T.C.

ISTANBUL AYDIN UNIVERSITY

INSTITUTE OF SOCIAL SCIENCES

THE EFFECT OF PRODUCT INNOVATIONS ON CONSUMER DECISION MAKING PROCESS

THESIS

Firuza ABILOVA

Department of Business

Business Administration Program

Thesis Advisor: Associate Prof. Dr. İlkay KARADUMAN

JUNE, 2019

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M.Sc. THESIS

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(Y1312.130020)

Department of Business
Business Management Program

Thesis Advisor: **Associate Prof. Dr. İlkay KARADUMAN**

JUNE, 2019

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Firuza ABILOVA

FOREWORD

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June, 2019 **Firuza ABILOVA**

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ABSTRACT

This study aims to evaluate the consumer decision-making process, especially while innovative products are released to the market. Consumer always ponders a decision before purchasing a product or purchase. It does not matter if he turns to a familiar company or chooses a new one. The decision to purchase in any case involves the preliminary collection and analysis of information.

People differ significantly from each other, including the willingness to try out a completely new product (service). In each area there are both their “pioneers” and their early followers. The remaining consumers usually perceive any new product much later. This made it possible for marketers to classify all customers by the degree of their susceptibility. The beginning is usually slow. After that, more and more people gradually begin to perceive the novelty. Further, their number will reach a peak value, and then the percentage will decrease as the number of consumers who have not yet accepted the product (service) decreases.

In the process of perception, personal influence plays an important role, i.e. the effect that a statement about a product or service of one person has on the attitude of another, on the likelihood of making a purchase. Regarding the novelty, the most significant personal influence is at the evaluation stage. It makes a greater impression on the "late followers" than on the "early" ones. In situations that involve risk, personal influence is more effective than in situations of safety.

Keywords: *Innovation, decision-making process, consumer behavior, innovative products, effects on consumer decisions, marketing, luxury branding*

TÜKETİCİ KARAR VERME SÜRECİNE ÜRÜN YENİLİKLERİNİN ETKİSİ

ÖZET

Bu çalışma, özellikle yenilikçi ürünler piyasaya sürülürken tüketici karar alma sürecini değerlendirmeyi amaçlamaktadır. Tüketici, bir ürün satın almadan ya da satın almadan önce daima bir karar verir. Tanıdık bir şirkete dönüşmesi veya yeni bir şirket seçmesi önemli değil. Her durumda satın alma kararı, ön bilgilerin toplanmasını ve analizini içerir.

Tamamen yeni bir ürün denemeye istekli olmak da dâhil olmak üzere insanlar birbirlerinden önemli ölçüde farklıdırlar. Her alanda, hem "öncüleri" hem de ilk takipçileri var. Geri kalan tüketiciler genellikle daha sonra herhangi bir yeni ürünü algılarlar. Bu, pazarlamacıların tüm müşterileri duyarlılık derecelerine göre sınıflandırmasını mümkün kıldı. Başlangıç genellikle yavaştır. Bundan sonra, giderek daha fazla insan yavaş yavaş yenilik algılamaya başlar. Ayrıca, sayıları en yüksek değere ulaşacak ve daha sonra ürün (hizmeti) henüz kabul etmemiş olan tüketici sayısı azaldıkça yüzde azalacaktır.

Algılama sürecinde, kişisel etki önemli bir rol oynar, yani bir kişinin bir ürün veya hizmet hakkındaki bir ifadesinin bir başkasının tutumu üzerindeki ve bir satın alma olasılığı üzerindeki etkisi. Yenilikle ilgili olarak, en önemli kişisel etki değerlendirme aşamasındadır. "Erken takipçiler" hakkında, "erken" olanlardan daha büyük bir izlenim bırakıyor. Risk içeren durumlarda, kişisel etki güvenlik durumlarından daha etkilidir.

Anahtar Kelimeler: *Yenilik, karar alma süreci, tüketici davranışı, yenilikçi ürünler, tüketici kararları üzerindeki etkileri, pazarlama, lüks markalaşma*

1. INTRODUCTION

Innovation is a novelty or innovation that is the final, previously never applicable, product of human creativity. It should be noted that the innovative product can affect any sectors of the economy, since its main purpose is to improve or improve the quality of life of the population. That is, the main requirement that applies to an innovative invention is the complete originality of the embodied idea, with its further realization in completely new products or technological processes.

Innovation is an innovation implemented with high efficiency. It is the end result of human intellectual activity, his imagination, the creative process, discoveries, inventions and rationalization in the form of new or different from previous objects. They are characterized by the introduction to the market of completely new (improved) products (services) of human intellectual activity, having a higher scientific and technical potential, new consumer qualities, which, in turn, in turn become the object of improvement.

The final product created with the use of one or another “innovative” solution, after appearing on the market, as a result, represents a typical product with a set of value and consumer characteristics. The innovation built into it is automatically transformed into market competitive parameters and ceases to have any significance. Such a product will be evaluated according to the degree of satisfaction of consumer needs, advantages over peers and price-performance ratio.

An innovative product is the result of an innovative project, research and (or) experimental design, and it has the following properties: it is the realization (implementation) of an intellectual property object, it has state security documents (patents, certificates), the development of a product increases the domestic scientific, technical and technological level. The decision on the qualification of the product as an innovation is made based on the results of the examination.

Innovative invention is an invention in one or another field of activity. Some of the best inventions were simple innovations of previous works that existed. Many

innovative inventions were discovered in response to the need for a society or business. For example, Eli Whitney invented the cotton-gin cotton ginner in order to improve its business and speed up production.

Innovation is important for our development, both society and personality. Innovative inventions express the creativity of their creators and the resulting innovations can be used by many. The benefits associated with inventions, as a rule, are positive and innovations are beneficial for the advancement of mankind. Innovations and inventions can be in any field or discipline and then true innovations develop the world.

The innovation process is the process of consistently transforming an idea into a commodity that goes through the stages of basic and applied research, design development, marketing, production and marketing.

However, innovation processes are often complex and difficult to manage. This model shows which stages in the life cycle of innovation are the most important and what managers need to pay attention to in it in the first place.

The choice of the best alternative is a comparison of the advantages and disadvantages of each alternative, as well as an analysis of the likelihood of their use. For comparison, it is advisable to have a set of standards or evaluation criteria. Often the result of choice becomes a compromise option, which includes the qualities of several alternatives. In the modern dynamic external environment in which organizations operate, the level of risk should be taken into account (for example, choosing not the most profitable option, but the one that will ensure the implementation of innovation with the highest probability of success).

According to analysts, one of the main reasons and at the same time a source of innovative ideas are market needs. So, T. Kono claims that 72% of all ideas that are successfully implemented on the market are stimulated by demand.

Picky consumers force the manufacturer not only to raise the quality standards of products and services, but also to change models, improve their design, create new ones. The results of a number of economic studies confirm that on average, out of 100 successfully implemented innovations, about 75 are a response to the needs of the consumer (market, order from the government, production needs of the

manufacturer) and only 25 innovations are the result of the introduction of new technical ideas that have arisen in the process R & D.

2. LITERATURE REVIEW

Customer reaction to the innovative product purchase; by purchasing an innovative product, a consumer may feel satisfied or dissatisfied with the purchase. The degree of satisfaction with the purchase is determined by the ratio between the expectations of the consumer and the perceived properties of the product. If the product meets the expectations, the consumer is satisfied, if it exceeds them, then the consumer is very satisfied, if it does not meet them, then the consumer is dissatisfied. Satisfaction with the product will be reflected in the subsequent consumer behavior. If satisfied, he will probably buy the product next time. A satisfied consumer tends to share good product reviews with other people. Dissatisfied consumers may stop purchasing this product in the future, express their unfavorable impression of it to friends and acquaintances, and go to court. If the consumer adapts the product for use in some new purposes, then the seller should be interested, because this circumstance can be beaten in advertising. If the consumer puts the goods in reserve, almost does not use them or gets rid of them, this means that the goods are not very happy with it. It is also interesting how the consumer will get rid of the goods. If he sells it or exchanges it, it will reduce the sales of goods.

2.1 Consumer Decision Making Process

2.1.1 Consumers and consumption concept

All the individuals need in the part that covers their entire life from birth to death, mostly for the help of others. A bunch of favors are available to help to meet one's needs both financially and spiritually. The concept of consumption was also appeared in this way. This means, the relevant concept is formed as a result of demand to meet consumers' needs. A consumer is, by definition, a person who purchases goods and services at a specified price to meet their needs (Mucuk, 2001, pp. 75-76).

Before discussing the concept of consumer, it is necessary to talk about the existence of two different consumer types. The first is the individual consumer and the other is

the organizational consumer. The Individual Consumer consists of the consumer himself and the people who buy products and services for their immediate surroundings. The Organizational consumer is a community formed by the purchase of products and services with the aim of achieving the organizational purpose of certain profit-intentional enterprises, public institutions and other organizations within the scope of the organizational consumer (Okumuş, 2013, pp. 5-7).

The individuals must be able to meet their needs in order to survive. The fulfillment of these needs is realized through consumption action. Consumption is defined and used by people to meet the needs and desires of manufactured products and services (Karalar, 2007, pp.18).

Consumption has emerged today in order to satisfy more psychological needs. Consumers are making purchases to benefit from the symbols and images, instead of meeting the needs of products and services carry. The fact that product image and symbols together with their level of satisfaction is a frequent action in the society in recent days. Famous sociologist and author Robert Bocock describes the modernized state of consumption; Consumption affects the ways in which individuals are now who they are, who they want to be, how they are interested and their sensitivity. Therefore, consumption should be considered not only as a single phenomenon but also as psychological, cultural and social phenomena (Bocock, 1997, pp.8-12).

2.1.2 Consumer behavior concepts and specifications

Of course, one of the most important concepts in terms of marketing is consumer behavior. Businesses, especially those affecting the success and failure of marketing, must be well-analyzed by businesses. All marketing decisions are based on consumer behavior and assumptions. With an increasingly fierce competitive environment increasing day by day, consumer behaviors must be well observed in order to sustain the existence of businesses in the tough market conditions. While all decisions taken by the consumer personally guide his life, he also influences some economic decisions. These are how the products will be produced, and how the income will cover their needs, and how the savings will be evaluated (Bakırcı, 1999, pp.14-17).

Consumer behavior encompasses the processes of who will buy or not buy what products and services, how, where, and when. The decision-making processes can affect these activities which include physical activities such as evaluating services

and products, searching for products, purchasing, using and disposing of products which people may consider to be able to address their own needs or others' needs.

When examining consumer behaviors, businesses need to consider some assumptions and characteristics. It is possible to define the behaviors of the consumers in seven articles. According to this, consumer behaviors (Barış & Odabaşı, 2002, pp. 28-31):

- It is a dynamic process.
- It is a form of motivated behavior.
- It is formed by the combination of various activities.
- Show complex and timing changes.
- Engaged in various roles and behaviors
- Dynamic landscape is affected
- It is not specific to the person but varies.

2.1.3 The factors affecting consumer behaviors

Due to the economic crises that emerged with the globalization and the competitive environment that it brings with it, the so-called consumer for businesses is gaining importance every day. Every human being is a consumer. Desires and wishes of consumers, who are the focal point of marketing, are changing day by day. Businesses need to increase several research and development activities to learn about these changes and developments. Being satisfied with the consumer in modern marketing is a very important action. In order to increase the satisfaction of the consumers, it is necessary to know the consumers well and to analyze their needs well.

Consumer behavior studies investigate how consumers perceive these consumptions while consuming resources such as money, time and energy. It explores what individuals buy, why they buy, how they make purchases, when they buy, where and how often they buy it (Kanuk & Schiffman, 1987, pp. 5-7).

While not a model that explains the behaviors of consumers in all aspects, a common feature of existing models is that the behavior of consumers is affected by a number of factors. The purchase action differs according to many factors. We can list these in the main headings as follows (Çakır & Usta, 2010, pp. 87-89):

- Personal Factors

- Psychologic factors

2.1.3.1 Personal factors

The behaviors of the consumers are depending on the gender, age, income level, marital status, occupation and lifestyle of the individuals. One of the personal factors is gender which is the most important characteristics that affects consumer purchasing behaviors. According to the product variety, men are more likely to buy, but women who are accepted by the whole world as to shop more frequently. Especially when it is categorized as health and personal care and clothes shopping, it seems that women are shopping more. As a result, many brands are advertising ads for women. Another reason for the high rate of women shopping is that the women usually perform both home and personal purchases themselves rather than men (Olgun, 2014, pp. 47-48).

Another personal characteristic that affects the behaviors of the consumers is the age of the individual. There is a specific need for people of a certain age, when the age change is seen, the need for these needs is diminishing or vice versa. The age factor also changes people's purchasing behavior, especially the fact that people over the age of 25 are present in business life and deriving profit and reflecting their economic freedom. In this case, people have an extra consumption need, and they are making a purchase action to compensate them (Olgun, 2014, pp. 47-48).

Changes in the level of income affect the behavior of consumers. The low purchasing power of people with a low-income level has led to restrictions or savings on their needs. On the contrary, due to the high level of income, the purchasing power of the people is increasing and they are making purchases together with the good deeds of their needs. The increase in income level causes consumers to prefer products with higher image quality or higher price products in their purchases (Parlak, 2010, pp. 57-59).

Assuming that the income levels of those with a high degree of profession are high, it is thought that the purchasing power will be higher and the needs will increase in the same way. At the same time, the marital status of the people also affects their consumption behavior. The needs of an individual living alone are not the same as those of a married individual. It is known that an unmarried person has less need than a married person.

Individuals' occupations and marital status also affect consumer behavior. Assuming that the income levels of those with a high degree of profession are high, it is thought that the purchasing power will be higher, and the needs will increase in the same way. At the same time, the marital status of the people also affects their consumption behavior. It is known that an individual who is married to the needs of an individual living alone has less need than the person who is married with no need.

2.1.3.2 Social and cultural factors

One of the main factors affecting the behavior of consumers is the social and cultural factors affecting the individual. These factors include; family, social class and cultural values. The family structure, social status and cultural values that individual affect not only the whole life but also the consumption behavior.

Culture has a broad definition and consists of material and spiritual values that a society possesses. Every individual life in a certain society and has the values of this society. Together with this society, our values judgments, behaviors and preferences are shaped. In fact, each culture is made up of subcultures based on shared experiences and defined as groups of individuals with a common value. Sub-cultural groups determine the religion, nationality, race and geographical region of the people. When we examine culture as consumer behaviors, people with different cultural values can have different needs. For example: two individuals who live in the same city but who have different cultures are heading to different departments in a similar store; they can buy different products without any similarity to each other when choosing a product according to the patterns, models and prices that express themselves. In this context, businesses need to classify and price products, taking into account the cultures of the communities and subcultural values of the collective. In this way, consumers are required to purchase products or services to meet their needs (Öztrak, 2012, pp. 57-61).

Family structure is another factor affecting consumer behavior. The values and judgments in the family the individuals create the list of their needs and perform the purchasing process in order to cover these needs. In addition, the social status of the people affects this behavior (Parlak, 2010, pp. 63-66).

2.1.3.3 Psychological factors

Perceptions, motivations, beliefs and attitudes of people affect consumer behavior. These personal and non-personal factors cause changes in purchases by affecting the consumption behavior of individuals. If we define these factors in turn, motivation is a mood that directs the behavior of the persons and gets the person started, which is a causal process behind the behavior of the people. If people do not meet their needs, it will lead to a feeling of restless and unhappy feeling and cause a pressure surfacing. It is also referred to as the motive in the case where they can consciously pursue their goals in the event of a pressure impulse, in which tools and methods they can meet their needs. Businesses must start marketing efforts to analyze the motives of individuals in a good way and to direct these motives (Parlak, 2010, pp. 60-62).

2.1.4 Consumer purchase process

Consumption used to satisfy the needs of individuals for the benefits of economic products and services is an act performed for each individual. Before the consumers can buy a product or a service, some emotions must occur. These feelings and situations are explained below under the headings. People get a product or service because they are in need of (Erdem, 2006, pp.112-115).

2.1.4.1 Problem recognition

The first steps of the purchasing process of the consumers are the need to come up and overcome this need. The need is to recognize the lack of things and to cover them. The needs of people are different. The person's need arises when the product or service in the person's hand is exhausted. We can give another example of behaviors that arise from the fact that the person who consumes the milk every day does not realize that there is no milk left in the refrigerator. As a further need, we may give examples of the need for a new product together with the dissatisfaction with the current product we use, the product change as a result of not finding the desired result in the shampoo we use, the materially changing conditions and the limitation of the products consumed by the unemployed person (Koç, 2012, pp. 40-47).

2.1.4.2 Search and evaluation of alternatives

Once the consumer has determined his or her need, will go through an alternative search process to get this need. At this stage, consumers begin to explore the sales points, product types and features of the alternatives, price and payment conditions. The consumer must have enough knowledge to make the right choice. The search for alternatives may be a period that is long or short compared to the product and service. For example; the consumer who will buy the bread may be able to choose among a few ovens in a short period of time, or it may be longer when he or she chooses a product that may be different or appreciated (Arpacı, 1994, pp. 37-43).

When an alternative is evaluated, it first looks for answers to the question of what advantage that product has in relation to other products and whether it can answer all of its needs. As a result of the evaluation, consumers will be able to complete this stage by choosing the product and the brand which provide the most suitable and the most satisfactory to them (Korkmaz, 2006, pp. 44-46).

2.1.4.3 Making procurement decision and procurement

To evaluate all the alternatives, consumers come to the stage of making purchase decision to buy. If the result is negative when you evaluate the alternatives, the purchase of the service or the product is not realized at this stage. If positive, it determines when, how and where to buy the product, what the color of the product is, pattern, and quantity will look. When it comes to this stage, the responsible, who work in the product store, are informing the customers to make decisions easier. At this stage, the knowledge of the responsible and the persuasive features can of the responsible can shape the purchase (Yükselen, 2013, pp. 130-136).

2.1.4.4 Evaluation of after-sales consumption

Consumers complete all stages of the purchasing process and switch to the evaluation phase of the products they buy. At this stage, they evaluate whether the product purchased is satisfactory, whether it fully meets its needs, and whether the benefit offered by the product is provided. Accordingly, they will exhibit a positive or negative attitude towards the product. In case if the attitude is positive besides the consumer will continue to use that product also the product will be recommend to his or her environment. On the contrary, it will have a negative impact on the product,

making no further purchases of the product, but having an impact on other consumers by making negative comments about the product (Yükselen, 2013, pp. 130-136).

The opinions and feelings of the appraisal stage that emerged at the end of the procurement process of the consumers are very important for marketing. The comments made by the consumers about the product are highly influential to the brand's image. Therefore, producers must be able to deal with any negativity that may occur (Mucuk, 2006, pp. 87-90).

2.1.5 Consumer differentiations during decision-making, effect of digital marketing tools

2.1.5.1 Traditional marketing

As the main objective of traditional marketing is to keep the product sales and profit high, the customers' purchase histories and information are not taken seriously into account. In traditional marketing, where focus is only on sales, product characteristics are emphasized instead of customer value. The traditional marketing method, in which customer service is given less importance, has changed over time and has led to the formation of certain stages. The stages in traditional marketing are as follows (Akar, 2015, pp. 19-22):

- At this stage, the Second Moment of Truth begins, and recommendations are made about the product, positive / negative comments and recommendations are made to the immediate environment
- Consumer sees the product ad and is affected by the product (stimulus)
- If there are people who use the product, they get their ideas (word of mouth)
- As a final step, the consumer starts to use and experience the product. At this stage, the Second Moment of Truth starts, and the experience and positive/negative feedback on the product is recommended to the immediate environment.

In other words, this process takes place in three stages; in the first stage, it is decided whether we need the product we have seen in the advertisement, then go to the store with a positive result and afterwards the product is taken from the shelf and testing to see if the promised results are received which we have seen in ads. Here, alert

constitutes the first stage, “shelf” constitutes the second stage and the last stage is “testing”.

2.1.5.2 Digital marketing tools

In today's rapidly developing technology affected our purchasing habits as well. According to a report of Turkey Statistical Institute (TSI) in April 2015, the proportion of individuals using the Internet in Turkey has reached a rate of 55.9%. This ratio has reached 42% in the world. These figures allow us to conclude that one in every two people uses the Internet widely. The fact that the internet is so widely used has caused some sales and marketing tools to be digitalized and appear on the internet. Nowadays, the most widely used digital marketing tools are social media, considering the increase in the number of users of social media. As of January 2015, the total number of internet users, which corresponds to 42% of the world's population of 7 billion 210 million, has reached 3.010 billion. At the same time, about 2.078 billion people of the number of internet users are actively using social media. Considering these data, new approaches in marketing and the emergence of new marketing types have become inevitable. The following are the definition and uses of digital marketing tools commonly used (Köksal, 2012, pp.32-33).

2.1.5.3 Social media platforms

Today, considering that 29% of the world's population is actively involved in social media, it is inevitable to see social media platforms as an effective marketing tool. The increase in the number of Internet users and the emergence and use of new social media platforms and the fact that they affect many sectors have led to a transformation in sales and marketing methods. The fact that social media is becoming the living space for the people born after 1980s and 2000s, which is defined as Y and Z generation, have started to be used in marketing in order to reach this target group. Social media has become an important digital platform that makes life people's lives easier, with much more practical access to information. Consumers sharing their brand experiences using social media platforms have also led to the emergence of new professions. The most widely used social media platforms are as follows (Köksal, 2012, pp. 32-33):

- Blogs: One of the oldest actors of social media is blogs. While blogs are the means of communication for institutions and individuals, they are web-based publication tools where people share their ideas, thoughts and experiences. In blogs where sharing and participation are high, there is always an interactive communication with the blogger and the participants and followers. It is quite common corporate blogs as well as personal blogs. In order to ensure continuity and practicality in their communication with their current consumers the businesses open blogs and use them actively. Corporate companies publish their innovations, current news and campaigns through their blogs through these channels. The main thing here is that the company shares own the product and the contents of its product. In addition, businesses do not make their advertisements open to consumers on their blogs by keeping their identities secret and commenter commending their product in order to affect the consumers. When we examine the most basic features of blogs, it is primarily based on continuity. Current events, a new fashion stream or the use of a new product can be written instantaneously comments, the main reason why blogs are updated is the expectation of frequent update readers. It is very important that visitors can easily comment on a shared post and easily communicate with the blogger. Another key feature in blogs is transparency. Unlike business websites, a transparent and informal process is monitored. Accordingly, visitors and readers expect the blogs to be transparent and impartial. The blogs written in a simple language are always more intimate, which allows the reader to understand more easily. Recently blogs and bloggers have become so popular and the number of items that cause an increase in number is possible to sort as follows (Akar, 2011, pp.49-52):

  - Practical and easy to use
  - It can be done easily or free of charge
  - No special software needed
  - Content update can be done easily
  - Instant delivery of new shipments to users via RSS
  - Easy commenting
  - Easy and practical dual communication network

- Microblogs: the most popular microblogs used on social media platforms that allow users to share limited number of characters and content. Recently in our country is widely used and many people are actively sharing is Twitter that allows to share 140 characters in the writing. It is possible to list Tumblr, Twitpic, Plurk, which are frequently used and shared by a certain age average, which are allowed to share certain characters and images. The main features of microblogs are as follows: (Holotescu & Grosseck, 2010, pp. 2-5):

  - Provide various formed communities with different topics, for example: uniting around a current topic of the day and making that topic the top trend topic of Turkey and most talked topic of the world.
  - Creating an environment where ideas and thoughts can be discussed quickly.
  - Introducing and grouping people with different cultures and thoughts
  - Creating a platform where feedbacks could be easily and practically provided

- Social Networking Sites: One of the oldest communication tools among social media platforms is social networking sites. It is possible for the people to be able to connect and make friends without any character limit. In social network, people create their own profiles, share their picture albums and reach many people. Personal information is usually included into the profiles. Especially Facebook, came up in the mid-2000s is one of the most important social networking sites. In 2015, the total number of users reached 1.25 billion (http://venturebeat.com/2015/04/22/facebook-passes-1-44b-monthly-active-users-1-25b-mobile-users-and-936-million-daily-users/, 2016, 1-4). Facebook allows not only people to connect with each other on their social networks but it is also possible to upload and share the video, image and texts.

- Video Sharing Sites: The video sharing sites, which are used for visual broadcasting in social media and are very useful for individuals and institutions, are open to millions of people for usage and billions of people watching. The most popular and biggest player in this market is YouTube. It is also the second largest search engine in the world. This platform, which allows videos to be downloaded and watched free of charge, is also a cost-effective advertising delivery tool. The fact that it is spreading very rapidly around the world has caused millions of people to use the shared images as simple and sincere content sharing. Thanks to YouTube, the free

video distribution channel, it addresses many segments with easy way to make the videos that users upload to the system, to make positive or negative feedback and to make evaluations.

At the same time, YouTube, the content producer, is able to publish advertisements of businesses to which consumers agree, and facilitates downloading them to other social networks along with published viral ads. On YouTube, users share content with their channels and increase the number of subscribers and gain a certain amount for each video they publish (Köksal, 2012, pp. 38).

- Podcasts: are video or audio files published on the Internet. Usually, published in series; It is composed by radio programs and videos. The biggest feature of podcasts is that they have a format that can be played on a computer or any portable media player. In this way, it can be watched or listened at any time. At the same time, replaying or listening can be carried out or after the devices are installed allows viewing and listening again without Internet (Köksal, 2012, pp. 39).

2.1.5.4 Mobile marketing

Today, with the widespread usage of cellphones and the production of phones with new features integrated with technology from day to day, it has become an integral part of our lives. With the continuous development of mobile technology and the widespread usage of the Internet, many people began to make most of their actions via mobile devices. Especially with the widespread use of mobile phones nowadays, a new marketing field has been created. According to the report of Information Technologies and Communications Authority by the end of December 2015, penetration rate in Turkey corresponding to a 94% which means there is existing nearly 74 million mobile subscribers (ICTA 2015 Report, 2015, pp. 38-39). With the introduction of mobile telephones in the early 1990s in our lives, the mobile sector has developed very fast. By installing a new feature on mobile phones every day, it reduces our social commitment by increasing our loyalty to mobile as well as facilitating our lives. Today, we make many transactions via mobile phones. As in all sectors, technology has been widely used in the cosmetic sector. Recently, the person who wants to buy a product can buy the product without even going to any store and can even try the product. With the development in mobile phones, we can try the product on our own face with the application of make-up applied to the phone, as

well as other makeup materials that accompany it. In addition, these products can be purchased through mobile applications again. This widespread usage of mobile sector has also affected the marketing activities of the enterprises and caused the mobile marketing activities to start. According to this, businesses that reach their customers with instant information, text messaging and multi-media services also carry out their marketing actions through applications that are recently installed on mobile phones (Çapraz, 2015, pp. 31-39).

2.1.5.5 E-mail marketing

As the Internet is a part of our lives, the total number of internet users in the world has reached 3.5 billion and this number is increasing day by day. (http://www.internetlivestats.com/internet-users/, 2015, pp. 1-3). With the intensive use of the internet, we have made many actions in our lives through the internet. Due to the evolving and expanding network, marketing companies are now on the internet and have taken their places in this environment. E-mail marketing is one of the most effective marketing methods especially for e-commerce sites in order provide information about their products and to make the customers be aware of daily campaigns. In traditional marketing, it is very difficult to measure the effectiveness of the brochures delivered to customers' addresses; however, it is possible to see the opening rate of the e-mail sent, who opened it by whom and from whom the list has been removed and it is possible to take action accordingly. At the same time, it is possible to improve the performance of the mail sent by today's advanced automation tools by drawing the subject to the test. This system, which is very cost-effective, also attracted many enterprises due to its ease of use and led it to use it (Okay, 2011, pp.38-40).

2.1.5.6 Content marketing

Today, the biggest factor in the fact that consumers are gradually losing interest in traditional marketing is the development and use of the Internet. This has caused people to spend more time on social networks and to use many transactions over the internet. People are now following brands in social networks that create a value, inform them about the topic they are interested in, attract interest, provide benefits, respond to their needs and desires and participate. Content marketing means that consumers are constantly and invaluably presenting content that they are interested in

and are curious about. The purpose of Content marketing is to keep the consumers who reach the content through a brand content under the communication and to make use of all services of the brand. Content marketing is done through specific tools. One of the most powerful tools is blog posts; in this study, which is made jointly with bloggers who share blog posts on specific topics, consumers are informed objective comments. (http://markaokulu.bilgi.edu.tr/icerik-pazarlamasi-nedir-murat-sanlidilek/, 2016, pp.1-10).

Another method that brands apply in this area is to create unbranded blogs about the topics that consumers are interested in, want to get information about, and wonder about, useful, up-to-date and fun content that will add value to their lives. Unlike brand websites, the contents of these platforms are not directly related to the promotion of related brands and products; they are created in such a way as to be the natural source of answers and inspiration for the subjects that they are interested in or wondered about. In this way, blogs are not directly associated with a brand at first glance and have a strong impact on the consumer and create a positive impact on decision-making. As an example, www.sacintarzin.com blog site is the unbranded platform of the world-famous TONI & GUY brand; inspiring, helpful and up-to-date sharing on topics such as hair, make-up and fashion. In addition, while doing this task, consumers can use the TONI & GUY products in order to get the look they want as they are described in these shares. Www.makyaj.com which is created by L'OREAL, stands out as the most successful example in this area from the colorful cosmetics sector and is becoming the number one content platform for women who want to get information about make-up. There are lots of information, visual, video, application examples about make-up and style in the site and L'OREAL products which are suggested to be used are included in the content and are in direct sales. (https://www.poligoninteractive.com/icerik-pazarlama/icerik-pazarlamasi-nedir/, 2015, pp.1-9).

Video has become perhaps the most powerful content marketing tool in today's world thanking in recent years, the development of internet infrastructure, mobile device penetration as well as factors such as the information in a fast, easy to understand and interesting form with the effect of other content types that provide a higher interaction. According to Cisco estimates, by 2020, 69% of consumer content will be comprised of video content. In addition to the video, the content of the photo content

is one of the examples of content marketing that we have seen on social media platforms recently. In order to be successful in content marketing, first of all, it is necessary to determine the target audience correctly and to make useful and engaging shares as well as to plan what the content will be and when it will be published (http://www.theguardian.com/small-business-network/2014/jan/14/video-content-marketing-media-online, 2016, pp. 1-11).

Another benefit of content marketing to web sites is that it competes in long term searches in search engines to provide access to the site. Users search the questions in the minds on search engines and as a result, they visit the site by clicking on the results they see. This provides serious benefits to the sites in terms of traffic and also increases the ranking of the site in search engines.

Today, the biggest factor in the fact that consumers are gradually losing interest in traditional marketing is the development and use of the Internet. This has caused people to spend more time on social networks and to use many transactions over the internet. People are now following brands in social networks that create value for themselves, inform them about the matter they are interested in, attract their interests, provide benefits, and respond to their needs and desires. Content marketing means that consumers are constantly and invaluably presenting content that they are interested and curious about. The purpose of content marketing is to keep the consumers who reach the content through the brand's communication network and to make use of all the services of the brand. Content marketing is done through specific tools. One of the most powerful tools is blog posts; In this study, which is conducted jointly with bloggers who share blog posts on specific topics, consumers are informed by making objective comments (http://markaokulu.bilgi.edu.tr/icerik-pazarlamasi-nedir-murat-sanlidilek/, 2016, pp.1-10).

2.1.5.7 Search Engine Marketing (SEM)

Before the description search engine marketing or the abbreviation of the definition in English SEM which is commonly used the search engine we need to define the search engine firstly. The search engine is the research mechanism used to search for content using the internet. Users match the information they are searching for by using keywords to the appropriate web page. It is the mechanism by which the user obtains the appropriate information by searching the information and records closest

to the result as output. Today, the most widely used search engines: Google, Yahoo, Yandex (Rowley, 2000, pp. 25-27).

Google's search engine is the most widely used search engine in our country, the name of the search engine ads is the Google AdWords application. With the help of this system, in addition to the search results, advertisements can be published in web pages. YouTube ads are also managed through this platform.

Systems such as Google AdWords work with a single-fiber system. In addition to the cost per unit given in this system, the quality of the advertisement is also important. In this way, a website that is more relevant to the ad and the website may be ranked higher in search ads with less cost than an unrelated website. This system operates at a cost-per-click (Qatar, 2010, pp. 150-166).

In addition, display ads on websites can also be managed through Google AdWords. These ads are charged at cost-per-click. Exceptionally, YouTube charges ads per view, in which case the user's ad will be charged at 30 seconds if it is more than 30 seconds and if it is less than 30 seconds the user will be charged if it is watched until the end. This makes YouTube more measurable and effective comparing to TV channels (Gökaliler, 2010, pp. 150-166).

In recent years, widespread use outside of Google search engine Yandex has been used in Turkey with a market share of 4%. Yandex's ad service Yandex Direct can also serve ads in search results. Bing search engine ads used more in the United States is not currently open in Turkey.

- Search Engine Optimization (Search Engine Organization / SEO)

Search engine optimization is the name given to all of the in-site and out-of-site arrangements that should be made for the presence of websites in the search engines when users perform a search. Google advocates that website owners should take care of the users in the search engine optimization. That is why the speed and content of websites are critically important in search engine optimization.

The bots of search engines visit web sites periodically to scan the pages and their content on the sites. As a result, they determine which results are more relevant to the search engine, and this will ultimately lead to the page. Therefore, the primary goal

in search engine optimization is to ensure the bots to visit the website and to find the relevant pages easily.

The proper functioning of the technical structure on the websites is essential for these bots to find the right page. Apart from technical regulations, content is one of the most important factors for search engine optimization. Search engines expect websites related to a topic to host all relevant content. This way they can offer the right pages for these users. For this reason, web sites, recommended for themselves, all the content and questions related to their web sites must be kept back within websites (Gökaliler, 2010, pp.170-172).

Larry Page and Sergey Brin's algorithm sites during the years Google was released as a thesis were based on the ordering of links from other sites. This algorithm is now evaluating websites in a more advanced manner. The more relevant your website's home page and its content from other sites is, the better its ranking performance is. This shows us the importance of creating shared content while generating the content. Because social signals are also considered as links, if a content is shared too much on Facebook, the rankings are also higher (Gökaliler, 2010, pp.170-175).

2.1.6 New versions and changes during consumer decision-making process with digital transformation

2.1.6.1 Changes in consumer decision-making process

With the developing technology, many things have begun to change in our lives. It is almost impossible to keep up with the rapidly developing technology and not to benefit from all the developments. In particular, the rapid development of social media since the 2000s led our lives to a virtual world and caused faster interactions.

The marketing area has also had to follow the new trends with the traditional marketing under the influence of technological developments. Using almost all of the digital tools, a new marketing trend has begun. Recently, the use of a new term under digital marketing has become widespread. ZMOT (Zero Moment of Truth) "Zero Moment of Decision-Making" or "Zero-Moment of Decision" has become very popular. Along with the important role that digital marketing plays in the consumer buying process, consumers decide to explore the product in a digital environment before buying a product and decide whether or not to prefer the product. In

particular, as recently mentioned above, a new marketing potential has emerged due to the rapid spread of social media and the increase in the number of users. In order to benefit from all the benefits of social media, brands have started to work to draw an active profile and to reach their target audience through these channels and to attract their attention. In such a fast-changing environment, it has caused consumers to expect high expectations and expectations from brands and products (Lecinski, 2012, pp.11-19).

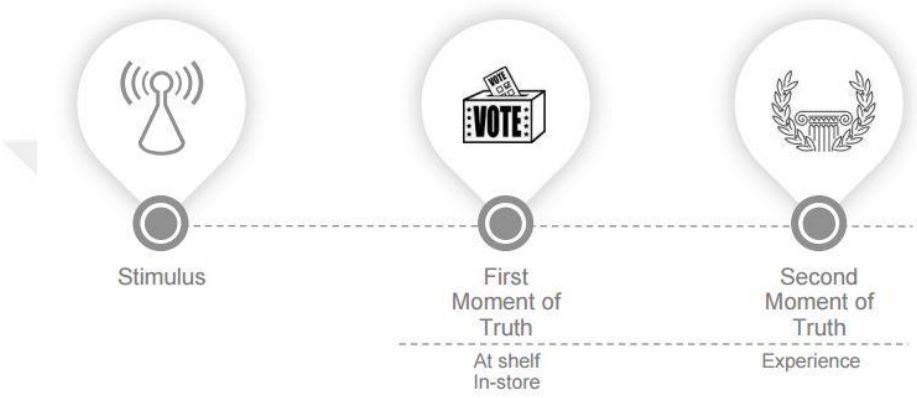

Figure 2-1: Traditional Marketing Strategy

Resource: https://ssl.gstatic.com/think/docs/zmot-voting-study_research-studies.pdf, 2016,pp.3

According to the picture in Figure 2.1, the main purpose of the traditional marketing was that the customer followed the advertisements, affected the product, went to the store where the product was found, and compared with other products and realized whether or not to buy / buy. That is: it was made up of three stages of arousal, shelf and experience. With the internet covering the vast majority of our lives, the consumer product has now started to go to the product line, and after reviewing the user reviews and application videos about the product on the internet, it has begun to complete the decision-making process in the purchase process (https://www.mediaclick.com/en/ blog / zmot-what-1-bolum, 2016, pp. 4-5).

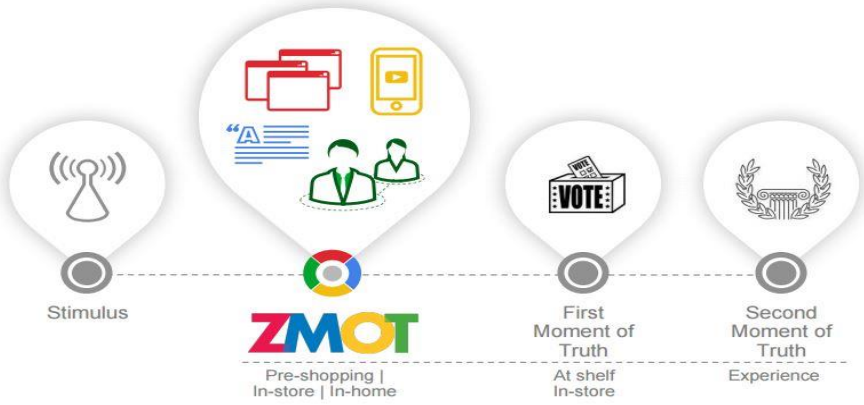

Figure 2-2: ZMOT

Resource: https://ssl.gstatic.com/think/docs/zmot-voting-study_research-studies.pdf, 2016,pp. 4

In Figure 2.2, the process of ZMOT is summarized. According to this, the consumer sees an advertisement, decides that he needs the product, that is, he is warned and then he conducts a research about the product with the help of the internet; about prices, similar product comparison, user reviews and the most appropriate selling point. In the third stage, by going to the appropriate point of sale, the product is provided with the help of the employees in the store. After purchasing the product, you can start using it and experience positive or negative on the internet; By sharing their experiences through forum sites, social media affects the decisions of other consumers that will buy this product, meaning the action of action is taking place (https://www.mediaclick.com.tr/blog/zmot-nedir-1-bolum, 2016, pp. 7-8) .

Especially in recent years, with the widespread use of internet-compatible phones, consumers can easily access many positive and negative comments about the products at the time they want to shop, and at the same time, they share comments on many social and forum sites and this has caused marketing to gain a new opinion. A person who buys a product performs his SMOT (Second Moment of Truth) action by sharing his experience on the Internet, which is his or her ZMOT with someone else reading them (http://www.campaigntr.com/2012/08/ 02/16441 / your-smot% E2 80% 99un-my-zmot% E2 80% 99um% E2 80% A6 /, 2016, pp.1-3).

In 2005, Procter & Gamble, Google and certain agencies in their research; In the store where customers go to buy a product, it was revealed that the moment of decision making in the product purchase process was between 5 and 8 seconds. For

this period, the First Moment Of Truth was named as the First Decision Moment, and businesses began to make their strategic plans to increase their sales according to FMOT. ZMOT concept, as mentioned before, the advertising product is searched on the internet and the decision making process is completed (https://www.mediaclick.com.tr/blog/zmot-nedir-1-bolum, 2016, pp.6).

When we summarize the new version of the consumer buying process; Firstly, the consumer is affected by the advertised media in the media, the product is researching the product on the internet, watching the product usage videos about the product, if there is a comment read them. Then, if the product has a web site, it is also doing the product review there, comparing the price of the product with the comparative research and determining the most appropriate point; Review of e-commerce sites, taking friend recommendations. After completing the purchase of the product after completing the product physically by going to the store. When you start to use the product, its use, content, pictures or videos positive / negative comments on the Internet; social media is starting to affect other customers who will buy the product by publishing them on forum sites. A visual review of Google ZMOT and McKinsey & Company's joint work is included in Figure 2.3 (http://www.smartinsights.com/marketplace-analysis/consumer-buying-behaviour/ what-influences-purchase/ , 2016, pp.1-10).

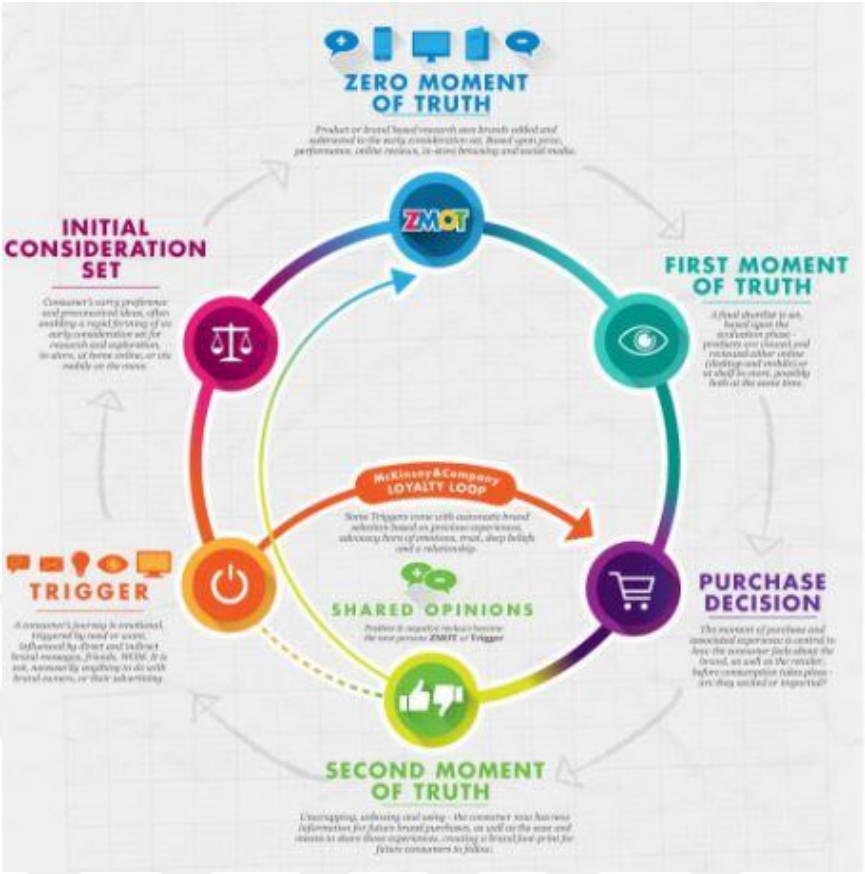

Figure 2-3: New model of consumer buying process

Resource: http://www.smartinsights.com/marketplace-analysis/consumer-buying-behaviour/what-influences-purchase/, 2016

2.1.6.2 Consumer decision-making differences with digital transformation

The rapid change and development in technology has caused people to gradually adopt and make them part of their lives. This rapid development in technology affects all sectors in the economic world. The affected sectors have begun to use technology in all departments of businesses to turn technology into their own advantages. Especially after the 2000s with the rapid progress of technology and the widespread use of digital platforms and attracted many users have begun to be interested in these areas.

With the advancement of technology, internet usage has increased and became widespread; it has changed the traditional methods in many sectors and focused on digital platform. In addition, the introduction of shopping in electronic environments has led to the creation of new concepts in our lives. Along with the digital

environment that affects the lives of consumers, faster and more diverse product expectations have been created and these expectations have been met.

Together with communication technologies, there have been quite a lot of changes in the lives of individuals, both normal and virtual. Together with the digital environment which has a great impact on the habits and decisions of the individuals in their daily lives, individuals can share their ideas and experiences on these platforms and reach to millions of people but also affect many people. With the digital platform, which has many positive aspects in terms of businesses, enterprises have started to benefit from the advantages of the digital platform in such a way as to reach a wider audience, communication with the customer easily and practically, and decrease in costs and time. Especially in terms of marketing of social media reaching millions of users in the internet environment, it has very attractive customer potential. The use of traditional marketing channels on a platform with such a large volume creates a high cost, but also leads to a loss of time.

In the period before the digital transformation, consumers explain the decision-making process; he was using stages to realize, think and buy. However, as consumers have shared their experience with the products and services they purchase through social media, both with the producers and with potential consumers in social media, a new phase has been added to the above stages. The most important reason for the digital change in the market that leads to the reshaping of marketing is the fact that consumers can express their positive and negative comments objectively in digital channels and can affect the target audience of the products and lead to a change in the purchasing decision processes.

Especially in recent years, becoming a new profession blogger and video broadcasting vloggers have become widespread and the number of followers of blog and vlog writers increased the number of businesses as a new advertising tool to start using bloggers and vloggers. The promises made by the consumers in the advertisements, blogs and videos to make people more valued than those who make the product valuation with the blogger and vloggers have caused more popularity. At this stage, businesses and brands have taken to the point of collaborating with popular bloggers and vlog writers. Nowadays, when businesses are launching a new product, they want to send their products to bloggers and vloggers free of charge

before publishing their product ads, and to share their comments and experiences with their followers as content. In addition, famous brands and businesses, bloggers and vloggers to various product introductions, press invitations, fashion days by inviting many of these events have reached the cut and helped to create a sincere image in the eyes of the consumer (http://blog.hubspot.com/marketing/the-benefits-of-business-blogging-ht#sm.00000d4xx6zvjhcw2106tn2fy3di1, 2016, pp.1-12).

Especially by making an announcement through social media accounts in new product promotions and by organizing award-winning competitions, these awards are realized by publishing product shares on their pages among followers. Thus, the product is provided to many people. The most important thing that should not be overlooked when carrying out these actions is that the cooperation condition between the brand and the blogger / vlogger is transparent and does not lose its sincerity. The fact that bloggers and vloggers are in commercial agreements with brands to provide a revenue is often not a problem for their followers, especially when a person shares a product that she will not use for advertising only, and this may cause negative comments for her followers. It is important to be objective for consumers, it is very important that positive or negative comments can be made in product introductions or applications in order to create an intimate communication network with them. Although there are no laws on the objectivity of the advertisements made by people over the internet in our country, it is a serious practice in America where bloggers and vloggers are widespread. As soon as consumers understand that vloggers and bloggers who share products do not express their opinions, it causes negativity and loss of faith in the image of the person who publishes the product and product (http://www.reelseo.com/blogging-vs-vlogging/, 2016, pp.1-12).

Product demonstrations are generally video-driven, but short videos of other social media platforms; they also publish on Instagram, Facebook, Twitter and Snapchat applications that have become popular recently. Although they reach many people by using more vehicles, they cause an increase in brand and person awareness. With so much sharing on social media, new professions have emerged and the people who have fulfilled this profession have reached to a very high amount. The most well-known example is the famous blogger and vlogger Michelle Phan with a $ 84 million fortune. In 2005, he made many shares on the block he started to use and in 2007 he started publishing his first video. While he was just doing the presentation of the

products he used, he caught the attention of many people and his videos were watched by millions. In addition, the world famous cosmetics brand Lancôme has agreed with the brand's promotion ambassador. In 2012, he signed a $ 1 million deal with Google, the world's largest search engine, to produce 20 hours of exclusive content (http://recode.net/2014/10/27/michelle-phan-YouTube-star-to-startup - founder /, 2016, pp.1-20). Although there are many bloggers and vloggers in our country, the most well-known are: sebibebi, itsmeduyguxoxo and Merve Özkaynak. These people, who reach millions of people through all social media, also change the buying behavior of consumers and create a new marketing model for the manufacturers. Before consumers went to the stores and tried the product, they started to create ideas about the products by using different channels on the internet, reviewing the published videos and product reviews. The positive or negative comments made on the internet cause the employees to be more sincere and realistic than the advertisers in the store or advertisements advertised by the celebrities. While consumers are buying a product with the references of store employees or their immediate surroundings, nowadays, with the development in digital environments, the person directly buys the product by taking the comments of the product he is researching on the internet search engine and taking into account the comments of the people who use the product. Therefore, many brands use the tools on the internet to analyze the comments of consumers and analyze what they want and what they need to create a marketing model.

2.2 Innovation

2.2.1 Defining the concept of innovation

Innovation, which derives from the word "Innovare" in Latin, means "to do something new and different". The Oslo Guide is at the forefront of international resources and defines innovation as: "An innovation is the realization of a product (goods or service) or process, a new marketing method or a new organizational method that is improved in new or significantly improved in-house practices, workplace organization or external relations" (OECD European Union, 2005, pp. 50).

Innovation according to the definition in the Turkish Language Association (TDK); "Innovation is to beginning using new methods in social, cultural and managerial environments to adapt to changing conditions" (http://tdk.gov.tr/?option =com_karsilik&view=karsilik&kategori1=abecesel&kelime2=%C4%B0#ust, 2015, pp. 29).

According to Schmookler, innovation, companies are making a fundamental difference for themselves when they create a new product, service or method. In order for this radical change to be regarded as innovation, the company must have done it before anyone does in marketplace (http://ifiriscisi.com/blog/inovasyon-tanimlari/, 2015, pp. 4). According to Peter F. Drucker (1985), innovation is an important tool in many areas, especially as it is an important tool in entrepreneurship, and in particular is an action that provides resources to keep the prosperity level high and to be at an efficient level in the industry (Adıgüzel, 2012, pp. 3).

It is not clear yet what exactly the concept of innovation, defined as innovation, actually means and what it incorporates. Although "innovation" and "invention" are used in place of the word of innovation, they do not provide a multi-component understanding. First of all, innovation covers the economic processes of firms. This process can be a product or a service (Kabatepe & Üstel, 2006, pp. 1-2).

Although there is no clear definition of the concept of innovation, there is a consensus that this concept has great importance today (Kabatepe & Üstel, 2006,

pp. 2).

2.2.2 Innovation concepts

First of all we are examining the concepts that affect innovation and make it play an important role in implementing the innovation processes correctly. If these concepts are misrepresented, they can lead to errors for the companies. Effective management of related concepts is crucial in order to ensure that companies do not make mistakes in their innovation processes, as competition is increasing day by day.

2.2.2.1 Entrepreneurship

Entrepreneurship, which has been widely used in our country and in the world recently, seems to be a very new concept, but it has been defined by many thinkers since the late 19th century. Entrepreneurship, defined by many writers and thinkers, is the creation of an innovative economic organization for individuals to gain and grow by considering uncertainty and risk conditions. It is very important that the opportunities for entrepreneurship are envisaged and analyzed well. Those who perform the initiative usually perform this action by making the right decisions at the right time. By creation of adequate resources initiatives provide great benefits to people and businesses (Arıkan, 2004, pp. 7-15).

When we examined the characteristics of the people who carried out the initiative, it became clear that are those who like to take more risks and are able to do well in risk measurement, are ambitious and self-confident people who are open to innovation and development. These people, who work in intense work and have high motivation, work in this direction by acting more sensitively towards innovative productions. Innovation is closely related to the fact that it is the basic element of the interventional process. Innovation or innovation activities implemented by entrepreneurs and increasing competition today are very important in terms of economics (Müftüoğlu, 1993, pp. 11-12).

2.2.2.2 Invention

Although the concepts of innovation and invention are supposed to mean the same thing, invention (invention) refers to actions that have been made to produce ideas that have not been seen before and for the feasibility of these ideas. Application time encompasses growth, implementation and transfer in the business field. It does not aim at the ideas and inventions that serve as purpose; it involves the transfer of technology and the transfer of research and development activities. Targeting invention that serve the particular ideas and goals; these objectives also include the use of technology transfer and the implementation of R & D work. When we look at innovation, we have to solve a problem that has occurred or to present a different product that is available in order to meet the needs that are happening (Kanber, 2010, pp. 30-35).

The benefit of the concept of invention in the innovation process is that it can be commercial benefit if there can be taken advantages from inventions. The invention is that, has not been invented by anyone before. Innovation is the work done to add inventive value and to benefit. Innovation is the work that is done in order to add value to invent to benefit from inventing. Not each invention does turn into commercial success, but what is important in innovation is the commercial benefit. In this case, although the expression is new for both concepts, if the invention is not for commercial use, the necessary value is not provided (Adıgüzel, 2012, pp. 5).

The likelihood between these two concepts can be emphasized by the example of the Singer Sewing Machine. In London in 1790, Thomas Saint patented the first sewing machine. But the machine was not used by anyone. Later in 1846, Bostonian Elias Howe invented a stitching sewing machine. Howe had not commercialized this invention. Through this sewing machine, he took an advantage of Isaac Singer Howe's patent and turned the invention into innovation. Singer has become a world brand by diversifying the sewing machine invented constant with tailors to the sewing machine could be used at house as well. (Demirkaya & Zengin, 2014, pp. 108).

2.2.2.3 Creativity

Creativity is developing new meanings or ideas from the relations between existing concepts. A creative thought contains innovation or difference. The resulting idea may not always conform to the logic rules. We see more logic rules come to the fore in society and creative thinking is more admirable. This has caused the creativity to be neglected. Though the ideas do not fit to the logical rules are left behind in the first instance, they can be diversified and turned into approvals. Although many innovations in the past did not go into effect in the beginning, they later entered into people's lives by changing the rules of logic (Yıldırım, 2007, pp. 21-23).

Creativity is the gathering of ideas, the study of them, and the creation of new ideas that arise as a result of the blending. Creative people work towards solving the problems arisen, and this work takes time. By anticipating the problems that may occur, they are looking for different ways to solve this problem (Duran & Saraçoğlu, 2009, pp. 58-59).

The concept of creativity is very important for companies to stand firm against their competitors. That is why they need to support their employees in creativity. The cooperation with companies that assimilate creativity will benefit both sides as well as determine the culture of the company (Ozturk & Soylu, 2010, pp. 120-125).

2.2.2.4 Research and development

Research and Development (R & D) is often confused with innovation. Although there is a relationship with each other, no innovation takes place as a result of R & D, and no innovation occurs at the end of each R & D. Innovation includes all activities from new product or production processes, scientific research to product innovation, product development and commercialization (Kanber, 2010, pp. 6).

A significant part of the innovation activities of the companies takes place with the R & D work carried out within the company or with the assistance of a company other than the company. Therefore, it is one of the basic elements of R & D innovation (Sanrı, 2011, pp. 6-7).

2.2.3 Types of innovation

Since it is possible to carry out innovation in many fields, it is necessary to classify the innovation among specific types. Many classifications have been made in this sense. The earliest known classification was made by Schumpeter in 1934 as two main titles and five different subtitles. These include: new products, new production methods, use of new markets, new sources of supply and new ways to manage the organization. Classified under four main headings as product innovation, process innovation, marketing innovation and organizational innovation in manual guide published in Oslo by the OECD in 2006, it is (Sanrı, 2011, pp. 13).

Today, innovation is classified under six main headings:

- Product Innovation
- Process Innovation
- Marketing Innovation
- Organizational Innovation
- Social Innovation
- Radical and gradual innovation

2.2.3.1 Product innovation

With the developing technologies and consumers' demands for new needs, companies are beginning to need product innovation. Companies benefit from new technologies and new information in order to develop and make existing products more useful. Any changes to the product go into product innovation if it facilitates its use (Oslo Manual, 2005, pp. 50-52).

With product innovation, a new product is marketed or an existing product is developed and made more useful with new functions. Product innovation, which is of great importance in terms of companies and sectors, leads to the increase of product demand and the increase of the labor demands to be realized in this area by developing markets for new products (Taymaz, 2003, pp. 233-234).

2.2.3.2 Process innovation

Process innovation in the Oslo guide is the definition of a new or significantly improved production or delivery method. Reducing the unit costs of the operator and increasing the quality of the produced product. Process innovation is concerned with the use of new software, equipment, tools, and the application of specific techniques and procedures (Oslo Manual, 2005, pp. 52)

The most important example of process innovation known is the "just in time production" system developed by Toyota in 1950. With this system, only the products and tools needed are produced in the desired quantity. In this way, it is ensured that the productivity is increased and the possible changes are answered quickly by keeping the amount of stock at the minimum level (Elci, 2006, pp. 40).

2.2.3.3 Marketing innovation

In marketing innovation, it is essential to improve or increase the sales of the business and to deliver the right product to the correct customer. It is the implementation of marketing management that covers significant changes in product packaging, design, product positioning, product promotion and pricing (Oslo Manual, 2005, pp. 46).

With this innovation, businesses will lead to new and different designs on the product, to the development and replacement of existing marketing strategies, and to

the implementation of these changes, resulting in new customers reaching the product and increasing market share with existing customers.

Such changes on existing products cause satisfaction to the customer by aiming to draw attention or by making it easy to use the product they are using. It also leads to the opening of a new market. For example; nowadays many famous ice cream brands offer the same pakette customer as the ice cream-sweet combination, or the dishwasher detergents are combined with the polisher and presented to the same pakette customer.

2.2.3.4 Organizational innovation

It is a new organizational management of businesses that they use in their workplaces or practices in external relations. In this type of innovation, it is aimed to increase the performance of the operator by reducing the administrative and transaction costs of the enterprises to the minimum level and aiming to increase the efficiency of the work and to decrease the labor cost or the cost of the supply (Kaplan, 2010, pp. 16).

In the Oslo guideline of organizational innovation, new and different organizational methods are to be applied in business applications of enterprises, existing workplace organizations or external relations (Oslo Manual, 2005, p. 55). Organization innovation is similar to process innovation. For the first time, innovation involves both organizational and process innovation if it involves significant improved procurement or production methods and organizational methods (Oslo Manual, 2005, pp. 59).

2.2.3.5 Radical and incremental innovation

Radical innovation is the type of innovation that does not have continuity, which means making radical differences and doing R&D on it. This kind of innovation is to create something that did not exist before. This can ensure that the current product is destroyed from the market. Radical innovation, which is very important in terms of competition, can attract customers of competing firms. Radical innovation is more costly and more risky than the other types of innovation. The duration of this innovation, positive or negative, will last longer than the others (Coşkun, 2013, pp. 43).

If we look at incremental innovation, an existing product is at the stage of step-by-step development. Incremental innovation is the development of smaller differences comparing to radical innovation. The feature of this innovation is to offer products that customers can use and enjoy with small changes. Incremental innovation involves less risk. Looking at another advantage, it helps to position itself on the market for a long time and increase its market share (Öztürk, 2012, pp. 28-29).

2.2.4 Innovational characteristics and importance

The rapidly developing economy and the emerging new businesses create a new competitive environment and also causes to create new products for existing businesses and to hold on to this market and to have a big share in the market. Although the monopoly market is predominant in many sectors, oligopoly market environment has emerged with the proliferation of buyers today, leading to a complete competition market. Together with a large number of buyers, many sellers have become active on the market, causing the competitive environment to escalate. Innovation contributed to this process and helped to heal.

With the rapid progress of technology in today's globalizing world, businesses are taking steps towards bringing out new products and improving their existing products. Innovation is an important element in this step. Businesses gradually establish innovation departments in their own structures, and this area causes new employment to come to fruition.

With innovation, many positive results have emerged in businesses. The most important, it is undoubtedly the superiority of the competition with other businesses. In addition, it helps to increase the efficiency and profitability ratio in the enterprises, to decrease the costs considerably, to make the use of raw materials and auxiliaries used in the business more effective, to improve working conditions and to improve the communication with customers, vendors and intermediaries (Açıkgöz, 2012, pp. 173-190).

2.2.5 Innovation management concepts

With the ever-increasing competition, the importance of this concept increases even more. Innovation, which contributes to the commercialization activities of businesses, helps keep the competitive advantage by being able to hold on to the

market and grow even larger. Businesses need to adopt innovative culture as a starting point in order to obtain positive results from their innovation work. However, all innovation activities must be compatible with the culture of the company. It is necessary to provide significant support for research and development that can provide support in this context. The evaluation of the outcome of innovation management development is also an important issue. If the resulting problems are not remedied, it can lead to non-successful completion of a successful innovation management (Işık & Satı, 2011, pp. 540-543).

Today, something is emerging almost every day. These innovations and differences are forcing companies to make innovation management efforts. The concept of innovation has become a concept talked by all. With competition, the importance of this concept increases even more. Innovation, which contributes to the commercialization activities of businesses, helps keep the competitive advantage by being able to hold on to the market and grow even larger. Businesses need to adopt innovative culture as a starting point in order to obtain positive results from their innovation work.

One of the most important elements for innovation management is "creativity". Businesses are more comfortable to keep competitive advantage with their creative team. In innovation management it is very important to be together with the creative team. Another important issue for the manager is to know in which conditions to activate this creative team. Businesses can go out of their innovative work by establishing a different business, opening a firm, making a radical change. In this case, the managers should consider the communication between the newly developed activities and the innovation management as a whole (Kusbeci, 2013, pp. 43-45).

A lot of studies have been done under the heading of innovation and different opinions have emerged about the management of innovation. Peter Drucker, who has been involved in many innovation activities, has stated to consider innovation as a process instead of doing sophisticated work in order to be able to catch a place on the market and be successful against his competitors. Innovation management expresses that the enterprises are paying attention to evolving technology, work flows and their connection to people in a way that contributes to innovation (Adıgüzel, 2012, p. 53).

Since the 21st century, when businesses look for a new manager in the enterprise, they were not looking for creative and innovative adjectives before, but these characteristics are among the most sought after adjectives today. Business owners have begun to need employees who follow innovations and produce creative ideas while managing, rather than just prioritizing governance. Innovation, as a "sustainable growth tool" for companies, creates a new employment area in this area by introducing a more energetic and creative working environment within the company (Isik & Satı, 2013, pp. 1-13).

Especially in the business world, innovation has led to adoption as an important process for enterprises with the availability of system table features, not just one time, but sustainable and repeatable. In innovation management, the enterprise implements the principle of directing current types of innovation or types of innovation such as technological, scientific and business administrative processes. The aim here is to ensure that the company performs its products and services in the most effective and efficient manner and that the business is managed correctly and in the best way. In addition, it is necessary to ensure that correct and effective performance processes and feedback mechanisms work properly so that the possible failures cannot be repeated while this process is occurring and that no loss of time is occurred as well to the operation (Elci, 2006, pp. 172).

One of the most important elements of innovation management is the "creativity" principle. In order for companies to be able to survive in a competitive environment and to have more market share and to have a say, it should enable new and useful products and services to emerge within the company. Today, with the development of the economy and the emergence of new businesses emerging through many initiatives, businesses have improved their innovation processes. If businesses adopt a business organization that does not perform creativity and innovation, and if they do not adopt any improvements and development principles in their products, they will be included in the process, from stagnation to serious loss of market share or even disappearance. The fact that if there is no effective and efficient top management in the enterprises it negatively affects the subordinates. It does not result in a useful and accurate product in an effective and inefficient environment, and it causes employees to weaken or disappear their loyalty to the company. Therefore, an open organization for change and innovation needs to be established,

planned, monitored and controlled. In order to create such an environment, the business must be managed by educated and expert people (Kusbeci, 2013, pp. 44).

2.2.6 Innovation output floors

The rapid development of technology has led many customers to address the fact that trade borders between countries have been removed, producers reach more and different customers, and businesses now produce more functional products and services. There have been many stages in the realization of innovation. We can list the main ones as follows:

- Emergence of needs
- Investigation and collection of new ideas
- Development
- Productization and commercialization

2.2.6.1 The emergence of need

The increasing day-to-day needs of people have led to the emergence of new markets, as well as making the products of existing enterprises more functional and usable. The need is the impulse that has continued for centuries in human nature. The greatest factor influencing the emergence of needs is the customer, or in other words, the consumer. Businesses can create more functional products by predicting the needs of consumers.

The emergence of needs during the realization phase of innovation is the most necessary element for the innovation process. This need is met by the ideas of employees who work in the relevant department, changing customer needs or products produced by other competitors in the related market. Especially the need for a new product by the customers plays an important role in the realization of the innovation. Businesses start work to address this need in order to provide better service to related customers and similar customers. Thus, the company will reach new customers and draw a better image, and the company will increase its profitability.

Businesses do not only innovate for their customers. In order to be able to have a word in the market and needs in the enterprise, the production is made more and more convenient by making some changes in the exterior and interior of the product,

and it also leads to reaching new customers. For this innovation to be realized, it is important that the operating environment is more flexible and workers are more free to express their ideas (Can, 2012, pp. 92).

2.2.6.2 Investigation and collection of new ideas

There are also specific rules in the way in which innovation collects new ideas from the outposts. It is important to include the original and independent research and related information. When these studies are carried out, both basic and applied researches are used. The content of the basic research is provided to eliminate the lack of technical information and to search for new information. In applied research, the results of basic research are transformed into practice (Adıgüzel, 2012, pp. 65).

The ideas and thoughts of business people are important in the process of gathering ideas. New ideas often come from employees who are more flexible and comfortable. Today, many agencies have embraced such work environments and have launched them for their employees (Yildirim, 2007, p. 118), as it is more common to generate ideas and share ideas freely in a non-dominant environment.

2.2.6.3 Development phase

Some progress and improvements are made in order o make the ideas that generated as a result of the research better. As a result of the research, the problems are worked on and solved and positive / negative feedbacks are made to make the product and service more useful and functional. When this work is carried out, both technical and theoretical tests made within the enterprise and comments about the customers' products and services are utilized. The most important criterion here is the speed of the development. Businesses should aim to enter the market before their competitors in the market offered products and services (Langerak & Hultink, 2006, pp. 206).

2.2.6.4 Productization and commercialization

After the development phase of the products and services is finished, the positive results are followed by the production phase of this product. Sometimes these products are produced in high numbers and all the pans are spread while sometimes being produced in a small number and increasing the number according to the response of other consumers to the product.

The most important part in this phase is the form of market presentation. The importance of the marketing unit is very important at this stage. If the product is presented wrongly, it will cause negative reactions and cause the competitors to pass a serious trump card. At the right time, when it is presented to the market with the correct target volume and correct presentation, it causes the product to be perceived correctly and achieve great success (http://nasilkolay.com/hedef-kitle-nasil-belirlenir, 2015, pp.1-7).

2.2.7 Innovation strategies

As a concept, strategy can have many meanings. The most well-known definition is that the plan is made before an action, such as in every area of life, is carried out and movement is provided accordingly. Before businesses can innovate, they need to know the market well and take advantage of some disadvantages. It is possible to take the right step in the sectors where there is intense competition, or to make the right move to provide the current position in the market or to come to a better position. So some strategies have to be adopted by the company and act accordingly. The main ones of these strategies are as follows (Kılıç, Örücüücü & Savaş, 2011, pp.61-65):

- Aggressive Strat
- Defensive Strategy
- Imitator and Dependent Strategy
- Strategy to Follow Opportunities

2.2.7.1 Aggressive strategy

Businesses develop some strategies to become the first company on the market with the newest products; most of them are being aggressive or pushy. In this strategy, businesses move before the other firms and drive the new product to the market alone.

When doing this, they must have a better R & D system and better technology than the other competitors. It is highly probable that this strategy is unsuccessful, with the successful entry of the developed product into the market and the successful marketing technique. This strategy provides high returns with high risks (Kılıç, Örücüç & Savaş, 2011, pp. 63-65).

Walmart, the most famous retail chain in the world, has adopted a new approach by establishing very large supermarkets in the areas where small markets are located both in and out of the cities, and this market has dominated the existing market as the first company to enter. In our country, BİM markets have started to become leaders in the market by providing services at a more affordable prices compared to the other competitors and adopting an innovative view (http://www.capital.com.tr/ liderlik/saldir-ve-buyu-haberdetay -3558, 2015, 17, 38).

2.2.7.2 Defensive strategy

Defensive strategy enterprises aim to protect their position instead of increasing their market share. Companies that are in this situation are not sensitive to the market like aggressive companies. Because they have assumed they will not be able to meet the risks of being first, they do not lead in driving new products to the market. They develop their products by trying to see the mistakes and deficiencies of the more leading companies. As a result, they can not immediately respond to the needs of the market and their current customer needs as they do not immediately understand it (Kılıç, Örücüücü & Savaş, 2011, pp. 63-65).

Though Ülker Group is the market leader in biscuits and chocolate sphere, it mostly presents classical products to the market. The Biscolata brand belonging to the Şölen group, which we have heard frequently in recent days, has attracted considerable attention even though it produces similar products to Ülker products. Biscolata has developed its own products by evaluating the shortcomings of Ülker's products on the market and its variety and has conveyed them to the market with the right channels. The issue being considered here is, in fact, the Şölen group has adopted a defensive strategy, observing the deficiencies of the market leader well and not being better but being different from the others (http://cimenbaris.blogspot. com.tr/2013/02/biscolata.html, 2015, pp. 1- 4).

2.2.7.3 Imitator and dependent strategy

In the imitator innovation strategy, which is the most common of innovation strategies, businesses often use the existing knowledge and technology they have, by tracking innovations from a distance. Especially in this strategy it is common to

anticipate the expiration of the patent periods in innovation works that are protected by patents.

Thus the business comes exempt from paying the license fee. Generally, such firms gain a significant profit from the products they imitate when they find new markets and markets. The low operating expenses result in these types of businesses having significantly lower costs and cheaper rebates to the market. The best-known examples of this strategy, which is more prevalent in the technological environment, are seen in the computer and software markets.

By applying the low quality and low price strategy, the enterprise can reach more customers and earn profits seriously (Adıgüzel, 2012, pp. 70-71). The imitative strategy is mostly adopted in the Far East firms. The most important brand known in this regard is the Samsung brand. He has implemented this strategy in many electrical and electronic products. Samsung has been producing many products inspired by other companies since its establishment.

Nowadays, it is also known by many people that the Company imitates Apple Company especially about smartphones. He paid a penalty of about $ 1 billion for imitating even the boxes of Ipad and Iphone in 2012 (http://www.slideshare.net/emersonehouman/yenilik-stratejisi, 2015, pp. 30). In addition, we see that many companies in the textile sector follow imitation strategies. They provide low fabric qualities and the products they supply with workmanship to the market and reach many buyers. Dependent strategy is generally used as a workshop or part of a large business. Large businesses use small, capital intensive businesses that generally do not have any initiatives in product design and R & D work. However, the subsidiary company may become independent in the future by becoming willing to expand or diversify their markets.

In general, large enterprises regard the dependent business as a subsidiary enterprise for customer relationships. Dependent businesses with less profit margins than other businesses have poor marketing power and low administrative and general costs (Kılıç, Örücüücü & Savaş, 2011, pp. 63). Nevertheless in the textile sector we can see many companies that implement this strategy. As the textile company using washing or painting facilities of any business dependently on himself or to use

another company's distribution facility to take place in a different market (Adıgüzel, 2012, pp. 72).

2.2.7.4 Opportunity tracking strategy

In the opportunistic monitoring strategy, businesses are often the strategy that drives innovation in order to monitor the shortcomings and needs that are seen on the market and to provide products and services that have not been previously thought and can also generate demand. In such companies, creativity and entrepreneurship must be intense. Often these types of businesses include employees who constantly generate new ideas, follow dynamic and trends. In order to capture opportunities, more researchers are interested in providing products and services by seeing the shortcomings of the market (Gökçek, 2007, p.76). We can give General Electric the best example of this strategy. C.W.L. Hill and G.R. Jones explains this example: Godfrey Hounsfeld, an engineer at the EMI Company, invented a computerized tomography (CAT) scanner, but did not use it to increase the market share. Since it did not provide any training to the customers to indicate the usage and benefits of the product and no service support was provided after the sale of the product, it was not possible to present this technological product to the market properly and decided to withdraw from the market eight years later. General Electric, who keeps track of these shortcomings, made an appraisal by determining the areas where the competitor was weak and drove the product to his own market and became the market leader (Karadal & Türk, 2008, pp. 23).

2.2.8 Factors determining innovation management

Today, in many sectors, it is necessary to produce new products and services or to develop and improve existing products and services so that businesses can survive and be held on the market. There are many factors that cause businesses to realize innovation, the most important of which is that technology is moving at a rapid pace and that progress requires people to have more and more useful products. In order for the innovation to take place in a healthy way, businesses must either make some arrangements within the enterprise or help them to develop existing regulations.

2.2.8.1 Vision

All small-scale and large-scale businesses have a vision. The greatest reason for the success of an enterprise is that it has the right vision and the reflection of this vision to its employees. Vision as a meaning of the word is defined as opinion. An idea, interest, opinion and a vision for the future are the values and principles that set forth the reasons for the existence and priority of the business (http://www.tdk.gov.tr/index.php?option=com_gts&arama=gts&guid=TDK.GTS.5652d91feab402.46256573, 2015, pp. 5).

According to famed American governor Tom Peters, an executive must have an effective and accurate vision for a successful track. A correct vision is necessary both for the operation and for the employees in terms of healthy future planning. The companies that are to innovate must have an effective vision. They can achieve effective and efficient growth by keeping in line with this vision. The business vision adopted by the business should be related to the vision of innovation and should be in the understanding that supports each other (Aktan, 1999, pp. 36-42).

Many businesses use accurate words to ensure that their vision is clear and targeted. For example, in the last vision of Coca Cola Beverage group, "Being a leading beverage company is that leading the industry, inspiring its employees and creating excellent added value". As you can see, Coca Cola stated that its employees have a very promising and motivating vision for future planning (http://www.cci.com.tr/tr/bizi-taniyin/stratejimiz/, 2015, pp. 5).

2.2.8.2 Leadership

Innovation cannot be achieved by all companies. Businesses need to be proactive and motivated by their employees and those who manage them. That is why managers in line with the "Leader" qualification, which enables innovation to take place, must exist within the enterprises. To ensure that employees in the enterprise can innovate, leadership qualities must lead, encourage and guide them. The lead person should create the awareness necessary for the realization of the innovation and reflect these goals in the business plan by imposing these goals to the employees and other managers in the enterprise. Managers with leadership skills must be enthusiastic and enthusiastic about innovation. In this way, people around them are encouraged by reflecting these feelings.

He is also aware that he will prepare the appropriate floor for the formation of the atmosphere necessary for the realization of innovation. Therefore, it takes ownership of all innovation processes and manages these processes. In carrying out innovation, it helps employees to adopt flexible behavior and working principles by adopting one of the leadership principle (Arbak & Bulut, 1999, pp. 39).

2.2.8.3 Organizational structure

The organizational structure of enterprises is very important in the improvement and development of their innovative qualities. In order for businesses to become innovative, they must make some configurations, taking into account both the characteristics of the internal conditions in the enterprise and the external environmental factors. Ahmed Pervaiz, who conducted a study on how to organize the appropriate organization to support innovation, stated that there are some elements in his work that prevent and support the organization structure. The most important element of the organization that supports innovation is the flexibility of the rules. The flexibility of the rules in the business policy will cause the employees in the business to work more easily, the ideas to be easier to adapt to new situations, and the ideas that will lead to innovation to be realized more easily (Pervaiz, 1999, pp. 374).

2.2.8.4 Organizational culture

In businesses, it is quite difficult to define the organization's culture precisely. This is because it cannot be measured exactly and it is complicated. Since each business has its own unique characteristics, identities and cultures, a definite definition has been avoided. Organizational culture causes the employer to play an important role in determining the attitude towards innovations because of the significant influence both on the behaviors and attitudes of the existing employees in the enterprise (Yiğit, 2014, pp. 39).

The most well-known classification types of organization identifications are done in 1999 by Cameron and Ouinn. In the first type of this classification, which embraces the existence of two different types, it is assumed that the flexibility of businesses embraces the tendency to control rules behavior, and that the firm is between rigidity and flexibility. In the second type, it shows the direction of being either inward or

outward. Organizational culture does not only have an impact on the ability of an enterprise to innovate, but also affects how, when and in what kind of innovation is done (Yiğit, 2014, pp. 2-3).

- Innovative Organization Culture

The emergence of ongoing crises in recent years and intense competition has put many businesses at risk. Even businesses with a serious share in the market are at risk. This has led to a serious process in which enterprises to enter into the process of renewing their businesses, products and services and organizational structures, and also businesses on both the macro-scale and micro-scale are to become more and more innovative. While the realization of innovation is not easy, first of all, there must be a proper and special culture within the enterprise (Akdoğan, 2007, pp. 95).

Innovative organizational culture, also called innovation culture, determines how creativity, entrepreneurship, risk taking and sharing of ideas and information are promoted. In 2010, the culture of innovation was defined in this way by Gandotra's work (Gandotra, 2010, p.56). It helps to further develop the behavior of the employees in the innovative organizational culture by supporting the innovation activities. The most striking elements that emerged in the culture of innovative organizations that were made norms by Russel in 1989 are as follows (Yiğit, 2014, pp. 4):

- Supporting the creativity of employees in the business
- To provide open and free information and data sharing within the enterprise
- Implementing an appropriate solution for the problems that arise from the emergence of innovation
- Be open-minded and supportive to put forward new ideas
- To provide financial and moral support to employees in the aspect of creativity
- Keep close contact with other innovative companies in the sector and follow the agenda
- Promoting risk taking by keeping the risk taking mechanism at a minimum for new initiatives to emerge.

In the establishment of innovative organizational culture, it should be ensured that both the business administration and all the employees take place together and the existence of innovation in all units of the enterprise should be felt.

2.2.8.5 Communication

Communication has an important place in the business world as it is in all life. The business can have positive effects by opening channels of communication both internally and externally. The correct communication of the employees with the senior management and the clear understanding of the demands and requests of the customers will accelerate the realization of the innovation. In order for businesses to be successful in innovation, an environment must be formed that will create a correct and open communication, experience and idea sharing. Employees and managers in all units within the enterprise must have correct, strong and active communication. In general, most of the errors and failures that occur in the innovation processes are the result of insufficient communication between different departments. These disputes are reduced to a minimum level by developing and ensuring the factors that provide continuity and clarity of communication (http://ekoformdergi.com/ yazi_oku.php?id=36,2015,pp. 5).

Establishment of the right communication network in order to make the relationship among many employees within and outside the company during the innovation processes of the enterprises should be provided by the company. In the process of innovation, sharing and production of information, and the solution of the problems are possible through effective communication between the employees in the enterprise. Companies investing and supporting communication of the employees within the enterprise results the creation of a more efficient and healthy organization and good working conditions (Uzkurt, 2010, pp. 44-47).

2.2.8.6 Staff strengthening

It is known that the rapidly developing economic and cultural structure has different effects on people, but they have more negative effects on working people. Especially in sectors where there is a high level of competition, pressures on employees cause more inefficient environment. In addition, with the rapid development of technology,

it was necessary for the employees of the enterprise to wait for a more intensive process in order to meet the increasing customer requirements and needs.

As a personnel empowerment concept, it is a management concept that enables employees to become more qualified with the trainings provided, to reach a level more suitable for team work, to reach a stronger level within the enterprise with support and competence. Companies with better quality and active employees play a more active role in both innovation and customer satisfaction and meeting their needs. Companies with a successful management culture need to organize programs that will contribute primarily to the personnel in the enterprise. Many management experts involved in staff empowerment have taken different approaches, and Thomas and Velthouse have pointed out the most remarkable approach as four basic measures

These are meaning, influence, competence and choices. Meaning, the values and beliefs of the employees of the enterprise and their job in the enterprise in terms of compliance with the business qualities expected from them and their work for employees is a value and meaning.

The impact is that the employees and their tasks reflect the significant benefit to the enterprise. Qualification is that the employee is aware that he / she is capable of fulfilling his / her duties, and if the last choice is, the employee of the enterprise has the ability to decide his / her duties and behaviors and has the ability to develop and change these behaviors when necessary (Akgemci & Çavuş, 2007, pp. 284).

Quinn and Spreitzer together with the characteristics of the strengthened personnel in their research are specified as follows (Dogan, 2003, pp. 182-183):

- Reinforced personnel know that their work is important for themselves and the business and acts accordingly
- Empowered staff does not refrain from saying their ideas with free willingness and feels free to do their jobs
- Empowered staff, knowledge of their competence and aware of their duties

2.2.8.7 Customer focus

Customer focus is that all employees in the enterprise work and meet customers' expectations. By providing an organizational environment in this way, causes the customers to be aware of their needs and to have the effectiveness in realizing them. In addition, in such enterprises, information should be collected by measuring different levels of customer satisfaction by using quantitative methods (Kocaman & Küçük, 2014, pp. 41-47). Generally, innovative enterprises are more in contact with their customers than other enterprises. They are aware that early communication with customers will greatly affect the success of the innovations. Research shows that 70% of the innovations have been reached based on the needs of the market (Durna, 2002, pp. 226).

3. CONCEPTUAL FRAMEWORK OF HYPOTHESES

3.1 Conceptual Framework

Consumption used to satisfy the needs of individuals for the benefits of economic products and services is an act performed for each individual. Before the consumers can buy a product or a service, some emotions must occur. These feelings and situations are explained below under the headings. People get a product or service because they are in need of (Erdem, 2006, p.112-115).

First of all we recognize the need; the first steps of the purchasing process of the consumers are the need to come up and overcome this need. The need is to recognize the lack of things and to cover them. The needs of people are different. Once the consumer has determined his or her need, will go through an alternative search process to get this need. At this stage, consumers begin to explore the sales points, product types and features of the alternatives, price and payment conditions. The consumer must have enough knowledge to make the right choice. When an alternative is evaluated, it first looks for answers to the question of what advantage that product has in relation to other products and whether it can answer all of its needs. As a result of the evaluation, consumers will be able to complete this stage by choosing the product and the brand which provide the most suitable and the most satisfactory to them (Korkmaz, 2006, pp. 44-46). To evaluate all the alternatives, consumers come to the stage of making purchase decision to buy. If the result is negative when you evaluate the alternatives, the purchase of the service or the product is not realized at this stage. If positive, it determines when, how and where to buy the product, what the color of the product is, pattern, and quantity will look.

As a concept, strategy can have many meanings. Before businesses can innovate, they need to know the market well and take advantage of some disadvantages. It is possible to take the right step in the sectors where there is intense competition, or to make the right move to provide the current position in the market or to come to a

better position. So some strategies have to be adopted by the company and act accordingly.

- Aggressive Strategy
- Defensive Strategy
- Imitator and Dependent Strategy
- Strategy to Follow Opportunities

- Aggressive Strategy is, as it was mentioned above, when the Businesses develop some strategies to become the first company on the market with the newest products; most of them are being aggressive or pushy. In this strategy, businesses move before the other firms and drive the new product to the market alone.

- Defensive strategy enterprises aim to protect their position instead of increasing their market share. Companies that are in this situation are not sensitive to the market like aggressive companies. Because they have assumed they will not be able to meet the risks of being first, they do not lead in driving new products to the market. They develop their products by trying to see the mistakes and deficiencies of the more leading companies.

- Imitator and Dependent Strategy, in the imitator innovation strategy, which is the most common of innovation strategies, businesses often use the existing knowledge and technology they have, by tracking innovations from a distance. Especially in this strategy it is common to anticipate the expiration of the patent periods in innovation works that are protected by patents. Thus the business comes exempt from paying the license fee. Generally, such firms gain a significant profit from the products they imitate when they find new markets and markets. The low operating expenses result in these types of businesses having significantly lower costs and cheaper rebates to the market.

- Opportunity Tracking Strategy, in the opportunistic monitoring strategy, businesses are often the strategy that drives innovation in order to monitor the shortcomings and needs that are seen on the market and to provide products and services that have not been previously thought and can also generate demand. In such companies, creativity and entrepreneurship must be intense. Often these types of businesses include employees who constantly generate new ideas, follow dynamic and trends. In order to capture opportunities, more researchers are interested in

providing products and services by seeing the shortcomings of the market (Gökçek, 2007, p.76).

Consumers complete all stages of the purchasing process and switch to the evaluation phase of the products they buy. At this stage, they evaluate whether the product purchased is satisfactory, whether it fully meets its needs, and whether the benefit offered by the product is provided. Accordingly, they will exhibit a positive or negative attitude towards the product. In case if the attitude is positive besides the consumer will continue to use that product also the product will be recommend to his or her environment. On the contrary, it will have a negative impact on the product, making no further purchases of the product, but having an impact on other consumers by making negative comments about the product.

The opinions and feelings of the appraisal stage that emerged at the end of the procurement process of the consumers are very important for marketing. The comments made by the consumers about the product are highly influential to the brand's image. Therefore, producers must be able to deal with any negativity that may occur.

3.2 Research Model

In the research model, the impact of the innovative product acquisition decision stage on the risk, benefit and cognitive perception dimensions is investigated.

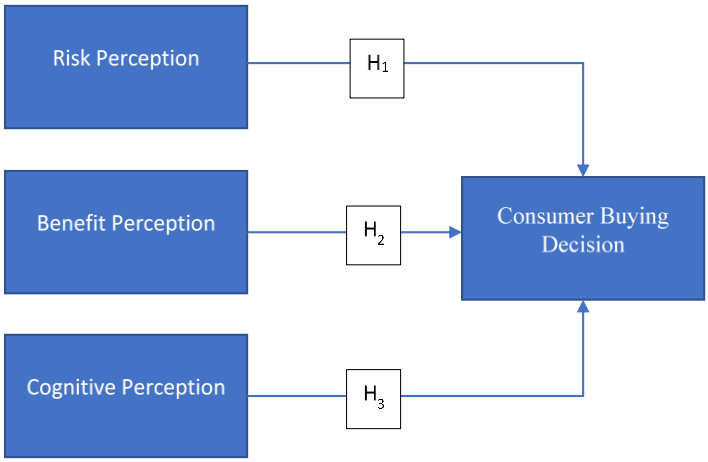

Figure 3-1: Research Model

3.3 Developing Hypotheses of Research

The purpose of this study is to examine how innovative products affect consumers while decision-making process. Three hypotheses were created for this purpose.

3.3.1 An important relationship approach between the consumer's perception of risk from innovative products and the decision to buy

When people decide to buy a new product, they may be in a variety of worries. A person is free to make his own decisions, but in making these decisions he is often influenced by his surroundings. What is meant by the environment; sometimes the family, sometimes the social classes groups; they can also be biased against an innovative product. This led to the first hypothesis:

H_1: There is a significant relationship between Risk perception of the consumers regarding innovative products and their buying decision.

3.3.2 An important relationship approach between the consumer's perception of using innovative products and purchasing decision

The consumer buys the feeling that the product creates more in the product. For instance, a consumer who buys perfume aims to satisfy the urge to become special. The consumer who acts completely in the direction of his motivation will evaluate all the options offered to him within the economic limits and adopt the most beneficial situation among the options. The consumer wants to benefit in two ways while meeting his / her needs. First of these is utilitarian benefit. The beneficial utility is related to the concrete properties of the product. Whether it is robust, high quality, or it is functional, and important for utilities. The second benefit is Hedonic benefit. In the hedonic benefit, individuals seek to benefit emotionally from the product. More pleasures, aesthetic features are associated with emotional ties. In addition to these, there are also those who expect both hedonic and utilitarian benefits when performing the purchase behavior (Odabaşı and Barış, 2012, p.106-107). Considering these situations for the second hypothesis:

H_2: There is a significant relationship between benefit perception of the consumers regarding innovative products and their buying decision.

3.3.3 An important relationship approach between consumer's cognitive perception of innovative products and purchasing decision

Cognitive experiences are aimed at encouraging the consumer to think by establishing a relationship with the situation they are in and by connecting the brand with the brand according to the message. The cognitive component is the sum of the consumer's thoughts, beliefs, and information about the product. These need not be true or true. The emotional component is the positive or negative reaction of the consumer after product use. After the message given in the cognitive experience, the consumer is encouraged to think about the product and the given message. With the emphasis on the benefits of the product, the consumer connects with the brand by granting the right of the brand. This situation contributed to the emergence of the third hypothesis. According to this:

H_3: There is a significant relationship cognitive perception of the consumer regarding innovative products and their buying decision.

4. RESEARCH METHODOLOGY AND FINDINGS

4.1 Research Methodology

In this study, one of the first hand data collection methods was used. The data were collected through questionnaires developed by using similar research and resources. The questionnaire is given in Annex A. The questionnaire consists of a questionnaire. Participants are expected to answer the questions in the questionnaire. The main mass of the research consists of people who consume cosmetic products. The universe of the research is composed of Student and people who mostly employed in corporate companies, using branded products known to everyone and having this experience.

4.2 Sampling

The questionnaires were shared with the persons for e-mail and hand delivery, and reply forms were collected by hand and by e-mail. The sample of the study consisted of cosmetic products consumers in İstanbul, Adana, Bursa, and İzmir. The questionnaire was applied to a total of 420 people, but 390 people (93%) received a return. 385 questionnaires were evaluated because of errors in the survey responses. The questionnaires included in the questionnaire used in the research consist of 2 parts. The scales and questions that constitute the research material are classified as follows:

1. Demographic questions

2. Behavioral questions ⟶ 5-point Likert scale

Demographic characteristics of the participants have been asked in the questionnaire. Behavioral questions have been also asked. All of these statements are based on the 5-point Likert-type rating scale (1 = Strongly Agree, 2 = Agree, 3 = Undecided, 4 = Disagree, 5 = Strongly Disagree).

4.3 Data Collection

In the analysis of the data of the study, the 24th version of SPSS (Statistical Packages for Social Sciences) program has been used. First, the data of the demographic and behavioral questions were analyzed by conducting a frequency test. Then, descriptive factor analysis, validity and reliability analyses have been applied.

4.4 Demographic Findings

The gender of the surveyed persons is shown in Table 4.1. According to this survey, 46% of the respondents were male and 54% were female. Table 4.2 also includes information indicating the age of participants in the survey.

Table 4-1: Gender of Participants

	Gender	
	Frequency	**Percent**
Male	179	46%
Female	206	54%
Total	385	100%

Table 4-2: Age of Participants

	Age	
	Frequency	**Percent**
56 and over	24	6%
24 and under	40	10%
46-55	69	18%
25-35	124	32%
36-45	128	33%
Total	385	100%

The survey consisted of 51% whom a single, 30% of whom were married and 19% were divorced (Table 4.3).

Table 4-3: Marital Status of Participants

Marital Status		
	Frequency	**Percent**
Divorced or Others	73	19%
Married	115	30%
Single	197	51%
Total	385	100%

Table 4.4 shows the frequency values of the education level of the participants participating in the survey. According to this, 63.4% of the participants have been a bachelor's degree, 31.7% master's degree and 4.4% under bachelor degree.

Table 4-4: Level of Education

Level of Education		
	Frequency	**Percent**
Doctorate Degree	1	0,3%
Others	1	0,3%
Under Bachelor Degree	17	4,4%
Master Degree	122	31,7%
Bachelor Degree	244	63,4%
Total	385	100%

As shown in Table 4.5, 58% of the survey participants stated that they had revenue between 5.501-7.000 TL, 16% of TL 10.001-above, 12% of the 7.501-10.000 TL, 12% of the 3.501-5.500 TL and 1% between 2.500-3.500 TL.

Table 4-5: Monthly Income of Participants

Monthly income		
	Frequency	**Percent**
2.500 – 3.500	5	1%
3.501 – 5.500	45	12%
7.501 – 10.000	48	12%
10.001 – above	63	16%
5.501 – 7.500	224	58%
Total	385	100%

The survey consisted of 85% of the participants in the private employee, 8% Self-Employed, 6% state enterprise employee and 1% in the other occupational group (Table 4.6).

Table 4-6: Occupation of Participants

Occupation		
	Frequency	**Percent**
Others	3	1%
State enterprise employee	24	6%
Self-Employed	31	8%
Private employee	327	85%
Total	385	100%

4.5 Hypotheses Tests

4.5.1 Reliability analysis of the scales used in the research

Reliability analysis was performed to measure the consistency of the data obtained through the survey. The reliability analysis is Cronbach Alpha (α). The Alpha coefficient ranges from 0 to 1. The distance of this value from 0 increases the reliability level of the scale, in other words, the reliability level increases as it approaches 1. If the alpha value is 0.60 or higher in Social Sciences, it is concluded that the scale is reliable (Anlağan, 2015, 57). The Cronbach's Alpha Risk Perception Scale was found to be .619. This shows that the reliability of the scale is acceptable (Table 4.7).

Table 4-7: Cronbach's Alpha - Risk Perception Scale

Cronbach's Alpha	**Cronbach's Alpha Based on Standardized Items**	**N of Items**
0,619	0,622	3

As seen in Table 4.8 and 4.9 where the statistical value of the Risk Perception scale is found, the average of the scale is 10,17, the variance is 3,50 and the standard deviation is 1,87.

Table 4-8: Item Statistics - Risk Perception Scale

	Mean	**Std. Deviation**	**N**
Risk perception scale1	3,831	0,747	385
Risk perception scale2	3,114	0,864	385
Risk perception scale3	3,223	0,867	385

Table 4-9: Scale Statistics - Risk Perception Scale

Mean	Variance	Std. Deviation	N of Items
10,17	3,50	1,871	3

Participants have been asked three questions to measure the perception of the benefit of innovative products. In Table 4.10, the Cronbach's Alpha value of the benefit perception scale was found to be 0.846 and the reliability of the scale was found to be acceptable.

Table 4-10: Cronbach's Alpha - Benefit Perception Scale

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0,846	0,852	3

As seen in Table 4.11 and 4.12 where the statistical value of the Benefit Perception scale is found, the average of the scale is 7,46, the variance is 4,58 and the standard deviation is 2,14.

Table 4-11: Item Statistics - Benefit Perception Scale

	Mean	Std. Deviation	N
Benefit perception scale1	2,260	0,729	385
Benefit perception scale2	2,699	0,917	385
Benefit perception scale3	2,506	0,788	385

Table 4-12: Scale Statistics - Benefit Perception Scale

Mean	Variance	Std. Deviation	N of Items
7,46	4,572	2,138	3

The Cronbach's Alpha Cognitive Perception Scale was found to be .736. This shows that the reliability of the scale is acceptable (Table 4.13).

Table 4-13: Cronbach's Alpha - Cognitive Perception Scale

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0,736	0,747	3

As seen in Table 4.14 and 8.15 where the statistical value of the Cognitive Perception scale is found, the average of the scale is 7,64, the variance is 4,06 and the standard deviation is 2,02.

Table 4-14: Item Statistics - Cognitive Perception Scale

	Mean	Std. Deviation	N
Cognitive perception scale1	2,506	0,788	385
Cognitive perception scale2	2,808	0,924	385
Cognitive perception scale3	2,325	0,771	385

Table 4-15: Scale Statistics - Cognitive Perception Scale

Mean	Variance	Std. Deviation	N of Items
7,64	4,059	2,015	3

The Cronbach's Alpha Buying Decision Making of Innovation Scale was found to be .844. This shows that the reliability of the scale is acceptable (4.16).

Table 4-16: Cronbach's Alpha - Buying Decision Making of Innovation Scale

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0,844	0,845	3

As seen in Table 4.17 and 4.18 where the statistical value of the Buying Decision Making of Innovation scale is found, the average of the scale is 9,51, the variance is 4,94 and the standard deviation is 2,22.

Table 4-17: Item Statistics - Buying Decision Making of Innovation Scale

	Mean	Std. Deviation	N
Buying Decision 1	1,000	0,604	1
Buying Decision 2	0,604	1,000	1
Buying Decision 3	0,752	0,578	1

Table 4-18: Scale Statistics - Buying Decision Making of Innovation Scale

Mean	Variance	Std. Deviation	N of Items
9,51	4,938	2,222	3

4.5.2 Validity analysis of factors and factor structures

Explanatory factor analysis was performed in the confirmatory factor analysis in the scales since no explanation was made with one factor. Kaiser-Meyer-Olkin (KMO) and Bartlett results were evaluated to test the suitability of factor analysis. KMO coefficient gives information about factor analysis of the data matrix and its suitability for factor extraction. KMO is expected to be higher than .60 for factorability (Maden, 2014, 180). At the end of the analysis, the high rate of variance obtained shows that the factor structure is strong (Tavşancıl, 2006). The fact that the value found in the KMO test is not less than 0.50 and that the Bartlett test results are meaningful; the sample size is good for factor analysis and the correlation matrix is considered to be suitable. (Büyüköztürk, 2006; Field, 2005; Tabachnick and Fidell, 2001). Table 4.19 shows the conformity values for the KMO value (Field 2005):

Table 4-19: Values of KMO

KMO Value Compliance	
0,5 - 0,7	Normal
0,7 - 0,8	Good
0,8 - 0,9	Very good
0,9 and above	perfect

In this context, KMO sample adequacy of Risk Perception Scale of innovation is shown in Table 4.20. The result of the Bartlett Test was calculated as 133,431 and it is statistically significant because it is at the level of p <.001. Therefore, the explanatory factor analysis can be done.

Table 4-20: Factor Analysis - Risk Perception Scale

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		**0,637**
Bartlett's Test of Sphericity	Approx. Chi-Square	133,431
	df	3
	Sig.	0,000

In factor analysis, the factors with eigenvalue 1 and above explain the total variance with certain percentages. Table 4.21 shows the Risk Perception Scale of innovation with 3 factors and 56,990%. Table 4.22 shows the Risk Perception Scale transformed component matrixa.

Table 4-21: Total Variance Values Explained in the Risk Perception Scale

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1,710	56,990	56,990	1,710	56,990	56,990
2	0,706	23,533	80,522			
3	0,584	19,478	100,000			
Extraction Method: Principal Component Analysis.						

Table 4-22: Component Matrixa - Risk Perception Scale

Component Matrixa	
	Component 1
Risk perception scale1	0,766
Risk perception scale2	0,711
Risk perception scale3	0,786
Extraction Method: Principal Component Analysis.	
a. 1 components extracted.	

In this context, KMO sample adequacy of Benefit Perception Scale of innovation is shown in Table 4.23. The result of the Bartlett Test was calculated as 511,798 and it is statistically significant because it is at the level of p <.001. Therefore, the explanatory factor analysis can be done.

Table 4-23: Factor Analysis - Benefit Perception Scale

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0,721
Bartlett's Test of Sphericity	Approx. Chi-Square	511,798
	df	3
	Sig.	0,000

In factor analysis, the factors with eigenvalue 1 and above explain the total variance with certain percentages. Table 4.24 shows the Benefit Perception Scale of innovation with 3 factors and 77,217%. Table 4.25 shows the Benefit Perception Scale transformed component matrixa.

Table 4-24: Total Variance Values Explained in the Benefit Perception Scale

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2,317	77,217	77,217	2,317	77,217	77,217
2	0,402	13,408	90,626			
3	0,281	9,374	100,000			
Extraction Method: Principal Component Analysis.						

Table 4-25: Component Matrixa - Benefit Perception Scale

Component Matrixa	
	Component 1
Benefit perception scale1	0,902
Benefit perception scale2	0,879
Benefit perception scale3	0,855
Extraction Method: Principal Component Analysis.	
a. 1 components extracted.	

In this context, KMO sample adequacy of Cognitive Perception Scale of innovation is shown in Table 4.26. The result of the Bartlett Test was calculated as 314,561 and it is statistically significant because it is at the level of p <.001. Therefore, the explanatory factor analysis can be done.

Table 4-26: Factor Analysis - Cognitive Perception Scale

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		**0,636**
Bartlett's Test of Sphericity	Approx. Chi-Square	314,561
	df	3
	Sig.	0,000

In factor analysis, the factors with eigenvalue 1 and above explain the total variance with certain percentages. Table 4.27 shows the Cognitive Perception Scale of innovation with 3 factors and 66,779%. Table 4.28 shows the Cognitive Perception Scale transformed component matrixa.

Table 4-27: Total Variance Values Explained in the Cognitive Perception Scale

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2,003	66,779	66,779	2,003	66,779	66,779
2	0,669	22,302	89,081			
3	0,328	10,919	100,000			
Extraction Method: Principal Component Analysis.						

Table 4-28: Component Matrixa - Cognitive Perception Scale

Component Matrixa	
	Component 1
Cognitive perception scale1	0,862
Cognitive perception scale2	0,706
Cognitive perception scale3	0,873
Extraction Method: Principal Component Analysis.	
a. 1 components extracted.	

In this context, KMO sample adequacy of Buying Decision Making of Innovation is shown in Table 4.29. The result of the Bartlett Test was calculated as 514,631and it is statistically significant because it is at the level of p <.001. Therefore, the explanatory factor analysis can be done.

Table 4-29: Factor Analysis - Buying Decision Making Scale

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0,701
Bartlett's Test of Sphericity	Approx. Chi-Square	514,631
	df	3
	Sig.	0,000

In factor analysis, the factors with eigenvalue 1 and above explain the total variance with certain percentages. Table 4.30 shows the Buying Decision Making of Innovation with 3 factors and 76,445%. Table 4.31 shows the Buying Decision Making of Innovation Scale transformed component matrixa.

Table 4-30: Total Variance Values Explained in the Buying Decision Making Scale

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2,293	76,445	76,445	2,293	76,445	76,445
2	0,460	15,339	91,784			
3	0,246	8,216	100,000			
Extraction Method: Principal Component Analysis.						

Table 4-31: Component Matrixa - Buying Decision Making Scale

Component Matrixa	
	Component 1
Buying Decision 1	0,904
Buying Decision 2	0,822
Buying Decision 3	0,894
Extraction Method: Principal Component Analysis.	
a. 1 components extracted.	

In the regression analysis for the research hypothesis testing: the existence of the relationship between the variables, the power of this relationship if there is a relationship, it is possible to reach the information about whether it is possible to predict the prospective values of the dependent variable. In the regression model, which is an estimation method, R^2 value is examined to determine the effect of the variable. In the field of social sciences, a low R^2 value as a result of regression analysis is known as a customary situation but this result means that the regression model is useless (Atılgan, 2012: 99-100).

4.5.2.1 Hypothesis analysis of there is a significant relationship between risk perception of the consumer from innovative products and buying decision

H_1: There is a significant relationship between Risk perception of the consumers regarding innovative products and their buying decision.

The R-value shows the correlation value between Buying Decision Making of Innovation and the Risk Perception variable, and R-square shows the square of this correlation value. The ANOVA table in the simple regression output shows whether our regression model is generally significant. Here, we can say that our regression

model is significant by looking at F-value and p-value (p <0.001). In other words, the Buying Decision Making of Innovation variable is a significant predictor of the Risk Perception variable (predictors). Although ANOVA generally mentions the significance of the model, it does not mention the significance of each variable. In the Coefficients table, the regression load (-0,396) and the standardized regression load (-0,470) of the Buying Decision Making of Innovation variable are reported. A constant value is also reported for each model, as well as for the Buying Decision Making of Innovation variable entered in the model. The constant value of this model was reported as 4,645. Here, we can say that each Buying Decision Making of Innovation increased the Risk Perception by -0,396 points.

The other significant number in this table is the number belonging to the regression slope. For this slope value, both non-standardized (b) and standardized (BETA) values are provided. In general, the value of b can be commented on. The regression curve is the value that shows how much the dependent variable will change when the independent variable is increased by 1 unit.

The regression analysis model summary of hypothesis 1 is shown in Figure 4.1 and the regression model is explained with a variance of 2,21%. The Durbin-Watson value was found to be acceptable in the analysis of 1.912. Because the model p <.05 is statistically significant, there is a significant relationship between risk perception of the consumer from innovative products and buying decision.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics		
					R Square Change	Sig. F Change	Durbin-Watson
1	,470[a]	0,221	0,219	0,55114	0,221	0,000	1,912

a. Predictors: (Constant), Average_Buying, b. Dependent Variable: Average_Risk

Figure 4-1: Model Summary: Hypothesis 1

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	32,999	1	32,999	108,637	,000[b]
	Residual	116,337	383	0,304		
	Total	149,336	384			

a. Predictors: (Constant), Average_Buying, b. Dependent Variable: Average_Risk

Figure 4-2: ANOVA - Hypothesis 1

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,645	0,124		37,563	0,000
	Average_Buying	-0,396	0,038	-0,470	-10,423	0,000

a. Dependent Variable: Average_Risk

Figure 4-3: Coefficients - Hypothesis 1

As can be seen in the Table Table in Figure 4.2 the sum of the squares is 32,999; the average of the squares is 32,999. The model is statistically significant (F384-1 = 108,637; p <.01).

Risk Perception = 4,645 + (-.396 x Buying Decision Making of Innovation)

4.5.2.2 Hypothesis analysis of there is a significant relationship between benefit perception of the consumer from innovative products and buying decision

H_2: There is a significant relationship between benefit perception of the consumers regarding innovative products and their buying decision.

The regression analysis model summary of Hypothesis 2 is shown in Figure 4.4 and the regression model is explained with a variance of 2,12%. The Durbin-Watson value was found to be acceptable in the analysis of 2.107. Because the model p <.05 is statistically significant, there is a significant relationship between benefit perception of the consumer from innovative products and buying decision.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics		
					R Square Change	Sig. F Change	Durbin-Watson
1	,460[a]	0,212	0,210	0,63358	0,212	0,000	2,107

a. Predictors: (Constant), Average_Buying, b. Dependent Variable: Average_Benefit

Figure 4-4: Model Summary: Hypothesis 2

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	41,341	1	41,341	102,985	,000[b]
	Residual	153,745	383	0,401		
	Total	195,086	384			

a. Predictors: (Constant), Average_Buying, b. Dependent Variable: Average_Benefit

Figure 4-5: ANOVA - Hypothesis 2

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,083	0,142		7,622	0,000
	Average_Benefit	0,443	0,044	0,460	10,148	0,000

a. Dependent Variable: Average_Benefit

Figure 4-6: Coefficients - Hypothesis 2

As can be seen in the Table Table in Figure 4.5, the sum of the squares is 41,341; the average of the squares is 41,341 The model is statistically significant (F384-1 = 102,985; p <.01).

Benefit Perception = 1,083 + (.443 x Buying Decision Making of Innovation)

4.5.2.3 Hypothesis analysis of there is a significant relationship between cognitive perception of the consumer from innovative products and buying decision

H_3: There is a significant relationship between cognitive perception of the consumers regarding innovative products and their buying decision.

The regression analysis model summary of Hypothesis 3 is shown in Figure 4.38 and the regression model is explained with a variance of 4,46%. The Durbin-Watson value was found to be acceptable in the analysis of 1.962. Because the model p <.05 is statistically significant, there is a significant relationship between cognitive perception of the consumer from innovative products and buying decision.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics		
					R Square Change	Sig. F Change	Durbin-Watson
1	,683[a]	0,466	0,464	0,49146	0,466	0,000	1,962

a. Predictors: (Constant), Average_Buying, b. Dependent Variable: Average_Cognitive

Figure 4-7: Model Summary: Hypothesis 3

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	80,693	1	80,693	334,081	,000[b]
	Residual	92,509	383	0,242		
	Total	173,202	384			

a. Predictors: (Constant), Average_Buying, b. Dependent Variable: Average_Cognitive

Figure 4-8: ANOVA - Hypothesis 3

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0,584	0,110		5,293	0,000
	Average_Cognitive	0,619	0,034	0,683	18,278	0,000

a. Dependent Variable: Average_Cognitive

Figure 4-9: Coefficients - Hypothesis 3

As can be seen in the Table Table in Figure 4.8, the sum of the squares is 80,693; the average of the squares is 80,693 The model is statistically significant (F384-1 = 334,081; p <.01).

Cognitive Perception = ,584+ (.619 x Buying Decision Making of Innovation)

4.5.3 General evaluation and testing of hypothesis related to research findings

The application part of the research consists of two main sections, the first section contains findings about demographic characteristics and the second part includes the reliability analysis of the scales used in the research section in the findings section according to the behavioral characteristics, and the fourth section contains the validity analyses of the scales and the findings of the factor structures.

In the first part of the study, demographic information of the 385 participants and the frequency distributions of the findings are examined. SPSS 24 was analyzed and studied with the help of the package program. Analyses were performed to determine

the validity and reliability of the scales used in the measurement of each variable related to the model that constitutes the model of the research.

In the section where demographic characteristics are included, the participants' gender, occupation, educational status, and monthly income status are revealed.

Participants:

- 54% of the female participants and 46% of the male participants
- 33% of the participants are between 36-45 and 32% are between the ages of 25-35.
- 51% of the participants are single and 30% married
- 85% were employed by private sector employees
- 63.4% of them have a bachelor degree and 31.7% of them have a master degree,
- It is seen that 58% of the income is between 5.501 – 7.500 TL.

According to the results of regression and ANOVA tests conducted to determine whether consumers have any effect on risk, benefit and cognitive perception while buying decision making of ınnovation;

- There was a statistically significant and negative effect on the risk dimension ($p < .01$). When Buying Decision Making of Innovation 1 unit increases, Risk Perception is reduced by 396 units. Buying Decision Making of Innovation is thought to have a decreasing effect on Risk Perception.
- There was a statistically significant and positive effect on the benefit size ($p < .01$). When Buying Decision Making of Innovation 1 unit increases, Benefit Perception is increasing 443 units. Buying Decision Making of Innovation is thought to have an increasing effect on Benefit Perception.

There was a statistically significant and positive effect on the cognitive size ($p < .01$). When Buying Decision Making of Innovation 1 unit increases, the Cognitive Perception is increasing 619 units. Buying Decision Making of Innovation is thought to have an increasing effect on Cognitive Perception.

Accordingly, Hypothesis 1, 2 and 3 were accepted.

The hypothesis and the summaries of the results of the study are given in Table 4.32:

Table 4-32: Summary of Hypothesis

No	Hypothesis	Result
H_1	There is a significant relationship between Risk perception of the consumers regarding innovative products and their buying decision.	Accept
H_2	There is a significant relationship between benefit perception of the consumers regarding innovative products and their buying decision.	Accept
H_3	There is a significant relationship between cognitive perception of the consumers regarding innovative products and their buying decision.	Accept

5. CONCLUSION, LIMITATIONS AND RECOMMENDATIONS

At the end of this research and through our study it could be indicated that this conclusion includes a general summary of the two parts of the research, followed by the results of the applied study with research, analyze, survey and suggestions, and finally the horizons of research which can be an extension of it. The application part of the research consists of two main sections; the first section contains findings about demographic characteristics.

In the first part, it is tried to review the most important thing that consumers could hesitate up within the subject while making purchasing decisions. Therefore, it was dealt with the various theoretical concepts related to the subject. Innovative products are one of the most popular topics recently.

The second part includes the reliability analysis of the scales used in the research section in the findings section. According to the behavioral characteristics, and the fourth section contains the validity analyses of the scales and the findings of the factor structures.

In the first part of the study, demographic information of the 385 participants and the frequency distributions of the findings are examined. SPSS 24 was analyzed and studied with the help of the package program. Analyses were performed to determine the validity and reliability of the scales used in the measurement of each variable related to the model that constitutes the model of the research.

In the section where demographic characteristics are included, the participants' gender, occupation, educational status, and monthly income status are revealed.

According to the results of regression and ANOVA tests conducted to determine whether consumers have any effect on risk, benefit and cognitive perception while buying decision making of innovation;

This study was applied into the city of Istanbul, Izmir, Bursa and Adana due to the presence of the researcher while traveling and having many friends in it. The researcher faced a number of obstacles that she sought to solve. One of the

limitations faced by the researcher is that some of the respondents had a reservation to give their full information, forcing the researcher to clarify that this information is confidential and will only be used for this study. There were also other limitations, such as confronting the researcher difficulties in the introduction, processing, and analysis of data, which forced her to resort to watching some educational videos and wasting time and effort, and this leads us to the last study limitation and the most important one that faced by the researcher is the lack of time as it required the researcher to finish the thesis in the period between a month February to May.

Finally, after reviewing the results, and reaching the recommendations part, the researcher reached some recommendations will be mentioned to benefit from them for future studies, including the need to review the design of offers offered by some cosmetic brands through some blogs to become more attractive because blogs are one of the most discussed platforms, also creating special applications for cosmetic brands to better communicate with customers, which helps build a good image of the them. The cosmetic brand should not only accept the temporary customer's satisfaction as an indicator of the quality of the product it sells but seeks to reach them to permanent satisfaction and then loyalty to ensure that they do not choose competitors. These were some recommendations for the theoretical side.

As for the recommendations for the practical side of the study, this study was limited to dependent variable and only one independent variable, so the researcher advises future researchers to place more than one independent variable and add a moderator variable to increase the accuracy and comprehensiveness of the study's results. The same study may also be used but in qualitative form rather than quantitative to find the results of the study from another perspective.

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APPENDICES

APPENDIX A: Questionnaire
APPENDIX B: Ethic Approval Form

APPENDIX A: Questionnaire

Instruction: Please answer the following question and put ✓ in ☐ that matches you most.

1. Gender

☐ 1) Male ☐ 2) Female

2.Age

☐ 1) 24 and under years old ☐ 2) 25–35years old

☐ 3) 36–45years old ☐ 4) 46–55years old

☐ 5) 56 and over years old

3.Status

☐ 1) Single ☐ 2) Married

☐ 3) Divorced/ Widowed/ Separated

4.Level of education

☐ 1) Under Bachelor Degree ☐ 2) Bachelor Degree

☐ 3) Master Degree ☐ 4) Doctorate Degree

☐ 5) Others.....

5.Monthly income

☐ 1) 1,000 TL and lower ☐ 2) 1,001–2,000 TL

☐ 3) 2,001–3,000 TL ☐ 4) 3,001–4,000 TL

☐ 5) 4,001–5,000 TL ☐ 6) More than 5,000 TL

6.Occupation

☐ 1) State enterprise employee ☐ 2) Private employee

☐ 3) Self-Employed ☐ 4) Others .....

Please choose the most appropriate answer for you.

1-Strongly Agree 2-Agree 3-Neurtal 4- Disagree 5-Strongly Disagree

1	Trying new products is a total waste of time for me	1	2	3	4	5
2	I'm not always ready to buy innovative products	1	2	3	4	5
3	My friends and family may not like if I buy innovative products	1	2	3	4	5
4	Innovative products may be physically hazardous	1	2	3	4	5
5	Having new products makes me feel good	1	2	3	4	5
6	I find innovative products useful	1	2	3	4	5
7	I'd like to know more about new products	1	2	3	4	5
8	I'd like to read news about innovative products	1	2	3	4	5
9	When I buy a new product I'm very willing to learn new innovative features of the product	1	2	3	4	5
10	I'm buying innovative products so often	1	2	3	4	5
11	I'm planning to buy an innovative product in one year	1	2	3	4	5
12	I can spend more money than usual for innovative products	1	2	3	4	5

APPENDIX B: Ethic Approval Form

Evrak Tarih ve Sayısı: 17/07/2019-4320

T.C.
İSTANBUL AYDIN ÜNİVERSİTESİ REKTÖRLÜĞÜ
Sosyal Bilimler Enstitüsü Müdürlüğü

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Sayın FIRUZA ABILOVA

Tez çalışmanızda kullanmak üzere yapmayı talep ettiğiniz anketiniz İstanbul Aydın Üniversitesi Etik Komisyonu'nun 12.07.2019 tarihli ve 2019/10 sayılı kararıyla uygun bulunmuştur.

Bilgilerinize rica ederim.

e-imzalıdır
Prof. Dr. Ragıp Kutay KARACA
Müdür

17/07/2019 Enstitü Sekreteri Büke KENDER

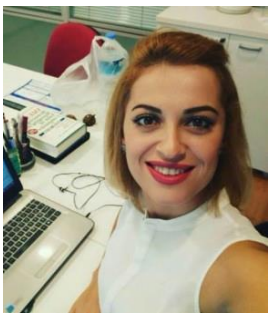
Evrakı Doğrulamak İçin : https://evrakdogrula.aydin.edu.tr/enVision.Dogrula/BelgeDogrulama.aspx?V=BE5D3B0AB

Adres:Beşyol Mah. İnönü Cad. No:38 Sefaköy , 34295 Küçükçekmece / İSTANBUL
Telefon:444 1 428
Elektronik Ağ:http://www.aydin.edu.tr/

Bilgi için: Büke KENDER
Unvanı: Enstitü Sekreteri

Bu belge 5070 sayılı Elektronik İmza Kanununa göre Güvenli Elektronik İmza ile imzalanmıştır

RESUME



Name and Surname **:** Firuza ABILOVA

Date of birth **:** 13/01/1989

Nationality **:** Azerbaijani

Email **:** firaabilova@gmail.com

Education

23/09/2013–Present Master of Business Administration and Economics

Istanbul Aydin University, Istanbul (Turkey)

Well educated in Management, Operations, Economy fields. And still going on.

09/2014–08/2015 Master of Business Administration and Economics

Università Della Calabria, Cosenza (Italy)

01/10/2007–19/12/2011 Languages and Literature

Baku Slavic University, Baku (Azerbaijan)

I gained knowledge Literature as a broad academic discipline spanning language and linguistics and the literatures and cultures of these language-speaking peoples. Besides developing and maintaining own proficiency in language, the objective is to develop my ability to examine the language and the literature and culture of these language-speaking countries analytically and theoretically.

Basic and Intermediate studies provide a thorough general grounding in the various fields of language studies. Advanced studies involve in-depth studies of areas of special interest, allowing specialisation in linguistics, language teaching or literature. Loving Philology caused my interest to other Languages that I adopted Italian.

Work Experience

12/2017–Present Shipping Operations and Customer Relations Director
Palmali Group of Companies, Istanbul (Turkey)

Additional Information

Projects Have attended in Programme - EVS (European Voluntary Services) 07-14.04.2015 - "Volunteering today is employment tomorrow" In Viseu - Portugal.

Projects Have attended in Programme - "Cool Marketing" Programme with Young Business Factory 29, 30, 31 August 2014, Baku - Azerbaijan

Conferences 2nd International Conference on Nanotechnology and Basic Sciences 10.11.2013 In Istanbul - Turkey

Conferences "First Aid Training" with SOCAR (State Oil Company of Azerbaijan Republic) 25.05.2012 Baku - Azerbaijan

Projects Successful completion of 36 hour AutoCAD Computer Courses for the period from 10.10.11 - 10.01.12 With JALAL-I Company In Baku - Azerbaijan

Certifications Certified Accounting Cource by Kariyer Mimari Istanbul Turkey - The Certificate is attached.