

**THE REPUBLIC OF TURKEY
BAHCESEHIR UNIVERSITY**

**EFFECTS OF ZERO MOMENT OF TRUTH ON
CONSUMER BEHAVIOR FOR FMCG**

Master Thesis

GİZEM KÖKSAL

İSTANBUL, 2017

**THE REPUBLIC OF TURKEY
BAHCESEHIR UNIVERSITY**

**SOCIAL SCIENCES INSTITUTE
ENTREPRENEURSHIP AND INNOVATION MANAGEMENT**

**EFFECTS OF ZERO MOMENT OF TRUTH ON
CONSUMER BEHAVIOR FOR FMCG**

Master Thesis

GİZEM KÖKSAL

Thesis Advisor: Asst. Prof. Dr. ADNAN VEYSEL ERTEMEL

İSTANBUL, 2017

**THE REPUBLIC OF TURKEY
BAHCESEHIR UNIVERSITY**

**SOCIAL SCIENCES INSTITUTE
ENTREPRENEURSHIP AND INNOVATION MANAGEMENT**

Name of the thesis: Effects of Zero Moment of Truth on Consumer Behavior for FMCG

Name/Last Name of the Student: Gizem KÖKSAL

Date of the Defense of Thesis: 23.05.2017

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

Signature

Asst. Prof. Burak KÜNTAY

Director Graduate School of Social Sciences

I certify that this thesis meets all the requirements as a thesis for the degree of Master of Science.

Signature

Prof. Dr. Necip ÇAKIR

Program Coordinator

This is to certify that we have read this thesis and we find it fully adequate in scope, quality and content, as a thesis for the degree of Master of Science.

Examining Comittee Members

Signature

Thesis Supervisor

Asst. Prof. Dr. Adnan Veysel ERTEMEL

Member

Prof. Dr. Serdar PİRTİNİ

Member

Asst. Prof. Dr. Gülberk GÜLTEKİN SALMAN

ABSTRACT

EFFECTS OF ZERO MOMENT OF TRUTH ON CONSUMER BEHAVIOR FOR FMCG

Gizem KÖKSAL

Entrepreneurship and Innovation Management

Thesis Supervisor: Asst. Prof. Dr. Adnan Veysel ERTEMEL

May 2017, 45 pages

Consumer behavior and decision-making process are changing radically with time by the effects of globalization and frequent usage of the internet. The number of channels which are used to reach people like social media, blogs increased within last decade. In online world, search engines let consumers have detailed and qualified opinion about product and brand. Zero Moment of Truth, or ZMOT was introduced in 2011 by Google after six years from presenting of First Moment of Truth, or FMOT which was coined by Procter & Gamble. FMOT is the first contact between a consumer and a product on a shelf. It is the in-store experience. FMOT became a giant focus for marketers until ZMOT was presented. ZMOT defines a revolution in terms of consumers search for information on the web and make decisions about products and brands. On the other hand, the term discussed in this study is impulse buying. It is a reactive behavior and includes a direct action answer to a stimulus.

The effects of Zero Moment of Truth on Turkish consumers' purchasing behavior for FMCG is studied in this article. ZMOT is compared with FMOT and Stimulus on consumer decision process. Finally, the results are evaluated and came up with a conclusion.

Keywords: Zero Moment of Truth (ZMOT), First Moment of Truth (FMOT), Consumer Decision Making Process

ÖZET

FMCG ÜRÜNLERİ İÇİN KARAR VERMEDE SIFIR ANI'NIN TÜKETİCİ DAVRANIŞLARINA ETKİSİ

Gizem KÖKSAL

Girişimcilik ve İnovasyon Yönetimi

Tez Danışmanı: Yrd. Doç. Dr. Adnan Veysel ERTEMEL

Mayıs 2017, 45 sayfa

Tüketici davranışları ve karar verme süreci, küreselleşmenin etkileri ve internetin sık kullanımı ile kökten değişiyor. Sosyal medya, bloglar gibi insanlara ulaşmada kullanılan kanal sayısı son on yılda oldukça arttı. Online dünyada, arama motorları tüketicilerin ürün ve marka hakkında detaylı ve nitelikli görüş bildirmesine izin veriyor. Procter & Gamble tarafından ortaya atılan Karar Vermede İlk An ya da FMOT sunumundan altı yıl sonra, Karar Vermede Sıfır Anı veya ZMOT, Google tarafından tanıtıldı. FMOT, raf üzerindeki bir ürün ile tüketicinin ilk karşılaşmasıdır, mağazadaki deneyimdir. FMOT, ZMOT sunulana kadar pazarlamacılar için dev bir odak haline geldi. ZMOT, tüketicilerin internette bilgi aramak, ürünler ve markalar hakkında kararlar almak açısından büyük bir farklılık oluşturuyor. Ayrıca, bu çalışmada tartışılan terim dürtü satın almadır. Bu, tepkisel bir davranıştır ve bir uyarana doğrudan bir eylem cevabı içerir.

Bu çalışmada Türk tüketicilerin hızlı tüketim ürünlerindeki satın alma davranışları üzerindeki ZMOT'un etkisi incelenmiştir. ZMOT, tüketici karar sürecinde FMOT ve uyarıcı ile karşılaştırılmıştır ve sonuçlar değerlendirilmiştir.

Anahtar Kelimeler: Karar vermede sıfır anı (ZMOT), Karar vermede ilk an (FMOT), Tüketici karar verme süreci

CONTENTS

1. INTRODUCTION	1
2. LITERATURE REVIEW	3
2.1 CONSUMER BUYING BEHAVIOR	3
2.1.1 Need Recognition	6
2.1.2 The Buying Decision	6
2.2 EVALUATION OF CUSTOMER BEHAVIOR ON ONLINE PLATFORM....	6
2.3 IMPULSE BUYING	10
2.3.1 Urge to Buy and Impulse Buying	11
2.3.2 User's Impulse Buying Behavior	12
2.3.3 Stimuli	13
2.4 FMCG ON ONLINE PLATFORM	15
3. MOMENT OF TRUTHS	16
3.1 FIRST MOMENT OF TRUTH.....	17
3.2 SECOND MOMENT OF TRUTH	18
3.3 THIRD MOMENT OF TRUTH	18
3.4 ZERO MOMENT OF TRUTH	19
3.4.1 A New Marketing Model	21
3.4.2 The Importance of Zero Moment of Truth	22
4. RESEARCH METHODOLOGY	23
4.1 GENERAL INFORMATION ABOUT FMCG SECTOR	23
4.2 RESEARCH METHOD	23
4.3 OBJECTIVE OF RESEARCH	24
4.4 DATA COLLECTING METHODS.....	24
4.5 PHASES OF PURCHASING PROCESS	25
4.6 RESEARCH SAMPLE.....	26
4.7 ANALYSIS METHODS.....	26
4.8 RESEARCH LIMITATIONS.....	27
4.9 RESEARCH HYPOTHESIS	27
4.10 RESEARCH QUESTIONS	28

5. FINDINGS	30
5.1 DEMOGRAPHICS FACTORS.....	30
5.1.1 Gender	30
5.1.2 Age	30
5.1.3 Education Level	31
5.2 GENERAL CUSTOMER PURCHASING BEHAVIOURS FOR FMCG ..	32
5.2.1 Buying Frequency of Packaged Food Products.....	32
5.2.2 Buying Frequency of Packaged Cleaning Products	33
5.2.3 The percentage of ZMOT, FMOT and Stimulus on Consumer's Buying Decision	34
5.2.4 Consumer Decision of Where to Buy of the Products	35
5.3 HYPOTHESIS RESULTS	36
5.3.1 Effects of ZMOT for Packaged Food Products	36
5.3.2 Effects of ZMOT for Cleaning Products.....	37
5.3.3 Comparing with Food and Cleaning Products	38
5.3.4 The Place of Decision to Buy for Food Products.....	39
5.3.5 The Place of Decision to Buy for Cleaning Products.....	40
6. DISCUSSION AND FUTURE RESEARCH.....	43
7. CONCLUSION.....	44
REFERENCES	46

TABLES

Table 5.1: Gender distribution

Table 5.2: Age distribution

Table 5.3: Education level distribution

Table 5.4: Buying frequency of packaged food products

Table 5.5: Buying frequency of packaged cleaning products

Table 5.6: Consumer decision of where to buy of food products

Table 5.7: Consumer decision of where to buy of cleaning products

Table 5.8: The most effective drivers when buying for packaged food products

Table 5.9: The most effective drivers when buying for cleaning products

Table 5.10: Comparing food and cleaning products

Table 5.11: The place of decision to buy for food products

Table 5.12: The place of decision to buy for food products

FIGURES

Figure 2.1: The consumer decision process

Figure 2.2: World population growth

Figure 2.3: Worldwide internet user's growth

Figure 2.4: Global mobile traffic growth by device type

Figure 2.5: The Mehrabian-Russell model

Figure 3.1: Traditional step mental model of decision making process

Figure 3.2: The new mental model of decision making process

Figure 5.1: Buying frequency of packaged food products

Figure 5.2: Buying frequency of packaged cleaning products

Figure 5.3: ZMOT, FMOT and stimulus effects for food products

Figure 5.4: ZMOT, FMOT and stimulus effects for cleaning products

Figure 5.5: Comparing food and cleaning product purchaser behavior

Figure 5.6: The place of decision to buy for food products

Figure 5.7: The place of decision to buy for food products

ABBREVIATIONS

MOT: Moment of Truths

FMOT: First Moment of Truths

ZMOT: Zero Moment of Truths

FMCG: Fast Moving Consumer Goods



1. INTRODUCTION

Consumer buying behavior is whole of consumer attitudes, intentions, decisions, and preferences, related with the consumer's behavior in the market place when buying a product or service. Need/problem recognition is the first step of the consumer purchasing behavior. It is when the consumer understands that not fulfilled need or want. Second part is info search that collect info related what is desired to resolve problem. Then, evaluation is a phase of consumer purchasing behavior process that info is evaluated contrary to a consumer needs, wants and preferences. Next phase is buying decision or choosing of an appropriate solution. Lastly, post purchase evaluation is the consumer decide whether the buying actually satisfy need and wants.

According to Proctor & Gamble customers make decision about a product or brand in three to seven seconds, only the time consumer realized product on a store shelf. This time gap is called First Moment of Truth, FMOT which was coined by Procter & Gamble in 2005 and it was taken into consideration the most significant marketing chance for a product or brand. FMOT, generated a giant focus for marketers. However, after six years Google have presented Zero Moment of Truth called ZMOT. At ZMOT, customers are pre-buying online like exploring products and brands, reading reviews, viewing videos, asking questions. On the other hand, impulse buying is a reactive behavior and includes a direct action answer to a stimulus.

The major goal of this study is to understand ZMOT effects on Turkish customer behavior for FMCG sector. Also, it is wanted to be defined which is most effective on consumer behavior between ZMOT, FMOT and Stimulus. The importance of this study to remain focus FMCG industry and try to specify these kind of products consumer's behavior in Turkey.

The data for this study was collected via an online survey so primary data gathering method is used for this research. 250 respondents with different demographic attitudes filled out the online survey. The survey is accessible via computer, laptop, smartphone or tablet. The survey is sent through email to people, additionally online networking systems

LinkedIn, Twitter and Facebook are utilized to achieve the surveyors. The survey is also broadcasted on mobile messaging application Whatsapp to the selected contacts. According to response the effects of ZMOT, FMOT and Stimulus on customer behavior are discussed.

At the second part of the thesis, consumer buying behavior and consumer decision making process stages such as need recognition, buying decision are explained with detail. Additionally, evaluation of consumer behavior on online platform is discussed with some data such as worldwide internet user's growth, global mobile traffic growth by device type. Impulse buying and Stimuli are also mentioned in this part. The last topic of in second section is FMCG on online platform.

At the third part of the thesis, Moments of Truths are stated in detail. First Moment of Truth, Second Moment of Truth and Zero Moment of Truth are defined. A new marketing model which has Zero Moment of Truth is shown with a figure. Also, the importance of Zero Moment of Truth is explained.

At the fourth part of the thesis is research methodology. FMCG is separated two groups for this research as Food product and Cleaning Product for this study. This is an exploratory research and the online survey was used to gathering data. Moreover, research hypothesis are explained in this section.

Findings section is fifth one of this study. Survey details like demographics (gender, age, education level) and research hypothesis results are explained in this section. Research hypothesis are shown in tables and figures and explained with a statistical results.

At the sixth part of the thesis is Conclusion. In this section research results are summarized and discussed.

2. LITERATURE REVIEW

2.1 CONSUMER BUYING BEHAVIOR

Consumer buying behavior is stated to be an indivisible component of marketing and Kotler and Keller (2011) says that in order to satisfy consumer need and wants. It is the review of the aspects of purchasing, using and disposing of products, services, ideas or experiences by the individual, groups and organizations.

Purchaser behavior has been characterized as a process, which through sources of info and their utilization however process and activities prompts fulfillment of wants and needs (Enis, 1974). Customer purchasing behavior has such a variety of variables as a piece of it which are depended on to have some phase of impact on the purchasing choices of the clients.

On the other hand, shopper purchasing behavior alludes to the purchasing behavior of conclusive buyers, both people and family units, who purchase items and administrations for individual utilization (Kumar, 2010, p.218). From marketers' perspective issues specific ways of consumer behavior that need to be studied including the reasons behind customers making purchases, specific drivers influencing the patterns of consumer purchases, analysis of changing factors within the society and others.

Blackwell (2006) stated that customer purchasing behavior is itself is a complex problem which cannot be described easily. Consequently, the subject of buyer purchasing behavior has been characterized in unmistakable courses by analysts.

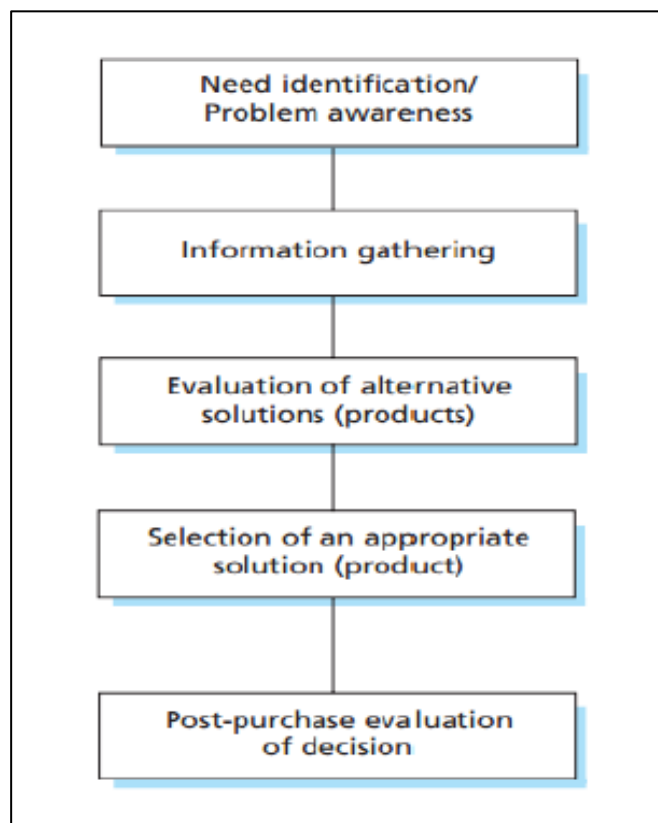
The definition formed by Solomon et al (1995) describe client purchasing behavior as a procedure of picking, acquiring, utilizing and discarding items or administrations by the people and gatherings so as to fulfill their requirements and needs.. Similar definition of consumer buying behavior is presented by Schiffman and Kanuk (2000) in which they characterized it as conduct that clients express when they pick and purchase the items or administrations utilizing their accessible assets with a specific end goal to make fulfilled their needs and wish.

Despite the definitions given above are various, they all prompt basic view that customer purchasing behavior is a procedure of picking, purchasing and discarding products and ventures as per the requirements and needs of the buyers.

Kotler and Keller (2011) to pull in consideration the centrality of understanding consumer buying behavior and the viewpoints how the clients select their items and services can be important for manufacturers and in addition specialist organizations as this gives them upper hand over its rivals in various ways.

For instance, they may utilize the information acquired through concentrate the customer purchasing behavior to set their systems towards offering the correct items and administrations to the correct crowd of customers reflecting their needs and wants adequately.

Figure 2.1: The consumer decision process



Source: Blackwel et al., 2003

Marketers are concentrated on understanding the method in which consumers buy. This is a compound progression as it consist of understanding the set of decisions that customers make in time (Hoyer & Mac Innis, 2001). Customers do not know correctly what effects their buying ninety-five percent of the thought, feelings, and knowledge that determinate our purchases happen in the unconscious awareness – that is without our awareness (Armstrong et al. 2007). Behavioral researchers respect the consumer decision-making process as a problem solving or need satisfaction process. The act of making a consumer decision commonly contains five phases counting need or problem recognition, info exploration, evaluation of options, buying decision and post-purchase behavior (Jobber, 2012), as illustrated in Figure 1.1.

The buying process can consider altered forms because a consumer may not essentially go through every stages for all purchase that is made. Furthermore, it can be notable between the buying of a product or a service and numerous external like price and advertisement or internal like color and ingredients product aspects (Hansen & Solgaard, 2002). There are five phases of the consumer decision-making process, as shown in Figure 1.1. The first step is the needs identification. It means where the customer really has a need or desire that efforts customer to purchase. In addition, chance to this phase stressing that if theoretically a consumer is unhappy with a specific purchase, or just wanting to shift from the same old brand to a new one, the recognition of this need can get to be a chance. The next stage is information gathering. Consumer behavior study has exposed two kinds of search that purchasers engage in as they make buying decisions. The first one consist of personal info search gotten from previous experience and word-of-mouth or recommendation from friends and collogues, and a second kind of search, which is non-personal or external in nature, for example advertisements in print and electronic media, as well as travel agencies. The third stage consist of the evaluation of options or different brands that are capable of filling the need concerned. The customer goes about evaluating numerous brands in relative to the need recognized. Kotler et al. (2008) declared that customers do not apply a sole evaluation process when making a purchasing decision. Customers usually search a product that offers the best answer to their problem or a product present them with benefits that they search. The last stage is buying decision where the consumer then takings onwards to make the final buying decision.

2.1.1 Need Recognition

When people understood that they have unsatisfied need, while this unsatisfied need really shows up when purchaser satisfaction contrast from his or her present phase of satisfaction, the purchasing process begins (Levy, Weitz, 2004, p.111). Besides, need excitement can be activated by outer condition or inside from the purchaser itself, needs themselves emerge from either physiological (biogenic) or mental (psychogenic) states, and once a need has been stimulated the purchaser search out approach to make satisfied it (Sullivan, Adcock, 2002, p.52). Cox & Brittan (2004, p.79) stated that customers as human have certain major needs can be fulfilled in very straightforward ways yet when it needs some perplexing necessities it is turned into an issue, the normal reaction to this issue is to look for an answer which prompt pursuit of data, as such it is sensible to propose that purchasers are hoping to fulfill needs when they purchase products or services. (Semenik, 2002, p.152).

2.1.2 The Buying Decision

It is not a unique decision but a lot of decisions, any one of which can result in a change of mind and a choice route being pursued (Cox, Brittan, 2004). Also, on the off chance that we need to get particular in retailing Levy & Weitz (2004) stated that consumers may not purchase the product which is the highest in the list of evaluation, for sure it gives a great advantage but it may not be available in the store or it risks outweigh the potential advantages.

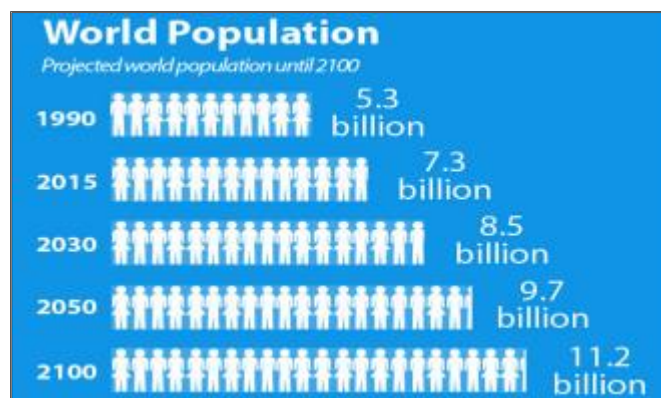
2.2 EVALUATION OF CUSTOMER BEHAVIOR ON ONLINE PLATFORM

Consumer behavior study has its roots in psychology, sociology, anthropology, marketing and economics. The goal is to comprehend the client choices taken amid an acquiring procedure and what sort of components decides these choices (Dinu, Stoica & Radu, 2016). The buying process is described in Engel, Blackwell and Kollam's book (Consumer Behavior) in five steps: identifying the need, information research, evaluation of alternatives, purchase decision and post purchase evaluation (Engel, Kollat & Blackwell, 1968).

Once identified the need for a product, which constitutes the most important stage in the buying process, the individual seeks for information in various sources such as media, television, family and friends or specialists. The next step is the evaluation of alternatives when the individual compares the attributes of the same product from different brands or the benefits he gets if he buys that product from a particular brand or another. The fourth step is the real purchasing of the item, and the last one is the post buy assessment, in which if the individual is make satisfied with the product the odds to rehash buy or prescribe the product to another person develop generously. However, in the event that the satisfaction level is not expected, he won't return for rehashing the shopping. Sandhusen (2000) says that the buying decision is influenced by environmental stimuli such as the economic, technological, political, cultural, demographic or natural and by the individual's characteristics as well: attitude, motivation, perception, personality, lifestyle and knowledge.

Taking the demographic stimuli as an example, world's population reached in 2015 to 7.3 billion people, estimating that by 2100 will be registered 11.2 billion earthlings (Figure 2.1). The planet's populace development prompts an expansion in demand for products, henceforth the expanded consumption.

Figure 2.2: World population growth

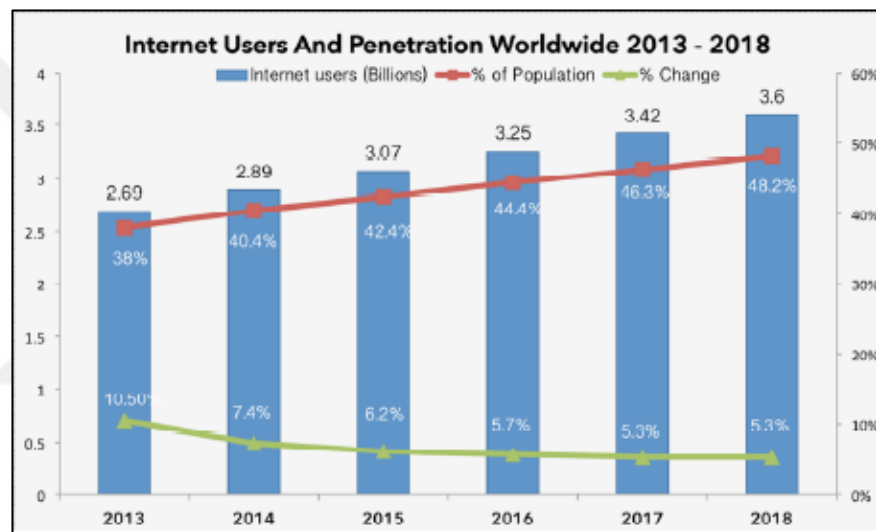


Source: Un.org, 2016

The technological stimulus plays an important role in the acquisition process as well, since the advent of the internet until nowadays when the technology era is in its full expansion.

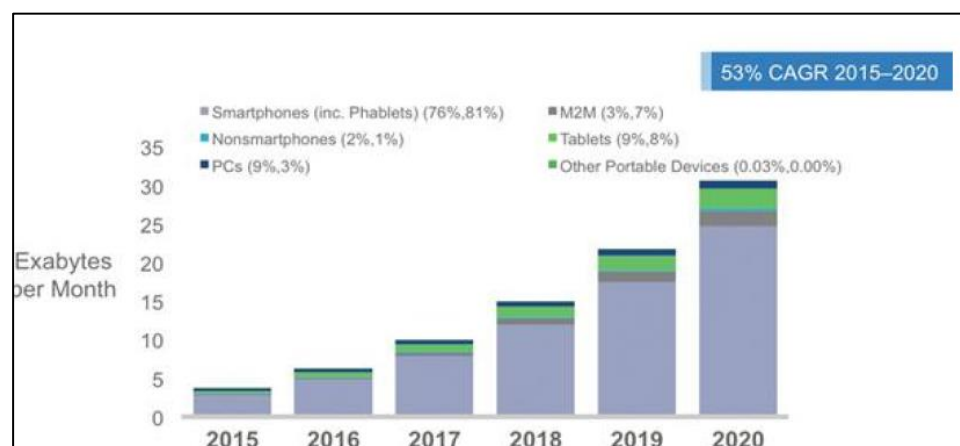
In Figure 2.2 is presented data regarding the increasing number of Internet users worldwide. We see that in 2015 a 42.4 percent of the world population is connected to the Internet, and 2016 is estimated an increase of about 2 percent of Internet penetration. Meantime, Cisco estimates that by 2020, 81 percent of all web associated gadgets will be cell phones, tablets will be 8 percent, and just 3 percent will be PCs shown in Figure 2.3. Also, according to statista.com, in 2016 the quantity of smartphone users is estimate to reach 2.08 billion and 2.6 billion until 2019 people will own a smartphone. (www.statista.com)

Figure 2.3: Worldwide internet user's growth



Source: Dazeinfo.com, 2016

Figure 2.4: Global mobile traffic growth by device type



Source: Cisco.com, 2016

These statistics show that people are always looking for information, this being seen in the growing number of smartphones that allow a high degree of mobility, flexibility and convenience. Advancement of innovation has affected customers' behavior, being seen huge changes by the way they settle on choices in the purchasing procedure, and in cooperation with the association. First, they have become more rational and less tolerant to marketing communications. They no longer trust messages on a product sent by the organization, so they access forums and social networks, search for user reviews and watch video demonstrations during the search of information stage. Evaluation of alternatives is also made in the online environment through specialized websites for product comparison in terms of price and quality features. Following this step, the actual purchasing takes place increasingly often in the online environment as well. In such manner, 1.5 trillion dollars was recorded from online exchanges in 2015, evaluating that until 2019 the estimation of this kind of exchanges to stretch around 3.6 trillion dollars. After performing the acquisition, the online consumer evaluates the product and may share his review on social media networks or post it on the website where he has performed the purchase.

Shopper behavior has changed with innovation progressing and the move to online condition. This change has affected brand loyalty, for which the companies have invested for years in communication and loyalty strategies. Online customer's behavior's one characteristic is the low cost of researching for alternatives. Hence, client reliability is harder to accomplish in the online context than in the offline one (Castano, 2015).

Large numbers are registered in terms of velocity wherewith data is transmitted in the online environment, considering that every minute are sent over 200 million e-mails, 72 hours of video are uploaded to YouTube, four million searches are recorded on Google or Amazon generates over \$80,000 in online sales (Gunelius, 2014).

The consumer owns the information at any time and will always choose the most appropriate product that believes will satisfy his needs and wishes. If in the past he used to buy a certain product from a particular brand and because he was satisfied with its attributes and advantages he was benefitting of, he was continuing to buy that product.

Presently, the offer is exceptionally different and the data extremely open, which rolls out the client to improvement their image decision from a shopping to another. Therefore, organizations should consider adopting new communication strategies and a buyer - centric approach (Dinu, Stoica & Radu, 2016).

2.3 IMPULSE BUYING

Impulse buying was initially characterized formally in the DuPont ponders (1948–1965) as a spontaneous purchase inverse genuine purchasing following expected shopping records.

The initial review concerned market buys made by the company division of Dupont Company. Applebaum (1951) in his exploratory review was the first to propose that motivation obtaining may originate from the customer's introduction to a boost while in the store; Nesbitt (1959) saw it as intelligent shopping. By way of, smart shoppers don't arrange their buys, however scan for and exploit in-store advancements, therefore maximizing their purchasing power. He additionally expresses that impulse buying is a consequence of promotional stimuli and purchasing things are not chosen ahead of time before beginning a shopping trip. For retailers, impulse buying is characterized as any kind of spontaneous purchasing (Stern, 1962; Abratt and Goodrey, 1990).

Stern (1962) characterized impulse buying as any purchase which a customer makes, however has not arranged ahead of time (p. 59). During the process of impulse buying, customers cannot form cognitive structured attitudes or intentions and are unable to resist the attraction to the product because of their feelings direct buying behavior (Verhagen & van Dolen, 2011). The prevention of data handling is impractical, despite the fact that feeling commands discernment in impulse purchasing. However, the presence of data preparing when clients experience encounter impulse buying situations are stated by Verhagen and van Dolen (2011). Shoppers ought to in the first place, perceive or know about stimuli, handle and assimilate them, and after that respond.

Four unmistakable sorts of impulse buying delineated by Stern (1962): pure, reminder, suggestion, and planned impulse buying: 1) Pure impulse buying: is a curiosity or escape

buy which breaks an ordinary purchasing design, 2) Reminder impulse buying: happens when a customer sees a thing or reviews a commercial or other data and recollects that the stock at home is low or depleted, 3) Suggestion impulse buying: happens when a customer sees an item surprisingly and pictures a requirement for it, and 4) Planned impulse buying: happens when the customer settles on particular buy choices on the premise of value specials, coupon offers and so forth. It is very critical on the grounds that even today most research studies utilize this idea which was contributed by Stern (1962) of impulse buying as a beginning stage (Beatty and Ferrell, 1998; Rook, 1987).

The developing accord among scientists when they propose that characterizing impulse purchasing as unplanned is neither an adequate condition nor an important condition for interpretation as an impulse purchase, since purchasers unmistakably utilize store format as outside memory help was stated by Rook and Hoch (1985). Actually, shoppers may arrange impulse buying.

Situation wherein purchasers have once in a while depicted how they plan to go on impulse buying journeys is discussed by Rook (1987). Also, he proposes impulse buying happens: when a shopper encounters a sudden, regularly persevering urge to buy something immediately. The impulse to purchase is a pleasure intricate and may animate passionate clash. Additionally, impulse buying is inclined to happen with lessened respect for its results.

2.3.1 Urge to Buy and Impulse Buying

Impulse buying can be separate either desires or behavior. As per Rook's (1987) explanation, Beatty and Ferrell (1998) express that buyers ought to first feel the spontaneous urge to buy something before really performing impulse buying behaviors. An urge to buy impulsively is a condition of desire that is experienced after experiencing an object in nature, and the genuine buy behavior has a tendency to be spontaneous and satisfies the urge or desire (Beatty and Ferrell, 1998). Impulse buying happens when

clients have an urge to purchase a particular item without deliberately considering the purposes behind and outcomes of the buy (Verhagen and van Dolen, 2011).

As well, it is provide evidence regarding the relationship between impulsiveness and urge to buy provided by Wells et al. (2011). The significance of feeling in impulse buying and the interceding part of the urge to buy in the social trade context is stated by Song, Chung, and Koo (2015). Appropriately, this review suggests that impulse buying is the last ward variable after an inclination to purchase, as per Rook and Fisher's (1995) research.

2.3.2 User's Impulse Buying Behavior

Impulse purchase behavior is influenced by state of moods. As indicated by the specialists respondents opinioned that most much of the time moods expressed for event of impulse buying was delight trailed via care free and delighted mood states. Buyers trust that impulse buying will help in increasing these sorts of emotions. Scientists clarified their findings that positive moods motivates impulse buying yet a few specialists additionally mention that negative moods likewise encourages impulse buying (Gardner and Rook, 1987).

Negative moods dependably influence self-control unfavorably, thus, customer feel prey for impulse buying (Herman and Polivy, 2004). Shoppers feel that impulse buying will mitigate their negative mood and they trust that it will change their offensive mood (Mick and Demoss, 1990).

Relationship presence amongst age and impulse buying was found by some scientist. Impulse buying raises between ages of 18 to 39 and after that it decays (Bellenger &Robertson and Hirshman, 1978). There is an opposite connection amongst age and impulse buying. This relationship called as non-monotonic. It presents at more elevated level between ages 18 to 39 and gets bring down after that age (Wood, 1998). Additionally, there was a relationship amongst gender and age. Men and women distinctively relate the material ownership.

As per the scientists, women lean toward things related with the elemental values and men incline toward things related with fund and recreation. The purposes for these distinctive inclinations were that women dependably would like their belonging for relationship and emotional reasons. However, men value for their belonging for utilitarian instrument reasons. It was found that men purchase things for their matters of personal identity and independency. Though women buy things for matters of social identity (Ditmar et al,1995).

Impulsivity goes under personality characteristic and it has been characterized as a tendency of acting without planning, settling on psychological choices rapidly and neglecting to welcome the conditions beyond here and at this very moment (Barratt, 1993). It has been examined between those measurements of individual contrasts those are related with the identity biological bases, an express that includes nonspecific physiological enactment and the non-directional part of alertness (Anderson and Revelle, 1994).

2.3.3 Stimuli

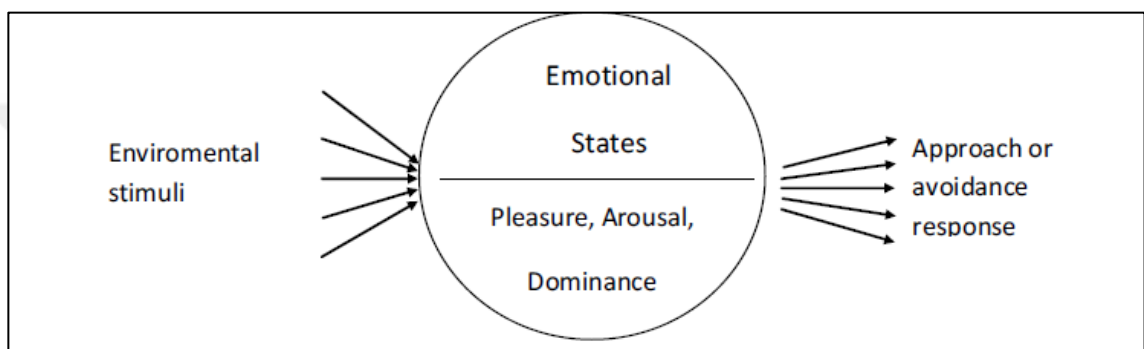
In the first conceptualization of impulse buying, the thought of the item as stimuli was a critical piece of the meanings of sorts of impulse buying. Applebaum (1951) proposed that impulse purchasing may come from the purchaser's exposure to sales promotion stimulus. Wolman (1973) characterizes an impulse as not intentionally arranged, but rather emerges upon showdown with a specific stimulus. Kroeber Reil (1980) likewise contends that impulse buying is reactive behavior and regularly includes a quick action reaction to a stimulus.

Impulse buying may happen accordingly of marketer's environmental manipulations through atmospherics (Kotler 1974), promoting stimulus, for example, retail shelf position (Rook, 1987), and measure of shelf space influenced impulse purchasing (Cox 1964; Patterson 1963). However, Rook's (1987) definition concentrates on the customer and does not say unequivocally what causes that sudden, frequently powerful and

relentless urge to buy something quickly. In any case, it is suggested at different places in his examination that the product itself act as a stimulus.

Rook (1987) mentioned that buyers have the most difficult time fighting the urge at the moments following the experience with the object and the consuming impulse originates from within the product (Rook and Hoch 1985).

Figure 2.5. The Mehrabian-Russell model



Source: Mehrabian and Russell 1974

As shown in Figure 2.4, according to Mehrabian-Russel model, the essential proposal of Mehrabian and Russell's (1974) theory is that the influence of the situation on behavior is facilitated by emotive responses, so as to any set of conditions primarily makes an emotional like feeling, connotative and affective response that in turn leads to a behavioral answer . In addition, the universe of all potential emotional responses may be signified by one or a mixture of three main dimensions that pleasure, arousal and dominance. Pleasure as a passionate state is illustrious from preference, liking, positive support or approach avoidance. Meanwhile the latter replies are also defined by the arousing quality of a stimulus (Mehrabian & Russell, 1974). It is a complex of moods for example happiness, satisfaction and contentment, etc. Arousal is an action orientation and is a amount of how varied awake the organism is of how organized it is to performance. Lastly, dominance is a reflection of the amount to which the person senses in control of or overpowered in situation. The advanced the level of dominance supposed in the state, the more submissive is the state of the person.

2.4 FMCG ON ONLINE PLATFORM

Fast moving consumer goods FMCG are globally consumed. FMCG goods' margins are not significant but the size of consumption makes their contribution to trade critical. Online marketing is supposed to have huge impacts at each phase of the customer decision making process with data acquisition, brand consciousness, buying behavior, and post purchase announcement and evaluation, in addition to in affecting over-all ideas and approach of consumer (Mangold and Faulds, 2009).

FMCG products are thought to be hard to market since they are low risk investment for shoppers and henceforth evaluation cycle is very short prior to buy. It was expected that FMCG item purchase doesn't occur in online space. However, at supermarket store, where there are a few unique brands arranged on single shelf. As well as, marketers of FMCG industry view social media as an awesome chance to boost market with sharing figures. Different aspects of effect of social media marketing was evaluated by specialists for FMCG items. Actually, reviews demonstrate that FMCG brands are linking passionately with shoppers, building relations with them and creating groups of followers via social media platform are more significant than just promoting or advertising a brand.

FMCG products firms are taking a leaf from the cell phone marketing playbook. Before progressing them in brick and mortar stores to generate a buzz about their brands and rapidly reach thousands of customer while they are launching products online. Mondelez India Foods Pvt Ltd, arrangements to present its item Cadbury Dairy Milk Marvelous Creations only on Amazon to be delivered just in defined cities. This online co-operation will proceed for a couple days before the product becomes accessible in the normal retail shelf. At the point when Nestle India Ltd chose to do a re-launch of Maggi noodles after six months it firstly presented Maggi Masala noodles online in a partnership with Snapdeal.

3. MOMENT OF TRUTHS

The marketing messages has been sent by TV, radio, word of mouth, print and verbal fifteen years ago. Everything is different now. Shopper once get the marketing messages brought to us at face value. They take issues in our hands and search out data on the items customer want to buy. All of these search moments is a chance to help make the decisions customers make for marketers.

There is a long tradition to acknowledge the service en-counter in service review for example, the person to person encounter among a customer and a company's representative as significant for the general achievement of the service company (Solomon et al., 1985). Henceforth, this encounter is frequently called as the moment of truth (Normann, 2000).

Moments of Truth (MOT), in marketing, can be defined as cases of interaction among a brand and a consumer which provides the consumer an opportunity to generate an impact about the brand and product in question. They are vital examples in which a brand or product experience captivates, pleasures or disinterests potential customers (Ertemel and Başçı, 2015).

The CEO of the struggling Scandinavian Airlines recommended a change to the prevailing client service philosophy, which became known as Moments of Truth in 1981. These moments were focused on really dealing with the sensitive needs of the airline's customers during customer service interactions.

The firm could encounter thousands of these moments through any given day, and a positive interaction could bring about a good feeling towards the brand and proceeded with devotion. After that, customer loyalty would lead to profits in following interactions. Increased client service directing on passionately charged moments ran to more brand loyalty and further corporate. The airline was struggling with anymore.

Fast forward 35 years, and the only thing that has changed is everything. Client touch focuses with brands have multiplied: smartphones, social media, search engines, reviews, live chat, email, and phone or in person. There are currently a lot of moments of truth,

and dealing with the emotional needs of the client is more imperative than any time numerous touch points. People expect responses rapidly, by means of different channels. Marketers, businesses and brand must give the data what they look for.

3.1 FIRST MOMENT OF TRUTH

Procter & Gamble proposed a concept that The First Moment of Truth (FMOT) in 2005. Procter & Gamble realized the critical significance of the seven seconds after a customer first experience a store shelf. Henceforth, they named this at the shelf decision moment as the First Moment of Truth (FMOT) (Nelson, Ellison, 2005).

Figure 3.1: Traditional step mental model of decision making process



Source: Google Shopper Sciences Research, 2011

The new challenge of brands as winning two moments of truth has been described by Procter & Gamble CEO, Lafley. When a customer chooses whether to purchase some brand or another at the store shelf, the first moment happens. The second happens at home, when she uses the brand and is pleased, or isn't. In Figure 3.1, traditional step mental model of decision making process is shown.

When a potential client experiences about a product on a store shelf, it is related to that moment as a FMOT. The brand has the ideal opportunity of generating a spontaneous or impulse buying and changing a browser into a purchaser in this micro-moment. Impulse

buying are mainly passionately driven, so this is reached by appealing to the consumer's senses, values and feelings about to sale. Impulse buying is a great extent candidly determined, so this is accomplished by speaking to the client's detects, qualities and feelings at the purpose of offer.

The First Moment of Truth is not limited to seeing products on shelves in our current marketing environment. In addition, it could happen in a lot of situation, such as: a customer seeing a kind of products on a store shelf or in a point of sale display, a potential diner viewing a restaurant menu in the window, a client searching the website of a potential service provider firstly, a traveler finding hotel scores and reviews for a tour away, an office manager comparing charges for a printer toner.

It is very essential that this is not the starting of this customer's journey, and the first moment of truth is basically crunch time. Much of time, a user have been presented a stimulus that can be an advertising or may be word of mouth which set up the FMOT.

3.2 SECOND MOMENT OF TRUTH

When the consumer uses product, it called the Second Moment of Truth. Whether this is eating the meal that declared very well on the menu (FMOT) or shaving with the shaving foam that promises no skin irritation.

This is where product or service has to deliver on the promises made by marketing. Fail at the second moment of truth, and chances of repeat customers are slim.

3.3 THIRD MOMENT OF TRUTH

This is the moment of advocacy. Much like a typical sales funnel, it goes from awareness (stimulus) through to the sale, and preferably, to post sale recommendation. This is where brands transform a purchaser into a fan. This is where they generate true brand loyalty.

In this present reality, producing backing frequently requires a business procedure to animate those happy clients to audit or share positive emotions via social media channels.

3.4 ZERO MOMENT OF TRUTH

When customers get about a product today, their first response is ‘Let me research online for it.’ And so they go on a journey of discovery: about a product, a service, an issue, an opportunity. Today, you are not behind your competition. You are not behind the technology. You are behind your consumer (Google, 2013).

A Zero Moment of Truth examples are a mother-to-be on a bus, seeking which decongestant is safe for her to use before her stop at the pharmacy, a domestic helper in the kitchen, looking up how to eliminate soy stains from a black T-shirt, a businesswoman at lunch, scanning ratings and reviews to decide which night cream to buy, a new dad on the couch, searching for the best nappies for nighttime, a person in a coffee shop, questioning how can be gotten the smoky eyes look (Google, 2013).

ZMOT is any moment when you grab your laptop, tablet or mobile phone and start searching about a product or service that you’re curious about trying or purchasing (Google, 2013).

Zero Moment of Truth was firstly used as a term by IRI Group (Symphony, IRI, 2009). The term was made popular with the book *Winning the Zero Moment of Truth* published by Google (2012) before a buying decision is made. Moments of Truths formed a brand experience produce both positive and negative user generated content, which increasingly are being indexed to appear in search-engine consequences and characterize an initial moment of truth (ZMOT) for information looking for customers.

Whether consumers are buying cars, hobbies or holidays, the internet has changed how they choose what to buy. Now, after the first stimulus and before users reach the First Moment of Truth, they will encounter numerous decision making moments that Google calls the Zero Moment of Truth or ZMOT for short.

The Zero Moment of Truth was at first considered on the back of a review led by Google in 2011. The review confirmed that the client trip is changing: 50 percent of shoppers used a search engine to search a brand or product. 38 percent comparison shopped online

(reviews, prices and so on). 36 percent visit the brand/manufacturer's website. 31 percent read online authorizations, reviews or recommendations.

This was in 2011, and smartphone adoption has just developed ever since. Absolutely, a follow-up research in 2014 stated that users are taking their smartphone to search a product even earlier now, and there are even more touch points on the way to a buy.

The Zero Moment of Truth is this new moment that takes part between a stimulus (advertisement) and the FMOT. For example, a mother watches an advertisement notifying how significant an eye test is for kids. Where in the previous she may call the optician from the advertisement directly, today she would take her smartphone and start to search the greatest brands, prices, reviews and locations. The ZMOT can occur on search engines and social networks, and the net outcome is a surer and well informed buying decision.

The 2011 research showed that 79 percent of customers use a smartphone to help with purchasing, and 83 percent of mothers claim to search online after watching a TV advertisement. Given the phase of these stats and the enormous increase of smartphones and the mobile internet, we can just imagine these statistics are conventional at greatest.

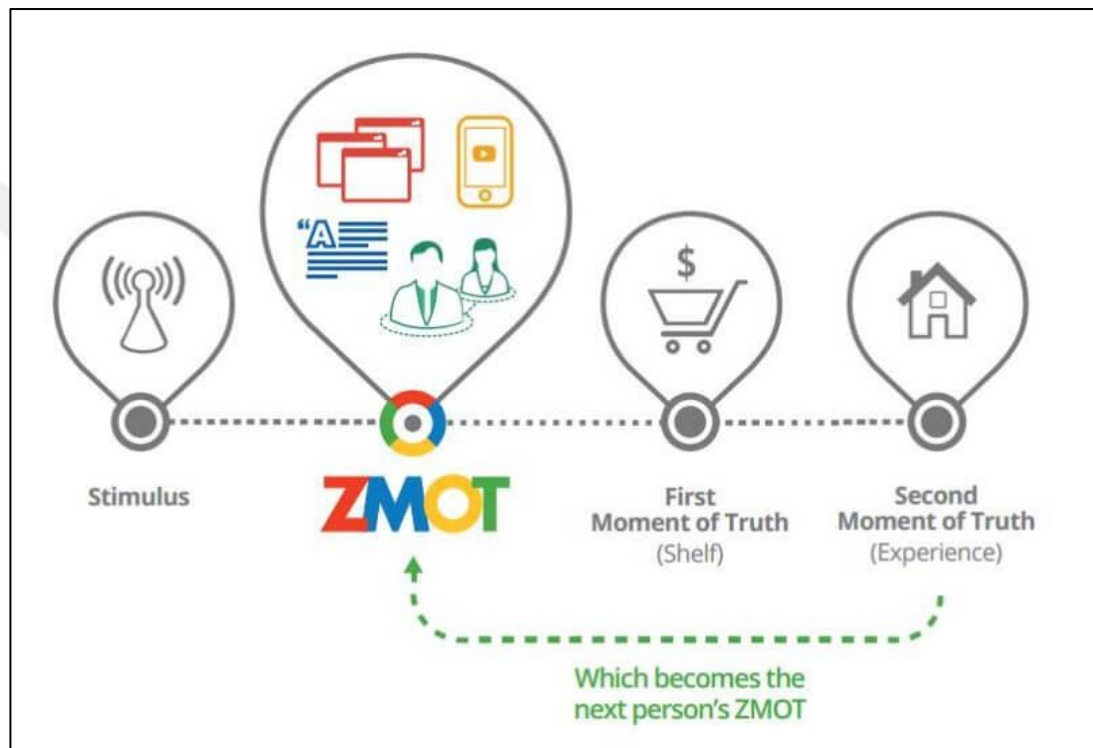
The outcome is that users lead studies, read audits, compare brands, discuss with friends, watch recordings, associate on social platforms (like Facebook, twitter..), read news and even visit brand websites to make decisions and all of this is happened at the Zero Moment of Truth.

3.4.1 A New Marketing Model

The main concept is that the client journey is now broken into hundreds of micro-moments.

The below chart demonstrates where the ZMOT occurs in this newly proposed model:

Figure 3.2: The new mental model of decision making process



Source: Google Shopper Sciences Research, 2011

It is micro-moments that characterize the Zero Moment of Truth and present an opportunity for the brands to get in front of a potential clients. The new mental model of decision making process is shown in Figure 3.2.

Users no longer wait for what they need. They can research, teach themselves and make buys whenever. Patience is at an always low, and users can act promptly and hope to find relevant, helpful substance to help us in our decision making process. It is these micro-moments that shape our requirements and inform our purchase choices. Businesses that do the best job of helping users in these Zero Moments of Truth will beat out the competition.

Consumer behavior is shifting in the light of proceeding digital capabilities. The significance of online references is more important as consumers turn to their peers and user generated context (analyses, rankings etc.) - rather than marketers for brand data. As consumers share their experiences online, this information converts obtainable to other consumers either through interpersonal networks, searchable consequences or proposals (Ertemel and Başçı, 2015).

3.4.2 The Importance of Zero Moment of Truth

A prior research studying Zero Moment of Truth questioned where influence takes place as shoppers move from undecided to decided (Lecinski, 2011).

The results demonstrated that the average customer utilized 10.4 sources of data to settle on a decision in 2011 which was 5.3 in a comparable review directed in 2010. It was additionally found that 84 percent of the decision makers used online sources to guide them and that 54 percent of consumer's comparison shopped for products online. These outcomes bolster the way that zero moment of truth is becoming more and more essential in consumer decision process.

4. RESEARCH METHODOLOGY

4.1 GENERAL INFORMATION ABOUT FMCG SECTOR

Fast Moving Consumer Goods (FMCG) compose a big part of customers' budget in very countries (Celen et.al, 2005). FMCG sector is a type of which is dynamic, changing permanent, renovating and having strong competition. In FMCG sector, consumers' needs, wants, and behaviors change very rapidly. FMCG sector can be divided into a lot of categories like food, beverage, cleaning products, cosmetics, cigarettes, etc. Every product that is consumed very fast belongs to this sector.

Fast Moving Consumer Goods in Turkey was split into 2 groups for this study: Cleaning Products and Food Products.

4.2. RESEARCH METHOD

This research is based on exploratory research. The exploratory study is worked in the form of literature review, which helped to determine the questions. After a detailed literature review, hypothesis of the research were identified.

This study reveals the effect of Zero Moment of Truth on customer behavior. A quantitative study was prepared in the form of questionnaire. After choosing the hypothesis and development of the survey to test researcher's hypothesis, a survey was conducted to audience.

The consumers, who purchase FMCG (Cleaning and Food Products) were taken as the audience for this study. An accommodation test of 250 buyers was pooled up for this review.

As indicated by Mahalakshmi and Vijayalakshmi (2013) Consumer behavior is the investigation of people, groups, or associations and the processes they use to choose, secure, and discard items, administrations, encounters, or thoughts to satisfy needs and the effects that these processes have on the buyer and society.

Whenever a manuscript is written, the study is not just discretion of information but a reflection of the researcher's aims, abilities, ambitions, personal interests and personal perspectives supported by a collection of similar subject (Neville, 2007).

The researcher struggles with ways in which the data is gathered, how and where it is collected, what type of data is gathered and how to analyze the collected information. These are the questions that address the overall research approaches and perspectives from the view point of the researcher (Schwartz, others, 2011).

4.3 OBJECTIVE OF RESEARCH

The objective of this study is to do an exploratory research investigative the different customer decision process upon Turkish buyers to compare ZMOT against FMOT and Stimulus for FMCG (Cleaning and Food) sector. Also, it is wanted to be known that exactly where influence takes place as shoppers move from undecided to decided. While the principle goal of this research is to define ZMOT effects on customer behavior in Turkey, demographics are also inspected. Meanwhile, to analyze ZMOT based on different demographics. Other objective is to determine the influence of ZMOT in FMCG (Cleaning and Food products) at point of purchase.

4.4 DATA COLLECTING METHODS

Data collection is the process of gathering info on targeted variables in an established systematic fashion, which then enables one to response relevant questions and evaluate outcomes. The data collection component of research is common to every area of study. It helps researchers and analysts to gain the main points as gathered information. The aim for all data collection is to detention quality evidence that then translates to detailed data analysis and allows the building of a convincing and credible response to questions that have been posed.

Data collection techniques have a very significant role in a research review and need to be sensibly designated as the gathering of an inaccurate data can cause to incorrect consequences. So, it can make the full study invalid.

Researchers have to consider the sources on which to base and confirm their research and findings. They have a choice among primary data and secondary bases and the use of both of them, which is named triangulation, or dual methodology.

Primary data is the data collected by the researcher themselves: interview, observation, survey, case studies.

Secondary sources are data that already exists: Previous research, Official statistics, Mass media products, Government reports, Web information, Historical data and information.

Primary data were gathered by means of online survey for this research. In this study, a questionnaire form with a demographic and consumer behavior questions applied to 250 audience that use FMCG (Cleaning and Food) in Turkey. Survey questions are gotten from a review that named Winning the Zero Moment of Truth in Asia for FMCG (Google, 2013).

It was aimed to explore the demographic features of audience with the first questions of the survey. In the end of the survey, the goal was to explore the details customers behavior about Stimulus, ZMOT and FMOT with the questions.

4.5 PHASES OF PURCHASING PROCESS

While phases of purchasing process was defining, the previous study which is Winning the Zero Moment of Truth in Asia for FMCG (Google, 2013) was considered.

Phases of purchasing process which is use for this research are listed below:

STIMULUS:

- TV, radio, online or newspaper advertisements
- Heard of product from family / friends
- Product catalogue / Information brochures about product

ZMOT (Zero Moment of Truth)

- Manufacturer/Brand website
- Social media (facebook, twitter..)
- Product comments on online blogs
- Opinions of family, friends, colleagues
- Research on search engines about product
- Online video sharing websites / video portals

FMOT (First Moment of Truth)

- Samples / sales promotion in the store
- In-store displays in the store
- Staff guidance in the store

4.6 RESEARCH SAMPLE

The sample is chosen randomly from FMCG consumers. In order to find out general purchase behavior of customer, an online survey is used. The survey is accessible via computer, laptop, smartphone or tablet. The survey is sent through email to people, additionally online networking systems LinkedIn, Twitter and Facebook are utilized to achieve the surveyors. The survey is also broadcasted on mobile messaging application Whatsapp to the selected contacts. The sample contains 250 individuals.

During an academic research, it is fundamental to be ethic. The survey has been dispersed to the group of buyers and guaranteeing that character of none will be revealed and will be secret.

4.7 ANALYSIS METHODS

After collection of the data, the data transferred in excel and imported in SPSS for calculation of results and correlation.

4.8 RESEARCH LIMITATIONS

The research is limited to consumers who live in Turkey and who have recently had a FMCG (Cleaning and Food products) shopping experience.

Like all of the research to reach the entire sampling frame was not possible for this research. Since 250 consumers in Turkey will be evaluated, results may not reflect all the FMCG consumer's behavior in Turkey.

Another limitation of the study is that research questions will not be asked to the consumers when they are buying FMCG products. In the online survey, it is stated that to answer the survey questions by thinking about your last FMCG products purchase. So, participants answered question by thinking not doing that. If the questions had been asked while buying, different results could have been obtained.

Also, survey was delivered via social media and Whatsapp application to respondents. For this reason results may not reflect all region of Turkey.

4.9 RESEARCH HYPOTHESIS

In order to understand Zero Moment of Truth effects on customer purchasing behavior following hypothesis are discussed in this research:

H1: When buying FMCG- Food Product, ZMOT (Zero Moment of Truth) is more effective than Stimulus and FMOT (First Moment of Truth) on consumer purchasing behavior.

H2: When buying FMCG- Cleaning Product, ZMOT (Zero Moment of Truth) is more effective than Stimulus and FMOT (First Moment of Truth) on consumer purchasing behavior.

H3: Consumer decides what to buy before going to the place where they will purchase FMCG- Food Product and there is a relationship between ZMOT.

H4: Consumer decides what to buy before going to the place where they will purchase FMCG- Cleaning Product and there is a relationship between ZMOT.

4.10 RESEARCH QUESTIONS

Survey questions that are related with research hypothesis are listed below:

Q1: Which of the following was effective when you thinking about your latest packaged food product purchasing such as biscuit, yoghurt, beverages, legumes, etc. (You may give more than one answer)

- TV, radio, online or newspaper advertisements
- Heard of product from family / friends
- Product catalogue / Information brochures about product
- Manufacturer/Brand website
- Social media (facebook, twitter..)
- Product comments on online blogs
- Opinions of family, friends, colleagues
- Research on search engines about product
- Online video sharing websites / video portals
- Samples / sales promotion in the store
- In-store displays in the store
- Staff guidance in the store

Q2: Which of the following was effective when you thinking about your latest cleaning product purchasing such as detergent, soap, balm, tooth paste, etc. (You may give more than one answer)

- TV, radio, online or newspaper advertisements
- Heard of product from family / friends
- Product catalogue / Information brochures about product
- Manufacturer/Brand website
- Social media (facebook, twitter..)
- Product comments on online blogs

- Opinions of family, friends, colleagues
- Research on search engines about product
- Online video sharing websites / video portals
- Samples / sales promotion in the store
- In-store displays in the store
- Staff guidance in the store

Q3: Where do you decide which of the packaged foods (such as biscuits, yogurt, legumes, beverages, etc.) will be bought?

- Before I go to place where I will buy
- At the place where I buy
- Others

Q4: Where do you decide which of the cleaning product (such as detergent, soap, balm, tooth paste etc.) will be bought?

- Before I go to place where I will buy
- At the place where I buy
- Others

5. FINDINGS

5.1 DEMOGRAPHICS FACTORS

Demographic factors give researcher an essential information about the sample which applied the research on. So, it is significant finding the demographic factors for all study. In addition, three main demographic factors were used for this research: Gender, Age, Education level.

5.1.1 Gender

Table 5.1: Gender distribution

	Count	Percentage
Female	151	60,4%
Male	99	39,6%
Total	250	100

During the research, in total 250 surveyors responses were collected. The gender has a significant role for research. Percentage of female surveyors is 60.4 with 152 individuals and percentage of male surveyors is 39.6 with 00 individuals. Finally, female participants are higher than male participants. Gender breakdown percentage and in count is shown on Table 5.1.

5.1.2 Age

The age group selected for the study is divided into five different ranges with under 20, 20-30, 31-40, 41-50 and above 50.

Table 5.2: Age distribution

	Count	Percentage
Under 20	13	5,2%
20-30	130	52%
31-40	88	35,2%
41-50	14	5,6%
Above 50	5	2%
Total	250	100

Distribution of participants age: 13 (5,2 percent) of the total participants are under 20, 130 (52 percent) is 20-30, 88 (35,1 percent) is 31-40, 14 (5,6 percent) is 41-50 and 5 (2,4 percent) participant is above 50. Age breakdown percentage and in count is shown in Table 5.2. As can be seen in the table, the majority of surveyors fall in the category from 20 to 30 years of age which is about 52 percent.

5.1.3 Education Level

Table 5.3: Education level distribution

	Count	Percentage
High school and under high school degree	43	17,2%
Bachelor's degree	142	56,8%
Master's degree	54	21,6%
Doctorate degree and above	11	4,4%
Total	250	100

142 individuals which are 56,8 percent of the participants have bachelor's degree. 21,6 percent of 54 individuals have master's degree. Doctorate graduates are just 4,4 percent of 11 individuals, high school and under high school graduates are 17,2 percent of 43 individuals. Education level breakdown in count and percentage is shown in Table 5.3.

The majority of surveyors fall in the category bachelor's degree which is about 56,8 percent.

5.2 GENERAL CUSTOMER PURCHASING BEHAVIOURS FOR FMCG

5.2.1 Buying Frequency of Packaged Food Products

Depend on answers, the frequencies of buying food products among participants are 18 percent of the participants are daily, 37 percent is once every 2-3 days, 32 percent is every week, 6 percent once every 2 weeks 4 percent once a month 2 percent and once a week with other frequencies. Majority purchasing frequency of packaged food product is every 2-3 days as can be seen in Figure 5.4. Buying frequency of packaged food products among participants is shown in Table 5.4.

Figure 5.1: Buying frequency of packaged food products

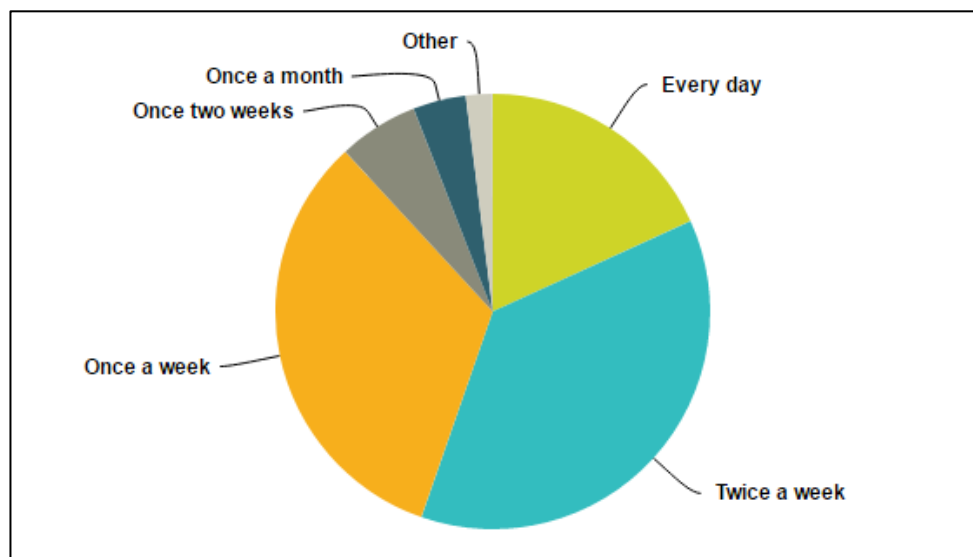


Table 5.4: Buying frequency of packaged food products

	Count	Percentage
Daily	46	18,4%
Once every 2-3 days	93	37,2%
Every week	81	32,4%
Once every 2 weeks	15	6,0%
Once a month	10	4%
Other frequencies	5	2%
Total	250	100

5.2.2 Buying Frequency of Packaged Cleaning Products

Figure 5.2: Buying frequency of packaged cleaning products

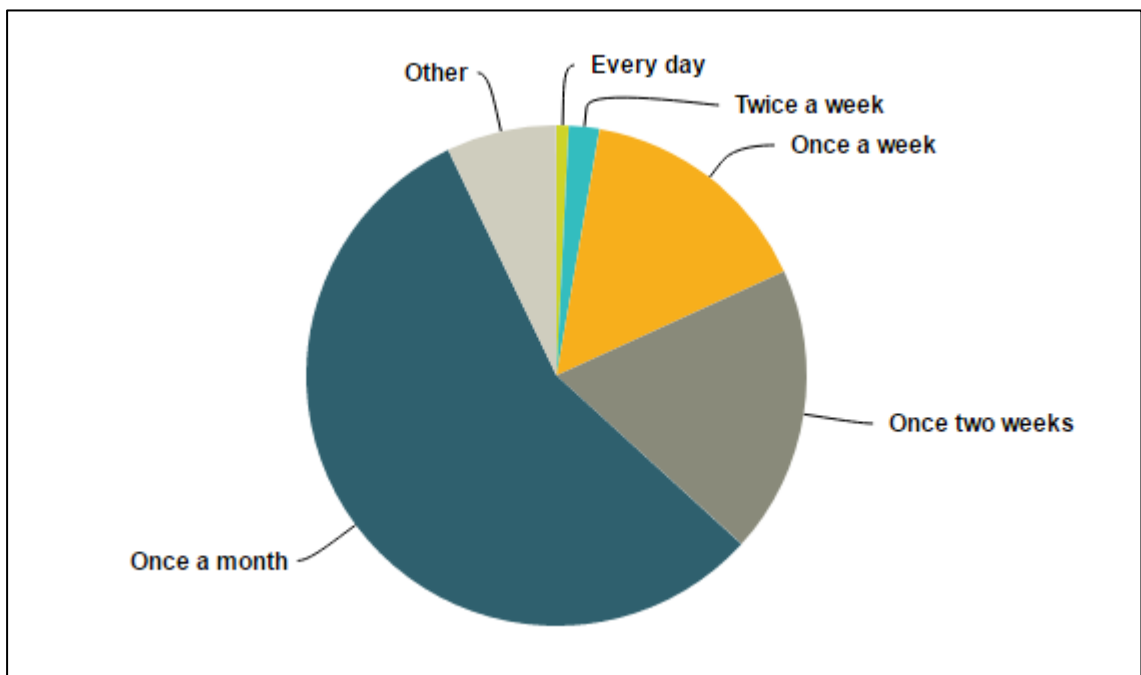


Table 5.5: Buying frequency of packaged cleaning products

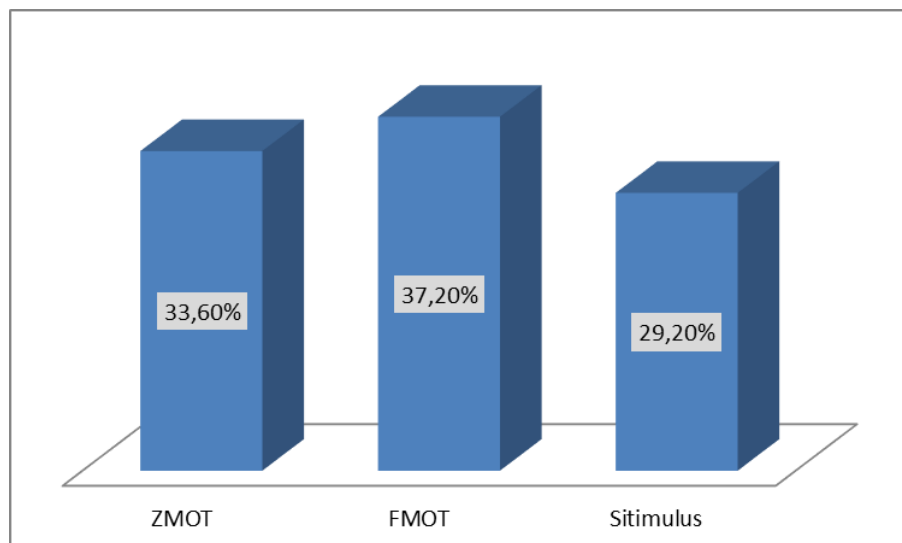
	Count	Percentage
Daily	2	,8%
Once every 2-3 days	5	2,0%
Every week	39	15,6%
Once every 2 weeks	47	18,8%
Once a month	139	55,6%
Other frequencies	18	7,2%
Total	250	100

The frequencies of buying cleaning products shopping among participants are 1 percent of the participants were daily 2 percent is once every 2-3 days, 16 percent every week, 19 percent is once every 2 weeks, 56 percent once a month, 7 percent with other frequencies as can be seen Figure 5.2 and Table 5.4. The majority is once a month.

5.2.3 The percentage of ZMOT, FMOT and Stimulus on Consumer's Buying Decision

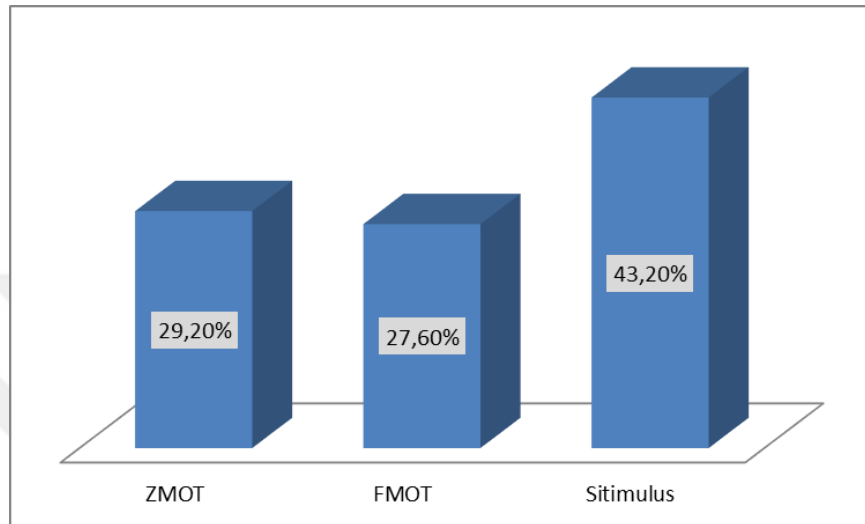
Participants were found to exhibit 34 percent ZMOT, 37 percent FMOT and 29 percent Stimulus behaviors according to latest packaged food (such as biscuits, yogurt, pulses, beverages and etc.) purchase. These percentages are shown in Figure 5.3.

Figure 5.3: ZMOT, FMOT and stimulus effects for food products



Participants were found to exhibit 29 percent ZMOT, 28 percent FMOT, and 43 percent Stimulus behavior according to the latest cleaning products (such as detergent, soap, cream, toothpaste) purchase. These percentages are shown in Figure 5.4.

Figure 5.4: ZMOT, FMOT and stimulus effects for cleaning products



5.2.4 Consumer Decision of Where to Buy of the Products

The one of survey question was “Where do you decide which of the packaged foods (such as biscuits, yogurt, pulses, beverages, etc.) will be bought?” the answers are shown in Table 5.6 for food products, Table 5.7 for cleaning products.

Table 5.6: Consumer decision of where to buy of food products

	Count	Percentage
Before I go to place where I will buy	116	46,4%
At the place where I buy	129	51,6%
Others	5	2,0%
Total	250	100

46 percent of participants expressed that they decide which of the packaged foods (such as biscuits, yogurt, pulses, beverages, etc.) will prefer before they go to where they will buy it and 52 percent of participants stated that they decide at place where they will buy it.

Table 5.7: Consumer decision of where to buy of cleaning products

	Count	Percentage
Before I go to place where I will buy	150	60,0%
At the place where I buy	96	38,4%
Others	4	1,6%
Total	250	100

60 percent of participants expressed that they decide which of the cleaning products will prefer before they go to where they will buy it and 38 percent of participants stated that they decide at place where they will buy it.

5.3 HYPOTHESIS RESULTS

Descriptive statistics which is derived from analysis of data are presented as frequencies, percentage, average and standard deviation values. Chi-square analysis was applied to determine the relationship between categorical variables. Also, p values less than 0.05 were considered statistically significant in the study. Analyzes were performed with SPSS 22.0 package program.

5.3.1 Effects of ZMOT for Packaged Food Products

H1: When buying FMCG- Food Product, ZMOT (Zero Moment of Truth) is more effective than Stimulus and FMOT (First Moment of Truth) on consumer purchasing behavior.

According to the reasons for choosing the packaged food, the participants were tested with one way Chi-Square test to see if the ratios of ZMOT, FMOT and Stimulus were different.

Table 5.8: The most effective drivers when buying for packaged food products

	n	%	X²	p	Difference
ZMOT	84	33,6	2,41	0,32	ZMOT = FMOT = Stimulus
FMOT	93	37,2			
Stimulus	73	29,2			

As can be seen in Table 5.8, participants were found to have similar trends in the propensity to prefer packaged foods, ZMOT, FMOT, and Stimulus behaviors, according to behavioral groups, participants with ZMOT, FMOT, and Stimulus behaviors in packaged food purchasing ($X^2=2,41, p>0,05$).

5.3.2 Effects of ZMOT for Cleaning Products

H2: When buying FMCG- Cleaning Product, ZMOT (Zero Moment of Truth) is more effective than Stimulus and FMOT (First Moment of Truth) on consumer purchasing behavior.

According to the reasons for choosing the cleaning products, the participants were tested with one way Chi-Square test to see if the ratios of ZMOT, FMOT and Stimulus were different.

Table 5.9: The most effective drivers when buying for cleaning products

	n	%	X²	p	Difference
ZMOT	73	29,2b	11,05	0,01	ZMOT = FMOT < Stimulus
FMOT	69	27,6b			
Stimulus	108	43,2a			

***a and b representing different groups and a>b**

According to the reasons why the participants prefer the cleaning products, ZMOT, FMOT, and Stimulus behaviors showed differences and the proportion of the group of stimulants in cleaning product buying process was found to be higher than that of participants exhibiting ZMOT and FMOT behaviors ($X^2=11,05$, $p<0,05$). The values are shown in Table 5.9.

5.3.3 Comparing with Food and Cleaning Products

The tendency of participants who exhibit ZMOT, FMOT and Stimulus behavior when buying packaged food products and the tendency of participants who exhibit ZMOT, FMOT and Stimulus behavior when buying cleaning products are subjected to chi-square analysis to investigate whether there was a meaningful relationship between them.

Table 5.10: Comparing food and cleaning products

			Cleaning Products				
			ZMOT	FMOT	Stimulus	X^2	p
Food Products	ZMOT	n	49	6	29	133,59	0,01
		%	67,1%	8,7%	26,9%		
	FMOT	n	13	59	21		
		%	17,8%	85,5%	19,4%		
	Stimulus	n	11	4	58		
		%	15,1%	5,8%	53,7%		

***Percentage values are calculated according to columns**

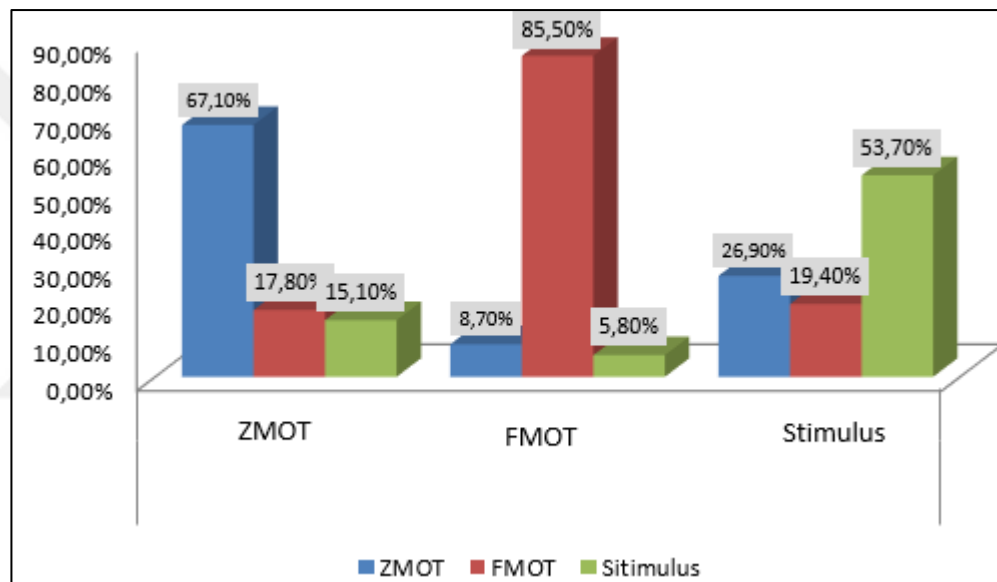
It were found to have a significant relationship between the tendency of participants who exhibit ZMOT, FMOT or Stimulus behavior when buying packaged food products and the tendency of participants who exhibit ZMOT, FMOT or Stimulus behavior when buying cleaning products ($X^2=133,59$, $p<0,05$).

As shown in Table 5.10 and Figure 5.5, it has been seen that the group of Stimulus in their cleaning products shopping exhibited Stimulus behavior by 54 percent in the packaged food shopping. In addition, it was observed that the groups with FMOT in their cleaning products shopping exhibited FMOT behavior by 85 percent in packaged food

shopping. Also, it was observed that groups with ZMOT in their cleaning products shopping showed 67 percent ZMOT behavior in packaged food shopping.

It was also found that people who exhibited FMOT behavior in their cleaning products shopping had a higher rate of FMOT in food shopping. Beside those, participants with Stimulus in their cleaning products shopping exhibited 27 percent ZMOT and 19 percent FMOT behavior in food buying.

Figure 5.5: Comparing food and cleaning product purchaser behavior



5.3.4 The Place of Decision to Buy for Food Products

H3: Consumer decides what to buy before going to the place where they will purchase FMCG- Food Product and there is a relationship between ZMOT.

A chi-square analysis was conducted with the aim of examining whether there was a significant relationship between the participants' tendency who exhibits ZMOT, FMOT and Stimulus behavior when buying packaged food products and the place where decided to buy.

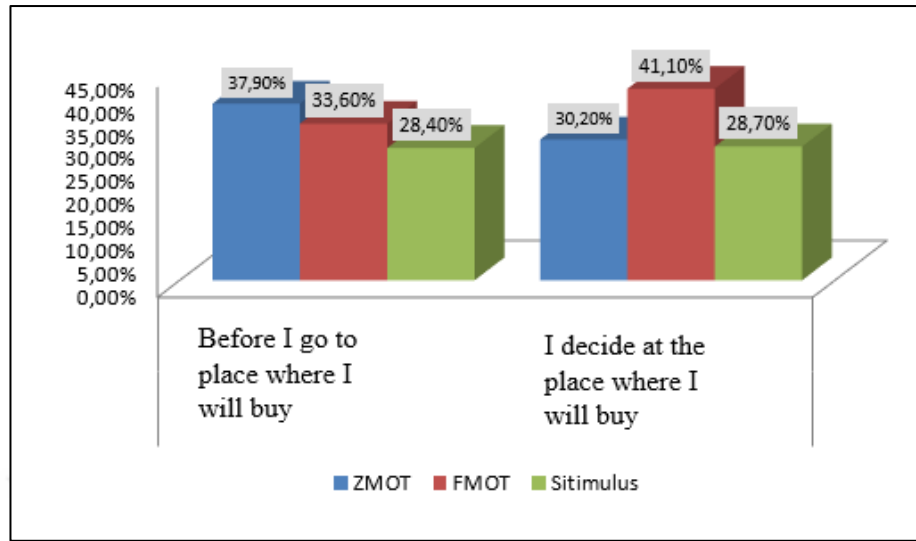
Table 5.11: The place of decision to buy for food products

		Where do you decide which product to buy?			
Which one of the following was the most effective when you bought your most recent packaged food product?		Before I go to place where I will buy	I decide at the place where I will buy	X^2	p
ZMOT	n	44	39	1,46	0,23
	%	37,9%	30,2%		
FMOT	n	39	53		
	%	33,6%	41,1%		
Stimulus	n	33	37		
	%	28,4%	28,7%		

***Percentage values are calculated according to columns**

It has been determined that where participants decide which of the packaged food products to buy, the situation does not have an impact on exhibiting ZMOT, FMOT and Stimulus behaviors according to reasons for choosing packaged food. It was determined that the tendency of participants who decides which product to buy at place where he/she will buy or the tendency of participants who decides which product to buy before going to buy were found to be ZMOT, FMOT and Stimulus in a similar way ($X^2=1,46, p>0,05$). These values can be seen in Table 5.11 and Figure 5.6.

Figure 5.6: The place of decision to buy for food products



5.3.5 The Place of Decision to Buy for Cleaning Products

H4: Consumer decides what to buy before going to the place where they will purchase FMCG- Cleaning Product and there is a relationship between ZMOT.

A chi-square analysis was conducted to investigate whether there was a significant relationship between the tendency of the group exhibiting ZMOT, FMOT and Stimulus behaviors according when buying cleaning products and where to make their decisions to buy.

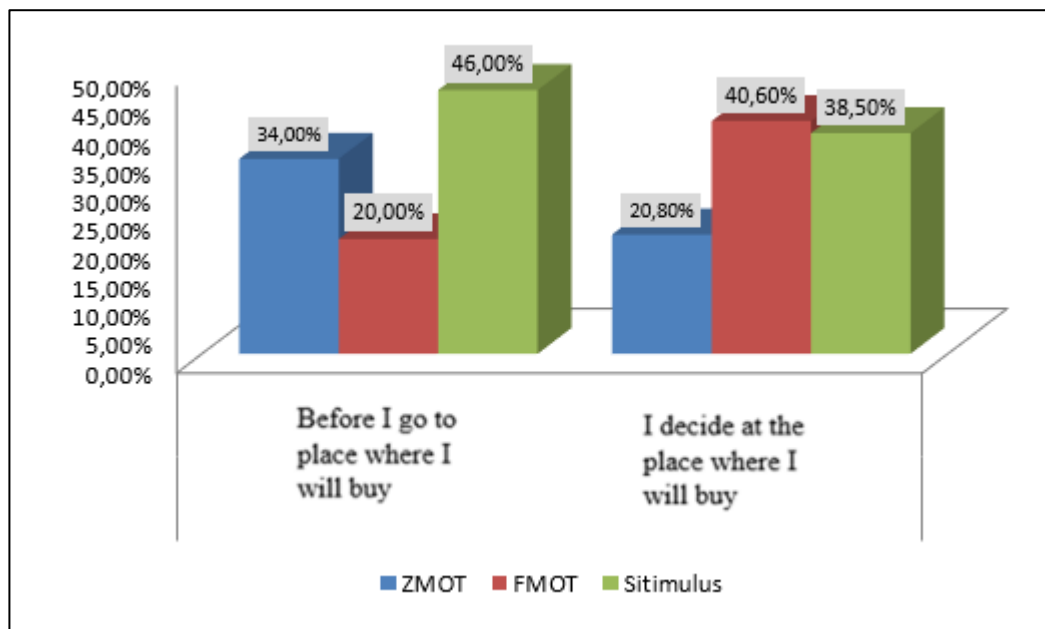
It has been determined that where participants decide which of the cleaning products to buy, the situation does not have an impact on exhibiting ZMOT, FMOT and Stimulus behaviors according to reasons for choosing cleaning product. It was determined that the tendency of participants who decides which product to buy at place where he/she will buy or the tendency of participants who decides which product to buy before going to buy were found to be ZMOT, FMOT and Stimulus in a similar way ($X^2=0,12$, $p>0,05$). These values can be seen in Table 5.12 and Figure 5.7.

Table 5.12: The place of decision to buy for food products

Which one of the following was the most effective when you bought your most recent packaged food product?		Where do you decide which product to buy?		X ²	p
		Before I go to place where I will buy	I decide at the place where I will buy		
ZMOT	n	51	20	0,12	0,73
	%	34,0%	20,8%		
FMOT	n	30	39		
	%	20,0%	40,6%		
Stimulus	n	69	37		
	%	46,0%	38,5%		

*Percentage values are calculated according to columns

Figure 5.7: The place of decision to buy for food products



6. DISCUSSION AND FUTURE RESEARCH

In this research the aim is to find out different customer decision process upon Turkish buyers to compare ZMOT against FMOT and Stimulus for FMCG (Cleaning and Food) sector. Also, it is requested to determine that exactly where influence takes place as shoppers move from undecided to decided. To accomplish these results, an online survey was conducted with 250 surveyors in this study.

For food products, it was seen that ZMOT, FMOT and Stimulus have similar effects on consumer buying behavior. Packaged food products term is a very general and it could cause this result. For deep insight, categories can be divided into more parts such as confectionery, dairy, beverages. The result may change with this separation according to categories.

For cleaning products, it was seen that Stimulus has more effective than ZMOT and FMOT on consumer buying behavior. Similar with food products, cleaning products term is a very general and categories can be divided more parts such as confectionery, dairy, beverages. On the other hand, it can be said that Stimulus such as TV, radio, online or newspaper advertisements, heard of product from family/friends, product catalogue/information brochures about product is very important on consumer buying decision of cleaning product.

It is important that more research should be done by selecting more consumers that are from different areas of Turkey, which they might lead to different outcomes. As known, Turkey has different regions and social groups. Result may be various from region to region. Selecting different consumers that belong to different social groups or regions and interviewing them may result in deeper insights.

7. CONCLUSION

Consumer behavior and consumer decision making process began to change rapidly as the internet enters our lives. Nowadays, consumers can search for products and comment on online world. Thus consumers gave up old habits, behaviors and according to new behaviors new buying decision making process was generated. Zero Moment of Truth is introduced by Google in 2011. It was a new concept that changed consumer decision making process. On the other hand, fast moving consumer goods (FMCG) sector is a competitive sector and there are a lot of FMCG companies in Turkey. Thus, this industry has many consumers. FMCG sector is examined as two groups for this research: Food Products and Cleaning Products.

In this study, ZMOT effects on Turkish customers' behaviors in FMCG sector are analyzed. In addition, it is determined which is most effective on consumer behavior between ZMOT, FMOT and Stimulus. An online survey was used to gather data from participants.

Firstly, which one is the most effective among ZMOT, FMOT and Stimulus was examined on customer purchasing behavior for FMCG-Food products. It was found that ZMOT, FMOT, and Stimulus have similar trends in the propensity to prefer packaged foods. So, it can be said that no one is more effective than others.

Secondly, which one is the most effective among ZMOT, FMOT and Stimulus was examined on customer purchasing behavior for FMCG-Cleaning products. ZMOT, FMOT, and Stimulus showed differences and the proportion of the group of stimulants in cleaning product buying process was found to be higher than that of participants exhibiting ZMOT and FMOT. For cleaning products Stimulus is more effective than the others.

Also, the tendency of participants who exhibit ZMOT, FMOT and Stimulus behavior when buying packaged food products and the tendency of participants who exhibit ZMOT, FMOT and Stimulus behavior when buying cleaning products were compared. It were found to have a significant relationship between the tendency of participants who exhibit ZMOT, FMOT or Stimulus behavior when buying packaged food products and the tendency of participants who exhibit ZMOT, FMOT or Stimulus behavior when

buying cleaning products. Results showed that mostly same behavior is exhibited for both packaged product and cleaning material shopping by an individual consumer.

Additionally, it was examined whether there was a relationship between the participants' tendency who exhibits ZMOT, FMOT and Stimulus behavior when buying packaged food products and the place where decided to buy. It was determined that the tendency of participants who decides which product to buy at place where he/she will buy or the tendency of participants who decides which product to buy before going to buy were found to be ZMOT, FMOT and Stimulus in a similar way.

Finally, it was examined whether there was a relationship between the participants' tendency who exhibits ZMOT, FMOT and Stimulus behavior when buying cleaning products and the place where decided to buy. It was determined that the tendency of participants who decides which product to buy at place where he/she will buy or the tendency of participants who decides which product to buy before going to buy were found to be ZMOT, FMOT and Stimulus in a similar way.

REFERENCES

Books

- Armstrong, G., Kotler, P., 2007. *Marketing: an introduction*. Upper Saddle River. New Jersey: Pearson Prentice Hall.
- Blackwell, R., Miniard, P. and Engel, J., 2006. *Consumer behaviour*. Mason: Thompson
- Castano, R., 2015. *Understanding customer behaviour and consumption experience*. USA: Business Science Reference
- Cox, R. & Brittan, Paul., 2004. *Retailing: an Introduction*. Issue no: 5. London: Pearson Education
- DuPont de Nemours and Co. 1945, 1949, 1959, 1965. *Consumer Buying Habits Studies*. Wilmington, DE: DuPont de Nemours and Company
- Engel, James F., Kollat, David T. and Blackwell, Rodger D. 1968. *Consumer Behavior*, New York: Holt, Rinehart and Winston
- Enis, B.M., 1974. *Marketing Principles: The Management Process*. Pacific Palisades, CA: Goodyear
- Hansen, T. and Solgaard, H., 2002. *Measuring the effect of distance on consumer store choice behavior*. Copenhagen: Copenhagen Business School, Department of Marketing.
- Herman, C., Peter and Janet Polivy., 2004. *The Self Regulation Of Eating: Theoretical And Practical Problems in Handbook of Self-Regulation: Research Theory and Application ed*. New York: Guil Ford Press
- Hoyer, W., Mac Innis, D., 2001. *Consumer behavior*. Boston: Houghton Mifflin.
- Jobber, D., 2012. *Principles and Practice of Marketing*. London: McGraw-Hill
- Kotler, P., Armstrong, G., and Wong, V., 2008. *Principles of Marketing*. London: Prentice Hall
- Kotler, P. and Keller, K., 2011. *Marketing Management*”(14th edition), London: Pearson Education.

- Kumar, P., 2010. *Marketing of Hospitality & Tourism Services*. India: McGraw-Hill Education
- Levy, M. & Weitz, B., 2004. *Retail Management*. Issue no: 5. New York: McGraw Hill Irwin
- Mehrabian, A., & Russell, A., 1974. *An approach to environmental psychology*. Cambridge, MIT Press
- Neville, C., 2007. *The Complete Guide to Referencing & Avoiding Plagiarism*. New York: McGraw Hill Irwin.
- Normann, R., 2000. *Service Management*. New York: Wiley
- Rook, D. W. and Gardner M. P., 1993. *In the Mood: Impulse Buyings' Affective Antecedents* Greenwich, CT: JAI press
- Sandhusen, R., L., 2000. *Marketing*. New York: Barron's Educational Series
- Schiffman, L., Hansen H. and Kanuk L. 2007. *Consumer Behaviour: A European Outlook*, London: Pearson Education
- Schwartz, S.J., Vignoles, V.L. & Luycky, K., 2011. *Epilogue: What's Next for Identity Theory & Research. Handbook of Identity & Research*. New York: Springer
- Semenik, R., 2002. *Promotion & Integrated Marketing Communications*. Canada: South-Western
- Solomon, M., 1995. *Consumer Behaviour* (3rd edition). New Jersey: Prentice Hall
- Sullivan, M. & Adcock, D., 2002. *Retail Marketing*. London: Thomson

Periodicals:

- Applebaum W. 1951. Studying Consumer Behaviour in Retail Stores. *Journal of Marketing* **16**(1), pp. 172-178.
- Beatty, S. E. and Ferrell M. E. 1998. Impulsive Buying: Modelling Its Precursors. *Journal of Retailing*. **74**(2), pp. 169–191.
- Bellenger, Danny, N., Dan H. Robertson and Elizabeth C. Hirshman. 1978. Impulsive Buying Varies By Product. *Journal of Advertising Research*. **15**(2), pp. 15-18.
- Dinu, D., Stoica, I. and Radu, A.V. 2016. Studying the Consumer Behaviour through Big Data. *Quality-Access to Success Journal*. **17**(3) pp. 18-20.
- Dittmar, H., & Drury, J. 2000. Self-image-is it in the bag? A qualitative comparison between “ordinary” and “excessive” consumers. *Journal of Economic Psychology*. **21**(2), pp. 109-142.
- Ertemel, A.V., Başçı, E., 2015. Effects of Zero Moment of Truth on Consumer Buying Decision: An Exploratory Research in Turkey. *International Journal of Social Sciences and Education Research*. **1**(2), pp. 642-653.
- Kotler, P. 1974. Atmospherics as a Marketing Tool. *Journal of Retailing*, **49**(4), pp. 48-64.
- Mahalakshmi, V. & Vijayalakshmi, S., 2013. An impact of consumer buying behavior in decision making process in purchase of electronic home appliances in Chennai (India): an empirical study. *Elixir International Journal*. **59**(1), pp 21-23.
- Mick, D. G., & DeMoss, M. 1990. Self-Gifts: Phenomenological Insights from Four Contexts. *Journal of Consumer Research*, **15**(2), pp 322-332.
- Rook, D. W. and Hoch S. J. 1985. Consuming Impulses, *Advances in Consumer Research*, **12**(8), pp. 23–27.
- Rook, D. W. 1987. The Buying Impulse. *Journal of Consumer Research*. **14**(9), pp. 189-199.
- Rook, D. W. and Fisher R. J. 1995. Normative Influences on Impulsively Buying Behavior. *Journal of Consumer Research*. **22**(12) pp. 305-313.
- Solomon, M.R., Surprenant, C., Czepiel, J.A., Gutman, E.G. 1985. A role theory perspective and dyadic encounters: the service encounter. *Journal of Marketing*.

49(1), 99-111.

Stern, H. 1962. The Significance of Impulse Buying Today. *Journal of Marketing*. **26(4)**, pp. 59-63.

Wells, J. D., Parboteeah, V., & Valacich, J. S. 2011. Online impulse buying: Understanding the interplay between consumer impulsiveness and website quality. *Journal of the Association for Information Systems*, **12(1)**, pp. 32–56.

Wood, M. 1998. Socioeconomic status, delay of gratification, and impulse buying. *Journal of Economic Psychology*, **19(1)**, pp. 295-320.

Verhagen, T., & van Dolen, W., 2011. The influence of online store beliefs on consumer online impulse buying: A model and empirical application. *Information Management*, **48(1)**, pp.320–327

Others

Google, 2011-2013. *Shopper Sciences Zero Moment of Truth Macro Study*. U.S.

Google, 2012. *Winning the Zero Moment of Truth*. U.S.

Google, 2013. *Winning the zero moment of truth in Asia women, consumer packaged goods and the digital marketplace*. US.

Gunelius S (2014) The data explosion in 2014 minute by minute-infographic. Retrieved 16 Jan 2016, from ACI.info:

<http://aci.info/2014/07/12/the-data-explosion-in-2014-minute-by-minute-infographic/>

Song, H. G., Chung, N., & Koo, C., 2015. Impulsive buying behavior of restaurant products in social commerce: A role of serendipity and scarcity message. Proceedings from PACIS 2015: The 19th Pacific Asia conference on information systems. Singapore, July 6–9, 2015.

Statista, Number of smartphone users worldwide from 2014 to 2019 (in millions), retrieved on May 17, 2016, from:

<http://www.statista.com/statistics/330695/number-ofsmartphone-users-worldwide/>

Symphony IRI Group report in October, 2009. “Zero-Moment of Truth: Redefining the Consumer Decision-Making Process.

UN News Centre, *UN projects world population to reach 8.5 billion by 2030, driven by growth in developing countries*, retrieved on May 17, 2016, from:

<http://www.un.org/apps/news/story.asp?NewsID=51526#.V0xvvlcSko;>

