

**T.C.
BAHÇEŞEHİR ÜNİVERSİTESİ**

**CONSUMER BEHAVIOR AND A RESEARCH
ON CONSUMER PERCEPTION OF TURKISH
AIRLINES**

Master Thesis

MERVE GÜVENDİREN

İSTANBUL, 2019

**T.C.
BAHÇEŞEHİR UNIVERSITY**

**GRADUATE SCHOOL OF SOCIAL SCIENCES
MASTER OF BUSINESS ADMINISTRATION**

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INSTITUTE OF SOCIAL SCIENCES

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ABSTRACT

CONSUMER BEHAVIOR AND A RESEARCH ON CONSUMER PERCEPTION OF TURKISH AIRLINES

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Master of Business Administration

Thesis Supervisor: Prof. Dr. Özgür Çengel

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This thesis deals with the consumer behavior and a research on consumer perception of Turkish Airlines. Turkish Airlines was established in 1933 and joined IATA in 1956. By this way, it is globalized. Later on, it developed the fleet, cockpit crew and became the airline which flies to the maximum amount of countries in the world. With business and economic class differentiation it addresses to the most of the segments in the society and became the most well-known company of Turkey and it has importance for the competition of Turkey in global area. Turkish Airlines can compete with its subcompany AnadoluJet in the local market, with its associated company SunExpress which is a cooperation with Lufthansa. Between 2011 and 2015 it is selected as the best airline company in Europe. It keeps being rewarded in plenty of areas. Day by day, more destinations are added to the flight schedule of Turkish Airlines.

When the marketing mix and marketing strategy of Turkish Airlines is determined marketers should pay attention to behavior, decision making process and perception of consumers. To measure the consumer perception a survey is prepared and the primary reasons which motives consumers to prefer Turkish Airlines are determined through this survey. That is why, this thesis aims to give a point of view about the outstanding features of Turkish Airlines among its competitors and determine which features can be developed.

Keywords: Turkish Airlines, Consumer Behavior, Perception

ÖZET

TÜKETİCİ DAVRANIŞI VE TÜRK HAVA YOLLARI'NDAKİ TÜKETİCİ ALGISI ÜZERİNE ARAŞTIRMA

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Bu tezde tüketici davranışı ve Türk Hava Yolları'ndaki tüketici algısı üzerine bir çalışma yapılmıştır. Türk Hava Yolları 1933 yılında kurulmuştur ve 1956 yılında IATA'ya katılmıştır. Bu sayede küresel bir şirket haline gelmiştir. Sonrasında filosunu ve kabin ekibini geliştirerek dünyada en çok ülkeye sefer yapan havayolu şirketi konumuna gelmiştir. Uçuşlarında ekonomi ve business sınıfı yaparak toplumun neredeyse tüm kesimine hitap edebilmiştir. Türk Hava Yolları dünyada en çok bilinen Türk markasıdır ve Türkiye için küresel pazarda büyük bir önemi bulunmaktadır. Türk Hava Yolları yerel pazarda AnadoluJet şirketiyle, global pazarda da Lufthansa'ya ortak girişimi olan SunExpress havayolu firmasıyla da rekabet edebilmektedir. 2011 ve 2015 yılları arasında Avrupa'nın en iyi havayolu şirketi olarak ödül almıştır ve pek çok alanda ödüller almaya da devam etmektedir. Her geçen gün seferlerine yeni tarifeler ekleyerek daha çok noktaya uçuş yapmayı amaçlamaktadır.

Pazarlama bileşimi ve stratejisi oluştururken pazarlamacıların tüketici davranışına, karar verme sürecine ve algılamasına önem vermesi gerekmektedir. Tüketici algısını ölçmek için bir anket hazırlanmıştır ve bu anket yoluyla tüketicileri Türk Hava Yolları'yla uçmaya teşvik eden temel sebepler ortaya çıkarılmıştır. Bu yolla Türk Hava Yolları'nın pazarda rekabet edebilmesini sağlayan güçlü yönlerinin ve geliştirilebilecek yönlerinin ortaya çıkarılması amaçlanmaktadır.

Anahtar Kelimeler: Türk Hava Yolları, Tüketici Davranışı, Tüketici Algısı

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1. INTRODUCTION

In the thesis consumer behavior and a research on the consumer perception of Turkish Airlines is examined. The aim of the examination is to determine the significance of consumer behavior, decision making process and consumer perception generally and with the consciousness to determine the consumer perception on Turkish Airlines through a survey. Thus, theoretical knowledge can be benefitted practically by executing the analysis on a real company. There is an article published by Erdener Kaynak about consumer perception of airlines. He made a general analysis of the airline industry and used the outstanding airline companies from all over the world. The attributes he used to determine the consumer perception are examined. After the examination these attributes are modified and blended with another questions and the survey is prepared. While Mr Kaynak investigated a global perception analysis of airlines this thesis focuses on the perception analysis of a specific airline company, namely Turkish Airlines and the survey and comparison is executed between the national competitors. In the literature review, cognitive terms are clarified in an order. At first, consumer, consumer behavior, needs and wants, decision making process of consumers, purchasing decision behavior types, socioeconomic, psychological and demographic factors of decision making process are clarified in detail. Then, elements of perception and the processes are interpreted so that consumer perception can be defined correctly. At last, the survey is analyzed and the results are formed and given in tables and these tables are created using Excel program. On the creation of tables, the most important attributes for the selection of Turkish Airlines are combined in terms of demographic questions and the questions which designate the inclination of consumers when they decide on the flight. The tables are interpreted to determine the consumer perception of Turkish Airlines in the end.

2. CONSUMER BEHAVIOR

2.1 DEFINITION OF CONSUMER

Consumer can be defined as a person or organization who/which purchases and uses a goods or service produced by a company and the term consumer is usually replaced with the term customer. The difference between them is that customer only purchases goods or services, which means every consumer is a customer but every customer may not be a consumer. Consumers are end users and have the ability to decide if they want to buy the goods or service and where, when, what and how they want to buy by the comparison between the competitors and their productions.

Generally, consumers have three roles, which are explained in detail below:

User Role: In this role, the consumer uses the product or service. It is the most significant role in production design. The design should match the needs and wants of the consumer and bring in more value than they expect.

Payer Role: In this role, the consumer checks whether the product is affordable and if the consumer decides that the product is worth to buy with that price then he buys it. Price is the most restrictive factor for the payer. Credit cards, funds and leasing are alternatives and they facilitate the payment part.

Buyer Role: In this role, the consumer finds a way to shop and makes the product available for the user. For this role, the access to merchandise the product is important. If the access to the product is limited or the edition is limited the consumer will struggle with shopping.

These three roles can be seen in a consumer, but, it is not always the situation. For instance, the consumer who receives a present does not have the buyer or payer role but he has the user role. User role is most important role and payer and buyer roles are equally important inside consumer notion.

In marketing strategy, consumers are the key factor to sell the product. The acting manner of consumers should be analyzed by companies in detail, targeted and participated in purchases in the end which leads to focus on the term “consumer behavior”.

2.2 DEFINITION OF CONSUMER BEHAVIOR

Consumer behavior is the cognitive and actional purchase, usage and disposal process of goods or services by the decision makers, namely personal or organizational consumers. According to the theory of consumer behavior, consumers are the center of the marketplace and with consumer behavior study consumers indicate which products and services are chosen deliberately. The choice and decision process stems from the needs and wants of consumers. Marketers should analyze and produce properties that correspond to these needs and wants.

2.3 CONSUMER NEEDS AND WANTS

A need includes the basic requirements for humans, such as food, clothing, safety and sheltering. Consumers buy it automatically, these products do not need to evoke the interest of consumers.

A want is the satisfaction of the physical and psychological circumstances above needs. To explain the difference between a want and a need clothing can be considered. In the condition of cold weather, to satisfy the need, a consumer buys an ordinary coat, while he buys a coat made of goose feather. There are some factors which determine consumer needs and wants which are given below:

2.3.1 Personal Features of the Individual

Genetics: These are the hereditary characteristics that individual has. Celiac is an example for genetic features. Celiac patients have allergic reactions to gluten for a whole life. The purchasing behavior of a consumer with celiac will definitely be different than the behavior of a consumer with no celiac.

Biogenics: These are congenital characteristics that individual has. Gender is an example for biogenic features. The purchasing behavior of clothes for a male and female consumer will be different.

Psychogenics: These are the emotional and mental characteristics that individual has. Eating disorder is an example for psychogenic features. As they nearly eat nothing, a consumer with anorexia will have a quite different food purchasing behavior than a consumer with no anorexia.

2.3.2 Physical Features of the Environment

Climate: This is the weather conditions and characteristics of the environment. For example, purchasing behavior of a blanket for a consumer will be different in polar and monsoon climate.

Topography: This is the physical characteristics of the environment. For example, the people who live inside the polar circle will spend six months only in the dark and six months only under the daylight. These consumers will buy a thicker curtain than the consumers who live in the near of equator.

Ecology: This is the relations of consumers with the physical environment. For instance, consumers exposed to sunlight intensely will tend to buy a sun cream with more protection factors than other consumers.

The determination factors of consumer wants:

2.3.3 The Individual Resource

Personal Value or Financial Resources: These are the financial possibilities which consumers can use. According to these possibilities consumer behavior varies. While a consumer with low financial possibility prefers standard food, a consumer with high financial possibility prefers gourmet food.

Institutional Resource: These are the organizations or groups which the consumer establishes a bond with. For example, a hippie consumer may prefer more retrospective clothes than any other consumer.

Cultural Resource: These are the impacts of the culture and cultural values on consumers. While an Indian consumer prefer more spicy food, a Mediterranean consumer prefer olive oil based food.

2.3.4 The Environmental Resource

Economy: This is the economical characteristics of the environment which the consumer lives in. While the consumer living in a country with economic crisis prefer cheaper products, another consumer living in a welfare country may prefer high quality food.

Technology: This is the technological opportunities of the environment which the consumer has. While a consumer living a country with high technology opportunities prefers a fiber internet link, a consumer with the opposite situation may have to prefer an ADSL link with a low bandwidth.

Public Policy: These are the rules which the government sets. In a country which has a national based economy model, the consumers tend to buy local food, because the variation of products are limited.

To analyze these terms deeply, the study of psychologists can be examined in detail. They built a pyramid called Maslow's Hierarchy of Needs to categorize the needs of human. From lowest to highest level, the requirements get more complicated. Normally, according to this pyramid, low level needs should be satisfied first to reach the step of high level needs, but Maslow believes that for some individuals the ordering might be different. Psychologists do not categorize these steps, however marketing experts categorize first two steps as needs, and the rest as wants. These needs are ordered from lowest to highest needs below:

Physiological Needs: These are mandatory requirements for survival and unless there needs are satisfied the human body cannot function properly. Food, water, air, shelter and clothing are some examples for physiological needs.

Safety and Security Needs: These are the requirements for humans to have the control and protection on their own life without any inconsistency and injustice. Health insurance, having a job and financial security and some examples for security needs.

Belonging and Love Needs: These are social needs based on emotions. This need of sensual and interpersonal relationships orients human behavior. If these needs are not satisfied, psychological problems such as anxiety and depression may occur. Friendship, intimacy, social groups, romantic relationships and family are some examples for belonging and love needs.

Esteem and Ego Needs: These are the needs for gaining admiration, reputation and respect of others. Human nature desires to be recognized and valued through what they have done. They are seeking for the satisfaction to do something that has benefits and contributions to the world. These needs have a significant role to improve self-confidence. Academic achievements, hobbies and professional activities are some examples for esteem and ego needs.

Self Actualization Needs: These are the needs to become a person with most efficient capabilities and potentials. Such people do the best they can do, realize themselves, deal more with self improvement and less with the opinions of other people.

3. DECISION MAKING PROCESS

As a consumer, even if they do not recognize, people are making decisions all the time such as the type of the product, the brand of the product, the location for the retail and the payment type etc. The consumer decision making process may seem only occurring during the purchasing but actually it begins before purchasing and lasts after purchasing, namely the consumer decision making process is the origin of the consumption. Consumers designate a budget, their limit to afford the product or service and then and as a buyer, user and payer they come to a decision. Consumer decision making is a complicated process. What makes this process complicated is that all of the consumers have different needs and wants, way of thinking, evaluations, personality and opinions and these differences lead the consumers to make different decisions and despite all of the differences to be able to categorize the decision making process of consumers. That is why, understanding, analyzing and performing the theories of the process of consumer decision making in real life has become a mutual exertion by companies. To sum up, the consumer decision making can be defined as a process in which the consumer is supposed to make a selection from different alternative products or services.

There are three types of models to describe the decision making process below which are relevant to consumer:

Economic Man Model: If a consumer makes logical decisions to purchase a product then this consumer is within the scope of economic man model.

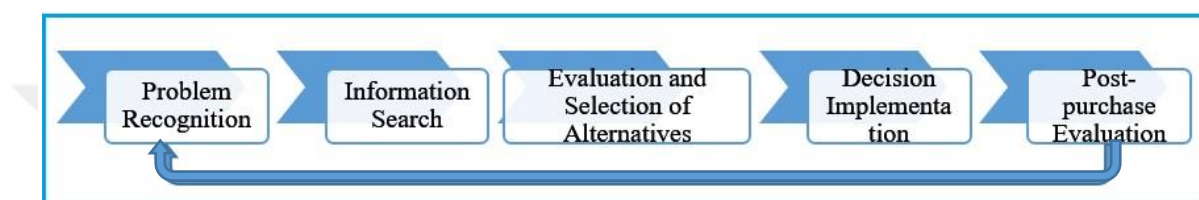
Passive Man Model: Unlike the economic man model, in passive man model the consumer makes spontaneous and unreasonable decisions. Marketers should consider attention, interest, desire and action factors when marketing a product to a consumer who is included in the group of passive man model, as long as these factors shape the decision of these consumers.

Cognitive Man Model: In this model, the consumer is aware of the decision making process and aims to make conscious decisions. Therefore, the consumer gathers information, assesses the brands and products. Meanwhile, he beware gathering too much information because it

is confusing and if the consumer believes that acceptable amount of information is obtained, he makes the decision.

Mostly, marketers have the vision that the buying behavior is shaped basically through the logical and partly through the sensational influences of consumers. In general, consumer decision making process is classified in five steps, Figure 3.1 shows these steps below:

Figure 3.1: Decision making process steps



3.1 PROBLEM RECOGNITION

In this step, consumers distinguish a need which stems from physical or psychological circumstances and this need causes a feeling of deficiency and unrest and this feeling changes the situation of consumers to an odd level. There is a threshold level which indicates the boundary value of stress, emotion and potential to reveal the sense of need. After the threshold level is exceeded, this situation needs to be switched to an ordinary level and until they meet their request it will remain as a problem. This need can be a mandatory requirement to survive, for instance hunger, or a luxury product, for instance a new sports car, if the lack of either of products leads to a comfortless feeling and the consumer realizes this feeling, then this needs are within the scope of problem recognition. Problem recognition is a state which often happens to consumers and problem is recognized when consumers understand that there is a differentiation between the real and expected situation. There some stimulis to guide consumers to determine the problem, which are given below:

Internal stimulis: Consumers comprehend the situation change of physical or psychological circumstances and a feeling of deficiency and unrest in their mind, examples could be thirst and loneliness for this sort of stimulis.

External stimulus: This refers to an inactive problem considering that consumer is not conscious of the need. Consumers are noticed about the missing products or services which causes the lack of comfort and actualization feeling through marketing operations and marketers make them believe that they should buy these products or services to be satisfied, an example could be a Kindle introduced through advertisements for consumers who want to read books without carrying them or who identify ordinary books as paper consumption.

Primary and secondary demands: While primary demand stands for a product class, secondary demand represents a particular brand of the product class. A product class could be exemplified with olive oil.

After the problem is recognized consumers tend to solve the problem. The situation motivates consumer to search and buy products and starts the purchasing process.

3.2 INFORMATION SEARCH

After the problem is recognized, consumers usually seek for gathering information about the needed product to solve the problem. Selective perception counts for gaining knowledge because after the need is determined consumers start to be more concentrated on collecting information about the product and eliminate other products in their mind which are not relevant to their need. To illustrate, a consumer is supposed to be interested in drones. To satisfy his need, he initiates the process of collecting data and information about drones. He asks for the opinions and experiences of his friends about drones. By the way, he pays more attention to the advertisements about drones, he follows the magazines and web sites and visits the shops. Through these investigations he has a general opinion about the brands and features of drones, eliminates some brands and drone types and a few brands and drone types are chosen via fundamental criterias such as price and amount of propeller. To designate special criterias he should continue to research and in the end, only most desired products remain for the decision.

Consumers make a choice from a bunch of brands after gathering information and the bunch of brands inside the mind of consumers are categorized according to their amount of knowledge about the brands, these sets are explained below:

Awareness set: It contains all of the brands that consumers hear about.

Evoked set: It contains all of the brand that consumers think of when they make their decision.

Consideration set: It contains all of the brands that consumers may prefer to buy.

Consumers benefit from sources when they search for information about the product that they considered as a need. The sources can be separated into two groups, in other words sources based on marketer and non-marketer. These information sources are listed below:

3.2.1 Based on Marketers

Advertising: It is the most significant source to impress consumers for marketers and to collect information about the product for consumers.

Sales personnel: It is a significant factor to convince to introduce the products to consumers and sell products to them. They stand for the delegates of the branch. Therefore, marketers should pay attention to choose the appropriate salespersons to create a favorable impression for consumers.

Product overview: This factor includes distributed brochures, applied promotions, price discounts and reports.

Online sales: This factor includes the design of the web site of the brand, the suitability for to purchase the product online. It comes into prominence day by day because people tend to handle their daily routines through online services and find this way more effective and time saving.

Testers and samples: It is the most effective factor to experience the product and motivate consumers to buy it.

Packaging: The design of packages is serves to attract consumers and lead them to pay attention to the product. When packages include the user guide of the product or ingredients it will be helpful and informative.

Store view: Design of the store creates the notice of consumers, discounts and promotions may be shown on the surface of the store to draw more attention and positioning of the products inside the store supports accessibility for consumers.

3.2.2 Based on Non-Marketers

It includes the opinions of the friends and household of the consumers, self-directed papers and newspaper columns about purchasing.

3.3 EVALUATION AND SELECTION OF ALTERNATIVES

After the process of information search the options are determined and these options are evaluated. After the evaluation process if consumers are able to afford the products and their psychological state is proper to purchase they will prefer one product among the alternatives. The evaluation and selection process is a complicated operation executed by consumers because it varies from consumer to consumer and it does not have a certain methodology. Although there is not a certain methodology most of the consumers follow a similar path in evaluation and selection of alternatives. They have a rationalist approachment and consider this phase as a problem solving process. There are some components which effects the process of the exploration of alternatives. These components are devotion and affordability, amount of information which the consumer possesses, acceptance of the risk in case of any mistaken selection and ability to endure of its results and the tendency of being effected by other consumers about the selection. For the consumers with hesitant decision making behavior it is complicated to pass through these phases. That is why, their disposition involves to hold the amount of alternatives as few as possible so that they can decide on the selection in a short time. There are also consumers who desire to evaluate all of the alternatives and require high level involvement but in this case it is possible the decision may take a long time. Moreover, the choice of the outlet also influences the evaluation and selection process. In the selected outlet, consumers discover the alternatives of the product. At the same time, consumers tend to select the product firstly and then seek for the outlet which stocks this product.

While they evaluate the products they consider all of the advantages and disadvantages of the product and check if the features of these products solve their problems, satisfy their needs and meet the requirements. If one product distinguishes from others with a characteristic then this product will forge ahead in the competition. Generally, there are three steps in evaluation and selection of alternatives. At first, the attributes of the product are designated. This attributes leads to the features of benefits, advantages and disadvantages of this product. Especially, the benefits matter in the evaluation and that is why the benefits are sorted. At the last stage, consumer checks if the underlying reason which causes to purchase this kind of product is met and if this product satisfy the needs. These steps are interconnected and in the absence of any step the evaluation and selection process cannot be completed. Underlying reason is a subjective issue and therefore the following steps are also formed with a subjective approachment. With this subjective approachment they have an order of priority among the brands and products. Two models are enhanced to explain the order of priority which are specified by consumer and these models are clarified below:

3.3.1 Compensatory model

Consumers sense the advantages and disadvantages of the product, they determine whole attributes and evaluate it with a logical approach.

3.3.2 Non-compensatory model

It may be a conjunctive evaluation which requires a short cut in evaluation of the features of the product. It may be a disjunctive evaluation which requires a devotion from the advantages of other products. It may be a lexicographic evaluation which requires a preference of products according to the significance of the features. It may be an evaluation by aspects in which the products are order according to the significance and short cut features. It may be a two stage choice process which requires a non- compensatory and then a compensatory approach for significant decisions. It may be a rapid heuristics approach which requires an ordinary approach for products with low level risk. At last, it may be a satisficer evaluation

which requires the behavior of choice of the product which meets the requirements and not seeking for the optimum option.

3.4 DECISION IMPLEMENTATION

It is the stage in which a consumer buys a product. In this stage, consumer behavior has the following steps, firstly they evaluate the offerings of marketers and designate their selection, then they aim to buy the selected product and at last the process is resulted in realization of purchasing the product. Consumers afford products and anticipates that the product meets their need and they can profit by the product. It is the most important stage of decision making process and primary purpose of marketers and they make strategies so that the product can be sold. To prepare the product for sales marketers make great exertion. If purchasing does not come true then it means marketer does not succeed and to be able to accomplish their objectives and compete with other brands he should review and reform his marketing strategy and satisfy the needs of consumers.

To buy the product, consumers should pay attention to three factors which are store choice, brand and method of the payment. To choose the store, there are lots of various sorts and capacity of stores and consumer should make a selection among these stores. The amount of products is a significant consideration to decide on the store. Besides, brand is chosen according to the success of marketers. If a marketer makes the consumer believe that his product will correspond and satisfy the need the consumer is convinced to choose the product. Finally, method of the payment is a significant factor. Due to being the frontier for purchasing refund type has importance. Consumers can pay the product via cash or credit card, either they can merchandise the product entirely or they can rent it. The determination of these factors do not have any order, they are determined simultaneously.

There are circumstantial elements that effect the purchasing decision process, fundamentals of these elements are given below:

Physical circumstances: These circumstances address five senses of human being. According to physical circumstances purchasing decision of consumers is shaped because these

circumstances determine how much time consumers allocate for shopping. Positioning of shops, designing, the atmosphere of stores, the music and scent pertain to stores are some factors including physical circumstances.

Social circumstances: Humans are social beings, that is why, they live in a social environment and their decisions are influenced by the ideas of other people who they are in interaction with. Like the other situations, purchasing behavior is also influenced by society. According to the investigations, when a consumer is shopping with his friends he tries to visit more stores and purchases simultaneous products. This is because the consumer believes that the opinions of his friends are more valuable than his opinions. By the way, some investigations indicate that it is more simple to persuade consumers alone than shopping with friends because friends influence the opinions of consumer and can dissuade them from purchasing the product.

Purchasing objective: There is always a reason to purchase a product. A reason motivates the consumer to buy. Purchasing objective indicates the circumstance for shopping. Consumer can buy the product for themselves, it may be a gift or consumers may have an exclusive intention. Marketers should be familiar with these reasons and consider them when they develop their marketing strategy to compete with others and succeed in it. They should not avoid to use occasion based marketing techniques on marketing the products which is utilized for memorization of the products by consumers.

Time consideration: This factor assigns the allocated time for shopping. It depends on the consumer himself, the product and the locational opportunities. For example, Black Friday is a day when consumers can buy products with large amounts of discounts in the USA and most of the consumers living in the USA wait for the Black Friday period for purchasing. It also depends on the product type. While convenience products take short time to be purchased, specialty products require longer time, because when a consumer makes a wrong decision a specialty product it will bring lots of disadvantages and its effect will proceed for a long time for the reason that a large amount of money is needed to change this product.

Other circumstances: Besides the factors described above, other circumstances can have an influence on purchasing decision, such as the amount of money, psychological state of consumers and presence of products. Marketers cannot have an effect on the amount of money of consumers, however they may effect on psychological state and they can definitely determine the presence of the product. They should aim to create a positive impression on consumers to buy the product. Hence, presence of the product is a mandatory factor. Consumers can find the products in any stores and reach them. Through creative and affirmative advertisements marketers may fasten the psychological state at a positive level and motivate them to buy.

3.5 POST – PURCHASE EVALUATION

Post purchase evaluation is the result of purchasing decision. The more involved consumers are in purchasing the more evaluated is the situation after purchasing. This involvement is a process but generally involvement is separated into two fundamental groups, namely low and high involvement. Low involvement is when consumers buy a convenience product, utilize it and evaluate its performance after purchasing. They do not have supreme expectations from a convenience product. They do not make detailed researches and collect information about the product and evaluation duration is short. For example, a soap is a convenience product. Consumers expect from soaps to clean up their hands. It is a simple require to be satisfied and do not necessitates excessive involvement. If the soap cleans up their hand, in most cases they do, consumers pursue to buy it. In this circumstance, it is difficult to change the brand of the product for marketers because consumers get used to that product and do not think much in the decision process, they buy the product as a reflex. High involvement is when consumers buy a specialty product, utilize it and evaluate its performance after purchasing. After the evaluation, the consumer is either satisfied or dissatisfied with the product. In the opposite of low involvement, consumers have a high level of expectation because they make detailed researches and they make their decisions in a long time and they pay a large amount of money to buy the product. They want to be conscious that the performance of the product is high and it is worth to purchase it. They evaluate the purchasing decision in detail. After making a complicated and persistent decision

human being tends to ask himself whether he makes a mistake with this selection and whether other alternatives can bring better satisfaction. That is why, after purchasing this kind of product consumers ask these questions themselves, these questions may generate suspicion. This suspicion addresses to post purchase cognitive dissonance. Post purchase cognitive dissonance is dependent to what the decision means to consumers, if the decision is irreversible, how much consumers are confused on making the decision and the personality of consumers which means their suspicion level. This situation constitutes a disruptive feeling in consumers. To refuse this feeling, they try to find some reasons masking the failure and disadvantages of the decided product. These reasons can be exaggerating the positive features of the purchased brand and at the same time the negative features of other brands, underestimating the significance of the product, reducing their standards and criterias and denying the disadvantages of the decision. When the consumer cannot succeed in deceiving himself then the situation leads to dissatisfaction. If there is a difference between the levels of what consumer expect and what they get in return it will result in dissatisfaction, if the difference is negligible then the consumer will be satisfied and the evaluation will be favorable. If dissatisfaction occurs then a problem is recognized again and decision making is reprocessed. The experience with dissatisfying product is a data used in decision making and it is nearly impossible for consumers to be loyal to this brand and choose the brand and its products. In the viewpoint of marketers it is significant to collect feedback about the product through interviews, surveys and social media. They can obtain this information in post purchasing behavior step. Post purchasing behavior of a consumer reflects his satisfaction the success of marketers. Dissatisfaction means that the repurchasing is not going to happen. The duty of a marketer is to detect the negative commands and reactions of consumers and try to find out the reasons of dissatisfaction, change the marketing strategy and fix the problems analyzing the negative data so that dissatisfaction does not persist.

4. TYPES OF PURCHASE DECISION BEHAVIOR

4.1 EXTENSIVE PROBLEM SOLVING

This situation refers to most complicated purchasing behavior because in this type of decision making process the product is either a new category or the product type is specialty products which is unfamiliar to consumers and they do not have any criteria to choose a product. They feel confused and cannot eliminate any brand because they do not know which advantages and disadvantages the products possess to each other. So that the consumers are able to make decisions they have to make investigations and involve in the product. In this manner they can evaluate the product and determine the criteria to purchase the most appropriate product which will meet the requirement. This type of products requires extended involvement in product categories and analysis and comparison between the brands and a long while to make a decision and purchase and they are usually high priced. For instance, a consumer is interested in Bluetooth headphone and yet he only used wired headset instead. This consumer may hear some brand names producing Bluetooth headphones but he does not have any idea which features the brands can present and if they can fulfill his need. That is why, he cannot decide which brand he should purchase and make researches to evaluate the products. This type of decision making behavior process can be represented as extensive problem solving. Hence, marketers should prepare advertisements and programmes to introduce the product and give a general information about the brand and product at least.

4.2 LIMITED PROBLEM SOLVING

This situation refers to a simpler purchasing behavior than extensive problem solving behavior because in this type of decision making process the product is either a new brand of a familiar product or a new brand of a known product category and the product type is mostly shopping products. Consumers have limited amount of information about the product and brands and their criterias in the fundamental level, they eliminate the brands and choose a portion of brands and determine the alternatives. They only evaluate a group of brands and do not establish brand preference because they do not have sufficient information about the

brand. This type of products requires tolerable involvement in product categories. Consumers need additional knowledge about the brand. The analysis and comparison process between the brands takes a shorter while than extensive problem solving behavior to make a decision and purchase. For instance, a consumer wants to change her anti aging crème brand. She utilized a bunch of these crèmes of different brands and could not find an appropriate product for her skin. Than a new skin care brand emerges and offers effective anti aging crème. She is interested in the product of the new brand. In this situation, she is unfamiliar with the brand but she has a general information about the features of the product and she does not know if this product fulfills her need. She needs to collect additional knowledge about the brand and ask the opinions of her friends. This type of decision making behavior process can be represented as limited problem solving. Hence, marketers should prepare advertisements and programmes to introduce the brand and give a detailed information about the features of the product.

4.3 ROUTINE RESPONSE BEHAVIOR

This situation refers to the simplest purchasing behavior because in this type of decision making process either the product and product type or the brand is familiar to consumers and they ensure their criteria and preferences to choose a product. Consumers already have experience with these products, they have already bought and used them. Product type is usually convenience product. Consumers eliminate the groups of brands and usually pick one brand and continue to buy and use the product of this brand frequently until their expectation begins not to be satisfied and they do not believe that this product does not fulfill their needs anymore. This type of products requires low involvement in product categories and analysis and comparison between the brands to make a decision. It takes the shortest while to compare with other types of decision making behavior processes and purchase and they are usually low priced. For instance, a consumer wants to buy a toothpaste. He selects the one which he always uses, namely the same product of the same brand. He tried a few products and brands so far and selects the one in the end, which meets his expectation. He does not think much when he wants to buy a toothpaste, makes his decision quickly and buys it, because he got

used to this product. This type of decision making behavior process can be represented as routine response behavior. Hence, the marketers should keep the quality of the products so that the products can continue to provide satisfaction and they do not use their entrenched customers and they should try to arouse the interest of new customers in the way of using promotions, offerings and effective advertisements and creating and adding new attributes to products.

5. FACTORS OF DECISION MAKING PROCESS

5.1 SOCIOCULTURAL FACTORS

5.1.1 Family

A family can be defined as an association of two or more people who dwell jointly and have an affiliation through blood, marriage and adoption. Families can be categorized into two groups. One of the groups is the nuclear family, which is composed of dwelling people in company of next-of-kin, namely mother, father and their children. The other one is the extended family which involves the nuclear family and additional kins like grandparents, uncles, aunts, cousins, nephews, nieces, parents-in-law, brothers-in-law and sisters-in-law. While the family in which somebody is born refers to family of orientation, the family which is based only upon the marriage refers to the family of procreation.

In marketing, family is one of the most significant factors, because family members effect on the behavior and decision of the consumer primarily. The consumer is effected according to his position in the family. For instance, a consumer in child position patterns himself on elder relatives, mostly the one with same gender and closer age. When purchasing a new house or going on a holiday, the mother, father and children look from different perspectives and they have different levels of dominance on the decision making process. In the family, the buyer, user and payer is usually different. A toy can be purchased by mom, paid by father and used by child. The family is an organization in which products and services are experienced, presented and utilized. By the way, family shapes the manners of its associates to consume the product. That is why, families become more of an issue for most of the products and marketers should pay attention to families when they determine their focus groups.

Despite the categorization of family groups the generation of ordinary family is based on culture and subculture. For example, in Eastern culture, most of the nucleus families are expanded to contain the other relatives. Yet, the ordinary family structure is modified the groups of less population at the present time. That is why, it should be accepted that the

structure of family varies due to the time period and location. To be a member in a family is a long process and it starts from the moment where the member is born and lasts until the member dies. This process is defined as family life cycle and this cycle has five phases which are singles, couple, full nest, empty nest, and survivors respectively. These phases are explained below:

Young Singles: They can live solitary, with their family, friends or partners. The ones who do not live with their family should take the responsibility to afford their needs and wants. Even though they do not make much money they have a low level of responsibility and they usually do not have a future or retirement plan. They may have a plan for near future. Most of young singles concentrate on spending money for clothing, cosmetics, gyms, food and drinks, camps and vacation trips, social events, cars and daily life activities with their friends and partners. As an exception, some young singles may have babies and that is why, they plan a budget for the care of their babies. Marketers who have young singles as a target group should pay attention to these needs and wants and determine their marketing strategy according to the life styles they may have.

Newly Married Couples: These are people who are married a short time ago and do not have any children. Each member of the couple has usually a job and they are in a better economical state to compare with the young singles, at least two incomes are taken into the consideration in newly married couples. They are inclined to purchase cars, clothes, trips, goods durable, household goods, white appliances and social activities. Moreover, they are the most sensitive group to advertisements within all family phases. Marketers who have newly married couples as their target group should attach importance to sensitivity to advertisements feature of these people and force advertisers to endeavor more attentive on advertisements.

Married, No Kids: This status includes a couple related through marriage they do not have any children. To compare them with couples who have children they have a different life style. While couples with children focus more on the expenses based on children couples with no children focus more on philanthropy, loving animals, trips, hobbies and social activities. They behave more flexible in terms of financial affair because they do not bear the

responsibility of children. In general, both of them earn money and that is why, the total income is sufficient for the family and they can save money easily.

Full Nest I: In this phase, there is a couple related by marriage and the first child is born to the family. The birth of the child changes the life style of the couple. The possibility to quit the job emerges for the mother because the baby needs to be cared. Either the mother quits the job or a nanny is paid for the care of the baby. Both of the options effects the family negatively in terms of the financial status, the mother and father begin to regard their income as inadequate. The family considers the products for childcare and plans the budget according to the needs of the baby. They prepare the room of the baby, purchase baby food, napkins, toys, medicine and other care products. Furthermore, they make future plans and anticipate to find the opportunity to buy a house.

Full Nest II: In this phase, the latest born child starts to go to school. If the mother quitted the job there is a possibility to go back to work for the mother. If there has been a nanny to look after the children then the need for the nanny is disappeared. Both of the options effects the family positively in terms of the financial status. In this phase, the father is promoted most likely. However, the amount of consumption increases in the family because the children motive their parents to purchase products for their own leisure such as junk food, music and sports courses and social activities with friends. The parents prefer to purchase products from outlets and try to save money in this phase. Marketers who have this full nest family as their target group should pay attention to attract children through advertisements because the parents are impressed by children majorly at this phase.

Full Nest III: In this phase, the parents are in the middle age and children are grown up. The parents get promotions and some children start to work, make money and support the family financially. The total income is sufficient for the family. Presumably, they renew household goods, electronic and white appliances. They may buy a new car or purchase a new house or summer house. Children who earn money may tend to use money on luxury products and they find the opportunity to experience the management of their budget. There may be some children who still go to school and the family budget is planned according to their educational status and educational expenses may force the family to spare.

Older Singles: This status includes singles who are divorced or see the death of their wives or husbands or who never married. Divorced singles have difficulty in managing on their income and affording the products they need because when they were married their spouse used to support the family financially with the additional income and after the marital separation this income cannot be demanded, only some subsistence money can be paid to the divorced single. For the status of being divorced or passing away of the husband or wife, owning children complicates to afford the expenses because of the absence of the additional income. Never married singles may not have any partner and live alone but they may also have a partner to live together. For these cases, income is generally sufficient to afford the needs because they do not spend money for children and these singles become self-sufficient but they cannot guarantee their financial status in the future because the presence of the income of the spouse causes the feeling of assurance which singles do not possess. For the singles who plan to marry someone in the future should allocate money to find the environment and possibility to meet new people and to pay attention to their appearance and personal care.

Empty Nest I: In this phase, there is a married couple in the middle age and their children are self-sustained. The children live in their own houses, have a full time job and they may be married. It is the most satisfied phase for the family in terms of financial status because the couple still have their own jobs and they make the best of the positions at the company. This status leads the couple to have a higher income than ever and they do not need to focus on the needs of the children. By the way, if they have any grandchildren they can focus on the needs of the grandchildren but it does not effect the financial status of the couple. They can spend money for themselves, focus on their needs and desires. They may find a new hobby, improve themselves in the field of education, sports and social events.

Empty Nest II: In this phase, the wife and husband are above the age of fifty and most of them are retired of the age margin. It means the amount of income decreases and it does not satisfy the family financially. Some of them may have a part time job or work freelance to support the family financially. During this time period, medical issues may emerge and the family spends money on treatments and purchasing medicines. However, most of the people

at this ages still keep healthy and do sportive and social activities. They usually prefer a more peaceful life and move to the country side.

Solitary Survivor: In this phase, the spouse passes away and the other remains as survivor. If the survivor was working before the spouse passes away, he or she will continue to work and will not prefer retirement because of the worsening financial status. If the survivor was retired already he or she will search for a job to have a financial support. Clothes, electronic and white appliances will not be renewed and the survivor may move to a smaller house to reduce the expenses. Solitary survivor may look for new hobbies and friends to spend time. They can host the children and grandchildren to have conversations about memories and some of them may prefer to marry again.

Retired Solitary Survivor: The life style of retired solitary survivors is similar to the life style of solitary survivors. These people are retired and prefer to remain retired and they do not search for a new job. Their financial status deteriorates and they have to spare on spending money and plan their budget. They focus more on needs rather than wants. They endeavor to meet the requirements for food and safety. Medical issues may emerge in this phase and they have to care for their health. Predominantly, they purchase medical products. With increased ages they need special care.

5.1.1.1 Household

People who live together in the same house build up the household structure. Marketers should plan their marketing strategy by considering households because traditional establishment of relationships and family undergo a change in recent years. It is certain that the amount of nontraditional and nonfamily house should be considered and this amount will increase day by day. Most of the population of nonfamily household contain singles who live solitary. The rest of the nonfamily household population compose of solitary survivors, homemates and mates of same gender. Children may or may not be involved in nonfamily household. At the present time, families still hold the majority of households. However, the expansion amount of nonfamily households has more acceleration than family households.

That is why, marketers should differentiate the phrases of family and household when they make marketing research and they should use the units of consumer unit (CU) or minimal household unit (MHU) and determine their strategy according to these units.

Household dynamics influence the decision making process. The population in the house, the dominant figure, presence and amount of children, amount of income, relationship type namely marriage or cohabitation manipulate the purchasing behavior of the consumer. Among these factors, the presence and amount of the children is the most significant determinant because children change the purchasing behavior of the family radically. When they are just a baby they need clothes, care products, toys, baby room set, medicines and when they grow older they have expenses for education, tuition fees, school uniforms, books, stationery equipments. In return, the family reduces the purchasing of luxury products, pair activities, their clothing and special care products. The main reasons for the influence of the consumer and purchasing behavior through household are the output of plenty products is determined based on families and decisions of consumers are often manipulated by household, because humans appreciate the opinions of their household. Each of the individual in the household has a function to experience the product. There are payer, buyer and user roles in the process of disposal of a product. These functions determines the decision making process of the consumer because payer, buyer and user can be different or same individuals in the household or a product can be special for an individual or it can be disposed by part or all of the household. For example, a skin care product is utilized only by mother and in the decision making process of purchasing this product the mother has the last word but in the purchasing process of a seating group all of the adults in the household can influence another because this seating group is going to be used by everyone. They do not have to join the purchasing process on-site, their opinions are known by the household and in the decision making process these opinions will be considered. Even though when a consumer lives alone he will act with knowledge and influence which he had from their parents in the past and he will purchase the product either in the manner of he learnt or in the contrary manner. That is why, marketers should not only regard the consumers as a person but also a part of the household and they should determine their strategy according to this awareness. To be able to analyze the effect of household on decision making process of a consumer the place and

importance of family concept should be viewed from the sociological aspect. The operation of family concept can be clarified through three factors in terms of sociology which are cohesion, adaptability, and communication and these factors are demonstrated below:

Cohesion: It refers to the intimacy degree of a person to his or her family. The term is used to evaluate the strength of the connection between the individuals of family with regards to sensational approachment.

Adaptability: It refers to the capacity of the family to endure the situation when they remain under pressure and at the same time it designates the capability to resilience and adjust themselves to new conditions. The term is used to evaluate the power of the family to cope with the difficulties.

Communication: It correlates with cohesion and adaptability. The ability to communicate provides the efficiency of cohesion and adaptability processes between the individuals of family. If they communicate through constructive dialogues between each other they can tell their emotions about the necessity of conversion without hesitation and it will effect cohesion and adaptability processes positively. On the contrary, if the family members communicate through destructive dialogues they will feel like they should hide their emotions and cannot express their demand to change or they will tell their emotions with hesitation and it will effect cohesion and adaptability processes negatively. Through communications the status of the family after purchasing can be clarified because communication reveals whether the product meet the requirements of the family members.

5.1.1.2 Family Decision Making

Despite the fact that consumers are individuals they do not decide on the product to be purchased alone and they are under the influence of other family members. The degree of the manipulation depends on the product type, the personality of consumers and family members and the intimacy between consumers and family members. Considering all of these facts, during the decision making process there are eight different roles that family members can possess as consumers. These roles are explained below:

Influencers: This role refers to motivate and effect other family members to buy a product or service. They are aware of the emerging renewals in products or services and give information to other family members about the renewals. They have the ability to persuade people. That is why, they can force the family members to purchase the product which they prefer.

Gatekeepers: These people have already decided on the product they want to purchase. However, they tend to conceal the information about other brands and products from the members and especially from the payer because they aim to motive the decision of other family members and if they do not have information about the advantages of other products and brands they will not prefer to purchase them. Gatekeepers have the ability to permit the information share which is compatible with their preference and deny the information to be shared within the family.

Deciders: People with the decider role has the authorization to have the final word about whether they will purchase the product or not. The decision can be made alone or together with other family members. For instance, when a car is going to be purchased the decision is usually made together with all family members. On the other hand, if one person in the family is a dominant character and has the only resource of income he or she can decide on which car is going to be purchased alone.

Buyers: When a person executes the purchasing process of a product which passed through the decision making process by oneself this person has the buyer role. Buyers can purchase products on-site or remotely and these products can be available to be disposed by all family members.

Preparers: After the products are purchased the turn of the preparers come. This kind of products are not available to be disposed as they are. They should be prepared to be consumed. Preparers role has the duty to modify the products for the usage. For example, when the purchase a demounted furniture it is not available to use. A family member with the prepare role mounts the furniture and makes it available for usage.

Users: People who use and dispose the purchased products are defined as users. People with user role consume the products partially or completely. During the consumption, users experience the products and have an evaluation about the product. While they share their user experience with other family members they influence the family members for the next purchasing process.

Maintainers: Products have a lifetime to be consumed. When products begin to be destroyed some people provide the maintenance and restoration of the product. These people are described as maintainers.

Disposers: After the product completes its lifetime someone should end its usage and discard the product. These people have the role of the disposers.

In the decision making process spouses try to influence each other and purchase the product which they prefer because each of the spouses believes that his or her choice will result in a better experience. To convince each other, they use six major methods which are explained below:

Expert: Spouses try to convince each other by using the experiences and opinions of a person which they regard as an expert.

Legitimacy: Every spouse has an orientation in the house. In legitimacy method, they use their orientation to convince each other.

Bargaining: The spouse tries to convince the other spouse by promising that next time the decision of the other spouse will be executed.

Reward: The spouse offers the other spouse a compensation in return for accepting the decision of him or her.

Emotional: The spouse tries to impress the other spouse with a sensitive approach to impose the decision.

Impression: This method involves all of the trials and behaviors to convince the other spouse.

Spouses often struggle with each other in decision making process because they are usually of different opinions and try to persuade each other with these methods. Above all each of them is a consumer. In daily life, there are many disagreements such as deciding on a concert, purchasing a new car, furniture, summer vacation or anniversary celebration. Although there is an emotional relationship between each other they prioritize their preference when a decision should be made.

5.1.2 Culture

Culture is an accumulation of values, opinions, traditions and manner which are approved by society and conveyed to the future generations since they are born. Cultural elements influence the behavior of consumers as they have common criterions, principles and anticipations to establish relationships, sense and value the environment and incidents. Tradition is a major fact that effects the decision making process and behavior of consumers. For example, henna night is a tradition for Turkish women who will marry soon and it is the ritual to announce this wedding to a community. This tradition effects the sale of henna, the organization of henna night, namely the hall, music, clothes and food. Marketers should pay attention to prepare the products appealing to these traditions to be selected. Traditional manners are dynamic and adapt to the recent conditions. Culture has the features that culture is teachable and flexible, it is effected by the surrounding, it is an unwritten set of rules and leads to the reward and punishment system by society, it inspires effective experiences, it effects every individual of the segment and force them to implement the identical standards and procedures and multicultural organization is structured through stratification. There are four types of culture which are national culture, popular culture, subculture and corporate culture and they are explained below:

National culture: It refers to the general cultural values which are accepted by a nation.

Popular culture: It is the culture accepted by the majority of the population and it does not have any country border.

Subculture: It is the segmentation of a culture according to gender, race, age and beliefs.

Corporate culture: It addresses to the standards, traditions and protocols transmitted to the employees of the corporation.

Cultural elements are constituted within a society living in the same country. However, migration factors modifies the cultural structure of a society radically because immigrants mostly inhold a totally different cultural values to compare with the cultural values of the country which they migrate to. Both immigrants and native people in the country are influenced through this phenomenon and it causes a cultural mix and diversification. This modification also effects the buying behavior of the society. For this reason, marketers should update their marketing strategy according to this modification and at the same time they should prepare both local and international versions of the marketing strategy. To develop the local version of the marketing mix, marketers receive support from segmentation and micromarketing. Through segmentation and micromarketing, marketers can analyze nearly the whole behavior of consumption and decision of the fractions of a society and determine the proper products and services which meet the requirements of consumers.

There are three methods for cultural values to be transmitted and these methods are demonstrated below:

Formal learning: Ancestors transmit the values and norms to their descendants and give a form of the behavior and communication of the descendants which fits the standards of society. After these descendants grow up they will transmit the values and norms to the younger ones and it will continue in this manner.

Informal learning: People copy the lifestyle and acting of their family, companions or any person who they consider as a role model.

Technical learning: The actions such as handwork and cooking are taught in company with a mentor. This refers to a professional assistance.

Cultural values specify the borders of advertisements, the method of marketing and the reasonability of the society. It is obvious that cultural values adapt the modification of society in progress of time and some changes take place. Actually, there is a common change in cultures on the bases of globalization. The common change elements are given below:

Availability: The ratio of women who take part in business life is increasing from day to day. That is why, they cannot allocate time for housework and need products which facilitate routine housework. Through food processors, washers, vacuum cleaners, convenience and canned food women can have time to be available to rest and improve themselves.

Education: A considerable part of people seeks for improving themselves in the field of their professions or hobbies. The root cause is that people tend to be a perfectionist in all fields at the present time. There are so many universities, trainings and certification programs and there is still a deficiency in this kind of institutions.

Physical appearance: Nowadays, it is popular to look fit because people pay special attention to their physical appearance. Women try to get into a slim shape and men try to look muscular. There are so many fitness centers, regional slimming services and various diets so that people can reach their intention to look good. Moreover, sports gear and nutritional supplements are the products which are demanded by consumers.

Materialism: People seek for happiness through provided benefits from products and services. Compulsive buying, individualization and pragmatism are the principles for these kind of people to obtain tranquility and satisfaction. Most of the people satisfies their self esteem through the products which they will not use once.

Cultural values influence buying, decision behavior and perception of consumers extensively. In the meantime, marketers attach importance to analysis and influence of macrocultures on consumers. The sociologist Geert Hofstede was of the opinion that cultural norms influence consumer behavior considerably and studied on the mutual values of cultures. At the end of the study, he revealed the theory of five dimensions of culture. These dimension include the analyze and comparison of 66 cultures with each other so that cultures can be fractionated into microcultures which are related to factors of the surrounding. The dimensions are explained below:

Power Distance: This dimension refers to the endeavor to constitute a distance between people following the same cultural values based on the distance of power possessed by these people. The larger the difference of power between people is the more distance occurs

between them. It causes the class differences, hierarchy and inequality within the society. This means that the society accepts the norms which support the authority and the limitation of rights and liberty for a segment of the society.

Uncertainty Avoidance: The term addresses to the worry for the future and endurance for obscurity of the society. The worry contributes to the generate standards and principles and protect the traditions in terms of cultural values. The intensity of uncertainty avoidance determines the level of development of the society. The more intense the uncertainty avoidance in a society is the less developed and poorer the country is. The society is more flexible and prepared for uncertainties in developed countries.

Individualism versus Collectivism: This versus assigns to the basis of behaviors of a person. If a person attach more importance to act through individual values than the person has the mentality of individualism through the cultural effects of surrounding. The opposite condition addresses to the mentality of collectivism. Individualism is based upon the idea that humanity consists of the individuals rather than communities. Individualism pays attention to the freedom and the self reliance of a person. Collectivism pays attention to the wealth and tranquility of a community and eliminates class differences. This behavioral preparedness is shaped through culture. People from USA, Canada or Europe tend to be more individual while the communities from far east like Japan are inclined to be more collectivist. There are some differences between individualist and collectivist communities. Individualists introduce themselves with their own abilities and personality. On the contrary, collectivists introduce themselves through their household and friends. Moreover, individualists highlight dissimilarity and uniqueness. Collectivists highlight the commitment and dependence. Individualists care for their own needs and prioritize to meet their own requirements, needs and wants rather than the others. Collectivist people prioritize the needs and wants of closes and they are more social.

Masculinity: Cultures are divided into the basis of male and female behavior. When the cultural behavior of a society is based on male manner there is a high level of gender gap, people pay more attention to financial gain, property holding, self confidence and self esteem. On the other hand, when cultural behavior of a society is based on female manner there is a

low level of gender gap and the borders of genders are flexible, people pay more attention to humanity, maintenance, environmental consciousness and support for weak people.

Abstract versus concrete thinking: This versus refers to the way of thinking based on cultural impacts. While concrete thinking represents the reasonable analyze and evaluation processes abstract thinking represents hypothetical analyze and evaluation processes. Consumers decide on the product either through cause effect relationship, namely concrete thinking or through assumptions, namely abstract thinking.

Culture is a complex structure. That is why, multiple methods are developed to measure it. The fundamental techniques to measure culture are given below:

Projective techniques: These techniques are used to evaluate the inspiration and character of a person.

Attitude measurement tests: It is the method to measure the opinions and behaviors of a person.

Interviews and discussions: These methods are used to reveal the updates of cultural values.

Observation: By means of this method, the remained hidden information about a culture can be discovered because every norm cannot be uttered clearly in some cultures.

Content analysis: This analysis concentrates on the lingual, written and visual relationships. It is used to measure the difference between the previous and current cultural values and environment. For instance, comparing the billboard concepts of different time intervals gives an idea about the cultural modification of the society.

5.1.3 Subculture

Culture represents the characteristics of a community in terms of language, standards, principles, prosedures, traditions and opinions. However, these elements are not the same for all members in the society. There is a segmentation under the concept of culture. This segmentation refers to the subcultures. That is why, a society is a hybrid and composite

structure in which people generally demonstrate the features of a culture, beside this, these people differentiate from each other through subcultures. While culture represents the upper identity of a society subculture represents the sub identity. In a country, all of the citizens may have the same upper identity, but they differentiate through subcultures. For instance, in Turkey all of the people are a Turkish citizen but there are Kurdish people as well and Kurdish people have their own language. The official language of Turkey is Turkish. Therefore, their language leads to a formation of subculture. The Rum and Armenian people differentiate themselves through their religion Christianity. Most of the people are Muslims in Turkey. Hence, the religion leads to the formation of Rum and Armenian subculture. As a result, the elements such as language, standards, principles, procedures, traditions and opinions are the same for the people who belong to the same subculture but they may be differentiate with regards to cultural values. Subcultural characteristics are not prevalent in the society. Marketers should consider the subcultural features when they determine their marketing mix and strategy, because subculture is a differentiation factor within consumers and it influences the purchasing behavior and decision making process of consumers. Marketers should follow segmentation strategy when they determine the subcultural communities as their focus group. The general components of subcultures can be defined as nationality, geographical positioning, religion and race. These components are explained in detail below:

Nationality: People belonging to a culture can be differentiate through the subcultural element of nationality. Different nationalities have different languages, religions and traditions. For example, in Russia there are Tatars, Ukrainians, Armenians and Azerbaijanis other than Russians and these people have different cultural habits from Russian culture.

Geographical positioning: The geographical differences in a country results in differentiation of habits of people according to their geographical positioning in a country. The wideness of national boundaries, varieties of climate, qualification of the region, namely countryside or urban areas and population density causes subcultural formations inside a country. The habits and attitudes of people change. They reflect this change through their diet, dressing style and life style. For example, if a community is located near a coast within the country, they will

probably have the food habits such as fishing, vegetables and fruit and usage of vegetable oil. On the other hand, if a community is located near hinterlands within the country, they will probably have the food habits of animal origin, food with high nutritional value and less vegetables and fruit. They may wear heavy clothes to be protected against harsh climate conditions.

Religion: The religious differences causes a variation of behavior of people. For instance, Sri Lanka is a multi religious country. There are buddhists, hindus, muslims and christians. All of them have different habits. While buddhists and hindus are vegetarians, muslims eat halal and christians do not have a spesific preference or avoidance of meat.

Race: Ethnic differencies result in the differentiation of the society as well and the culture varies. For instance, there are black Americans, Asian Americans and Hispanics in the USA. All of them have different cultures and languages.

5.1.4 Social Class

Every human being has a place in the structure of the society. This place is described as the social class of a human being. In a social class, there are such features which persons generally possess. These features can be exemplified with education, profession, possession of goods, level of income etc. These terms can be stated as socio-economic factors. According to the ownership of these features individuals are categorized in the society. The individuals in a categorization have the similar positioning, level of income and purchasing behavior. It is precisely indicated that social class information designates the positioning of individuals. They prefer the similar vendors, products, services, outlets, fashion and manner. In the view of such information social class can be defined as a different and congenerous categorization of the society in terms of stratification according to characteristics, value and behavior. The term social class can also be defined as the division of the society and the members of the society distinguish from education, ownership, way of acting, ideas, force and relationships. The members in the same group behaves uniformly in terms of prioritisation, buying, expense and relationship. The approach of social class does not deal with each individual but the family because it is a sociological notion. The individuals in the

family share the mutual interests, beliefs and lifestyle because they live in a house together and the total income is splitted equally for each member. That is why, they are positioned in the same social class. Their manner of communication with external world is shaped through these common features. Social class structure occurs all around the world. Therefore, this hierarchical construction is a fact. In general, social classes involve five major benchmarks which bounded, ordered, mutually exclusive, exhaustive and influential and these benchmarks are explained below:

Bounded: There are sharp boundaries between the social classes. These boundaries are transferred nonverbal and the members in the society should obey these rules so that they can belong to the related social class. The members enforce limits for their attitudes due to the fact that they possess common ecoculture and way of acting.

Ordered: Social classes are ordered with a characteristic of a rank and differ from each other through severe factors such as level of income, reputation and positioning.

Mutually Exclusive: One person can only be a member of a social class at the same time. However, it is not an obligation that the person will stay at that social class permanently. This is a dynamic system. If the level of income and life conditions of a person change the social class of this person will be updated synchronously. In recent years, a new wealthy population is emerged and they get wealthier in progress of time. For this people, it is unimaginable to quit the social class.

Exhaustive: This factor refers to the obligation that every individual belongs to a society and therefore every individual to a social class and should do the requirements for this social class.

Influential: This element addresses to the requirement that every social class should have several way of acting because every social class represents a discrete classification in the society.

When all of these factors are taken into consideration it is certain that social class concept is flexible and it is a dynamic system. Even so, there are three primary groups in social class hierarchy which are upper, middle and lower class. Afterwards, a fourth group which is

working class is added to the classification and located above the lower class and below the middle class. People exhibit a purchasing behavior of a social class which they possess or desire to possess. It means that social class gives form to consumer behavior. Besides, social class is also related to demographic factors and the country which the consumer lives in. People who live in the cities generate a group and behave with the discipline of the social class. These people are influenced by urbanization. On the other hand, people who live in countries also generate a group and exhibit similar behaviors with each other and the discipline of their social class. Each group has a different way of acting, buying behavior, working conditions, nutrition and fashion. People anticipate similar behaviors from other people which belong to the same social class. That is why, the purchasing behavior of the members of a social group is similar. Marketers should consider the classification in the society when they create their marketing strategy. This aspects point out the aspect of status. In general, socio-economic factors lead to positioning in the society. The positioning in the society can be grouped into upper class, middle class, working class and lower class which are explained in detail below:

Upper Upper Class: This class refers to the richest people. They have multistranded income and numerous assets. They comprise the tiniest part of the society and have a strong reputation. They have a different fashion comprehension and desire to illustrate an original appearance. By the way, they can get what they aim, namely the desired products and services, meeting the people they choose and joining the activities of good quality. They are interested in luxury products, exceptional creations and activities related to their rarely seen hobbies. On the contrary, they are not interested in promotions and discounts much because they can mostly afford their desires.

Lower Upper Class: To compare this class with upper upper class they have a lesser income amount. However, they dream of rising up to the upper upper class and they envy the upper upper class for their life conditions and their higher reputation. Therefore, the people from lower upper class copy the behaviors, appearance and habits. In reality, they cannot afford the products and services which upper upper class people possess. Nevertheless, some products in the upper upper class segment are leaked to lower upper class and to be able to

purchase these products is precious for lower upper class people. This leaking action is described as trickle down effect in marketing. Marketers should be aware of the desire that lower upper class seeks for reaching the wealth and life conditions of the upper upper class and prepare the marketing strategy according to this consciousness.

Upper Middle Class: This social class consists of people who build successful careers. They gain a place and they are respected in the society. Most of them are doctors, pilots, engineers, entrepreneurs, politicians and managers. People belonging to upper middle class are hardworking and try to reach the status of the people in upper upper class. They have impeccable taste, special hobbies and they are interested in cultural activities.

Lower Middle Class: The ordinary people of the society belong to the lower middle class. They may have a small size enterprise and it is possible that they are not well-educated. People from lower middle class anticipate respect from other people. They aim to invest in future and secure the future. Marketers who consider the lower middle class as focus group should pay attention to introduce products and services which provide honoring and respect approaches from other people.

Upper Lower Class: The people belonging to upper lower class cannot make future plans because they cannot afford it. Their income level is low and they purchase the products according to their culture, subculture, tradition and household discipline. They may be interested in social activities and they can purchase products accordingly. Marketers should consider the disposition of social activities for people from upper lower class.

Lower Lower Class: People belonging to upper lower class and lower lower class consist of the majority of society. Their income level is quite low and they can only afford their needs to survive. They need the physiological and security requirements to be satisfied. Their initial preference is cost and they are not able to satisfy their wants but only needs.

Marketers intend to establish the marketing mix elements which are product, price, place and promotion in a proper combination and introduce the consumers who will satisfy their needs with this product. This operation requires the choice of the correct focus group. To choice of the correct focus group can be accomplished through the investigation of social classes.

Social class concept does not refer to level of income directly. That is why, it can be misleading that marketers consider only the level of income when they determine their marketing mix. Social class information can provide the correct perspective about the way of life and purchasing behavior of consumers. For instance, leisure motives upper classes to purchase products. They desire extraordinary products and that is why, they do not prefer to purchase products from outlets. Instead, they would rather search for special shops. They do detailed research about products and get involved in the purchasing process. Consumers belonging to middle classes are also disposed to involve in the research like the consumers from upper classes. They collect information through online research, social media, advertisements, brochures and journals. On the contrary, lower classes are less involved in the purchasing process and their motivation to buy the product is low cost and promotions. They value the communication with their environment. Moreover, marketers should integrate the level of income and social class to determine the marketing strategy of a product which is presented to the environment. Because the discernable products represent the social class of a person. These products can be exemplified with home decorations, mobile phones, cars and dressing.

When marketers determine the marketing strategy they pursue the steps given below:

To determine the focus group for the product: Marketers should consider the level of income when they determine the focus group. Income is a direct limit to purchase the product. In other words, if consumers do not have a sufficient level of income for the product they cannot afford and purchase it. Product are purchased for certain reasons and by the way education is one of the major factors to motive the purchasing behavior. The more educated a person is the more interested in cultural activities he is. Every social group has a different reason to purchase the product. For example, upper classes desire to represent the wealth and their social status. Moreover, credit card is a tool which is used by all social groups but they have various intentions. Credit cards are mostly used for the security of information for upper classes and for the payment of debts for lower classes.

Acquisition of data related the social class of the focus group: In this step, marketers acquire information about the disposition, way of life and dreams of the focus group. Marketers

analyze the data in detail and prepare the appropriate communication channel to reach the target group. They should give consumers the message that they can move forward in the social status hierarchically through the advertisements.

Placement of the product due to the social class of the focus group: In this step, marketers organize the positioning of the product and relate the positioning to the social classes and level of income. For example, Zara designs clothes addressing to the middle class segment. Beside this, Massimo Dutti designs clothes addressing to the upper class segment. But, Zara and Massimo belong to the same producer Inditex. This segmentation shows the positioning through the effect of social classes.

Determination of the proper product, place, price and placement combination: Finally, in the view of such information the marketing mix is determined by marketers. The elements product, price, place and placement should correspond to the profile and social class of the consumer. Marketing strategy does not end with purchasing operation. Marketers should gather the data of user experience, analyze it and they should be certain that the product will be purchased again.

5.2 PSYCHOLOGICAL FACTORS

Buyer behavior are also influenced by psychological factors, ranging from the teachings of Freud to Herberg's discussion of dissatisfiers and satisfiers. In marketing, the most widely quoted psychological approach is that of Abraham Maslow, who developed a hierarchy of needs, shaped like a pyramid. Pyramid ranges from the most necessary physical needs such as nutrition and shelter to the most luxurious ones. Maslow's contention claims that the most urgent need first, starting with the physiological. Whenever lower level physical needs are satisfied, attention switches to the next higher level. While marketers in developed nations focus on the two highest level of needs, it appears that the elementary needs of many remain unfulfilled.

Processes of socialization and acculturation of nations creates values that represent character of nations. While some values can be counted as terminal values, some are important than others, values reflect desired end states that guide behavior across many different situations.

5.3 DEMOGRAPHIC FACTORS

5.3.1 Gender

Gender, one of the main cultural sub-group, has significant effect on human behaviour. Different cultures have different gender roles, generally separated from each other. It is also obvious that male and female roles in developed country are resembled. Products generally used by women (i.e. washing machine) are also used by men, vice versa. Socio-economic culture is transformed with new gender concept. Households income has also effect on socio-economic cultural transformation. There is no longer single income households, generally dual-income. Woman started to work outside, not taking care of children. These facts changed the consumption habits, where both man and woman joint the decisions.

5.3.2 Age

Babies, children, teenagers, adolescents, adults and the olds are sub-group of society in terms of age. They have different lifestyles, habits etc. For example, an aged person would prefer healthy and slow life, whereas a young man live fast.

5.3.3 Level of Income

Low, low middle, middle, upper middle, upper etc. An individual's income shows type and quality of products a person buys. While low income people mostly spend their money for food, clothing and other essentials, richer people tend to buy higher quality products and non-essentials.

5.3.4 Education

Preferences in music, art, entertainment, food, clothing, automobiles etc. are correlative to quality of one's education. In a nutshell, educated person willing to be more selective.

5.3.5 Marital Status

Homes, life insurance, consumer durables and children's clothing are products in married people interests, rather than unmarried people. Before studying his/her buying behavior, it is important to consider the marital status of a consumer.

6. CONSUMER PERCEPTION

Quality of the products has always been a consideration point for consumers when purchasing. To evaluate the quality of the products consumers use their criterias and standards. These criterias vary from one consumer to another. Price is one of the most significant criterias on evaluating the quality. Most of the consumers are of the opinion that products of high quality should have a higher price above the average. At the same they are suspicious of this approach. Some of the consumers pay also attention to producers, packaging, channel of distribution or the place of manufacture. It is obvious that consumer do not have certain conditions and standards to evaluate the quality. However, all of the consumers consider their five senses, namely sight, sound, smell, taste and touch to determine the quality. Nonetheless, the senses are not sufficient for the determination, they may misguide the consumers. That is why, consumer perception is a benchmark of purchasing products. They are lots of stimulis which try to draw the attention of consumers. The brains of consumers cannot evaluate all of these stimulis, most of them will be refused and ignored. Perception is a consumer based process, every consumer has his own way of perception. That is why, all of the perceptions do not have a standard and will not be qualified. The quality of perception depends on how much capable their brains are of evaluating, how their brains process and understand the stimulis and come to a conclusion. Consumer perception is a process in which the consumer senses, organizes and examines the stimulis obtained from surroundings to constitute a logical whole. In the sensation level, consumers collect data through their senses about the product. In the organisation level, consumers memorize the features of products which draw their attention. In examination level, consumers criticize the product and assign its quality level. After consumers examined the stimulis they react to them and the reactions of consumers should be considered by marketers. They should analyze and comprehend the reactions carefully in detail. Marketers can mold and change packaging, channel of distribution, place of manufacturing, marketing strategy and advertising methods of products to effect the perception of quality of consumers. There are two factors which are specified by psychologists to explain the determination of quality of a product through the notice of stimulis. One of the factors is internal factors which involves the anticipations and

assumptions of consumers about the product. The other factor is external factors which involves substantial features interpreted through five senses of consumers to designate the quality of the product.

6.1 ELEMENTS OF PERCEPTION

In traditional view, determination of perception and analysis of stimulus is only dependent to the factors of five senses. Latest investigations indicate that examination of five senses is not sufficient to determine the perception of consumers. They still have the primary importance for the determination, however, when they are interpreted unaided the composition of senses can misguide marketers and result in wrong perceptions, because perception is an individual fact and can be misinterpreted. That is why, the elements of perception should be apprehended deeply which are given below:

6.1.1 Sensation

Consumers give an answer to stimulus by sensation in a straightforward way. A stimulus can be described as an input of the signal. For example, an advertisement and promotion can represent stimulus. Consumers receive the signals from the environment through sense organs, five senses which are sight, sound, smell, taste and touch which are explained below:

Sight: Investigations demonstrate human beings obtain 80 percent of the signals from vision which means the most significant sense to interpret the signals is sight, human beings trust vision sense more than any other sense. If it is not possible to receive stimulus through vision consumers start to pay attention to other senses. Consumers tend to have a determination about the product when they first see it. Therefore, marketers should mostly consider the vision part of the product. They should put emphasis of the advertisement, design and packaging of products so that it makes a difference from its competitors and applies to the eyes of consumers. Perception through sight is a complicated process which contains the mold, colour, magnitude and motion of the product. To determine the quality of the product, consumers notice the colorization primarily. Colorization is utilized to attract the attention of

consumers and its effects on the feelings of consumers and the psychological state. Investigations point out that the colorization of packaging is an important factor to eliminate the competitors due to the fact that consumers who do not purchase the products of a certain brand regularly tend to pay attention to the products with attractive package colorization.

Sound: Voice and music are considerable factors to draw the attention of consumer because sales promotions, announcements, soundtracks unique to the brand, advertisements definitely has a voice and music part. It is incontestable that music is a marketplace all by itself. Hence, marketers should regard these elements and determine their marketing strategy according to sound sense to compete with other brands. Through voice conversations are made in which human beings compound the word in an order and these conversations sound meaningful. In marketing strategy, while building conversations through voice words are selected carefully and the intonation of the speechmaker is adjusted to attract consumers. Music can awake the feelings of consumers and marketers can change and establish the psychological state of human beings. Marketers manage the feelings and psychological state of consumers by selecting the right soundtrack. Music and voice change the purchasing behavior of consumers and develop a purchasing experience in the minds of consumers in which they feel more satisfied, they have a good impression of the brand, they spend longer time in stores and purchase more than as usual.

Smell: Odors have an extensive meaning for human beings. They can arouse feelings, remind the memories, people, control the status appetite, calm human beings down and disgust. Humans can differentiate odors by designating them a worth as all animals do. Therefore, for the perception of consumers, smell sense is essential. The evaluation of smell signals depends on the culture of consumers because the odors are memorized inside the brains of consumers and when this signal repeats the odor in the real time merges with the odor in the memory. For instance, turkish bagel arouses the feeling of crispness, hunger and breakfast to turkish consumers. After the recognition of affirmative results of odor usage, marketers developed a strategy to add extract to advertisement and detected that they attract more consumers to the products and motivate them to buy.

Taste: In researches, it is generally assumed that smell and taste senses complement each other. A tongue can sense sweet, bitter, sour ve salty taste by means of the smell of foods and receptors the tongue has. Taste is a measurement for the determination of palate of food and drinks. Without experimenting and spending money the reference of taste is sufficient to produce.

Touch: Types of touches can be categorized into two groups. First group is active touch in which the human touches something deliberately and aims to interact with somebody or something else. Second group is passive touch in which the human is being touched and observes its results, physiotherapy can be an example for this group. There might be a disadvantage on online shopping, because while consumers can touch the products, discover their structures, establish an interaction with them and evaluates its experience in regular shopping, consumers shopping online are deprived without this experience and evaluation. Investigations indicate that consumers prefer to purchase the product which becomes prominent with its material and physical features, for example shoes via traditional shopping and which has a certain packaging and shape, for example stationery via online shopping.

As a result, the determination of external signals are the combination of sight, sound, smell, taste and touch and they do not count for something by itself. This combination is identified as synesthesia. Smell and taste senses are close indeed, but other senses also create a meaningful whole of the stimulus jointly. Sensitivity of humankind can be described as the responsiveness to stimulus and it depends what humankind lived through up to the present. The more capable the receptors of humans for signals from the environment are and the higher the number of signals received by humans are the more sensible are they to stimulus. When human beings receive less amount stimulus, they have more capabilities to perceive the variations. With this capability human beings defend themselves from the excessive amount of signals and stimulus and disturbance which they cannot tolerate. In the meanwhile, marketers should deduce the result from this capability and behavior of humankind and develop their marketing strategy accordingly.

6.1.2 Absolute Threshold

So that the sensation can be noticed by consumers, the power of signals and stimulus must have a value above a threshold, below this value none of the stimulus and be processed in the brain. This threshold value matches the absolute threshold. At this threshold, humans distinguish there is a difference between the deprivation and existence of stimuli. Apparently, the absolute threshold can be set up for all sensations and its value varies from a person to another. When the same stimulus are received regularly, humans get used to these signals. As all of these factors are taken into consideration there are some applications and methods to take the absolute threshold value under control and balance it which are explained below:

Once the consumers become accustomed to the stimulus marketers should modify their strategies, make updates and change the advertisements frequently to avoid the negative effects of the situation. To arrange advertisement management factor, either advertisers enhance the level of stimulus to distinguish from other stimulus and knowledge or they opposedly reduce the level of stimulus to attract notice.

Advertisers can use the method of staying silence. No speech and music is included in the advertisements and by this way, they attract notice.

Advertisers can try to engage extraordinary medium to the advertisements so that they project an original image and draw attention.

Marketers can cooperate with scent experts to create an original scent fitting the product so that consumers can memorize and evoke the product through its odor.

If marketers draw attention in a stable level, for example if they present the advertisements continuously it will have an adverse effect and consumers will get used to these implementations. It will reduce the level of absolute threshold and repulse consumers, they will beware to purchase the products. Instead, the level of drawing attention level should fluctuate and the method of attracting notice should not remain unchanged. The advertisements, packaging and design of the product should be updated regularly by marketers to abstain from sensory adaptation.

6.1.3 Differential Threshold

There must be a threshold value so that the variation between two stimuli can be noticed. This threshold value matches the differential threshold, or in other words just noticeable difference (j. n. d). According to Ernst Weber, differential threshold between two stimuli does not have a certain value, it is proportional to the power of the initial stimulus instead and its value varies from a person to another. The more powerful a stimulus triggers a consumer the higher must be the amount of the supplementary stimulus for the recognition. Most of the consumers requires the supplementary differential threshold value to notice there is a variation between the previous and current state of the product. The approach of Weber is valid for every sensation and amount of stimuli power. To determine the discount amount of products this approach should be applied, because if the discount value is established below the differential threshold the consumer will not notice the discount and motive to purchase. On the other hand, if the discount value is above the differential value the margin will be reduced. The mark-up of ingredients of product usually causes the mark-up of products. It is a major issue that marketers confront and it takes marketers into controversy. They should decide if they reduce the quality of ingredients or raise the prices. If they decide on the wrong choice they will risk their position within their competitor in the marketplace. The common point of both possibilities is that they should take the differential threshold value into consideration. When marketers aim to raise the price of a product they should determine the differential threshold value at first because the amount of the price rise should not draw the reaction of consumers. If this scenario comes true consumers will avoid the purchase the product and they will believe that they are overcharged. Hence, marketers should raise the price below the differential threshold value. On the other hand, when they decide to reduce the quality of ingredients they should select the amount of the quality change of ingredients below the differential threshold value. According to researches the discount amount should be at least 20 percent so that the existence of discount can be detected. Marketers should comprehend the approach of differential threshold because it is an obligation to determine the marketing strategy. The common use areas of differential threshold are explained below:

Marketers specify the differential threshold value for two reasons. One reason is that if they plan to modify the characteristics of the product to an unfavorable level such as decreasing the quality of the material of the product or decreasing the size of the product this modification should not be recognized by consumers. The modification level refers to the differential threshold value. The other reason is if marketers plan to modify the characteristics of the product to an affirmative level the differential threshold value should be determined due to the fact that the modification does not result in lavishness and the brand does not lose money.

Differential threshold level provides marketers the ability to designate the magnitude of modification applied to the product while they do not corrupt the core of the original characteristics.

Since last two decades computer technology has been developed in every aspect. Professional designs are executed by using programmes and the improvement of technology in an exponential increase generates the impression and expectation of rapidity, dynamism and progressiveness in human beings. The logos of the brands should be renewed or designed in the proper way of the necessities of the technological development and the amount of the modification addresses to the differential threshold value. Nevertheless, there are some companies which execute modifications in logo design below or above the differential threshold value and could be successful.

Marketers have to measure and specify the differential threshold level of consumers because the modifications of the product must be recognized by consumers. Products should be modified according to the value of differential threshold level of consumers. This level varies from one consumer to another. However, to determine the average value answers the purpose of meeting the requirements of the majority of consumers.

Terminal Threshold: It refers to the maximum power of stimulus which should be received by consumers. Every product has its own terminal threshold value. The power value above the terminal threshold value does not create a perceptible change in the behavior of consumers. Therefore, producing a higher stimuli than the terminal threshold will not make

sense. For example, adding another type of cheese to frozen pizza product will not be discerned by consumers because there is already mozzarella cheese included in the pizza. Besides, this type of implementation increases the cost. That is why, marketers should abstain from adding unnecessary and unpractical features to products.

Subliminal Perception: It is possible to manipulate human beings using stimulus which has the intensity below the absolute threshold value. This method addresses to the subconscious of humans. When humans receive stimulus with the intensity above the absolute threshold value they are conscious of the signals. But when the intensity of stimulus is below the absolute threshold value humans are not aware of the signals which refers to subliminal perception. The intensity should have the sufficient power to be received by receptors but it should not be recognized by consumers. There are some investigations pointing out that subliminal perception is effective to motivate consumers to purchase but it is still a theory and not proven totally. So that consumers can be exposed to subliminal perception the stimulus should be generated in high frequency and stimulus should be received for a long term through advertisement. However, it is applicable because of the need for time economic resource. This method does not recompense the effort for the moment at all.

6.2 INFORMATION PROCESSING

It explains the way of processing stimulus. In this process the stimulus are detected, converted to data and kept. There are four phases of information processing which are exposure, attention, interpretation and memory respectively. Exposure, attention and interpretation phases declares the perception process. These phases are clarified below:

Exposure: Perception process initiates with exposure step. When consumers receive a stimuli from the surroundings simultaneously or on purpose it means they are exposed to the stimuli. Consumers do not recognize every stimuli they are exposed, only a partial of the stimulus are recognized. Marketers intend to expose the stimulus to the focus group for the best efficiency. For instance, during rush hours an advertisement of the application which serves to read out the books and stories is often presented to people. These people are mostly white collar

employee and cannot find sufficient time for reading. Through this application they can listen to the books with their headphones and they will meet the requirement for reading. After they are exposed to the advertisement they can motivate to purchase the application because they constitute the majority of the focus group.

Attention: After consumers are exposed to stimulus and signals through receptors they eliminate most of them and start to process stimulus. This operation refers to attention process. In this process, consumers of the focus group spare time and keep available their ability to evaluate the product. If consumers regard to be exposed to stimulus and are disposed to evaluate the signals they will provide the attention process on purpose. Nonetheless, attention process can be generated automatically, deliberately and willingly. For example, when consumers begin to take cognizance of an advertisement, it means they are exposed to the advertisement and they are in the phase of paying attention.

Interpretation: After consumers pay attention to the stimulus they prepare an answer to the sender. Through sensation, namely the five senses, the answer is conveyed. By means of the answer marketers have the information that the stimulus are exposed, obtained through receptors, paid attention and ready to be interpreted by consumers in the process of perception. In the interpretation phase, consumers evaluate the stimulus and come to a conclusion about the product. The conclusion may be either purchasing or not purchasing the product. Consumers represent their decision to marketers through their purchasing behavior.

Memory: It is the phase when consumers comprehend the stimuli and its advertisement and they will keep their information of evaluation about the product for a short term in their minds. If they need to decide all of a sudden whether they will purchase the product the evaluation information they will recall the evaluation information from the short term memory. After the decision they will keep the information of experience of the product for a long term in their minds.

These phases are interrelated with each other and take place automatically. Researches point out that memory phase influence how we are exposed to stimulus from surroundings, how we pay attention to the signals and interpret them to a data. In the meanwhile, data structure the memory which means there is a loop between the phases. Only a particular of the data which

passes the interpretation phase can be convenient to decide on the purchasing transaction because most of the data is eliminated and forgotten. This is a complicated phenomenon. That is why, three different types of viewpoints are formed to clarify consumer perception, which are explained below:

Sensory modalities: This viewpoint is based on the perception in which information is taken from the receptors of five senses and this information shapes the mechanism of decision making predominantly.

Gestalt psychology: Gestalt is permuted from German language which means “form” in English. This viewpoint is based on the psychological explanation which is that humans prefer to analyze something as a whole rather than fragmentary. Consumers generally pay attention to the stimuli with Gestalt approach, they decide on the purchasing transaction by means of Gestalt viewpoint as they detect and evaluate the stimulus including advertisements and external appearance of the product. Therefore, marketers should interpret this psychological explanation and they implement this approach into their marketing strategy in which they concentrate on the whole model of the marketing mix basically and the structure of the product, cost, place and promotion are pushed into the background.

Consumer Interpretation: In this viewpoint, consumer behavior is used as base. Their purchasing behavior of consumers is interpreted by marketers. They predict the perception process analyzing the data through surveys and market investigations.

Consumers may have various perspectives for the identical product since there are three types of perceptual processes which are given below as selective attention, selective distortion and selective retention.

6.3 PERCEPTION PROCESSES

6.3.1 Selective Attention

Hundreds of advertisements are broadcasted to the environment and received by humans every day. Most of the stimulus are discarded and not paid attention because human brain is

not capable to process this amount of information. This situation emerges selective attention. In this perceptual process, marketers should endeavor to bring their stimulus into the forefront, draw attention of consumers and forge ahead of the competitors. By the way, humans are disposed to refuse the conflicting signals on purpose. The reason of this reaction is that humans aim to protect their self esteem and self respect. This behavior is entitled as perceptual defense. As the result of perceptual defense, consumers avoid to interpret conflicting stimulus. That is why, marketers should consider to broadcast clear messages. Besides, humans feel intimate with the information which suits their standards of judgement and tend to evaluate this information. Consumer would also be disposed to receive the stimulus which meet their conscious. This behavior is entitled as selective sensitization.

6.3.2 Selective Distortion

As marketers broadcast the stimuli to the environment they aim to deliver a message and a main theme. Nonetheless, it does not always create an impression in the preferred way. The reason is that consumers have prejudices and stereotyped behaviors arising from their past experiences, standards of judgement and secondhand information. There is always the possibility to be distorted the main theme of the message by consumers and they are disposed to personalize the messages given in the advertisements and decide on purchasing by using these prejudices and behaviors. This action refers to selective distortion. The fact is that marketers are not able to change the personality of consumers. To overcome the prejudices is nearly impossible. They should take the risk that the message they broadcast may be misunderstood by consumers and take some precautions, analyze the content of advertisements rigorously. But in the end, independently of how much effort they make to explain the message in a clear and proper matter, consumers have the final word via what they capture and interpret from the stimulus. Being aware of the selective distortion disposition, advertisers may denigrate other brands in their advertisements to create prejudice about other brands but they should pay attention to behave ethically.

6.3.3 Selective Retention

Humans tend to keep the positive experiences and forget the negative impacts about an incident. With regards to consumers it is adapted to the behavior in which they remember the advantages and neglect the disadvantages of the product. By the way, they are disposed to believe the information which promotes their ideas. This behavior is entitled as selective retention. Being conscious of this behavior marketers should broadcast the positive features of stimulus frequently and use emotions.



7. RESEARCH OF CONSUMER PERCEPTION

7.1 RESEARCH METHODOLOGY

7.1.1 Aim of the Study

The aim of the research is to determine the consumer perception of Turkish Airlines. To measure the perception most fundamental and extensive factors to prefer an airline are gathered and ask the participants to select the most important six factors among them. Turkish Airlines is the foremost airline company of Turkey and one of the most successful airline companies all around the world. This study aims to determine the most important reasons to designate this success.

7.1.2 Scope and Method of the Study

Air transport is the safest transportation method all around the world and that is why, it is preferred by a considerable amount of population of Turkey. Air transport preference does not differentiate in demographic factors such as gender and age. That is why, there is no focus on a specific section of the community. Totally, 300 people participated in the survey and convenience sampling method is used to analyze the research because the participants are the people who have the availability to get in contact simply. The restrictions of the study are that only Turkish citizens joined the survey, the amount of participants are 300 and the study is only accomplished through the survey.

7.1.3 Hypotheses and Implementation of the Analysis

The main question of the research is if there is a significant difference of the behavior of consumers based on the demographic factors of participants. There are two hypotheses generated to measure these factors. One hypothesis is that there is a significant difference of the consumer behaviors of participants based on the selection of flight class type. When the level of income of population is considered it is expected that economy class is far more preferred than business class. Other hypothesis is that there is a significant difference of the consumer behaviors of participants based on the age groups. Because the expectations of

different age groups from an airline company may differ. Older people and families with child may have more service based expectations and younger people may have more price and inflight entertainment based expectations. To make this analysis and measure the perception of consumers a survey is implemented.

The survey includes demographic questions such as gender, age, marital status, amount of children, employment status and level of income, the preference of Turkish Airlines among other airlines, flight class type namely economic or business, reason of flights namely leisure, business or other reason, flight type namely domestic or international and the most important reasons for the selection of Turkish Airlines. The reason options include reliability, safety, cost, service quality, operation of flights as scheduled, frequency of flights, baggage delivering, Miles & Smiles, punctual takeoff and landing, satisfying experiences from the past, catering on board, inflight entertainment, call center service, web site availability, CIP and VIP lounges, business class service quality and flights to hub and spoke destinations. It is expected from the people who participate in the survey to select most important six reasons among these options and the perception of consumers is determined. In the analysis of the research, the frequency, percentage and ANOVA is implemented to test the accuracy of the hypothesis. The term frequency addresses to the amount of people who preferred the related selection. Percentage refers to ratio of people who preferred the related selection to the total amount people who participate in the survey. ANOVA is the abbreviation for analysis of variance. It is used to determine whether there is a significant difference between means of groups and if the amount of groups are equal or greater than two. ANOVA reveals if there is a variation between the groups but it does not clarify which groups are different from each other. To determine the groups which have an important variation Post-hoc analysis is implemented. In this study, Tukey's test is executed as the Post-hoc analysis. Tukey's test crosschecks the means which each other mean and announces which group has the variation. The groups which are subjected to ANOVA are age, employment status, reason of flight and flight class type. The frequency, percentage and ANOVA outputs of the survey questions are given below:

Table 7.1: Frequency of gender and the distribution of gender in terms of age and working status

1. Gender	Total	Gender		Age				Working Status	
		Female	Male	< 25	25 - 35	36 - 50	> 50	Working	Not Working
Base	300	125	175	81	152	48	19	222	78
Female	125	125	0	39	59	19	8	94	31
Male	175	0	175	42	93	29	11	128	47
Total	300	125	175	81	152	48	19	222	78

Table 7.1 shows the amount of male and female people in terms of age and working status.

Table 7.2: Percentage of gender and the distribution of gender in terms of age and working status

1. Gender	Total	Gender		Age				Working Status	
		Female	Male	< 25	25 - 35	36 - 50	> 50	Working	Not Working
Base	300	125	175	81	152	48	19	222	78
Female	41,70%	100,00%	0	48,10%	38,80%	39,60%	42,10%	42,30%	39,70%
Male	58,30%	0	100,00%	51,90%	61,20%	60,40%	57,90%	57,70%	60,30%
Total	100,00%	100,00%	100,00%	100,00%	100,00%	100,00%	100,00%	100,00%	100,00%

Table 7.2 shows the percentage of male and female people in terms of age and working status.

Table 7.3: Frequency of age and the distribution of age in terms of gender and working status

2. Age	Total	Gender		Age				Working Status	
		Female	Male	< 25	25 - 35	36 - 50	> 50	Working	Not Working
Base	300	125	175	81	152	48	19	222	78
< 25	81	39	42	81	0	0	0	35	46
25 - 35	152	59	93	0	152	0	0	134	18
36 - 50	48	19	29	0	0	48	0	47	1
> 50	19	8	11	0	0	0	19	6	13
Total	300	125	175	81	152	48	19	222	78
Mean	30,96	30,46	31,33	20	30	43	55	31,85	28,44

Table 7.3 shows the amount of people of age groups in terms of gender and working status.

Table 7.4: Percentage of age and the distribution of age in terms of gender and working status

2. Age	Gender			Age				Working Status	
	Total	Female	Male	< 25	25 - 35	36 - 50	> 50	Working	Not Working
Base	300	125	175	81	152	48	19	222	78
< 25	27,00%	31,20%	24,00%	100,00%	0	0	0	15,80%	59,00%
25 - 35	50,70%	47,20%	53,10%	0	100,00%	0	0	60,40%	23,10%
36 - 50	16,00%	15,20%	16,60%	0	0	100,00%	0	21,20%	1,30%
> 50	6,30%	6,40%	6,30%	0	0	0	100,00%	2,70%	16,70%
Total	100,00%	100,00%	100,00%	100,00%	100,00%	100,00%	100,00%	100,00%	100,00%
Mean	30,96	30,46	31,33	20	30	43	55	31,85	28,44

Table 7.4 shows the percentage of people of age groups in terms of gender and working status.

Table 7.5: Descriptives of age groups

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
< 25	81	40,5432	11,03296	1,22588	38,1036	42,9828	21,00	69,00
25 - 35	152	41,1382	9,57304	,77648	39,6040	42,6723	21,00	64,00
36 - 50	48	44,1458	9,83046	1,41890	41,2914	47,0003	24,00	68,00
> 50	19	41,3158	11,05065	2,53519	35,9895	46,6420	24,00	65,00
Total	300	41,4700	10,14061	,58547	40,3178	42,6222	21,00	69,00

In Table 7.5, the means of the age groups are calculated and the confidence intervals are determined for each age group according to the percentage of 95. That is why, The significance values will be calculated with the base of the percentage of 5.

Table 7.6: Test of homogeneity of variances in terms of age groups

Levene Statistic	df1	df2	Sig.
,904	3	296	,440

In Table 7.6 the homogeneity of variances are investigated in terms of age groups and the significance value is calculated. The calculation result of the significance is 0,440 and it is greater than 0,05. That is why, the variances have homogeneity.

Table 7.7: ANOVA of age groups

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	430,448	3	143,483	1,401	,243
Within Groups	30316,282	296	102,420		
Total	30746,730	299			

In Table 7.7 the significance value is calculated to determine if there is an important difference between the means of age groups and the calculation result of the significance is 0,243 and it is greater than 0,05. That is why, there is not an important difference between the means of age groups. The hypothesis that there is a significant difference of the consumer behaviors of participants based on the age groups is falsified through this analysis.

Table 7.8: Frequency of marital status and the distribution of marital status in terms of gender, age and working status

3. Marital status	Total	Gender		Age				Working Status	
		Female	Male	< 25	25 - 35	36 - 50	> 50	Working	Not Working
Base	300	125	175	81	152	48	19	222	78
Single	189	77	112	78	97	13	1	129	60
Married	111	48	63	3	55	35	18	93	18
Total	300	125	175	81	152	48	19	222	78

Table 7.8 shows the amount of single and married people in terms of gender, age and working status.

Table 7.9: Percentage of marital status and the distribution of marital status in terms of gender, age and working status

3. Marital status	Total	Gender		Age				Working Status	
		Female	Male	< 25	25 - 35	36 - 50	> 50	Working	Not Working
Base	300	125	175	81	152	48	19	222	78
Single	63,00%	61,60%	64,00%	96,30%	63,80%	27,10%	5,30%	58,10%	76,90%
Married	37,00%	38,40%	36,00%	3,70%	36,20%	72,90%	94,70%	41,90%	23,10%
Total	100,00%	100,00%	100,00%	100,00%	100,00%	100,00%	100,00%	100,00%	100,00%

Table 7.9 shows the percentage of single and married people in terms of gender, age and working status.

Table 7.10: Frequency of amount of children and the distribution of amount of children in terms of gender, age and working status

4. Do you have any children?	Total	Gender		Age				Working Status	
		Female	Male	< 25	25 - 35	36 - 50	> 50	Working	Not Working
Base	300	125	175	81	152	48	19	222	78
Yes	73	33	40	0	20	34	19	57	16
No	227	92	135	81	132	14	0	165	62
Total	300	125	175	81	152	48	19	222	78

Table 7.10 shows the amount of people who have or do not have any child in terms of gender, age and working status.

Table 7.11: Percentage of amount of children and the distribution of amount of children in terms of gender, age and working status

4. Do you have any children?	Total	Gender		Age				Working Status	
		Female	Male	< 25	25 - 35	36 - 50	> 50	Working	Not Working
Base	300	125	175	81	152	48	19	222	78
Yes	24,30%	26,40%	22,90%	0	13,20%	70,80%	100,00%	25,70%	20,50%
No	75,70%	73,60%	77,10%	100,00%	86,80%	29,20%	0	74,30%	79,50%
Total	100,00%	100,00%	100,00%	100,00%	100,00%	100,00%	100,00%	100,00%	100,00%

Table 7.11 shows the percentage of people who have or do not have any child in terms of gender, age and working status.

Table 7.12: Frequency of employment status and the distribution of employment status in terms of gender, age and working status

5. Employment status	Total	Gender		Age				Working Status	
		Female	Male	< 25	25 - 35	36 - 50	> 50	Working	Not Working
Base	300	125	175	81	152	48	19	222	78
Student	53	23	30	45	8	0	0	0	53
Working part time	24	11	13	18	5	1	0	24	0
Working full time	198	83	115	17	129	46	6	198	0
Unemployed	12	1	11	1	10	1	0	0	12
Retired	13	7	6	0	0	0	13	0	13
Total	300	125	175	81	152	48	19	222	78

Table 7.12 shows the amount of people of employment status in terms of gender, age and working status.

Table 7.13: Frequency of employment status and the distribution of employment status in terms of flight class type

5. Employment status	Base	Economic	Business	Total
Base	300	277	23	300
Student	53	51	2	53
Working part time	24	24	0	24
Working full time	198	177	21	198
Unemployed	12	12	0	12
Retired	13	13	0	13
Total	300	277	23	300

Table 7.13 shows the amount of people of employment status according to their flight type preference. In Table 7.13, it is obvious that business class selection is rare and it is mostly preferred for working full time people.

Table 7.14: Percentage of employment status and the distribution of employment status in terms of gender, age and working status

5. Employment status	Gender			Age			Working Status		
	Total	Female	Male	< 25	25 - 35	36 - 50	> 50	Working	Not Working
Base	300	125	175	81	152	48	19	222	78
Student	17,70%	18,40%	17,10%	55,60%	5,30%	0	0	0	67,90%
Working part time	8,00%	8,80%	7,40%	22,20%	3,30%	2,10%	0	10,80%	0
Working full time	66,00%	66,40%	65,70%	21,00%	84,90%	95,80%	31,60%	89,20%	0
Unemployed	4,00%	0,80%	6,30%	1,20%	6,60%	2,10%	0	0	15,40%
Retired	4,30%	5,60%	3,40%	0	0	0	68,40%	0	16,70%
Total	100,00%	100,00%	100,00%	100,00%	100,00%	100,00%	100,00%	100,00%	100,00%

Table 7.14 shows the percentage of people of employment status in terms of gender, age and working status.

Table 7.15: Percentage of employment status and the distribution of employment status in terms of flight class type

5. Employment status	Base	Economic	Business	Total
Base	300	277	23	300
Student	17,70%	18,40%	8,70%	17,70%
Working part time	8,00%	8,70%	0	8,00%
Working full time	66,00%	63,90%	91,30%	66,00%
Unemployed	4,00%	4,30%	0	4,00%
Retired	4,30%	4,70%	0	4,30%
Total	100,00%	100,00%	100,00%	100,00%

Table 7.15 shows the percentage of people of employment status according to their flight type preference.

Table 7.16: Descriptives of working status groups

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Student	53	41,9811	11,14673	1,53112	38,9087	45,0536	23,00	69,00
Working part time	24	43,0417	11,25390	2,29719	38,2896	47,7938	21,00	66,00
Working full time	198	41,2121	9,75515	,69327	39,8449	42,5793	21,00	68,00
Unemployed	12	43,2500	10,99690	3,17453	36,2629	50,2371	33,00	64,00
Retired	13	38,7692	9,47060	2,62667	33,0462	44,4923	24,00	54,00
Total	300	41,4700	10,14061	,58547	40,3178	42,6222	21,00	69,00

In Table 7.16, the means of the working status groups are calculated and the confidence intervals are determined for each age group according to the percentage of 95. That is why, The significance values will be calculated with the base of the percentage of 5.

Table 7.17: Test of homogeneity of variances in terms of working status groups

Levene Statistic	df1	df2	Sig.
,647	4	295	,629

In Table 7.17 the homogeneity of variances are investigated in terms of working status groups and the significance value is calculated. The calculation result of the significance is 0,629 and it is greater than 0,05. That is why, the variances have homogeneity.

Table 7.18: ANOVA of working status groups

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	219,142	4	54,785	,529	,714
Within Groups	30527,588	295	103,483		
Total	30746,730	299			

In Table 7.18 the significance value is calculated to determine if there is an important difference between the means of age groups and the calculation result of the significance is 0,714 and it is greater than 0,05. That is why, there is not an important difference between the means of working status groups.

Table 7.19: Frequency of level of income and the distribution of level of income in terms of gender, age and working status

6. Level of income per month	Gender		Age				Working Status	
	Total	Female	Male	< 25	25 - 35	36 - 50	> 50	Working Not Working
Base	300	125	175	81	152	48	19	222 78
< 2000 tl	74	31	43	59	12	1	2	22 52
2000 - 5999 tl	112	48	64	18	79	6	9	95 17
6000 - 10000 tl	64	29	35	4	42	17	1	60 4
> 10000 tl	50	17	33	0	19	24	7	45 5
Total	300	125	175	81	152	48	19	222 78

Table 7.19 shows the amount of people of level of income per month in terms of gender, age and working status.

Table 7.20: Frequency of level of income and the distribution of level of income in terms of flight class type

6. Level of income per month	Base	Economic	Business	Total
Base	300	277	23	300
< 2000 tl	74	72	2	74
2000 - 5999 tl	112	110	2	112
6000 - 10000 tl	64	59	5	64
> 10000 tl	50	36	14	50
Total	300	277	23	300

Table 7.20 shows the amount of people of level of income according to their flight type preference.

Table 7.21: Percentage of level of income and the distribution of level of income in terms of gender, age and working status

6. Level of income per month	Gender			Age				Working Status	
	Total	Female	Male	< 25	25 - 35	36 - 50	> 50	Working	Not Working
Base	300	125	175	81	152	48	19	222	78
< 2000 tl	24,70%	24,80%	24,60%	72,80%	7,90%	2,10%	10,50%	9,90%	66,70%
2000 - 5999 tl	37,30%	38,40%	36,60%	22,20%	52,00%	12,50%	47,40%	42,80%	21,80%
6000 - 10000 tl	21,30%	23,20%	20,00%	4,90%	27,60%	35,40%	5,30%	27,00%	5,10%
> 10000 tl	16,70%	13,60%	18,90%	0	12,50%	50,00%	36,80%	20,30%	6,40%
Total	100,00%	100,00%	100,00%	100,00%	100,00%	100,00%	100,00%	100,00%	100,00%

Table 7.21 shows the percentage of people of level of income per month in terms of gender, age and working status.

Table 7.22: Percentage of level of income and the distribution of level of income in terms of flight class type

6. Level of income per month	Base	Economic	Business	Total
Base	300	277	23	300
< 2000 tl	24,70%	26,00%	8,70%	24,70%
2000 - 5999 tl	37,30%	39,70%	8,70%	37,30%
6000 - 10000 tl	21,30%	21,30%	21,70%	21,30%
> 10000 tl	16,70%	13,00%	60,90%	16,70%
Total	100,00%	100,00%	100,00%	100,00%

Table 7.22 shows the percentage of people of level of income according to their flight type preference.

Table 7.23: Frequency of airline preference and the distribution of airline preference in terms of gender, age and working status

7. Which airline do you prefer to fly mostly?	Gender			Age				Working Status	
	Total	Female	Male	< 25	25 - 35	36 - 50	> 50	Working	Not Working
Base	300	125	175	81	152	48	19	222	78
Turkish Airlines	166	64	102	38	81	34	13	127	39
Pegasus Airlines	115	53	62	35	64	10	6	83	32
Atlasglobal	7	3	4	2	3	2	0	6	1
Onur Air	2	2	0	2	0	0	0	1	1
SunExpress	2	1	1	1	1	0	0	1	1
Others	8	2	6	3	3	2	0	4	4
Total	300	125	175	81	152	48	19	222	78

Table 7.23 shows the amount of people according to their airline preference in terms of gender, age and working status.

Table 7.24: Percentage of airline preference and the distribution of airline preference in terms of gender, age and working status

7. Which airline do you prefer to fly mostly?	Total	Gender		Age				Working Status	
		Female	Male	< 25	25 - 35	36 - 50	> 50	Working	Not Working
Base	300	125	175	81	152	48	19	222	78
Turkish Airlines	55,30%	51,20%	58,30%	46,90%	53,30%	70,80%	68,40%	57,20%	50,00%
Pegasus Airlines	38,30%	42,40%	35,40%	43,20%	42,10%	20,80%	31,60%	37,40%	41,00%
Atlasglobal	2,30%	2,40%	2,30%	2,50%	2,00%	4,20%	0	2,70%	1,30%
Onur Air	0,70%	1,60%	0	2,50%	0	0	0	0,50%	1,30%
SunExpress	0,70%	0,80%	0,60%	1,20%	0,70%	0	0	0,50%	1,30%
Others	2,70%	1,60%	3,40%	3,70%	2,00%	4,20%	0	1,80%	5,10%
Total	100,00%	100,00%	100,00%	100,00%	100,00%	100,00%	100,00%	100,00%	100,00%

Table 7.24 shows the percentage of people according to their airline preference in terms of gender, age and working status.

Table 7.25: Frequency of flight class preference and the distribution of flight class preference in Turkish Airlines in terms of gender, age and working status

8. Which class do you prefer to fly mostly in Turkish Airlines?	Total	Gender		Age				Working Status	
		Female	Male	< 25	25 - 35	36 - 50	> 50	Working	Not Working
Base	300	125	175	81	152	48	19	222	78
Economic	277	114	163	78	146	38	15	201	76
Business	23	11	12	3	6	10	4	21	2
Total	300	125	175	81	152	48	19	222	78

Table 7.25 shows the amount of people of their flight class preference in terms of gender, age and working status.

Table 7.26: Percentage of flight class preference and the distribution of flight class preference in Turkish Airlines in terms of gender, age and working status

8. Which class do you prefer to fly mostly in Turkish Airlines?	Total	Gender		Age				Working Status	
		Female	Male	< 25	25 - 35	36 - 50	> 50	Working	Not Working
Base	300	125	175	81	152	48	19	222	78
Economic	92,30%	91,20%	93,10%	96,30%	96,10%	79,20%	78,90%	90,50%	97,40%
Business	7,70%	8,80%	6,90%	3,70%	3,90%	20,80%	21,10%	9,50%	2,60%
Total	100,00%	100,00%	100,00%	100,00%	100,00%	100,00%	100,00%	100,00%	100,00%

Table 7.26 percentage the amount of people of their flight class preference in terms of gender, age and working status.

Table 7.27: Descriptives of flight class groups

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Economic	277	40,9350	9,96858	,59895	39,7559	42,1141	21,00	68,00
Business	23	47,9130	10,19319	2,12543	43,5052	52,3209	26,00	69,00
Total	300	41,4700	10,14061	,58547	40,3178	42,6222	21,00	69,00

In Table 7.27, the means of the flight class groups are calculated and the confidence intervals are determined for each age group according to the percentage of 95. That is why, The significance values will be calculated with the base of the percentage of 5.

Table 7.28: Test of homogeneity of variances of flight class groups

Levene Statistic	df1	df2	Sig.
,325	1	298	,569

In Table 7.28 the homogeneity of variances are investigated in terms of flight class groups and the significance value is calculated. The calculation result of the significance is 0,569 and it is greater than 0,05. That is why, the variances have homogeneity.

Table 7.29: ANOVA of flight class groups

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1034,074	1	1034,074	10,371	,001
Within Groups	29712,656	298	99,707		
Total	30746,730	299			

In Table 7.29 the significance value is calculated to determine if there is an important difference between the means of flight class groups and the calculation result of the significance is 0,001 and it is less than 0,05. That is why, there is an important difference between the means of flight class groups. The hypothesis that there is a significant difference of the consumer behaviors of participants based on the selection of flight class type is verified through this analysis.

Table 7.30: Frequency of flight reason and the distribution of flight reason in Turkish Airlines in terms of gender, age and working status

9. What is the reason to fly mostly in Turkish Airlines?	Gender			Age				Working Status	
	Total	Female	Male	< 25	25 - 35	36 - 50	> 50	Working	Not Working
Base	300	125	175	81	152	48	19	222	78
Leisure	165	76	89	55	74	24	12	114	51
Business	62	18	44	5	31	21	5	56	6
Others	73	31	42	21	47	3	2	52	21
Total	300	125	175	81	152	48	19	222	78

Table 7.30 shows the amount of people of the flight reason in terms of gender, age and working status.

Table 7.31: Percentage of flight reason and the distribution of flight reason in Turkish Airlines in terms of gender, age and working status

9. What is the reason to fly mostly in Turkish Airlines?	Gender			Age				Working Status	
	Total	Female	Male	< 25	25 - 35	36 - 50	> 50	Working	Not Working
Base	300	125	175	81	152	48	19	222	78
Leisure	55,00%	60,80%	50,90%	67,90%	48,70%	50,00%	63,20%	51,40%	65,40%
Business	20,70%	14,40%	25,10%	6,20%	20,40%	43,80%	26,30%	25,20%	7,70%
Others	24,30%	24,80%	24,00%	25,90%	30,90%	6,30%	10,50%	23,40%	26,90%
Total	100,00%	100,00%	100,00%	100,00%	100,00%	100,00%	100,00%	100,00%	100,00%

Table 7.31 shows the percentage of people of the flight reason in terms of gender, age and working status.

Table 7.32: Descriptives of flight reason groups

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Leisure	165	41,4848	9,93553	,77348	39,9576	43,0121	21,00	68,00
Business	62	45,0000	10,75357	1,36571	42,2691	47,7309	21,00	69,00
Others	73	38,4384	9,17422	1,07376	36,2979	40,5789	21,00	64,00
Total	300	41,4700	10,14061	,58547	40,3178	42,6222	21,00	69,00

In Table 7.32, the means of the flight reason groups are calculated and the confidence intervals are determined for each age group according to the percentage of 95. That is why, The significance values will be calculated with the base of the percentage of 5.

Table 7.33: Test of homogeneity of variances in terms of flight reason groups

Levene Statistic	df1	df2	Sig.
,842	2	297	,432

In Table 7.33 the homogeneity of variances are investigated in terms of flight reason groups and the significance value is calculated. The calculation result of the significance is 0,432 and it is greater than 0,05. That is why, the variances have homogeneity.

Table 7.34: ANOVA of flight reason groups

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1443,545	2	721,773	7,315	,001
Within Groups	29303,185	297	98,664		
Total	30746,730	299			

In Table 7.34 the significance value is calculated to determine if there is an important difference between the means of flight reason groups and the calculation result of the significance is 0,001 and it is less than 0,05. That is why, there is an important difference between the means of flight reason groups. To determine which group has the difference Post-hoc analysis should be implemented.

Table 7.35: Post-hoc of flight reason groups

(I) 9. What is the reason to fly mostly in Turkish Airlines?	(J) 9. What is the reason to fly mostly in Turkish Airlines?	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Leisure	Business	-3,51515*	1,47963	,048	-7,0005	-,0298
	Others	3,04649	1,39625	,076	-,2424	6,3354
Business	Leisure	3,51515*	1,47963	,048	,0298	7,0005
	Others	6,56164*	1,71549	,000	2,5208	10,6025
Others	Leisure	-3,04649	1,39625	,076	-6,3354	,2424
	Business	-6,56164*	1,71549	,000	-10,6025	-2,5208

In Table 7.35 Tukey's test is implemented to generate the Post-hoc analysis. Leisure and business groups are calculated and there is a difference with the value 3,51515 between the

means of the groups. The significance value is calculated as 0,048 and it is less than 0,05. That is why, it can be deduced that there is a significant difference between the means of business and leisure groups.

Table 7.36: Frequency of flight type and the distribution of flight type in Turkish Airlines in terms of gender, age and working status

10. Which type of flights do you prefer mostly in Turkish Airlines?	Total	Gender		Age			Working Status		
		Female	Male	< 25	25 - 35	36 - 50	> 50	Working	Not Working
Base	300	125	175	81	152	48	19	222	78
Domestic	183	79	104	46	103	20	14	137	46
International	117	46	71	35	49	28	5	85	32
Total	300	125	175	81	152	48	19	222	78

Table 7.36 shows the amount of people of flight type preference in terms of gender, age and working status.

Table 7.37: Percentage of flight type and the distribution of flight type in Turkish Airlines in terms of gender, age and working status

10. Which type of flights do you prefer mostly in Turkish Airlines?	Total	Gender		Age			Working Status		
		Female	Male	< 25	25 - 35	36 - 50	> 50	Working	Not Working
Base	300	125	175	81	152	48	19	222	78
Domestic	61,00%	63,20%	59,40%	56,80%	67,80%	41,70%	73,70%	61,70%	59,00%
International	39,00%	36,80%	40,60%	43,20%	32,20%	58,30%	26,30%	38,30%	41,00%
Total	100,00%	100,00%	100,00%	100,00%	100,00%	100,00%	100,00%	100,00%	100,00%

Table 7.37 shows the percentage of people of flight type preference in terms of gender, age and working status.

Table 7.38: Frequency of reasons and the distribution of reasons for the selection of Turkish Airlines in terms of gender, age and working status

11. What are the most important six reasons for the selection of Turkish Airlines?	Gender			Age				Working Status	
	Total	Female	Male	< 25	25 - 35	36 - 50	> 50	Working	Not Working
Base	300	125	175	81	152	48	19	222	78
Reliability	211	88	123	57	103	38	13	160	51
Safety	222	94	128	60	110	35	17	166	56
Cost	60	21	39	15	33	6	6	47	13
Service quality	214	82	132	61	115	30	8	157	57
Operation of flights as scheduled	119	52	67	33	66	13	7	85	34
Frequency of flights	142	59	83	34	75	26	7	111	31
Baggage delivering	81	43	38	26	36	8	11	53	28
Miles & Smiles	79	32	47	23	36	14	6	61	18
Punctual takeoff and landing	107	47	60	31	53	16	7	76	31
Satisfying experiences from the past	159	70	89	44	79	27	9	115	44
Catering on board	110	42	68	31	59	15	5	81	29
Inflight entertainment	47	27	20	13	23	9	2	28	19
Call center service	33	11	22	9	18	6	0	25	8
Web site availability	70	23	47	20	40	7	3	50	20
CIP and VIP lounges	30	13	17	6	12	9	3	25	5
Business class service quality	28	12	16	4	14	7	3	24	4
Flights to hub and spoke destinations	85	34	51	18	38	22	7	66	19
Total	1797	750	1047	485	910	288	114	1330	467

Table 7.38 shows the amount of people who preferred the mentioned flight reason in terms of gender, age and working status. It can be deduced from the table that safety is the most favorite factor and business class service quality is the least favorite factor of participants.

Table 7.39: Frequency of reasons and the distribution of reasons for the selection of Turkish Airlines in terms of airline selection

11. What are the most important six reasons for the selection of Turkish Airlines?	Base	Turkish Airlines	Pegasus Airlines	Atlasglobal	Onur Air	SunExpress	Borajet Airlines	Others	Total
Base	300	166	115	7	2	2	0	8	300
Reliability	211	120	79	6	0	1	0	5	211
Safety	222	128	82	5	2	1	0	4	222
Cost	60	38	19	1	0	0	0	2	60
Service quality	214	116	82	6	2	1	0	7	214
Operation of flights as scheduled	119	65	46	3	0	1	0	4	119
Frequency of flights	142	90	44	2	1	0	0	5	142
Baggage delivering	81	42	36	1	1	0	0	1	81
Miles & Smiles	79	47	24	3	2	0	0	3	79
Punctual takeoff and landing	107	52	48	4	0	2	0	1	107
Satisfying experiences from the past	159	90	57	4	0	2	0	6	159
Catering on board	110	57	49	1	1	1	0	1	110
Inflight entertainment	47	22	22	0	1	1	0	1	47
Call center service	33	14	16	2	0	1	0	0	33
Web site availability	70	29	36	1	1	1	0	2	70
CIP and VIP lounges	30	22	5	0	0	0	0	3	30
Business class service quality	28	20	4	1	0	0	0	3	28
Flights to hub and spoke destinations	85	42	40	2	1	0	0	0	85
Total	1797	994	689	42	12	12	0	48	1797

Table 7.39 shows the amount of people who preferred the mentioned flight reason in terms of airline selection. It can be deduced from the table that the reason selection patterns of Turkish Airlines and Pegasus members are similar.

Table 7.40: Percentage of reasons and the distribution of reasons for the selection of Turkish Airlines in terms of gender, age and working status

11. What are the most important six reasons for the selection of Turkish Airlines?	Gender		Age				Working Status		
	Total	Female	Male	< 25	25 - 35	36 - 50	> 50	Working	Not Working
Base	300	125	175	81	152	48	19	222	78
Reliability	70,30%	70,40%	70,30%	70,40%	67,80%	79,20%	68,40%	72,10%	65,40%
Safety	74,00%	75,20%	73,10%	74,10%	72,40%	72,90%	89,50%	74,80%	71,80%
Cost	20,00%	16,80%	22,30%	18,50%	21,70%	12,50%	31,60%	21,20%	16,70%
Service quality	71,30%	65,60%	75,40%	75,30%	75,70%	62,50%	42,10%	70,70%	73,10%
Operation of flights as scheduled	39,70%	41,60%	38,30%	40,70%	43,40%	27,10%	36,80%	38,30%	43,60%
Frequency of flights	47,30%	47,20%	47,40%	42,00%	49,30%	54,20%	36,80%	50,00%	39,70%
Baggage delivering	27,00%	34,40%	21,70%	32,10%	23,70%	16,70%	57,90%	23,90%	35,90%
Miles & Smiles	26,30%	25,60%	26,90%	28,40%	23,70%	29,20%	31,60%	27,50%	23,10%
Punctual takeoff and landing	35,70%	37,60%	34,30%	38,30%	34,90%	33,30%	36,80%	34,20%	39,70%
Satisfying experiences from the past	53,00%	56,00%	50,90%	54,30%	52,00%	56,30%	47,40%	51,80%	56,40%
Catering on board	36,70%	33,60%	38,90%	38,30%	38,80%	31,30%	26,30%	36,50%	37,20%
Inflight entertainment	15,70%	21,60%	11,40%	16,00%	15,10%	18,80%	10,50%	12,60%	24,40%
Call center service	11,00%	8,80%	12,60%	11,10%	11,80%	12,50%	0	11,30%	10,30%
Web site availability	23,30%	18,40%	26,90%	24,70%	26,30%	14,60%	15,80%	22,50%	25,60%
CIP and VIP lounges	10,00%	10,40%	9,70%	7,40%	7,90%	18,80%	15,80%	11,30%	6,40%
Business class service quality	9,30%	9,60%	9,10%	4,90%	9,20%	14,60%	15,80%	10,80%	5,10%
Flights to hub and spoke destinations	28,30%	27,20%	29,10%	22,20%	25,00%	45,80%	36,80%	29,70%	24,40%
Total	599,00%	600,00%	598,30%	598,80%	598,70%	600,00%	600,00%	599,10%	598,70%

In Table 7.40, it is obvious that the most important six reasons for the selection of Turkish Airlines are safety, service quality, reliability, satisfying experiences from the past, frequency of flights and operation of flights as scheduled for the total count of participants. For male participants, catering is more important than female participants. Except people between the ages 36 and 50 the most important factor is safety in all groups of age. Instead, their first preference is reliability. The least significant factor is business class service quality among the total count of participants. However, for women or people older than the age 36 the least significant factor is call center service.

Table 7.41: Percentage of reasons and the distribution of reasons for the selection of Turkish Airlines in terms of airline selection

11. What are the most important six reasons for the selection of Turkish Airlines?	Base	Turkish Airlines	Pegasus Airlines	Atlasglobal	Onur Air	SunExpress	Borajet Airlines	Others	Total
Base	300	166	115	7	2	2	0	8	300
Reliability	70,30%	72,30%	68,70%	85,70%	0	50,00%	0	62,50%	70,30%
Safety	74,00%	77,10%	71,30%	71,40%	100,00%	50,00%	0	50,00%	74,00%
Cost	20,00%	22,90%	16,50%	14,30%	0	0	0	25,00%	20,00%
Service quality	71,30%	69,90%	71,30%	85,70%	100,00%	50,00%	0	87,50%	71,30%
Operation of flights as scheduled	39,70%	39,20%	40,00%	42,90%	0	50,00%	0	50,00%	39,70%
Frequency of flights	47,30%	54,20%	38,30%	28,60%	50,00%	0	0	62,50%	47,30%
Baggage delivering	27,00%	25,30%	31,30%	14,30%	50,00%	0	0	12,50%	27,00%
Miles & Smiles	26,30%	28,30%	20,90%	42,90%	100,00%	0	0	37,50%	26,30%
Punctual takeoff and landing	35,70%	31,30%	41,70%	57,10%	0	100,00%	0	12,50%	35,70%
Satisfying experiences from the past	53,00%	54,20%	49,60%	57,10%	0	100,00%	0	75,00%	53,00%
Catering on board	36,70%	34,30%	42,60%	14,30%	50,00%	50,00%	0	12,50%	36,70%
Inflight entertainment	15,70%	13,30%	19,10%	0	50,00%	50,00%	0	12,50%	15,70%
Call center service	11,00%	8,40%	13,90%	28,60%	0	50,00%	0	0	11,00%
Web site availability	23,30%	17,50%	31,30%	14,30%	50,00%	50,00%	0	25,00%	23,30%
CIP and VIP lounges	10,00%	13,30%	4,30%	0	0	0	0	37,50%	10,00%
Business class service quality	9,30%	12,00%	3,50%	14,30%	0	0	0	37,50%	9,30%
Flights to hub and spoke destinations	28,30%	25,30%	34,80%	28,60%	50,00%	0	0	0	28,30%
Total	599,00%	598,80%	599,10%	600,00%	600,00%	600,00%	0	600,00%	599,00%

In Table 7.41, it is certain that the most important factor for people who have the preference as Turkish Airlines or Pegasus Airlines is safety, on the other hand service quality has the equal importance as safety for the people who have the preference as Pegasus Airlines.

8. CONCLUSION

To determine the consumer perception of Turkish Airlines, consumer behavior and decision making process are expressed. For the expression of consumer behavior, consumer, behavior and needs and wants are defined. In the decision making process socioeconomic factors such as family, culture, subculture and social class, psychological factors and demographic factors such as gender, age, level of income, education and marital status are effective. The types of decision making which are extensive problem solving, limited problem solving and routine response behavior are investigated in detail. After that, consumer perception is explained theoretically. The elements of perception which are sensation, absolute threshold and differential threshold are defined. The perception processes which are selective attention, selective distortion and selective retention are described. Then the main questions and hypotheses of the dissertation are created. The main question of the research is if there is a significant difference of the behavior of consumers based on the demographic factors of participants. There are two hypotheses generated to measure these factors. One hypothesis is that there is a significant difference of the consumer behaviors of participants based on the selection of flight class type. Other hypothesis is that there is a significant difference of the consumer behaviors of participants based on the age groups. To determine if there is a significant difference between the preference of groups of participants and to test the accuracy of hypotheses a survey is implemented. In this survey, there are 11 questions. These questions measure the demographic features of consumers and in the last question there are 17 attributes to measure the inclination of consumers to prefer Turkish Airlines. The participants are asked to select the most important six reasons among these attributes. The survey results are converted to tables in Excel and frequency, percentage are calculated. ANOVA is implemented to determine if there is a significant difference between the means of groups and Post-hoc is implemented to determine which groups has the significant difference from other groups through SPSS. As a result, it is discovered that the most important six reasons for the selection of Turkish Airlines are safety, service quality, reliability, satisfying experiences from the past, frequency of flights and operation of flights as scheduled for the total count of participants. The least significant factor is business class

service quality among the total count of participants. The results of ANOVA falsify the hypothesis that there is a significant difference of the consumer behaviors of participants based on the age groups and verify the hypothesis that there is a significant difference of the consumer behaviors of participants based on the selection of flight class type. By the way, there is a significant variance for the selection reason of Turkish Airlines based on the aim of the flight. The significant variance is between the business and leisure reasons. There are some variations based on gender, working status and age range, however, the inclinations of consumers from all of the segmentations in the survey represent similar decision making behavior in the general framework and there is not a significant variance between the other groups.

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