

**REPUBLIC OF TURKEY
BAHÇEŞEHİR UNIVERSITY**

**VALUE ADDED SHOPPER MARKETING IN
RETAILERS**

Postgraduate Thesis

SONER ERGEN

İSTANBUL, 2015

**REPUBLIC OF TURKEY
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**GRADUATE SCHOOL OF SOCIAL SCIENCES
MARKETING**

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Thesis Supervisor: DR. ARMAĞAN ÖNAL

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ABSTRACT

VALUE ADDED SHOPPER MARKETING IN RETAILERS

Soner Ergen

Marketing

Thesis Supervisor: Dr. Armağan Önal

December 2015, 50

In this study, value added shopper marketing with using innovative methods in retailers is researched. With this perspective, a survey is conducted to shoppers. Study includes three parts excluding the introduction and conclusion part. In the first part of study, literature review and theoretical background of shopper and shopper marketing is defined. Second part of study is included literature review, theoretical definition and technical background of patents and utility models. In the third part, findings from the survey are given regarding the research on shopper perception for classic marketing communication, retail sector and innovation. Research outcomes reveal that retail store image, sales promotion and innovation have a positive effect on shopper marketing and retail sector. In conclusion, creating value added shopper marketing with using and supporting innovative methods such as patent and utility model is very significant for win-win-win results of shoppers, retailers and marketers.

Keywords: Shopper, marketing, behavior, retail, innovation, patent, utility model

ÖZET

PERAKENDE SEKTÖRÜNDE KATMA DEĞERLİ TÜKETİCİ PAZARLAMASI

Soner Ergen

Pazarlama

Tez Danışmanı: Dr. Armağan Önal

Aralık 2015, 50

Bu çalışmada, perakende sektöründe yenilikçi modeller kullanılarak yapılan katma değerli tüketici pazarlaması incelenmiştir. Bu kapsamda tüketicilere yönelik bir araştırma yapılmıştır. Çalışma, giriş ve sonuç bölümleri dışında üç bölümden oluşmaktadır. İlk bölümde literatür çalışması kapsamında tüketici ve tütetici pazarlamasının teorik alt yapısına yer verilmiştir. İkinci bölümde literatür çalışmasının diğer ayağı olan patent ve faydalı modelin teorik ve teknik alt yapısı incelenmiştir. Üçüncü bölümde ise tüketicinin; perakende sektörüne, klasik pazarlama iletişimine ve yenilikçileğe bakış açısını inceleyen araştırmanın bulgularına yer verilmiştir. Çalışmanın neticesinde mağazaların tüketici algısının, satış promosyonlarının ve yenilikçiliğin perakende sektörü ve tüketici pazarlaması üzerinde de olumlu etkisi olduğu sonucuna ulaşılmıştır. Sonuç olarak patent veya faydalı model gibi tüketici pazarlamasına yönelik yenilikçi çözümlerin, tüketici – perakende sektörü – üretici için kazan – kazan – kazan olabileceği sonucuna varılmıştır.

Anahtar Kelimeler: Tüketici, pazarlama, davranış, perakende, inovasyon, patent, faydalı model

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ABBREVIATION

H&W	:	Health & Wellness
B2C	:	Business to Consumer
ATL	:	Above the Line
BTL	:	Below the Line
SMART	:	Specific, Measurable, Assignable, Realistic and Time-related
3Ss	:	Shelf, Shopper and Store
TPE	:	Türk Patent Enstitüsü
PCT	:	Patent Cooperation Treaty
GNP	:	Gross National Product
KMO	:	Kaiser Meyer Olkin
R ²	:	R square

1. INTRODUCTION

Marketing management designs strategies, that will coordinate profitable and valuable relationship in ecosystems. Strategies directly affects three elements which are organizations, customer and societies. (Kotler & Armstrong, 2012, pp. 9-11. Levitt, 1960, p. 45).

Questions surrounding marketing management effectiveness are persistent and pervasive consumer, consumer goods, services and retail industries. Branded manufacturers continue large and sustained investments in traditional marketing practices such as advertising and trade promotion. Yet brand loyalty, product innovation success rates, and sales lifts remain elusive. Marketers need something more and the shift in thinking brought about by shopper marketing is a critical part of the solution. As a result, consumer products and retail marketing is in the midst of an evolution. Marketers and retail partners are embracing a new go-to-market strategy, a strategy focused on in-store elements of the marketing mix that are delivering superior returns on marketing investments. This strategy is shopper marketing (Bodendeln & Porter, 2008, pp. 1-52).

Successful shopper marketing strategies highlight a definite shift towards a new shopping paradigm, one that is increasingly personalized, connected, active and experience based. Through engaging the five senses, emotional branding connects with shoppers on this more immediate level. While customizing in-store atmospherics does require 'zooming in' on each specific sense, the best results stem from a holistic approach that engages all five senses: sight, sound, smell, touch and taste. As in-store environments continue to evolve, this creates opportunities for even deeper levels of connection, engagement and excitement. Tomorrow's shoppers profile is explained that, they play a more active role in personalizing their own shopping encounters. They become, in effect, 'co-creators' of retail atmospheres: joint authors of a customized place, space and experience based on their own needs, desires, preferences and emotions (Markus & Ville (Ed.), 2010, pp.74-173).

Shopper marketing and shopper relations is very complex. For that reason, there are several methods with using innovative technics to increase loyalty level. According the shopper marketing strategies, shopper's needs this ecosystem is very significant as a market zone of development. These components are the basic structure of this study.

This study focuses on shopper marketing and shopper relationship. More specifically, value added shopper marketing in retails with using innovative methods is the main structure of thesis. In the first part of study, literature review and theoretical background of shopper and shopper marketing is defined. Second part of study includes literature review, theoretical definition and technical background of patents and utility models. In the third part, findings from the survey are given regarding the research on shopper perception for classic marketing communication, retail sector and innovation. Research outcomes reveal that retail store image, sales promotion and innovation have a positive effect on shopper marketing and retail sector. In conclusion, creating value added shopper marketing with using and supporting innovative methods such as patent and utility model is very significant for win-win-win results of shoppers, retails and marketers.

2. LITERATURE REVIEW

In this part there are three subtitles to understand literature of this study. Firstly, definition of shopper is explained. Next, shopper marketing definition and shopper marketing overall process are defined. Finally, innovative perspective is detailed and exemplified.

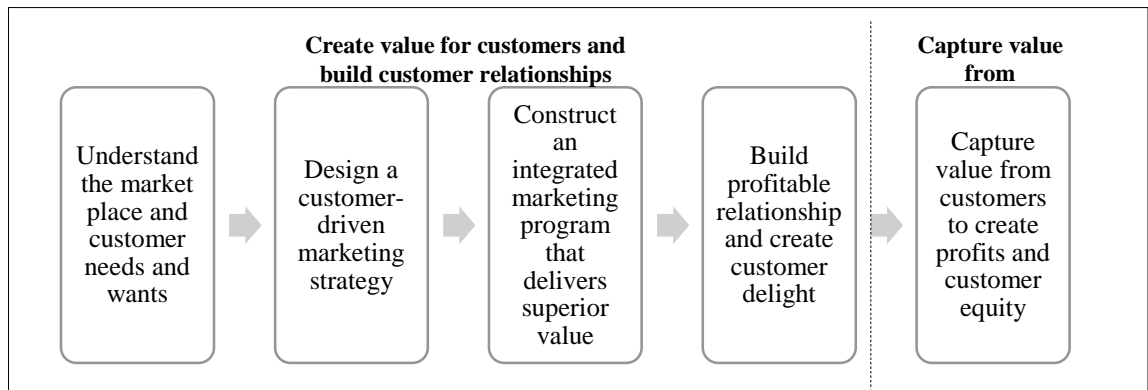
2.1 SHOPPER DEFINITION

All marketing strategies focus on understanding consumer behavior and assuring strong long term brand loyalty. As is known, consumer is the individual who interacts of internal and external environment factors to create best matches with his or her satisfaction. However, consumer and shopper may not be same people or same behaviors. Because of shopping situation, which include the physical, spatial, and social characteristics of places where consumer shop for products and services (Peter & Olson, 2008, pp.266-268). For that reason, consumer in shopping mode is named as a shopper (Handrinios, 2007, p.1).

2.1.1 Needs, Wants & Demands

Marketing is a social and managerial process, which should be added value for customer satisfaction. Customer satisfaction directly affects shopper behavior. Because of that, comprehending and putting into practice marketing concept's components are critical value. To explain marketing, we may understand relation of needs, wants and demands; marketing offers; value and satisfaction; exchange transaction and relationship; and the market. This relation is named with core marketing concept as shown in the Figure 2.1 (Kotler & Armstrong, 2012, pp. 5-8):

Figure 2.1: A Simple Model of the Marketing Process



Source: Kotler P. & Armstrong G. (2012), *Principles of Marketing* (14th ed.). New Jersey: Pearson Education

As it is shown in the Figure 2.1, needs, wants and demands are the base of customer and shopper behavior. These three components affect basic marketing concept. Human needs are most basic elements of marketing. Because of physical needs, social needs and individual needs; human have to find solution of these needs. Marketers should understand needs, so that they may create alternatives to solve human needs (Bovee & Thill, 2008. pp. 43-44).

There are several experiences in human life. For that reason, human needs can be different each other. Because of different culture, life style and experience, their needs are shaped and customized. Wants is the form of needs take as they are shaped by culture and individual personality. Buying criteria is one of the most critical step for shifting consumer to shopper. Also buying criteria is the necessity for shifting wants to demand. If customer's purchasing power is enough to buy his or her wants, customer demands will respond. But outstanding brands and marketers know that, to create loyalty, pre and post process of shopping also should be designed.

2.1.2 Shopper Trends

There are several factors which affect shopper trends. Solving structure of marketplace helps to understand these factors. There are two specific environments in marketplace

which is directly or indirectly related with shopper trends. These are macro environment and micro environment.

Macro environment actors are the demographic structure of countries and regions, economic condition, natural life in the ecology, technological changes, political actors and cultural situation (Keegan & Green, 2008, pp. 40-184).

These macro actors generally affect shopper trends indirectly. Also micro environment is one of the determinant of shopper trends. Micro environment actors are the companies, competitors, suppliers, marketing intermediaries, publics and customers. These actors directly affect shopper trends. For instance, retailers are the micro environment actors for shopper. Retailers focus on shopper trends and understand new trends all over the sector. At World Retail Congress 2015, retailers made public five top tech retail trends. Basically, the strategic areas retailers need to focus on in response to transformative market trends (Pinkerton, 2015, pp. 1-16):

Firstly, shopper data is one of the most important components. Shopper increasingly share personal data during the path-to-purchase with retailers. But shoppers also expect a better and personalized service and solution in return. Retailers look for solutions that deliver on the promise of choice, service and convenience to drive more profitable, more loyalty and more cross sales.

Secondly, understanding online channel is another significant component. Shopper expectations are dramatically changing via online channels and it affects classic retail channels.

Thirdly, the store reinvented is also critical. Stores should be able to serve shoppers from all cross channels. For that reason, retailers try to understand which technologies work best for their shoppers such as online shopping, pricing strategies, personalized and loyalty programs and discount methodology.

Fourthly, personalized and contextualized experiences are other trends. Tailored shopping experiences are growing. Retailers urge to pursue shopper data management and governance to build successful loyalty schemes and promotion methodology.

Lastly, optimizing omni-channel supply chains is so important trend. Supply chain operations are the key competitive differentiators, because of this, retailers' focus still on their supply chain processes. As shown at World Retail Congress, new trends directly change the retails, so shopper will affect all these new trends.

Moreover, marketers are the part of micro environment. Marketers' plans are efficient shopper trends. Because of sustainable and quality life trends, marketers start to talk about two trend topic plans health and wellness (H&W) and being green. These two trends are the base of motivational messages for sectors. Also 360degree marketing communications and store designs try to integrated with sustainable business model, this model uses key of credibility (Markus & Ville (Ed.), 2010, pp.43-48).

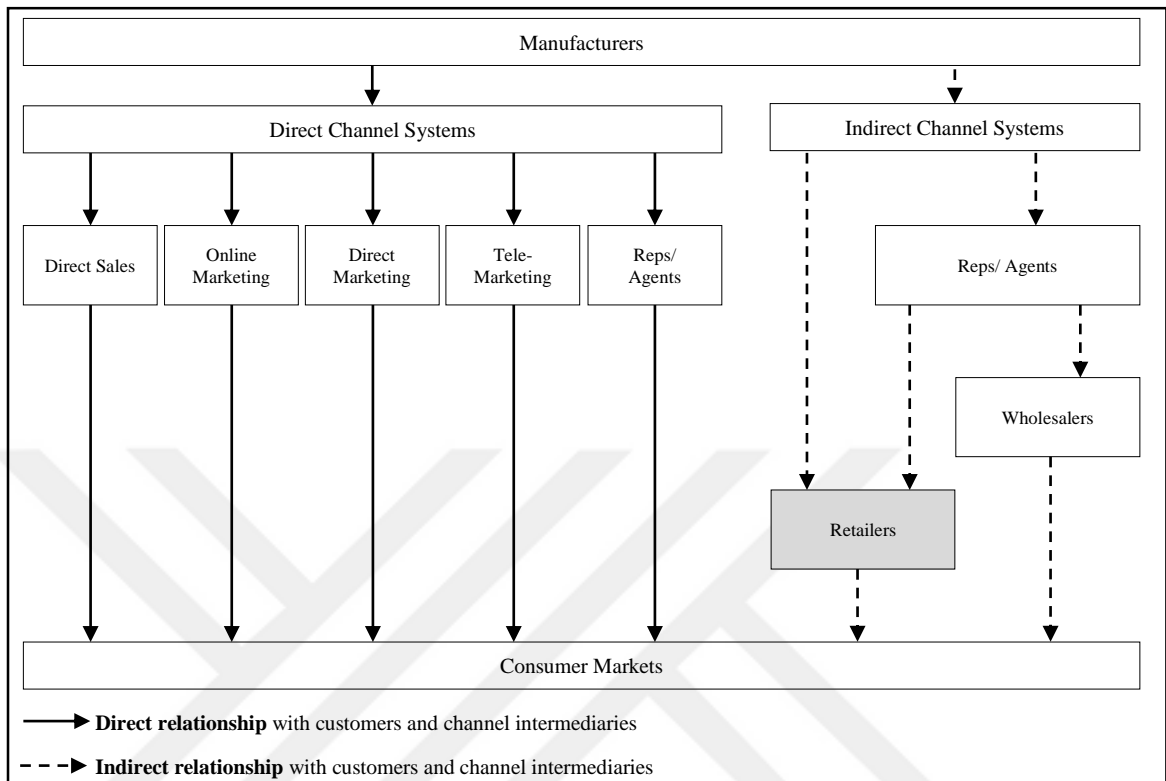
Macro and micro environments affect shopper trends, for that reason following shopper trends and understanding main reason of these trends is vital importance to design loyal shopper profile for marketers.

2.1.3 Shopper and Products in Retails

In this study main type of product is impulse product on retails. Understanding position of retails and impulse products in market place is described. Relationship between impulse products in retails and shopper is also detailed.

In Business to Consumer (B2C) markets there are several alternative channels to catch customers. To understand position of retails, this alternative B2C marketing channels is shown in the Figure 2.2.

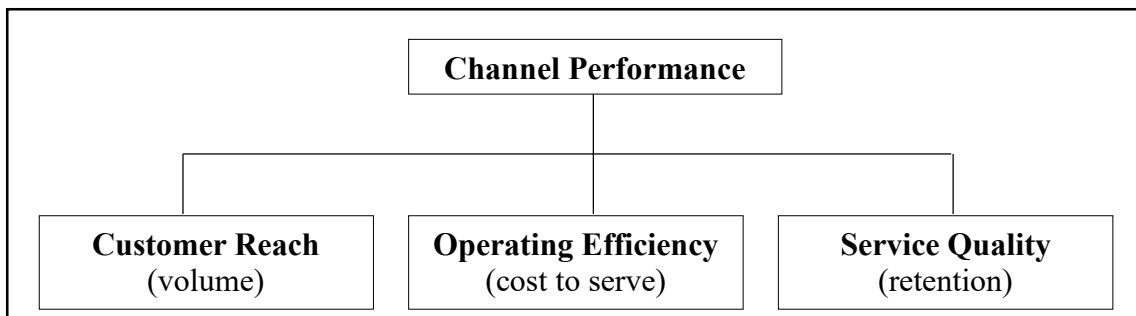
Figure 2.2: Alternative B2C Marketing Channels



Source: Best R. (2009), *Market-based management: Strategies for growing customer value and profitability*. United States of America: Pearson Education International

Figure 2.2 outlines the various B2C show position of retailers. In this perspective retailers have an indirect relationship with customers. As known, there are several retailers in the market place. It may global or local market, it doesn't change because of competition, if there are oligopoly or free market economy in that region. So retailers should have coordinate their channel performance to compete with others. There are three elements of channel performance as shown Figure 2.3.

Figure 2.3: Channel Performance



Source: Best R. (2009), *Market-based management: Strategies for growing customer value and profitability*. United States of America: Pearson Education International

Customer reach, operating efficiency and service quality are the major component of marketing channel performance, for that reason, retailers also should focus on these three components to compete with competitors.

Retailers are low profit margin sector because of several operating and process costs. So if they would like to sustainable business in the market, they should coordinate operating process to create efficiency. This efficiency affects service quality to long term retention for their customer retention.

Before these two elements - operational efficiency and service quality, retailers should decide which shoppers are their target and which products will offer for their shopper's satisfaction. For the shopper's satisfaction retails should understand shopper's decision process which is in section 2.1.4 of this study. Also retailers should exactly know their product categories to long term relationship with their shoppers.

Well known basic product concepts is tangible or intangible product concepts. Product is a good, service, or an idea with both tangible and intangible that completely design value for shopper or user. Shoppers classify their product according to their orientation. Shopper orientation is related with a combination of measuring shopper and customer effort, the level of risk with a purchase and shopper involvement in the purchase. Shopper

orientation includes such as categories, convenience, shopping, preference and specialty, unsought goods (Keegan & Green, 2008, pp. 327-328).

Table 2.1: Marketing Considerations for Consumer Products

Type of Consumer Product				
Marketing Considerations	Convenience	Shopping	Specialty	Unsought
Customer buying Behavior	Frequent purchase; little planning, little comparison or shopping effort; low customer involvement	Less frequent purchase; much planning and shopping effort; comparison of brands on price, quality, and style	Strong brand preference and loyalty; special purchase effort; little comparison of brands; low price sensitivity	Little product awareness; knowledge (or, if aware, little or even negative interest)
Price	Low price	Higher price	High price	Varies
Distribution	Widespread distribution; convenient locations	Selective distribution in fewer outlets	Exclusive distribution in only one or a few outlets per market area	Varies
Promotion	Mass promotion by the Producer	Advertising and personal selling by both the producer and resellers	More carefully targeted promotion by both the producer and resellers	Aggressive advertising and personal selling by the producer and resellers
Examples	Toothpaste, magazines, and laundry detergent	Major appliances, televisions, furniture, and clothing	Luxury goods, such as Rolex watches or fine crystal	Life insurance and Red Cross blood donations

Source: Kotler P. & Armstrong G. (2012), *Principles of Marketing* (14th ed.). New Jersey: Pearson Education

As shown in Table 2.1 convenience product type and shopper behavior intercept in frequently purchasing, little planning and low shopper effort and customer involvement. Generally saying impulse products are in the convenience product category for the shoppers. And in this study meaning of product is impulse product and convenience category. Furthermore, as mentioned in section 2.1.3 retailers should coordinate and categorize product types in stores to improve their channel performance.

2.1.4 Understanding Shopper's Decision

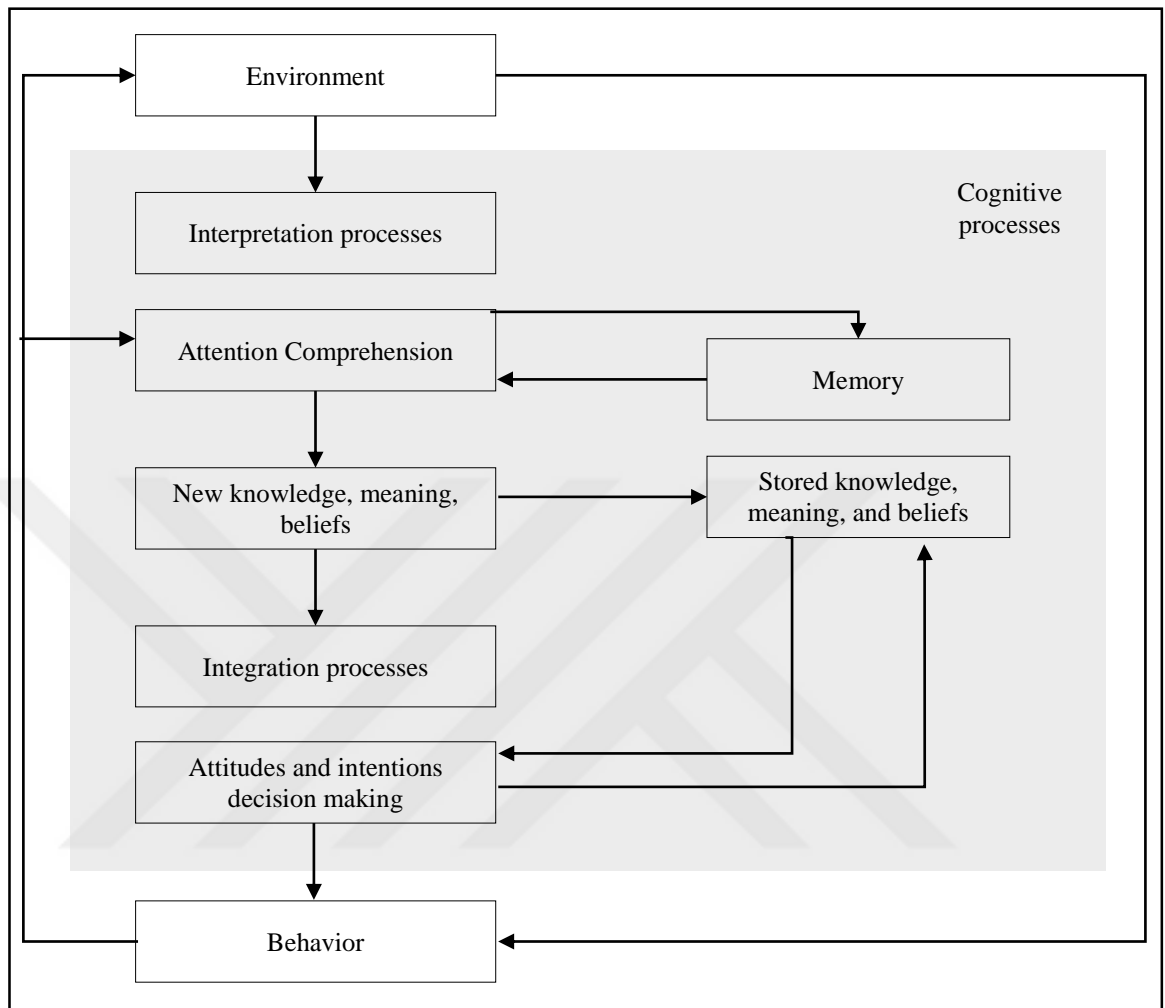
Before this part shopper and product relationship is defined. It shows how shopper is the main factor of sustainable business. Marketers design their marketing strategy on the wheel of consumer analysis, which includes consumer affect and cognition, consumer behavior and consumer environment (Peter & Olson, 2008, p. 28).

Because of consumer in shopping mode is named as a shopper these three elements also define shopper analysis. First, to remark responses of shopper affect and cognition defines why shopper is the most complex part for the marketers. Shopper affective responses are emotions, feelings, moods and evaluations. Cognitive responses are knowledge, meanings and beliefs. These responses are of relevance all different experience, shopper micro and macro environment factors. Because of there are several independent determinant shopper decisions become more and more complexity (Kollat & Willett, 1967, pp. 21-31).

There are several components in decision making process as shown Figure 2.4. In the process shopper creates new meanings, knowledge and beliefs about the environment and the place in it. Interpretation processes require exposure to information and involve attention and comprehension which are related with cognitive processes. New knowledge, meanings, and beliefs are changeable because of shoppers' subjective understanding of information produced by interpretation processes. In integration processes, shoppers concern how they combine different type of information to find most valuable product, object or services. Shoppers' attitudes and intentions become a part of this processes. After all these complex decision processes, shoppers decide their product and purchase for it. This behavior may repeat next shopping or change because of bad post-purchasing experiences (Peter & Olson, 2008, pp. 48-50).

Marketers try to coordinate shopper decision process and to create value for them with using shopper marketing tools which affect shopper's midterm and long term decision processes.

Figure 2.4: A Model of Decision Making Process



Source: Peter J. & Olson J., 2008, *Consumer behavior and marketing strategy*. Singapore: Mc Graw Hill

In section 2.1 shopper definition and shopper behavior are detailed. In section 2.2 is detailed shopper and shopper marketing relationship. Moreover, shopper marketing definition, over all process and effective shopper marketing tools are defined at next part.

2.2 SHOPPER MARKETING DEFINITION

Marketing is the science of understanding consumer behavior and offering value added services or products. In global perspective, business requirements, customer needs-wants-demands, macro and micro trends motive marketing science to focus on detail types of marketing.

As is known, there are several types of marketing communication tools to touch consumer such as direct marketing activities, sales promotions, sales persons, public relations, event marketing activities, above the line (ATL) or below the line (BTL) advertising, digital content & social media management etc. All these tools should relate with correct target audience. Otherwise actions will fail unavoidable. For that reason, companies and marketers care about segmentation. There are several types to segment customers. Geographical, demographical, psychographic, behavioral segmentation are the most popular. In theory segmentation can help to find correct target group. Then companies or marketers should be successful with using value added differentiation positioning. Most likely marketing actions will satisfy after correct marketing strategy. It may not enough to sale product or services.

At that point, new critical dilemma comes to light: is consumer the shopper? Next few years' marketers have focused behavioral segmentation and have found differentiation between consumer and shopper. Shopper is the he or she, who buys the products or services. There is detailed of shopper in part two. This differentiation creates new terminology, which is shopper marketing. Markus & Ville (Ed.) (2010, p.13) defines shopper marketing as a discipline:

Over the next few years, retail will change quickly and dramatically. To survive, the store has to become its own brand. Strong brands provide a unique shopping experience and differentiate a store from its competition, and create shopper loyalty. For manufacturers to survive in an environment where retailers are devoting more time and space to talking about their store brand, the manufacturer must align with retailers in creating a unique shopping experience.

In view of this situation, shopper marketing can be thought of as a discipline (generating insights and understanding shoppers) and as an approach (an intuitive understanding of shoppers that allows us to act). Deploying the two sides of shopper marketing we hope to make it clearer just what shopper marketing is and the role insights play.

As in the definition, shopper marketing is related to affect shoppers' decision and behavior. Shopper marketing discipline has three components to harmonize successful marketing and sales strategies. These are manufacturer, retailers and shopper behavior.

Shopper marketing is a bridge with sales and marketing strategies. As known that, Classical marketing methods mostly focus on customers, but sales strategies try to catch

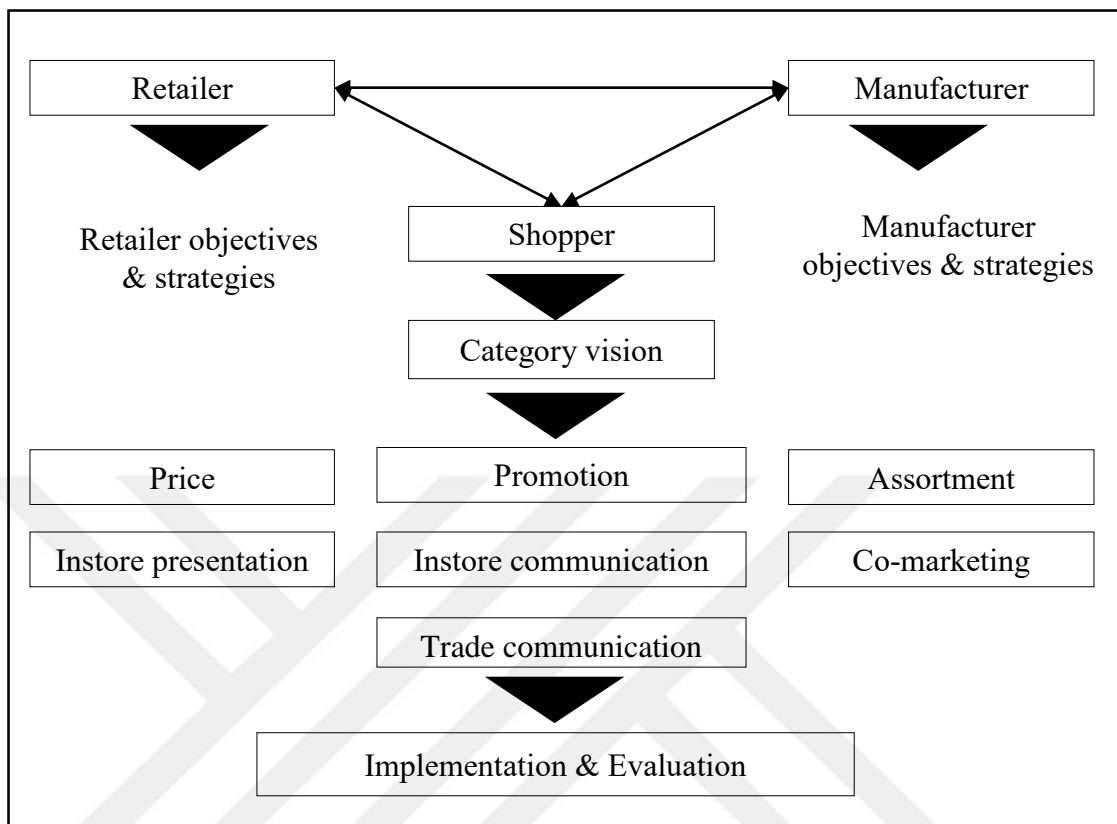
in store customers. For that reason, there was a gap and disorganized information before shopper marketing.

2.3 SHOPPER MARKETING OVERALL PROCESS

Shopper marketing has three main players in processes. These are retailer, manufacturer and shopper. Every different player has a different goals and plans. Sometimes interests overlap or conflict. As mentioned Section 2.1, shopper is the independent player of this process. On the other hand, retailers and manufacturers are the companies, which have to focus on their long term profitability and surviving. So manufacturers and retailers try to create their most convenient scenario in the shopper marketing processes.

As shown Figure 2.5, manufacturer and retailers try to design all framework suitable for their objectives and strategies. Also their focuses and operative & tactical plans is related to catch shopper with long term relationship.

Figure 2.5: Shopper Marketing Framework



Source: Markus S. & Ville M. (Ed.), 2010. *Shopper marketing how to increase purchase decisions at the point of sale*. London and Philadelphia: Kogan Page, pp 22-23.

2.4 CREATING EFFECTIVE SHOPPER MARKETING

Shopper marketing is really focus on effective solutions for shoppers. Creating effective shopper marketing should have proactive, well-designed and structured plan.

It must be proactive because, understanding shopper insight helps companies to find dedicated solutions for retailers. It must be well-designed because, experiment of shopping is very critical to drive next shopping in same retailer. For that reason, shopper marketing might be design step by step and be aware of shopper, retail and manufacturer objectives. Furthermore, effective shopper marketing should be structured.

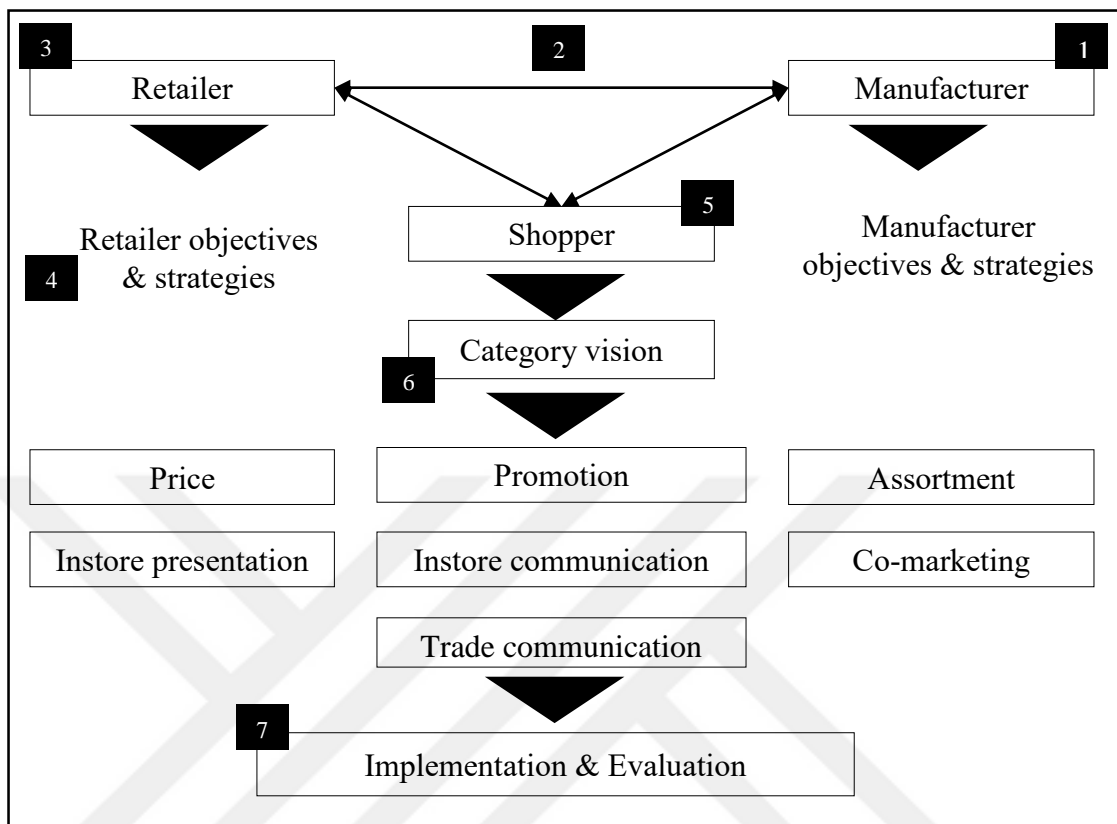
Ingredients of shopper marketing should be harmonized and work together. As a matter of course; planning, execution, feedback measurement should be structured to create best results.

There are several steps to create effective shopper marketing and steps are marked on shopper marketing framework (Markus & Ville (Ed.), 2010, pp.21-27):

First of all, shopper marketing should have corporate and marketing strategies. Corporate strategy defines the companies' mission, which makes clear long term perspective of companies. Marketing strategy is also part of corporate strategy. For that reason, in operative and tactical positions, shopper marketing should be part of this big picture (organization). If shopper marketing is not related with corporate and marketing strategy, it cannot be sustainable in long term.

Making the right choices is another step to well define effective shopper marketing. There is a critical key word to success: 'value'. Value should be economical for retails and manufacturers. Value should be meaningful for shoppers. Value should be visionary perspective to create new opportunities and innovative solutions for the market. In this case, making the right value indispensable for effective shopper marketing.

Figure 2.6: Shopper Marketing Framework-2



Source: Markus S. & Ville M. (Ed.), 2010. *Shopper marketing how to increase purchase decisions at the point of sale*. London and Philadelphia: Kogan Page, pp 22-23.

Thirdly understanding business situation and key retailers position in market can combine shopper marketing solutions and retailer’s capacity. There are several components for key retailers such as pricing, bottleneck manufacturers, focus of position, in-store design, in-store activities, promotions etc.

Understanding deeply these components prepare available market for shopper marketing actions and it helps to address right target group with right value-added offers.

After understanding business situation at retailers, understanding retailers’ strategies, objectives and organization is critical to create 360degree solution for shopper’s value chain in retailers. If marketers don’t know retail’s objectives in long term they cannot be create effective and affordable shopper marketing plan in a vision.

Understanding only retailers is not enough to create best concept the shopper marketing. Marketers should understand shopper behavior to create successful concept. On the other hand, solving components of shopper behavior is not so easy, because shopper and shopping behavior is like cobweb (Robbins & Judge, 2011. pp. 310-313).

The previous steps collected information understood the retail, shopper and market. So that these steps support to develop most effective shopper marketing strategies. Shopper marketing strategies not only three or four types. Shopper marketing strategy must be 'tailored' for retailers and shoppers. Strategies also be specific, measurable, assignable, realistic and time-related (SMART) objectives (Daft & Marcic, 2009, p.162).

Strategies are critical but if marketers cannot execute those strategies in retailers, strategies might be fail. The most crucial part of the overall shopper marketing process is 'ensuring an excellent execution'. Paying attention to 'details, tactical process, personal factors' to help right pre act, right sales-point, right time for right shopper.

2.4.1 Effective Shopper Marketing Tools

Shopper marketing tools should be supporter of reason to buy. One part of the reason to buy product equals the basically three types of claims, which are brand-related, discount-related and promotion mechanism-related claims. These claims are the basics of manufacturer objectives and strategies (Markus & Ville (Ed.), 2010, pp. 178-179).

Also other part of reason to buy is relationship between shopper and retailing atmosphere, which needs more difficult and subjective shopper marketing tools considering product-related reasons.

As mentioned second section, shopper behavior is so complex and changeable time to time. For that reason, concept tools are more useful for the relationship between shopper and retailing. There are seven concept tools (Markus & Ville (Ed.), 2010, pp. 53-67):

- i. The 'give-gets' of the shopper in the store: Generally known and well accepted, action-reaction principle is also valid in the store. The shopper gives,

money, time and angst and would like to get items and satisfaction. So broad scanning, retailers should firstly design 'give-gets' models to use their shopper marketing actions.

- ii. Relating single-item purchases: Big data management is critical for the retailers to understand individual shopper. For that reason, coordinating all stock keeping units (SKU), sales trends, when and where trends are significant tools for long term shopper relations.
- iii. Time as the measure of shopping and time is opportunity to sell: Visiting retail is not means that, shopper buys something while he or she is spending time in the store. Affective measurement of shopping time and to design action items are critical for retail and manufacturer's financial tables.
- iv. Participating with the shopper – 'active retailing': In order to actively engaging with shopper, retailers should understand how shopper spends time, where shopper spends time and with what he or she spends time. After these observations, actions become a critical. For instance, volume map in store is important for brands to position their products. If there is a proactive retailing in store, planning these products will be more affective.
- v. Understanding shopper behavior vis-à-vis understanding products: In shopper marketing with 3Ss approach defining issue and creating objective is significant. 3Ss approach's components are shelf, shopper and store. Understanding product is related only shelf and store. If retailers would like to maximize their value, they should understand and coordinate with products perception and shopper behavior. So that they may provide 3Ss terms.
- vi. Angst: Angst such as a vague, unpleasant emotion is difficult to measure. For that reason, focusing target group and understanding their major drivers of angst is very critical to solve rapidly shopper's bad experience if he or she has.

- vii. Choices: In the supermarket context, there are lots of convenience goods around 30,000-40,000, however individual household shopper uses only 300 – 400 SKUs in a year. So, overloading product scenarios make uncomfortable shopper. Because of the uncertainty, shopper may change or drop to buy. It's critical to coordinate number of alternatives in categories and stores. Moreover, Products' facilities affect shopper behavior. Understanding shopper perspective and motivation are one of the most critical point to solve shopper behavior truly (Booz & Co, 2011, p.18).

In brief, effective shopper marketing tools such as control of time, choices management, understanding shopper behavior, understanding product, understanding angst and coordination of all these, are the important part result oriented shopper marketing.

In next part, innovative perspective of product and application are described. Furthermore, in this study, innovativeness links with patent and utility models, also how marketers or companies become different with using patent or utility model. After that, there is a research to understand how innovative perspective effect shopper marketing tools.

2.5 INNOVATIVENESS

Innovation is the popular methodology to create value all sectors and work environment. In this study, product and application innovation methodology is detailed and for the product and application innovation, patent and utility model is featured. Because patent and utility model actions may create long term value added solution in competition area. In section 2.5, innovative perspective is detailed to understand patent and utility model and to become how different with using innovative methods (Kırım, 2006, pp.17-20).

Commonly held, patent is the basis right for founders which protects right of usage or unauthorized sales from third parties in limited period and location. This is shown and accepted with patent testimonial. Utility model is new type of industrial property right, which should be applicable finding in industries (Turk Patent Enstitüsü (TPE). [no date], p.1).

Kelly A. (2011, pg.115) defines patents like as unique assets in practicing in the marketplace:

Patents are unique assets with differing impacts in different hands. They are susceptible of effective valuation only by specialist – yet most patents are not worth such costly effort and investment.

Patents are not only national asset; they can be used in other countries also. If founders would like to protect their rights for economic perspective in different region and countries, they should have Patent Cooperation Treaty (PCT) (TPE, [no date], p.1). In this study, patent and utility model's regulation is defined and researched according to Turk Patent Regulation and Laws. International usage of patents or utility models do not include this study.

In order to obtain a patent, patent must have following elements, application petition, description specifying the invention, claim or claims with respect to the elements of the invention for which protection is requested, drawings referred to in the description, claim or claims, abstract, receipt for the payment of the application fee (TPE, from June 27, 1995, pp.1-21).

People can apply to have patent or utility model for every type of finding, if finding actualize the condition to obtain a patent. Finding can be any sector or category even shopper marketing category. There is an example of utility model in shopper marketing category in Appendix A2, which is approved from TPE and designed by me.

There are several differences between patent and utility model, which is shown at Table 4.1. Always patent's right protection includes utility model. On the other hand, both of them is useful for the finding's right protection. Changings are related with founder's expectation.

Table 2.2: Differences Between Patent and Utility Model

	Patent	Utility Model
Innovation	+	+
Finding steps	+	-
Applicable for production	+	+
Methods and after methodology to reveal product	+	-
Chemical materials	+	-
Research	+	-*
Examination	+	-
Publicize	+	+
Guard time	20/7 years	10 years
* Founder's initiative		

Source: Turk Patent Enstitüsü, [no date]. *Patent and Utility Model Brochure* , pp. 1-16

2.5.1 Differentiation with using innovativeness

As mentioned beginning of the part, innovativeness matches product and application innovation in this part and this situation describes with using patent and utility model examples. Patent and utility model protection affects investments positively. The benefits derived from a patent may include (Yang, [no date], p.1):

- i. Patent and utility models prevent theft of the invention. Founders usually would like to financial returns from their patent or utility models. For that reason, they organize several meetings to present their finding facilities. Also

patent offices can see all inventions from data base systems. Certificate of patent or utility model helps to prevent theft in all these different process or atmosphere.

- ii. Profit margin is higher than other products or services. TPE permits its owner to exclude (i.e., stop) others from making, using, selling, offering for sale and importing the invention into the Turkey as claimed in the patent. Being a unique owner and supplier that invention makes it higher profitable because of demand.
- iii. there is not any competition. Being unique supplier any product means, there is low-competition area. So that investor or founder moves easier than high-level competition atmosphere. They may charge because of his or her value added product.
- iv. It encourages settlement. Two patent owners can to combine cross license patents or utility models. So that creating synergy may create snow ball effect in their businesses.
- v. It creates market share zone. With patented product, investor or founder may change route abroad. New markets can design new opportunities and new market share. Also patent and utility models support value added supply chain for investors or founders.

Macroeconomic perspective, countries' number of patent or utility model is directly proportional to become advanced economy with sustainable methodology. For instance, In USA and Japan between 1968 to 2002, number of patent increases and gross national product (GNP) increases is proved being directly proportional (Isik, 2014, p.84. Koker, 2005, pp.31-40).

In Turkey, patent and utility model numbers is shown Table 2.3 and Table 2.4. Also there is a year over year changing in tables. There are several supportive actions to increase these numbers year to year (TPE, [no date], p.1).

Table 2.3: Year over Year Changing at Number of Patents in Turkey

Year	# of Patents	YoY
1995	1,690	-
1996	902	-46.63%
1997	1,531	69.73%
1998	2,483	62.18%
1999	3,020	21.63%
2000	3,433	13.68%
2001	3,214	-6.38%
2002	1,874	-41.69%
2003	1,152	-38.53%
2004	2,262	96.35%
2005	3,461	53.01%
2006	5,165	49.23%
2007	6,189	19.83%
2008	7,137	15.32%
2009	7,241	1.46%
2010	8,343	15.22%
2011	10,241	22.75%
2012	11,599	13.26%
2013	12,055	3.93%
2014	12,375	2.65%

Source: Turk Patent Enstitüsü, 2014. *Year over year changing number of patents in Turkey*, <http://www.tpe.gov.tr/TurkPatentEnstitusu/statistics/> 1 October 2015.

Table 2.4: Year over Year Changing at Number of Utility Models in Turkey

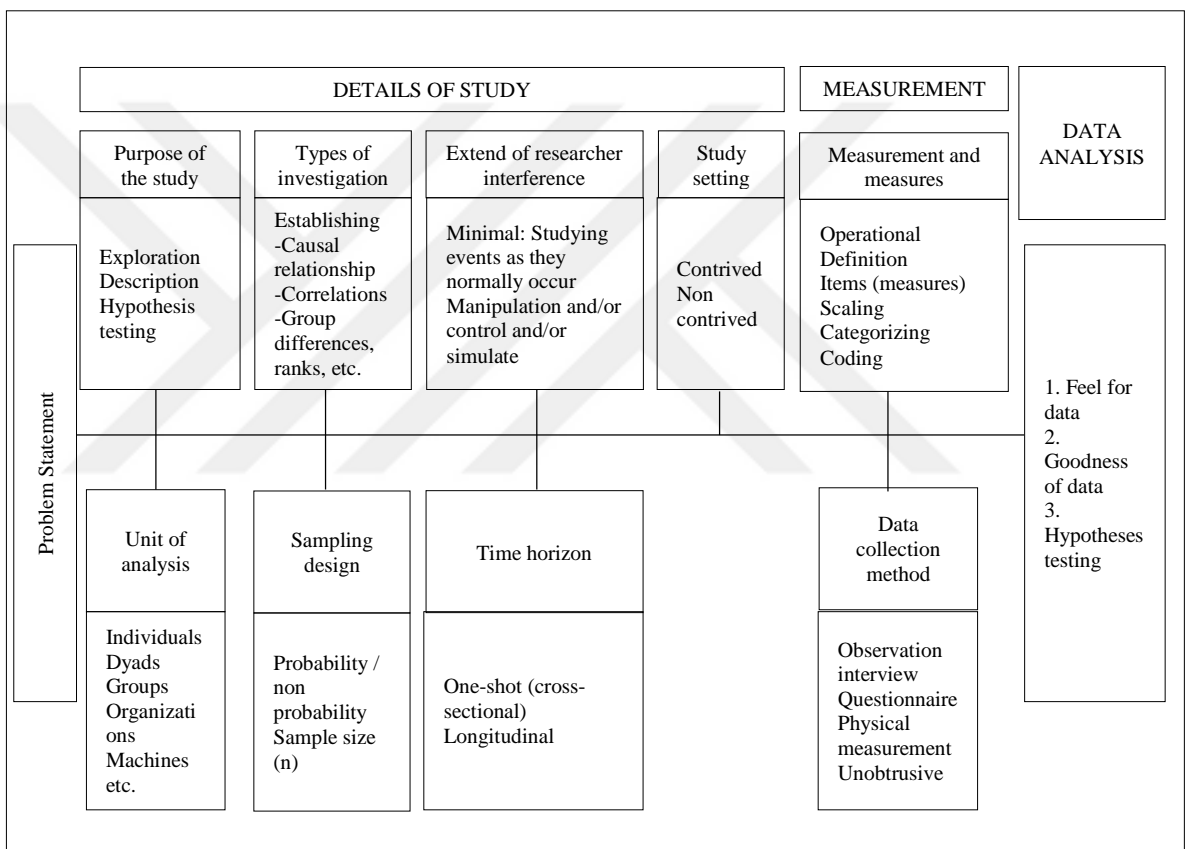
Year	# of Utility Model	YoY
1995	41	-
1996	189	360.98%
1997	232	22.75%
1998	308	32.76%
1999	326	5.84%
2000	471	44.48%
2001	645	36.94%
2002	932	44.50%
2003	1,222	31.12%
2004	1,497	22.50%
2005	1,924	28.52%
2006	2,456	27.65%
2007	3,016	22.80%
2008	2,986	-0.99%
2009	2,882	-3.48%
2010	3,033	5.24%
2011	3,244	6.96%
2012	3,789	16.80%
2013	3,558	-6.10%
2014	3,568	0.28%

Source: Turk Patent Enstitüsü, 2014. *Year over year changing number of utility models in Turkey,* <http://www.tpe.gov.tr/TurkPatentEnstitusu/statistics/> 1 October 2015.

3. DATA AND METHOD

This part of thesis explains the research methodology and how to design research process. Then, there are analyses and findings, which support conclusion chapter. For designing thesis research, there are several steps. Figure 3.1 is the vision map to design over all research steps.

Figure 3.1: The Research Design



Source: Sekaran U. & Bougie R. (2010), *Research methods for business: a skill building approach* (5th ed., pg.102). Great Britain: John Wiley & Sons Ltd

3.1 RESEARCH METHOD

Research, a somewhat intimidating term for some, is simply the process of finding solution to a problem after a thorough study and analysis of the situational factors. This explanation is the general approval of research meaning. For the understanding value

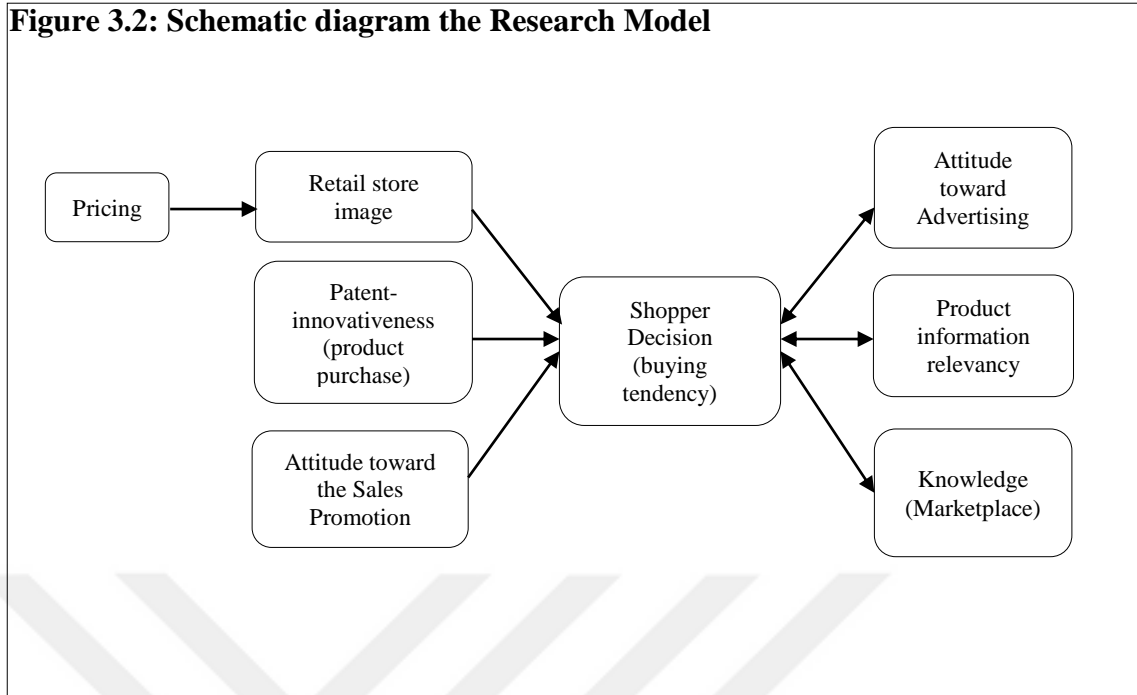
added shopper marketing in retail, thesis research methodology is designed compatible with general meaning of research. In section 3.1 research hypotheses, how to prepare of the questionnaire, methodology and procedure data collection steps are defined with academic based (Sekaran & Bougie, 2010, p.2).

3.1.1 Hypotheses

Research hypotheses are on the below to describe relationship between retail, manufacturer product, shopper marketing tools such as price, advertising, promotion, knowledge about marketplace and shopper buying decision. Also in Figure 3.2 there is a theory of framework for research model.

- a. H₁: There is a relationship between product information and shopper buying decision.
- b. H₂: There is a relationship between knowledge about marketplace and shopper buying decision.
- c. H₃: There is a relationship between advertising and shopper buying decision.
- d. H₄: Pricing has an impact on retail store image.
- e. H₅: Retail store image has an impact on shopper buying decision process
- f. H₆: Innovativeness has an impact on shopper buying decision process.
- g. H₇: Sales promotion has an impact on shopper buying decision process.

Figure 3.2: Schematic diagram the Research Model



3.1.2 Preparation of the Questionnaire

There are some methods to collect data, which are in figure 3.1 such as questionnaire, observation interview, physical measurement. In this study questionnaire method was used. Most suitable questions were selected and designed questionnaire form within the scope of literature view. This questionnaire structured with two main parts. First part of the form is related with demography. Demographical questions for the sample group have design at first part. Age, gender, education, marital status, city, education etc. questions were in part one.

Second part designs with 5 Likert scale has used between strongly agree and strongly disagree. Sources were used to explain from Marketing Scales Handbook and control marketing scale. (Burner & others 2005, p. 94, 240, 251, 331, 423, 426, 594, 683)

Questions are measuring;

- a. Retail store image
- b. Product information relevancy
- c. Patent – innovativeness (product purchase)
- d. Pricing
- e. Attitude toward Advertising
- f. Attitude toward the Sales Promotion
- g. Knowledge about marketplace
- h. Shopper buying decision

3.1.3 The Methodology and Procedure Data Collection

Questionnaire method was used at data collection period of survey. In this survey simple random sampling method was used. There are several different lifestyle as shown in demographical part of survey. Online survey methods were used to collect answer of samples. There is a survey tool, which name is 'Surveye' is used in this survey. In addition, inaccuracy in the questionnaires and incomplete questionnaires were eliminated. Finally, 224 questionnaires were evaluated to analyze survey parts.

4. FINDINGS

In this part of the study, there are results of survey and explanation of findings. The analyses of the study cited starting from demographic profile, scale reliabilities, factor analyses, correlation and regression analyses to test research hypotheses.

4.1 DEMOGRAPHIC PROFILE

In this survey there are 224 participants. In Table 4.1 there is an overall result of participants' demographic profile.

57.6 percent of participants is female and 42.4 percent of participants is male. According to gender distribution, female and male participants of survey is close to each other. 71.0 percent of them are 25-31 age group is the biggest part of the survey. 18-24 age group's percentage is 17.0, 32-38 age group's percentage is 8.9 and others age group is 3.1 percent of participants. Biggest group of this survey is single with 67.9 percent of them and 31.3 percent of participants is married. Education level is mostly graduated from university. Their percentage is 57.6. Postgraduate group is 38.4 percent of participants. 1.8 percent of survey graduated from high school. In the occupation part of survey biggest group from full time employee. Their percentage is 75.0. 10.3 percent of them is student and 6.7 percent of group is owner of their firms. Biggest group of participants in monthly income is over 4000 TL. 53.3 percent of participants have more than 4000TL monthly income.

Table 4.1: Participants' Profile

		n	%	N
Gender	Female	129	57.6%	224
	Male	95	42.4%	224
Age	18-24	38	17.0%	224
	25-31	159	71.0%	224
	32-38	20	8.9%	224
	39-45	6	2.7%	224
	46+	1	0.4%	224
Marital Status	Single	152	67.9%	224
	Married	70	31.3%	224
	Others	2	0.9%	224
Education	High school	4	1.8%	224
	University	129	57.6%	224
	Postgraduate/Master-MBA	86	38.4%	224
	Others	5	2.2%	224
Monthly Income	1000TL(-)	6	2.7%	224
	1000TL-2000TL	18	8.0%	224
	2001TL-3000TL	42	18.8%	224
	3001TL-4000TL	38	17.0%	224
	4001TL-5000TL	35	15.6%	224
	5001TL (+)	85	37.9%	224
Occupation	Full time employee	168	75.0%	224
	Part time employee	7	3.1%	224
	Self-employed	15	6.7%	224
	Student	23	10.3%	224
	Others	11	4.9%	224

4.2 SCALE RELIABILITIES

Reliability is one of the most significant control of any survey or tests. More over the reliability of measure is an indication of the consistency and stability with which the tool measures the concept and supports to assess the goodness of a measure (Sekaran U. & Bougie R., 2010, pp.161-162).

In this survey there are 46 questions excluding questions about demographics, which is defined and organized with 5-Likert scale. As shown in Table 4.2, Cronbach's alpha is

0.84 in this survey for all scales. 84 percent reliability of the survey means that, it is highly reliable (Özdağoğlu G., 2012, p. 46).

Table 4.2: Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.84	0.85	46

Means and standard deviation results of the survey are on the Table 4.3 to 4.10 for the questions of the measurement scales.

Table 4.3: Retail store image - Standard deviation and mean results of the survey questions

Questions	Std. Deviation	Mean	N
Retail store image			
When deciding where to shop impulse or convenience product categories, up-to-date items are important for store characteristics.	0.678	4.317	224
When deciding where to shop impulse or convenience product categories, being well known company is important for store characteristics.	0.849	4.080	224
When deciding where to shop impulse or convenience product categories, being well known product's brand is important for store characteristics.	0.731	4.281	224
When deciding where to shop impulse or convenience product categories, attractive display is important for store characteristics.	1.056	2.821	224
When deciding where to shop impulse or convenience product categories, wide product selection chance is important for store characteristics.	0.565	4.612	224

Table 4.4: Product information relevancy - Standard deviation and mean results of the survey questions

Questions	Std. Deviation	Mean	N
Product information relevancy			
The information provided was relevant to the ratings task.	0.552	4.496	224
The information provided was helpful in answering other questions.	0.570	4.415	224
The information that was provided would help me in making a choice of impulse product to purchase.	0.591	4.513	224
The information that was provided aided me in completing the ratings task.	0.747	4.237	224

Table 4.5: Product information relevancy - Standard deviation and mean results of the survey questions

Questions	Std. Deviation	Mean	N
Patent – innovativeness (product purchase)			
When I see product somewhat different from the usual, I check it out.	0.757	4.286	224
I am often among the first people to try a new product.	1.009	3.299	224
I like to try new and different things.	0.806	3.862	224

Table 4.6: Price perception - Standard deviation and mean results of the survey questions

Questions	Std. Deviation	Mean	N
Price perception (price-quality relationship)			
Generally speaking, the higher the price of a product, the higher the quality.	0.915	3.348	224
The old saying " you get what you pay for" is generally true.	0.981	3.317	224
The price of a product is a good indicator of its quality.	0.966	3.232	224
You always have to pay a bit more for the best.	0.963	3.384	224

Table 4.7: Attitude toward Advertising - Standard deviation and mean results of the survey questions

Questions	Std. Deviation	Mean	N
Attitude toward Advertising			
Most television commercials are fun to watch.	1.112	2.866	224
When I see or hear something new advertised, I often want to buy it.	0.893	2.750	224
Advertisements help people buy things that are the best for them.	0.948	2.411	224
Most radio commercials are annoying (r).	1.070	3.612	224
I think there should be less advertising than there is now (r).	1.112	3.665	224
Most advertising that comes through the mail is junk and not worth looking at (r).	1.132	3.982	224
Most magazine advertisements are enjoyable to look at.	1.112	3.134	224
Most advertisements tell the truth.	0.956	2.402	224
I don't pay much attention to advertising (r).	1.117	2.933	224
Most newspaper advertisements are enjoyable to look at.	1.019	2.714	224

Table 4.8: Attitude toward the Sales Promotion - Standard deviation and mean results of the survey questions

Questions	Std. Deviation	Mean	N
Attitude toward the Sales Promotion			
I like this type of promotion a lot.	0.959	3.978	224
I wish there were more promotions like this.	0.984	3.924	224
With this type of promotion, I feel like buying the product.	1.120	3.665	224

Table 4.9: Knowledge about marketplace- Standard deviation and mean results of the survey questions

Questions	Std. Deviation	Mean	N
Knowledge about marketplace			
I am knowledgeable consumer.	0.767	4.094	224
I know a lot about different types of stores.	0.873	4.018	224
I am usually well-informed about what is a reasonable price to pay for something.	0.828	3.969	224

Table 4.10: Shopper - buying tendency - Standard deviation and mean results of the survey questions

Questions	Std. Deviation	Mean	N
Shopper - buying tendency			
Even when I see something I really like, I do not buy it unless it is a planned purchase(r).	1.042	2.491	224
When I go shopping, I buy things I had not intended to purchase.	0.633	4.107	224
I avoid buying things that are not on my shopping list(r).	0.933	2.487	224
It is fun to buy spontaneously.	0.685	4.125	224
I do not buy until I can make sure I am getting a real bargain(r).	1.019	2.844	224
When I see something new that really interests me, I buy it right away just to see what it is like.	0.842	3.750	224
I buy somethings without hesitation if I like them when I first see them.	0.865	3.679	224
When I see something new I really want, I purchase it immediately, even if had not planned to buy it.	0.809	3.866	224
I am a person who makes unplanned purchase.	1.001	3.719	224
When I see some things that really interests me, I buy it without considering the consequences.	1.018	3.388	224
For me, buying grocery items is asponaneous occurrence.	1.066	2.946	224
For me, buying grocery items can come from "out of the blue".	0.747	3.951	224
Generally speaking, I would consider myself to be an impulsive shopper.	1.043	3.192	224
When it comes to making grocery purchases, I usually purchase on impulse.	1.079	3.076	224

4.3 FACTOR ANALYSIS

Factor analysis is a statistical method to apply for data summarization and reduction (Malhotra N.K. & Birks D.F., 2006, pg. 561). In this research there are several variables, for that reason coordinating and summarizing variables with factor analysis is critical step of evaluation.

In this research, retail store image, product information relevancy, patent – innovativeness (product purchase), price perception (price-quality relationship), attitude toward advertising, attitude toward the sales promotion, knowledge about marketplace and shopper - buying tendency are detailed and described. To understand variables' result, Kaiser Meyer Olkin (KMO) and Barlett's test are applied to research. KMO measures of sampling adequacy and Barlett's test of sphericity are able to control test. So, if factor analysis is appropriate or not, KMO and Barlett's tests are significant. If KMO's measurement has a high value which value close 1.0, factor analysis is a useful data. However, factor analysis cannot be proceeded, if KMO's measurement is less than 0.5, factor analysis is not useful data. Furthermore, the result of Barlett's test is acceptable, if score is less than 0.05 (Field A., 2000, pg. 446).

In this research, retail store image's KMO is 0.681, product information relevancy's KMO is 0.807, patent – innovativeness (product purchase)'s KMO is 0.678, price perception (price-quality relationship) 's KMO is 0.829, attitude toward advertising's KMO is 0.771, attitude toward the sales promotion's KMO is 0.731, knowledge about marketplace's KMO is 0.725 and shopper - buying tendency's KMO is 0.848. As a result, all KMO measures of sampling adequacy are between 0.5 and 1.0. Also Barlett's test of sphericity shows that all of the factors are 0.000. According the results, factor analysis's data is applicable and factors are useful data. In Table 4.4 factor analysis results are placed with categorized questions.

Table 4.11: Retail store image - Factor Analysis Results

Retail store image (KMO=0.681, Sig=0.000)		
1	When deciding where to shop impulse or convenience product categories, up-to-date items are important for store characteristics.	0.546
2	When deciding where to shop impulse or convenience product categories, being well known company is important for store characteristics.	0.538
3	When deciding where to shop impulse or convenience product categories, being well known product's brand is important for store characteristics.	0.603
4	When deciding where to shop impulse or convenience product categories, attractive display is important for store characteristics.	0.216 (deleted)
5	When deciding where to shop impulse or convenience product categories, wide product selection chance is important for store characteristics.	0.279 (deleted)

Table 4.12: Product information relevancy - Factor Analysis Results

Product information relevancy (KMO=0.807, Sig=0.000)		
1	The information provided was relevant to the ratings task.	0.663
2	The information provided was helpful in answering other questions.	0.774
3	The information that was provided would help me in making a choice of impulse product to purchase.	0.736
4	The information that was provided aided me in completing the ratings task.	0.581

Table 4.13: Innovativeness - Factor Analysis Results

Patent – innovativeness (product purchase) (KMO=0.678, Sig=0.000)		
1	When I see product somewhat different from the usual, I check it out.	0.616
2	I am often among the first people to try a new product.	0.739
3	I like to try new and different things.	0.786

Table 4.14: Price perception - Factor Analysis Results

Price perception (price-quality relationship) (KMO=0.829, Sig=0.000)		
1	Generally speaking, the higher the price of a product, the higher the quality.	0.783
2	The old saying " you get what you pay for" is generally true.	0.670
3	The price of a product is a good indicator of its quality.	0.832
4	You always have to pay a bit more for the best.	0.714

Table 4.15: Attitude toward Advertising - Factor Analysis Results

Attitude toward Advertising (KMO=0.771, Sig=0.000)		
1	Most television commercials are fun to watch.	0.709
2	When I see or hear something new advertised, I often want to buy it.	0.538
3	Advertisements help people buy things that are the best for them.	0.605
4	Most radio commercials are annoying (r).	0.614
5	I think there should be less advertising than there is now (r).	0.636
6	Most advertising that comes through the mail is junk and not worth looking at (r).	0.564
7	Most magazine advertisements are enjoyable to look at.	0.520
8	Most advertisements tell the truth.	0.670
9	I don't pay much attention to advertising (r).	0.687
10	Most newspaper advertisements are enjoyable to look at.	0.550

Table 4.16: Attitude toward the Sales Promotion - Factor Analysis Results

Attitude toward the Sales Promotion (KMO=0.731, Sig=0.000)		
1	I like this type of promotion a lot.	0.886
2	I wish there were more promotions like this.	0.901
3	With this type of promotion, I feel like buying the product.	0.796

Table 4.17: Knowledge about marketplace - Factor Analysis Results

Knowledge about marketplace (KMO=0.725, Sig=0.000)		
1	I am knowledgeable consumer.	0.756
2	I know a lot about different types of stores.	0.758
3	I am usually well-informed about what is a reasonable price to pay for something.	0.741

Table 4.18: Shopper buying tendency - Factor Analysis Results

Shopper - buying tendency (KMO=0.848, Sig=0.000)		
1	Even when I see something I really like, I do not buy it unless it is a planned purchase(r).	0.655
2	When I go shopping, I buy things I had not intended to purchase.	0.556
3	I avoid buying things that are not on my shopping list(r).	0.654
4	It is fun to buy spontaneously.	0.332 (deleted)
5	I do not buy until I can make sure I am getting a real bargain(r).	0.429 (deleted)
6	When I see something new that really interests me, I buy it right away just to see what it is like.	0.721
7	I buy somethings without hesitation if I like them when I first see them.	0.774
8	When I see something new I really want, I purchase it immediately, even if had not planned to buy it.	0.673
9	I am a person who makes unplanned purchase.	0.621
10	Whe I see some things that really interests me, I buy it without considering the consequences.	0.559
11	For me, buying grocery items is aspontaneous occurrence.	0.783
12	For me, buying grocery items can come from "out of the blue".	0.457 (deleted)
13	Generally speaking, I would consider myself to be an impulsive shopper.	0.747
14	When it comes to making grocery purchases, I usually purchase on impulse.	0.846

4.4 CORRELATION AND REGRESSION ANALYSIS

Correlation analysis is used to understand between two variables. Pearson's correlation coefficient is measurement association between two interval ratio variables. 0.00 shows, there is no relationship with two variables. +1.00 and -1.00 show perfect positive and negative relationship between two variables (Healey J.F., 2012, pp. 368-380).

If Pearson's correlation coefficient is below 0.30, there is a weak relationship between two variables, if it is between 0.30 and 0.60 there is a moderate relationship, and if Pearson's correlation coefficient is bigger than 0.60, there is a strong correlation. It may negative or positive score 0.00 to 1.00 (Healey J.F., 2012, pp. 368-380).

In Table 4.19, there is relationship with product information and shopper's buying decision. Result is 0.051, which is in weak correlation level. That means, there is not strong relationship with product knowledge and shopper's buying decision process. So hypothesis H₁ is not accepted.

Table 4.19: Pearson's correlation coefficient of the product information and shopper's buying decision

	Shopper's buying decision	Product information
Shopper's buying decision	1	0.051
Product information	0.051	1
N	224	224

In Table 4.20, there is relationship with marketplace knowledge and shopper's buying decision. Result is -0.077, which is in weak correlation level. That means, there is not strong relationship with marketplace knowledge and shopper's buying decision process. So hypothesis H₂ is not accepted.

Table 4.20: Pearson's correlation coefficient of the marketplace knowledge and shopper's buying decision

	Shopper's buying decision	Marketplace knowledge
Shopper's buying decision	1	-0.077
Marketplace knowledge	-0.077	1
N	224	224

In Table 4.21, there is relationship with attitude towards advertising and shopper's buying decision. Result is 0.31 and there is a moderate relationship with attitude towards advertising and shopper's buying decision process. So hypothesis H₃ is accepted.

Table 4.21: Pearson's correlation coefficient of the attitude towards advertising and shopper's buying decision

	Shopper's buying decision	Advertising
Shopper's buying decision	1	0.31
Advertising	0.31	1
N	224	224

In order to determine the effect of pricing factor to retail store image, regression analysis is applied. In these analysis pricing is independent variable, while retail is dependent variable. In the regression analysis, when significant coefficient is $p=0.000 \leq p=0.01$, model is acceptable. In Table 4.22, there is result of pricing's impact to shopper's buying decision. According to the regression analysis, pricing from the shopper perspective is determinant factor to affect shopper's buying decision by 13 percent. Upon this result of hypothesis, H_4 is accepted and pricing from the shopper perspective has an impact retail store image. This impact is shown with 5 percent adjusted R square (R^2) value.

Table 4.22: Factor (pricing) effecting retail store image

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
Pricing	0.127	0.035	0.235	3.598	.000	1.000	1.000

In order to determine the factors effecting shopper's buying decision involvement, regression analyses are applied. In these analyses retail store image, innovativeness (patent) and sales promotion are independent variables, while shopper's buying decision is dependent variable.

In Table 4.23, there is a result of retail store image to shopper's buying decision. According the regression analysis, retail store image from the shopper perspective is the important factor to affect shopper's buying decision by 69 percent. Upon this result of hypothesis, H_5 is accepted and retail store image from the shopper perspective has an impact shopper's buying decision. This impact is shown with 5 percent adjusted R^2 value.

Table 4.23: Factor (retail store image) effecting shopper's buying decision

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
Retail Store Image	0.685	0.247	0.183	2.771	.006	1.000	1.000

In Table 4.24, there is a result of innovativeness perception with patents to shopper's buying decision. According the regression analysis, innovativeness from the shopper perspective is the important factor to affect shopper's buying decision by 61 percent. Upon this result of hypothesis, H₆ is accepted and innovativeness from the shopper perspective has an impact shopper's buying decision. This impact is shown with 4 percent adjusted R² value.

Table 4.24: Factor (innovativeness) effecting shopper's buying decision

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
Innovativeness	0.613	0.202	0.200	3.037	.000	1.000	1.000

In Table 4.25, there is a result of sales promotion to shopper's buying decision. According the regression analysis, sales promotion is the determinant factor to affect shopper's buying decision by 12 percent. Upon this result of hypothesis, H₇ is accepted and sales promotion has an impact shopper's buying decision. This impact is shown with 5 percent adjusted R² value.

Table 4.25: Factor (sales promotion) effecting shopper's buying decision

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
Sales promotion	0.119	0.032	0.241	3.692	.000	1.000	1.000

4.5 EVALUATION

According to the results of the study, retail store image is the most significant factor that influence shopper's buying decision involvement. It's the best known statistic in all of retail marketing strategies '70 percent of shoppers give their decision in the store' (Cochran J., [no date], p.4). In this study, results show again, there is strong relationship

with independent variable retail store image and dependent variable shopper buying decision.

Another independent variable innovativeness is an important factor to effect shopper buying decision. In this questionnaire part, participants evaluate new action and product effect. Innovations affect valuable growth for companies. These may be several areas. In this study, research focus on product and category application innovations, which is related with new category in sectors and product innovations are the part of these innovative perspectives (Kırım A., 2006, pp.17-20). Also in part four, there are details of relationship with innovativeness with patent or utility model, which affects from product and application innovation.

Independent variable 'sales promotion perception' is determinant on the shopper's buying decision process. Sales promotions are short term incentives to reach shopper. As known, there are major sales promotion tools to impact shopper such as sampling, coupons, cash refund or rebates, price packs, premiums, contests, point of purchase promotions. Sales promotion is a well known category for marketers. They must determine how to promote and distribute the program itself (Kotler & Armstrong, 2012, pp. 481-488).

There is another independent variable in the research model, which is pricing to control sub-relation with retail store image. This research's result shows there is a relationship with pricing perception and retail store image. In the competition areas, pricing is the significant component of competition. For that reason, shopper may choose retailers to compare with their pricing strategies. Cost-based shopper value is related with price – performance segment (Best R.J, 2009, p.149).

Also there is a relationship with advertising and shopper buying behavior according to the research results. As known, 4Cs marketing concept 'customer solution, customer cost, convenience, communication' also shows advertising is the important role in the communication part of marketing concept (Kotler & Armstrong, 2012, p.53).

In this study, knowledge about product and knowledge about market place have no direct correlation between shopper buying decision process. However, shopper may think that,

these two variable is the must, for that reason they may ignore these two variables in this research. Because there are several resources which focus on importance of information about product and marketplace (Kozlu C., 2011, p. 140. Daft R. & Marcic D., 2009, p.107. Markus S. & Ville M. (Ed.), 2010. p.82).

To sum up, this study support that, retail store image, innovativeness and sales promotions are the effective factors for the shopper's buying decision process. Also advertising is correlated with shopper buying decision. Moreover, pricing is the independent variable, which is effective factor for retail store image.



5. CONCLUSION

Many companies struggle to unleash all of the benefits of shopper marketing. The challenges range from forming shopper marketing teams able to harness the power of shopper insights, to aligning and energizing the broader organization around a shopper marketing mindset. Mindset is a transformational journey that helps, shopper marketing and sales and marketing processes from account planning and packaging design to company strategy and new product development. Shopper marketing is a way to differentiate and activate consumer products in an increasingly competitive retail environment (Gurski, 2008, pp.1-12).

By the economic and technologic developments and changes in the retailers create some problems for them such as low profitability, difficult to find loyal customer and difficult to compete with others. In this scenario shopper is the most value for all retailers. For that reason, shopper's buying decision is very critical to create long term relationship with shoppers.

Shopper buying decision process is influenced by macro environment such as demographic components, social components, cultural components and psychological factors. Also there are micro environment factor for all. So, shopper marketers and retailers try to create best fit solution to affect shopper most positive way.

Creating long term value for shopper is the key guarantee way to maintain sales retailers in the future and it is cheaper than to gain new shoppers in the competitive environment. Creating long term value is usually possible with find blue ocean strategy or market in sector.

This study support that, retail store image, innovativeness and sales promotions are the effective factors for the shopper's buying decision process. Also advertising is correlated with shopper buying decision. Moreover, pricing is the independent variable, which is effective factor for retail store image. Value added shopper marketing in retail is possible with using innovative methodologies. As mentioned at section 2.5, creating long term

value for companies is useful with patent and utility models. These are the product or services, which comes from innovative perspective. Because of the regulative rights, these two also support long term guarantee. Research results show that, retail store image and sales promotion methodology is also critical and significant for retailers. For that reason, these three dimensions is the key factor of long-term value added shopper marketing activities in retailers.

Shopper marketing framework is mentioned in section 2.3. There are three key players at this framework, who are retailers, manufacturers and shoppers. This study shows that, value added shopper marketing with using innovative methods positively affect key players. Manufacturers' marketers can use and adapt their several shopper marketing actions. For instance, designing innovative product package and supporting this design with legal protection can differentiate their product from the competitors. Creating long term value added shopper marketing implications is also possible for retailers. For example, designing new shelves and supporting digital displays can be alternative to increase competitive advantage for retailers. Because of manufacturer and retailer's new and different actions, shopper is affected, while he or she is shopping. This study's results show that, there is a relationship proportionately.

For the future researches, this research can be applied for shoppers, who are affected new innovative methods in retails. Innovative methods can be technological innovation, customized shopper marketing applications and activities or product focused research and development. Furthermore, shopper behavior in retail can observed before and after shopping process to control innovative solutions effects on the shoppers. So that, shopper behavior process has examined qualitative and quantitative results. In the future researches, structural equation analysis method can be applied to have more detailed information.

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APPENDIX A1: SURVEY QUESTIONS

YÜKSEK LİSANS TEZ ÇALIŞMA ANKETİ (* İşareti ile başlayan sorular zorunludur.)

*Ciniyetiniz		
(Her satırda sadece bir seçeneği işaretleyiniz.)		
	Bayan	Bay
Ciniyetiniz	<input type="checkbox"/>	<input type="checkbox"/>

*Yaşınız						
(Her satırda sadece bir seçeneği işaretleyiniz.)						
	18-24	25-31	32-38	39-45	46-51	52+
Yaşınız	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

*Medeni Durumunuz			
(Her satırda sadece bir seçeneği işaretleyiniz.)			
	Bekar	Evli	Diğer
Medeni Durumunuz	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

*En son mezun olduğunuz ya da şu anda devam ettiğiniz eğitim derecesi					
(Her satırda sadece bir seçeneği işaretleyiniz.)					
	Lise	Universite	Yüksek Lisans	Doktora	Diğer
Eğitim derecesi	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

*Hanenize düşen aylık ortalama geliriniz (Kira, maaş vb. dahil)						
(Her satırda sadece bir seçeneği işaretleyiniz.)						
	1000TL(-)	1000TL-2000TL	2001TL-3000TL	3001TL-4000TL	4001TL-5000TL	5001TL(+)
Aylık Gelir	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

*Çalışma Durumunuz						
(Her satırda sadece bir seçeneği işaretleyiniz.)						
	Tam zamanlı Çalışan	Yarı Zamanlı Çalışan	Kendi Hesabına Çalışan	Öğrenci	Ev Hanımı	Diğer
Çalışma Durumunuz	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

*Perakende Sektöründe Mağazanın Önemi					
(Her satırda sadece bir seçeneği işaretleyiniz.)					
	Kesinlikle Katılıyorum	Katılıyorum	Ne Katılıyorum ne de katılmıyorum	Katılmıyorum	Kesinlikle Katılmıyorum
Perakende sektöründeki supermarket ya da mağaza tercihim, içinde güncel ve yeni ürünler olması etkiler.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Perakende sektöründeki supermarket ya da mağaza tercihim, bu yerin bilinen bir market/yer olması etkiler.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Perakende sektöründeki supermarket ya da mağaza tercihim, bu yerde bilinen markalı ürünlerin satılması etkiler.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Perakende sektöründeki supermarket ya da mağaza tercihim, içerideki ilgi çekici aktivite veya tanıtımlar etkiler.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Perakende sektöründeki supermarket ya da mağaza tercihim, bu yerde geniş ürün yelpazesinin olması (alternatifin çok olması) etkiler.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

*Ürün Hakkında Bilgi					
(Her satırda sadece bir seçeneği işaretleyiniz.)					
	Kesinlikle Katılıyorum	Katılıyorum	Ne Katılıyorum ne de katılmıyorum	Katılmıyorum	Kesinlikle Katılmıyorum
Ürünlerin hakkında bilgim olması, ürünleri önceliklendirmemde kolaylık sağlar.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Ürünlerin hakkında bilgim olması, aklıma gelebilecek çeşitli soruları cevaplama da kolaylık sağlar.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Alışveriş yapacağım ürünlerin hakkında bilgim olması, satın alırken hangi ürünü seçeceğime yardımcı olur.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Alışveriş yapacağım ürünlerin hakkında bilgim olması, alışverişini planladığım gibi tamamlamama yardımcı olur.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

***Patent- Yenilikçilik**

(Her satırda sadece bir seçeneği işaretleyiniz.)

	Kesinlikle Katılıyorum	Katılıyorum	Ne Katılıyorum ne de katılmıyorum	Katılmıyorum	Kesinlikle Katılmıyorum
Sıradan ürünlerin dışında yeni ve diğerlerinden farklılaşan bir ürün gördüğümde ilgimi çeker.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Genellikle, yeni çıkan ürünleri ilk kullananlardan biriyim.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Yeni ve farklılaşan bir ürünü kullanmayı severim.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

***Fiyatlandırma (Fiyat- Kalite İlişkisi)**

(Her satırda sadece bir seçeneği işaretleyiniz.)

	Kesinlikle Katılıyorum	Katılıyorum	Ne Katılıyorum ne de katılmıyorum	Katılmıyorum	Kesinlikle Katılmıyorum
Genel olarak yüksek fiyatlı ürünlerin, diğer ürünlere göre daha kaliteli olduğunu düşünürüm.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Eski bir söylem olan " Ödediğin tutar, aldığın hizmettir" ifadesi genel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

anlamda benim için doğrudur.					
Ürünlerin fiyatı, o ürünün kalitesini anlamam için iyi bir göstergedir.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
En iyi ürünü almak için, diğer ürünlere göre biraz daha fazla ödemem gerekir.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

*Reklamlara Karşı Tutum					
(Her satırda sadece bir seçeneği işaretleyiniz.)					
	Kesinlikle Katılıyorum	Katılıyorum	Ne Katılıyorum ne de katılmıyorum	Katılmıyorum	Kesinlikle Katılmıyorum
Bir çok televizyon reklamını izlemeyi eğlenceli bulurum.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Yeni reklamını gördüğüm veya dinlediğim bir ürüne karşı, genelde onu alma isteğim doğar.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reklamların tüketicilere en doğru ürünü seçmelerinde yardımcı olduğunu düşünürüm.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Birçok radyo reklamı bana rahatsız edici gelir.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reklamların şimdikinden daha az hayatımızda olmasını tercih ederim.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mail olarak gelen bir çok reklamın, önemsiz ve bakmaya değer olmadığını düşünürüm.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dergilerdeki reklamları incelemeyi eğlenceli bulurum.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bir çok reklamın doğru bilgi verdiğini düşünürüm.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Çevremdeki reklamlara çok dikkat etmem.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Gazetelerdeki reklamları incelemeyi eğlenceli bulurum.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

*Promosyonlara Karşı Tutum					
(Her satırda sadece bir seçeneği işaretleyiniz.)					
	Kesinlikle Katılıyorum	Katılıyorum	Ne Katılıyorum ne de katılmıyorum	Katılmıyorum	Kesinlikle Katılmıyorum
Mağaza veya market içinde sunulan promosyonları severim.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mağaza veya market içinde daha fazla promosyon olmasını isterim.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mağaza veya market içinde promosyondaki ürünlere karşı alma istediğim oluşur.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

*Pazar ve Sektör Hakkında Bilgi Sahibi Olma					
(Her satırda sadece bir seçeneği işaretleyiniz.)					
	Kesinlikle Katılıyorum	Katılıyorum	Ne Katılıyorum ne de katılmıyorum	Katılmıyorum	Kesinlikle Katılmıyorum
Bilinçli bir tüketiciyim.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Alışveriş yapmak için bir çok farklı mağaza veya market tipini biliyorum.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Genel olarak, bir ürünün olması gereken değerinin ortalama ne kadar olduğunu bilirim.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

*Tüketicinin Satın Alma Davranışı					
Bu bölümdeki "ürünler" ifadesi marketlerdeki çikolata, bisküvi veya bir mağazadaki bardak, aksesuar vb. gibi gördüğünüz tüketim ürünleri içindir.					
(Her satırda sadece bir seçeneği işaretleyiniz.)					
	Kesinlikle Katılıyorum	Katılıyorum	Ne Katılıyorum ne de katılmıyorum	Katılmıyorum	Kesinlikle Katılmıyorum
Gördüğüm ve çok sevdiğim bir ürünü, sırf alışveriş listemde olmadığı için almam ve bir sonraki planlı alışverişime dahil ederim.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Alışverişe gittiğimde, planladığım ürünler	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

dışında da alışveriş yaptığım olur.					
Alışveriş listemde olmayan bir ürünü almaktan kaçınıyorum.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
O anda beğendiğim ve istediğim bir ürünü almak keyifli olabiliyor.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bir ürünü, yeterince pazarlık etmeden almam.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Yeni gördüğüm, ilgimi çeken ve sevdiğim bir ürünle karşılaştığım anda, onu alırım.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
İlk gördüğümde gerçekten sevdiğim bir ürün varsa, onu tereddüt etmeden alırım.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bir ürünü ilk gördüğümde gerçekten istiyorsam, o gün alışveriş listemde olmasa da alırım.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Plansız alışveriş de yapan bir insanım.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Gerçekten istediğin bir ürünü gördüğümde, sonuçlarını çok düşünmeden alırım.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bence market alışverişi spontane yapılır.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bence market alışverişindeki ürünlerden seçerken anlık tercihler olabilir.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Genellikle kendimi günlük alışverişlerde "spontane karar veren" bir olarak tanımlarım.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Market gittiğimde, genelde spontane alışveriş yaparım.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

APPENDIX A2: SAMPLING FOR CERTIFIED UTILITY MODEL

Başvuru Bilgileri		
Başvuru Numarası : 2012/06101	Evrak Numarası : 2012-G-175650	Tescil Numarası : 2012 06101
Başvuru Tarihi : 2012/05/24	Evrak Tarihi : 2012/05/24	Tescil Tarihi : 2013/04/22
Başvuru Şekli : Ulusal Başvuru	Koruma Tipi : Faydalı Model	Yayın Tarihi : 2012/08/22
Başvuru Sahipleri		Buluşun Tasnif Sınıfları
SONER ERGEN Çavuşpaşa Cad. Sezer Sk. No:14/2 BAHÇELİEVLER İSTANBUL		G09F 23/06
Buluş Sahipleri		
SONER ERGEN Çavuşpaşa Cad. Sezer Sk. No:14/2 BAHÇELİEVLER İSTANBUL		
Vekil Bilgileri		
ALİ ÇAVUŞOĞLU (ADRES PATENT MARKA VE FİKRİ HAKLAR LTD. ŞTİ.) Büyükdere Cad. No:62 Lale İşhanı K:1 Mecidiyeköy/İSTANBUL		
Buluş Başlığı		
Bir reklam ürünü.		
Buluş Özeti		
Bu buluş, alışveriş sırasında kullanılan alışveriş sepetine istenilen ürünün, promosyonun, ilanın bilgisinin kullanıcıya iletilmesine olanak sağlayan bir reklam ürünü ile ilgilidir.		

ÖZET

1

ÖZET**BİR REKLAM ÜRÜNÜ**

Bu buluş, alışveriş sırasında kullanılan alışveriş sepetine istenilen ürünün, promosyonun, ilanın bilgisinin kullanıcıya iletilmesine olanak sağlayan bir reklam

5 ürünü ile ilgilidir.

TEKNİK ALAN:

- 5 Bu buluş, alışveriş sırasında kullanılan alışveriş sepetine istenilen ürünün, promosyonun, ilanın bilgisinin kullanıcıya iletilmesine olanak sağlayan bir reklam ürünü ile ilgilidir.

TEKNİĞİN BİLİNER DURUMU:

- 10 Geçmiş yıllarda üretici sayısının yetersizliği nedeniyle, tüketici ihtiyacı olan ürünleri karşılayamamaktaydı. Ürünler çok pahalı satılmakta ve sadece alım gücü iyi olan kişiler bu ürünlere ulaşabilmekteydi. Dolayısıyla tüketici tercih eden taraf olmayıp, üretici ürünü satmak için karşısındaki alıcıyı tercih etmekteydi.

- 15 Günümüzde ihtiyaç çeşitliliği artmasıyla doğru orantılı olarak insan ihtiyaçlarını karşılayan ürünlerde de büyük bir artış gözlenmektedir. Ürünlerin sayısının çok fazla artmasıyla tüketici tercih edilen taraftan tercih eden kısma geçmiştir.

Ürün çeşidi sayısının artmasıyla, üretici tüketiciye ulaşabilmek için çeşitli yollara başvurmak zorunda kalmaktadır. Tüketicinin, üretilen ürünün özelliklerini, faydalarını avantajlarını bilmesi için en önemlisi de tercih edilen olabilmek için reklam unsurundan faydalanmaktadır.

- 20 Reklam, insanları gönüllü olarak belli bir davranışta bulunmaya ikna etmek, belirli bir düşünceye yöneltmek, dikkatlerini bir ürüne hizmete, fikir ve kuruluşa çekmeye çalışmak, onunla ilgili bilgi vermek, ona ilişkin görüş ve tutumlarını değiştirmelerini veya belirli bir görüşü ya da tutumu benimsemelerini sağlamak amacıyla oluşturulan; iletişim araçlarından yer ya da süre satın almak yoluyla sergilenen ya da başka
- 25 biçimlerde çoğaltılıp dağıtılan ve bir ücret karşılığı oluşturulduğu belli olan (diğer bir deyimle parasal destek sağlayan kişi ya da kuruluşların kimliği açık olan) duyurudur.

Tüketiciye ulaşabilmek için farklı reklam türleri vardır. Bu reklam çeşitleri ve dezavantajları şu şekilde belirtilmiştir

- 5 • Televizyonda yayınlanan reklamlar: bir program (dizi, yarışma, haber vb.) süresince belirli zamanlarda programa ara verilerek görsel ve işitsel olarak tüketiciye sunulan reklam çeşididir. Maliyeti çok yüksektir. Bu sebeple kısa tutulması tercih edilmektedir. Ayrıca tüketici genel olarak televizyonda yayınlanan reklamlar esnasında kendi kişisel ihtiyaçlarını gidermeyi istemektedir. Ya da tüketici beğendiği bir reklamdaki ürün ve üretici ile ilgili bilgileri bulabilmek için tekrar aynı reklamı bulmak zorundadır. Bu da çoğu zaman tüketiciye zor gelmektedir.
- 10 • Radyoda yayınlanan reklamlar: program ya da müzik aralarında işitsel olarak tüketiciye sunulan reklam çeşididir. Maliyeti yüksektir. İnsanlar özellikle araç kullandıkları sırada radyodan dinlediği reklamdaki ürünün bilgilerini not alamamaktadır. Bu sebeple reklam amaca hizmet vermemektedir.
- 15 • Gazetede yayınlanan reklamlar: görsel olarak tüketiciye sunulan reklamlardır. Maliyeti yüksek olmakla birlikte, genel olarak günlük olarak anlaşma yapılmaktadır. Bu yüzden günlük olarak reklam anlaşmasını revize etmek zorunda kalınmaktadır.
- 20 • Billboardlarda yayınlanan reklamlar: ana yolda, caddelerde, otoban kenarlarında, metro istasyonlarında yayınlanan görsel reklamlardır. Tüketici genel olarak araç kullanırken ya da yürürken reklamı görmektedir. Fakat insanların odak noktası o anda farklı konular ve işler üzerinde olduğu için reklamda belirtilen ürüne dikkatin toplanması istenilen düzeyde olmamaktadır..
- 25 • Sanal alemde yayınlanan reklamlar: çeşitli web sitelerinde yayınlanan görsel ya da işitsel reklamlardır. Günümüzde tüm tüketiciler internet kullanmadıklarından ve de çok fazla web sitesinin varlığından dolayı hedef kitleye ulaşmakta güçlük çekilmektedir.
- 30 • Broşür ve el ilanı ile yapılan reklamlar: tüketiciye el yordamıyla verilen basılı reklam ürünleridir. Genel olarak tüketici verilen broşürleri incelemeyi atmaktadır. Bu da hem oksijen kaynağı olan ormanların tükenmesine hem de reklam ürünlerinin yere atılmasından dolayı çevrenin kirlenmesine neden olmaktadır.

- Günümüzdeki reklam çeşitliliği ve çokluğu alışveriş esnasında reklam-ürün ilişkisinin hatırlanabilirlik oranlarını aşağı çekmiştir. Bu yüzden televizyon, radyo, billboard, gazete, internet, broşür ve el ilanı gibi reklam mecralar müşterilerin satış noktasındaki kararına doğrudan etki yaratmak konusunda yetersiz kalabilmektedir.
- Alışveriş sepetine uygulanan reklamlar bu uygulama alışveriş sepetinin uç yanına sabitlenen bir ilave parça üzerine çift taraflı reklam uygulamasından ibarettir. Bu reklam bölgesi alışveriş sepetinin içine birkaç poşet konulmasının ardından reklamın kapanmasından dolayı etkinliğinin çabuk yitirilebilir niteliktedir.

BULUŞUN TANIMI:

Buluş, tekniğin bilinen durumunda bahsedilen dezavantajlar göz önüne alınarak bu dezavantajları giderebilmek amacıyla geliştirilmiştir.

- 15 Buluş konusu reklam ürünü insanların alışveriş sırasında kullandıkları ve bu süre zarfında yanında bulundukları alışveriş sepetine uygulanabilen üründür.

Buluş konusu ürün, alışveriş sepeti üzerine reklam uygulaması yapılmasına imkan veren, üzerinde ömeklem ve tanıtım ürünleri sergilenip dağıtılabilecek olan, alışveriş sepetinin şekline göre boyutu ve monte şekli adapte edilebilen, müşteri göz hizasında ve okuma yakınlığı mesafesinde olması sebebiyle önemli bir reklam yeni niteliğinde alışveriş sepeti hareketli reklam bölgesi ile ilgilidir.

Buluş konusu ürün insanlara görsel olarak devamlı göz önünde olacağından dolayı tüketiciye ulaşması konusunda sıkıntı olmamaktadır.

25 Buluş konusu ürün reklam bölgesi kendiliğinden kaldırmak için hidrolik sistemler, amortisör çeşitleri ve diğer yaylardan faydalanılabilir.

Sepete sabitleme noktası iki kanadı birbirine tutturun vidalama yönteminin yanı sıra, kanatları sıkıştırma, yapıştırma, kaynaklama, bütün olarak üretim şeklindeki yöntemlerle de yapılabilir.

Sepete sabitleme noktası sepetteki dikey veya yatay demirlerle veya malzemelere uygulanabilir.

Reklam ekranı mika, cam, sert plastik gibi reklamın dışını kaplayacak her türlü malzemeden yapılabilir.

- 5 Reklam bölgesi çerçevesi metal, mika, cam, sert plastik, alüminyum, gibi sağlam her türlü malzemeden yapılabilir.

Örnekleme ve tanıtım malzemesi ilave yeri çeşitli şekillerde (silindir, kup, dikdörtgenler prizması gibi) dizayn edilebileceği gibi, örnekleme ürünlerinin asılarak, tutturularak ve yapıştırılarak alışveriş sepetine uygulanabilmektedir. Bu bölüm örneklemlerin ve tanıtım malzemesinin yerinden çıkarılmaması adına kilit sistemi ile desteklenebilir.

BULUŞU OLUŞTURAN PARÇALAR:

1. Reklam bölgesi
 - 1.1. Reklam bölgesi çerçevesi
 - 1.2. Reklam ekranı
 - 1.3. Sabitleme yeri
 - 1.3.1. Sabitleme aparatı
 - 1.4. Hareket ettirici mekanizma
 - 1.4.1. Hareket ettirici mekanizma aparatı ve/veya yayı
- 15 1 5. Örnekleme ve tanıtım malzemesi ilave yeri

ÇİZİMLERİN KISA AÇIKLAMASI:

Şekil 1. Reklam ürününün sepet üzerindeki açık görünüşü

Şekil 2. Reklam ürününün sepet üzerindeki kapalı görünüşü

- 25 Şekil 3. Reklam ürününün önden görünüşü

Şekil 4. Reklam ürününün arkadan görünüşü

Şekil 5. Reklam ürününün üstten görünüşü

Şekil 6. Reklam ürününün yandan görünüşü

Şekil 7. Reklam ürününün sepete sabitleme yeri ve hareket ettirici mekanizmanın yerinin birlikte görünüşü

Şekil 8. Hareket mekanizmasının yandan görünüşü

5 Şekil 9. Sepete sabitleme yerinin yandan görünüşü

Şekil 10. Yaylı reklam ürünün önden görünüşü

Şekil 11. Örnekleme ve tanıtım malzemesi koyma yeri önden görünüşü

Şekil 12. Sepet üzerinde halî hazırda kullanılmakta olan sabit reklam bölgesinin alışveriş sepeti üzerindeki kullanımının görünüşüdür.

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BULUŞUN AÇIKLAMASI:

15 Bu buluş, bir reklam ürünü olup, reklam bölgesi çerçevesi (1.1), reklam ekranı (1.2), sabitleme aparatını (1.3.1) bulunan sabitleme yeri (1.3), hareket ettirici mekanizma aparatı ve/veya yayı (1.4.1) bulunan hareket ettirici mekanizma (1.4), örnekleme ve tanıtım malzemesi ilave yeri (1.5) içeren reklam bölgesi (1) ile ilgilidir.

Reklam bölgesi (1), tanıtımı yapılmak istenen ürünün, promosyonun, tanıtımın bilgilerinin bulunduğu kısımdır.

20 Reklam bölgesi çerçevesi (1.1), reklam bölgesinin etrafını kapatarak, dış etkenlere karşı koruyan kısımdır.

Reklam ekranı (1.2), tanıtımı yapılmak istenen ürünün, promosyonun, tanıtımın bulunduğu cam, mika, plastik her türlü sağlam ve şeffaf malzemeden yapılmış kısımdır.

25 Sabitleme aparatı (1.3.1), reklam ürününü alışveriş sepetine sabitleyen alettir.

Sabitleme yeri (1.3), sabitleme aparatını (1.3.1) içinde bulunduran kısımdır.

Hareket ettirici mekanizma aparatı ve/veya yayı (1.4.1), reklam ürününün açılıp kapanarak hareket ettirilmesini sağlayan aparatır.

Hareket ettirici mekanizma bölgesi (1.4) hareket ettirici mekanizma aparatı ve/veya yayı (1.4.1) içinde bulunduran kısımdır.

- 5 Örnekleme ve tanıtım malzemesi ilave yeri (1.5), ekstra tanıtım malzemesinin taşınabildiği kısımdır.

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İSTEMLER

1. Bu buluş, bir reklam ürünü olup, özelliği; reklam bölgesi çerçevesi (1.1), reklam ekranı (1.2), sabitleme aparatı (1.3.1) bulunan sabitleme yeri (1.3), hareket ettirici mekanizma aparatı ve/veya yayı (1.4.1) bulunan hareket ettirici mekanizma (1.4), örneklem ve tanıtım malzemesi ilave yeri (1.5) içeren reklam bölgesini (1) içermesidir.
5
2. İstem 1'de bahsedilen bir reklam ürünü olup, özelliği; tanıtımı yapılmak istenen ürünün, promosyonun, tanıtımın bilgilerinin bulunduğu reklam bölgesini (1) içermesidir.
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3. İstem 1 ve 2'de bahsedilen reklam bölgesi (1) olup, özelliği; reklam bölgesinin etrafını (1) kapatarak, dış etkenlere karşı koruyan reklam bölgesi çerçevesini (1.1) içermesidir.
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4. İstem 1 ve 2'de bahsedilen reklam bölgesi (1) olup, özelliği; tanıtımı yapılmak istenen ürünün, promosyonun, tanıtımın bulunduğu cam, mika, plastik her türlü sağlam ve şeffaf malzemeden yapılmış reklam ekranını (1.2) içermesidir.
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5. İstem 1 ve 2'de bahsedilen reklam bölgesi (1) olup, özelliği; reklam ürünü alışıveriş sepetine sabitleyen sabitleme aparatını (1.3.1) içermesidir.
- 25 6. İstem 1 ve 2'de bahsedilen reklam bölgesi (1) olup, özelliği; sabitleme aparatını (1.3.1) içinde bulunduran sabitleme yerini (1.3) içermesidir.
- 30 7. İstem 1 ve 2'de bahsedilen reklam bölgesi (1) olup, özelliği; reklam ürününün açılıp kapanarak hareket ettirilmesini sağlayan hareket ettirici mekanizma aparatı ve/veya yayı (1.4.1) içermesidir.

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8. İstem 1 ve 2'de bahsedilen reklam bölgesi (1) olup, özelliđi; hareket ettirici mekanizma aparatı ve/veya yayını (1.4.1) içinde bulunduran hareket ettirici mekanizmayı (1.4) içermesidir.

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9. İstem 1 ve 2'de bahsedilen reklam bölgesi (1) olup, özelliđi; ekstra tanıtım malzemesinin taşınabildiđi örnekleme ve tanıtım malzemesi ilave yerini (1.5) içermesidir.

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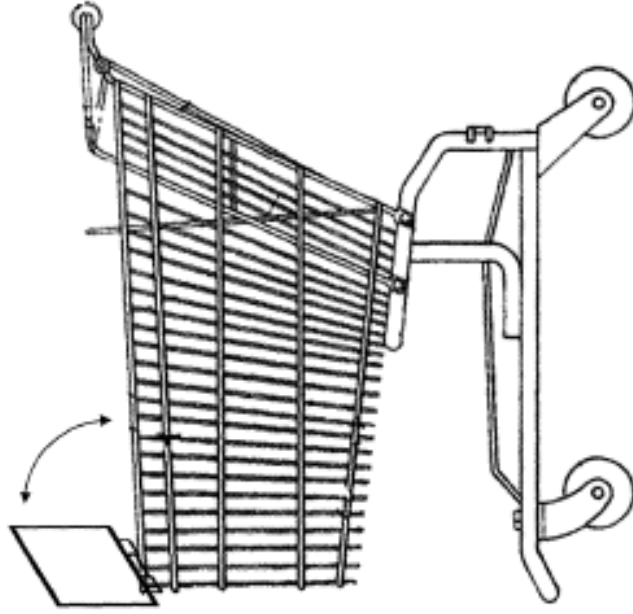
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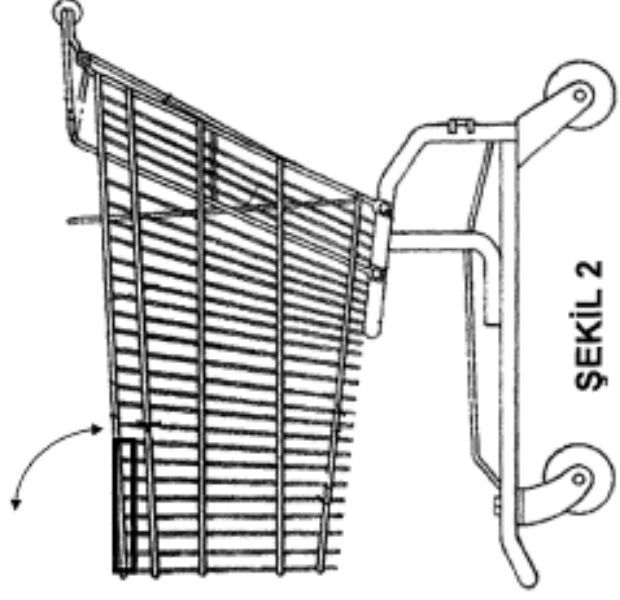
RESİMLER

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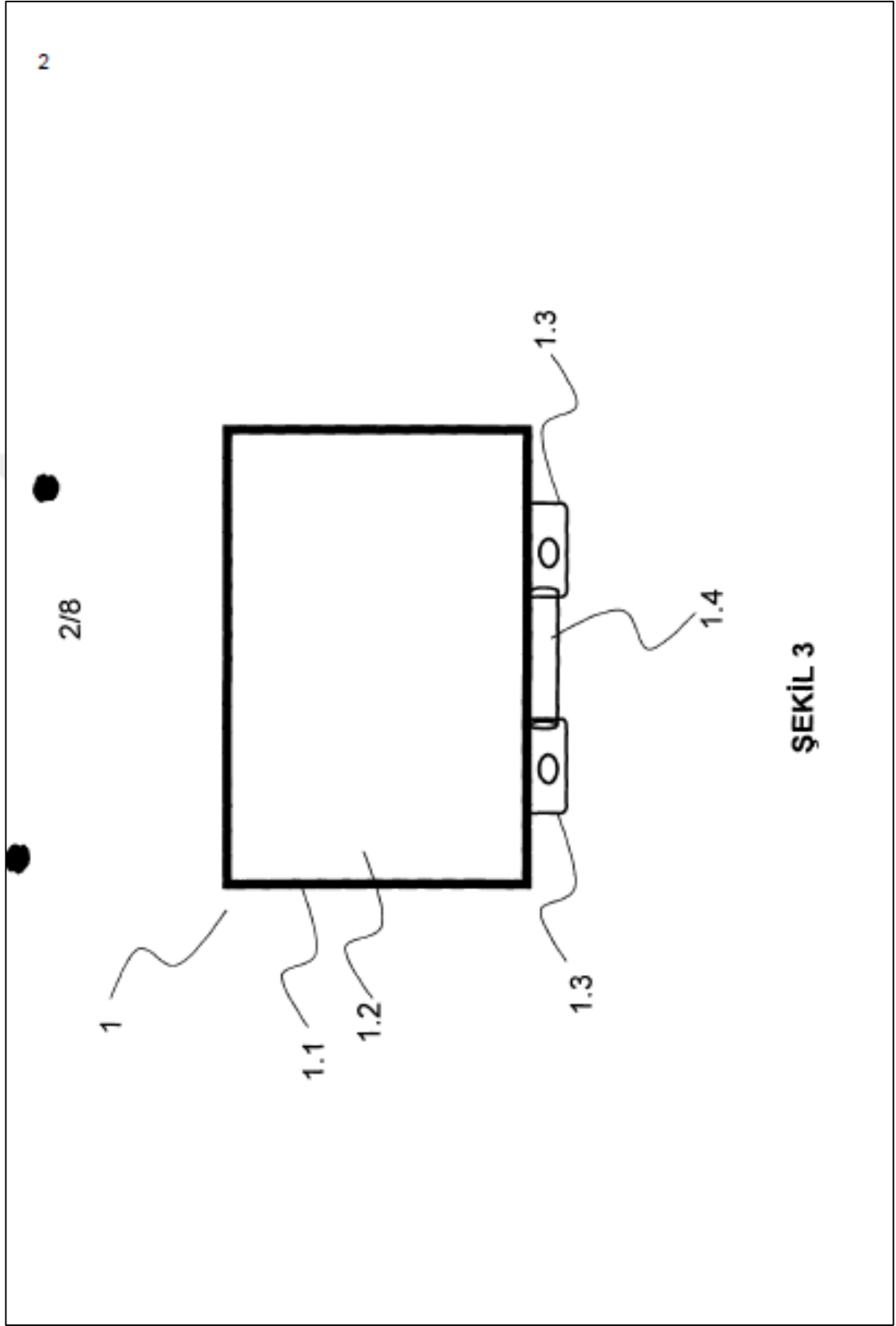
1/8



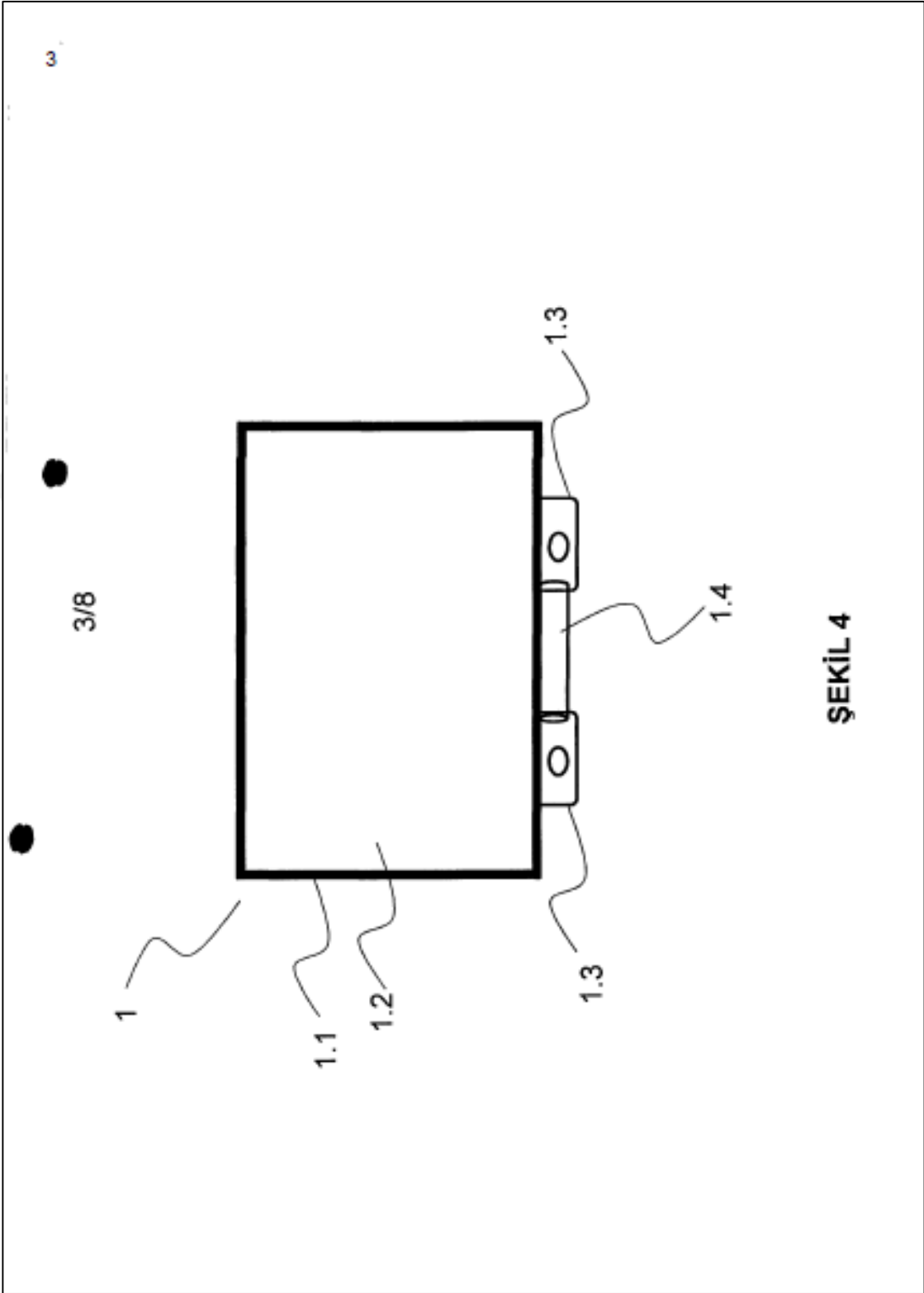
ŞEKİL 1



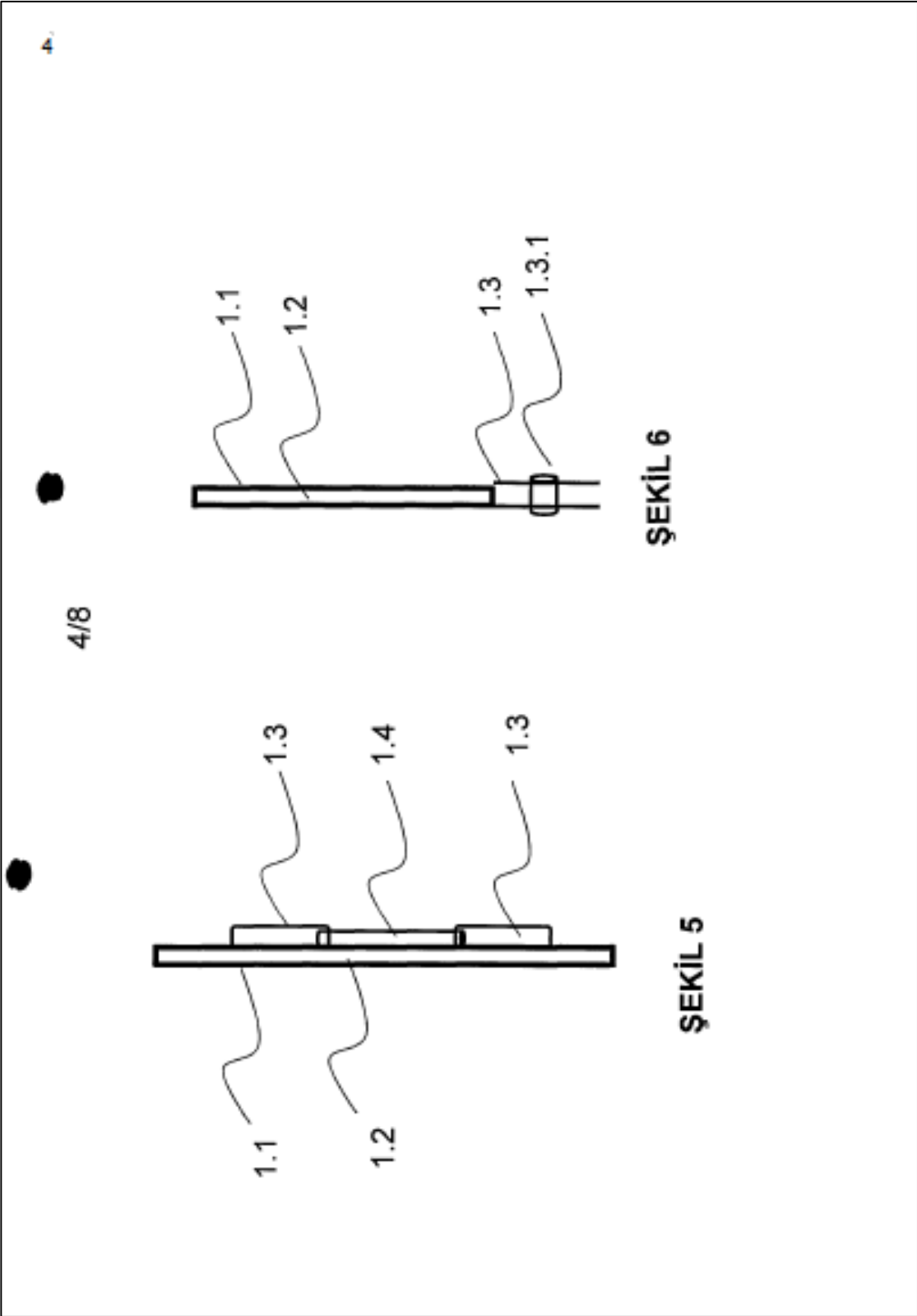
ŞEKİL 2



ŞEKİL 3

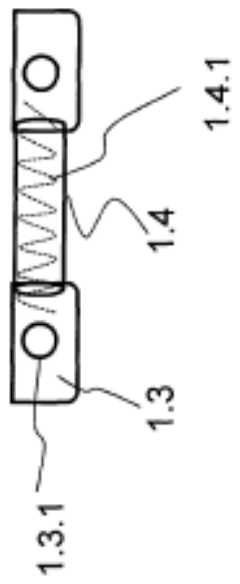


ŞEKİL 4

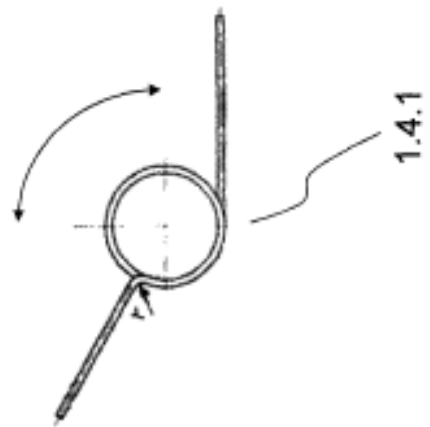




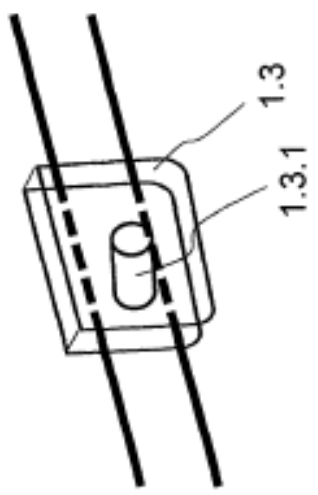
5/8



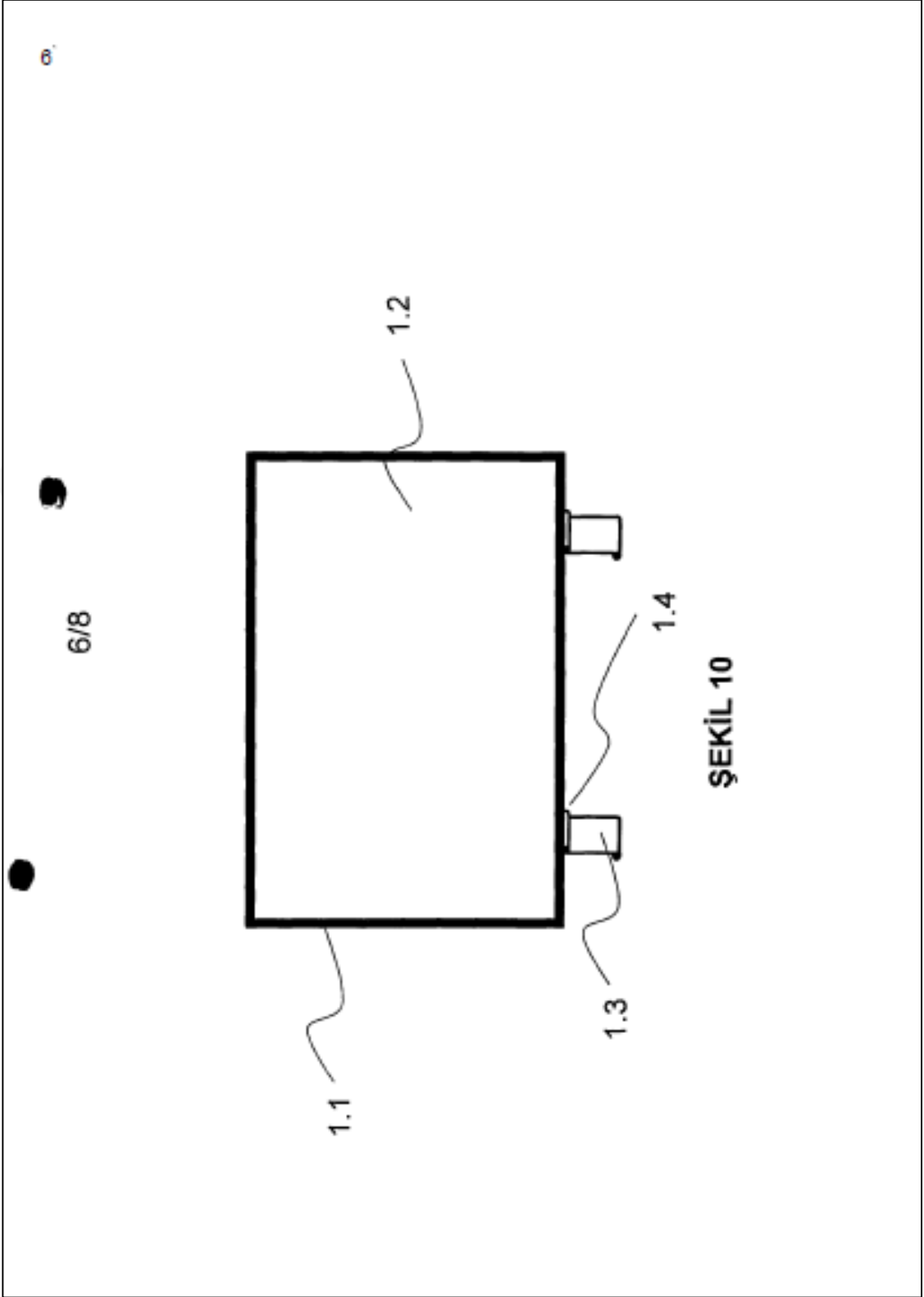
ŞEKİL 7

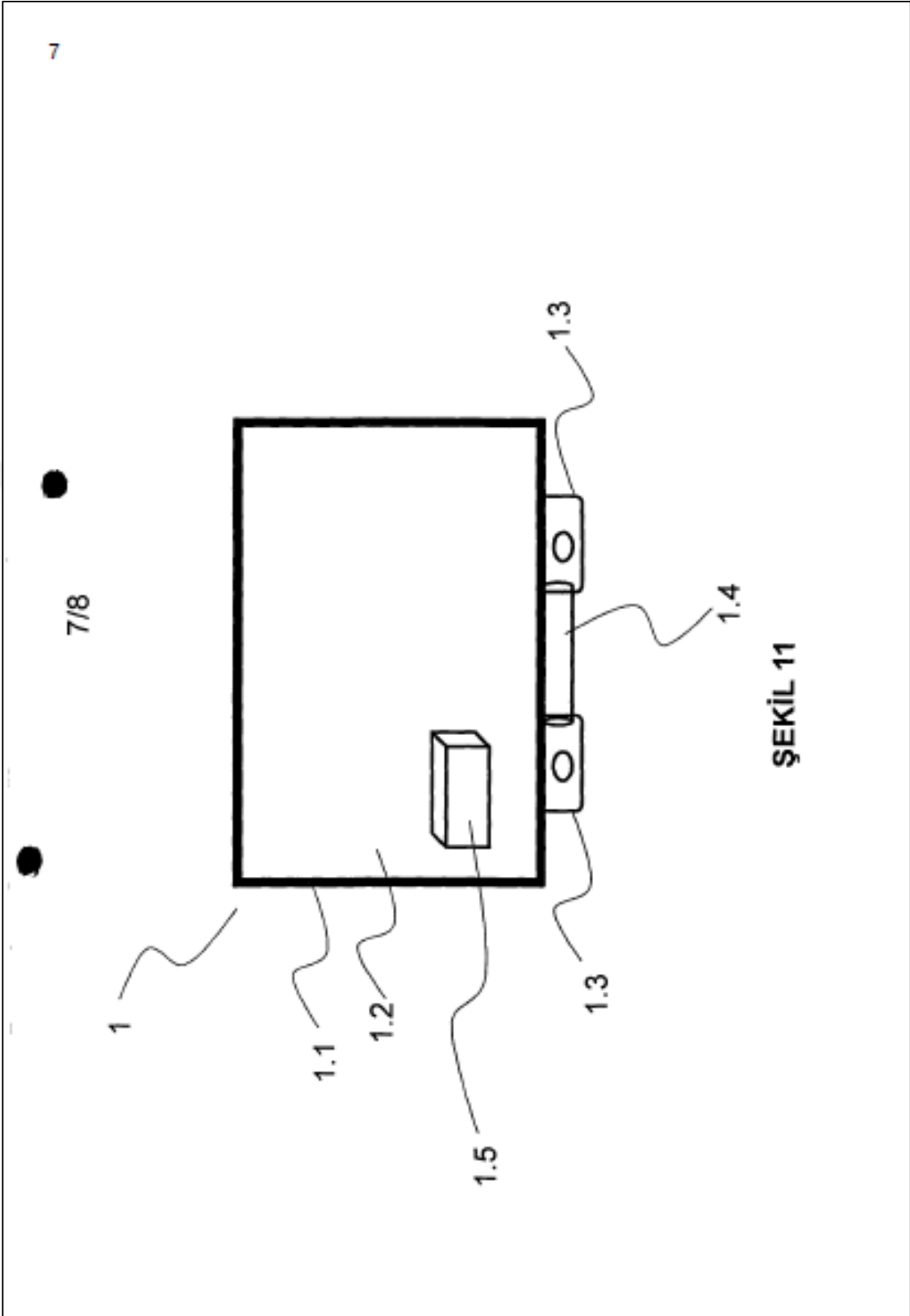


ŞEKİL 8



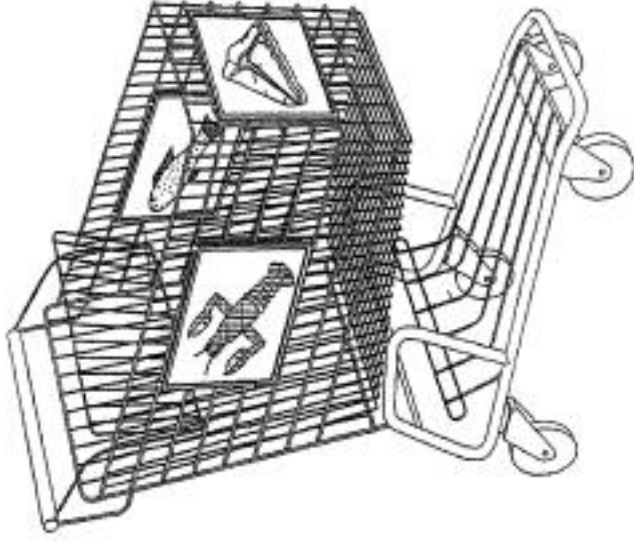
ŞEKİL 9





8

8/8



ŞEKİL 12

ÖZGEÇMİŞ

Adı Soyadı : Soner ERGEN

Sürekli Adresi : Çavuşpaşa Cd. Sezer Sk. No:14 Bahçelievler / İSTANBUL

Doğum Yeri ve Yılı : Tokat / 1987

Yabancı Dili : İngilizce

İlk Öğretim : (Bağlar İlköğretim Okulu, 2001)

Orta Öğretim : (Kuleli Askeri Lisesi, 2005)

Lisans : (Bahçeşehir Üniversitesi, 2011)

Yüksek Lisans : (Bahçeşehir Üniversitesi, 2015)

Enstitü Adı :Sosyal Bilimler Enstitüsü

Program Adı : Marketing

Çalışma Hayatı : Microsoft Türkiye Aralık 2014 – Devam ediyor

Avea İletişim Hizmetleri A.Ş Temmuz 2011 – Aralık 2014