



**YEDİTEPE UNIVERSITY**

**YEDİTEPE UNIVERSITY  
INSTITUTE SOCIAL SCIENCES**

**THE IMPACT OF BRAND EQUITY ON PURCHASE INTENTIONS IN AN  
UNCERTAIN ECONOMIC ENVIRONMENT  
AN EMPIRICAL STUDY ON TURKISH SHOE MARKET**

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Institute of Social Sciences**

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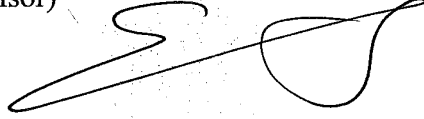
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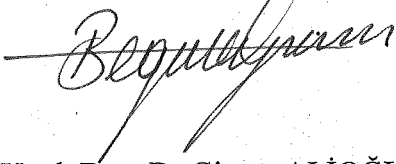
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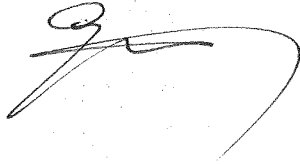
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## ÖZET

### **MARKA DEĞERİ VE EKONOMİK DURUMUN MÜŞTERİ SATIN ALMA DAVRANIŞLARINA OLAN ETKİSİ: İTALYAN AYAKKABI MARKASI DIVARESE ÜZERİNDE YAPILMIŞ AMPİRİK BİR ÇALIŞMA.**

Günümüzde ayakkabı sektörü, Türkiye’de en hızlı gelişen sektörlerden biridir. Sektörde üretim kapasitesi yıllık 500 Milyon çifttir ancak gerçekleşen kapasite kullanım oranları bu miktarın yaklaşık %40-50’si kadardır. Buna rağmen, yakın gelecekte ihracat rakamları çok daha fazla artış gösterecektir. Türkiye’de yaşayan kişilerin, kişi başı yıllık ayakkabı kullanımı 2-3 çifttir. Bu rakam dünya ülkelerine göre hemen hemen yarı yarıyadır. Bu nedenle markalar için her bir müşteri çok daha önemli hale gelmektedir. Müşteriler bir markada beklentilerini bulduklarında, o markadan alışveriş yapmayı tercih edeceklerdir düşüncesiyle markalar rakip markalara karşı kendi markalarını korumak ve rakiplere göre daha üstün duruma gelebilmek için sağdik müşteriler yaratmaya çalışmaktadırlar.

Bu çalışmanın amacı, tüketicinin tercihlerini ölçmek, perakende sektöründe sezonun açılması ile birlikte başlayan indirim kampanyalarına tüketicinin ne şekilde cevap verdiğini belirlemektir. Perakendecilerin, tüketicilerin taleplerine hakim olmaları gerekmektedir. Özellikle belirsiz ekonomik durumlarda, tüketicilerin kampanya ve indirimleri daha fazla takip ettikleri görülmektedir. Ayrıca küresel ekonomik krizlerden tüketici davranışlarını da etkilemektedir.

Bu çalışma ile tüketicilerin belirsiz ekonomik durumlarda nasıl davranışlar gösterdikleri, tüketici davranışlarının ne şekilde değiştiği incelenmeye çalışılmıştır. Bu çalışma ile ayrıca tüketicilerin satınalma tutumlarının, gelir durumu, günümüz ve gelecek zaman için beklentilerine göre, ne şekilde değişiklik gösterdiği açıklanmıştır. Belirsiz ekonomik durumlar tüketiciler üzerinde negatif etkilere neden olmaktadır. Bu çalışma, bunların yanında Türk Ayakkabı sektöründeki tüketici alışveriş alışkanlıklarını inceleme açısından, öncü çalışmalardan biri olmaktadır. Bu çalışma için gerekli veriler anket aracılığı ile internet üzerinden toplanmıştır. Anket sonuçları Türkiye’de bulunan tüketicilerin katılımı ile elde edilmiştir. Çalışmanın sonucu, promosyonlar ve satın alma davranışları arasında pozitif ve doğrusal bir ilişki olduğunu göstermiştir.

Ayrıca, bu çalışma göstermektedir ki, belirsiz ekonomik durumlar; demografik faktörlerden cinsiyet, gelir durumu ve eğitim seviyesinin insanların ayakkabı satın alma davranışı üzerinde etkileri yoktur, ancak yaşın etkisinin olduğu anlaşılmıştır.

**Anahtar Kelimeler:** Türk ayakkabı pazarı, Satın Alma Eğilimi, Promosyonlar, Marka Değeri, Tüketici Güven Endeksi

## **ABSTRACT**

### **THE IMPACT OF BRAND EQUITY ON PURCHASE INTENTIONS IN AN UNCERTAIN ECONOMIC ENVIRONMENT . AN EMPIRICAL STUDY ON TURKISH SHOE MARKET**

At the present time, footwear industry is one of the most developing industries in Turkey. The production capacity is about 500 million pairs per year while the capacity utilization rate is about % 40-50. This means that in the near future, the export can be increase. However in the domestic market the average yearly shoe purchasing per person is 2-3 pair. So each customer became more important for the brands. Brands aim to catch the customer from competitors, and make them loyal. To have loyal customers, brands provide the requests of the customers. If customers find their requests in a brand they can re-purchase so loyal customers are very crucial in the sector.

The objective of this study is to investigate consumer's preferences, in change during the global economic crisis and in respect to promotions and campaigns. The marketers have to know the demand of the consumers. We see that especially during the uncertain economic conditions people are mostly following the campaigns. Also global economic crisis directly affect the customers mind.

In this research, we try to explain how customers react in uncertain economic conditions and how their behaviour is changing. This study is analysing how consumers' behaviours are changing depending the income, feeling about today's and futures conditions. Bad economic news has a negative effect on the consumers. The study at hands is one of the pioneering studies that investigate the shopping attitude of customers in Turkish shoe market. Data for the study was collected through a survey on the internet, which was accessible for all Turkish consumers. Study findings indicate that, there is a positive linear relationship between promotions and purchase intention.

Also, findings of this study revealed that, in an uncertain economic condition, gender, income level and education level don't have any influence on consumers' purchase intentions, in the contrast age is an influencing factor.

**Keywords:** Turkish Footwear Market, Purchase Intention, Promotion, Brand Equity, Confidence Index

## CHAPTER ONE

### INTRODUCTION AND OBJECTIVE

#### 1.1. Introduction

Nowadays; competition is the unquestionable reality of the retail sector. There are too many companies, in different sizes, in the sector. Companies have to analyze the consumer's needs and attitudes. Especially after an economic crisis, people reduce their expenses, and, in order to catch the customers; it is extremely crucial to understand how they react to promotions and campaigns during and after the economic crisis. The aim of the study at hands is to focus on the shoe sector and shoe buyers in Turkey.

Turkey's shoe production capacity is about 500 million pairs while the production is about 250 million pairs (Türkiye Cumhuriyeti Ekonomi Bakanlığı, 2012).<sup>1</sup> In the world, the average shoe purchasing per person is yearly 3-5 pair while this rate in Turkey is 2-3 pair per person.<sup>2</sup> This ratio is relatively low compared to other countries in the world due to the lower capital income of Turkey. This situation prompt companies to well analyze the customer's needs and attitudes.

Consumers can be absolutely loyal to some brands. They often feel more sympathy for this brand, and this leads to a higher re- purchase behavior. They infinitely prefer use their brands, and under normal economic conditions they can pay more to buy their product brands. The aim of this study is to investigate the potential role of promotions and campaigns in Turkish Shoe Sector and more specifically its influence on brand equity and purchase intention in uncertain economic conditions.

This study is analyzing how consumer's behaviors are changing depending the income, feeling about today's and futures conditions. The thesis at hands is to be one of the

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<sup>1</sup> [http://www.ibp.gov.tr/pg/sektorpdf/sanayi/ayakkabi\\_2012.pdf](http://www.ibp.gov.tr/pg/sektorpdf/sanayi/ayakkabi_2012.pdf)

<sup>2</sup> <http://sektoreel.zaman.com.tr/sektoreell/detaylar.do?load=detay&link=399>

pioneering studies that investigate shopping decisions of the consumer during in an uncertain environment.

### **1.1 Problem Statement**

According to the Ece Oral; consumers have a significant role for economic forecaster's future expectations. For instance, people who have optimistic expectations about future economic conditions will increase their expenditures and their borrowing tendency, vice-versa people who have pessimistic ideas about economic forecasting, will reduce their expenditures (Oral, 2005).

From 1820 to 2008 the world saw too many economic crises with different intensity and dimensions. By the beginning of the economic crisis in 2008; the international trade reduced, by the way, the negative confidence index has caused to reduce demand. Companies closed the season with an overstock. To survive, in the sector, most of the brands have made campaigns and promotions. Companies used promotions and campaigns to the catch of consumers and to reduce stocks. The study of Adem Çubuk-Gökhan Özkan showed us that Turkish real sector has deeply affected by the global economic crisis. Orders and turnovers reduced due to the internal and external demand reduction (Çabuk and Özkan, 2010).

Nevzat Tetik contributed the literature with the following findings “during the first months of 2010, impact of the global financial crisis were starting to disappear, but at the end of 2010 the situation was turned to opposite and the global crisis was spoken with expressions like ‘the worst is not yet’, ‘the world economy is entering a dangerous period’” (Tetik, 2010).

After the crisis, most of the brands started to make a discount just after the opening of the new season. Companies increase the public price, and after a small period they reduce the prices. For this reason, in the near future a new draft bill about the end of season discounts will be confirmed, and the discount periods will be decided by the law. Some of the retailers are against of this draft while the others are supporting (Öztürk, 2012).

### 1.2.1 Importance of the study

Economic crises are processes which can be repeated in years. In literature, the studies regarding the last economic crisis and consumers purchase intentions of footwear are scarce. Findings of this study will provide some insight and information on how the consumers react during and after a crisis.

Turkish shoe industry was founded in 1950 as a small-size industry. Year by year it has been developing and growing. In the Sector, 50% of the manufacturers are in Istanbul, the other most important shoe producing cities are Izmir, Konya, Bursa, Ankara, Gaziantep, Manisa and Denizli. Regarding the data of Footwear Industrialists Association of Turkey (TASD) 300.000 people are employed in shoe sector; 20.000 of them are working in an industrialized area, and 280.000 people are working in all over Turkey and they are working in small and middle-sized plants. Regarding the data of Footwear Industrialists Association of Turkey (TASD); product capacity is about 500 million pairs per year while the capacity utilization rate is about % 40-50. Turkey can grab more share of world shoe export so the findings of this study will be useful for the market. Yearly 12.150 million pairs of shoes are produced in the world. In 2009 China realized 59, 6% of the world production. The other principal shoe producing countries are India, Brazil, Indonesia, Italy, Mexico, Vietnam, Thailand, Pakistan and Spain. Yearly shoe consumption is about 2 pairs, while in some Europe countries this figure is about 9 pairs for a year (Ministry of Economy, 2012)<sup>3</sup>. Turkish shoe industry is an unsaturated market and it is difficult to catch the customer.

In 2002 Turkish shoe export was 131, 8 million dollars while in 2011 it is increased to 441, 3 million dollars.<sup>4</sup> But if we look to world export figures we see that Turkish share is just % 0, 4. Presently Turkey doesn't have a good position in the world shoe export. This figure shows us that in Turkey the production is mostly for internal market. According the current data Turkey can increase the world export share. In 2002, Turkish shoe import was

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<sup>3</sup> <http://www.ekonomi.gov.tr>

<sup>4</sup> [http://www.tcp.gov.tr/english/sectors/sectoringpdf/footwear\\_2012.pdf](http://www.tcp.gov.tr/english/sectors/sectoringpdf/footwear_2012.pdf)

116.478 million dollars; this figure increased and became 871.393 million dollars in 2011. Half of the import amount is from China (Ministry of Economy, 2012).<sup>5</sup>

The result of this study also will provide some insight and information for the manufacturers. There is an unsaturated market and it is waiting to be discovered. Finally, this study will be a guide for brands and manufacturers by showing relationships between markets and customers.

### **1.2.2 Aim of the Study**

Consequently, the aim of this study is to investigate consumers' preferences in change during or after the economic crisis in respect to promotions and campaigns the marketers have to know the demand of the consumers.

Therefore, the below questions will be analyzed in this study.

- What kind of relative impact does confidence index have on consumer's decisions?
- What kind of influences do promotions and campaigns have on purchase intention?
- What kind of differences do demographic factors have on purchase intentions?

In particular, this study will be a pioneering study that investigates the shopping attitude of customers in Turkish shoe market.

### **1.3 Theoretical Contribution**

A lot of researches have been done in the area of purchase intention describing the influencing factors such as; consumer confidence index, brand equity and the effects of promotions and campaigns. Majority of these studies show that one of the principal causes of purchase intention is the positive feelings of the customer to such a brand (Aaker, 1991; Assael, 1998; Wan and Kan 2012). Several literatures in the past indicated that brand equity affects purchase intention (Chen & Chang, 2008; Cobb-Walgren, Ruble and Donthu, 1995). Aaker describe Brand Equity as "set of brand assets and liabilities linked to

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<sup>5</sup> [http://www.tcp.gov.tr/english/sectors/sectoringpdf/footwear\\_2012.pdf](http://www.tcp.gov.tr/english/sectors/sectoringpdf/footwear_2012.pdf)

a brand, its name and symbol that add to or subtract from the value provided by a product or service to a firm and/or to that firm's customers" (Aaker, 1991). Another factor that directly affects the purchase intention is the confidence index.

According to the studies of Ece Oral; people with optimistic expectations will make large expenses and vice-versa people with pessimistic economic expectations reduce their expenditures (Oral, 2005).

Several researches have indicated that how purchase intention is affected from other factors. There are number of researches seeking answer to attitudinal consequences of purchase intentions but researches about footwear is relatively very low when compared with other industries.

However most of these studies have been made in regions like Europe, US, Far-east just a few of these studies have focused on Turkey. Furthermore, majority of the researches focus on the financial consequences of the confidence index for the firms. Therefore, the study at hand attempts to extent the current literature on purchase intention.

Moreover, the present thesis deepens its findings by providing a more detailed knowledge about the impact of confidence index and promotions on the purchase intention in an uncertain economic environment. As well as the demographical market segments based on age, income level, education, the re-purchase rate of consumers will be regarded as dependent variables to seek answer to question regarding the purchase intentions. Previously there was no study conducted on this particular question which has taken Turkish Shoe Market. The study at hands will open a new door to further theoretical studies which focus on Turkish footwear.

#### **1.4 Managerial Contribution**

Due to the fact that promotions and campaigns can have positive or negative impact on brand equity the managers require better consumer insight in a crises environment to take the best actions to get over the crises. The managerial contribution of the study will

be to provide detailed information on consumer's response to promotions and campaigns which is needed by managers for surviving at the market effectively.

In order to have a better understanding of the consumers' reactions that will be a major indication along the decision making process as well as implementing the right corrective actions all these contributions are crucial.

After the economic crisis in 2008, companies developed some new strategies. One of the most important strategies was to introduce sales promotions at the beginning of the sales seasons. Thanks to promotions and discount campaigns, many brands succeeded to get over the crises with less damage and closed the season with a minimum stock.

In this way, managers realized the effect of promotions and campaigns that increase the sales and help to destocking. Nowadays, promotions and campaigns are being used with increasing frequency by managers as a habit most of the brands continue to use this strategy. Promotions help companies to attract the customer better but on the other hand promotions and campaigns can have some negative effects on brand equity. According to the study of Purushottam Papatla and Lakshman Krishnamurthi promotions have two potential negative effects; one of these effects is about price sensitivity such as it leads to increase in customers' expectations about low prices. They start to following promotions more and more. And the second one is about brand loyalty such as it leads to decreasing loyalty of customers because they start to look for the cheaper ones. Due to these reasons managers must analyze how customers will act in the future.

This study will take on the Turkey's Shoe Market which is becoming more popular sector in the recent years. Shoe Market in Turkey is an unsaturated market and the studies about the market are too scarce because of this, this study will provide managerial details about the market, will be explained in the study.

## **1.5 Thesis Outline**

In order to find a relevant answer to the proposed problem statement, the rest of the thesis is at hand is structured as follows. First the relevant literature on purchase intention, confidence index, brand equity and promotions will be reviewed. In the second part general information about Turkish footwear and World Footwear Industry will be reviewed.

Based on the theoretical framework derived from the literature review, appropriate hypotheses that answer the research question are developed, thus the overall research design is the subject matter in chapter three. The hypotheses are tested based on the data gathered by online surveys among end users. The results of the study including results of the hypotheses testing are presented in chapter four. Within chapter five, the findings are discussed and interpreted. The last chapter raises managerial and theoretical implications of the results and comes up with an overall conclusive solution to the management problem. In the end, limitation and directions for further research are discussed.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

In the following chapters, relevant literature about brand equity, promotions, and confidence index and purchase intentions will be reviewed to present the theoretical background for the conducted research of this study.

The literature review will be divided into two parts. In the first part theoretical information about brand equity, purchase intention, promotions and confidence index are reviewed. While, in the second part general information about the footwear sector and the show brand will be described.

#### **2.1 Promotions**

Price promotions are used by brand managers in order to attract the shoppers into the stores. In our daily lives, almost everywhere, most of us are confronted by the sales promotions. There are several theories in the literature about this issue. Many prior studies showed that promotions have a strong effect on consumers. During the recession periods people reduce their demands, so in these periods, one of the primarily methods which used by the marketing managers would be promotions. Marketing managers use promotions in order to create demand and accelerate sales in time of recession (Shultz & Robinson 1988).

Promotions can be an important tool for the brands to build strong relationships with consumers. Also, many researches show that customers can shop from competitive stores so brand managers are trying to increase the likelihood of customers by making promotions (Francis Mulhern and Daniel Padgett, 1995).

Sales promotions set out the reasons for buying (Armstrong and Kotler, 2000). Store traffic of the brands directly can be affected by promotions (Walters, 1988). Also studies of Mulhern and Padgett showed that 75 % of the customers who visit the store to

buy a promoted goods purchase also regular priced product (Mulhern and Padgett, 1995). Brand promotions create brand awareness for the product category and promoted brands.

Therefore, brand managers using the promotions are trying to attract the customer to visit their store instead of the competitive brand ones. Further studies of Blattberg and Neslin showed that brand equity is affected positively by promotions (Blattberg and Neslin, 1990). Studies of Varian and Butters showed that most of the previous studies are focused on the demand side for promotion behavior (Varian, 1980; Butters, 1977). Francis Mulhern and Daniel Padgett on their studies analyzed how promotions affect store choice behavior. Many studies provide that store choices are indirectly affected by promotions. In many product categories companies are selling more than 50% of their products during the promotions (Blattberg and Neslin 1990). Also important prior studies showed that if in any store a brand is in the promotion, the sale of the same brand in the competitive store is decreasing (Bucklin and Lattin, 1992; Kumar and Leone, 1998; Walters, 1991).

According to Agrawal, there are three possibilities, the first one is “if the stronger brand is sufficiently cheaper than the weaker brand, promote the stronger brand and sell it to both consumer segments” the second one is “if the weaker brand is sufficiently cheaper than the stronger brand, promote the weaker brand and sell it to both consumer segment” and the third one is “if the two brands are not sufficiently different in wholesale prices than do not promote either brand.”

On the other hand as well as the theories of positive effects of promotions also there are some theories regarding the negative effects of promotions. It is very important to understand how managers make promotion decisions and how promotions affect the brand equity. Prior studies showed that as well as the positive effects promotions can have also negative effects on brand equity. Studies of Bawa and Shoemaker established the negative effect of promotions (Bawa and Shoemaker, 1997).

They mentioned that if the brands usually make repeated promotions and campaigns consumers can think of a less quality or consumers can have a negative idea regarding the brand as the brand need to make promotions in order to justify consumer

consideration and purchase. Price sensitivity and a decrease on brand loyalty are the other two negative effects of promotions described by Papatla and Krishnamurthi (Papatla and Krishnamurthi, 1996). This means, after a while, customers' purchasing attitudes can depend on the prices that increase the competition and lead a market where customers are not loyal.

## **2.2 Brand Equity**

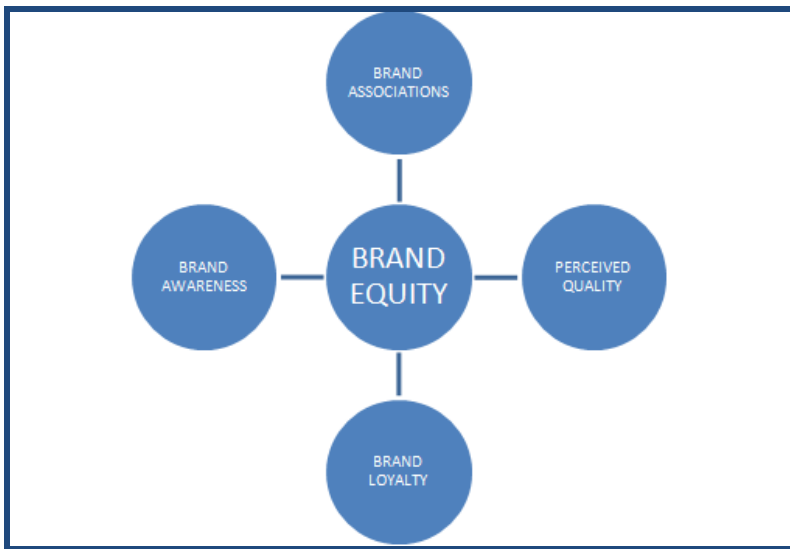
In the literature there are many descriptions for the brand. Brands are an important tool for the differentiation. In the market, many companies intend to raise strong brands due to the positive effects on sales. Kotler (2000) indicates that there are some external and internal factors that directly affect the purchase decision of the consumer. Building strong brand equity is a main goal of many companies in order to have a successful market share (Keller, 2003). Strong Brands will have high profit margins. In order to have product extensions strong brands can directly use the distribution channels (Aaker, 1991). Further studies show that also a successful brand extension help to build strong brand equity. Brands make it easy the selection of consumers, due to the perceived high quality, trust and low risk level (Keller and Lehmann, 2006). Producers have been separated from each other through the brands (Koehn, 2001).

According the studies of Lassar; companies gain some benefits such as competitive advantages through successful brands. Consumers' repurchase intention will be increased by higher brand equity. Also brand equity has a positive effect on consumer satisfaction and loyalty (Lassar, 1995). Brand equity has been defined by Keller as "the differential effect of brand knowledge on consumer response to the marketing of the brand" (Keller, 1998).

In 1991 Aaker defined brand equity as "a set of assets and liabilities linked to a brand, its name and symbol that add to or subtracts from the value provided by a product or service to a firm and/or that firm's customers" (Aaker, 1991). In many academic studies brand equity is defined as an added value (Aaker, 1991; Farquhar, 1989; Keller, 1993; Yoo and Donthu, 2001). According to Aaker brand equity has four subgroups which are brand

awareness, brand associations, brand loyalty and perceived quality (Aaker, 1991). According Keller; brand awareness and the brand associations are also the two key dimensions of brand equity. These four dimensions will be explained with detailed in the following sections.

Figure 2.1: The Four Dimensions Of Brand Equity



Source: Adapted from Aaker (2001) pg.165

### 2.2.1 Brand Loyalty

Oliver defined brand loyalty as “a deeply held commitment to rebuy or repatronize a preferred product/service consistently in the future, thereby causing repetitive same-brand or same brand set purchasing, despite situational influences and marketing efforts having the potential to cause switching behavior” (Oliver, 1999). According the studies of Aaker brand loyalty bring competitive advantages to a brand; by the loyal customers marketing costs will be reduced and for the companies it is easy to hold existing customers, and it costs less than to catch new customers. Brands can have successful brand images by satisfied and loyal customers. Brand loyalty also provides some time to the company when they need to give a respond to the competitors (Aaker, 2001).

### **2.2.2 Brand Awareness**

One of the main goals of companies is to develop brand awareness, because brand awareness directly affects consumer decision process and firm's value. Brand awareness provides to build brand equity (Aaker, 1991). Studies show that a learning advantage will be provided by the brand awareness (Keller, 1993). During the customer's product selection brand awareness has an important role and brand awareness directly affect the purchase decision of the customer. Also the brand performance in the market is positively affected by brand awareness (Hoyer and Brown, 1990).

### **2.2.3 Perceived Quality**

Zeithmal defined perceived quality as "the consumer's personal judgment about the overall quality or excellence of a product or service". High perceived quality show the consumers positive experiences through a brand in a long term, and their understanding of differentiation and the superiority of the brand in confront of other brands (Zeithmal, 1998). Furthermore, the studies of Baldauf, Caren and Binder (2003) showed that the perceived quality affects also the firm value. The brand will be differentiated from the competitor brands through a high perceived quality.

When a customer has a superior idea, for such a brand, he/she will repurchase this brand in the future (Farquhar, 1989; Keller, 1993; Aaker, 1996). Brands can use advertising as a tool to influence brand equity. Perceived quality can be effected in many ways by advertising (Krishan and Chakravarti, 1993).

### **2.2.4 Brand Association**

Aaker defined Brand association as "anything that directly or indirectly linked in the consumer's memory to a brand" (Aaker, 2001 pg 167). Brand identities are all the things that help a brand to differentiate from other brands. Brand identity has been built through tangible and intangible attributes such as "brand names, brand logos, symbols, slogans, packages, characters, spokespeople, jingles and signage" (Keller, 2003).

According to Robwertson (1989) and Keller (2003) the name of the brand must be simple but in the meantime distinctive from other brands.

As a visual element, the logo of the brand has a very crucial role on brand equity (Keller, 2003). A memorable character will affect the brand positively (Keller, 2003). Packaging is another important tool, which must be correctly chosen (Serafin, 1985; Keller, 2003). Brands capture the customers by using short phrases called slogans (Aaker, 1991; Keller, 2003). For example, Mc Donald's is in our memory with many associations such as; its golden arches, big mac, fast service or fun for the kids. All of these associations provide a reason to the customer to select a brand. Brand identity is directly affected by brand associations, which make an effect, on the sales (Aaker, 2001).

### **2.3 Consumer Confidence Index**

In general, people, when they feel confident, about the economy and about their jobs increase their spending while if the confidence index trends down, generally consumers reduce their spending. If the confidence index is less than 100, it means that consumers are pessimist, while if it is higher than 100 it means a positive confidence (Türkiye İstatistik Kurumu, 2013).<sup>6</sup>

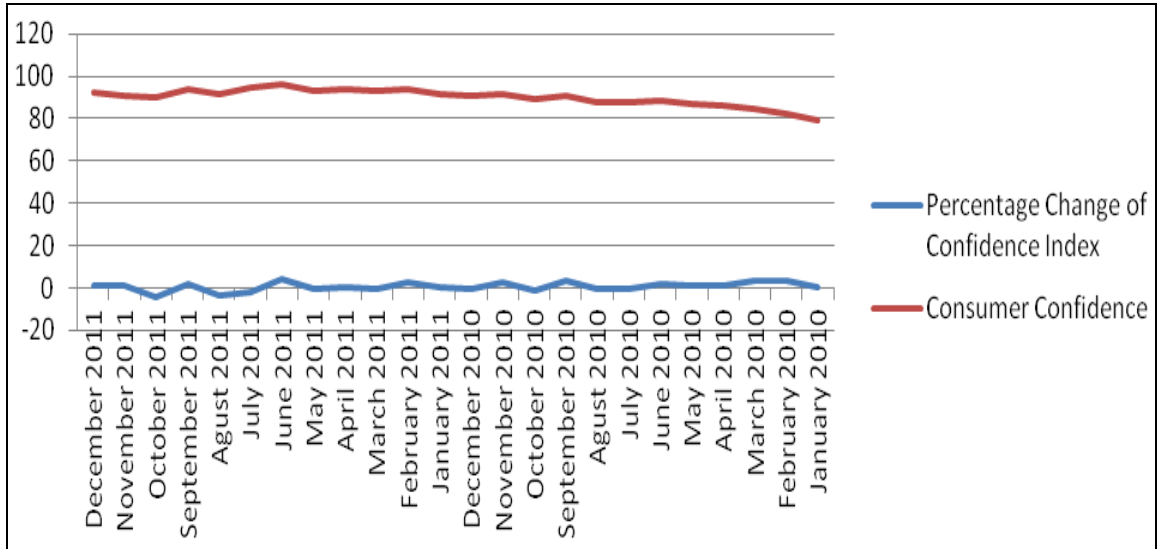
Due to the communication technologies, countries are directly positively or negatively affected from each other. Below charts and values show that Turkey has been negatively affected from the global economic crises. After the 2008 global economic crisis, which started in the United States of America, the export quantities of Turkey is decreased rapidly due to the low demands. From the below charts of confidence index, we see that confidence is not positive since years actually this charts mean a significant economic slowdown. This crisis started due to the mortgage market which suffered in 2008 in The United States Of America. Some of big financial institutes issued a statute in bankruptcy while some are sold to others. In this period from the end of 2007 to August 2008, the unemployment rate of Turkey is increased from 9.2% to 9.8% (Yildirim, 2010). By the beginning of 2013 the unemployment rate is realized as %10, 6 (Türkiye İstatistik Kurumu,

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<sup>6</sup> <http://www.tuik.gov.tr>

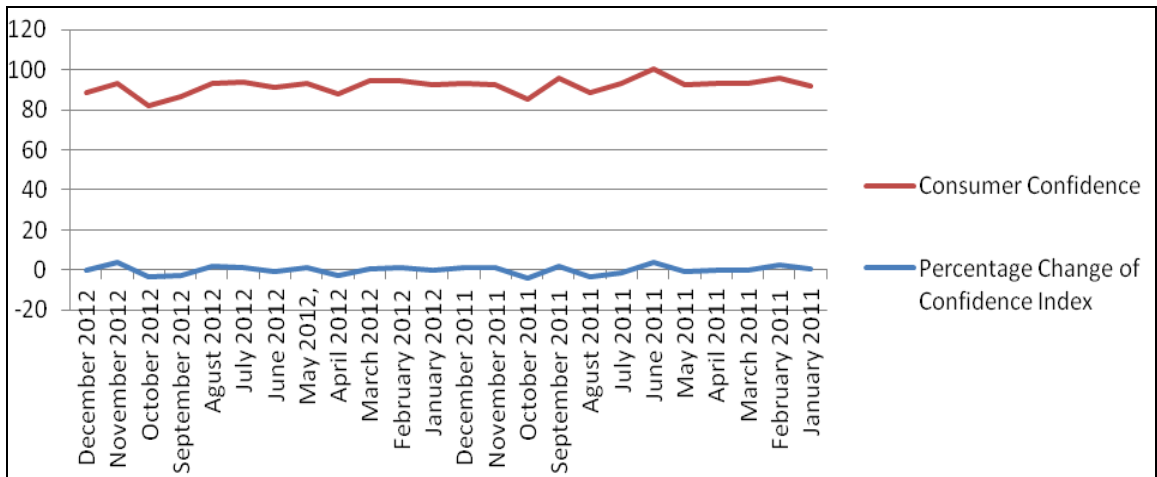
2013)<sup>7</sup>. On the below chart the red line shows the confidence index while the blue line show the percentage change of confidence index.

Figure 2.2 : Confidence Index year 2010\_2011



Source Türkiye İstatistik Kurumu.

Figure 2.3 : Confidence Index year 2011\_2012



Source Türkiye İstatistik Kurumu.

<sup>7</sup> [http://www.tuik.gov.tr/IcerikGetir.do?istab\\_id=5](http://www.tuik.gov.tr/IcerikGetir.do?istab_id=5)

## **2.4 Purchase Intention**

Purchase intention is defined by Rossiter and Perty as; “...the buyer’s self instruction to purchase the brand (or take other relevant purchase-related action). It is in fact, an anticipated, conscious planning of the action step, the final buyer response step (target audience action)” (Rossiter and Perty, 1998). Purchase intention is the decision that explains why consumers consider a brand purchasable and anticipate a brand to purchase. (Porter 1974). Studies of Schiffman and Kanuk show that a higher purchase intention causes a great desire to buy a brand (Schiffman and Kanuk, 2000).

Further studies show that a consumer’s purchase intention for a product or a service is influenced by two things (Alba and Hutchinson, 1987; Brucks, 1985; Harlam, Krishna, Lehman and Mela, 1997). The first of these impacts is a positive attitude towards the brand itself (Laroche and Brisoux, 1989). While the brand familiarity is the second impact of purchase intention (Anand and Holbrook and Stephens, 1988). The two dimensions of prior experience and brand exposure are the two dimensions of brand familiarity. Prior experiences come from the prior uses of the brand.

## **2.5 Demographic Factors**

Demographic factors such as age, gender, education level, occupation are variables that affect customer’s choices. In this thesis at hand demographic factors are the variables used to determine how change the behaviors of shoe buyers. Demographic characters also can play an important role in determining how promotions and campaigns impact the purchase intention of customers.

## **2.6 Turkish Footwear Industry**

Wikipedia define the shoe as “an item of footwear intended to protect and comfort the human foot while doing various activities.”

Generally the shoe can be classified for gender and age in five categories such as woman shoes, man shoes, flat shoes for boys and girls, children shoes and baby shoes. One other classification can be for season; A/W shoes which are closed shoes, low cut boots and long cut boots and S/S Shoes which are open shoes, flip-flops, sandals, ballerinas and so forth.

Shoes price range is too wide due to the brands; materials and constructions. The price of a shoe can vary from five dollars to thousands of dollars due to the expensive materials; brands and complex constructions. Shoes have traditionally been made from leather or canvas, but nowadays the artificial leather, rubber, plastic shoes demands are increasing. Especially young people prefer not leather shoes due to the low price.

Turkey's shoe production is about 212 million pairs and just 26% of this is leather shoes and the balance production is sandals and plastic, non leather shoes (Ekonomi Bakanlığı, 2013). In the world the average shoe purchasing per person is 3-5 pair, while this rate in Turkey is 2-3 pair per person. This ratio is relatively low compared to other countries in the world due to the lower capital income of Turkey.

Turkish shoe industry began in 1950 as a small-size industry. Year by year it is developed. According to Turkish State Institute of Statistics, there are 4.753 of shoes and slippers manufacturers.<sup>8</sup> In the Sector 50% of the manufacturers are in Istanbul, while the other most important cities which are producing shoes are Izmir, Konya, Bursa, Ankara, Gaziantep, Manisa and Denizli.

Regarding the data of Footwear Industrialists Association of Turkey (TASD)<sup>9</sup> 300.000 people are employed in shoe sector; 20.000 of them are working in industrialized area; and 280.000 people are working in all over Turkey and they are working in small and middle-sized plants. Regarding the data of Footwear Industrialists Association of Turkey (TASD); product capacity is about 500 million pair per year while the capacity utilization rate is about %40-50.

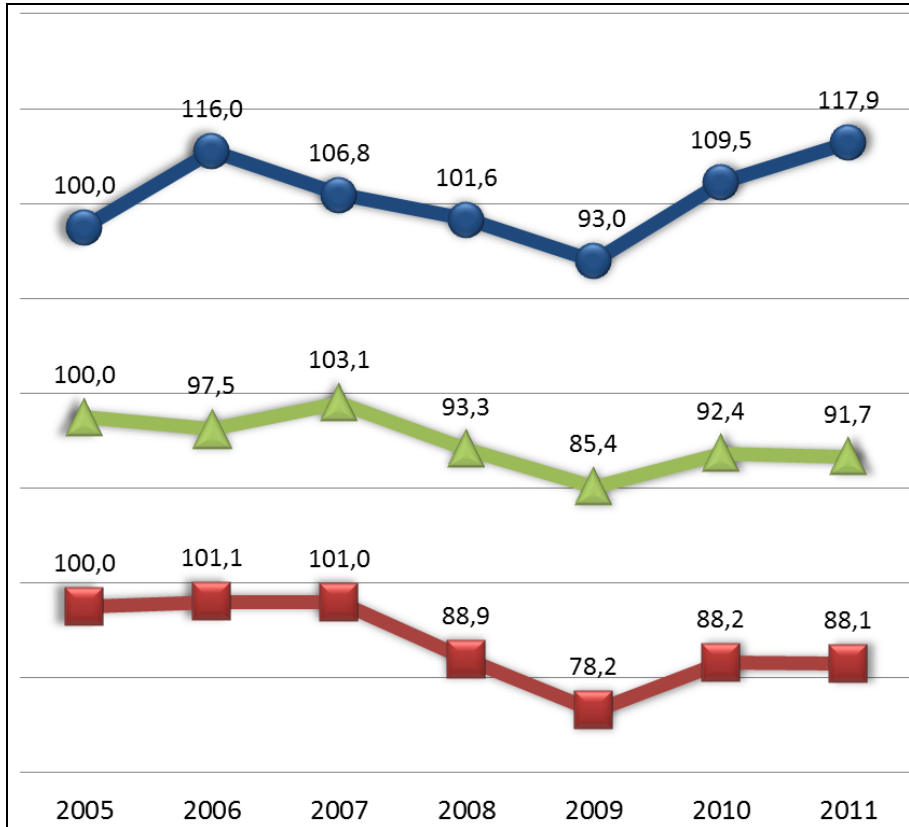
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<sup>8</sup> [http://www.torukotoushi.jp/docs/category4/category4\\_325b.pdf](http://www.torukotoushi.jp/docs/category4/category4_325b.pdf)

<sup>9</sup> <http://www.tasd.com.tr>

Below figure 2.4 shows the production index of the sector. The red line indicated the textile sector, the green line indicated the ready to wear sector and the blue one indicated the leather and leather products.

Figure 2.4 ; Production Index of the Sector



Source; TUIK, 2011<sup>10</sup>

In 2002, the export amount of Turkey was 131, 8 million dollars while in 2011 it is increased to 441, 3 million dollars. But if we compare this amount with the world export amounts we see that Turkish share is just % 0, 4. Presently Turkey doesn't have a good position in the world shoe export. This figure shows us that in Turkey the production is mostly for internal market. The current data show that, Turkey can have more shares from the world export.

<sup>10</sup> <http://www.tuik.gov.tr>

In 2002, the import amount of Turkey was 116.478 million dollars; this figure increased and became 871.393 million dollars in 2011. Half of the shoe import amount is realized from China (Ekonomi Bakanlığı, 2012).

Below table 2.1 shows shoe export amounts of Turkey between 2002 and 2011.

Table 2.1 : Turkey's Shoe Export Amounts  
(1.000 USD \$)

YEAR	VALUE
2002	131.883
2003	183.788
2004	204.916
2005	215.792
2006	237.069
2007	316.739
2008	344.889
2009	289.482
2010	395.624
2011	441.300

Source; Ekonomi Bakanlığı

Figure 2.5

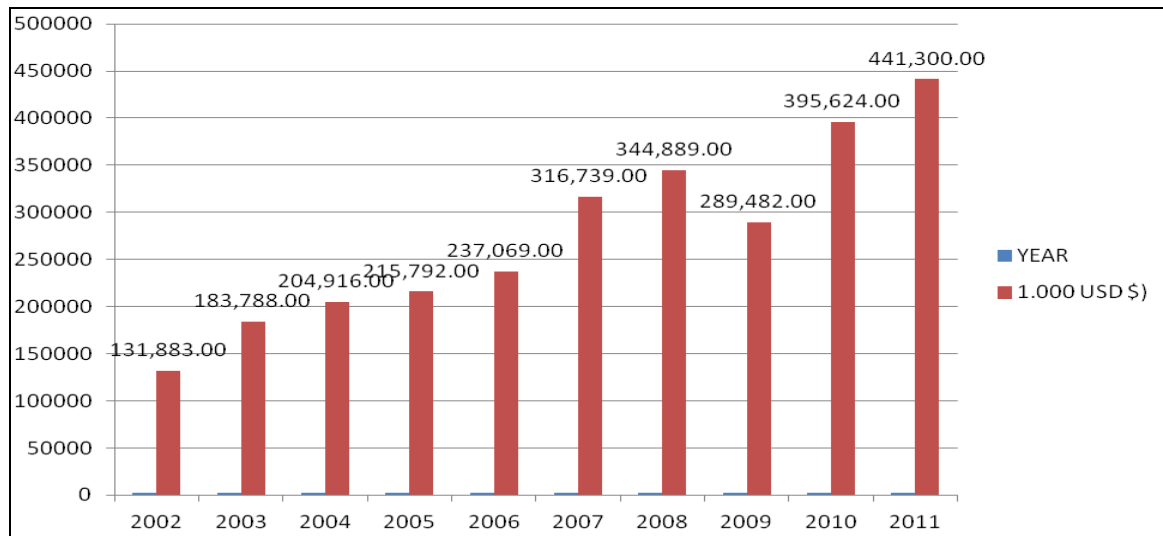
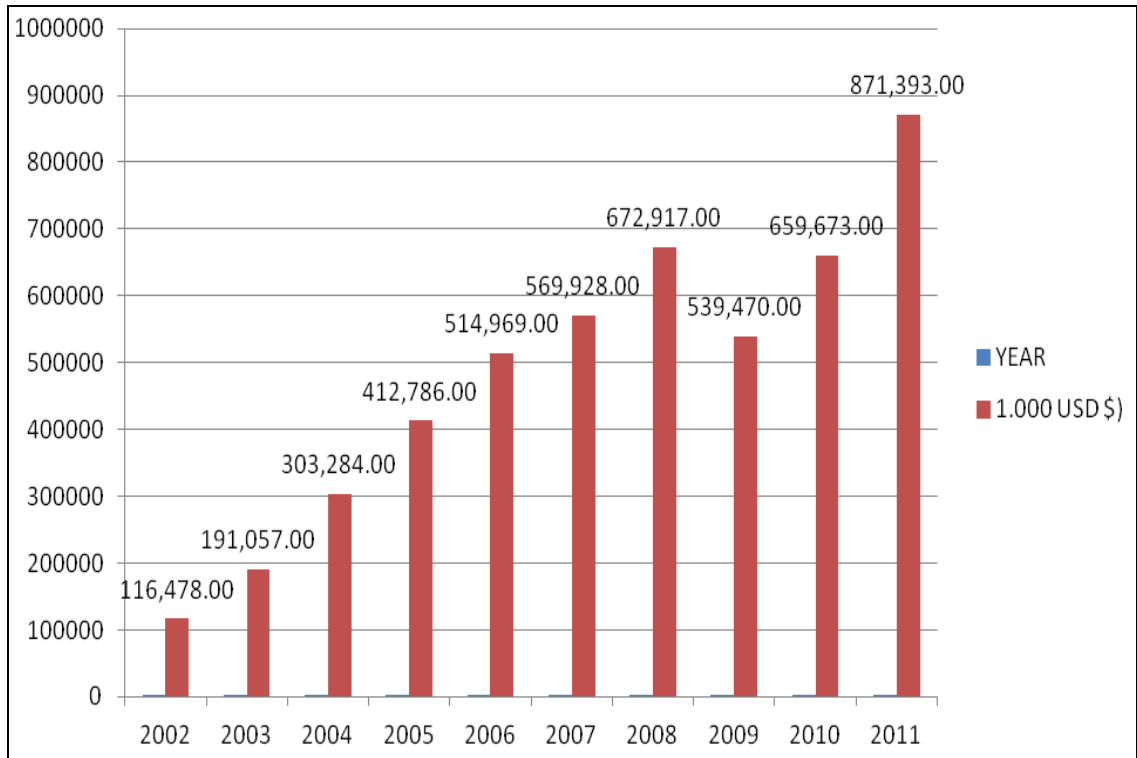


Table 2.2 : Turkey's Shoe Import Amounts by years  
(1.000 USD \$)

YEAR	VALUE
2002	116.478
2003	191.057
2004	303.284
2005	412.786
2006	514.969
2007	569.928
2008	672.917
2009	539.470
2010	659.673
<b>2011</b>	<b>871.393</b>

Source; Ekonomi Bakanlığı

Figure 2.6



In 2000, the world import amount was 49.6 billion dollars while after the global economic crisis period in 2009 it is increased to 87 billion dollars with an increase of 64% in ten years. With a positive change this amount has been realized in 2010 as 101.4 billion dollars, in one year world import amount has been increased 16%. 25% of the total import has been realized by the four European countries which are Germany, French, Italy and England (Türkiye Cumhuriyeti Ekonomi Bakanlığı, 2012).

Table 2.3: World Shoe Import Amounts  
(1.000 USD \$)

IMPORTER COUNTRIES	2008	2009	2010	2009-2010 CHANGE %	WORLD IMPORT SHARE %
<b>WORLD</b>	<b>96.869</b>	<b>86.859</b>	<b>101.434</b>	<b>17</b>	<b>100</b>
USD	20.502	18.245	21.932	20	22
GERMANY	7.005	7.047	7.924	12	8
FRANCE	5.947	5.565	5.998	8	6
ITALY	5.808	5.276	5.846	11	6
ENGLAND	5.304	4.862	5.626	16	6
HONG KONG	5.207	4.193	4.976	19	5
JAPAN	4.457	4.387	4.792	9	5
RUSSIA	2.954	2.267	3.95	74	4
SPAIN	3.046	2.564	2.93	14	3
HOLLAND	2.628	2.529	2.8	11	3
BELGIUM	2.925	2.603	2.585	-1	3
CANADA	1.801	1.697	1.928	14	2
AUSTRIA	1.475	1.329	1.414	6	1
SOUTH KOREA	1.023	923	1.26	36	1
SWITZERLAND	1.215	1.144	1.221	7	1

Source; Ekonomi Bakanlığı

As can be seen on below table 2.4; in 2010, China and Italy together have been realized 55% of the world export with an amount of 45.4 billion dollars (Türkiye Cumhuriyeti Ekonomi Bakanlığı, 2012). After the global economic crisis in 2009 the world import amount decreased 11 %, but in 2010 with a positive change the world import amount is increased 21 % to 99.2 billion dollars.

Table 2.4: World Shoe Export Amounts

(1.000 USD \$)

<b>EXPORTER COUNTRIES</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2009-2010 CHANGE %</b>	<b>WORLD EXPORT SHARE %</b>
<b>WORLD</b>	<b>92,059</b>	<b>81,879</b>	<b>99,276</b>	<b>21</b>	<b>100</b>
CHINA	29,720	28,016	35,633	27	36
ITALY	11,456	9,212	9,841	7	10
VIETNAM	4,872	4,151	8,192	97	8
HONG KONG	5,980	4,757	5,576	17	6
GERMANY	3,907	3,690	3,941	7	4
BELGIUM	3,703	3,486	3,742	7	4
SPAIN	2,835	2,611	2,593	-1	3
INDONESIA	1,885	1,736	2,501	44	3
HOLLAND	2,268	2,267	2,443	8	2
FRANCE	2,142	1,906	2,081	9	2
PORTUGAL	1,975	1,744	1,780	2	2
INDIA	1,581	1,481	1,642	11	2
BRAZIL	2,025	1,477	1,631	10	2
RUMANIA	1,749	1,359	1,475	9	1
ENGLAND	1,150	1,106	1,285	16	1

Source; Ekonomi Bakanlığı

## **CHAPTER THREE**

### **METHODOLOGY**

The literature review shows that companies or brands are very likely to suffer considerably from globally economic crisis. However, how far the customer attitudes are influenced by these crises is still a big question mark. The thesis at hand examines the attitudinal consequences of uncertain economic conditions. Furthermore the purchase intention of customers' can be affected by uncertain economic conditions, while other factors such as brand equity and promotions, sales discounts or two for one deals, can be affected as well. Thus the effects on brand equity and promotions can eventually affect purchase intention towards a brand or company. The thesis at hand examines the attitudinal consequences of promotions in Turkish Shoe Market. Thus, the impacts of promotions and campaigns in uncertain economic situations need further investigation for the retail sector. Consequently the major question of this study is;

- What kind of relative impact does confidence index have on consumers' decisions?
- What kind of influences do promotions and campaigns have on purchase intention?
- What kind of differences do demographic factors have on purchase intentions?

#### **3.1 Research Sample**

This research was conducted among shoe buyers in Turkey. Convenient sampling approach was used for the sampling convenient.

An announcement to the online survey was announced on Ekşi Sözlük, which is one of the most popular websites in Turkey, an invitation to Yeditepe University students and to Italian High School members was sent, as well as the other e-mail invitations to several colleagues, friends and family members. 335 respondents have participated to the survey. 44,5 % of the respondents that attend the survey were female and, 55,5 % were male attendants.

### **3.2 Data and Data Gathering Tool**

Data was gathered from various parts of Turkey via an online survey. The survey was made via an online survey site called survey monkey. The original questionnaire was developed in English. The research was made in Turkey so the questionnaire is translated in Turkish. After the questionnaire is prepared, it has been distributed to the respondents by uploading it to the survey monkey. Internet survey is used in order to reach easily to more than 300 respondents.

The online survey is constructed in five parts. The research instrument is composed of 50 questions that included 7 questions regarding the demographic information and shopping style, as the demographic questions, participants received questions about the gender\_ male or female, their age from a list of age ranges, their income level from a range of income levels, and 3 questions about their shopping preferences of shoe; as the shoe purchasing frequency and general public price level that they pay. On the survey, there are also 12 questions for brand equity, 15 questions for analyzing the economic crisis effect on Consumer Confidence, in total 12 questions for promotions; 6 questions regarding to the “2 for 1” deals and 6 questions for sale promotions, and finally 4 questions for the consumer purchase intention for the brand selected.

Most of the questions are multiple choices except the questions for the brand preferences.

The second part of the survey is about the brand equity of Divarese brand. 12 questions are asked to the respondents about the brand equity of Divarese. In this part there are questions about the image of the Divarese; about the personality of the brand, about the preferences of the customer if they prefer Divarese or not, if they will buy the catalogue of the brand or not and if they pay more to buy a Divarese branded shoe.

In this part respondents ranked their perceptions for Divarese Brand from one ‘completely agree’ to five ‘completely disagree’.

The third part of the survey is about Purchase intention the scale contains 4 questions about the customer purchase intention of Divarese brand. The purchase intention items in the instrument were Likert-scale items, originally developed by Baker and Churchill (1977). Items on the scale were from one “strongly disagree” to five “strongly agree” with ratings.

The fourth part of the survey is about the customer confidence. Generally, consumer surveys give idea regarding the consumer attitudes and expectations. Economic trends and prospects can be predicted by the consumer confidence surveys.

Further researches show that the economical expectations of the customer are very crucial; if the customer has a positive expectation increase spending. Vice-versa if they have a negative expects customers reduce their expenses (Oral, 2005). Especially, in Turkey the discount period is on company’s decision. So in the recent years all the brands try to attract customer by various campaigns and promotions.

In the last part of the survey, there are questions about Consumer’s tendency to buy the brands which are on Sale and Two for One Deals, which measure, Consumer’s inclination to buy brands that have two for one offer. In this study, the importance of discounts is analyzed.

### **3.3 Data Analysis**

Analyzing the gathered data, the hypotheses of the research are tested by Stastical Package for the Social Sciences (SPSS) 16.00 program. Independent sample t\_test, reliability, correlation and one way analysis of variance (ANOVA) analysis were used. Tables are used in order to analyze the results. All findings have been affirmed in  $p=0.05$

### **3.4 Type of the Research Design**

The present study was quantitative and in nature cross-sectional. As a research design, the study has an explanatory type. It has taken place at a single point of time. From

the targeted population, a slice has been taken and views and/or behaviors of this group provided overall findings. The targeted population has been taken as a represent of the whole population.

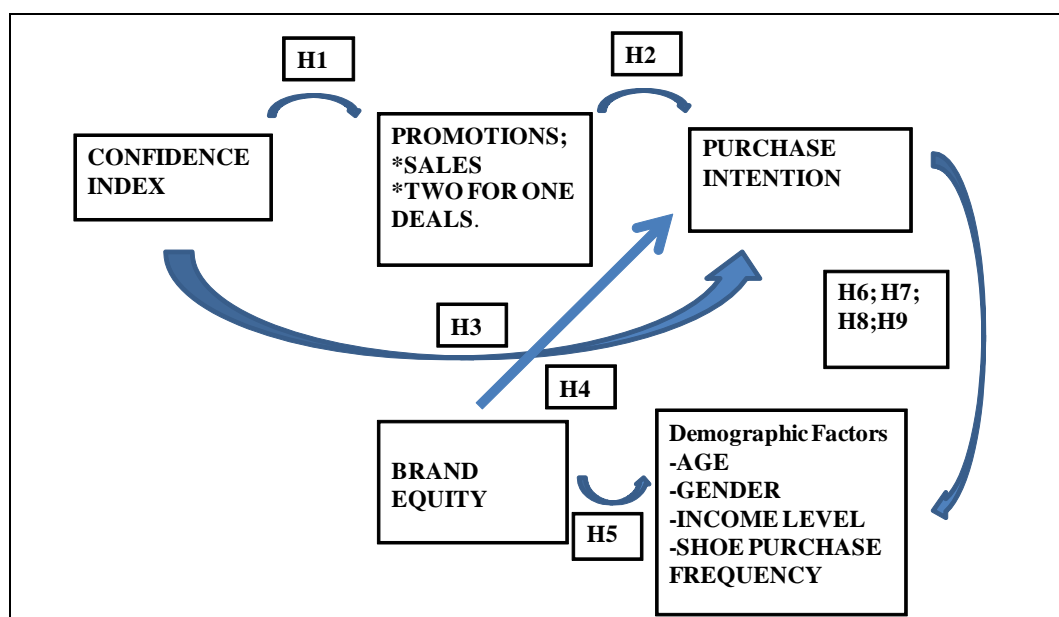
### 3.5 Research Model

The research characteristics of this thesis are an explanatory and co relational type. In this research the survey method was used. In this study the effect of promotions and campaigns on purchase intention is investigated. Furthermore, this study also aims to describe consumer purchase attitudes during a recession period. During the recession periods many tools and strategies of effective promotions have been developed by the companies, such as; sales and two for one deals. With this study will be examined consumer purchase intentions in case of brand promotions.

As the research methods, both of quantitative and qualitative analysis will be applied. As the quantitative method, the consumer tendency survey and scales from Marketing Scales Handbook Volume III is used.

The basic model that the thesis at hands constructed upon is given as follows;

Figure 3.1; Research Model



The model is designed to measure the impact of confidence index on purchase intention during the economic downturn; also this model measure the impact of promotions like sales and two for one deals on purchase intention. Also the effects of the demographic factors such as; age, gender, income level, on purchase intentions has been analyzed.

From the year 1820 to 2008 the world encountered with too many economic crisis with different intensity and dimensions. By the beginning of the economic crisis in 2008; the international trade reduced, by the way, the negative confidence index has caused to reduce demand. Beginning by the global economic crisis in 2008, until today confidence index in Turkey has never been positive, (over 100). The study by Adem Çabuk-Gökhan Özkan presented that Turkish real sector has been deeply affected from global economic crises. During the uncertain economic situations orders and turnovers have been reduced due to the internal and external demand reduction (Çabuk and Özkan, 2010).

While the constructing the main research model, one particular brand in respect to respondent answers was taken into account, so that the relationship between brand equity and purchase intention would be analyzed only for one brand. Due to this, the respondents were asked to fulfill the questionnaire by considering only one particular brand which was Divarese.

### **3.6 Research Hypothesis**

Economic crisis or uncertain economic conditions may have negative influences on purchase intention of customers. On the other hand promotion and campaigns can have also positive effects on the purchase intention of customers.

The major question in this case is how deeply the effect of promotions and campaigns on purchase intention is during an uncertain economic condition.

**H1;** There is a positive relationship between the confidence index and promotions.

**H2;** There is a positive relationship between promotions and purchase intention.

**H3;** There is a positive relationship between confidence index and purchase intention

**H4;** There is a significant difference among man and women in terms of the brand equity perception.

**H5;** There is a positive relationship between confidence index and purchase intention

**H6;** There is a significant difference among men and women in terms of purchase intention under promotion activities

**H7;** There is a significant difference among different age groups in terms of purchase intention.

**H8;** There is a significant difference among different income groups in terms of purchase intention.

**H9;** There is a significant difference among different education groups in terms of purchase intention.

### **3.7 Measurement Instruments**

In this thesis Liker type statements have been used. All the questionnaires for brand equity, purchase intention, confidence index and promotions have been explained as below.

#### **3.7.1 Brand Equity**

In this study the perceived value of a brand in base of name and image is measured by twelve seven-point Liker type statements. The scale developed by Ha (1996, 1997) is used to measure the brand value of Divarese Brand which is derived primarily from Aaker (1991). For the scale as the reliability an alpha of .93 was calculated (Ha, 1997).

The original scale items are listed below. The name of the brand 'DIVARESE' is placed in the blanks, except for #4, where the blank is left for the respondent to write in a ranking. If respondents indicate that the focal brand is their "number one" choice, it is coded as 1 and reverse coded to 7. Similarly, if the focal brand is their "number 2" choice, it is coded as 2 and reverse coded to 6.

Related questions can be found at APPENDIX E

### **3.7.2 Consumer Confidence Index**

According to Ece Oral "*consumer behavior plays a very important role in providing economic decision-makers and economic forecasters with necessary information about future expectations. Optimistic consumer confidence may cause desire for making large expenses and increase the tendency for borrowing while pessimism may cause consumers to reduce their expenditures, to review their financial situations.*"

By this survey we analyze how the changes in consumer expectations influence consumers' spending and saving decisions (Oral, 2005).

In the late 1940's, measures of consumer confidence were developed at University of Michigan.

Optimist consumers increase their spending while pessimistic consumers reduce their spending and increase their precautionary saving. Survey questions of consumer confidence index for Turkey provide qualitative information about the current situation and information regarding the expectations for the next months (Oral, 2005).

Most of the variables of EU confidence index investigated and used to construct the Turkish Confidence Index.

The variables related to 4 main groups. Questions 1 and 2 give us information about the power of the consumer (at present and over the next six months). Question 5 gives us

information about job opportunities (next six months). Question 4 gives us information about the general economic situation (next three months). Finally, question 7 gives us information about buying time condition of durable goods (present).

The original scale items are listed at APPENDIX E;

### **3.7.3 Purchase Intention**

Baker and Churchill (1977) have developed the purchase intention scale. A purchase intention is measured by multiple likert-like type statements. A specific good or service buying inclination of a customer has been developed to measure the purchase intention of such a brand.

The original scale items are listed at APPENDIX E.

Kilbourne (1986) have been reported an alphas of .73, .91, .81 while an alpha of .82 and .77 have been reported by Okechuku and Wang (1988) and this result provide some evidence regarding the homogeneity of the scale. By Neese and Taylor (1994) there was not reported any examination for the validity of the scale's Okechuku and Wang (1988) found very higher correlations.

The item-total correlations by Okechuku and Wang (1988) indicated that items composing this scale had much higher correlations with scores on this scale than with correlations with total scores on two other scales (cognitive and affective dimensions of attitude). This provides some evidence of convergent and discriminate validities although at the item level rather than the scale level.

As some evidence of content validity, Perrien, Dussart and Poul (1986) used items taken from the literature and tested with 16 marketing experts. All were unanimous in connecting the expected items with proper dimensions of attitude (affective, cognitive and co native).

### **3.7.4 Sales and Two for One Deals**

In this study the Sales and Two for One Deals is measured by seven-point Likert type statements. Both of the scales developed by Lichtenstein, Netemeyer and Burton (1995).

The original scale items can be found at APPENDIX E

## CHAPTER FOUR

### RESEARCH FINDINGS

The hypothesized relationships will be tested by the conducted statistical analyses. The findings of the study also will be discussed in details and the research questions will be explained in accordance with the reference findings.

Findings will be illustrated by figures.

#### 4.1 Findings Related to the Demographic Factors of the Sample group.

In this part of the research findings about the age, gender, income level, education and general shoe purchase preferences; such as customer's seasonal shoe purchasing frequency and general public price level that customers are buying were summarized by figures.

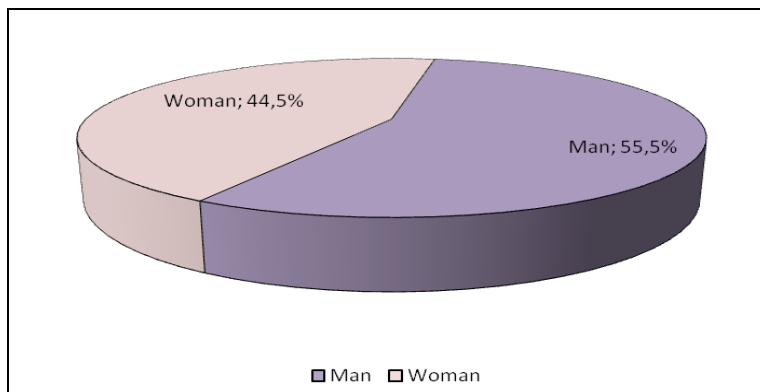
##### 4.1.1 Findings related to gender of the sample group

As seen in the Table 4.1 , 44,5 % of the respondents that attend the survey were female and 55,5 % are male. This shows that the sample is almost equally distributed among males and females.

Table 4.1 : Distribution of Females and Males

<b>Gender</b>	<b>Frequency</b>	<b>Percent</b>	<b>Cumulative Percent</b>
<b>Female</b>	149	44,5	44,5
<b>Male</b>	186	55,5	100,0
<b>Total</b>	335	100	

Figure 4.1: The Distribution of Females and Males



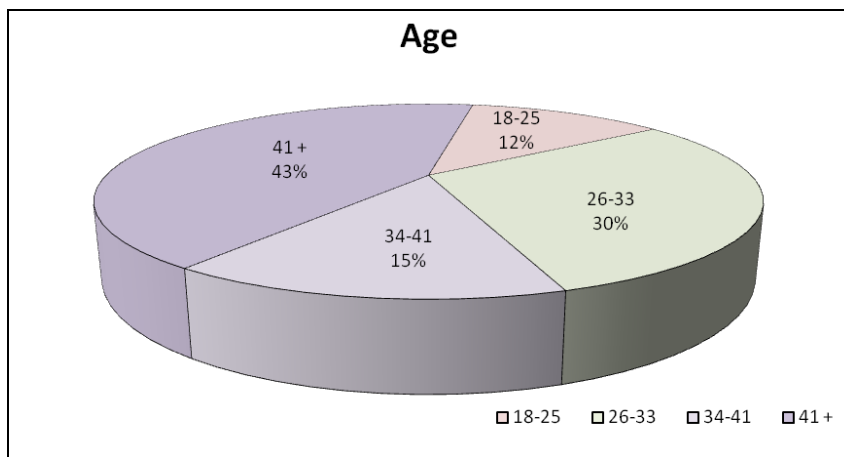
#### 4.1.2 Findings related to age of the sample group

When respondents in this study are investigated, it can be seen that 12,2 % of the respondents have ages between 18-25 years; 29,9 % are between 26-33 years, 15,2 % between 34-41 years, and 42,7 % are above 41 years.

Table 4.2: Distribution of Age

Age	Frequency	Percent	Cumulative Percent
<b>Between 18-25</b>	41	12,2	12,2
<b>Between 26-33</b>	100	29,9	42,1
<b>Between 34-41</b>	51	15,2	57,3
<b>41 and More</b>	143	42,7	100,0
<b>Total</b>	335	100,0	

Figure 4.2: The Distribution of age



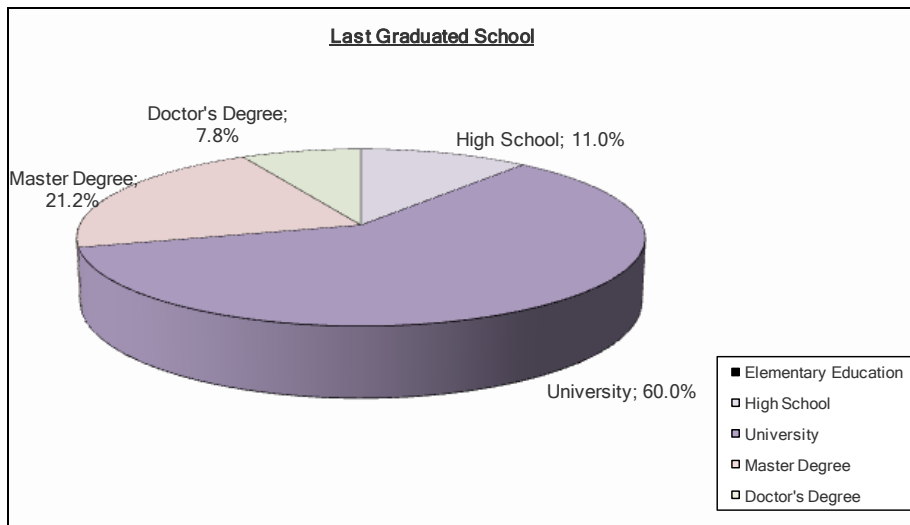
#### 4.1.3 Findings related to education level of the sample group

Regarding the education level of the respondents, as seen from the table 4.3, 11 % were high school graduated, 60,0 % had bachelor degree, and 21,2 % had master degree and 7,8 % of respondents had doctor's degrees. None of the samples are elementary school graduated. Below table show that most of the attendants have received university education.

Table 4.3: Distribution of Education Level

Education Status	Frequency	Percent	Cumulative Percent
High School deg.	37	11,0	11,0
Bachelor Degree	201	60,0	71,0
Master Degree	71	21,2	92,2
Doctor's Degree	26	7,8	100,0
<b>Total</b>	<b>335</b>	<b>100,0</b>	

Figure 4.3: The Distribution of Education Level



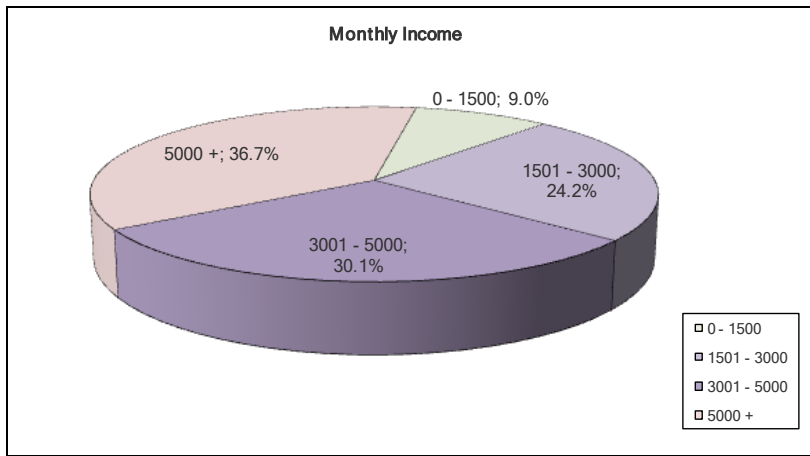
#### 4.1.4 Findings related to income level of the sample group

Regarding the monthly average income level of the respondents, 9,0 percent had below 1.500 TL, 24,2 percent had monthly average income between 1.501 TL – 3.000 TL, 30,1 percent had 3.001 TL – 5.000 TL, and 36,7 percent had above 5.001 TL. . Below table show that most of the attendants have an average income more than 3001.00 TL.

Table 4.4: Distribution of Monthly Average Income level

Monthly Average Income	Frequency	Percent	Cumulative Percent
Below 1.500 TL	30	9,0	9,0
Between 1.501 TL - 3.000 TL	81	24,2	33,2
Between 3.001 TL- 5000 TL	101	30,1	63,3
Above 5001,00 TL	123	36,7	100,0
<b>Total</b>	<b>335</b>	<b>100,0</b>	

Figure 4.4: The Distribution of Monthly Average Income Level



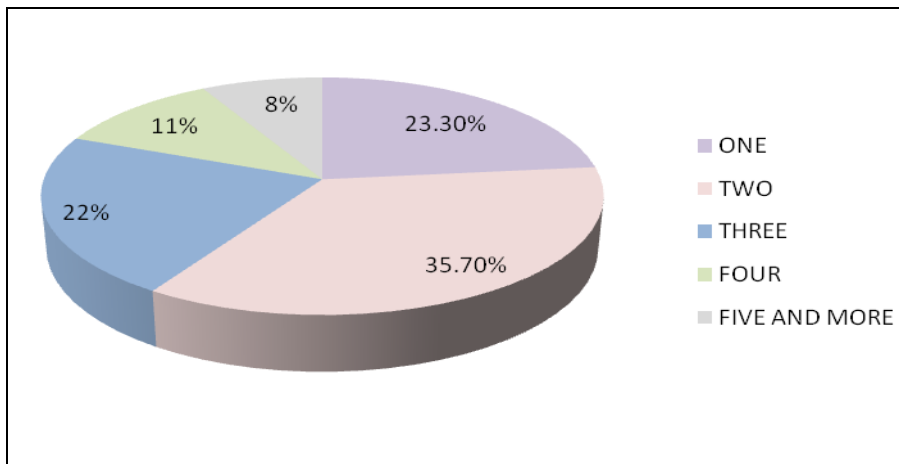
#### 4.1.5 Findings related to shoe purchasing frequency of the sample group

23, 3 percent of the respondents are buying only one pair in every season, 35, 8 percent of the respondents are buying two pair shoe in each season period, 21, 5 percent of the respondents are buying three pair in a season, 11 percent of respondents are buying four pair and finally 8, 4 percent of the respondents are buying five or more than five pair in each season. These findings regarding the shoe purchasing frequency of this survey are very closed to the general shoe purchasing frequency of Turkey, which is 2-3 pair.

Table 4.5: Distribution of Shoe purchasing frequency

Shoe Purchasing Frequency	Frequency	Percent	Cumulative Percent
<b>1 pair in season</b>	78	23,3	23,3
<b>2 pair in season</b>	120	35,8	59,1
<b>3 pair in season</b>	72	21,5	80,6
<b>4 pair in season</b>	37	11,0	91,6
<b>5 or more pair in season</b>	28	8,4	100,0
<b>TOTAL</b>	335	100,0	

Figure 4.5: The Distribution of Shoe Purchasing Frequency



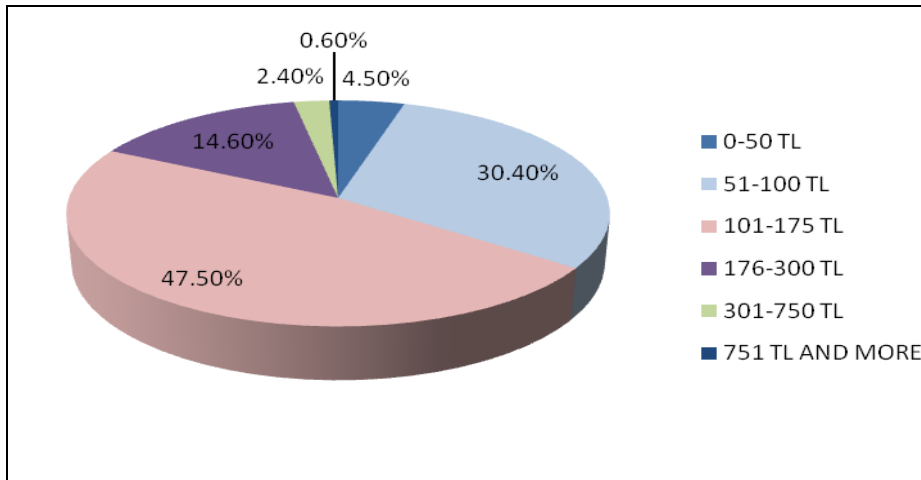
#### 4.1.6 Findings related to shoe purchase price of the sample group

4,5 percent of the respondents are paying less than 50,00 TL to buy a shoe, 30,4 percent of the respondents are paying more than 51,00 TL less than 100,00 TL; 47,5 percent of the respondents are paying more than 101,00 TL less than 175,00 TL; 14,6 percent of the respondents are paying more than 176,00 TL less than 300,00 TL; 2,4 percent of the respondents are paying more than 301,00 TL less than 750,00 TL; just 0,6 percent of respondents are paying 751,00 TL or more in order to buy a shoe.

Table 4.6: Distribution of Shoe purchasing price frequency

Average requested Price	Frequency	Percent	Cumulative Percent
0,00_50,00 TL	15	4,5	4,5
51,00_100,00 TL	102	30,4	34,9
101,00_175,00 TL	159	47,5	82,4
176,00_300,00 TL	49	14,6	97,0
301,00_750,00 TL	8	2,4	99,4
751,00 TL and more	2	0,6	100,0
<b>TOTAL</b>	335	100,0	

Figure 4.6: The Distribution of Shoe Purchasing Price



## 4.2. The Influence of Demographic Factors

The relationships between demographic factors and purchase intention, brand equity, promotion, confidence index and shoe purchase range, were investigated. Independent sample t-test and one-way analysis of variance (ANOVA) analyses were conducted for demographic variables.

The detailed analyses are given at Appendix-D. Founded results have been presented below in detailed:

### 4.2.1. Gender

In order to see the relationship between gender and sale; gender and two for one deals and finally gender and shoe purchasing range independent t-test have been used.

The results showed that there is a relationship between gender and shoe purchase range. The p value is 0,001 which is less than 0,05 indicate that there is a positive and significant relationship between gender and shoe purchase range. Respondents from different gender are found to show different shoe purchase range scores.

The average shoe purchase range of females with a mean value 2, 82 is higher than males' with a mean value 2, 16. The results showed that there is a significant relationship between gender and sale. The p value is 0, 00 which is less than 0, 05 indicate that there is a positive and significant relationship between gender and promotions. Respondents from different gender are found to show different promotion scores. The average shoe purchase range of females with a purchase intention mean score 3, 46 is higher than males' with a purchase intention mean score 3, 10.

The results showed also that there is a relationship between gender and two for one deals. The p value is 0, 00 which is less than 0, 05 indicate that there is a positive and significant relationship between gender and two for one deals. Respondents from different gender are found to show different two for one deals scores. The average mean score pf females 3, 11 is higher than males' with a two for one mean score 2, 60.

#### **4.2.2. Age**

According to the findings of the one-way analysis of variance (ANNOVA) test results; respondents from different age groups are found to show different brand equity scores. Further the analysis, brand equity scores of respondents aged between 26-33 are higher than the respondents aged between 18-25. The detailed analyses can be found at Appendix-D.

#### **4.2.3. Income Level**

According to the findings of the one-way analysis of variance (ANNOVA) test results; indicate that respondents from different income level groups have different scores for sales but not for two for one deals. There is a statistically significant difference between the mean of sale scores for different income level groups. The p value of promotion is 0, 034 which is less than 0, 05 while the p value of two for one deals is 0, 228 which is not less than 0, 05. This means that there is no statistically difference was found with purchase intention scores at different income levels. Detailed analyses are at Appendix-D.

#### **4.2.4. Education Level**

Further to analyses, it is observed that, there is no significant relationship between the education level and purchase intention. Also Independent sample t-tests show that education level has no effect on brand equity. The p value for purchase intention is ,100 and for brand equity ,233; both of p values are higher than ,05.

The results showed that there is a relationship between education level and the first factor of confidence index (economic expectations). The p value is 0, 031 which is less than 0, 05 indicate that there is a positive and significant relationship between education level and economic expectations. Respondents from different education levels are found to show different economic expectations. While results showed that there is not any statistically significant relationship between purchase power and education level. Also the sig. value for investment plans is higher than 0, 05. Results showed that also there is not any statistically significant relationship between investment plans and education level.

The detailed analyses are given at Appendix-D.

### **4.3. Statistical Methods that Will Be Used**

#### **4.3.1 Factor Analysis**

Burt, Thomson, Spearman and Thurstone can be defined as the leaders of the factor analysis which is a branch of multivariate analysis. In the beginning, factor analyses have been developed by the psychologists (Maxwell & Lawley, 1962). In many times it is not possible to measure any fact with just one question. Due to this, also it is not possible to measure a point view of the people by one question. At this moment factor analysis will group the questions for the researchers.

The factor analyses are a unique tool if the researchers have not categorized the questions before the survey. Because the factor analyses will be grouped the questions for

the researchers. After then, the researches give a name to the question groups (Eymen, 2007).

To sum up; factor analysis have been defined by Sipahi, Yurtkoru and Çinko (2006) as; in many times it is very difficult to measure the concepts' directly so factor analysis have been used in order to find the relationship between the concepts. Because of this scales are developed to define the concepts of each behaviors and attitudes (Sipahi and Yurtkoru and Çinko, 2006).

It is generally agreed that, for the rotation method the most used one is the principal components method with Varimax Rotation. Sub dimensions of the collected data have been found using the factor analysis. Actually the scales can have different results in different cultures and in different sample groups. It is a well known fact that by the factor analysis it is possible to determine the efficiency of the results compared to the literature (Sipahi and Yurtkoru and Çinko, 2006).

The factor analyses can be applied to the questions in the case when between the variables there is enough correlation. In that case Bartlett test will be used to measure the adequacy of correlation between the variables. The adequacy of all survey questions will be measured by using Kaiser-Meyer-Olkin (KMO) tests. If the KMO value is higher than .80 it means that there is a perfect relationship; if the KMO value is higher than 0.70 and less than 0.80 it means that there is again a good relationship but if the KMO value is less than 0.50 it means unacceptable. Than the inadequate question or questions will be deleted, and after the factor analysis must be re-applied (Sipahi and Yurtkoru and Çinko, 2006).

#### **4.3.2 Correlation Analysis**

It is called as the correlation method, the method which measures the direction and the strength of the relationship between the variables. In the cases that the correlation analysis are been used the dependence of the variables are not important. In other words variables can be dependent or independent when the correlation method is used. The Pearson correlation coefficient is the one of most used coefficients. If the value of the

coefficient is less than 0.50 it means that there is a poor relationship while if the coefficient is higher than .70 it means that there is a very strong relationship. For example, if the coefficient value is 0.60 , it means that there is a positive and moderately relationship between the two variables (Sipahi and Yurtkoru and Çinko, 2006). For the nominal data, the Spearman rho correlation coefficient analysis is used.

#### **4.3.3. Regression Analysis**

Regression analysis has been used to measure the relationship between a dependent variable and a number of independent variable. It is not only a unique technique but a group of techniques (Pallant, 2002). In the selection of independent variable it is a very important matter is that there must be a higher correlation between the variables (Sübüllüoğlu, 1989). In other words, regression analyses are based on a correlation. But with the regression analysis is it possible to obtain more sophisticated explorations. Therefore, the regression analysis is more satisfactory for the complex real life analyses (Pallant, 2002).

Another definition is done by Sipahi. In her studies Sipahi described the regression analysis as a statistical forecasting which is about to describe and evaluate the relationships between a one dependent variable and one or more than one independent variables. To sum up, regression analysis provide estimations regarding the form and direction of the relationship variables (Sipahi and Yurtkoru and Çinko, 2006).

#### **4.3.4. Reliability Analysis**

After the application of factor analysis, the reliability of each subgroup must be tested. There are many aspects of reliability which are different from each other.

The reliability of each subgroup should be measured numerically. To measure the reliability analysis, the alpha method will be used. The reliability of questions regarding the concerned factors has been determined by the Cronbach's Alpha value. The average correlation or the internal consistency of the questions in a survey has been measured by

Cronbach's Alpha value. When the Cronbach's Alpha value is 0.60 and higher, the scale will supposed acceptable. But one other important thing is that the number of questions must be sufficient (Sipahi and Yurtkoru and Çinko, 2006).

Between the factor analysis and the reliability analysis there is a theoretical relation. The items which optimize the Cronbach's Alpha value satisfy also the factor analysis because it depends on inter-item covariance (Sipahi and Yurtkoru and Çinko, 2006).

Questions with a Cronbach's Alpha value which is less than 0.60 will be taken out (Eymen, 2007).

#### **4.3.5 One-Way Analysis of Vairance (ANOVA)**

To use the one-way analysis of variance called Anova; the compared groups should be independent from each other. And measures derived from these groups must be homogeneous with equal interval scales. The t-test between independent groups will result different in accordance with the variance which is equal or not equal (Sipahi and Yurtkoru and Çinko, 2006).

#### **4.3.6. Indipendent Group T-Test**

To test that if the sample group reflects the whole, independent group t-test will be applied. Furthermore, the forecasts regarding a matter can be measured by independent group t-test (Eymen, 2007).

Independent group t-test is used in order to test the average of mean values of two independent groups. It is a statistical analyzes method. Before the t-test Lavene's test will be applied because the independent t-test will be varied in accordance with the result of Lavene's test which can be accepted or rejected (Sipahi and Yurtkoru and Çinko, 2006).

## **4.4 Factor and Reliability Analysis of the Questionary**

### **4.4.1 Factor and Reliability Analysis of Brand Equity**

To test the factor structure of the questionnaire factor analysis was used. In this context, the determination of 12 variables was carried out using the “Principal Component” method. Nevermore, at the end of Principal Component method, it was found that, the scale was consisted of 1 dimension. It was also established that many of the items on the questionnaire had high loading with regard to one factor. Varimax rotation was performed. The rotated solution revealed the presence of simple structure, showing a number of strong loadings, and all variables loading substantially on only one component.

In the survey there were two reverse questions for brand equity. Before the beginning of factor analysis these two questions were re coded. Than the 12 items of the Brand Equity scale were subjected to principal component analysis using SPSS 16. Prior to performing principal components analysis the suitability of the data for factor analysis was assessed.

As can be seen from the below tables, the Kaiser-Meyer-Olkin value was , 905. This value means that; the variables are perfectly convenient for of the factor analysis. Also exceeding the recommended value of , 0 and the Bartlett’s Test of Sphericity reached statistical significance, supporting the factorability of the correlation matrix. The one factor solution explained 51.578 per cent of the variance.

## Component Matrix

		<b>Factor Loadings</b>
		<b>1</b>
Q15	Divarese is most suitable to my needs.	,842
Q17	When I need to buy Shoes, I will think of Divarese immediately.	,831
Q18	When asked about brands in Shoe, Divarese will come in mind immediately.	,822
Q11	I won't mind paying a higher price for this brand.	,787
Q14	The quality of the brand is superior to other brands.	,777
Q16	Divarese is the most popular brand in the category.	,742
Q10	I would rank this brand as my ... choice, if I purchase shoes.	,674
Q8	The image of Divarese represents what I would like to be.	,657
Q13	I agree with the claim that Divarese products are simple , stylish and of good value.	,643
Q7	The image of Divarese is the same as the other Shoe Brands.	,639
Q9	I feel bad using this brand.	,636
Q12	If the catalog of this brand is not sent to me free, I'm willing to pay to get one.	,619

Extraction Method: Principal Component Analysis.

1 component extracted.

## Sampling Adequacy Measures

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,905
	Approx. Chi-Square	1.795,000
Bartlett's Test of Sphericity	Df	66,000
	Sig.	,000

### Correlation Matrix

	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5,044	51,578	51,578	5,044	51,578	51,578
2	,919	9,297	60,869			
3	,682	7,576	68,448			
4	,641	7,120	75,568			
5	,444	4,930	80,498			
6	,403	4,482	84,980			
7	,322	3,375	88,355			
8	,317	2,876	91,231			
9	,301	2,434	93,665			
10	,297	2,223	95,888			
11	,273	2,114	98,002			
12	,224	1,998	100,000			

Extraction Method: Principal Component Analysis.

After the findings of the factors, the questions were tested for the reliability. Cronbach's alpha reliability analysis was used to test reliability of the scale in questionnaire. Cronbach's alpha coefficient that consist of 12 dimensions was found .829 however it was discovered that omitting the dimension question 7 would increase Cronbach's alpha score of the scale to .869.

### Reliability Statistics

Cronbach's Alpha	N. Of Items
.829	12

### Item Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Q7	27,27	51520	-,260	,869
Q8	27,28	41,449	,518	,814
Q9	27,82	48,822	-,059	,854
Q10	27,15	39,862	,560	,810
Q11	27,46	38,824	,708	,797
Q12	28,13	43,009	,406	,822
Q13	26,47	42106	,479	,817
Q14	26,69	39719	,644	,803
Q15	27,27	38,911	,753	,795
Q16	27,10	40,323	,638	,804
Q17	27,59	37,895	,771	,791
Q18	27,47	38,136	,726	,795

Therefore the related question which is question 7 was excluded from the scale and the analysis was re-executed. Cronbach's alpha that consist of 11 dimensions was found as .869. 9 however it was discovered that omitting the dimension question 9 would increase Cronbach's alpha score of the scale to .895.

### Reliability Statistics

Cronbach's Alpha	N. Of Items
.869	11

### Item Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Q8	24,76	43763	,530	,860
Q9	25,30	51,696	-,076	,895
Q10	24,62	41,978	,582	,856
Q11	24,93	41,050	,720	,846
Q12	25,61	45,693	,390	,869
Q13	23,95	44,320	,500	,862
Q14	24,16	41928	,659	,851
Q15	24,75	41129	,766	,843
Q16	24,58	42,628	,647	,852
Q17	25,07	40,124	,780	,841
Q18	24,95	40,216	,748	,843

Therefore the related question which is question 9 was excluded from the scale and the analysis was re-executed. Cronbach's alpha that consist of 10 dimensions was found as .895 however it was discovered that omitting the dimension question 12 would increase cronbach's alpha score of the scale to .902.

### Reliability Statistics

Cronbach's Alpha	N. Of Items
.895	10

### Item Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Q8	22,79	43703	,548	,891
Q10	22,66	41,909	,600	,888
Q11	22,97	41,247	,717	,879
Q12	23,64	46,230	,360	,902
Q13	21,98	44,176	,527	,892
Q14	22,20	41,763	,687	,882
Q15	22,78	41261	,769	,876
Q16	22,61	42700	,655	,884
Q17	23,10	40,313	,777	,875
Q18	22,98	40,317	,753	,877

Therefore the related question which is question 12 was excluded from the scale and the analysis was re-executed. Cronbach's alpha that consists of 9 dimensions was found as .902. It was detected that deleting any of the dimensions would not increase the reliability of the scale. Due to this reason no further dimension is omitted and the value of this factor is calculated, by compute variable using these 9 questions.

### Reliability Statistics

Cronbach's Alpha	N. Of Items
,902	9

### Item Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Q8	21,14	38,598	,553	,899
Q10	21,00	37,024	,595	,897
Q11	21,31	36,430	,710	,888
Q13	20,32	38,956	,540	,900
Q14	20,54	36,578	,711	,888
Q15	21,13	36,308	,775	,883
Q16	20,95	37716	,655	,892
Q17	21,44	35655	,761	,884
Q18	21,33	35,514	,750	,885

As a result of the reliability analysis 3 questions have been canceled. After than the factor analysis was re-executed to the 9 questions of brand equity. As a result 1 factor extracted. The one factor solution explained 56.575 per cent of the variance.

### Component Matrix

	Factor Loadings
	1
Q15; Divarese is most suitable to my needs.	,842
Q17; Divarese is the most popular brand in the category.	,831
Q18; When asked about brands in Shoe, Divarese will come in mind immediately.	,822
Q11; I won't mind paying a higher price for this brand.	,787
Q14; The quality of the brand is superior to other brands.	,777
Q16; Divarese is the most popular brand in the category.	,742
Q10; I would rank this brand as my ... choice, if I purchase shoes.	,674
Q8; The image of Divarese represents what I would like to be.	,657
Q13; I agree with the claim that Divarese products are simple , stylish and of good value.	,643
Q7; The image of Divarese is the same as the other Shoe Brands.	,639
Q9; I feel bad using this brand.	,636
Q12 If the catalog of this brand is not sent to me free, I'm willing to pay to get one.	,619

Extraction Method: Principal Component Analysis.

1 component extracted.

Percentage of explained variance	56,575
Kaiser-Meyer-Olkin sampling adequacy	,911
Bartlett's test of sphericity	1,628,003

Also the Kaiser-Meyer-Olkin value was .911, exceeding the recommended value of .0 and the Bartlett's Test of Sphericity reached statistical significance, supporting the factorability of the correlation matrix. All the questions tested were reliable so no needs for reliability test.

### Sampling Adequacy Measures

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,911
Approx. Chi-Square		1,628,003
Bartlett's Test of Sphericity	Df	36
	Sig.	,000

### Correlation Matrix

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5,092	56,575	56,575	5,092	56,575	56,575
2	,919	10,210	66,676			
3	,682	7,576	74,362			
4	,641	7,120	81,482			
5	,444	4,930	86,412			
6	,403	4,482	90,895			
7	,322	3,375	94,470			
8	,273	3,036	97,506			
9	,224	2,494	100,000			

Extraction Method: Principal Component Analysis.

#### 4.4.2 Factor and Reliability Analysis of Purchase Intention

In order to test the factor structure of the questionnaire factor analysis was used. In this context, the determination of 4 variables was carried out using the “Principal Component” method. Further to Principal Component method there isn’t any item excluded. All four item are included in one component we protect the main variable and the it’s items. As can be seen from the below tables, the Kaiser-Meyer-Olkin value was .759 , exceeding the recommended value of .0 and the Bartlett’s Test of Sphericity reached statistical significance, supporting the factorability of the correlation matrix. The one factor solution explained 63.425 per cent of the variance.

#### Component Matrix

		Factor Loadings
		1
Q22	I would patronize of Divarese Brand?	,873
Q20	Would you buy Divarese Brand if you happened to see it in a store?	,835
Q21	Would you actively seek out this Brand?	,816
Q19	Would you like to try this brand?	,643

Extraction Method: Principal Component Analysis.

#### Sampling Adequacy Measures

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,759
Bartlett's Test of Sphericity	Approx. Chi-Square	468,238
	Df	6
	Sig.	,000

## Correlation Matrix

Component	Total Variance Explained			Extraction Sums of Squared		
	Initial Eigenvalues			Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2,537	63,425	63,425	2,537	63,425	63,425
2	,731	18,275	81,700			
3	,415	10,387	92,087			
4	,317	7,913	100,000			

Extraction Method: Principal Component Analysis.

### b- Reliability Analysis of Purchase Intention

Cronbach's alpha reliability analysis was used to test reliability of the scale in questionnaire. Cronbach's alpha coefficient that consists of 4 dimensions was found .806. However it was discovered that omitting the dimension question 19 would increase cronbach's alpha score of the scale to .830.

### Reliability Statistics

Cronbach's Alpha	N. Of Items
.806	4

### Item Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Q19	8,48	6,993	,450	,830
Q20	9,14	5,830	,674	,732
Q21	9,64	5,650	,641	,748
Q22	9,28	5,280	,733	,699

Therefore the related question which is question 19 was excluded from the scale and the analysis was re-executed. Cronbach's alpha that consist of 3 dimensions was found as ,830. It was detected that deleting any of the dimensions would not increase the reliability of the scale. Due to this reason no further dimension is omitted and the value of this factor is calculated, by compute variable using these 3 questions.

### Reliability Statistics of Confidence Index

Cronbach's Alpha	N. Of Items
.830	3

### Item Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Q20	5,44	3,637	,656	,796
Q21	5,94	3,290	,691	,762
Q22	5,58	3,191	,721	,732

At the end of the reliability analysis 1 question has been canceled. After than the factor analysis was re-executed to the 3 questions of purchase intention. As a result 1 factor extracted. The one factor solution explained 74,638 per cent of the variance. There is no need another reliability analysis because the questions of the factor were already reliable.

### Component Matrix

		Factor Loadings
		1
Q22	I would patronize of Divarese Brand?	,882
Q21	Would you actively seek out this Brand?	,865
Q20	Would you buy Divarese Brand if you happened to see it in a store?	,844

Extraction Method: Principal Component Analysis.

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**Sampling Adequacy Measures**

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Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,717
	Approx. Chi-Square	379,598
Bartlett's Test of Sphericity	Df	3
	Sig.	,000

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**Correlation Matrix**

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Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2,239	74,638	74,638	2,239	74,638	74,638
2	,428	14,277	88,915			
3	,333		100,000			

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#### 4.4.3 Factor and Reliability Analysis of Consumer Confidence Index

In order to test the factor structure of the questionnaire factor analysis was used. In this context, the determination of 15 variables was carried out using the “Principal Component” method. Further to Principal Component method question 37 and question 29 have been excluded. At the end of factor analysis 3 factors have been found. The first factor has been composed from 6 questions; Q23, Q24, Q25, Q26, Q27, Q28. The second factor has been composed from 5 questions; Q30, Q31, Q32, Q33, Q 34, finally the third factor has been composed from 2 questions; Q35, Q36.

## Component Matrix

		Factor Loadings		
		1	2	3
Q26	How do you expect the general economic situation in Turkey to develop over the next 3 months?	,839		
Q25	Compared to the past 3 months, how do you assess the present general economic situation in Turkey	,824		
Q27	How do you expect the job opportunities in Turkey to change over the next 6 months?	,773		
Q28	Compared to the past 3 months, how do you expect your or your household's spending money on semi-durable goods (clothes, shoes, kitchen, equipment, etc) to change over the next 3 months.	,657		
Q24	How do you expect your purchasing power situation to change over the next 6 months?	,606		
Q23	Compared to the past 6 months, how do you assess your present purchasing power situation?	,497		
Q33	How likely are you or your household to spend any money on home improvements or renovations (spending on heating system, whitewash, kitchen-bath repairs, etc. except spending on little amount of purchases) over the next 6 months?		,723	
Q32	How likely are you or your household to buy or build a home (to live in yourself, for a member of your family, for rent, as a holiday home, etc.) over the next 12 months?		,681	
Q34	How likely are you or your household to borrow money (consumer credits, other borrowings) to finance consumption expenditures over the next 3 months?		,600	
Q30	How likely are you or your household to buy durable goods like refrigerator, TV, furniture over the next 6 months?		,585	
Q31	How likely are you or your household to buy a car over the next 6 months?		,487	
Q35	In view of the general economic situation, how do you assess saving (TRL, foreign currency, gold, deposit, other financial investment instruments, etc.) time condition?			,874
Q36	How likely are you to save (TRL, foreign currency, gold, deposit, other financial investment instruments, etc.) over the next 6 months?			,834

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Extraction Method: Principal Component Analysis \_ 3 components extracted.

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As can be seen from the below tables, the Kaiser-Meyer-Olkin value was found ,763 , and Bartlett's Test of Sphericity have been found statistical significance with a sig. value 0,000, which support the factorability of the variables. The one factor solution explained 36,679 % of the variance. The first factor was labeled as economic expectations; the second factor was labeled as purchase power and finally the third factor was labeled as investment plans.

### **Sampling Adequacy Measures**

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KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,762
Bartlett's Test of Sphericity	Approx. Chi-Square	1,190,827
	df	78
	Sig.	,000

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### **b. Reliability Analysis of Confidence Index**

The questions of each factor have been tested for the reliability. Cronbach's alpha reliability analysis was used to test reliability of the scale in questionnaire. For the first factor which was labeled as "economic expectations" Cronbach's alpha coefficient that consist of 6 dimensions was found as ,815. As seen from below table any deletion of any dimension wouldn't increase the cronbach alpha score. Because of this, no further dimension was omitted.

### Total Variance Explained

Comp	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumul. %	Total	% of Variance	Cumul. %
1	3,714	28,571	28,571	3,714	28,571	28,571	3,149	24,226	24,226
2	1,855	14,270	42,841	1,855	14,270	42,841	2,124	16,337	40,563
3	1,372	10,556	53,397	1,372	10,656	53,397	1,686	12,834	53,397
4	1,077	8,284	61,680						
5	,868	6,680	68,361						
6	,757	5,827	74,188						
7	,656	5,045	79,233						
8	,630	4,849	84,082						
9	,592	4,557	88,639						
10	,503	3,871	92,510						
11	,404	3,108	95,618						
12	,316	2,429	98,046						
13	,254	1,954	100,00						

Extraction Method: Principal Component Analysis.

### Reliability Statistics

Cronbach's Alpha	N. Of Items
.815	6

### Item Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Q 23	19,38	17,708	,431	,758
Q 24	19,48	16,574	,524	,740
Q 25	18,98	15,748	,657	,712
Q 26	18,82	15,349	,648	,712
Q 27	18,81	15,660	,555	,733
Q 28	19,21	16,871	,577	,731

For the second factor which was labeled as “purchase power” Cronbach’s alpha coefficient that consist of 5 dimensions was found as ,631. As seen from below table any deletion of any dimension wouldn’t increase the cronbach alpha score. Because of this, no further dimension was omitted.

### Reliability Statistics

Cronbach's Alpha	N. Of Items
.631	5

### Item Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Q 30	12,93	7,304	,369	,597
Q 31	12,59	7,692	,337	,601
Q 32	12,49	7,173	,493	,592
Q 33	12,63	7,341	,446	,646
Q 34	12,31	8,405	,285	,622

For the third factor which was labeled as “investment plans” Cronbach’s alpha coefficient that consist of 2 dimensions was found as ,724. As seen from below table any deletion of any dimension wouldn’t increase the cronbach alpha score. Because of this, no further dimension was omitted.

### Reliability Statistics

Cronbach's Alpha	N. Of Items
.724	2

#### Item Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Q 35	11,54	8,986	,543	,644
Q 36	11,95	9,537	,548	,681

#### 4.4.4 Factor and Reliability Analysis of Promotions (Sale)

In order to test the factor structure of the questionnaire factor analysis was used.

In this context, the determination of 6 variables was carried out using the “Principal Component” method. Further to Principal Component method there isn't any item excluded. All four item are included in one component we protect the main variable and its items. As can be seen from the below tables, the Kaiser-Meyer-Olkin value was .795 , exceeding the recommended value of .0 and the Bartlett's Test of Sphericity reached statistical significance, supporting the factorability of the correlation matrix. . The one factor solution explained 54.767 per cent of the variance. The conclusion of the factor analysis there is no item to exclude. The conclusion of the factor analysis there is no item to exclude.

#### Component Matrix

	Factor Loadings
	1
Q42 I am more likely to buy brands that are on sale.	,867
Q43 Compared to most people, I am more likely to buy brands that are on special.	,862
Q40 I have favorite brands, but most of the time I buy a brand that's on sale.	,707
Q39 When I buy a brand that's on sale, I feel that I am getting a good deal	,682
Q38 If a product is on sale, that can be a reason for me to buy it.	,653
Q41 One should try to buy the brand that's on sale.	,633

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

### Sampling Adequacy Measures

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,795
Bartlett's Test of Sphericity	Approx. Chi-Square	853,972
	Df	15
	Sig.	,000

### Correlation Matrix

#### Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3,286	54,767	54,767	3,286	54,767	54,767
2	,880	14,659	69,426			
3	,655	10,911	80,337			
4	,558	9,307	89,644			
5	,468	7,798	97,442			
6	,153	2,558	100,000			

Extraction Method: Principal Component Analysis.

### b. Reliability Analysis of Sales

Cronbach's alpha reliability analysis was used to test reliability of the scale in questionnaire. Cronbach's alpha coefficient that consists of 6 dimensions was found .830. It was detected that deleting any of the dimensions would not increase the reliability of the scale. For this reason no further dimension was omitted.

### Reliability Statistics

Cronbach's Alpha	N. Of Items
.830	6

### Item Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Q38	16,29	20,350	,507	,822
Q39	15,91	20,860	,549	,814
Q40	16,44	19,433	,568	,810
Q41	16,56	20,320	,491	,826
Q42	16,33	17,677	,758	,768
Q43	16,40	18,001	,750	,771

#### 4.4.5 Factor and Reliability Analysis of Two for One Deals

To test the factor structure of the questionnaire factor analysis was used. In this context, the determination of 6 variables was carried out using the “Principal Component” method, one, question 48 has been excluded. Nevermore, at the end of Principal Component method, it was found that, the scale was consisted of 1 dimension. It was also established that many of the items on the questionnaire had high loading with regard to one factor. Varimax rotation was performed. The rotated solution revealed the presence of simple structure, showing a number of strong loadings, and all variables loading substantially on only one component.

As can be seen from the below tables, the Kaiser-Meyer-Olkin value was .792. This value means that; the variables are perfectly convenient for of the factor analysis. Also exceeding the recommended value of .00 and the Bartlett’s Test of Sphericity reached statistical significance, supporting the factorability of the correlation matrix. The one factor solution explained 62, 942 per cent of the variance.

#### Sampling Adequacy Measures

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,792
	Approx. Chi-Square	1,011,000
Bartlett's Test of Sphericity	Df	10
	Sig.	,000

### Correlation Matrix

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3,147	62,942	62,942	3,147	62,942	62,942
2	,992	19,837	82,780			
3	,484	9,675	92,455			
4	,254	5,075	97,530			
5	,123	2,479	100,00			

Extraction Method: Principal Component Analysis.

1 component extracted

After the findings of the factors, the questions were tested for the reliability. Cronbach's alpha reliability analysis was used to test reliability of the scale in questionnaire. Cronbach's alpha coefficient that consist of 5 dimensions was found ,906 however it was discovered that omitting the dimension question 46 would increase Cronbach's alpha score of the scale to ,923.

### Reliability Statistics

Cronbach's Alpha	N. Of Items
.906	4

### Item Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Q44	8,15	9,014	,858	,854
Q45	8,08	8,937	,864	,851
Q46	8,48	11,011	,654	,923
Q47	7,88	9,349	,791	,879

Therefore the related question which is question 46 was excluded from the scale and the analysis was re-executed. Cronbach's alpha that consists of 3 dimensions was found as .923. It was detected that deleting any of the dimensions would not increase the reliability of the scale. Due to this reason no further dimension is omitted and the value of this factor is calculated, by compute variable using these 3 questions.

### Reliability Statistics

Cronbach's Alpha	N. Of Items
.923	3

### Item Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Q44	5,77	5, 113	, 840	,892
Q45	5,70	4, 888	, 892	,848
Q47	5,50	5, 240	, 800	,923

As a result of the reliability analysis 2 questions have been canceled. After than the factor analysis was re-applied to the 3 questions of two for one deal. As a result 1 factor extracted. The one factor solution explained 86, 898 per cent of the variance.

Also the Kaiser-Meyer-Olkin value was .732, exceeding the recommended value of .0 and the Bartlett's Test of Sphericity reached statistical significance, supporting the factorability of the correlation matrix. All the questions tested were reliable so no needs for reliability test.

### Sampling Adequacy Measures

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		, 732
Bartlett's Test of Sphericity	Approx. Chi-Square	797, 472
	Df	3
	Sig.	,000

### Correlation Matrix

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumul. %
1	2,601	86,898	86,898	2,601	86,898	86,898
2	,270	9,000	95,697			
3	,129	4,303	100,000			

Extraction Method: Principal Component Analysis.

#### 4.5.1. Results of multiple regression analysis to test H1.

Each factor of the confidence index; economic expectations, purchase power and investment plans; was treated as a dependent variable in the regression analysis. Therefore the regression analysis, as below, was conducted for each factor of the confidence index.

#### **H1a; There is a positive relationship between the economic expectations and promotions**

The results of regression analysis below indicated that there is not any statistically significant relationship between confidence index group 1 (economic expectations) and promotions. The overall value of significance is 0,608 which is not less than 0,05. Therefore this result indicates that people with different economic expectations do not show different attitudes for the promotions.

#### Model Summary<sup>b</sup>

R	R Square	Adjusted R Square	Std. Error of the Estimate
,028 <sup>a</sup>	,01	-,002	,95079

a. Predictors: (Constant), Promotions

b. Dependent Variable: Confid. Index. Gr 1

**ANOVA<sup>b</sup>**

	Sum of Squares	df	Mean Square	F	Sig.
Regression	,239	1	,239	,264	,608 <sup>a</sup>
Residual	301,030	333	,904		
Total	301,268	334			

a. Predictors: (Constant), Promotions

b. Dependent Variable: Confid. Index. Gr 1

**Coefficients<sup>a</sup>**

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	3,485	,203		17,205	,000
CompanyReputation	,031	,060	,*28	,514	,608

a. Dependent Variable: Confid. Index. Gr 1

**H1b; There is a positive relationship between the purchase power and promotions**

The results of regression analysis below indicated that there is not any statistically significant relationship between confidence index group 2 (purchase power) and promotions. The overall value of significance is 0, 945 which is not less than 0, 05. Therefore this result indicates that people with different purchase power do not show different attitudes for the promotions.

<b>Model Summary<sup>b</sup></b>				
<b>Model</b>	<b>R</b>	<b>R Square</b>	<b>Adjusted R Square</b>	<b>Std. Error of the Estimate</b>
	,004 <sup>a</sup>	,000	-,003	,86854

a. Predictors: (Constant), Promotions

b. Dependent Variable: Confid. Index. Gr 2

<b>ANOVA<sup>b</sup></b>					
	<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>
Regression	,004	1	,004	,005	,945a
Residual	251,200	333	,754		
Total	251,203	334			

a. Predictors: (Constant), Promotions

b. Dependent Variable: Confid. Index. Gr 2

<b>Coefficients<sup>a</sup></b>					
	<b>Unstandardized Coefficients</b>		<b>Standardized Coefficients</b>		<b>Sig.</b>
	<b>B</b>	<b>Std. Error</b>	<b>Beta</b>	<b>t</b>	
(Constant)	3,249	,232		14,003	,000
CompanyReputation	,005	,072	,004	,069	,945

a. Dependent Variable: Confid. Index. Gr 2

**H1c; There is a positive relationship between the investment plans and promotions**

The results of regression analysis below showed that there is not any statistically significant relationship between confidence index group 3 (investment plans) and promotions. The overall value of significance is 0, 429 which is not less than 0, 05. Therefore this result indicates that people with different investment plans do not show different attitudes for the promotions.

**Model Summary<sup>b</sup>**

<b>R</b>	<b>R Square</b>	<b>Adjusted R Square</b>	<b>Std. Error of the Estimate</b>
,43 <sup>a</sup>	,002	-,001	,86773

a. Predictors: (Constant), Promotions

b. Dependent Variable: Confid. Index. Gr 3

**ANOVA<sup>b</sup>**

	<b>Sum of Squares</b>	<b>Df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>
Regression	,472	1	,472	,627	,429 <sup>a</sup>
Residual	250,732	333	,753		
Total	251,203	334			

a. Predictors: (Constant), Promotions

b. Dependent Variable: Confid. Index. Gr 3

	Coefficients <sup>a</sup>				
	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	
(Constant)	3,172	,125		25,316	,000
CompanyReputation	,032	,040	,043	,792	,429

a. Dependent Variable: Confid. Index. Gr 3

#### 4.5.2. Results of multiple regression analysis to test H2.

##### **H2; There is a positive relationship between promotions and purchase intention**

According to the test results of regression analysis below, there is a positive and significant relationship between promotions and purchase intention. The model is statistically significant with a p value; 0,001 which showed that as a single factor promotion has a significant and positive effect on purchase intentions. The adjusted R square value indicated that 32 % of the change in the variance of purchase intention is explained by the change of promotions while the significant beta coefficient which is 0, 18 showed that promotions explains purchase intention at 18% with 0,001 significance level.

Model Summary <sup>b</sup>			
R	R Square	Adjusted R Square	Std. Error of the Estimate
,168 <sup>a</sup>	,035	,032	,77437

a. Predictors: (Constant), Promotions

b. Dependent Variable: Purchase Intention

**ANOVA<sup>b</sup>**

	<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>
Regression	7,308	1	7,308	12,187	,001 <sup>a</sup>
Residual	199,685	333	,600		
Total	206,993	334			

a. Predictors: (Constant), Promotions

b. Dependent Variable: Purchase Intention

**Coefficients<sup>a</sup>**

	<b>Unstandardized Coefficients</b>		<b>Standardized Coefficients</b>	<b>t</b>	<b>Sig.</b>
	<b>B</b>	<b>Std. Error</b>	<b>Beta</b>		
(Constant)	2,489	,165		15,084	,000
CompanyReputation	,171	,049	,188	3,491	,001

a. Dependent Variable: Purchase Intention

### **4.5.3. Results of multiple regression analysis to test H3.**

Each factor of the confidence index; economic expectations, purchase power and investment plans; was treated as a dependent variable in the regression analysis. Therefore the regression analysis, as below, was conducted for each factor of the confidence index.

#### **H3a; There is a positive relationship between purchase intention and economic expectations**

According to the test results of the regression analysis below, the p value (0,021) is less than 0,05 which showed that there is a positive and statistically significant relationship between purchase intention and the first factor of confidence index. Also, the beta coefficients have been demonstrated in the below table.

The results of the below regression analysis indicated that the hypothesis 3A of the thesis “There is a positive relationship between purchase intention and confidence index” is supported for the first factor of the confidence index which was economic expectations.

**Model Summary<sup>b</sup>**

	<b>R</b>	<b>R Square</b>	<b>Adjusted R Square</b>	<b>Std. Error of the Estimate</b>
	,126 <sup>a</sup>	,016	,013	,78214

a. Predictors: (Constant), Purchase Intention

b. Dependent Variable: Confid. Index. Gr 1

**ANOVA<sup>b</sup>**

	<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>
Regression	3,281	1	3,281	5,363	,021 <sup>a</sup>
Residual	203,713	333	,612		
Total	206,993	334			

a. Predictors: (Constant), Purchase Intention

b. Dependent Variable: Confid. Index. Gr 1

**Coefficients<sup>a</sup>**

	<b>Unstandardized Coefficients</b>		<b>Standardized Coefficients</b>	<b>t</b>	<b>Sig.</b>
	<b>B</b>	<b>Std. Error</b>	<b>Beta</b>		
(Constant)	3,420	,167		20,459	,000
CompanyReputation	-,104	,045	-,126	-2,316	,021

a. Dependent Variable: Confid. Index. Gr 1

### **H3b; There is a positive relationship between purchase intention and purchase power**

Below test results of the regression analysis, the p value (, 060) is higher than 0, 05 which showed that there is not any positive and statistically significant relationship between purchase intention and the second factor of confidence index. Also, the beta coefficients have been demonstrated in the below table.

The results of the below regression analysis indicated that the hypothesis 3B of the thesis “There is a positive relationship between purchase intention and confidence index” is regretted for the second factor of the confidence index which was purchase power.

#### **Model Summary<sup>b</sup>**

<b>R</b>	<b>R Square</b>	<b>Adjusted R Square</b>	<b>Std. Error of the Estimate</b>
,103 <sup>a</sup>	,011	,008	,78724

a. Predictors: (Constant), Purchase Intention

b. Dependent Variable: Confid. Index. Gr 2

#### **ANOVA<sup>b</sup>**

	<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>
Regression	2,186	1	2,186	3,554	,0,60 <sup>a</sup>
Residual	204,807	333	,615		
Total	206,993	334			

a. Predictors: (Constant), Purchase Intention

b. Dependent Variable: Confid. Index. Gr 2

<b>Coefficients<sup>a</sup></b>					
	<b>Unstandardized Coefficients</b>		<b>Standardized Coefficients</b>		
	<b>B</b>	<b>Std. Error</b>	<b>Beta</b>	<b>t</b>	<b>Sig.</b>
(Constant)	3,432	,209		16,384	,000
CompanyReputation	-,123	,065	-,103	-1,885	,060

a. Dependent Variable: Confid. Index. Gr 2

### **H3c; There is a positive relationship between purchase intention and investment plans**

Below test results of the regression analysis, the p value (, 146) is higher than 0, 05 which showed that there is not any positive and statistically significant relationship between purchase intention and the third factor of confidence index. Also, the beta coefficients have been demonstrated in the below table.

The results of the below regression analysis indicated that the hypothesis 3c of the thesis “There is a positive relationship between purchase intention and confidence index” is regretted for the third factor of the confidence index which was investment plans.

<b>Model Summary<sup>b</sup></b>				
<b>Model</b>	<b>R</b>	<b>R Square</b>	<b>Adjusted R Square</b>	<b>Std. Error of the Estimate</b>
1	,080 <sup>a</sup>	,006	,003	,78591

a. Predictors: (Constant), Purchase Intention

b. Dependent Variable: Confid. Index. Gr 3

ANOVA <sup>b</sup>					
	Sum of Squares	df	Mean Square	F	Sig.
Regression	1,314	1	1,314	2,128	,146 <sup>a</sup>
Residual	205,679	333	,618		
Total	206,993	334			

a. Predictors: (Constant), Purchase Intention

b. Dependent Variable: Confid. Index. Gr 3

Coefficients <sup>a</sup>					
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	3,199	,113		28,184	,000
CompanyReputation	-,053	,080	-,080	-1,459	,146

a. Dependent Variable: Confid. Index. Gr 3

#### 4.5.4. Results of multiple regression analysis to test H4

**H4; There is a positive relationship between brand equity and purchase intention**

According to the test results of the regression analysis below, the F value (362, 196) and the p value (, 000) showed that there is a positive and statistically significant relationship between brand equity and purchase intention. The R square value is , 520 which indicated that brand equity explain the behavior about purchase intention at 52, 00 % with a significance level , 000. As can be seen by checking the t value 9, 900 and the p value 0, 000 showed that brand equity contribute to purchase intentions significantly. Also the beta coefficients have been demonstrated in the below table.

The results of the below regression analysis indicated that the 4. hypothesis of the thesis “There is a positive relationship between brand equity and purchase intention” is supported.

**Model Summary<sup>b</sup>**

<b>R</b>	<b>R Square</b>	<b>Adjusted R Square</b>	<b>Std. Error of the Estimate</b>
,722 <sup>a</sup>	,521	,520	,54566

a. Predictors: (Constant), Brand Equity

b. Dependent Variable: Purchase Intention

**ANOVA**

	<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>
Regression	107,843	1	107,843	362,196	,000 <sup>a</sup>
Residual	99,150	333	,298		
Total	206,993	334			

a. Predictors: (Constant), Brand Equity

b. Dependent Variable: Purchase Intention

**Coefficients<sup>a</sup>**

	<b>Unstandardized Coefficients</b>		<b>Standardized Coefficients</b>	<b>t</b>	<b>Sig.</b>
	<b>B</b>	<b>Std. Error</b>	<b>Beta</b>		
(Constant)	1,069	,108		9,900	,000
CompanyReputation	,752	,040	,722	19,031	,000

a. Dependent Variable: Purchase Intention

**4.5.5. Results of independent sample t-test analysis to test H5**

**H5; There is a significant difference among man and women in terms of the brand equity perception**

According to result of the independent sample t-test and the p value (0. 722) which is higher than 0, 05; indicated that there is not any statistically significant difference between gender groups. When it is checked the mean scores, it showed that there is not any

statistically difference between the mean values of females brand equity scores and males mean values.

Hypothesis 5 rejected.

**Group Statistics**

	<b>Gender</b>	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>Std. Error Mean</b>
<b>Purchase Intention</b>	<b>Female</b>	149	2,6117	,68172	,05585
	<b>Male</b>	186	2,6404	,81131	,05949

**Independent Samples Test**

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		<b>F</b>	<b>Sig.</b>	<b>t</b>	<b>df</b>	<b>Sig. (2-tailed)</b>	<b>Mean Difference</b>	<b>Std. Error Difference</b>	<b>95% Confidence Interval of the Difference</b>	
									<b>Lower</b>	<b>Upper</b>
<b>Brand Equity</b>	Equal variances assumed	4,728	,030	-,356	333	,722	-,02964	,08317	,19325	,13396
	Equal variances not assumed			-,363	332,223	,717	-,02964	,08160	,19015	,13087

#### 4.5.6. Results of independent sample t-test analysis to test H6

**H6; There is a significant difference among men and women in terms of purchase intention**

According to result of the below independent sample t-test (2.422) and the p value (0.016) which is less than 0,05; indicated that there is a statistically significant difference between gender groups. When it is checked the mean scores, it showed that people from different gender show different purchase intention by the way results indicated that the mean values of females purchase intentions scores (2,95) are higher than males purchase intention mean scores (3,17).

Group Statistics					
	Gender	N	Mean	Std. Deviation	Std. Error Mean
Purchase Intention	Female	149	3,1611	,77169	,06322
	Male	186	2,9530	,78937	,05788

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference Lower Upper	
Purchase Intention	Equal variances assumed	,009	,923	2,422	333	,016	,20812	,08593	,03909	,37715
	Equal variances not assumed			2,428	320,148	,016	,20812	,08571	,03948	,37675

#### 4.5.7. Results of one way analysis of variance (ANOVA) analysis to test H7

**H7; There is a significant difference among different age groups in terms of purchase intention**

As can be seen from the Anova table below; in this analysis the overall sig. value is .001, which is less than 0,05, indicating there is a statistically significant result among the groups. Therefore, the results of the one-way analysis of variance (ANOVA) test indicate that people from different age groups show different purchase intention scores. After that conclusion, to evaluate the differences between two groups for all combination Post-hoc test statistics was used.

Hypothesis 6 accepted.

		<b>Descriptives</b>							
						<b>95% Confidence Interval for Mean</b>			
		<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>Std. Error</b>	<b>Lower Bound</b>	<b>Upper Bound</b>	<b>Min.</b>	<b>Max.</b>
<b>Purc.</b>	<b>18-25</b>	41	3,1890	,60668	,09475	2,9975	3,3805	1,75	5,00
<b>Inten.</b>	<b>26-33</b>	99	3,2323	,76202	,07659	3,0803	3,3843	1,00	5,00
	<b>34-41</b>	51	3,1225	,76546	,10719	2,9073	3,3778	1,50	5,00
	<b>41-41+</b>	143	2,8409	,81607	,06824	2,7060	2,9758	1,00	5,00
	<b>Total</b>	334	3,0427	,78667	,04304	2,9580	3,1273	1,00	5,00

**ANOVA**

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>
<b>Purchase Intention</b>	Between Groups	10,586	3	3,529	5,956	,001
	Within Groups	195,494	330	,592		
	Total	206,080	333			

**Multiple Comparisons**

Tukey  
HSD

<b>Dependent Variable</b>	<b>(I) YaşV</b>	<b>(J) YaşV</b>	<b>Mean Difference (I-J)</b>		<b>Sig.</b>	<b>95% Confidence Interval</b>	
			<b>Std. Error</b>	<b>Lower Bound</b>		<b>Upper Bound</b>	
<b>Purchase Intention</b>	<b>18-25</b>	<b>26-33</b>	-,04330	,14294	,990	-,4124	,3258
		<b>34-41</b>	,06648	,16145	,976	-,3504	,4834
		<b>41-41+</b>	,034812	,13635	,054	-,0040	,7002
	<b>26-33</b>	<b>18-25</b>	,04330	,14294	,990	-,3258	,4124
		<b>34-41</b>	,10977	,13266	,841	-,2328	,4523
		<b>41-41+</b>	,39141	,10063	,001	-,1316	,6513
	<b>34-41</b>	<b>18-25</b>	-,06648	,16145	,976	-,4834	,3504
		<b>26-33</b>	-,10977	,13266	,841	-,4523	,2328
		<b>41-41+</b>	,28164	,12553	,114	-,0425	,6058
	<b>41-41+</b>	<b>18-25</b>	-,34812	,136635	,054	-,7002	,0040
		<b>26-33</b>	-,39141	,10063	,001	-,6513	-,1316
		<b>34-41</b>	-,28164	,12553	,114	-,6058	,0425

#### 4.5.8. Results of one way analysis of variance (ANOVA) analysis to test H8

**H8; There is a significant difference among different income groups in terms of purchase intention**

As can be seen from the Anova table below; in this analysis the overall sig. value is .792, which is not less than .05, indicating there is not any statistically significant result among the groups. Therefore, the results of the one-way analysis of variance (ANOVA) test indicate that people from different income groups don't show different purchase intention scores.

Hypothesis 7 rejected.

1 means	0 – 1.500,00 TL
2 means	1.501,00 – 3.000,00 TL
3 means	3.001,00 – 5.000,00 TL
4 means	5.001,00 TL and more

#### Descriptives

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Min.	Max.
					Lower Bound	Upper Bound		
<b>Purch. Inten.</b>								
<b>1</b>	30	3,1667	,73500	,13419	2,8922	3,4411	1,75	5,00
<b>2</b>	81	3,0679	,73529	,08170	2,9053	3,2305	1,25	4,50
<b>3</b>	101	3,0074	,82950	,08254	2,8437	3,1712	1,00	5,00
<b>4</b>	123	3,0325	,80276	,07238	2,8892	3,1758	1,00	5,00
<b>Total</b>	335	3,0455	,78724	,04301	2,9609	3,1301	1,00	5,00

**ANOVA**

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>
Purchase Intention	Between Groups	,648	3	,216	,347	,792
	Within Groups	206,345	331	,623		
	Total	206,993	334			

**Multiple Comparisons**

**Tukey HSD**

<b>Dependent Variable</b>	<b>(I) Aylık gelir düzeyiniz</b>	<b>(J) Aylık gelir düzeyiniz</b>	<b>Mean Difference (I-J)</b>	<b>Std. Error</b>	<b>Sig.</b>	<b>95% Confidence</b>	
						<b>Lower Bound</b>	<b>Upper Bound</b>
<b>Purchase Intention</b>	<b>1</b>	<b>2</b>	,09877	,16875	,936	-,3370	,5345
		<b>3</b>	,15924	,16417	,767	-,2647	,5832
		<b>4</b>	,13415	,16077	,838	-,2810	,5493
	<b>2</b>	<b>1</b>	-,09877	,16875	,936	-,5345	,3370
		<b>3</b>	,06048	,11776	,956	-,2436	,3646
		<b>4</b>	,03538	,11298	,989	-,2563	,3271
	<b>3</b>	<b>1</b>	-,15924	,16417	,767	-,5832	,2647
		<b>2</b>	-,06048	,11776	,956	-,3646	,2436
		<b>4</b>	-,03509	,10602	,995	-,2989	,2487
	<b>4</b>	<b>1</b>	-,13415	,16077	,836	-,5493	,2810
		<b>2</b>	-,03538	,11298	,989	-,3271	,2563
		<b>3</b>	,02509	,10602	,995	-,2487	,2989

\*. The mean difference is significant at the 0.05 level.

#### 4.5.9. Results of one way analysis of variance (ANOVA) analysis to test H9

**H9; There is a significant difference among different education groups in terms of purchase intention**

As can be seen from the Anova table below; in this analysis the overall sig. value is ,100, which is not less than .05, indicating there is not any statistically significant result among the education groups. Therefore, the results of the one-way analysis of variance (ANOVA) test indicate that people from different education groups don't show different purchase intention scores.

Hypothesis 9 rejected.

- 1 means High School Degree
- 2 means University Degree
- 3 means Master Degree
- 4 means Doctorate Degree

<b>Descriptives</b>									
						<b>95% Confidence Interval for Mean</b>			
			<b>Std.</b>	<b>Std.</b>	<b>Lower</b>	<b>Upper</b>			
		<b>N</b>	<b>Mean</b>	<b>Deviation</b>	<b>Error</b>	<b>Bound</b>	<b>Bound</b>	<b>Min.</b>	<b>Max.</b>
<b>Purchase Intention</b>	<b>1</b>	37	3,0203	,84034	,13815	2,7401	3,3005	1,50	5,00
	<b>2</b>	201	3,0659	,75478	,05324	2,9609	3,1709	1,00	5,00
	<b>3</b>	71	3,1303	,81159	,09632	2,9382	3,3224	1,00	5,00
	<b>4</b>	26	2,6923	,84056	,16485	2,3528	3,0318	1,00	4,00
	<b>Total</b>	335	3,0455	,78724	,04301	2,9609	3,1301	1,00	5,00

**ANOVA**

		Sum of Squares	df	Mean Square	F	Sig.
<b>Purchase Intention</b>	Between Groups	3,861	3	1,287	2,097	,100
	Within Groups	203,132	331	,614		
	Total	206,993	334			

**Multiple Comparisons**

**Tukey HSD**

Dependent Variable	(I) Eğitim Durumunuz	(J) Eğitim Durumunuz	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Purchase Intention	1	2	-,04565	,14014	,988	-,4075	,3162
		3	-,11001	,15884	,900	-,5202	,3001
		4	,32796	,20047	,360	-,1897	,8456
	2	1	,04565	,14014	,988	-,3162	,4075
		3	-,06436	,10815	,934	-,3436	,2149
		4	,37361	,16327	,103	-,0480	,7952
	3	1	,11001	,15884	,900	-,3001	,52002
		2	,06436	,10815	,934	-,2149	,3436
		4	,43797	,17957	,072	-,0257	,9017
	4	1	-,32796	,20047	,360	-,8456	,1897
		2	-,37361	,16327	,103	-,7952	,0480
		3	-,43797	,17957	,072	-,9017	,0257

#### 4.5.10 Results of Analysis to test Hypothesis

Table 4.7: Hypotheses tests results

		Accepted	Not Accepted
H1 a	There is a positive relationship between the economic expectations and promotions		X
H1 b	There is a positive relationship between the purchase power and promotions		X
H1 c	There is a positive relationship between the investment plans and promotions		X
H2	There is a positive relationship between promotions and purchase intention	X	
H3 a	There is a positive relationship between purchase intention and economic expectations	X	
H3 b	There is a positive relationship between purchase intention and purchase power		X
H3 c	There is a positive relationship between purchase intention and investment plans		X
H4	There is a positive relationship between brand equity and purchase intention	X	
H5	There is a significant difference among man and women in terms of the brand equity perception		X
H6	There is a significant difference among men and women in terms of purchase intention	X	
H7	There is a significant difference among different age groups in terms of purchase intention	X	
H8	There is a significant difference among different income groups in terms of purchase intention		X
H9	There is a significant difference among different education groups in terms of purchase intention		X

## CHAPTER FIVE

### DISCUSSION

#### LIMITATIONS & RECOMMENDATIONS

##### 5.1. Discussion

In the research it is aimed to explore the relative impact of promotions and campaigns on purchase intention and on the brand equity. In other words, how promotions affect the purchase intention. Furthermore it is aimed to explore the relationship between confidence index and purchase intention as well as the demographic factors. Relevantly, regarding answers were found for our research questions.

According to literature, promotions and campaigns may have negative and positive effects on sales and manufacturer's market share. As positive effects; customers can shop from competitive stores so brand managers are trying to increase the likelihood of customers by making promotions (Francis Mulhern and Daniel Padgett, 1995). Also store traffic of the brands directly can be affected by promotions (Walters, 1988). Further the studies of Mulhern and Padgett showed that 75 % of the customers who visit the store to buy a promoted goods purchase also regular priced product. There are many studies about how the store choices are affected by promotions. In many product categories companies are selling more than 50% of their products during the promotions (Blattberg and Neslin, 1990).

In our study, the consumers were asked 5 questions regarding to the "2 for 1" deals and 6 questions for sale promotions. Most of the questions are multiple choices except the questions for the brand preferences. We asked to the participants questions like if they see any brand promoted they would like to try or not, they will buy or not and ranking it. The results show that between purchase intentions and promotions there is a positive and significant relationship. 59 % of the participants to survey have high purchase intention and high SLE. Also between the "2 for 1 deals" and purchase intention we have the same result. 62% of the consumers get low "2 for 1" and low purchase intention.

This means there is a positive and significant relationship between Purchase intention and “two for one” deals. In parallel with the literature also the results of our survey showed that if promotions and two for one deal are positive also the purchase intention is positive and vice-versa which means there is a significant and positive relationship.

In the second step, the respondents were asked to answer the questions regarding the brand Divarese, in order to analyze the brand equity of this brand. To measure the brand equity, twelve questions were asked to the respondents. They ranked it from one to five. Respondents selected one when they are completely disagreed and selected five when they are completely agreed with the expression. Divarese is an Italian origin brand. In the beginning of our study we supposed that Divarese will have high brand equity. Our findings showed that brand equity is the variable that affects the purchase intention ( $p: 0.000$ ). If consumers have got lower brand equity the possible of the lower purchase intention is 8.4 times more.

Confidence Index is another factor that affects the shopping decisions of consumers. The confidence index is measured using the survey designed for the Central Bank of the Republic of Turkey by Ece Oral. Fifteen questions were asked to the respondents and select a choice from positive, negative or unchanged choices. Likert scale format is used. The confidence index of each respondent is calculated. After than an average confidence index have been found. Firstly the positive and negative responds of each respondent have been found. The percentages of positive and negative responds have been calculated. After calculated the percentages, the differences between positive and negative percentages have been calculated, and 100 added to the each value. In this way, the confidence index for each respondent has been found. According to the survey results the average consumer confidence index has been found 84.5. Turkey is affected from the global economic crisis. In this period confidence index is generally pessimistic. In October 2011 the confidence index of Turkey is 86, 2. The Turkey’s confidence index value and the confidence index of respondents are very close. If the value of the consumer confidence index is less than 100 it means a negative perception. The result of the survey indicated that the respondents are not optimistic.

The relationship between promotions and purchase intention also has been analyzed. Four questions about purchase intention for Divarese brand have been asked to the respondents. The relationship between purchase intention and discounts have been analyzed. The results showed that there is a positive and significant relationship between purchase intentions and discounts. Also the results of our study showed that there is a positive and significant relationship between two-for-one deals and purchase intention. To find this relationship five questions, in Likert scale have been asked to the respondents.

The demographic factors also play an important role on purchase intention. In our study 44, 5 % of the respondents are females while 55, 5 % are males. In order to evaluate the purchase intentions t-test have been used. The t-test results showed that gender has an effect on the purchase intention. Hypothesis five, 'there is a difference among female and males' have been supported by the findings. Independent t-test that gender has effect on purchase intention and show that females have higher purchase intention than the purchase intention of males.

When respondents of this study investigated, it can be seen that; 12,2 % of the respondents have ages between 18-25 years; 29,9 % are between 26-33 years, 15,2 % between 34-41 years , and 42,7 % are above 41 years. To evaluate if there is a differences among age groups in terms of purchase intention; one way analysis of variance (ANOVA) have been used. The results of one way analysis of variance indicate that people from different age groups show different purchase intention.

The findings regarding the purchase intention and income level are interesting. One way analysis of variance (ANOVA) has been used to measure the differences of purchase intention in different income groups. The results of one way analysis of variance indicate that people who have different income levels do not show different purchase intention.

## **5.2. Limitations and Recommendations**

There are several limitations in this study. The first limitation of our study was generalization of the present research which was related to data collection method. The data was collected through online survey on a web site which required respondents to be internet users in order to be able to complete the survey. It was not possible to include non internet user consumers in this research. As a result, it was found that 60 % of the respondents had bachelor degree while 21 % of the respondents had a master degree. The education levels of the respondents are not matching with the general education level of Turkey. For this reason, the sample group can not be a representative for all Turkey.

The data for the study at hands was collected right after the economic crises. The author of this study suggests that collecting and analyzing the data before and after crises would lead to more accurate findings and better understanding for consumer perceptions in terms of purchase intention, brand equity and promotions. Due to the fact that the online survey was conducted at a single point of time, it was not possible to analyze the long-term period. Also the confidence index of the respondents is not positive. But maybe for different social economic classes the confidence index will be different.

The findings of this study are only related to Turkish shoe market. Only one brand is analyzed. All interesting promotional effects couldn't be analyzed. Generally promotions and campaigns are accompanied by advertising. In this study the discount effects and the effects of promotional advertisings are not separated.

Due to these limitations the author of this study provides some recommendations for the future studies. It is suggested that future researches can be conducted to investigate the impacts of promotions in different brands. Also in the future studies both the effect of discounts and advertising can be analyzed.

## **CHAPTER SIX**

### **CONCLUSION**

335 people answered to the survey. Findings of the study are matching with the literature. Many studies in the literature indicated that brand equity has a positive effect on purchase intention. Brands make it easy to attract customer and retain them (Chen and Chang, 2008; Cobb-Walgren, Ruble and Donthu, 1995). Results of the analysis of our study also showed that brand equity has a positive effect on purchase intention. In this concept to compose brand equity is very crucial for the firms.

In recent year, due to the uncertain economic conditions price promotions became more important. Price promotions are one of the most important tools used by brand managers in order to attract the customers into the stores. In order to increase sales companies use promotions and two for one deal. Many of these studies indicated that promotions have a strong effect on consumers (Francis Mulhern and Daniel Padgett, 1995). Based on the model created, in order to find the relations between promotions and purchase intention regression analysis have been conducted. According to the multiple regression results which are explained in detail in the previous parts, it has been found that purchase intention, which is a dependent variable, is significantly explained by the independent variable which is promotions. Results of our study showed that promotions and two for one deals affect the purchase intention positively.

As a conclusion, the consequences of uncertain economic situations resulting with promotions have long been interest areas for the researchers. However, this subject has never been investigated for Turkish shoe market before. Analyze the consequences of this case would have an important role in this areas. The study also offers consumer insights to the managers. The findings of this research will be a guide for the professional managers. Thus, this research on Turkish shoe consumer is important for the future of Turkish footwear market and all brands will have a contribution on managerial and academic implications.

**APPENDIX- A**

**ANALYSES RELATED TO DEMOGRAPHIC FACTORS**

**1 GENDER**

**1.1a Gender – Promotion (Sale)**

<b>Group Statistics</b>					
	<b>Gender</b>	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>Std. Error Mean</b>
<b>Promotions_</b>	<b>Female</b>	149	3,4631	,89750	,07353
<b>Discounts</b>	<b>Male</b>	186	3,1048	,80998	,05939

<b>Independent Samples Test</b>										
		Levene's Test for Equality of Variances				t-test for Equality of Means				
		<b>F</b>	<b>Sig.</b>	<b>t</b>	<b>df</b>	<b>Sig. (2-tailed)</b>	<b>Mean Diff.</b>	<b>Std. Error Diff.</b>	<b>95% Confidence Interval of the Difference</b> <b>Lower Upper</b>	
<b>SALE</b>	Equal variances assumed	2,3111	,129	3,834	333	,000	,35825	,09345	,1744	,5420
	Equal variances not assumed			3,790	301,465	,000	,09452	,09452	,1722	,5442

1.1b Gender – Two for One Deals

Group Statistics					
	Gender	N	Mean	Std. Deviation	Std. Error Mean
<b>Promotions_ Two for One Deals</b>	<b>Female</b>	149	3,1119	1,14858	,09410
	<b>Male</b>	186	2,6004	1,01805	,07465

Independent Samples Test										
Levene's Test for Equality of Variances										
t-test for Equality of Means										
95% Confidence Interval of the Difference										
	F	Sig.	t	df	Sig. (2-tailed)	Mean Differ.	Std. Error Differ.	Lower	Upper	
<b>Promotions_ Two for One Deals</b>	Equal variances assumed	6,473	,011	4,316	333	,000	,51150	,11852	,27835	,74464
	Equal variances not assumed			4,259	298,365	,000	,51150	,12011	,27513	,74787

## 1.2 Gender – Shoe Purchase Range

Group Statistics					
	Gender	N	Mean	Std. Deviation	Std. Error Mean
Shoe Purchasing	Female	149	2,82	1,197	,098
	Male	186	2,16	1,123	,082

Independent Samples Test										
		Levene's Test for Equality of Variances				t-test for Equality of Means				
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Shoe Purchasing	Equal variances assumed	4,276	,039	5,172	333	,000	,658	,127	,407	,908
	Equal variances not assumed			5,135	307,778	,000	,658	,128	,406	,909

### 1.3 Age – Brand Equity

#### Descriptives

		95% Confidence Interval for Mean						
	N	Mean	Std. Deviation	Std. Error	Lower Bound	Upper Bound	Minimum	Maximum
18-25	41	2,3875	,62614	,09779	2,1899	2,5852	1,11	4,33
26-33	99	2,7666	,76248	,07663	2,6145	2,9186	1,00	3,67
34-41	51	2,7443	,56178	,07866	2,5893	2,9053	1,78	4,00
41-41+	143	2,5540	,82339	,06886	2,4179	2,6901	1,00	4,56
Total	334	2,6261	,75633	,04138	2,5447	2,7075	1,00	4,67

#### ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
<b>Brand Equity</b>	Between Groups	5,779	3	1,926	3,441	,017
	Within Groups	184,708	330	,560		
	Total	190,487	333			

**Multiple Comparisons**

<b>Tukey HSD</b>							
<b>Dependent (I) Variable</b>	<b>(J) YaşV</b>	<b>Mean Difference (I-J)</b>	<b>Std. Error</b>	<b>Sig.</b>	<b>95% Confidence Interval</b>		
					<b>Lower Bound</b>	<b>Upper Bound</b>	
<b>Brand Equity</b>	18-25	26-33	-,37902	,13894	,034	-,7378	-,0202
		34-41	-,35974	,15693	,102	-,7650	,0455
		41-41+	-,16647	,13254	,592	-,5087	,1758
	26-33	18-25	,37902	,13894	,034	,0202	,7378
		34-41	,01928	,12895	,999	-,3137	,3523
		41-41+	,21255	,09782	,133	-,0400	,4651
	34-41	18-25	,35974	,15693	,102	-,0455	,7650
		26-33	-,01928	,12895	,999	-,3523	,3137
		41-41+	,19328	,12202	,389	-,1218	,5084
	41-41+	18-25	,16647	,13254	,592	-,1758	,5087
		26-33	-,21255	,09782	,133	-,4651	,0400
		34-41	-,19328	,12202	,389	-,5084	,1218

**Income Groups – Two for One Deals**

**Income Groups – Sale**

**Descriptives**

				95% Confidence Interval for Mean					
		N	Mean	Std. Deviation	Std. Error	Lower Bound	Upper Bound	Min.	Max.
<b>Two For One Deal</b>	1	30	2,9333	1,06278	,19404	2,5365	3,3302	1,00	5,00
	2	81	3,0288	1,23288	,13699	2,7562	3,3014	1,00	5,00
	3	101	2,7492	1,03860	,10334	2,5441	2,9542	1,00	5,00
	4	123	2,7344	1,07544	,09697	2,5425	2,9264	1,00	5,00
	Total	335	2,8279	1,10609	,06043	2,7090	2,9467	1,00	5,00
<b>Promotion Sale</b>	1	30	3,4889	,86096	,15719	3,1674	3,8104	2,00	5,00
	2	81	3,3004	,94112	,10457	3,0923	3,5085	1,00	5,00
	3	101	3,3762	,76727	,07635	3,2248	3,5277	1,50	5,00
	4	123	3,0935	,87548	,07894	2,9372	3,2498	1,00	5,00
	Total	335	3,2642	,86724	,04738	3,1710	3,3574	1,00	5,00

**ANOVA**

		Sum of Squares	df	Mean Square	F	Sig.
<b>Two For One Deal</b>	Between Groups	5,304	3	1,768	1,451	,228
	Within Groups	403,325	331	1,219		
	Total	408,629	334			
<b>Promotion</b>	Between Groups	6,473	3	2,158	2,918	,034
	Within Groups	244,731	331	,739		
	Total	251,203	334			

**1 means 0 – 1.500,00 TL      3 means 3.001,00 – 5.000,00 TL**  
**2 means 1.501,00 – 3.000,00 TL      4 means 5.001,00 TL and more**

**Multiple Comparisons**

**Tukey HSD**

Dependent Variable	(I) Aylık gelir düzeyiniz HaneGeliri	(J) Aylık gelir düzeyiniz HaneGeliri	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Two For One Deal	1	2	-,09547	,23592	,978	-,7047	,5137
		3	,18416	,22952	,853	-,4085	,7768
		4	,19892	,22477	,813	-,3815	,7793
	2	1	,09547	,23592	,978	-,5137	,7047
		3	,27963	,16464	,326	-,1455	,7048
		4	,29439	,15796	,246	-,1135	,7022
	3	1	-,18416	,22952	,853	-,7768	,4085
		2	-,27963	,16464	,326	-,7048	,1455
		4	,01476	,14823	1,000	-,3680	,3975
	4	1	-,19892	,22477	,813	-,7793	,3815
		2	-,29439	,15796	,246	-,7022	,1135
		3	-,01476	,14823	1,000	-,3975	,3680
Promotion	1	2	,18848	,18378	,735	-,2861	,6630
		3	,11265	,17879	,922	-,3490	,5743
		4	,39539	,17509	,110	-,0567	,8475
	2	1	-,18848	,18378	,735	-,6630	,2861
		3	-,07583	,12825	,935	-,4070	,2553
		4	,20692	,12304	,335	-,1108	,5246
	3	1	-,11265	,17879	,922	-,5743	,3490
		2	-,07583	,12825	,935	-,2553	,4070
		4	,28274	,11546	,070	-,0154	,5809
	4	1	-,39539	,17509	,110	-,8475	,0567
		2	-,20692	,12304	,335	-,5246	,1108
		3	-,28274	,11546	,070	-,5809	,0154

\*. The mean difference is significant at the 0.05 level.

- **Education Level – Purchase Intention**
- **Education Level – Brand Equity**

**Descriptives**

		<b>95% Confidence Interval for Mean</b>							
		<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>Std. Error</b>	<b>Lower Bound</b>	<b>Upper Bound</b>	<b>Minimum</b>	<b>Maximum</b>
Purchase Intention	1	37	3,0203	,84034	,13815	2,7401	3,3005	1,50	5,00
	2	201	3,0659	,75478	,05324	2,9609	3,1709	1,00	5,00
	3	71	3,1303	,81159	,09632	2,9382	3,3224	1,00	5,00
	4	26	2,6923	,84056	,16485	2,3528	3,0318	1,00	4,00
	Total	335	3,0455	,78724	,04301	2,9609	3,1301	1,00	5,00
Brand Equity	1	37	2,5195	,80126	,13173	2,2524	2,7867	1,00	4,44
	2	201	2,6473	,74132	,05229	2,5442	2,7504	1,00	4,67
	3	71	2,7121	,81662	,09692	2,5188	2,9053	1,00	4,67
	4	26	2,3932	,58223	,11418	2,1580	2,6283	1,00	4,00
	Total	335	2,6272	,75547	,04128	2,5460	2,7084	1,00	4,67

**ANOVA**

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>
<b>Purchase Intention</b>	Between Groups	3,861	3	1,287	2,097	,100
	Within Groups	203,132	331	,614		
	Total	206,993	334			
<b>Brand Equity</b>	Between Groups	2,446	3	,815	1,434	,233
	Within Groups	188,181	331	,569		
	Total	190,626	334			

- 1 means **High School Degree**                      2 means **University Degree**
- 3 means **Master Degree**                              4 means **Doctorate Degree**

**Multiple Comparisons**

**Tukey HSD**

Dependent Variable	(I) Eğitim Durumunuz	(J) Eğitim Durumunuz	Mean		Sig.	95% Confidence Interval	
			Difference (I-J)	Std. Error		Lower Bound	Upper Bound
<b>Purchase Intention</b>	1	2	-,04565	,14014	,988	-,4075	,3162
		3	-,11001	,15884	,900	-,5202	,3001
		4	,32796	,20047	,360	-,1897	,8456
	2	1	,04565	,14014	,988	-,3162	,4075
		3	-,06436	,10815	,934	-,3436	,2149
		4	,37361	,16327	,103	-,0480	,7952
	3	1	,11001	,15884	,900	-,3001	,52002
		2	,06436	,10815	,934	-,2149	,3436
		4	,43797	,17957	,072	-,0257	,9017
	4	1	-,32796	,20047	,360	-,8456	,1897
		2	-,37361	,16327	,103	-,7952	,0480
		3	-,43797	,17957	,072	-,9017	,0257
<b>Brand Equity</b>	1	2	-,12780	,13488	,779	-,4761	,2205
		3	-,19253	,15288	,590	-,5873	,2022
		4	,12636	,19296	,914	-,3719	,6246
	2	1	,12780	,13488	,779	-,2205	,4761
		3	-,06473	,10410	,925	-,3335	,2041
		4	,25416	,15715	,370	-,1516	,6599
	3	1	,19253	,15288	,590	-,2022	,5873
		2	,06473	,10410	,925	-,2041	,3335
		4	,31889	,17284	,254	-,1274	,7652
	4	1	-,12636	,19296	,826	-,6246	,3719
		2	-,25416	,15715	,663	-,6599	,1516
		3	-,31889	,17284	,934	-,7652	,1274

\*. The mean difference is significant at the 0.05 level.

**Education Level – Confidence Index**

**Descriptives**

				<b>95% Confidence Interval for Mean</b>					
		<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>Std. Error</b>	<b>Lower Bound</b>	<b>Upper Bound</b>	<b>Min.</b>	<b>Max.</b>
<b>Conf, Index Grp, 1 (Economic Expect,)</b>	1	37	3,8018	,976449	,1605	3.4762	4.1273	2,00	5,33
	2	201	3,4859	,896255	,0632	3.3612	3.6105	1,67	6,00
	3	71	3,8122	,027761	,1219	3.5689	4.0554	2,00	6,00
	4	26	3,4359	,987789	,1937	3.0369	3.8348	2,00	5,00
	Total	335	3,5861	,949737	,0518	3.4840	3.6881	1,67	6,00

**Descriptives**

				<b>95% Confidence Interval for Mean</b>					
		<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>Std. Error</b>	<b>Lower Bound</b>	<b>Upper Bound</b>	<b>Min.</b>	<b>Max</b>
<b>Conf, Index Grp, 2 (Purchase Power )</b>	1	37	3,000	,78740	,12945	2.73746	3.2625	1,60	5,00
	2	201	3.1592	,64569	,04554	3.06939	3.2490	1,00	5,00
	3	71	3.2084	,64625	,07669	3.05545	3.3614	1,60	4,80
	4	26	3.1000	,59397	,11648	2.86009	3.3399	1,20	4,00
	Total	335	3.1475	,65869	,03598	3.07667	3.2182	1,00	5,00

**Descriptives**

						95% Confidence Interval for Mean			
		N	Mean	Std. Deviation	Std. Error	Lower Bound	Upper Bound	Min.	Max.
<b>Conf, Index Grp, 3 (Investm. Plan )</b>	1	37	3.3919	1.16747	,19193	3.0026	3.7811	1,00	5,00
	2	201	2.8258	1.18301	,08344	2.6613	2.9904	1,00	5,00
	3	71	2.8521	1.14141	,13546	2.5819	3.1222	1,00	5,00
	4	26	2.9423	1.28317	i25165	2.4240	3.4605	1,00	5,00
Total		335	2.9029	1.18826	,06492	2.7752	3.0306	1,00	5,00

**ANOVA**

		Sum of Squares	df	Mean Square	F	Sig.
<b>Conf, Index Grp, 1 (Economic Expect,)</b>	Between Groups	7,956	3	2,652	2,993	,031
	Within Groups	293,313	331	,886		
	Total	301,268	334			

**ANOVA**

		Sum of Squares	df	Mean Square	F	Sig.
<b>Conf, Index Grp, 2 (Purchase Power )</b>	Between Groups	1,155	3	,385	,886	,448
	Within Groups	143,760	331	,434		
	Total	144,915	334			

**ANOVA**

		Sum of Squares	df	Mean Square	F	Sig.
<b>Conf, Index Grp, 3 (Invest. Plan. )</b>	Between Groups	10,263	3	3,421	2,455	,063
	Within Groups	461,334	331	1,394		
	Total	471,597	334			

**Multiple Comparisons**

**Tukey HSD**

Dependent Variable	(I) Education Level	(J) Education Level	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
<b>Conf, Index Grp, 1 (Economic Expect,)</b>	1	2	,31590	,16840	,240	-,11893	,75073
		3	-,01040	,19087	,999	-,50325	,48244
		4	,36590	,24090	,427	-,25613	,98794
	2	1	-,31590	,16840	,240	-,75073	,11893
		3	-,32630	,12996	,060	-,66188	,00927
		4	,05001	,19619	,994	-,45658	,55660
	3	1	,01040	,19087	,999	-,48244	,50325
		2	,32630	,12996	,060	-,00927	,66188
		4	,37631	,21579	,302	-,18088	,93349
	4	1	-,36590	,24090	,427	-,98794	,25613
		2	-,05001	,19619	,994	-,55660	,45658
		3	-,37631	,21579	,302	-,93349	,18088
<b>Conf, Index Grp, 2 (Purchase Power)</b>	1	2	-,15920	,11789	,531	-,46362	,14522
		3	-,20845	,13362	,403	-,55349	,13659
		4	-,10000	,16865	,934	-,53548	,33548
	2	1	,15920	,11789	,531	-,14522	,46362
		3	-,04925	,09098	,948	-,28418	,18568
		4	,05920	,13735	,973	-,29546	,41386
	3	1	,20845	,13362	,403	-,13659	,55349
		2	,04925	,09098	,948	-,18568	,28418
		4	,10845	,15107	,889	-,28163	,49853
	4	1	,10000	,16865	,934	-,33548	,53548
		2	-,05920	,13735	,973	-,41386	,29546
		3	-,10845	,15107	,889	-,49853	,28163

\*. The mean difference is significant at the 0.05 level.

**Multiple Comparisons**

**Tukey HSD**

Dependent Variable	(I) Eğitim Durumunuz	(J) Eğitim Durumunuz	Mean		Sig.	95% Confidence Interval	
			Difference (I-J)	Std. Error		Lower Bound	Upper Bound
Conf, Index Grp, 3 (Investment, Plan )	1	2	,56602	,21119	,039	,02069	1,11135
		3	,53978	,23937	,110	-,07831	1,15787
		4	,44958	,30212	,445	-,33052	1,22969
	2	1	-,56602	,21119	,038	-1,11135	-,02069
		3	-,02624	,16299	,998	-,44709	,39461
		4	-,11644	,24605	,964	-,75177	,51889
	3	1	-,53978	,23937	,110	-1,15787	,07831
		2	,02624	,16299	,998	-,39461	,44709
		4	-,09020	,27062	,987	-,78898	,60859
	4	1	-,44958	,30212	,445	-1,22969	,33052
		2	,11644	,24605	,964	-,51889	,75177
		3	,09020	,27062	,987	-,60859	,78898

## APPENDIX -B MEDIA REVIEW

### Researched Brand

DIVARESE

From 1870 to Present a History of a Shoe

Divarese is an Italian Brand. The brand has a history more than a century; Calzaturificio Varese, was established in 1870 in the town of Italy, called Varese. A modern viewed shoe producer has brought a new production technique in shoe market, with a modernized machine. But when this technique has been ignored by the conservative producers of the time he established his first store named Calzaturificio di Varese, in 1899.

By the year 1982, the famous brand of ready to wear sector, Benetton became a partner of this company. And this innovation brought a new style to the marketing of the brand. First of all, the brand's name changed in to 'Divarese'. The establisher of the Benetton Empire, Luciano Benetton, became the CEO of the company. The stores of the brand were renewed with Benetton's transparent store style, using glass shelves.

Today Divarese is an important brand in the sector with its 36 shops in Turkey.

**(Divarese.com.tr)**

## **Krizde Ayakkabı Sektörü**

Flo Yöentim Kurulu üyesi Fuat Akça; 2010 yılında açacakları 25 yeni mağaza ile sektörde yaklaşık 500 kişiye istihdam sağlayacaklarını belirtti. 2009 yılının kriz söylemleri ile geçtiğini ama şirket olarak kriz kelimesinin yasaklandığını ve tam tersine bu dönemin fırsat olarak değerlendirildiği bilgisini verdi. Aynı şekilde Fuat Akça 2009 yılı içinde de bünyelerine yeni birkaç şube eklediklerini ve büyümeye devam ettiklerini belirtti. Akça 2009 yılında kriz söylemine rağmen doğru ürün üretenlerin sıkıntı yaşamadığını belirtti. Firma Türkiye'nin hertarafında üretim yaptırmakta, ve ayakkabıcılıkta, hızlı üretim, hızlı satı ve düşük kar marjı ile sıkıntısız bir dönem geçirilebildiğini belirtti. Akça 2008\_2009 döneminde ciroda 32%'lik bir artış gerçekleştirdiklerini söyledi (Hürriyet; 2010)

Scooter Ayakkabı Markası 6 Milyon dolar yatırımla Hadımköy'e üretim tesisi kurdu. Makro Grubu, 2009 yılında performanslarının beklentilerinin üzerine çıktığını ve bu nedenle yatırım yaptıklarını belirtti, Grup yeni yatırımla üretim kapasitelerini 50% arttırmış oldu (Hürriyet; 2010)

Hangar Ayakkabı geçen yılı 15 milyon çift ayakkabı üretimiyle lider kapattı. 2009 yılında 15 milyon çift ayakkabı ve 47 milyon 500 bi TL ciro ile geçen seneye oranla 250 %'lik bir büyüme gerçekleştirdi (Haberler.com; 2010).

Kalkınma Bakanı Cevdet Yılmaz Türkiye'nin testi geçtiğini ve güçlü olduğunu belirtti. (Sabah, 2011)

Avrupa'da ekonomik durgunluk nedeni ile sektörde Avrupalıların havlu atması, Türkiye'nin üretim fazlasını eritmesi ile sektöre derin bir soluk aldırdı. İzmir Ayakkabı odası başkanı Tahsin Güzel, sektörün önünün ardına kadar açık olduğunu, kaliteden taviz vermeden kuralların göre oynamanın gerektiğini belirtti. Şu anda hem iç piyasada hem de ihracatta ciddi bir gelişme yaşandığını vurguladı. (2011, ayakkabingo.com)

Dünya Hazır giyim sektörü başkanı, Masselos Türkiye'nin sektörde önemli oyuncularından biri olduğunu ve krizde kazanan sektörlerden olabileceğini, durumun iyi değerlendirilmesinin gerektiğini belirtti. (Hürriyet, 2008)

Ayakkabı Sektörü Krizde tökezlemedi;

TİM Başkanı Mehmet Büyükekşi, İhracatın 2010'un ilk çeyreğinde 39 % arttığını ; Türkiye'nin krizin etkilerini üzerinden atmaya başladığını ve bu rakamların da buna en güzel örnek olduğunu vurguladı.

AYSAD Başkanı Ender Yazıcıoğlu' da aynı şekilde krizin etkilerinin üzerimizden atıldığını ve 43. Kez düzenlene ayakkabı fuarında 105 İtalyan, 18 Çin ve 9 Alman firması katılımı ile 80%'lik bir artış gerçekleştiğini belirtti.

TASEV Başkanı Yalçın Egemen de Türkiye Ayakkabı Sektörünün son 20 yılda hızla büyüdüğünü, ve sektörün 300.000 kişiye sunduğu istihdam ile çok önemli bir sektör olduğunu belirtti.

AYSAF'a 17 ülkeden 284 firma katılım gerçekleştirdi. Fuar 15 bin metrekarelik bir alanda gerçekleşmekte. (2010, istenhaber.com)

44. Ayakkabı Moda Fuarı açılışında, Devlet Bakanı Cevdet Yılmaz, Türkiye'nin dünya krizinden alınmış akıyla çıkmış olduğunu, dünya ülkelerinin Türkiye'ye imrenerek baktıklarını belirtti. Dünya Ayakkabı ihracatından alınan payın yeterli olmadığını ve AR-GE harcamalarına daha fazla pay ayrılması gerektiğini belirtti. Türkiye Ayakkabı San. Derneği Yön. Kurulu Başkanı İslam Şeker de geçen yıla oranla sektörün ihracat rakamlarında artış olduğunu belirtti. (Zaman, 2010)

Bakan Ergün; "iyi ki kadınlar var yoksa ayakkabı sektörü iflas ederdi" dedi. Sanayii ve Ticaret Bakanı Nihat Ergün; Türkiye'deki yıllık kişi başı ayakkabı tüketim oranının Dünya'daki kullanım oranlarına göre düşük olduğunu ve bu ortalamayı kadınların yukarı çektiğini belirtti. Ergün yılda ortalama tükettiğimiz ayakkabımızı 2-2,5 seviyelerinden 4-5 çiftlere çıkması gerektiğini bunun içinde Ar-Ge'nin ve Markalaşmanı gelişmesinin gerekliliğinden bahsetti.(Cihan, 2011)

Bütün dünyayı sarsan 2008 global krizinden kurtulmak için birçok marka 2009 yılında kampanya, indirim ve promosyonlara sığındı. Türkiye’de ilk defa Fashion Night Out etkinliđi düzenlendi. Birçok insane gece alışverişı için sokaklara ve mağazalara aktı. Büyük Mağazalar yasa tasarısı yeniden gündemdeki yerini aldı. Fiyat dengesizliđi ayakkabı markalarının birbirine girmesine neden oldu. Fiyatları ucuz olan markalarla pahalı olan markalar arasında “kalitelikalitesiz” tartışması gündeme geldi. (Sabah, 2013)



## **b. Question of Consumer Confidence Index**

1. Compared to the past 6 months, how do you assess your present purchasing power situation?

- |                     |                        |
|---------------------|------------------------|
| 1. Much more better | 2. A little bit better |
| 3. Remain the same  | 4. A little bit worser |
| 5. Much more worser | 6. No idea             |

2. How do you expect your purchasing power situation to change over the next 6 months?

- |                     |                        |
|---------------------|------------------------|
| 1. Much more better | 2. A little bit better |
| 3. Remain the same  | 4. A little bit worser |
| 5. Much more worser | 6. No idea             |

3. Compared to the past 3 months, how do you assess the present general economic situation in Turkey?

- |                     |                        |
|---------------------|------------------------|
| 1. Much more better | 2. A little bit better |
| 3. Remain the same  | 4. A little bit worser |
| 5. Much more worser | 6. No idea             |

4. How do you expect the general economic situation in Turkey to develop over the next 3 months?

- |                     |                        |
|---------------------|------------------------|
| 1. Much more better | 2. A little bit better |
| 3. Remain the same  | 4. A little bit worser |
| 5. Much more worser | 6. No idea             |

5. How do you expect the job opportunities in Turkey to change over the next 6 months?

- |                     |                      |                    |
|---------------------|----------------------|--------------------|
| 1. Increase sharply | 2. Increase slightly | 3. Remain the same |
| 4. Fall slightly    | 5. Fall sharply      | 6. No idea         |

6. Compared to the past 3 months, how do you expect your or your household's spending money on semi-durable goods (clothes, shoes, kitchen equipment, etc.) to change over the next 3 months?

- |                     |                      |
|---------------------|----------------------|
| 1. Increase sharply | 2. Increase slightly |
| 3. Remain the same  | 4. Fall slightly     |
| 5. Fall sharply     | 6. No idea           |

7. Do you think now it is the right moment for people to buy durable consumption goods such as refrigerator, TV, furniture, etc.?

1. Yes, it is the right time now
2. It is neither the right time nor the wrong time
3. No, it is not the right time now
4. No idea

8. How likely are you or your household to buy durable goods like refrigerator, TV, furniture over the next 6 months?

- |                |                      |
|----------------|----------------------|
| 1. Very likely | 2. Fairly likely     |
| 3. Not likely  | 4. Not at all likely |
| 5. No idea     |                      |

9. How likely are you or your household to buy a car over the next 6 months?

- |                |                      |
|----------------|----------------------|
| 1. Very likely | 2. Fairly likely     |
| 3. Not likely  | 4. Not at all likely |
| 5. No idea     |                      |

10. How likely are you or your household to buy or build a home (to live in yourself, for a member of your family, for rent, as a holiday home, etc.) over the next 12 months?

- |                |                      |
|----------------|----------------------|
| 1. Very likely | 2. Fairly likely     |
| 3. Not likely  | 4. Not at all likely |
| 5. No idea     |                      |

11. How likely are you or your household to spend any money on home improvements or renovations (spending on heating system, whitewash, kitchen-bath repairs, etc. except spending on little amount of purchases) over the next 6 months?

- 1. Very likely
- 2. Fairly likely
- 3. Not likely
- 4. Not at all likely
- 5. No idea

12. How likely are you or your household to borrow money (consumer credits, other borrowings) to finance consumption expenditures over the next 3 months?

- 1. Very likely
- 2. Fairly likely
- 3. Not likely
- 4. Not at all likely
- 5. No idea

13. In view of the general economic situation, how do you assess saving (TRL, foreign currency, gold, deposit, other financial investment instruments, etc.) time condition?

- 1. A very good time to save
- 2. A fairly good time to save
- 3. Not a good time to save
- 4. A very bad time to save
- 5. No idea

14. How likely are you to save (TRL, foreign currency, gold, deposit, other financial investment instruments, etc.) over the next 6 months?

- 1. Very likely
- 2. Fairly likely
- 3. Not likely
- 4. Not at all likely
- 5. No idea

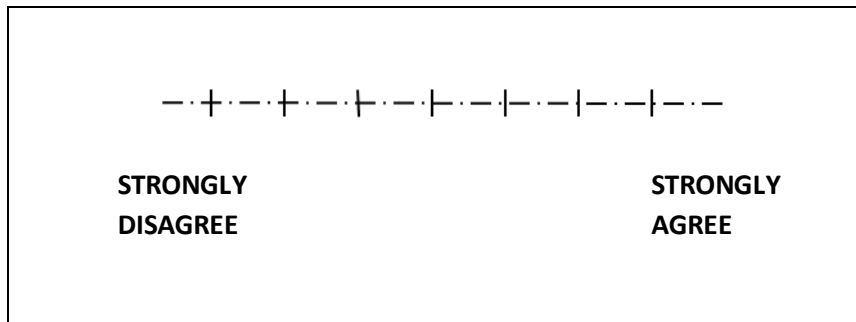
15. In comparison to the realizations, how do you expect that prices will develop over the next 12 months?

- 1. Increase more rapidly
- 2. Increase at the same rate
- 3. Increase at a slower rate
- 4. Stay about the same
- 5. Fall
- 6. No idea

**c. Question of Purchase Intention**

1. Would you like to try this \_\_\_\_\_?
2. Would you buy this \_\_\_\_\_ if you happened to see it in a store?
3. Would you actively seek out this \_\_\_\_\_ (in a store in order to purchase it)?
4. I would patronize \_\_\_\_\_

**d. Question of Sales and Two for One Deals**



**Two for One Deals**

1. I enjoy buying a brand that offers a “buy-one-get-one-free” deal.
2. When I buy a product on a “buy-one-get-one-free” offer, I feel that I am getting a good deal
3. I enjoy buying a product that offers a “2 for 1” deal, regardless of the amount I save by doing so
4. I have favorite brands, but if I see a “2 for 1” offer, I am more likely to buy the brand
5. When I take the advantage of a “buy-one-get-one-free” offer, I feel good
6. I don’t believe that “2 for 1” deal save you much Money.

## **Sales**

1. If a product is on sale, that can be a reason for me to buy it.
2. When I buy a brand that's on sale, I feel that I am getting a good deal.
3. I have favorite brands, but most of the time I buy a brand that's on sale.
4. One should try to buy the brand that's on sale.
5. I am more likely to buy brands that are on sale.
6. Compared to most people, I am more likely to buy brands that are on special.

## APPENDIX -D

### QUESTIONNAIRE

Sayın

Katılımcı,

Bu araştırma Türk tüketicisinin ayakkabı satın alma davranışı hakkında ekonomik belirsizlik ortamlarının etkilerini ölçmek amacı ile hazırlanmıştır, Bu amaçla hazırlanmış olan anket formunda sizden istediğimiz, soruları kendi fikirlerinizi ve yaklaşımlarınızı dikkate alarak doldurmanızdır, Bize vereceğiniz cevaplar sadece ilgili bilimsel araştırma dahilinde kullanılacak ve kimliğiniz kesinlikle gizli tutulacaktır, Cevaplarınızın gizli tutulacağına dair bize olan güveninizi sağlamak için sizden isminizi veya kimliğinizi açığa çıkartacak herhangi bir işareti anket formu üzerine yazmamanızı önemle hatırlatırız.

Bu araştırmaya vereceğiniz katkı için şimdiden teşekkür ederiz.

Cinsiyetiniz:

- Erkek
- Kadın

Yaşınız

- 18-25
- 26-32
- 33-40\_
- 41 ve üzeri

Eğitim Durumunuz:

- Lise öncesi
- Lise Mezunu
- Üniversite Mezunu
- Yüksek Lisans ve Üzeri Mezunu

Gelir Düzeyiniz (Hane geliri):

- 1,500 TL ye kadar
- 1,501,-3,000TL
- 3,001-4,500TL
- 4,501 TL ve üzeri

Bir sezonda( ilkbahar/yaz veya sonbahar/kış) kaç adet ayakkabı satın alırsınız?

- bir
- iki
- üç
- dört
- beş ve üzeri

Bir ayakkabıya ne kadar ödersiniz?

- 0,00\_50,00
- 51,00\_100,00
- 101,00\_175,00
- 176,00\_300,00
- 300,00\_750,00
- 750,00 ve üzeri

Lütfen aşağıdaki her bir ifadeyi dikkatlice okuyunuz ve bu ifadelere ne derece katıldığınıza ilişkin görüşünüzü “Kesinlikle katılmıyorum”dan “Tamamen katılıyorum”a doğru uzanan ölçek üzerinde belirtiniz,

Divarese markasının imajı diğer markalarla aynıdır.

- kesinlikle katılmıyorum
- katılmıyorum
- fikrim yok
- katılıyorum
- kesinlikle katılıyorum

Divarese markası ne olmak istediğimi yansıtır.

- kesinlikle katılmıyorum
- katılmıyorum
- fikrim yok
- katılıyorum
- kesinlikle katılıyorum

Divarese markasını kullandığımda kendimi kötü hissederim.

- kesinlikle katılmıyorum
- katılmıyorum
- fikrim yok
- katılıyorum
- kesinlikle katılıyorum

Divarese markası için daha fazla ödeyebilirim.

- kesinlikle katılmıyorum
- katılmıyorum
- fikrim yok
- katılıyorum
- kesinlikle katılıyorum

Divarese markası tercihlerim arasında ilk sırada yer alır.

- kesinlikle katılmıyorum
- katılmıyorum
- fikrim yok
- katılıyorum
- kesinlikle katılıyorum

Divarese markasının katalogu tarafıma ücretsiz gönderilmezse, ücret karşılığı markanın katalogunu satın alabilirim.

- kesinlikle katılmıyorum
- katılmıyorum
- fikrim yok
- katılıyorum
- kesinlikle katılıyorum

Divarese markasının ürünlerinin sade, tarz sahibi ve iyi değerli olduğu yorumlarına katılıyorum.

- kesinlikle katılmıyorum
- katılmıyorum
- fikrim yok
- katılıyorum
- kesinlikle katılıyorum

Divarese markasının kalitesi diğer markalara kıyasla üst noktadadır.

- kesinlikle katılmıyorum
- katılmıyorum
- fikrim yok
- katılıyorum
- kesinlikle katılıyorum

Divarese markası ihtiyaçlarıma en iyi cevap veren markadır.

- kesinlikle katılmıyorum
- katılmıyorum
- fikrim yok
- katılıyorum
- kesinlikle katılıyorum

Divarese markası kendi kategorisinde en populer markadır.

- kesinlikle katılmıyorum
- katılmıyorum
- fikrim yok
- katılıyorum
- kesinlikle katılıyorum

Eğer ayakkabı ihtiyacım varsa, doğrudan Divarese markasını düşünürüm.

- kesinlikle katılmıyorum
- katılmıyorum
- fikrim yok
- katılıyorum
- kesinlikle katılıyorum

Ayakkabı markaları gündeme geldiğinde, Divarese markası ilk aklıma gelir.

- kesinlikle katılmıyorum
- katılmıyorum
- fikrim yok
- katılıyorum
- kesinlikle katılıyorum

**Lütfen aşağıdaki her bir ifadeyi dikkatlice okuyunuz ve bu ifadelere ne derece katıldığınıza ilişkin görüşünüzü “Kesinlikle katılmıyorum”dan “Tamamen katılıyorum”a doğru uzanan ölçek üzerinde belirtiniz,**

Divarese markasını denemek isterim.

- kesinlikle katılmıyorum
- katılmıyorum
- fikrim yok
- katılıyorum
- kesinlikle katılıyorum

Divarese markasını mağazada görürsem satın alırım.

- kesinlikle katılmıyorum
- katılmıyorum
- fikrim yok
- katılıyorum
- kesinlikle katılıyorum

Divarese markasını satın almak için zaman/çaba harcarım.

- kesinlikle katılmıyorum
- katılmıyorum
- fikrim yok
- katılıyorum
- kesinlikle katılıyorum

Divarese markasını düzenli müşterisi olabilirim.

- kesinlikle katılmıyorum
- katılmıyorum
- fikrim yok
- katılıyorum
- kesinlikle katılıyorum

**9, Lütfen her bir ifadeyi dikkatlice okuyunuz ve bu ifadelere ne derece katıldığınıza ilişkin görüşünüzü ölçek üzerinde belirtiniz,**

23.6 ay öncesine göre kıyaslandığında satın alma gücünüzdeki değişimi nasıl değerlendirirsiniz?

- çok daha iyi
- biraz daha iyi
- aynı
- biraz daha kötü
- çok daha kötü
- fikrim yok

Önümüzdeki altı ay içinde satın alma gücünüzün nasıl olacağını ön görüyorsunuz?

- çok daha iyi
- biraz daha iyi
- aynı
- biraz daha kötü
- çok daha kötü
- fikrim yok

Üç ay öncesine göre kıyaslandığında Türkiye'nin mevcut ekonomik durumunu nasıl değerlendiriyorsunuz?

- çok daha iyi
- biraz daha iyi
- aynı
- biraz daha kötü
- çok daha kötü
- fikrim yok

Önümüzdeki 3 ay boyunca Türkiye'nin genel ekonomik durumunun ne yönde gelişeceğini bekliyorsunuz?

- çok daha iyi
- biraz daha iyi
- aynı
- biraz daha kötü
- çok daha kötü
- fikrim yok

Önümüzdeki altı ay boyunca Türkiye'deki iş bulma olanaklarının ne yönde gelişmesini bekliyorsunuz?

- çok daha iyi
- biraz daha iyi
- aynı
- biraz daha kötü
- çok daha kötü
- fikrim yok

Geçmiş üç ayla kıyaslandığında, önümüzdeki üç aylık dönem için hane gelirinizden ayıracağınız az dayanıklı tüketim malları (giyim, ayakkabı, mutfak gereçleri vs,) bütçesinin nasıl değişeceğini öngörüyorsunuz?

- çok daha fazla artacağını
- biraz daha artacağını
- aynı kalacağını
- biraz daha azalacağını
- çok daha fazla azalacağını
- fikrim yok

Sizce dayanıklı tüketim malları (Buzdolabı, televizyon, mobilya vs) satın almak için doğru zaman mı ?

- Evet şimdi doğru zaman
- Ne doğru ne de yanlış zaman
- Hayır şu an doğru zaman değil
- Fikrim yok

Önümüzdeki 6 ay içerisinde siz veya hane halkınız dayanıklı tüketim malları (buzdolabı, tv, mobilya vs) almaya niyetli misiniz?

- Evet
- Muhtemelen
- Hayır, çok değil
- Hayır, hiç değil
- Fikrim yok

Önümüzdeki 6 ay içerisinde siz veya hane halkınız otomobil almaya niyetli misiniz?

- Evet
- Muhtemelen
- Hayır, çok değil
- Hayır, hiç değil
- Fikrim yok

Önümüzdeki 12 ay içerisinde siz veya hane halkınız kullanım yahut yatırım amaçlı olarak ev almaya niyetli misiniz ?

- Evet
- Muhtemelen
- Hayır, çok değil
- Hayır, hiç değil
- Fikrim yok

Önümüzdeki 6 ay içerisinde siz veya hane halkınız evinizde ciddi bir iyileştirme yahut tamirat yapmaya niyetli misiniz ? (Banyo yenileme, mutfak yenileme, evi yeniden dekore etme)

- Evet
- Muhtemelen
- Hayır, çok değil
- Hayır, hiç değil
- Fikrim yok

Önümüzdeki 3 ay içerisinde siz veya hane halkınız tüketim harcamalarınızı karşılamak için kredi almaya niyetli misiniz ? (Tüketici kredisi, diğer krediler)

- Evet
- Muhtemelen
- Hayır, çok değil
- Hayır, hiç değil
- Fikrim yok

Genel ekonomik durum değerlendirildiğinde tasarruf yapmak (TL, Döviz, Altın diğer finansal enstrumanlar vs) için mevcut zamanı nasıl değerlendiriyorsunuz?

- Kesinlikle uygun
- Muhtemelen uygun
- Hayır, çok uygun değil
- Hayır, hiç uygun değil
- Fikrim yok

Önümüzdeki 6 ay içerisinde herhangi yatırım enstrumanı vasıtasıyla yatırım yapmaya niyetli misiniz ? (TL, Döviz, Altın diğer finansal enstrumanlar vs)

- Evet
- Muhtemelen
- Hayır, çok değil
- Hayır, hiç değil
- Fikrim yok

Gerçekleşenler ile kıyaslandığında fiyatların nasıl değişeceğini bekliyorsunuz?

- Daha hızlı artacaktır
- Aynı hızla artacaktır
- Daha yavaş artacaktır
- Aynı seviyede kalacaktır
- Düşecektir
- Fikrim yok

Lütfen her bir ifadeyi dikkatlice okuyunuz ve bu ifadelere ne derece katıldığınıza ilişkin görüşünüzü “Kesinlikle katılmıyorum”dan “Tamamen katılıyorum” a doğru uzanan ölçek üzerinde belirtiniz,

Bir ayakkabının indirimde olması benim satın almam için yeterli bir sebep olabilir,

- kesinlikle katılmıyorum
- katılmıyorum
- fikrim yok
- katılıyorum
- kesinlikle katılıyorum

İndirimdeki bir ayakkabıyı satın aldığımda, iyi bir iş yaptığımı hissederim.

- kesinlikle katılmıyorum
- katılmıyorum
- fikrim yok
- katılıyorum
- kesinlikle katılıyorum

Favori markalarım vardır ancak çoğu zaman indirimde olan markayı satın almayı tercih ederim

- kesinlikle katılmıyorum
- katılmıyorum
- fikrim yok
- katılıyorum
- kesinlikle katılıyorum

İndirimdeki ayakkabı markası mutlaka denenmelidir.

- kesinlikle katılmıyorum
- katılmıyorum
- fikrim yok
- katılıyorum
- kesinlikle katılıyorum

Daha çok indirimdeki markaları satın almayı tercih ederim.

- kesinlikle katılmıyorum
- katılmıyorum
- fikrim yok
- katılıyorum
- kesinlikle katılıyorum

Tüketicilerin çoğunluğu ile kıyaslandığında, ben indirimdeki markaları satın almayı daha çok tercih ederim.

- kesinlikle katılmıyorum
- katılmıyorum
- fikrim yok
- katılıyorum
- kesinlikle katılıyorum

1 alana 1 bedava öneren ayakkabı markasını severek satın alırım.

- kesinlikle katılmıyorum
- katılmıyorum
- fikrim yok
- katılıyorum
- kesinlikle katılıyorum

1 alana 1 bedava öneren markalardan satın aldığımda iyi bir iş yaptığımı düşünürüm

- kesinlikle katılmıyorum
- katılmıyorum
- fikrim yok
- katılıyorum
- kesinlikle katılıyorum

2 al 1 öde öneren bir ayakkabı markasını ne kadar kazanç sağladığımı önemsemeksizin severek satın alırım.

- kesinlikle katılmıyorum
- katılmıyorum
- fikrim yok
- katılıyorum
- kesinlikle katılıyorum

Favori ayakkabı markam vardır ancak çoğu zaman 2 al 1 öde öneren markayı satın almayı tercih ederim.

- kesinlikle katılmıyorum
- katılmıyorum
- fikrim yok
- katılıyorum
- kesinlikle katılıyorum

1 alana 1 bedava avantajından faydalandığımda kendimi iyi hissedirim.

- kesinlikle katılmıyorum
- katılmıyorum
- fikrim yok
- katılıyorum
- kesinlikle katılıyorum

2 al 1 öde önerilerinin büyük kazanç sağladığına inanmıyorum

- kesinlikle katılmıyorum
- katılmıyorum
- fikrim yok
- katılıyorum
- kesinlikle katılıyorum

14, Çalışmanın sonuçlarından haberdar olmak istiyorum, e-posta adresim;

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