:

- Increase of imitations of products
- Increase in raw material prices in future
- European economic crisis
- Increasing competition
- Market surplus of exported products
- Dilution of brand equity

4.1.1.1.1 Market Segmentation and Positioning of ZARA

Philip Kotler defines the market segmentation as categorizing and segmenting different groups of buyers into different markets that may require separate products or marketing mixes with different needs, characteristics, or behaviors. (2005).

ZARA, which takes this situation as its base has adopted a few basic strategies as its business model. These strategies can be grouped into 3 groups as *Segmentation Strategies, Targeting Strategies and Positioning Strategies*.

As a segmentation strategy of ZARA define as based on the typical demographic characteristics of its customers. However, the brand is also based on customer-oriented fashion and style.

As a targeting strategy of INDITEX brand is aiming for a wide gap in the ZARA retail market. The company wants to speed up access to its products by bringing its customers with high fashion trends together with the latest fashion trends.

These strategies, which are adopted by Zara, are offered to customers visiting sales outlets in high-profile locations with a turnover of 4-5 weeks for new collections that are available at a fraction of the cost of couture. This, together with the brand personality, has attracted customers to Zara stores that reach target markets based on the collection and marketing campaigns of clothes and accessories. (Keller, 2012).

In the positioning strategy stated by the company, the ZARA brand is described as “*democratizing fashion*” as the main purpose of entering a market. In other words, ZARA’s positioning strategy based on “*Market-Oriented Strategy*” which means that ZARA produce their product according to the customers’ needs. ZARA delivered their product twice a week in order not to leave customers in a difficult situation.

The company aims to meet the requirements and offer customers more fashionable and stylish products at lower prices for good product quality. As a result of the marketing strategy used by INDITEX for ZARA. ZARA provides the opportunity to sell stores located in high-profile locations to determine the brand's image as stylish, fashionable and accessible. In other words, ZARA adopt the idea of fashionable clothes with the affordable price.

ZARA's differentiation and competitive advantage, brand leadership based on cost-leadership, the inclusion of new products in rapid cycling, and strong branding dominance. Because of ZARA's strong brand advantage, it is indispensable to define the spirit with a life style that is produced by providing fast mass transportation in social media. In ZARA's extraordinary range of products, fashionable products are reflected in social media.

Another advantage of ZARA in this respect is that despite its not being used famous person in advertising campaigns and not being shown on television, it has achieved broad targets thanks to social media.

Additionally, it can explain more deeply than mentioned above with the ZARA positioning map as seen figure 12 and 13.



Figure 12: Positioning Map of ZARA 1

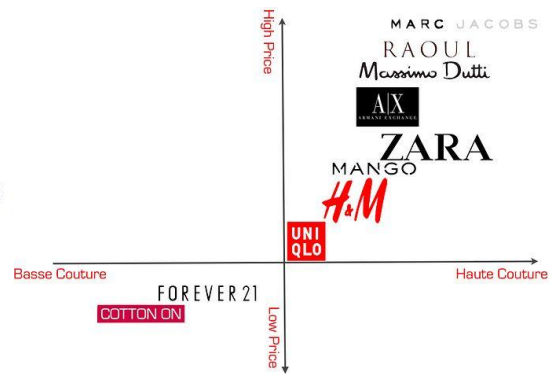


Figure 13: Positioning Map of ZARA 2

4.2 The Position of the ZARA Brand in International Trade and Turkey

ZARA has fifty-eight stores excluding in Spain and this stores increased to eighty-seven in 2014. ZARA also increased its number of stores increased from eight hundred fifty-two in 2005 to two thousand eighty-five in 2014 along with the market number. In addition, from 2014 onwards, there are 1000 logistics centers in 22 different countries under brand of ZARA.

Spain, despite being in the Mediterranean region with Turkey, is not at the forefront of Turkey's commercial partnership. Especially Spain cooperated with markets such as Germany, France, England, America and Holland. This situation is not an attractive market for Turkish textile industry and ready-to-wear companies. There is great interest in this market recently. Despite all this, today ZARA is becoming a remarkable textile star of the Turkish textile industry and continues to rise.

Despite the economic crisis in the textile sector, ZARA Turkey has managed to enter the top five in the world since the opening of its first store. ZARA, proud of Spain, is called "*Terminator*" in the world. Even in France, which is the heart of the textile world, ZARA was the first opening of many companies to be a dream and caused huge panic. Known for its inexpensive and high-quality product policy, ZARA is recognized as a leader in lowering prices and increasing its competitiveness in entering market country.

There have been many attempts to bring ZARA to Turkey. ZARA was founded in 1964 by Amancio Ortega and has competed with many companies including big

companies. The greatest feature of Ortega, at the age of 63, is that it does not use any grant schemes while forming the INDITEX institution. In the retail segment of international fashion trade, Spain and Sweden have created brands that make strong contributions to strong economic policies and brands. INDITEX brands in Spain and H&M brands from Sweden hold a significant portion of daily international fashion trade. These brands address wide segmentation in national and international markets. In addition to this, the INDITEX group and H&M firm actively participate in employment and other countries' economies, and the social responsibility activities they have achieved have become the most preferred brands in this segment.

According to the INDITEX website, after 2015, ZARA has reached more than 7,000 stores with the company which opening in Hawaii, and ZARA also started to uses online marketing. They also added Hong Kong, Macao and Taiwan to online marketing with a sustainable model. By the year 2017, Turkey has also participated in the online marketing countries of INDITEX Markets.

In Figure 14, ZARA get the big portion from sales of INDITEX. In other words, INDITEX earns most of its revenue from ZARA.

Name of the Partner /Title	Amount of Capital	Capital Ratio
Industria De Diseno Textil SA	2.931.900,-TL	% 97,73
Zara Holding BV	68.100,-TL	% 2,27
Total	3.000.000,-TL	% 100

Source: <https://www.zara.com/tr/en/info/company-c11112.html>

Figure 14: Principal Capital of The ZARA Company

CHAPTER 5

5. A FIELD STUDY OF TURKISH CONSUMERS' BRAND PREFERENCE

5.1 The Importance of the Study

As a consequence of globalization and ever-advancing technology, global brands compete in the same market. Therefore, the advantages of foreign brands to consumers have become more important.

By creating a positive brand image that appeals to feelings and needs, the global market is differentiated from other brands. On the other hand, it is now easier to hurt the image of a brand with its communication channels and social media. To avoid this, it is necessary to further raise the quality of many brand products and services in order not to lose their quality.

The success achieved in service delivery and the diversification achieved through product development is bringing success to the marketplace in a competitive environment. Foreign brands make significant investments in research and development. Especially in the garment industry and the textile industry, foreign brands that follow fashion and trends and offer many alternatives are more successful in terms of models and prices.

The aim of this study is to determine the factors that consumers prefer to foreign branded products while shopping in the textile sector and to measure the effect of these factors on the purchasing behavior. Another aim is to explain why Turkish customers prefer foreign branded products in their clothing shopping

At the same time, this study was conducted to find out why Turkish consumers prefer Spanish fashion brand ZARA.

5.2 Data Collection Method

The data needed for the research were collected by means of survey questions prepared for ZARA users who is living in Ankara province. For this purpose, a questionnaire consisting of two sections was prepared.

In the first part of survey questions is measure general information of participant which is asking age, gender, education and shopping at which ZARA shop. In the second part, the main questions were prepared on the basis of the 5 *Likert Scale* that is 5 points which is 1 is Strongly Disagree, 5 is Strongly Agree and the main questions prepared to obtain the data to be used in the hypothesis tests.

After the questionnaire was completed, it was applied to a consumer group of 100 people in order to understand the intelligibility of the questions and the preferences of the ZARA brand.

At the end of the analysis, as seen in table 1, the reliability of the questions used in the study were tested by IBM SPSS Software and found to be 0.67 Cronbach Alpha value. This value is considered highly reliable by SPSS.

Table 1: Reliability Statistics of Consumer Survey

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	100	100,0
	Excluded ^a	0	,0
	Total	100	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,677	,666	25

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Between People		225,710	99	2,280		
Within People	Between Items	1380,480	24	57,520	78,160	,000
	Residual	1748,560	2376	,736		
	Total	3129,040	2400	1,304		
Total		3354,750	2499	1,342		

Grand Mean = 3,4300

Hotelling's T-Squared Test

Hotelling's T-Squared	F	df1	df2	Sig.
3701,591	118,401	24	76	,000

5.3 Target Population, Sampling and Limitation

The target population of the study was chosen as consumers who live in Ankara and prefer the ZARA brand over 18 years of age regardless of gender. In order to obtain a data sample, the study sample was set as 100 customers of ZARA. The study was carried out in two shopping centers, as Ankamall AVM and Panora AVM in Ankara. Survey participants were included in the survey without any condition and 100 returns were made. According to information which is getting Panora AVM and Ankamall AVM, each ZARA stores have different target consumers. This situation was explained in figure 15.

ZARA Store in Panora AVM	ZARA Store in Ankamall AVM
<ul style="list-style-type: none"> • Usually sales are higher in women and children section. • Women who usually have style and image are preferred. • University students and business women are target audience. • People usually prefer ZARA stores close to their homes. • Most sales are obtained during the discount period as in other stores. 	<ul style="list-style-type: none"> • Most of the sales are in the male section. • University students and business men are target audience. • Most sales are obtained during the discount period as in other stores. • People usually prefer ZARA stores close to their homes.

Figure 15: Comparison of ZARA Stores at Shopping Malls in Ankara Province

5.4 Hypothesis of The Study

Two hypotheses have been developed to determine the reasons that result from factor analysis, the reasons why consumers prefer foreign branded products, and the reasons for purchasing these products.

H1: There is a strong relation between product quality of ZARA and satisfaction of the consumers.

H2: There is a positive correlation between social affairs of ZARA and marketing affairs of ZARA.

5.5 Findings of Survey

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

A correlation test was performed to look at the validity and accuracy of the hypotheses 1 between the survey questions 1, 5, 10, 12, 13, 14 and 18 as seen table 2.

Table 2: The Correlation of Hypothesis 1

		Product Quality of ZARA	High Segment Quality of ZARA	Consistency Quality of ZARA
Product Quality of ZARA	Pearson Correlation	1	,214 [*]	,211 [*]
	Sig. (2-tailed)		,032	,036
	N	100	100	100
High Segment Quality of ZARA	Pearson Correlation	,214 [*]	1	,101
	Sig. (2-tailed)	,032		,315
	N	100	100	100
Consistency Quality of ZARA	Pearson Correlation	,211 [*]	,101	1
	Sig. (2-tailed)	,036	,315	
	N	100	100	100
ZARA's Customers Opinion	Pearson Correlation	,047	,100	,138
	Sig. (2-tailed)	,645	,321	,171
	N	100	100	100
ZARA's Customers Need	Pearson Correlation	,084	,023	,175
	Sig. (2-tailed)	,406	,818	,082
	N	100	100	100
ZARA's customers satisfaction with quality	Pearson Correlation	,218 [*]	,141	,228 [*]
	Sig. (2-tailed)	,030	,160	,022
	N	100	100	100
ZARA's Customer Services	Pearson Correlation	,114	,203 [*]	,025
	Sig. (2-tailed)	,258	,043	,804
	N	100	100	100

In the analysis of hypothesis 1, conclusion is;

- I. The correlation between “Product quality of ZARA” and “High segment quality of ZARA” are valid because the significance percentage of 0,03 which is less than 0,05. So the correlation between these two factors is 21% with the positive direction.
- II. The correlation between “ZARA’s customer services” and “High segment quality of ZARA” are valid because the significance percentage of 0,04 which is less than 0,05. So the correlation between these two factors is 20% with the positive direction.
- III. The correlation between “ZARA’s customer satisfaction with quality” and “Consistency quality of ZARA” are valid because the significance percentage of 0,02 which is less than 0,05. So the correlation between these two factors is 22% with the positive direction.

Table 3: The Correlation of the Hypothesis 2 Table 1

		Correlations					
		My friends prefer ZARA	ZARA is an environmentally friendly brand	ZARA is the sector leader in quality and price	ZARA uses product differentiation	ZARA fits my life style	ZARA use direct marketing
My friends prefer ZARA	Pearson Correlation	1	-,152	,023	,220*	-,010	,187
	Sig. (2-tailed)		,131	,817	,028	,925	,063
	N	100	100	100	100	100	100
ZARA is an environmentally friendly brand	Pearson Correlation	-,152	1	,153	-,134	,257**	,282**
	Sig. (2-tailed)	,131		,128	,185	,010	,004
	N	100	100	100	100	100	100
ZARA is the sector leader in quality and price	Pearson Correlation	,023	,153	1	,067	,414**	,200*
	Sig. (2-tailed)	,817	,128		,511	,000	,046
	N	100	100	100	100	100	100
ZARA uses product differentiation	Pearson Correlation	,220*	-,134	,067	1	-,029	,045
	Sig. (2-tailed)	,028	,185	,511		,774	,655
	N	100	100	100	100	100	100
ZARA fits my life style	Pearson Correlation	-,010	,257**	,414**	-,029	1	,277**
	Sig. (2-tailed)	,925	,010	,000	,774		,005
	N	100	100	100	100	100	100
ZARA use direct marketing	Pearson Correlation	,187	,282**	,200*	,045	,277**	1
	Sig. (2-tailed)	,063	,004	,046	,655	,005	
	N	100	100	100	100	100	100

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

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

For Hypothesis 2, a correlation was tested at the validity and accuracy in this hypothesis between the survey questions 4, 6, 15, 16, 17, 19, 21 as seen table 3.

In the analysis of hypothesis 2 table 1, conclusion of it is;

- I. The correlation between “ZARA uses product differentiation” and “My friends prefer ZARA” are valid because the significance percentage of 0,02 which is less than 0,05. So the correlation between these two factors is 22% with the positive direction.
- II. The correlation between “ZARA fits my lifestyle” and “ZARA is an environmentally friendly brand” are valid because the significance percentage of 0,01 which is less than 0,05. So the correlation between these two factors is 25% with the positive direction.
- III. The correlation between “ZARA use direct marketing” and “ZARA is an environmentally friendly brand” are valid because the significance percentage of 0,004 which is less than 0,05. So the correlation between these two factors is 28% with the positive direction.
- IV. The correlation between “ZARA Uses Product Differentiation” and “ZARA is the sector leader in quality and price” are valid because the significance percentage of 0,04 which is less than 0,05. So the correlation between these two factors is 20% with the positive direction.

- V. The correlation between “My friends prefer ZARA” and “ZARA fits my lifestyle” are valid because the significance percentage of 0,02 which is less than 0,05. So the correlation between these two factors is 22% with the positive direction.
- VI. The correlation between “ZARA is an environmentally friendly brand” and “ZARA fits my lifestyle” are valid because the significance percentage of 0,01 which is less than 0,05. So the correlation between these two factors is 25% with the positive direction.
- VII. The correlation between “ZARA is an environmentally friendly brand” and “ZARA use direct marketing” are valid because the significance percentage of 0,004 which is less than 0,05. So the correlation between these two factors is 28% with the positive direction.
- VIII. The correlation between “ZARA is the sector leader in quality and price” and “ZARA use direct marketing” are valid because the significance percentage of 0,04 which is less than 0,05. So the correlation between these two factors is 20% with the positive direction.
- IX. The correlation between “ZARA fits my lifestyle” and “ZARA use direct marketing” are valid because the significance percentage of 0,005 which is less than 0,05. So the correlation between these two factors is 27% with the positive direction.

A correlation was tested at the validity and accuracy in this hypothesis between the survey questions 4, 6, 15, 16, 17, 19, 21 as seen table 4.

Table 4: The Correlation of Hypothesis 2 Table 2

		Correlations					
		ZARA is an indicator of social statue	ZARA's policy of using social media advertising instead of TV	ZARA is the sector leader in quality and price	ZARA uses product differentiation	ZARA fits my life style	ZARA use direct marketing
ZARA is an indicator of social statue	Pearson Correlation	1	,015	-,137	,269**	-,076	,108
	Sig. (2-tailed)		,883	,173	,007	,454	,287
	N	100	100	100	100	100	100
ZARA's policy of using social media advertising instead of TV	Pearson Correlation	,015	1	-,127	,091	-,028	,216*
	Sig. (2-tailed)	,883		,207	,370	,779	,031
	N	100	100	100	100	100	100
ZARA is the sector leader in quality and price	Pearson Correlation	-,137	-,127	1	,067	,414**	,200*
	Sig. (2-tailed)	,173	,207		,511	,000	,046
	N	100	100	100	100	100	100
ZARA uses product differentiation	Pearson Correlation	,269**	,091	,067	1	-,029	,045
	Sig. (2-tailed)	,007	,370	,511		,774	,655
	N	100	100	100	100	100	100
ZARA fits my life style	Pearson Correlation	-,076	-,028	,414**	-,029	1	,277**
	Sig. (2-tailed)	,454	,779	,000	,774		,005
	N	100	100	100	100	100	100
ZARA use direct marketing	Pearson Correlation	,108	,216*	,200*	,045	,277**	1
	Sig. (2-tailed)	,287	,031	,046	,655	,005	
	N	100	100	100	100	100	100

** 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 2 table 2, conclusion of it is;

- I. The correlation between “ZARA is an indicator of social statue” and “ZARA use product differentiation” are valid because the significance percentage of 0,007 which is less than 0,05. So the correlation between these two factors is 26% with the positive direction.
- II. The correlation between “ZARA’s policy of using social media advertising instead of TV” and “ZARA use direct marketing” are valid because the significance percentage of 0,03 which is less than 0,05. So the correlation between these two factors is 21% with the positive direction.
- III. The correlation between “ZARA is the sector leader in quality and price” and “ZARA fits my life style” 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.
- IV. The correlation between “ZARA is the sector leader in quality and price” and “ZARA use direct marketing” are valid because the significance percentage of 0,04 which is less than 0,05. So the correlation between these two factors is 20% with the positive direction.
- V. The correlation between “ZARA fits my lifestyle” and “ZARA use direct marketing” are valid because the significance percentage of 0,005 which is less

than 0,05. So the correlation between these two factors is 27% with the positive direction.

5.6 Conclusion of The Study

In this part of the study, the findings obtained from the questionnaire consist of the evaluation of these findings and hypothesis tests.

After the consumer survey analysis was completed, Turkish customers were found to be more interested in foreign branded products. When looking at the demographic findings of the analysis; randomly selected 100 ZARA which was founded 50 females and 50 males. When the age range was examined, it was determined that the most brand users were between 25-34 years of age and education levels were at the bachelor degree and master degree levels. When the ZARA stores in Ankara province were examined, it was found that ZARA store in Panora AVM was preferred to ZARA stores in Ankamall and Panora AVM which are used in the questionnaire analysis as seen table 4.

Table 5: Demographic Distribution of Consumer Survey

		Gender			Cumulative
		Frequency	Percent	Valid Percent	Percent
Valid	Male	50	50,0	50,0	50,0
	Female	50	50,0	50,0	100,0
	Total	100	100,0	100,0	

		Age			Cumulative
		Frequency	Percent	Valid Percent	Percent
Valid	18-25	16	16,0	16,0	16,0
	25-34	43	43,0	43,0	59,0
	34-44	31	31,0	31,0	90,0
	44 and above	10	10,0	10,0	100,0
	Total	100	100,0	100,0	

		Education			Cumulative
		Frequency	Percent	Valid Percent	Percent
Valid	High school	14	14,0	14,0	14,0
	Bachelor	38	38,0	38,0	52,0
	Master	37	37,0	37,0	89,0
	Doctoral	11	11,0	11,0	100,0
	Total	100	100,0	100,0	

		Prefer shops			Cumulative
		Frequency	Percent	Valid Percent	Percent
Valid	Ankasmall	41	41,0	41,0	41,0
	Panora	58	58,0	58,0	99,0
	4,00	1	1,0	1,0	100,0
	Total	100	100,0	100,0	

CONCLUSION

Today, fashion has become a whole that not only meets people's clothing needs but also enables them to show and explain themselves. For this reason, consumers have to take many factors into account when making a large number of decisions on target consumers in the garment sector. Trademarks should be sought through regular research, interviews, and research to learn about topics such as what consumers consider when shopping. On the other hand, brands are able to follow the changing needs of people, fashion and trends of consumers.

Today's customers are now aware of the issues we talked about and raised their awareness. Consumers are constantly exploring the properties, prices and qualities of brands. For this reason, the managers of the apparel industry have to add details of the design staff working at the store. They only satisfy service customers.

In the first part of the thesis, the definition and importance of brand, the role of a brand for the consumer, brand value, awareness, loyalty, positioning and the effects of fashion blogs on consumer relations are examined. In the second part, what are the factors affecting consumer behaviors and what the consumers are paying attention to when shopping. In the third part, the history of the Spanish fashion brand ZARA, its current position in the fashion sector, the relationship with consumers and the reasons for preference are examined. In the last part of the thesis, in the theoretical part of the study, the subject of examination is examined by using books, articles and some master thesis written by valuable people. In the practical aspect of the study, a survey was conducted in order to determine the factors affecting the selection and measurement of consumer goods of this brand in face-to-face interviews with 100 ZARA consumers within the city limits of Ankara.

According to the survey, 50 participants were female and 50 were male consumers. In addition, the majority of respondents were in the 25-34 age group and the youngest participants were between the ages of 18-24. In addition, the largest part of the participants is those with a bachelor degree. When we look at the hypotheses

prepared for the thesis of the higher language, the hypothesis prepared and the questionnaire are consistent with each other and there is no negative correlation between them.

As a conclusion, foreign brands in the ready-to-wear and textile sectors, which find themselves in international markets, are preferred by Turkish consumers. The most popular in foreign articles are the trademarks of Spain origin.

The prestige that the brand has, the quality and after-sales services it brings to the consumer, the environmental factors, fashion trend trends, consumer perception that prefer clothing products with foreign brands play an important role in the international market.



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APPENDICES

Appendix 1: Curriculum Vitae

Personal Information

Surname, Name: GÖKTAŞ, Merve

Nationality: Turkish (T.C)

Date and Place of Birth: September 13, 1990 / ANKARA

Marital Status: Single

Phone: 0537 983 77 62

E-mail: mervegoktas90@gmail.com

EDUCATION

Degree	Institution	Year of Graduation
B.A	İhsan Doğramacı Bilkent University	2014
High School	Bahçelievler Deneme High School	2007
Primary School	Ahmet Vefik Paşa Primary School	2004

WORK EXPERIENCE

Year	Place	Enrollment
2016	The Economic Policy Research Foundation of Turkey (TEPAV)	Research Intern
2014	Center for Middle Eastern Strategic Studies (ORSAM)	Research Intern
2014	Turkey Energy Foundation (TENVA)	Research Intern

FOREIGN LANGUAGES

Advanced English, Intermediate Spanish, Beginner Russian

Appendix 2: Consumers' Brand Preferences Survey

Consumers' Brand Preferences Survey

This survey has been prepared for the Department of International Trade and Finance, 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 “*Turkish Customers' Brand Preferences in the Textile Sector: The Spanish Fashion Brand ZARA*”. The data obtained will be used for academic purposes only. We would appreciate you not to worry about the confidentiality of the worker, but also thank you for your contributions to this academic work.

Merve GÖKTAŞ

Graduate student at the Department of International Trade and Finance in Çankaya University

Personal Information

Gender? Male

Female

Age? 18-25

25-34

34-44

44 and above

Education? High School Diploma

Bachelor's Degree

Master's Degree

Doctoral Degree

At which ZARA shop do you prefer shopping?

Ankamall

Panora

Please indicate your choice for the following statements	Strongly Disagree	Disagree	Undecided	Agree	Strongly Agree
1. I prefer ZARA because ZARA has high quality products					
2. I prefer ZARA because I get more information about product easily on their website					
3. I prefer ZARA because they have a lot of shops					
4. I prefer ZARA because they are the sector leader in quality and price					
5. I prefer ZARA because it's a high segment brand					
6. I prefer ZARA because my friends prefer ZARA					
7. I prefer ZARA because ZARA is an environmentally friendly brand					
8. I prefer ZARA because they follow world fashion trends					
9. I prefer ZARA because ZARA gives me my money worth					
10. I prefer ZARA because ZARA have consistency on product quality					
11. I prefer ZARA because they produce different styles of clothes like women, men, kids					
12. I prefer ZARA because they give importance to the customers' opinion					
13. I prefer ZARA because they give importance to customers' need					
14. I prefer ZARA because they easily fulfill customers' satisfaction with the good quality product					
15. I prefer ZARA because ZARA uses product differentiation in my country					
16. I prefer ZARA because it fits my life style					
17. I prefer ZARA because it's an indicator of social statue					

○ Continous of brand preferences survey questions

18. I prefer ZARA because customer services is useful when I confront a problem					
19. I prefer ZARA because they use direct marketing					
20. I buy ZARA products in the sales seasons because it's more affordable					
21. I agree with ZARA's policy of using social media advertising instead of TV					

