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**FACTORS AFFECTING CONSUMER'S PURCHASE DECISION on
FOREIGN BRANDED APPAREL PRODUCTS**

YEŞİM YILMAZ

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Submitted by: Yeşim YILMAZ

Approval of the Graduate School of Social Sciences English Literature and Cultural studies, Çankaya University

Prof. Dr. Mehmet YAZICI
Director

I certify that this thesis satisfies all the requirements as a thesis for the degree of Master of Art.

Prof. Dr. Mehmet Mete DOGANAY
Head of Department.

This is to certify that we have read this thesis and that in our opinion it is fully adequate, in scope and quality, as a thesis for the degree of Master of Science.
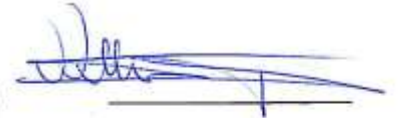
Assist. Prof Handan ÖZDEMİR AKBAY
Supervisor.

Examination Date :
Examining Committee Members:

Prof. Dr. Nurettin PARILTI   (Gazi Univ.)

Doç. Dr. Elif AKAGÜN ERGİN   (Çankaya Univ.)

Assist.Prof. Dr. Handan ÖZDEMİR AKBAY   (Çankaya Univ)

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Name, Last Name : Yeşim YILMAZ

Signature :

Date : 03 -09 -2014

ABSTRACT

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The developments of the information and communication technologies, the usage of internet for trading, alternating economies, and the globalization changes the requests of tge consumers, by the way, this causes the transformations on the brandage.

The customers prioritize to the brands which have tle lowest prices but give the cunsomers the best utility. Also the customers chose the most popular and authoritative brands while they are shopping.

The purpose of this work is; to show the factors of buying foreigner branded clothes by the consumers' consumption preferences and evaluating the factors' effects to their buying activities. For this purpose, an questionnaire form has been elaborated and applied to ready to wear sector in Antalya. Also this questionnaire form expresses what the foreign brand sellers in Antalya should remark while they are brandaging.

Keywords: Brand, Consumer Behaviours

ÖZET

TÜKETİCİLERİN YABANCI MARKALI GİYİM ÜRÜNLERİNİ SATIN ALMA NEDENLERİ

YILMAZ, Yeşim

Yükseklisans Tezi

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Bilgi ve iletişim teknolojilerindeki gelişmeler ve internetin ticari amaçla yaygın olarak kullanımı, değişen ekonomiler, globalleşme, müşteri beklentilerindeki değişimlerede bağlı olarark markalaşmada'da değişim yaşanmaktadır.

Tüketiciler çok sayıdaki markalar içinde seçim yaparken,kendilerine en düşük maliyetle en yüksek faydayı sağlayan herkes tarafından bilinen güven duyulan markalara öncelik verirler.

Bu çalışmanın amacı;Tüketicilerin giyim harcamalarında yabancı marka ürün tercih etmesine etki eden faktörleri ortaya koymak ve bu faktörlerin satın alma davranışına etkisini ölçmektir.Bu amaçla hazır giyim sektörüne yönelik bir anket formu hazırlanmış ve Antalya'da uygulanmıştır.Ayrıca yapılan bu anket çalışmasıyla Antalyada yabancı marka satan marka yöneticilerini markalaşma yolunda nelere dikkat etmesi gerektiğini ortaya koymaktadır.

Anahtar Kelimeler: Marka,Tüketici davranışları

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INTRODUCTION

With globalization, competition has increased and many international and local brands are competing on the same market. In addition to the impacts developed from this intense competitive environment rapidly developing and expanding technology has decreased the differences between products and delivered services. In such an environment enterprises are obliged to become brands in order to differ from one another. There will always be countries that can produce more affordable products.

Regardless of the advantageous of Turkey in terms of labor and raw materials because branding has been neglected for long years the Turkish manufacturing industry and particularly the ready-to-wear industry has mainly confined itself to contracted manufacturing and very few successful brands have been established.

Turkish brands must undertake a challenging effort in order to be able to compete with foreign brands. The objective of such an effort is to establish a positive brand image and enhance brand recognitition.

Brands with strong institutional cultures establish confidence in consumers. Enterprises with a sensitivity for the environment and society, which have adopted the idea of quality with a modern and innovative corporate culture must be established.

In order to enhance the quality of the products and services of brands it is necessary to determine the priorities by which consumers ascertain quality and then focus on enhancing those features. Furthermore consumers should be presented with guarantees from experts and reputable organizations to prove the quality of products. In present times consumers can easily access information about brands. Within this context brand communication has gained importance. The objective of brand communication should not be limited to making sales only. Brands should listen to consumers to discover unfulfilled needs and wishes and resolve complaints rapidly.

Brands give consumers the opportunity to display their status in their environment through their symbolic benefits. Culture, values, the region of settlement, family structure, demographic differences affect lifestyle. The views of consumers regarding brands are affiliated with their lifestyles. There must be a similarity between the lifestyle of the consumer or the lifestyle he is endeavoring to reach and the components of the brand.

Since culture is not static it is necessary to determine the changing cultural inclinations of the consumer as well as trends. The reason for this is that when a brand is established it may be necessary to produce different products, different communication, different distribution channels and implement different prices in accordance with difference cultures and changing trends. Brands which are able to notice the change in the consumers and act fast with technology can outrun their competition.

The first part of the study consists of phases involving brand definition, various concepts about brands and the branding process. The objective is to establish that branding is a significant strategy in differentiating products.

In the second part consumer behavior and factors which influence consumers to buy are discussed. In order to establish an efficient branding it is necessary that enterprises have sufficient information about consumer behavior. This means that how consumers buy things and what they buy and how they buy them must be investigated. Understanding consumer behavior and investing in studies will ensure brands long term success.

For the third and final part of this study a customer survey was carried out in Antalya to study the reasons why customers bought foreign brand products within the framework of the conceptual definitions presented in the first and second parts of the study. The findings and assessments obtained from the study are included.

CHAPTER 1

CONCEPT of BRAND

1.1 Concept of Brand, Definition and Importance

Today, the competition which has increased due to the globalisation has made brands very important because many international brands and local brands compete in the same marketplace.

The purpose and history of using brands date back to very ancient times. In old ages, the marks which were used instead of today's brands indicated where and by whom the products in question were produced. The word of "brand" originates from branding animals with extremely hot steel rods so that they are distinguished from one another after they are mixed. Over time, this word was used as a special name or mark of products. Today, branding has become the most important objective of companies which want to take part in a challenging completion.

Although branding has many definitions, the definition made by the American Marketing Association (AMA), which is "a name, term, sign, symbol, or design, or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competitors" in general encompasses the others.

Branding led to an increase in production with the help of technology and the excess supply lead to search for new market places. Companies attached importance to the consumers' demands in order to compete in international market places. Therefore, branding became important. The producers who needed to have brands asked themselves the following questions: What should I produce? At what price should I sell it to the buyers? Who are my consumers? Where and how can I access

to my consumers? What means of communication should I use to promote my products? However, today loyalty to a brand has gained importance because products and services are imitated by the competitors.

Today, since the companies have realised that they can distinguish themselves from their competitors only by means of changing the perception of their customers, their biggest objective is to address the hearts and minds of their customers simultaneously.

Companies need to provide products and services different from their competitors so that branding becomes successful. However, the differentiation should be the way that is considered appropriate and beneficial by the consumers. ''Differentiation + appropriateness = brand power''Aaker,2010:326

Another important point for branding is that the demands and desires of consumers should be determined by means of market researches, research and development studies and meeting their demands.

Brands make high sales in challenging competitive environments and in crises. Therefore, powerful brands can overcome crisis periods thanks to their steady sales. Moreover, they do not have difficulty in penetrating new markets.

Summarising all these studies, Aaker defines branding, through a metaphor, as follows:

> A brand is like a ship in a fleet coming in face of a war. This metaphor provides an understanding about brand management problem and characters. The brand manager is like a captain who must know where his ship is going and who must steer his ship in its route. The other brands in the company must be coordinated like the other ships in the fleet in order to maximise the efficiency. Here, competitors represent enemies' ships. It is very important to know their places, routs and powers in order to gain a strategic and tactical success. The perception and motivation of consumers is like wind. It is important to know its direction, power and possible changes.Aaker, 2010:35
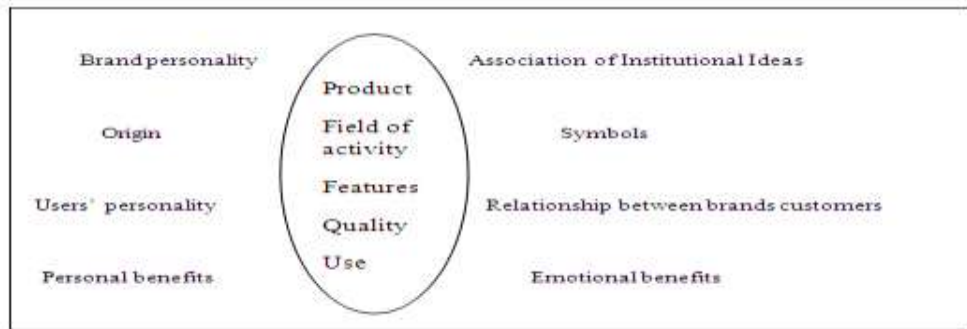
Figure 1. Brand is more than a Product

Reference: Aaker, 2010:89

As it is explained in the Figure 1, a brand consists of two parts, the core of the brand and the features which encircle the core and which distinguish a brand from its competitors. Often changes in the core harms the branding.

In other words, it is producer's guaranteeing for the consumers that he/ she will continuously provide a definite product with definite other services.With this regard, the name on a product and the customer's feelings about a product which cause them to buy it may differ. For example, the quality of a product must be the same as the quality perceived by its customers. This can be achieved only by stability in the quality of products and services as well as explaining how the products are of high quality through an appropriate communication.

The consumers of modern age want to make a friendship with brands. This should be a long-term friendship based on reliability of a brand. Moreover, consumers want the brand to have the same personality with himself/herself and want to have fields of interests and life style in common with the brand he/she uses. In this regard, sponsorship for the image of brand personality is a perception which is getting more and more important.

Brands must distinguish themselves in order to meet the needs and demands of consumers. They need to make a difference. A brand has a character. The benefits provided by the brand must be developed accordingly. It should also explain these benefits to its customers by means of a right and consistent way of communication. Considering the brand with high value in the word, it is seen that the brand name's price is higher than the equities of the company. Market shares and profitability of successful brands are high but they do not think only about profitability, they also put

social and environmental responsibilities on their consumers. Today, consumers are organisations also put pressure on brands with this regard. Therefore, social responsibility and sponsorship activities for brands have become important.

1.2 Benefits of the Brand

1.2.1 Benefits for Companies

The companies possessing the brand name provide with a colour, logo, product and packaging as well as put the production methods and production rights under legal rights, which prevent the other competitors to imitate companies research and development investments for their brands and let companies sell right for their brand names and products to other companies through licences.

Today, the shelf life of technological products is steadily getting shorter. Strong brands bring additional benefits to their products and services, which make them different from the competitor brands and penetrate new market or sectors, producing new products. A strong brand allows its owner to penetrate new markets with lower costs thanks to the high popularity of the brand.

Bringing additional benefits and specific meanings to their products based on the desires and needs of their consumers, companies protect their loyal customers. They have new customers thanks to this innovative image. That there are customers loyal to the brand constitutes an important part of the probability for the company. Customers who are loyal to their brands do not abandon their brands at the time of crises, which allows the brand to overcome crises more easily. The existence of loyal customers also prevents the new competitors to penetrate the market. Moreover, the existence of the customers loyal to a brand makes it possible for the products of that brand to be sold for high prices, which allows it to keep away from being competitive with regards to price. Furthermore, a strong brand which has loyal customers has a strong position against the distribution chains of distribution as well. Therefore, a brand which increases its profits can also crease investment for enrichment of the brand.

Also, companies attach importance to branding because the brand name seems as a value in the balance sheet. It even increases the value of a brand's other

assets. Microsoft can be given as an example to illustrate this condition: Although the market price of Microsoft is $ 430 m, the value of Microsoft's assets is about $10 m. Moreover, big brands can get huge credits from bank thanks to their reputation and export stocks in financial markets.

Strong brands have their visions and missions for the future. They make huge investments for this purpose. Branding also secure their investments for this purpose. For Instance, some brands give warm massage to children and youth and become sponsor for the activities in favour of children and youth so that children and youth continue using the same brands in the future.

1.2.2   Benefits in Terms of Consumers

The most important function of becoming a brand is to differentiate a product from its competitors in the eyes of the consumers. This differentiation may be functional as well as implemented with symbols used by the brand. The consumer is able to differentiate a previously used brand or a recommended brand from other products.

A brand helps to decide. Brands minimize various risks that a customer encounters during purchase or in its aftermath. Thus instead of losing time to discover the technical aspects of a product consumers can purchase the product of the brand they already trust. Consumers learn about the product and the services provided by the brand in a short time with important and short informative messages.

A brand enables the consumer to get the same quality of products and services anywhere in the world. Through symbolic benefits a brand enables the customer to display his social status. Furthermore a consumer is more acceptable to other individuals through the brand in terms of common interests and tastes. In addition if a brand is involved in environmentally friendly activities this will be reflected on the consumer as having a responsibility in the future of nature and the world.

In addition many successful brands are getting into the market with the sales of equity shares to consumers and generating revenue. With the generated value added taxes they contribute to the welfare and image of their countries.

Today in order to succeed as a brand among the competition brands are obliged to monitor technological developments continuously. By using advanced technology in their products and production methods they ensure that consumers benefit from these developments. Brands either import the technological developments into their countries or invest in development activities. Thus they ensure that their society also develops technologically.

Consumers are able to access the information they need about a product or the use of a product more easily through a brand. A brand also enables them to find a counterpart in purporting their wishes and complaints; a consumer is aware that the sales guarantee of a brand enables the services of the brand to continue after purchase.

1.3   Brand Types

1.3.1   Producer's Brand

A producer's brand is established by the operation by differentiating its products by having the brand name, its symbols and the characteristics of the product registered. During recent years brands have started to have their products particularly to prevent competitors from using specific characteristics of their products such as sound, smell, taste.

The producer's brand is a commitment made by the operation to its consumers. With a producer's brand the owners of the brand are able to retain control of activities such as production, price,distribution. This way with the application of stable strategies they can enhance the power of the brand.

In this day and age producer's brands are faced with intermediate brands which are growing stronger. The reason for this is the diminishing of purchasing power due to the global economic crises and the access to global markets which is facilitated with the extensive distribution channels of the intermediate brands.

It is difficult for producer's brands to compete with intermediate brands if they cannot ensure supremacy with the brand's benefits. The reason for this is that the prices of intermediate brand products are much more economic. For this reason producer's brands are obliged to diversify in all areas. ''According to a study

executed in 1994 60% of consumers preferred the comfort and value of producer's brands to the brands of retailers''Erdil and Uzun,2010:24.

Advantages of producer's brands: Producers are able to monitor their consumers continuously and take their wishes and demands into consideration and develop the products accordingly. Producers have control over the price so they can adjust the price in parallel with any differences they implement to the service and product. They can regulate competition through promotions. In addition they can establish niche markets with their studies.

Another advantage is the loyal customers of producer's brands. Such customers will go to a different store if they cannot find the product they are looking for in a store. For this reason intermediaries are obliged to both advertise producer brands as well as stock them in their stores. Furthermore intermediaries selling prestigious brands want to maintain this prestige. Other intermediaries who wish to sell prestigious producer's brands are readily available. This causes pressure on the intermediaries.

Advanced legal enforcements have been incepted to prevent intermediate brands from copying the packaging of strong producer's brand products.

1.3.2   Intermediate Brand

These are brands which have been manufactured for wholesale or retail organizations selling products. Intermediaries either manufacture the products themselves or commission their production to other manufacturers and give them their brand names. Consumers usually prefer the products of frequently bought brands which do not carry the risk of being intermediary brands.

Intermediate brands have several advantages; intermediaries can purchase products for low prices from producers who want to use their underutilized capacity. Or they can enforce low prices for producer's brands. Furthermore since producers can sell wholesale or because they have reduced their branding and advertisement costs they can sell their products for a low price to intermediaries.

Intermediary brands often emphasize the low prices of the products of their brand. Intermediaries place their goods in appropriate places on the shelves and draw the attention of consumers with advertising in the store.

Consumers who are more price conscious may prefer low priced retailer brands. The consumer who prefers an intermediary brand usually has a rapport with the market he frequents. For this reason intermediate brands organize promotions and sales and inform their customers. Another advantage that intermediate brands have is that they know when their consumers shop and the amounts and they can arrange campaigns accordingly.

However, intermediary brands also have disadvantages. The most important one is that consumers perceive that the quality of intermediary brands is inferior. The reason for this is that the competition strategies of intermediary brands are based on price. Furthermore when a consumer wants to purchase an intermediary brand he is obliged to access the store of the intermediary brand.

Intermediate brands can carry out study programs in their stores and have the opportunity to promote new products, monitor consumer trends and act fast in organizing new product and promotion events. Furthermore unlike producer's brands they are not obliged to undertake additional production and promotion costs. Intermediary brands may not sell producer's brands or they can apply pressure on them.

In the present time intermediary brands are available in many product categories, they have reached market shares in large geographical areas and continue to enhance the quality of their products.

1.3.3   Guaranteed Trademark

This is a branding type in which the trademark owner controls the production process and procedures of plants, specifies the type of raw material used and its supplier, determines the procedures for inspection during production and sales and the price as well as guarantees the quality of the products.   ''Guaranteed trademarks are used by other brands to make certain commitments to consumers''Tosun, 2010:22

They can be used by all operations which ensure determined standards. An example of this branding is the international wood guarantee trademark "WOOLMARK" or the TSE guaranteed trademark which is granted by the Turkish Standards Institute to companies proclaiming compliance to given standards.

1.4 Visual and Audio Elements of a Brand

1.4.1 Logo

A brand logo can be a visual sign or inscription which represents the brand. The main benefit from using a logo is that consumers may forget the name of a brand, they are more likely to remember a visual element. Furthermore there is a positive correlation between visual familiarity and liking. For this reason brands often use logos in promotions or sponsorships to enhance the familiarity and brand loyalty with consumers. Sponsorships with social responsibility activities usually create positive ideas and memories with consumers. Through logos at brand sales points the consumers are reminded of these feelings. It is very likely that the consumer prefers this brand.

During shopping it is easier to remember a logo than a brand name. Thus when the consumer remembers the brand he will buy because he believes it must be a powerful brand.

A consumer does not only buy the product during the purchase but the symbolic benefits of the brand as well. Consumers use brands to reflect their identities. They depict who they are or who they want to be to their environs with the brands that they purchase.''Customers prioritize style, status and trust more than function.'' Aaker, 2010: 91

The logo of a brand enhances the brand with emotional meanings. Brands use the science of sign language to ensure this. This science shows that humans perceive objects as a whole. In other words the meaning of a whole is more meaningful than the parts which comprise it. For example a picture is more meaningful than the single parts which make it.

Figure 2. Model Search

Reference: Aaker, 2010: 111

For example the lines in figure 2 .first are perceived as mixed three lines; the same lines have been used and a flag is perceived in figure second

The selected logos must conform to the product they represent. Consumers will remember simple logos better than complicated ones. A designed logo should be simple, striking and differentiate the product from others. A logo that a consumer feels he could design himself is more successful. The logo of the Apple trademark is an example.

All the elements of a brand must harmonize with each other some brands want to be perceived as technological and innovative while others prefer to appear conservative. This desire is closely related to the consumer trends which change with time. This is why brands need to monitor the artistic and social dimensions of consumer trends closely. For example the Kentucky company became aware that consumer demands were shifting to light and healthy products and noticed that the word fried in the logo of the company was perceived as greasy and unhealthy by the consumers. The company added salads and grilled dishes to its menu and complied with the healthy eating habits trend. The company also removed the word fried from the logo and changed it to KFC.

1.4.2 Style

Nowadays companies want to establish long term friendly relationships with the consumers. The relationship between brands and consumers is established in a similar way that people manage their affairs with their social environment, the brand conforms to its target group. The style of a brand is influenced by taking the age,

personality, gender, economic status and culture of whrere is prouced brand the target group into consideration.

A brand has a style which is established by its personality and image. This style is influenced by its target group.

The style of a brand consists of a holistic approach comprising of the name, the color of the brand, inscription style, packaging and the physical outlook of the product and the music which is used in its commercials.

The purpose of creating a style for a brand is to clarify its position. To establish familiarity and ensure it is remembered among its competitors by creating a difference. The various brand elements forming a brand style must be connected to each other in such a way that they create the same feeling and image.

One way to start a customer analysis is to monitor the dynamics of the market, the simple question of what are customer trends is a very powerful question. Mostly it enables an understanding about changing motivations and emerging segments with a strategic important. Aaker, 2010: 211.

Like humans brand styles are also affected by the present era and its trends.

1.4.2.1 Form

Another way to establish a brand is to detail the product in a different way and ensure that it is noticed by the consumer on the market.

There must be a stimulus to ensure that a perception is established and image is a very significant stimulant. Product design which is appropriate with the usage purpose and the taste of the consumer may ensure success for the brand.

The physical outlook and the function of the product are the core qualities of the brand. The core qualities of the brand have an impact on the other elements of the brand. For example a brand manufacturing carpentry and household tools is perceived as masculine. The brand elements of a brand which sells cosmetics which are considered feminine and those of brand manufacturing carpentry and household tools must be organized very differently from one another.

Physical images of designs with firm corners recall masculinity. Round harmonized figures recall femininity. Asymmetrical designs are attention gathering, striking, small fine designs are technology affiliated. Large designs enlarge the area of vision and ensure that the image is seen more rapidly.

However, the perception of consumers differs according to the products. For example with mobile telephones small size is equated with supreme technology while the large size of television screens may recall more advanced technology.

The target group of the brand and the usage purpose of the product should be reflected in the design of the product. Some of the characteristics which have an impact in sales in the alcoholic beverages sector; a person rewarding himself, having a celebration, the way a consumer expresses himself in an entered environment. A brand in a given sector may ensure that a consumer can express himself to his environs with the design of a bottle. In other words the company can use the taste in the bottle design to create a brand image.

Sometimes the product design may be outside the control of the operation. The product sector may be required to meet certain production standards which are necessary for the sector it belongs to.

Sometimes morphological designs may have a direct impact on the function of a product. For example when designing a small car savings in fuel will be ensured and that may decrease the price of the product.

Design can be used to enhance the quality perceived by producers. For example automobile design is perceived as more durable. Or companies which design modern products will be perceived as a more modern brand. Furthermore consumers feel that a higher price is justified because of the design of the product and its packaging
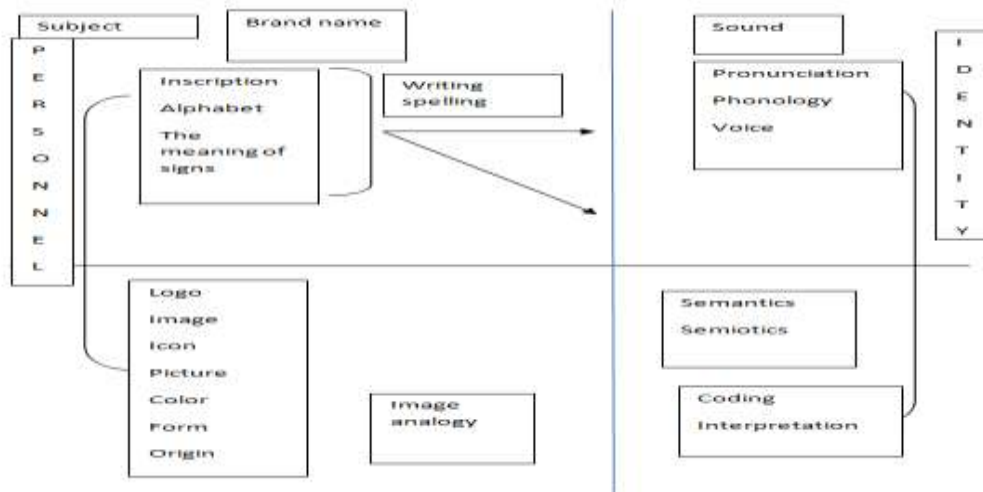
Figure 3. The Visual Image of the Brand

Reference: Usunier,2002:213

Design can also be used as a strategic competitive advantage. Through brand and customer communication a customer can be given the opportunity to design what he wants which prevents customer losses and may enhance loyalty to the brand

In launching a product Steve Jobs had said that the products to be launched would be so spectacular that you would want to eat them. With this extraordinary explanation about the products of a technology brand he wanted to appeal to the esthetic emotions of the consumers through the design of the product. He was already confident about the superiority of the product technologically.

With the level of income and education increasing in society so does the importance given to esthetics. The reason for this is that with communication and globalization and the similarity of the tastes of consumers they demand something even better.

1.4.2.2 Color

Color provides a familiarity with a brand and affects the emotions of the consumers in the long term. If colors are used correctly they will contribute to the success of a brand. Colors are used by brands to distinguish, give meaning, draw attention, create sympathy and emphasize important details. In addition in the

expansion of brands companies which use colors indicate that there is a relationship between brands to their consumers

Color is a significant factor in drawing attention to something. The artist Goethe scored colors for the 'attention getting' characteristics of colors. According to Goethe in terms of drawing attention colors can be scored from top to bottom as yellow, orange, red, green, blue, purple. Color is a significant design element and at the same time they have various meanings to people. Meaning is attributed to colors: red is the color of sales and is used to get attention Black is emotional power, white is sincerity and cleanliness, blue represents productivity successfully. For this reason many companies use blue, purple is luxury, brown is the color of reason, green is reliable. Pink indicates joy and love Yellow is used to attract attention.

However colors have different meanings in different cultures. For example in many countries black represents mourning while the color for mourning in China is yellow.

Brands want to depict their countries of origin with the colors they choose which is why they usually choose the colors of their national flags.

Some brands have been very successful in their choice of colors and applications and have named that particular color after their trademarks for instance like parliament blue.

1.4.2.3   Font Character

In the selection of font characteristics legibility and aesthetics are important factors. The font should enable reading the writing easily. Another objective is to catch the interest of the reader, it should look modern. Furthermore the font should be applicable on digital screens without losing its image. The font is an important element of the trademark style. For this reason a trademark which wants to create a style should use the font it selects continuously and everywhere to familiarize it to the consumer.

Fonts transmit different perceptions for example the sans serif font established a trendy mode while serif looks old-fashioned bold fonts are masculine while the Light ones appear feminine your trademark will look established and

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institutionalized if the name is written with black letter gothic font. Ries and Ries,2011;126.

Different trademark identities and personalities can be created by giving letters different shapes fine lined inscription appear elegant and luxurious. Round and wide letters enable color filling. At the same time they indicate friendship and sincerety. Handwriting gives the writing mobility and the opportunity to create many different designs. Capital letters reflect the power of authority while small letters depict modesty.

A system of symmetric forms in the writing style indicate order, balance and ease while asymmetric shapes reflect imbalance and restlessness however if symmetric shapes are converged with a small amount of asymmetric they can ease monotone and promulgate activity and excitement. Schimittt and Simonson,2000 :106-110.

Well-known trademarks can be recognized without reading their logos. For example the font of Coca- Cola has remained the same throughout which is why it has been perceived as a style of writing in the minds of many people.

Fonts should be commensurate with the product and trademark. For example feminine products for women should be written with round letters while products for men should be depicted with angular letters

Another criteria in the selection of a font is taking the age group for which the products are intended into consideration; for example if products for the elderly are inscribed with large fonts this may compensate for impaired vision.

1.4.2.4   Name

The name is a significant part of becoming a trademark. The name of a trademark is the most heard and seen trademark element by the consumers; this is why it affects the thoughts and emotions of the consumers. The name of a trademark also has an impact on the growth of the brand. A trademark influences the introduction of a brand into a new sector. The trademark name also directs the brand image and brand communication. Establishing a successful and influential name enhances the perception of the brand's quality.

A trademark name which can create a strong association with a product class ensures that the trademark is remembered when the relevant sector is thought about. For example the word google was established by an American mathematician. He uses this word to mean one hundred zeros attached to a figure. The trademark name of google is successful because it evokes the intended use of the brand to access infinite information as well as the benefits of the product.
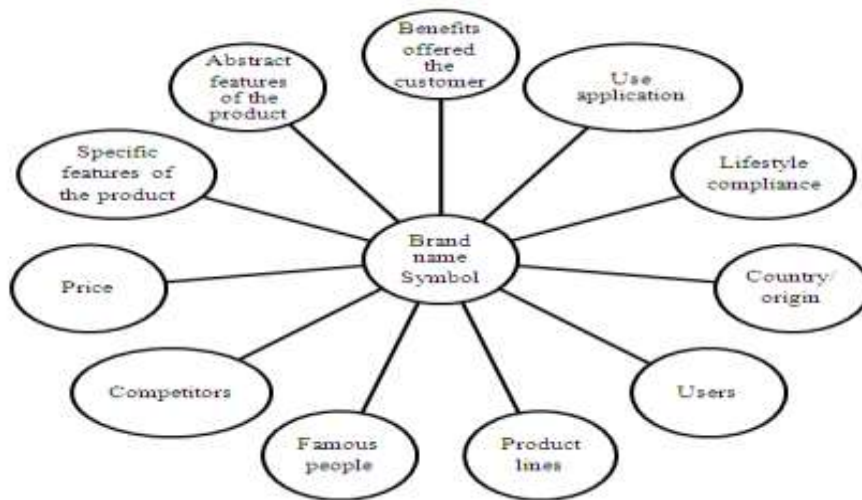
Figure 4. Trademark Name Symbols

Reference: İslamoğlu and Fırat, 2011:126

The trademark name enables consumers to know the product and has an impact on the purchase decision process. For this a successful trademark name should be easy to pronounce in all languages. It should be a name which is associated with the characteristics of the brand, its users, its intended use and the form of usage of the product. Furthermore it should lay out the benefits of the product. It should be compliant with contemporary trends. It should give confidence to the consumer. The consumer should associate the name with feelings of power and status. The package should ensure compliance with the advertising requirements. Furthermore a name which is associated with the country of manufacture or region and give the consumer an idea about the quality and price level of the product should be selected. Attention should be paid that the name of the trademark is not subject to any legal restrictions anywhere in the world. It should differ from its competitors. The name should be compliant with the company and product image.

Before starting work on the determination of a trademark name the target group should be studied. The position of the brand and its name must correspond to each other. Thus the selected name will ensure success in brand extension strategies.

The name of a trademark is an influential element in starting its initial communication with the consumer. It is easy for a meaningful brand name which is appropriate to the product to settle into the memory. Consumers are able to remember trademark names which are associated with the discipline of the organization which is the owner of the brand more easily. For example Twitter:

> The first thing which draws attention is a trademark name. a good brand name is usually short, easily memorized, meaningful and related to the product. Twitter fulfills all these criteria, is easy to remember and describes the form of communication between birds in such a way that birds associated with the brand are usually around and let each other know where they are and what they are doing either alone or within groups and this makes the selection of the brand name very smart.Temporal,2011:208

Consumers may forget the characteristics and services of products in a short time. However if chosen correctly a trademark name may be memorable for long years.

1.4.2.5 Sound and Music

Creating a brand image consists of creating positive thoughts and feelings in consumers and transmitting them correctly to the consumers. Music and sound are among the most rapid ways to transmit these thoughts and feelings.

Elements which must be decided in establishing the sound of a brand are should the sound be male or female, a young energetic voice or a mature convincing voice, should the language used be selected from a local language or should it be universal. The sound should be able to evoke the brand in the mind of the consumer without a visual element which is another issue which must be considered

Our current emotions can be affected by creating recalls with sound and music. For example the music of a chocolate commercial heard at a sales point will take us back to our childhood and the positive memories may make us buy the chocolate.

The presenting voice informs about the brand whereas the brand jingle will evoke the brand. The products of the brand may have sound effects. For example a crunching sound may emerge when consuming a food by a trademark. Today these sounds are registered as sound trademarks.

In addition to using sound in advertising or intros the use of sound is very diverse such as the music played inside stores, music of artists sponsored by the brand, the waiting tone of the brand's telephones.

Tempo	slow	sadness, boredom, weariness
	fast	motion, surprise, happiness, power, fear, anger, satisfaction
Sound level	low	sadness, boredom, satisfaction
	high	major surprise, power, anger, fear, motion
Amplitude modulation	narrow	weariness, anger, fear, boredom
	wide	happiness, satisfaction, motion, surprise

Figure 5. Sound Level-Perception Scale

Reference: Gardner, Huron,1985:281-300

"Most of the communication by a brand is done verbally and not visually. A regular person will devote nine times the amount of time to the radio or television compared to the time allocated for reading newspapers or journals'' Ries and Ries, 2011;97.Which is yet further proof emphasizing the importance of sound and music and branding.

1.4.2.6 Package

The package of a product is similar to the dressing style of a person. The correct image for a brand can be established with the packaging of the trademark. The packaging of a trademark with a young dynamic consumer should be different from the packaging of a trademark targeting a mature consumer. Packaging is important because the first feature which will draw the attention of consumers at sales points is the packaging. It helps to distinguish the brand from others.

Even if the product is very high quality the use of a low quality indifferent packaging will have a negative impact on the perception of quality for the brand.

The promulgation of a brand is possible through packaging. For example large packages which help maintain the freshness of the product can be designed for families. Small packages can be designed for individual use. Another advantage to the promulgation of brands is to use a similar packaging for different products of the brand and tell the consumer that they belong to the same trademark.

The usage of different shapes of the packaging, its design, color and quality influence the success of branding. If the packaging is used continuously the product may achieve an advantage over its competitors. The reason for this is that the packaging is used to remind the consumer of a previously used brand. Furthermore the packaging must include important information for the consumer. This information should list the contained substances, how to use the product, sell-by date and who should be contacted if the consumer is not satisfied with the brand.

Packaging ensures esthetics and prestige. With the increase in the welfare and education levels of communities so does the importance attached to an esthetic image. The distribution channels of the packaging facilitate the keeping of the product at home.

A brand can use a special packaging method, apply promotional techniques. By using raw materials which are environmentally sensitive or packaging which is recyclable the brand can reflect its sensitivity regarding nature onto the consumer.

1.5   Brand Value and Its Elements

Brand value is the financial output of tactical and strategic activities which have been realized to enhance the power of the brand of the enterprise, enable to lower the operational risks of the enterprise management and ensure enhanced profits today and in the future.Shocker and Srinivisan:1991:159-180.

The name of the brand covers its logo, the manufacturing rights of the brand, advertising in the past which enhanced the familiarity of the brand rights and assets such as know how outside the physical entity itself.

Brand equity and brand value are concepts which are used interchangeably and often confused with one another. Brand value endeavors to stipulate the financial value of the brand. Brand value is often used for brand sales.

Brand equity consists of elements such as what the consumers think about the brand and their emotions about it, customer loyalty and confidence in the brand. In other words this has to do with the ability of being able to market the brand for a high price.

Brand equity and brand value influence one another correspondingly. A strong brand equity ensures financial power to the brand and influences the preferences of consumers. It has a positive influence in the future profitability of the brand. On the other hand the high financial value of the brand strengthens brand equity.

Today hundreds of new brands are being placed on the market and very few of them can achieve long term success. The way to make a brand successful on the market is to ensure that a positive image is created for the brand and by ensuring that it becomes a household name and by ensuring that the users of the brand become loyal consumer.
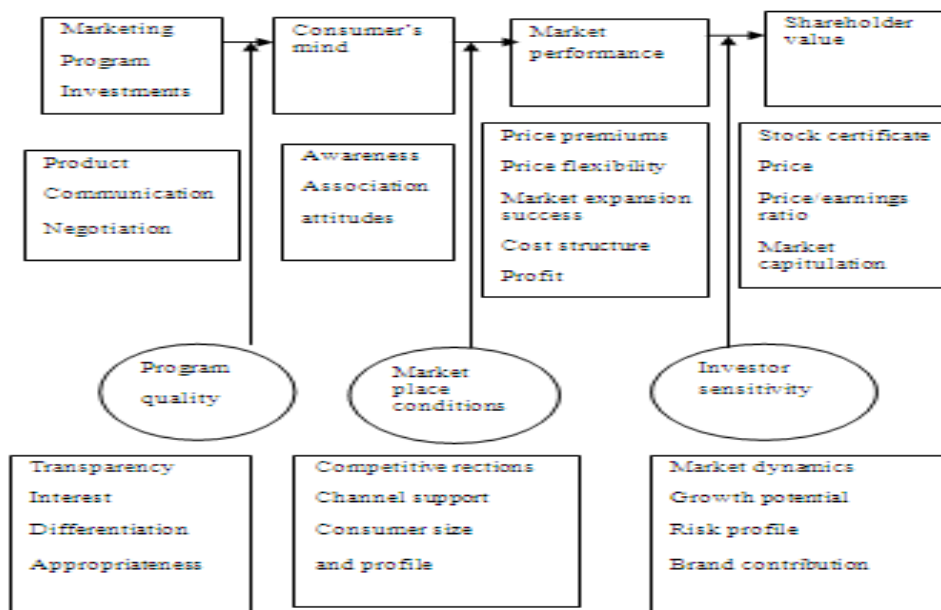
Figure 6. Brand Value Chain

Reference: İslamoğlu,Fırat,2011:81

Interbrand distributes lists every year which determine brand values. This is done through the use of various criteria: for example such as leadership, the stability of the sector and the brand, current turnover, current geographical markets of the brand and geographical markets it can expand into in the future, whether the brand is shifting into other sectors and growth capacity

High level management of brands often encounter challenges; for example should they endeavor to catch short term profit opportunities with the pressure applied by shareholders or make long term investments taking customer satisfaction and trust into consideration. For example if a brand compromises quality safety measures which add a cost to the brand they can profit in the short term but in the long term this will reduce confidence in the brand. It might hurt the success of the brand and destroy its possibilities of expanding into other sectors.

1.5.1 Brand Awarenes

The most important objective of a brand is to establish an awareness among consumers. Brand awareness is established through memorability and recognition. If the consumer makes his decision of procurement at the sales point it is steered mainly by recognition of the brand whereas if the decision is made before entering the store it is based mainly on memorability.

The consumer recognizes the brand from previous experiences. Being familiar with an object or work of art generates positive thoughts and emotions. However the consumer may recognize the brand and yet buy another one. To prevent this from happening more satisfactory and informative messages must be transmitted about the brand. In the establishment of these messages the target market must be well known. Furthermore the brand should draw the attention of the target market with advertising and visuals.

Brand awareness of the consumer is influenced greatly by positive information about the brand, the benefits of the brand to the consumer, the brand quality that is perceived from news about the brand, from advertising, sponsorships, the stable power of the brand and facilitated access to the brand.

To establish awareness it is primarily necessary to create stimuli which will reach out to the five senses. This is why it is important that the visuals used by the brand as well as the sounds and music are effective. However the reaction of individuals to the stimuli of a brand cannot be the same. The reaction depends on the demographic and personal characteristics as well as the past experiences of the consumer.
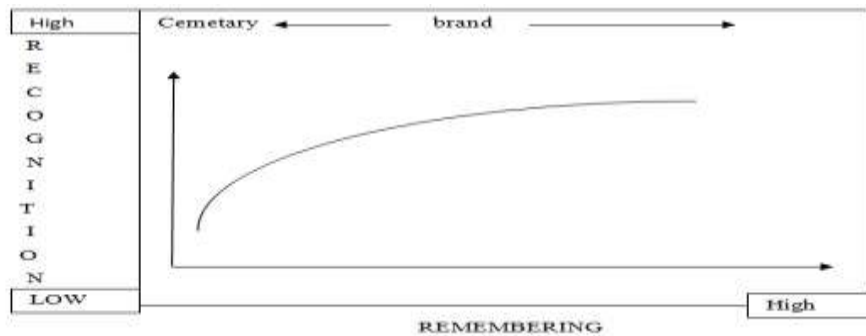
Figure 7. Cemetery Model
Reference: Aaaker,1996:29

Although various learning techniques are applied to establish brand awareness the most popular learning techniques are reactive and performativity conditioning. It is believed that in reactive conditioning learning is achieved with repetition. Accordingly advertising and promotional events are important. In performativity conditioning an affiliation is established between rewarding behavior and learning. Accordingly promoting the brand and brand supervision, sales are important.

The superior aspects of the brand should be explained and proved to the consumer through proper communication. The consumer will be suspicious of promises from a brand it does not know. The guarantees given by a brand create positive brand awareness.

Brand awareness ensures success in brand expansion strategies and when the brand enters new markets.

1.5.2   Brand Loyalty

Brand loyalty develops through time when a certain brand among many is purchased with an emotional loyalty. Brand loyalty requires a re-purchase of the brand. Yet even if the re-purchase does not take place the consumer may recommend the brand to those around him because of this positive outlook.

Brand loyalty develops in consumers when their expectations are fulfilled and they feel confident about the brand. The cost of changing brands is another important factor for consumers. For example in a work place the purchase of a new brand may generate various risks. Furthermore the staff has to be trained to use the new brand. This means costs and loss of time.

It is important to know why customers bought their previous brand or why they decided not to buy it again. It is necessary to eliminate any concerns regarding the purchase of a new brand in order to establish brand loyalty.
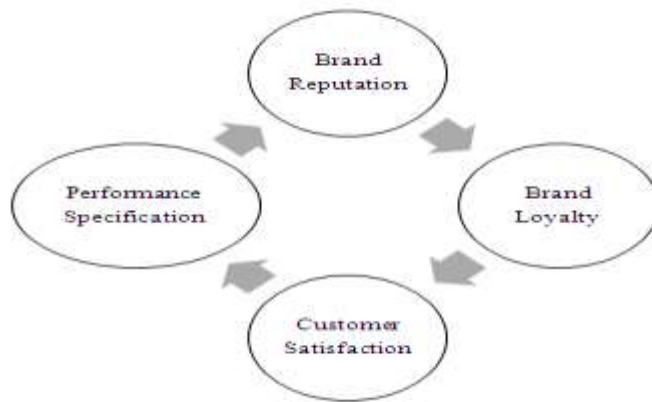
Figure 8. The Relationship between Customer Satisfaction and Brand Loyalty

Reference: Selnes,1993: 20

It is much less costly to main the loyal customers of a brand than finding new ones. An existing strong customer loyalty is a financial entry barrier and dissuading factor for prospective competitors. The reason for this is that it will be challenging as well as cost the competitors time and money to convince loyal customers of a brand otherwise.

Monitoring the place, the times and amounts of products which are bought by loyal customers on the database. Decrease the costs of distribution channels and the cost of keeping material in stock. Furthermore it decreases production costs without having to manufacture numerous varieties and sizes of product.

If the reason why loyal customers buy the brand and it can be enhanced then additional costs which do not benefit the customer can be eliminated. For example if a hotel is frequented by businessmen they will need services such as internet in their rooms and secretarial services. It will not be beneficial to install music systems into these rooms at additional cost.

Depending on the changing trends and the changing demographical characteristics of the consumers the brands they use also change. For this reason brands must determine the changing income of the consumer, technology use, cultural and artistic orientations.

It is necessary for a brand to know why loyal customers buy their brand. Care must be taken in product development. If the brand launches a new product advertising it as more advantageous or more healthy this might cause the customers using the brand to forgo it. For example if a fastfood brand takes changing consumer trends into consideration and adds new items onto its menu such as grilled foods and salads and emphasizes that the new products are healthy and contain a low calorie amount the loyal consumer buying the fried products may think that his choice is unhealthy and give up the brand.

Figure 9. Consumer Loyalty Model

Reference: Dick,1994 : 99-113

With real loyalty a consumer has a positive perception about the brand and buys it. Confidential loyalty likes the brand and recommends it but does not buy it very often. Superficial loyalty will purchase the brand if there are special offers or the cost of changing brands is too high

Reaching out to customers with special sales offers, the application of frequent purchase advantages and establishment of membership groups will make the customer feel special and may enhance brand loyalty.

1.5.3   Brand Associations

Brand association is information which gives meaning to the brand for the consumers or a visual or slogan or any characteristic of the brand which is associated with the brand in the mind. Brand association is based on the differences which distinguish the brand from its competitors as well as the benefits it presents to its

consumer. ''A brand association is an association of functional, experiential and symbolic characteristics''Ballaster,Munuera,2001:38-48. Symbolic benefits express a psychological satisfaction which ensures that the consumer can express himself in his social environment. Experiential and functional benefits originate from services given by the functions of the product such as quality and long term use.

Brand associations have many varieties; the brand name is very important in establishing association. Visual symbols related to the brand can be used to create association. Association can be established with quality tests; for example like the egg test used to demonstrate how toothpaste fights tooth decay. Furthermore, prominent persons can be used to establish association, associations established by consumer characteristics, associations regarding the qualities of the manufactured product and given service, associations involving organizations. Associations can be established through various emotions such as safety and love in the slogan of the brand like in the slogan which declares that a certain bus company will take you to your loved ones safely. Other associations to be mentioned are associations involving the origin of the brand, association regarding the price of the brand, associations using lifestyles. All these brand associations which are in the mind of the consumer establish the image of the brand.
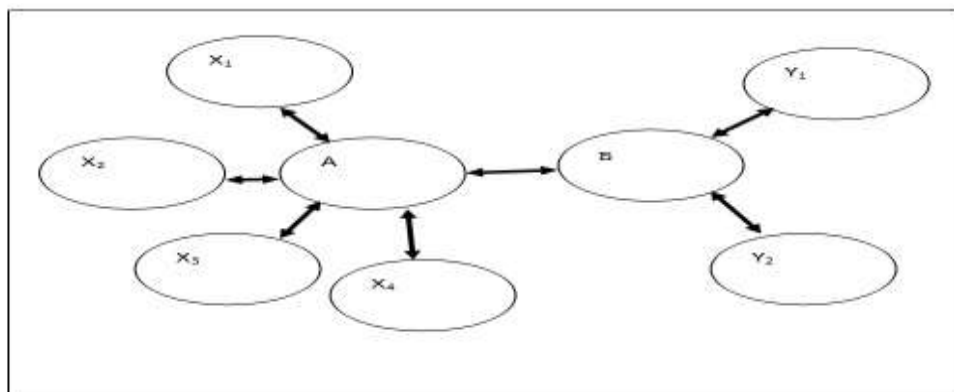
Figure 10. Associative and Memory Theory

Reference: Kahana,2002:828

As observed in figure 10 there is a two-way interaction between stimulation B and memory A. there is a corresponding relationship between memory A and association X_1,X_2,X_3,X_4 Stimulant B is in a corresponding interaction with stimuli Y_1,Y_2. One of the associations of X_1,X_2,X_3,X_4 of the brand reminds of memory A. even

if there is no stimulus B the body will react as if there was one and experience positive emotions about the brand. The opposite is also true. In other words depending on the interaction between A stimulant with the other stimuli we can be reminded of memory A and an association with the brand can develop. For example if a consumer at a sales point encounters a stimulus such as music which belongs to the brand the consumer might be reminded of a time when he was enjoying himself or going somewhere with his friends. With the positive feeling created by this memory the consumer may re-live that moment in the store and feeling happy might buy the brand. A brand association can be established if the consumer associates these positive emotions with the brand in his mind. B

The function of associations is to communicate information about the brand and ensure that current information are remembered, ensure that the brand is distinguished from its competitors, positive emotions about the brand are generated, reasons for buying are established and the way for brand expansion is paved.Aaker ,1991:110-113.

Emotions are established faster and before conscious thought and recall is established through our remembered emotional experiences. According to a study 68% of the companies lost their customers because the customers felt they were being ignored. Temporal,2011:46.

The consumers left the brand for emotional reasons. For this reason the positive brand association in the emotions of consumers is very important.

1.5.4 Perceived Quality

The quality of a brand comprises from fulfilling the expectations of the consumer in terms of the product and services and the resulting experiences, ideas and emotions of the consumer towards the brand. The differences in the demographic personality and cultural characteristics of individuals result in differences in the perceived quality. A high perception of quality by the consumer depends on the product performance and the high quality of the manufactured material, its durability, its place of manufacture, distribution channels, training of the staff, pre and post sales services, the stability of the quality of the brand and appropriate brand communication.

In order to increase the perception of quality the priorities with which consumers determine quality must be identified and those issues should be enhanced. Furthermore consumers should be provided informative messaged which convey the quality of the product.
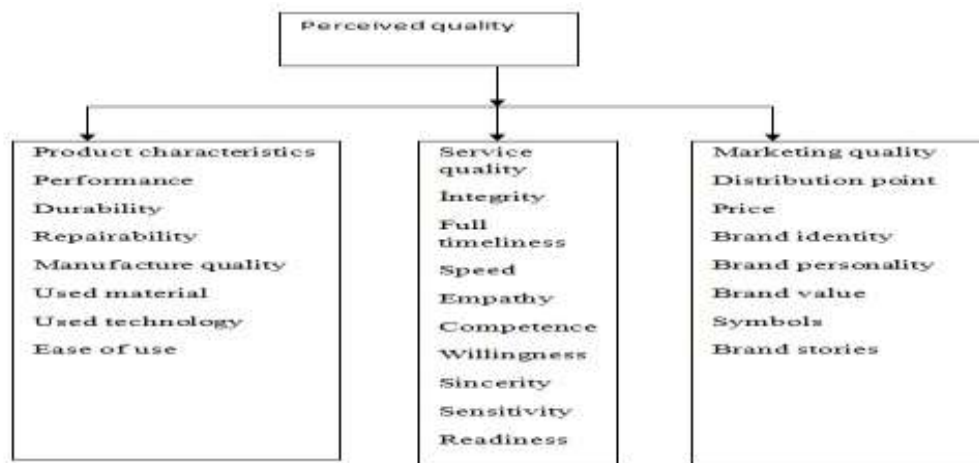
Figure 11. Perceived Quality

Reference: İslamoğlu,2011:71.

''When consumers are not familiar with a brand they use the sensory parts of the brain to make a decision whereas when they are familiar with a brand they decide with the part of the brain which involves emotivity''. Elliott and Percy, 2007;84-86.

For this reason the package of the product must be prepared as indicated in the figure so that customers can see, touch and smell it. Furthermore product samples should be distributed to customers or they should be allowed to try the products.

Guarantee certificates and awards received from relevant, respectable organizations are important factors in ensuring a high perception of quality.

If a brand gets a bad reputation in the minds of consumers it is very difficult to remedy this image. In order to prevent the perceived quality of the brand from being harmed any consumer complaints should be resolved in a short time. The common characteristics of successful brands is that the products and service quality is stable and continuously developed. Long term sales may harm the value of perceived quality. The frequent junk mail which has not been planned well and is sent currently for direct sales purposes over the internet has a negative impact on perceived quality.

Consumers may purchase a brand because of the information they have received about a product from those who are familiar with the product or by relying on the opinions of people who are a part of the group they want to be included in. Perceived quality is particularly important for luxury products. However brand managers should take into consideration that some consumers perceive quality in terms of the functionality of a brand or its symbolic benefits whereas for others this perception may depend on the service ensured by the brand or its price.

Consumer can get an idea about the value of perceived quality from the second hand market of the brand.

Sectors with brands which include enterprises in which perceived quality is considered more important such as those selling pharmaceuticals and products for children and food products should be more diligent.

1.6 Other Brand Equity Elements

1.6.1 Brand Identity

''A brand identity indicates who the brand is, what it does and how it does it''Olins;1990:108. Brand identity is like a donned professional or amateur jersey. Jerseys depict what a person does, where a person is employed, what sports or hobbies he has in an amateur capacity, whether he is a lawyer, doctor, tennis player etc. However, the jerseys worn by people do not depict their personalities. The brand identity is like the visible jersey of the brand; it displays the characteristics of the product, what the organization does, its origin, the sponsorships it supports.
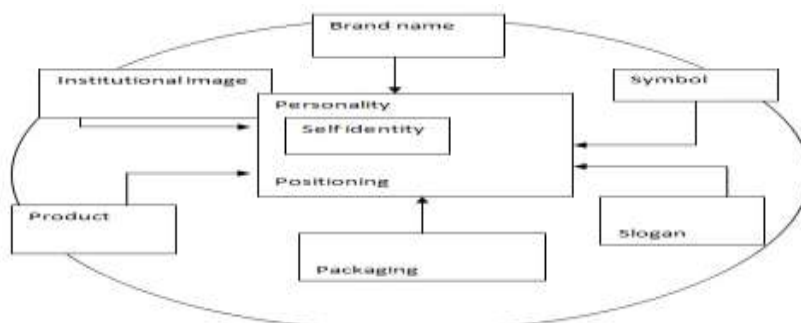
Figure 12. Brand Identity System

Reference: Özgül, 2001:116

The identity consists of visual elements such as the characteristics of the product, the name of the brand, its logo, packaging and it also reflects the organizational culture and reflects its values.

Brand identity is composed of two elements which are core identity and extended identity. The core identity is the essence of the brand. Competition analysis is used to establish self-identity. The strong and weak aspects of competitors and the brand and the self-identity of the brand is established according to the opportunities and threats in the sector. The self-identity steers the strategies of the brand. The extended identity consists of the characteristics of the product and the characteristics which distinguish it from its competitors and is affected by self-identity.

Brand identity types can be classified as single identity, brand identity, supported identity. With Single identities manufacturing organizations and brands have the same identity. With brand identities consumers are not aware that different brands belong to the same organization. With supported identity the identities of the organization and brands are not the same but they are compatible.

An organizational culture must be created by blending characteristics such as contemporary innovation, quality and environmental awareness. A brand with a strong organizational culture ensures the confidence of consumers.
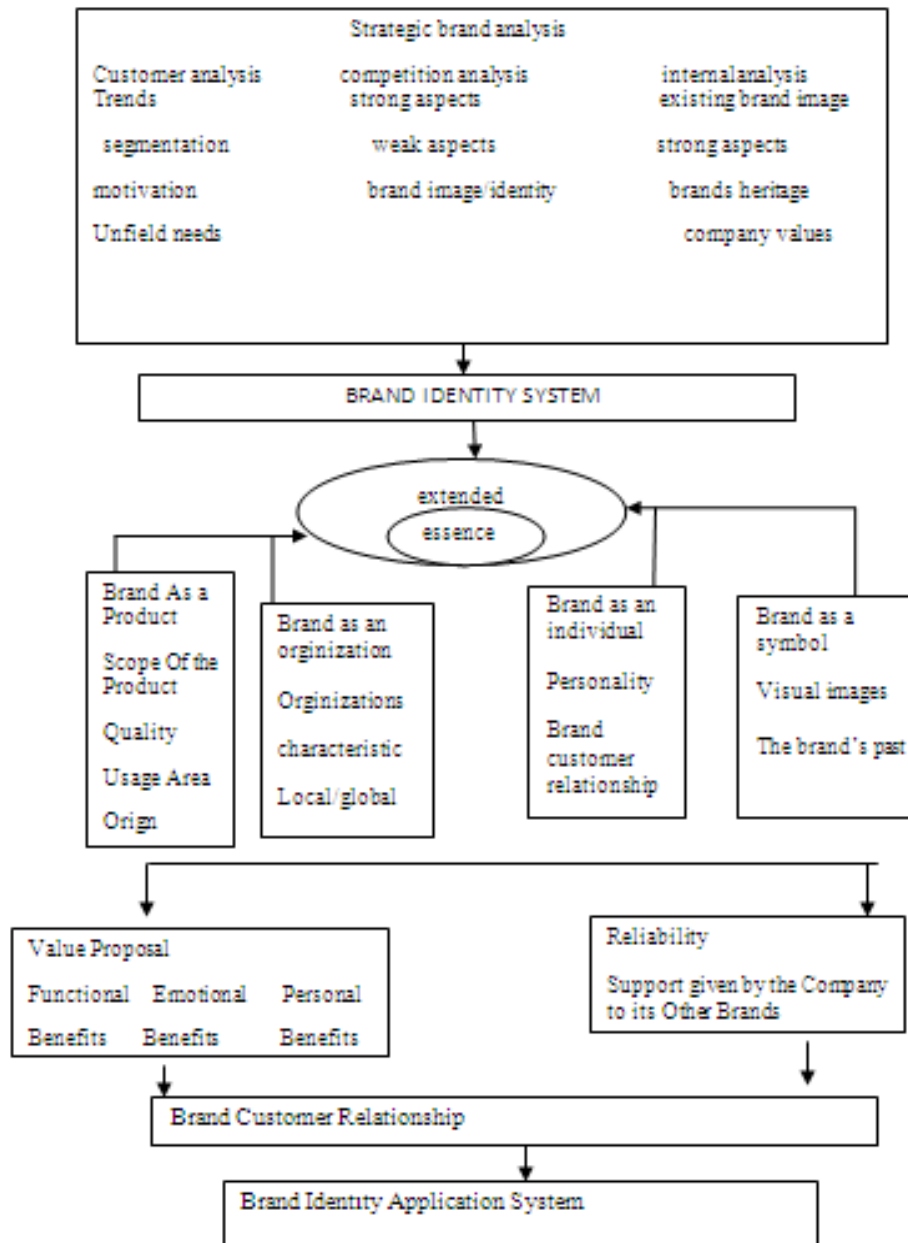
Figure 13. Brand Identity System

Reference: Aaker, 2010: 95.

1.6.2 Brand Personality

Brand personality encompasses characteristics which are uniquely human such as cultural, emotional and cognitive characteristics as well as demographic characteristics. These characteristics complement the characteristics which distinguish the brand from its competitors.

''Perhaps the most basic and strongest reality of customer behavior is showing what we have and what we are.''Belk ,1988:139. In other words we express outselves to our environs with what we buy.

In order to create a brand personality which is suitable for the consumer first the demands, needs and the symbolic benefits expected from the brand by the consumer must be determined. In other wards the brand personality is affected by the thoughts of consumers, their emotions and their life styles. The consumer wants to buy brands which reflect the class he belongs to or wants to belong to.

Brand identity determines how brand and consumer relationships and communication will be processed. The relationship between the brand and the consumer resembles the relationships between people. Some personality traits in people affect other people also. Traits such as being helpful, modern, innovative, creative, warm friendly, independent, strong, determined, courageous, virtuous, innocent experienced, successful, energetic, reliable, fun to be with. People respect people with such personality traits, emulate and follow them. Brands should select the appropriate personality traits and manage the relationship between the brand and the consumers. However numerous brand personalities which do not agree with each other is confusing.

Consumers will buy certain product categories in a social environment because the relevant products are more prominent than others and they can express themselves this way. For example motor vehicles, clothes, beverage brands.

Elements which affect brand personality are brand strategies, prominent spokesmen of the brand, company founders or administrators, brand users, product category, product characteristics, brand advertising, origin of the brand.

Table 1. Brand Behavior and Brand Personality

Brand Behavior	Personality Trait
Frequent changes in the positioning rapidly of the symbols on the product forms and in advertising	⟶ Changing schizophrenic
Frequent sales promotion coupons	⟶ Cheap without culture
plenty of advertising	⟶ Enterprising popular
Strong customer service	⟶ Approahable
Ease to use packaging	
Continuity of characters and packaging	⟶ Familiar comfortable
High price luxury distribution upper class	⟶ Snob multi-faceted
Advertizing in magazines	
Spokesmen issueing friendly advertizing	⟶ sociable
Association with cultural events	⟶ high awareness in terms of culture
Social radio broadcasting	

Reference: Aaker,2010:184

One of the factors which is influential in the success of branding is the stable personality of the brand and the brand personality covers the whole organization. If the brand communication affiliated with the brand personality is unstable the consumers' confidence will decline.

1.6.3 Brand Images

Brand image is set in the mind of the consumer and covers all of the brand elements as a whole. The brand image consists basically and mainly of the visuals and advertising of the brand. The brand image consists of the perception of the consumer and confidence in the brand.''The identity is imposed by the company whereas the image is received by consumers''Nandan,2005:264-278.

Brand image refers to the meaning referred to the brand identity and personality by the consumers. This meaning is dependent upon the demographic cultural characteristics and brand related experiences of the users. For this reason the brand image forming in the mind of the consumer may be fictitious or real. For example an electronic goods manufacturer who is obliged to follow technology may establish an innovative brand image. With this image the brand has the opportunity to expand into different sectors.

In addition customer services and public relations are influential in establishing a brand image. In other words staff outfits, product and service information and generating fast solutions to problems can be counted as inclusive in brand image establishment activities.

MR scans show that most of our decision making processes are rapid and emotional and mainly made in the subconscious and much more intuitive which is in complete reverse to what was previous believed. The undeniable truth is that today emotions dominate over reason. Our emotions are shaped very rapidly and way before conscious thought is established. In fact it has been proved that memory and remembering is the result of emotional experience. The final brand strategy is to establish confidence and loyalty which are emotional rather than rational thoughts.Temporal, 2011:42-43.

It is a long term and consistent effort to create a positive image in the mind of the consumer. Furthermore this effort needs to be commensurate with the brand identity and personality. In addition communication tools which are appropriate for the consumers must be chosen. However a brand image can easily be damaged. For this reason during periods of crisis brands must be managed very well.
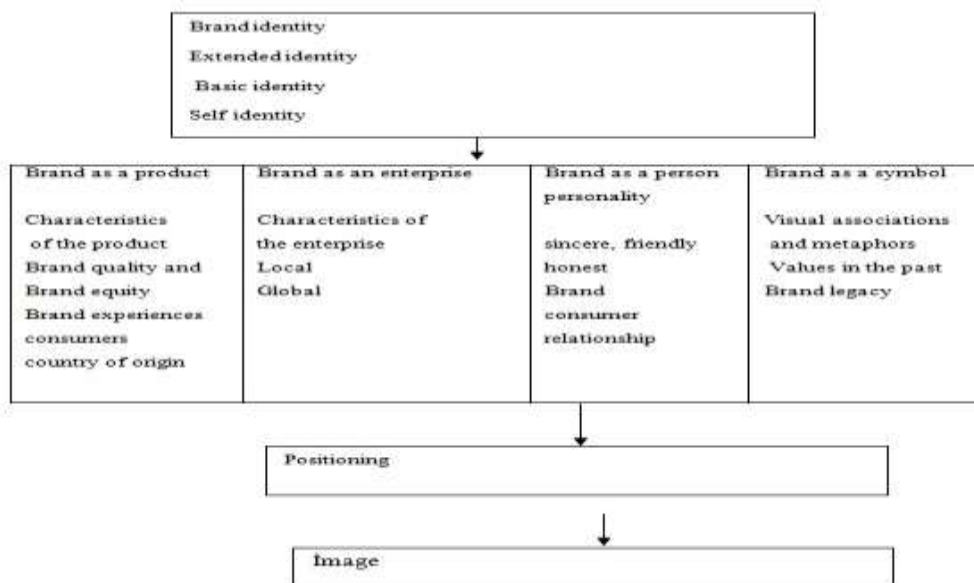
Figure 14. Brand Image

Reference: İslamoğlu,Fırat,2011:122

The contemporary consumer wants the brand to make him feel special and wants to express himself through the brand. Present day products and services are similar to each other which is why it may not achieve an advantage to emphasize the functional attributes of a product. For this reason a brand loyalty must be established and developed with the consumer. This is possible through a strong brand image. If

brands are able to determine what consumers demand from the brand they will be able to direct the emotions and thoughts consumers have about the brand. If the brand image is able to distinguish its consumers then it will be harder for competitors to win over loyal consumers.

In order to establish a positive brand image in customers the brand must be trusted. To achieve this brand must enhance its products and service quality and present certificates from reliable organizations to its consumers. The brand should pay attention to the demands and requests of its consumers and fulfill them and resolve problems in a short time. If the brand can do this it will achieve a positive image with the consumers.

1.7 Branding Strategies

1.7.1 Individual Branding Strategies

''This is defined as giving a new product a different name when the company enters the market in a new category''İslamoğlu,2011:129.

The main advantage of this is that if the product is unsuccessful the risk of damage to the main brand or organization is mitigated.

In the present day brands carry out target market studies and present special products and services on these markets in order to compete. In order to establish a successful brand it is necessary to establish brand positioning and an appropriate brand identity for this positioning. The brand should reach its consumers through appropriate media and distribution channels. This is why individual branding is advantageous. In the mind of the consumer this enables the product to have a special place in the mind of the consumer, establishes an image of specialty and enables the product to reach consumers through special distribution channels.

Brand extension should be realized if it has a special benefit for the consumers of the product. It should not be done just to get more profits for the company. Otherwise the consumer will be unable to choose the product which satisfies him the most among the products of the same brand.

With brand extension the sub-brands may grow and start to harm the main brand. Namely while recognizing the main brand as an expert in a given area brand extension may damage its respectability in the area of expertise. For example if a computer brand which is perceived as high tech extends its brand and starts to manufacture electronic household equipment which require less technology this may harm the image of expertise in advanced technology displayed by the main brand.

Some brand names integrate with the names of their categories or with their consumers. For this reason brand extension does not reach new consumer groups, for example a shampoo brand which does not sting the eyes produced for children has not reached adults.

Furthermore if the products of the main brand diversify in a major way due to brand extension it will become more difficult to control the image of the brand identity. In this case individual branding might be more reasonable.

An organization or brand identity covers long term strategic decisions. Intentional or unintentional changes in the sub-brands have an impact on long term brand strategies. This can be prevented with individual branding.

Individual branding enables the establishment of different associations. For example if two brands belonging to the same company are established it is possible to establish a perception of luxury for users of the high income group and a perception of economy for the middle income users.

Slogans have a strong impact on consumers, slogans emphasize the superior qualities of the brand. Thus individual branding ensures that management focuses on the strong qualities of each brand and establishes an appropriate slogan.

A newly established product may be incompatible with the main brand. This incompatibility can be prevented with individual branding. For example if a luxury vehicle manufacturer manufactures economic vehicles the brand identity and image will be harmed and the brand will not achieve its prior perceived quality. For this reason it is more rational to execute individual branding.

If the brand covers a large consumer and product group the brands of the company can compete among themselves and individual branding also eliminates this negative aspect.

1.7.2 Brand Extension Strategies

''This is defined as giving a new or product group the name of a current brand.''İslamoğlu,2011:133

A successful brand can transfer its popularity and expertise based on long years by giving the same name to its new products. For this reason there is a strong competition among many brands on the international market. This is why the consumer cannot know all the brands and cannot assess the benefits they represent. In such a situation the extension of a well-known brand can be effective in the decision making of consumers.

The product brand matrix defined by portrays brand portfolios in a table. All brands presented by an organization on the market are depicted in a row while the products are shown in a column. The rows of the matrix depict the brand line while each column depicts the product line. The product line displays the association of similar products while the brand matrix row displays the extension potential of the current brand. Keller,AperiaandGeorgson, 2008:304-305.

The factors for a successful brand extension strategy can be explained as follows. The impact of the new product on sales, the impact of the costs to the enterprise regarding brand extension, the impact of the brand extension on the identity and image of the main brand or enterprise depends on whether the consumers approved of the innovation in the product.

Big brands give their names to new products. The brand which gives the name is the main brand. If the main brand has been used for many product groups the brand becomes a household name.

Factors related to enterprise characteristics	Consumer affiliated factors
Size of the enterprise	Association of brand characteristics
Reputation of the enterprise	Perceived quality of the brand
Expertise	Characteristics of the brand portfolio
Reliability	Degree of compatability of the brand with the main brand
Structure of the enterprise	Perceived challenger
Resources of the enterprise	
Financial resources of the enterprise	

Success of brand extension

Factors related to planning

Marketing plan

Time to enter the market

Figure 15. Factors with an Impact on Brand Extension Strategy

Reference: Taşkın,2007:186.

Brand extension reasons are instigated by the desire to grow in the market sections or reach new markets. If the consumers have brand loyalty and confidence in the brand less advertising will be required for the introduction of a new product of a current brand than establishing a new brand. With new products the brand can enhance its perception of expertise with the consumers. Furthermore with new products the brand creates an image of innovation. Brand extension may dissuade competitors from entering the market. A consumer who encounters many products of the same brand becomes more aware of the brand. It is possible to benefit from the research development distribution activities of the main brand. Sales can be directed by placing recognized strong brands in prominent places in store arrangements.

However, if there is a decrease in the perception of quality and expertise of a brand with brand extension this may cause major damage to the main brand and hurt its image in a bad way. For this reason brand extension is a subject which requires detailed studies.

1.8   Brand Communication

''Brand communication is the integration of all communication efforts planned for the application of strategies to realize the objectives of enterprises''.Tosun, 2010:192

Brands communicate with consumers through personal sales, sales development activities (promotions) direct marketing, sales point communication, public relations, advertising, public relations, sponsorship through the use of new media (internet).

Brand communication is closely affiliated with brand positioning. Positioning enables a brand to determine the characteristics to be presented to the target group and helps to understand which characteristics and which differences cause consumers to feel that they need to buy the product. Keller,Aperia and Georgson,2008: 95.

Realization of Product Brand Requirements
Recognizing and Remembering Brand Awareness
Brand Information
Brand Attitude
Intent to Buy the Brand
Facilitating the Purchase of The Brand
Purchasing the Brand
Satisfaction
Brand Loyalty

Figure 16. Brand Communication Objectives: the Dagmar Model

Reference: Colley,1961: 412.

While every phase in figure 16 can be a target of brand communication brand loyalty which is the last phase is the final objective to reach in brand communication.

The number of customers brands can reach through technology and communication has increased, it is possible to access any place in the world. Brands spend intense efforts to be noticed. The most notable effort is the mutual communication between the brand and its consumers. Today it is possible for consumers to find positive or negative aspects about brands without any trouble. It has become mandatory that brands reply to the needs and demands of their customers immediately. This ensures that the brand and customer communicate on a continuous basis.

The brand must establish a communication strategy with the consumer which is appropriate, different and based on consistency. It is necessary to be aware of the demographic characteristics, the life styles, special areas of interest and media preferences of the consumers in order to establish a successful communication.

Previously brands communicated during the process finalizing in the purchase of the relevant products. In this day and age in order to ensure the continuity of purchases brands continue to communicate after sales to establish customer satisfaction, gain the confidence of customers and establish customer loyalty. Among these activities the increasing importance of customer relations, sponsorship, social responsibility projects, the internet in addition to appropriate traditional media are increasingly important.

1.8.1   Advertising

''The transmission of a message regarding a product or idea through communication tools and paid for by an organization to the target group usually in order to convince and activate the target group''.Arens,1986:6

Popular persons can be used to transmit advertising message. Another method is to have relevant experts explain the superior qualities of the brand which will enhance confidence in the target group. Another method is to use regular people and ensure that the target group associates themselves with these people.

Advertising is important because it enables consumers to learn about new products, services and brands. Different usage areas of brands and products are learned. Consumers who compare brands get maximum benefits. In addition advertising informs consumers about the technological developments used by the brands. Consumers are informed about sales points and sales conditions. The cash flow of businesses increases. Thus the brand is able to invest in other areas. Advertising supports distribution channels in terms of sales. Sales are increased and the per unit costs decrease. Advertising enables consumers to change and develop their habits. Thus the living standards of society are increased. While the establishment of new and strong brands is encouraged brands gain respectability. This enables economic growth. Advertising has an impact in the

development and change of society from a social aspect. It draws attention to social issues. Unnecessary expenditures decrease while awareness is achieved.Tosun,2010:278-281

Advertising messages underline functional benefits as well as emotional benefits. Functional benefits emphasize the superiority of the form and contents of the product in comparison with competing brands. In emotional benefits the objective is to affect consumers from a psychological aspect. However the messages should focus on the most prominent characteristic which distinguishes the brand from its competitors to prevent the consumers from experiencing an informational convergence.

In summary advertising uses creative ideas to simplify complex and difficult information and make it striking.

1.8.2 Sales Development

''Sales development are works which are based on starting communication to encourage the purchase of a brand for short term benefits.''Kotler and Keller, 2006:536 The basic reason why sales development is important from the perspective of the brand ;''To increase sales volume. Sales can be developed by increasing the amount of sales for trial purposes, arouse curiosity, create awareness and gain the support of distribution channels''.Cummis and Mullin,2008:48.

Furthermore due to the widespread use of technology the information obtained from consumers can be collected on a customer database which can be used to determine the frequency, times and amounts bought by customers and arrange promotion events accordingly. This has increased the importance that brands give to promotion activities.

We say; there are two ways to develop sales; sales development in terms of consumers and sales development in terms of distribution channels. Sales development in terms of consumers involves the distribution of samples, ensuring a price reduction for a repeat purchase of the brand, lotteries promising awards and distributing coupons towards gaining a benefit in terms of the brand or for something else. sales development in terms of distribution channels.''İnvolve commercial privileges, joint sales development, advertising, commercial competitions or initiatives, supply of sales

point tools and equipment, training programs and dealers meetings''.Duncan,2002:586-587.

A trial was carried out in Louisville University in 1990. The participants were divided into two groups. The first group was informed that at the end of the trial the group would receive a gift. The group was told that this gift was a cooler to keep beverages cold. Together with the second group which received no explanation the groups were presented with nine objects. The groups were asked to evaluate them. While the first group gave the highest values to the cases which they had been told would be given to them the second group which had received no explanation gave the cases approximately the same values Beggan,1992:62.

This trial shows that people value goods more if they own them. For this reason if a promotion event is carried out correctly it can enhance the success of the brand.

1.8.3 Personal Sales

''Personal sales is an elite communication form involving the preparation and utilization of convincing messages promoting sales power and fulfilling the individual requirements of buyers'' Tosun,2010:215

The biggest advantage is that when the message reaches the customer directly there is no budgetary loss. Since the communication effort is directly with the customer the brand achieves more output. The most significant output is finding new customers. In addition the obtained information ensures that relations with the current customers is continued in the best possible way namely the customer is told about any changes in the product and its usage and the customer can be supported when problems are encountered. Furthermore with personal sales information about the activities of competitors can be found out and necessary improvements can be made. ''The salesperson gets the opportunity to transmit technical and complex information to the customer which are difficult to transmit with other methods'' Shimp and Delozier,1992:614

This sales method should be more popular and it can be particularly suitable for brands which sell goods and industrial products.

1.8.4 Public Relations

Public relations is a management function which determines corresponding benefit relations between different target groups and which sets up communications to nurture these relations and establish a reputation for the organization which set up the communication. Cutlip,Broomm and Center, 1999: 4

The objective of public relations is to complement the access gaps in brand advertising. Another objective is to introduce new products at appropriate times and communication channels to the consumers. Public relations also have the opportunity to affect pressure groups and opinion leaders. Public relations have an important role in overcoming rapidly developing times of crisis which need to be resolved properly.

Public relations activities consist of competitions, awards, brand birthdays and anniversaries, exhibitions, festivals, parties, establishing a fan club and resolving customer complaints with continuously accessible telephone lines, determining a mascot and character for the brand, creating plausible stories about the establishment of the brand or founder, establishing web sites, organizing sponsorships which are compatible with the brand image, determination of the communication channels and the messages to be transmitted, ensuring that the brand is mentioned favorably in the newspapers and other communication tools and that articles are written in newspapers and journals about the brand and that social responsibility projects are carried out.Tosun,2010:262-265.

It should be monitored whether these communication activities achieve their targets or not. Under the present circumstances when competition is becoming more intense management of communication activities which ensure continuance of sales has gained importance. Public relations play a major role in this.

1.8.5 Direct Marketing

''Transmitting products, the specific characteristics of which have been defined, to customers without using normal sales venues and intermediaries, customers giving their orders from their locations and delivering the order directly to the customer.'' Nash,1982: 2

Customer requirements are determined through databases. The database of a customer consists of contact information, customer preferences and demands. A great success can be achieved if the correct message is transmitted to the correct customer at the right time as a result of the database. Communication with customers can be maintained through catalogues, telephone, brochures, letters, e-mail, television, radio, automatic sales machines and electronic kiosks. The increase in internet and credit card usage has increased the importance of this communication. This form of communication gives the customer an opportunity to respond.

The benefits are that as a result of mutual interaction with the customer it is possible to make necessary adjustments according to the demands and wishes of the customer and thus a long term relationship can be established with the customer.

The opportunity to sell to a large geographical area is enabled. Since distribution channels are not used the costs are low. The products are distributed to the distribution channels in a supervised way. Thus it is possible to minimize losses due to manufacturing costs, keeping stock available and having products wait.

1.8.6 Sponsorship

''Sponsorship can be used to achieve beneficial commercial potential through a relevant activity or ensure cash or in-kind support for such an activity''.Meenaghan, 1983:7.

Brands serve the community with sponsorship activities while the brand image grows stronger.

''The objective is to establish brand awareness, brand image, earn the right to sell at the sponsored event, draw the attention of the media and earn the appreciation of the public''.Okay and Okay,2005: 44

Sponsorship types consist of individual sponsorship of sportsmen, sponsorship of sports teams, sponsorship of sports organizations, sponsorship of art, culture, sponsorship of the environment, education, health and travel sponsorship.

Selection criteria of sponsorship consist of the target group, activity or image of the objective, single or multi sponsorship, geographical scope, the duration of the event, media coverage density, budget, the measurability of the impact of the sponsorship.Hart,1995:165-173

In other brand communication works a bilateral link is established only with the consumer whereas in a sponsorship there is a triple link between the consumer, the brand and the sponsored activity. This is why a sponsorship activity which is appropriate with the target group of the brand must be selected.

1.8.7 Sales Point Communication

''This communication method endeavors to influence the decisions of consumers to buy at sales points. The high number of unplanned sales proves the importance of this communication activity''.Pelsmacker,Geuns,Bergh,2001: 349

Depending on the number of brands today and the messages they give brands are obliged to enhance their activities in this area because the consumers are unable to remember the brand information.

Sales point communication types consist of sales point advertising, display stands, exhibitions, shelf labels, cash register displays, mobile displays, interactive screens, informative screens, banners, panels, posters, announcements, showcase arrangements.

''The objective of sales point communication is to draw attention, remind, give information, convince, establish an image''.Pelsmacker, Geuns,Bergh ,2001:352-355

At this point it is feasible to touch upon a defect in a store arrangement which Paco Underhill explained as the impact of friction.

When the store is very busy and the customers are standing around the tie rack and looking at the ties they occupy the path and passing customers bump into them. After the third or fourth bump the customers are bothered and leave the tie

rack without buying anything. When this is discovered and the tie rack position is changed there is a significant increase in sales.Underhill,2012:24-25.

For this reason store arrangements, the showcase, the placement of various indicators, the position of the store, the architecture of the store, its color, music, lighting, ventilation are all important details with an impact on sales and which must be given due consideration.

1.8.8   New Media Web

''Communication technologies which use the skills of a new media microprocessor and computer which allows an interaction between the user and information or which mandate this''.Timisi,2003:81Today brands mostly use the internet as a communication tool.

Opportunities ensured by the new media. Brand communication works ensure that the narrow or wide target groups are accessed more easily and with lower costs. With its interactive characteristics the requirements of the target group are known and noticed immediately; the reaction of the target group is transmitted rapidly to the counterpart. The use of new media is becoming more widespread. The fact that user identities and characteristics are determined enable rapid measuring.Tosun,2010:390-393.

With the new media consumers are not passive in terms of products but have become active buyers. They can get detailed information about products, the colors and make changes in the design. These characteristics are the main reasons why the new media is important for brand communication.

A web site must include a product catalogue, sponsorships, communication information, the activities the brand has taken part in and plans to participate in, sales points of the brand.

The objective of brand communication is not only to make sales but to discover the demands and needs of the customer which have not been fulfilled and find satisfactory solutions and present them to the customer with the correct communication tools.

CHAPTER 2

2 CONSUMER BEHAVIOR and THE DECISION to BUY

2.1 The Concept of Consumer Behavior

Consumer behavior is a science which studies how a consumer behaves at sales points or markets when selecting a product, how the product is used and how the consumer assesses the product after use.

Consumer behavior seeks the answer to the question who the consumer is and is interested in the consumers personality, demographic characteristics and the roles they undertake.

Buying differs from person to person and in terms of time it is affected by environmental factors. Furthermore the individuals who buy the product and those who use them may be different. Consumer behavior looks for answers about what, how, why a customer buys a product, when is the purchase made or how frequently, from where is it bought, what affects the consumer at sales points and how the product is used.

Consumer behavior also covers the buying of products, their usage or elimination after use. This is why consumer behavior is a complex and challenging job.

In previous times organizations believed that small organizations were devoured by large ones and brands focused on growth. Today brand managers believe that those who act fast will take the lead. They focus on knowing and satisfying the consumers. They endeavor to notice changes and develop strategies which monitor technology and trends closely. Furthermore brands do not only follow trends, they can

also steer them.

'' In making a purchase decision the product can have a 10% impact on the decision to buy while 90% can account for the services.''Koç,2012:31.

Today brands are not only interested in making a profit, they want to create a brand which has a long term stable success based on the trust and friendship with the consumer. This is possible by understanding consumer behavior and fulfilling their expectations.
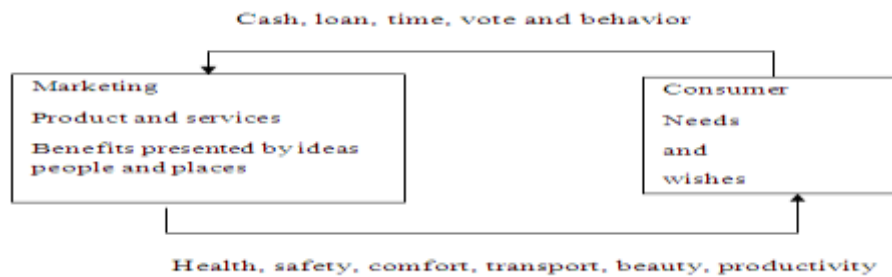
Figure 17. Exchange Process

Reference: Courtlan,Thill and Houston,1995: 5-6

Any changes in the wishes of consumers should be determined and a consumer database should be established. These data must be interpreted correctly.

Abraham Moslow studied the concept of needs and separated them into five groups. Needs start with basic ones and are listed in sequence from very pressing to least pressing. Needs can be listed as physiological, security related, socializing, success and self-fulfillment. In other words these needs are hierarchic, before the need which is least pressing has been fulfilled the next need will not be dealt with.

Our current need ensures that we focus on fulfilling it. Wishes will make us steer toward a preferred product or brand to fulfill the need. If a need is accompanied by a desire and the will of the consumer to buy it, it will have an economic significance for the brand.

However, the person who buys the brand and the person who uses it are not always the same person. For this reason it is necessary to study different roles on the market.
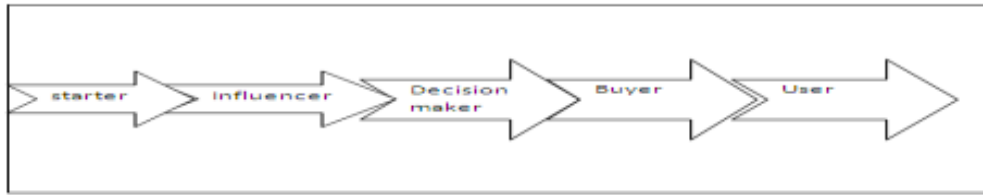
Figure 18. Possible Roles in Purchasing

Reference: Engel, Blackwell and Miniard, 1990:38-39

Purchase behavior is influenced also by environmental factors. For example going shopping with friends or alone or during store sales or during store arranging activities makes a difference.

It is possible to examine consumption in terms of functional benefits and symbolic benefits. For example a product which has long term usage represents functional benefit while a purchase which was made under the influence of the consumer's social environment is a symbolic purchase.

Consumer behavior endeavors to interpret the symbolic and functional meanings with other scientific disciplines.
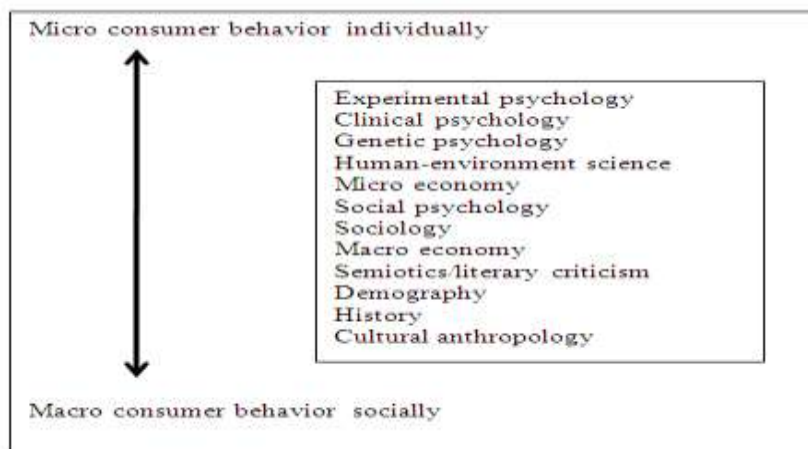
Figure 19. Consumer Behavior Pyramid

Reference: Solomon, Bamosy and Askegaard, 1999: 22

Sociology explores the science of group behavior. Anthropology examines the cultural differences of consumers in different regions. The science of geography is quite influential in giving meaning to consumer behavior; for example in the establishment of distribution and supply channels the science of geography can have a significant impact. Demography and statistics are used to discover who the consumers

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are. Economy can be useful to determine the sales potential and target groups by benefiting from the revenue and income distribution information. Psychology can be used to figure out the personality concepts of consumers.

Factors which influence consumer behavior can be grouped as psychological, sociological, demographic, cultural and marketing of brands and branding activities. Depending on their interaction with each other it is not possible to predict exactly what the reaction of consumers will be. However the factors which influence the consumer to buy can be thoroughly studied and the characteristics and needs of consumers can be pinpointed and if appropriate brands are generated it will be possible to foresee consumer reactions

Figure 20. Black Box Model

Reference: Odabaşı,and Barış,2011:47

In the recent past studies into consumer behavior have gained importance with brands. Endeavoring to understand consumer behavior and invest in such studies ensures success to brands in the long term.

2.2 Factors with an Impact on Consumer Behavior

2.2.1 Psychological Factors

2.2.1.1 Learning

''Learning by consumers consists of perceiving the marketing communication messages sent to consumers, understanding them, being convinced and keeping these messages in their minds and remembering them'' Koç,2012:143.

With each purchase consumers learn a lot about the products and brands. Such as what brand to buy and where to buy it and how to use the product. Learning incurs changes in consumer behavior.

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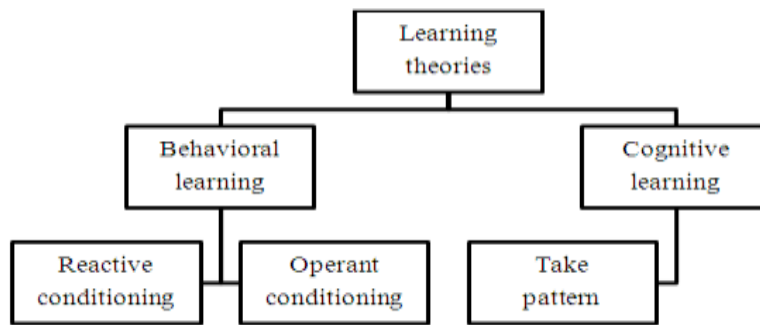
Figure 21. Handling of Learning Theories

Reference: Özkalp, 1995: 73-74.

Reactive conditioning is based on the research of scientist Pavlov. He studied the relationship between learning and stimuli with the experiments he carried out with dogs. In this experiment just before being given a meal a ring tone would be rung. After a while it was observed that on hearing the ring tone the dogs would salivate even if they were not given food. The dogs had established an association between the ring tone and meals and were responding reactively to the stimuli.

Repetition is very important in reactive conditioning because learning increases with repetition. According to this hypothesis the consumer has to be subjected to the stimuli of more than one brand in order to react. For example the repetition of brand intros and advertising are strategies which are used to familiarize a brand.

Brand extension can also be explained by reactive conditioning. Consumers learn about brand affiliations through similarity in packaging, color, logos.

In the hypothesis of conditioning the reaction is not derived only from the environment but from innate stimuli as well. Operant conditioning was explained based on an experiment with mice. Accordingly a mouse was placed into a box with a mechanism which provided water and feed when it was touched. The mouse discovered that when the mechanism was touched it opened. The mouse learned through repetition that it could access food when it was needed.

According to this learning theory the brand must be tried in order for the learning to take place. If the consumer is satisfied with the tried brand he will buy it every time the need arises. The distribution of trial samples by brands and having

consumers try the product can be explained as branding efforts to apply this learning technique.

Cognitive learing is a display of behavior in which the individual encounters a problem and proceeds to find out how to eliminate it without any rewards. According to this theory it is important to give informative messages to the consumer. Especially brands which are new on the market endeavor to influence the behavior of consumers with this learning method.

Take pattern learning is to fulfill a need by observing the behavior of others. In modeling learning is enhanced if there is a significant similarity between the problem, the presented solution, the model and the consumer.

Affiliation between learning types and brand.

According to the concepts of reactive and performative conditions

| Trying the brand | → | Satisfaction | → | Repeated purchase |
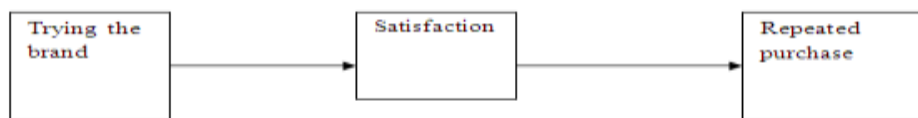
According to cognitive learing

| Significant problem resolution with brand comparison | → | Motivation in terms of a brand preference | → | Repeated purchase behavior |
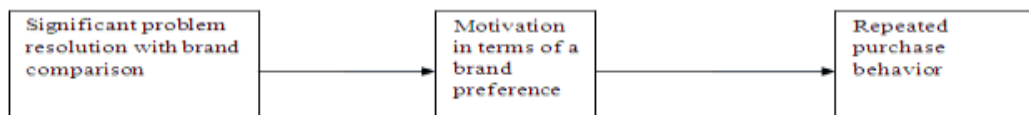
Figure 22. Brand Loyalty According to the Concepts of Reactive and Performative Conditioning

Reference: Odabaşı and Barış,2011: 100

Brands should transform instantaneous learning when it is needed into a process which is continuous with the consumers. Furthermore the relationship between the brand and consumer should be bilateral. It is not enough that the consumer finds out about the brand, the brand managers should become aware of the wishes and needs of the consumers. For example in India consumers will not want to buy meat products because cows are considered holy. A fastfood brand can add non-meat products on its menu and remodel itself to suit the consumers.

Furthermore there is an affiliation between learning and liking. Namely like hearing a melody for a few times it becomes likeable so will the affection and loyalty of a consumer for a brand become more pronounced.

2.2.1.2 Memory

From the perspective of the brand the memory comprises information regarding the brand. Any information about the brand has an impact on the interpretation of brand stimuli.

Thoughts and feelings about the brand incur after information input. These perceptions are maintained in memory and in time they evolve into an opinion about the brand. In other words brand associations incur. It is possible to add new information to the current ones about the brand in the memory. However, this information must be compliant with the previous information.

It is possible to say that there are three types of memories. Sensory memory is established when environmental stimuli affect our senses. It is very short-lived. For example when a consumer encounters a stimulus of the brand and does not need or intend to purchase the product the consumer will not pay the necessary attention to this stimuli. Information about the brand is erased from the memory in a short time. Information in the sensory memory is transmitted to the short term memory. The short term memory will maintain the information for a short time because its capacity is limited. According to various studies it has a seven unit capacity and apparently this is why telephone numbers consist of seven digits.

It is necessary to make many repetitions to transmit information in the short term memory into the long term memory. Furthermore it is necessary to think about the meaning of the information and associate it with previous information. The capacity of the long term memory is extensive. The thoughts, experiences, ideas of the consumer about the brand are maintained in the long term memory of the consumer.

The new information must be consistent with the previously memorized information so that the consumer can associate the new information with the old. It is difficult to change positive or negative information about a brand which has settled into the long term memory.

2.2.1.3 Instict

Instinct can be explained as a behavior which is activated to fulfill a need which has emerged. Instinct is formed within an environment. Many factors such as the cultural values, education and incomes in the environment where the consumer is located at, lives and works have an impact. The following example can be used to explain instinct.

Two classes are established in a school in which the students are told that they are wunderkind and the teachers are told that they are the best two teachers in the school. An examination of the results for the academic year shows that success in both classes had increased. The school principal tells the teachers that this was an experiment and that the students were regular students. In that case the teachers assumed that the success was their result after which the principal tells the teachers that they were regular teachers like the students were regular students and that they had been selected by drawing lots Here the success was induced instinctively because both teachers as well as students were convinced that they were the best.Koç, 2012:195-196
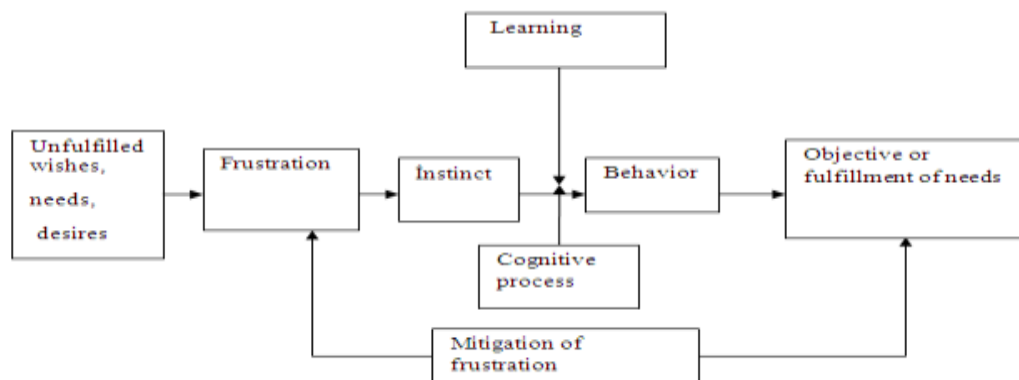
Figure 23. Consumer Behavior

Reference: Shiffmanan and Kanuk,1991:69

Instincts can be separated into primary and social instincts. Primary instincts are comprised of physiological, security, love, belonging, self-realization needs while social instincts are affected by people around us. It is established through learning and modeling.

The symbolic benefits of a brand are social instincts. Studies should be carried out to determine what instincts were satisfied by the product and branding activities should be established based on these instincts. While the primary instinct steers consumers to a certain product category social instincts steers them to brands. For example being thirsty and thinking about something to drink is a primary instinct. To have the same brand of coffee at a place which is frequented by our peers and people around us is a social instinct.

Table 2. Rational and Emotional Purchase Instincts

Rational purchase instincts	Emotional purchase instincts
High quality Low price Long life Performance Ease of use	Desire to be different Desire to conform with others Desire to impress the opposite sex Desire to be strong Desire for prestige

Reference: Stanley,1982: 43

Instincts steer consumer actions. For example a consumer who needs a vehicle will apply to a bank for credit or prefer brands with installment payment plans.

Sometimes instinct can be steered by emotions. Like when a low income consumer undertakes a debt to buy a luxury model vehicle which will give him status instead of an economic vehicle. Actually a consumer is expected to act primarily on rational instinct. The consumer has fulfilled his need for respectability and prestige which are emotional social instincts.

The consumer will purchase a brand because of a benefit ensured by a proposal of the brand or because of the instinct of loyalty to the brand.

2.2.1.4   Involvement

When the consumer is evaluating brands it is very important how involved the brand is with his life style and the amount of benefits to be acquired from the brand. For this reason involvement can be explained as the importance given to a product or brand. Depending on the involvement the consumer may remain indifferent to the stimuli of the brand or pay attention.

Depending on the level of involvement of the brand the decision making process and information searches of consumers differ. If the brand involvement is high this is associated with the ability of the brand to express itself and the high risk to accrue from the purchase of the brand.

Involvement can be separated into two parts; situational involvement develops according to need and its intensity. Once the purchase is realized it is over. Continuous involvement is independent from any purchase procedure and covers a long term. As the level of involvement increases so does the information search and being the person who is consulted.

Consumers with different levels of involvement also have different purchase behavior and decision making processes. For instance consumers with low involvement usually buy brands they know and trust or which have been recommended by their periphery. Consumers with a high level of involvement search for sources to get information and spend more time. Brand managers should enhance activities to increase the involvement levels of consumers.

Studies were carried out in order to measure the success of announcement board and according to the results 17% of people noticed these markings and 12% of them were curious enough to read them and the average perusal time was 2,9 seconds.Underhill,2012:85.An activated signboard draws double the attention of stationary signboard yet the time spent looking at them are the same.Underhill, 2012:101.

As shown by these studies involvement is not established by brand stimuli at sales points, only temporary attention can be drawn.

Highly involved consumer studies brand communication information. For example when buying a computer the involvement of a computer engineer and a person buying a computer for personal use will not be the same. For this reason brand communication should take the involvement levels of the target groups into consideration and appropriate informative messages should be selected.

2.2.1.5 Perception

It is possible to explain perception as using the five senses of humans to give meaning to the stimuli created by environmental factors. All the messages sent to consumers to establish a brand perception, the information and stimuli must be consistent with each other and be presented to the target group as a harmonized and comprehensive whole.

However, consumers have different perceptions. The reasons for the different perceptions are caused by external factors and personal factors. Store décor, lighting, brand and product design are examples of such external factors. Personal factors consist of past experiences and information the consumer has about the brand. For example a brand might spend years trying to establish a positive perception with the consumer but the negative attitude of an employee may destroy the positive image the consumer has about the brand.

Brand perception is also dependent on the risk perception of the consumers. The perception of risk is rather high in the Asian culture. The people of these countries want to touch and buy. For this reason brands which want to sell through the internet may be unsuccessful.

Perceptions are real but they can also be unreal. The overall perceptions of consumers have an impact on the attitudes and preferences regarding the brand. Even if two brands had the same product and their contents were exactly the same because the perception of each consumer is different they can claim that the products have different characteristics.
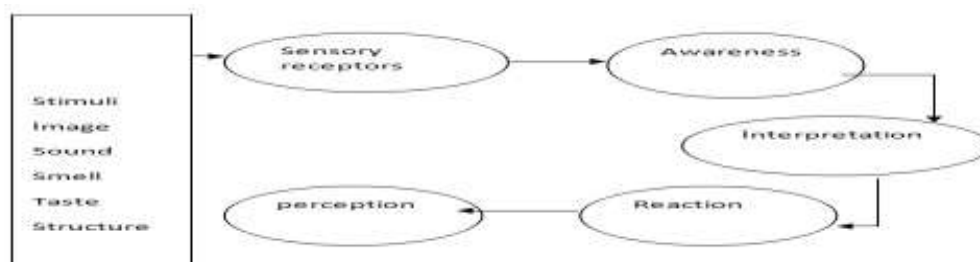
Figure 24. Perception Process

Reference: İslamoğlu and Fırat, 2011: 63

In order to establish difference in the brand perception of consumers many factors such as the name of the brand, advertising, brand sponsorships and store

arrangements must be organized with care. The brand perception should correspondto the characteristics and benefits expected by the consumers. Once achieved it should be maintained and be consistent.

2.2.1.6   Attitude

Attitude consists of the thoughts and emotions of an individual and is projected as a reaction to other people or objects or events whereas brand attitude is affected by brand communication, brand characteristics and the benefits to the consumer. Furthermore brand attitude can be affected by environmental factors as well as habits.

Attitudes are long term, they are difficult to change. They comprise of emotional, intellectual behavior. For example it is very difficult to establish a coffee drinking attitude in the new generations of a Turkish family who have tea for breakfast in the mornings.

Consumer attitudes ensure that information about a brand is established. For example a consumer who has a favorable attitude about motor sports may like a car brand which has won races. This attitude will make him buy magazines, read the brand advertisements carefully, follow the brand and enhance his information about it
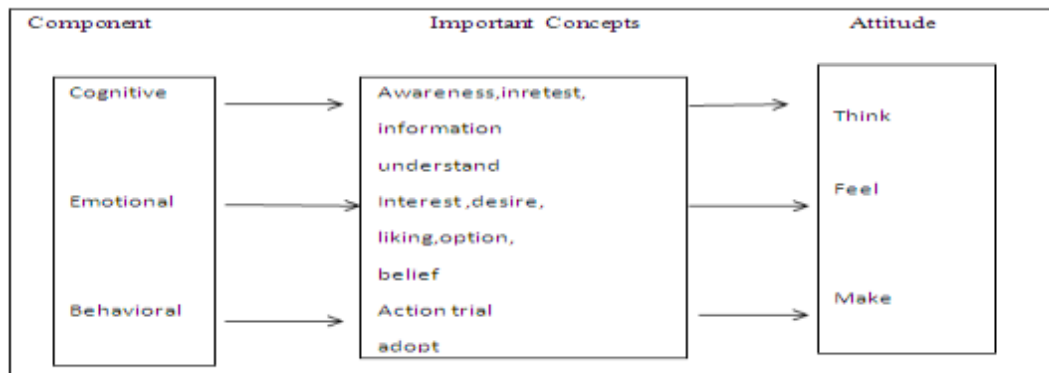
Figure 25. Attitude Components and Attitude Development Process

Reference: Pickton and Broderick,2001:468

The brand attitude of the consumer consists of intellectual information and emotions regarding the brand. Cognitive concepts consist of the information the consumer has about the brand.''Brand emotions can be grouped as new traditions, temporality, herd instinct, links, luxury, incitement, control'' .Grant,2007:99-259.

Most of the brands which are recognized worldwide carry out various activities which require effort and financial resources in order to establish a positive attitude with consumers or to change their attitudes.

In order to equip consumers with positive attitudes about a brand they must be given information about the product and its services as well as its functional benefits.Furthermore to activate a consumer to shop messages with emotional benefits should be given, reasons and awards should be offered for buying.

The fact that the brand is an international brand, guarantee certificates, expert opinions, awards received are very important in establishing a positive attitude.
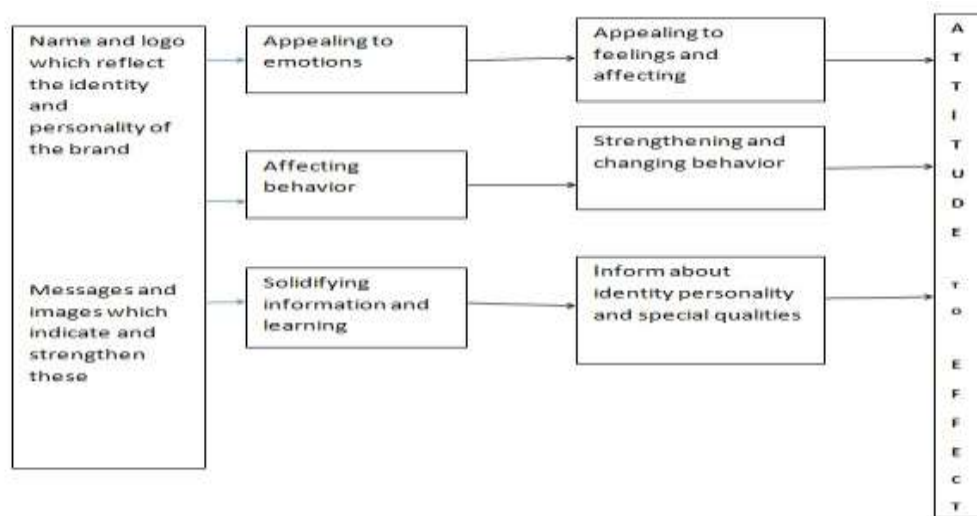
Figure 26. Influencing Attitudes

Reference: Hawkins,Keneth and Best,1998: 250

Similar attitudes are influenced by each other. For example it is expected that a consumer who is careful about his weight is involved in sports, sports products and diet foods.

It is difficult to change a brand attitude. To achieve this an expert to inform the consumer and gain his trust must be available. A new brand must make sure that the product can be tried by consumers. The feelings of consumers should be influenced at the sales points. A brand communication which ensures that the consumer is heard should be established. After sales risks should be minimized.

2.2.1.7   Personality

   ''Personality is a relationship form formed by a person with his internal and external environment which is separate from the relationships established with others and is consistent and structured''.Cüceloğlu,2000:404

   Personality is communication established with other people and depends on how individuals see themselves or how they want to be seen by others. The personality that the consumer has or wants to have has an impact on brand selection.

   The culture of the environment people live in, its physical structure, age, profession, undertaken roles, intelligence, talents are important aspects in terms of personality.

Factors which comprise personality according to Freud
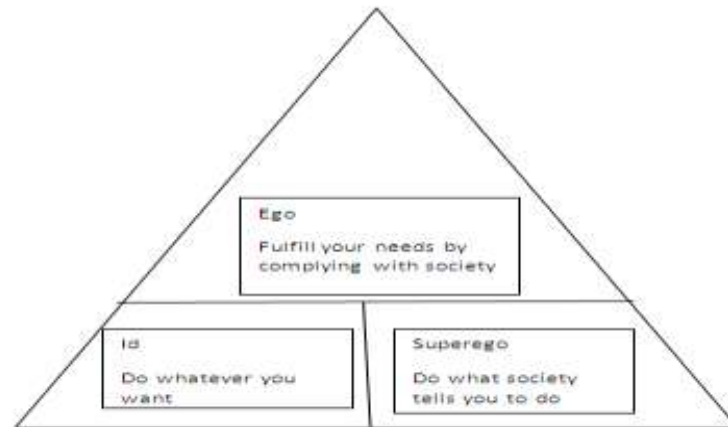
Figure 27. The Three Basic Units of Personality

Reference: Odabaşı and Barış,2011:193

   Id wants to fulfill wishes immediately. The superego consists of social values such as religion and traditions. Ego equalizes the wishes of id and the superego.

   Some societies are superego oriented while others are individualistic, in other words id oriented. This should be taken into consideration when brand related messages are being sent.

Table 3. Some General Personality Traits and Their Impact on Consumer Behavior

Personality Trait	Consumer behavior
Compliant	Products for developing and improving social relations
Aggressiveness	Preference of products which reflect high status and an image of success
Disassociation	Messages which prioritize getting away from stres, individuality and independence
High self confidence	The first to adopt new products, do not shop from the same place
Low self-esteem	Prefers prominent brands shops from the same place
Personal awareness	İmage advertising about product usage reflecting its own image instead of information
Low self respect	Reluctance about new and unfamiliar products and unwilling to take risks
İntolerance	Unwilling to collect information about products prefers run of the mill products
Pay attention to social comparison	Chooses products preferred by others
Enjoys discovery	İnclination towards cognitive advertisements, tendency to search for more information and make riski purchases
Action oriented	İnclined to try new products and brands
Dependent	Positive reaction to communication messages which highlight association and relationships
Reacts without thinking	İnclination to buy based on emotional impulses instead of benefits
Extrovert	Positive feelings about advertisements, negative feelings about advertisements

Reference: Linquist and Sirgy, 2006: 160.

The in table 3 can be used when communicating messages and in establishing a brand personality which is compliant with the target group.

2.2.1.8 Ego

Ego can be described as an individual comparing himself with others and assessing himself. Personality may change but the ego is constant and consists of our skills and characteristic features. Ego can be examined in two parts; true ego is who I am at the moment while the ideal ego consists of the answers to the questions of who I

want to be now or in the future and how do I want to be perceived. '' In fact some consumers prioritize their property so much in terms of their egos that they perceive the property as an extension of their egos .''Belk 1988: 50-52 That is why individuals need brands to explain their egos to others.

Table 4. The Ego Concept of the Consumer

	True ego	Ideal ego
Our own ego Internal ego	How do I see myself	How do I want to see myself
Social ego External ego	How do others see me	How do I want others see me

Reference: Hawkins,Keneth and Best,1998: 430

Individuals strive to eliminate the difference between their ideal egos and true egos. Whether the ego of an individual is positive or negative and whether his dreams to change his life affect the sponsorship which he supports as well as the social responsibility activities affect the brand he buys.

2.2.1.9   Values

'' Values are principles which guide the behavior of people'' Kropp,Holden and Lavack,1999:536-557 The personal and social values of consumers have an impact on the brands they buy. Brand and organizational values should be commensurate with the consumer and the values which avail in the consumer's culture and dispatching appropriate communication messages should be targeted.

Table 5. Intermediate and Permanent Values of Americans

INSTRUMENTAL VALUES		TELEOLOGICAL VALUES	
Ambitious	Affectionate	A comfortable life	internal peace
Open Minded	Obedient	An exciting life	self-respect
Talented	Polite	A peaceful world	social approval
Cheerful	Responsible	A beautiful world	true friendship
Clean	Controlled	A feeling of success	virtue
Courageous		Equality	
Forgiving		Family security	
Helpful		Freedom	
Honest		Happiness	
Creative		Internal harmony	
Independent		Love	
Intellectual		National security	
Reasonable		Pleasure	

Reference: Solomon,Bamosy,Askegaard 1999: 108

We can say; while teleological values are related to the culture we live in instrumental values depict the behavior we have chosen to reach the teleological values.

Factors such as personality structure, culture, language, history, traditions, profession, age, education level are determinant in the establishment of values.

There is an affiliation between values and consumed products. For example Turkish people take coffee or tea in a social environment whereas Russians consume vodka.

Consumer values must be well understood. For example when young people dress in a casual style to earn social approval of the peers this is a teleological values while preferring jeans to appear independent may be an instrumental value. Knowing the values of consumers will shape brand establishment works and communication with consumers.

2.2.1.10 Life Style

Is the way we live. Education, culture, the region, income, age, family structure, values have an impact on our life styles.

''Interests, values, ideas, activities, personal traits, attitudes and demographic variables are used in market segmentation based on life style''.Plummer,1974:34.The views of consumers about brands are associated with life style. There should be a similarity between the life style of the consumers or the life style he wants to achieve and the brand components.
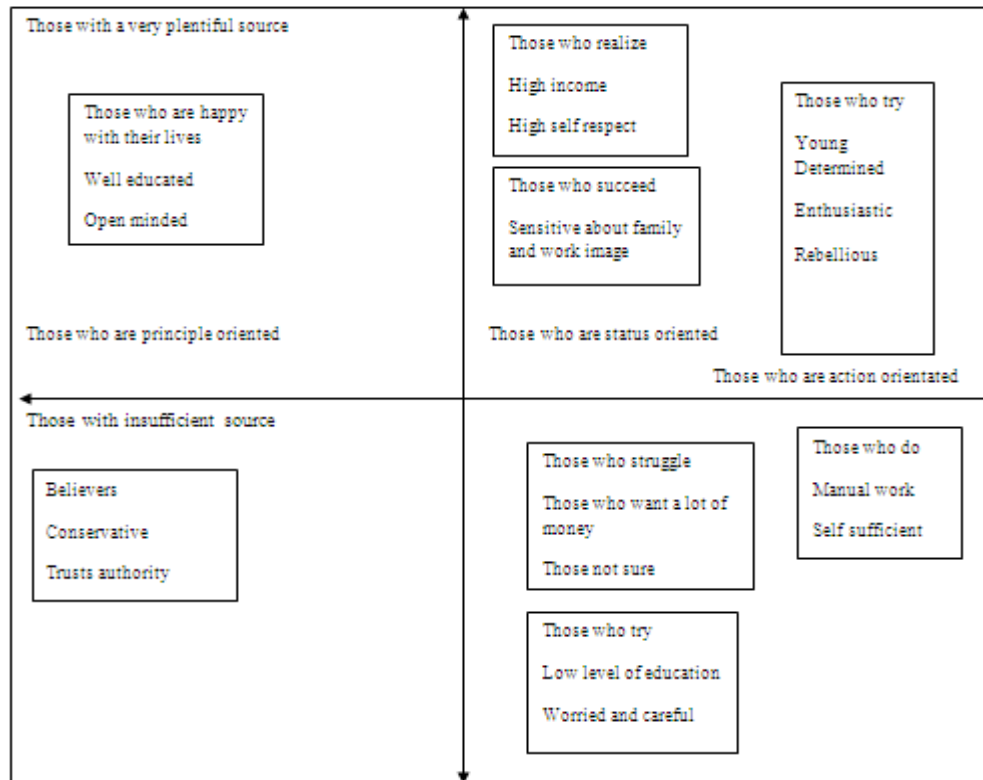
Figure 28. Values Attitudes and Life Style Model

Reference: Koç, 2012:310

In Figure 28 the consumer life style has been separated into two factors. They consist of the resources of the consumer and personality structures. Those with high resources want to display their success to their periphery. This is why luxury brands may be preferred. Those with lesser resources want to avoid a purchase risk and buy the brands they know.

Those who are principle oriented are more likely to depend on their own intellect when they are buying a brand. Those who are status oriented are affected by others while the actions oriented are active consumers participating in various activities. For example they may join sponsorship activities of the brand.

It is possible to exploit life styles when establishing a brand. For example in less developed countries women are not very involved in the work life and since welfare conditions are not very high they prefer economic products. Brands which sell products for women in these countries can be successful if they emphasize low price. On the other hand women in developed countries usually work. They make their purchase decisions on their own. Furthermore women prefer prepared food because

their time is limited. They follow technological developments. Internet shopping is very common. This is why innovative brands which follow individual technology can be more successful.

2.2.2 Socio-Cultural Impacts

2.2.2.1 Consulting Group

Consulting groups consist of people who have an impact on the buying behavior of consumers and who affect their opinions and feelings. Consulting group members may be professionals who have information about a brand or those who have tried the brand.

As show in Figure 29 consulting groups can be divided into two. In the primary groups there is a face to face meeting, a friendship relationship. In the secondary group there may be no face to face meeting and official arrangements may be included.
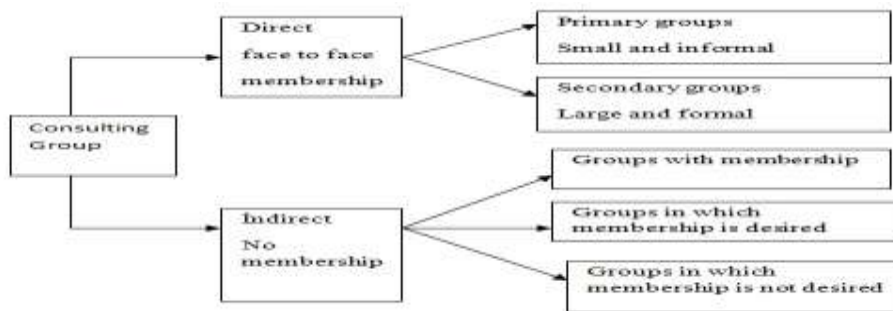
Figure 29. Types of Consulting Groups

Reference: Lamb,Hair and Mcdaniel 1992: 95.

Group members are usually influenced by the ideas of persons who belong to a similar social class. Furthermore it is easier for consulting groups of brands to communicate. They can obtain the communication information of members and communicate in an appropriate manner. That is why the social blogs of brands are important.

The influence of consulting groups in purchasing depends on the affinity of the consumer to the group, the information the group members have about the product and the gains which can be achieved by consulting.

2.2.2.2 Family

The family is a universal, social organization with common consumption and income. Families differ according to the times they live in and according to their culture. Brands should be aware of the family structures in the countries they operate. For example the concept of family is very important in countries with large families. On the other hand the families in Europe have fewer children.

The category of the product to be purchased, the roles of the family members, the family's age all have an impact on the purchase preferences.

The individuals in the family establish different purchasing roles to buy different products. Those who have an impact on the purchase, those who make the decision to buy are the ones who use the product. Sometimes all these roles or some of them can personify in one person. The purchase decision differs according to the roles in the family, the products and the family structures.

If the data and interpretations used to understand and interpret consumer behavior ignore the family concept this can lead to misconceptions. Paco underhill indicates that '' The meter at the door counts bodies and does the counting without taking into consideration that there was no possibility that the family of four entering were going to leave the store with four large screen televisions'' .Underhill, 2012:49.

Another reason why brands care about the concept of family is because particularly the loyalty and trust of the young consumers of the family for the brand will continue into the future and they will continue to buy the brand.
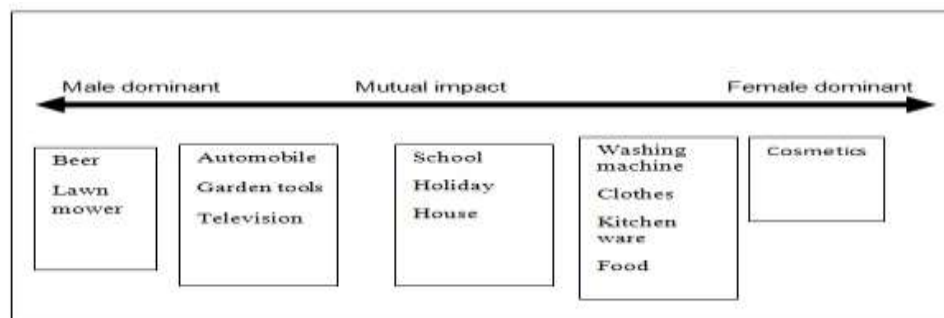
Figure 30. The Impact of Spouces in Family Decision Making

Reference: Kotler,Gary**,** 1997:147

The purchase decisions of a family are affected by the family's income level, education, whether the woman works, the number of children, whether the family is small or large, whether they live in the rural or urban areas, how many years of marriage. Today the most important factor affecting brands is that as women have entered the working life they participate more in family purchase decisions.

2.2.2.3   Social Class

Social class consists of hierarchic differences in society which consist of similar status and income levels.

Social class can be determined based on variables such as education, characteristics of fortune, life styles, saving structures, profession, purchase structures, neighborhoods of residence and purchased products. However product categories may differ in determining social class. For example because they contain symbolic benefits clothing brands may be significant for social classes whereas the brands of consumables such as bread and milk may not be significant in terms of class differences. The individual may not always accept his social class. The social class which a consumer wants to belong to affects the product and brand selections of the individual.
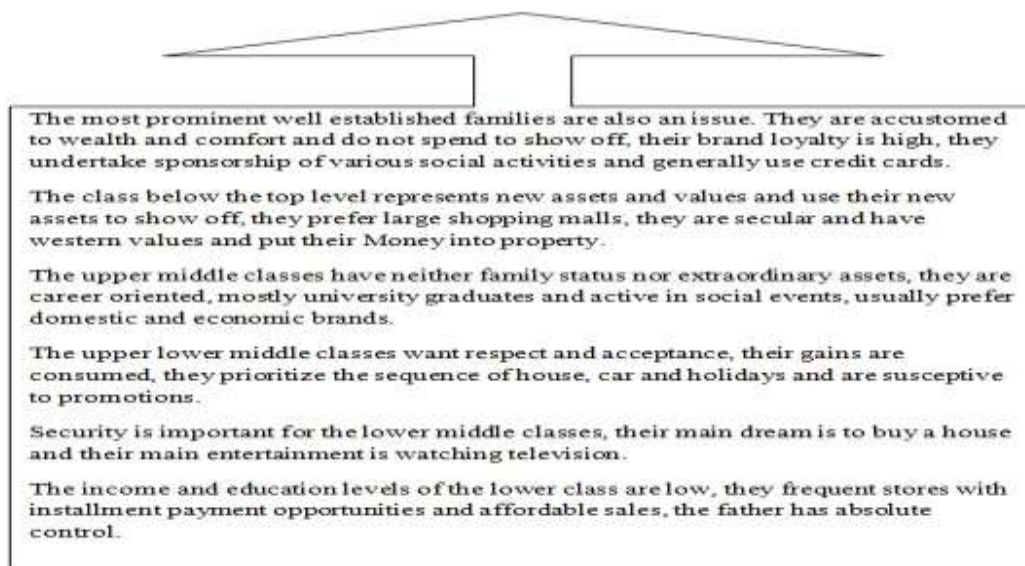
Figure 31. Social Class

Reference: http://www.danismend.com/kategori/altkategori/sosyal-sinif-kavrami/

Duran, **M.** Pazarlama Açısından Sosyal Sınıf Kavramı

Social class is an important factor in which tastes and areas of interest differ. A branding study which is appropriate to the social classes of the consumers must be carried out. Furthermore the distribution channels of brands which appeal to different social classes and the provided additional services should also be different.

2.2.2.4   Culture

The culture of a society consists of the behavior, faith, thoughts and values shared and transmitted by the members of that society throughout history and the products it manufactures. Culture is not static, it is affected by changing economic, social, political conditions. The development of communication tools has accelerated the promulgation and change of cultures.

Table 6. How Cultural Values in America Changed
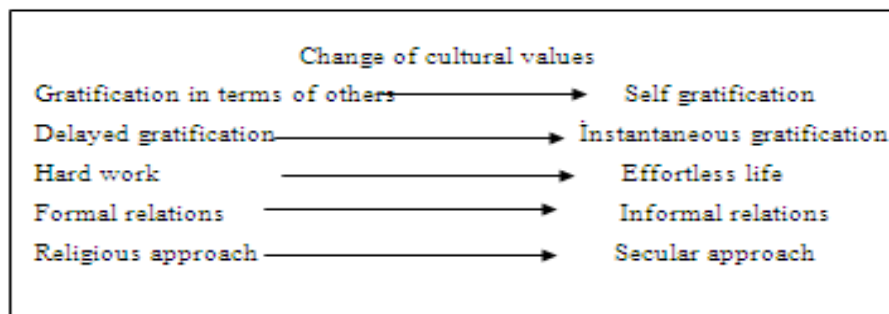
Reference: Kotler, 1980:127

The reasons for cultural differentiation in societies is caused by the dominance of factors such as masculine culture and feminine culture, dimension of control point, power distance, collectivism and individualism, risk avoidance and income levels.

If material values are prominent behavior such as aggressiveness and masculine culture dominate. Humane sensitivity and avoidance of conflict dominate in feminine cultures. People are divided into two groups at the control point which are internal and external. Those who are internal believe that they can change their future. Their desire to succeed is high. Those who are external associate success with environmental factors and fate. Power distance consists of the hierarchic structure of the culture. If the power distance is high opinion leaders, titles, status are important,

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brands are viewed as a status symbol. In collectivist societies the concept of we gains importance, consulting groups are important. In individualist societies it is important to make independent decisions. Brands which present many varieties of products can be successful in such cultures. Brands which present guarantees are popular in societies that do not like risks. Image is important in the upper classes according to income level. Security, economic brands and functional benefits are important for the lower classes.

Table 7. The Elements of Culture and Their Impact on Consumption Behavior

Cultural elements	Possible impact on consumption behavior
Values	Environmental protection values may cause individuals to buy products sold in recyclable packaging
Language	The impact of literary figures on brand names, slogans, their aphorisms about consumption, etc.
Religion	Preference of investment organizations and products, foods etc. claiming to be interest free
Beliefs and myths	Offerings to shrines, not eating ice cream in winter not getting married between two eids
Traditions	Having an arranged marriage. Getting the approval of elders regarding important decisions
Ceremonies	Henna night, circumcision ceremony, etc.
Elements of material culture	Wedding ring, evil eye bead, etc.

Reference: Koç,2012:330

Cultural differences are particularly important with international brands. Culture is important in terms of consumer preferences. Branding may require different products for different cultures, a different style of communication, different distribution channel and different price applications.

2.2.3 Personal Factors

2.2.3.1 Age and Phases of The Life Span

Age covers the period which starts at birth. Psychological age differs from chronological age.

Products differ because of the different needs and demands of the different ages of consumers which they appeal to. In the clothing sector in particular styles,

tastes, following fashion trends differs according to age groups. Brand loyalty is stronger in the elderly consumers because of their experience. Young consumers may need information about brands.

The elderly are challenged in keeping up with new products and technologies. Furthermore people feel an emotional affinity with their age groups.

Table 8. Family Life Cycle

Bachelorhood	Frequently eats out, entertains out, is involved in hobbies, cosmetics, elegant and prominent brand names in clothing, fast moving consumer goods are consumed in small packages
Newly married couples without children	Furniture, electronic goods, ready-made food consumption, elegant and prominent brand names in clothing, fast moving consumer goods are consumed in small packages
Full home young middle aged couple with dependent children	Infant and children's products, school expenses, increase in entertainment and eating out, decrease in cosmetics expenses, consumption products are bought in large packages, house buying, no so much saving
Full home elderly couples with children dependent on 2 families	Improvement in the financial situation, not affected by advertising, consumption materials are bought in large packages, food costs are significant, course costs of children
Empty nest, couples whose children have left home	They are homeowners, they can save, they are interested in travelling, they can allocate funds for gifts and charity work, they buy luxury products, medical equipment, spend a lot on health
Elderly man or woman struggling to stay alive	There may be a decrease in income due to retirement, medical expenses are significant, they want to buy affordable products and only buy essentials

Reference: Fodnes, 1992: 8-18

The areas of interest and needs of each age group are different. Defining potential customers of particular products of brands in terms of age groups and geographical distribution, gains importance in brand establishment strategies.

2.2.3.2   Gender

Gender differences cause differences in brand product preferences. The difference in purchase behavior is mainly caused by psychological gender differences

and can be explained in terms of masculine and feminine characteristics. Masculine characteristics consist of independence, concealment of emotions and objective behavior. Sympathy, liking art are feminine traits.

Consumers buy brands which are commensurate with their gender. Furthermore while men receive messages which involve reason about brands, women give more attention to emotional messages. Men make their purchases rapidly at the sales point while women peruse a lot and their purchase is influenced by esthetics. They listen to the recommendations of their friends. Brands usually target men with electronic goods, automobiles, household repair products and women with products involving cosmetics, cleaning. However, now when women work they have started to spend with their income whereas men have started to shop for daily household goods.

2.2.3.3   Education and Profession

Education changes the beliefs, values and behavior of consumers. With education consumer awareness is enhanced and differences in product and service demand incur. For example the selection of outfits and shoes by a consumer who works on a building site as an architect and a consumer who works as an administrator in an office cannot be the same.

The profession of a consumer has an impact on his social status and areas of interest.

2.2.3.4   Economic Status

Economic status is dependent on spendable income, the stability of the income, being made redundant, the time the income is obtained as well as savings. Consumers with limited income are particularly sensitive about the price of brands, they follow sales, promotions and installment payment opportunities closely. After they fulfill their essential needs they demand luxury products and brands.

2.2.4 Consumer Purchase Decision Process

The purchase decision process of the consumer is not the same for every brand. For example if he has been satisfied with a previously bought brand he may proceed to the purchase decision phase directly for the second purchase. The phases of the purchase decision process can be defined as determination of problems, information search and post purchase assessment.

Many factors have an impact on the purchase decision process; they are defined as situational influences. Situational influences can be grouped as physical impact, social environment, time dimension, objective dimension, emotional state, facilitating elements.Odabaşı and Barış,2011:334-339

Situational influences are advantages presented by brands which have the intention of affecting the consumer's decision such as promotions or sales events presented by brands. Other influences are physical such as features originating from the store ambiance such as lighting, sound and friendliness. Social ambiance consists of people who influence consumers such as sales staff, friends. The time dimension is related to the time the consumer allocates to shopping. In the present day consumers are pressed for time and they prefer to buy a brand they know without startin a research and shop on line. Another issue which involves the time dimension is increased shopping during special days like the New Year and various celebratory occasions. The objective of shopping is to buy gifts and purchases for personal use. Arranging packaging promotions for gift products may be a reason to prefer a brand. Facilitation elements consist of credit card usage, delivery times, installment payments, opportunity to shop from home. In addition information and guarantees is given by brand during the shopping.
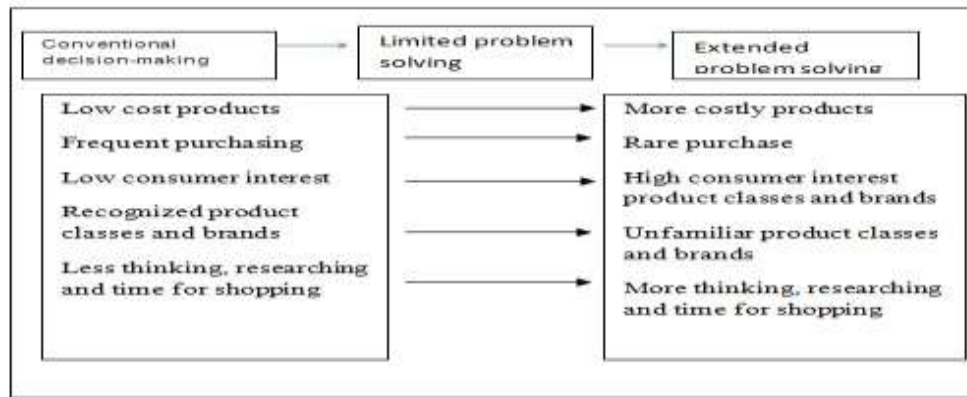
Figure 32. Phases of the Purchase Decision Process

Reference: Solomon,2004:295

Usually brand dependence is involved in conventional shopping. The consumer relies on his knowledge about the brand. Such products are low priced and frequently bought.

There is not much information about a brand with limited problem solving. A comparison is made. Purchases can be increased if additional benefits according to consumer demands and needs are realized and informative messages are given.

Extended problem solving is either costly or involves brands which are new on the market. The consumer will evaluate other brands, demand information and spend excessive time. Presenting the opportunity to try the brand and give guarantees, reach consumers through special distribution channels and communication styles and establish an expert sales team can be effective strategies.

2.2.4.1   Becoming Aware of a Problem

The primary phase of a purchase decision is the emergence of a need. The reasons for the emergence of a need can be caused by internal or external environments. For example the wear and tear of the household furniture is external but replacing them with trendy new furniture and feeling happy about it is an internal need. Some needs are felt immediately whereas others are not noticed. For example a consumer who has replaced his old car with a new one may claim that he bought the new car for its functional benefits but may have bought it for the prestige it represents.

Reasons for purchasing consist of the malfunctioning of the current product, remaining insufficient quantity, it is outdated, the new product has additional beneficial features, income has increased, the brand has presented advantages such as sales or promotions or a gift is required on a special occasion.

However, a purchase may not always realize because a need has emerged. Necessities are prioritized.

New brands can emerge and be successful if there is no product on the market which fulfills the consumer's need exactly.

2.2.4.2 Information Search Phase

During this process the consumer searches and studies correct information about the product he intends to buy. If there is no brand the consumer is loyal to or it is not easy to reach a brand which satisfies him the consumer will study the brands. It is possible to mention two types of information research which are internal and external. In internal information research the consumer will apply to previous information and experiences. External information research involves consulting with various external sources such as friends, brochures and the internet. The consumer relies more on information sources which he believes have no commercial interest.

The consumer also wants to get information on new products through technological developments. However there is a cost for information research such as receiving training about products and their usage and the time used to access information.

Information research time is shortened with the brand guarantees, provided services and the fact that the organization is reliable. With the spread of the Internet accessing information about brands has been facilitated.

Furthermore customers look for some criteria in products. It is important for branding purposes that the priorities of the criteria consumers look for in a brand are understood. While the demand for information of higly involved consumers is high summarized graphic information can be presented to consumers with low involvement and minimum information search.

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2.2.4.3   Assessment of the Purchase Decision Phase and Its Aftermath

A Consumer who is looking into alternative brands will do so before shopping or make his decision at the sales points. In this case the visual elements of the brands, convincing messages, expertise of the sales staff, shelf and store arrangements gain importance. During the purchase phase the consumer decides on the brand to buy, how much, from where, when, under what conditions or the consumer buys a small amount to try out the brand.
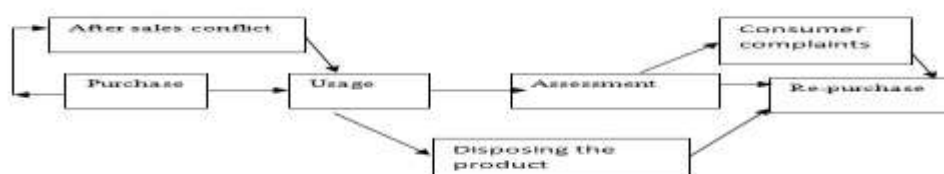
Figure 33. Post Purchase Consumer Behavior

Reference: Hawkins, Best, Keneth, 1998: 608

The consumer may get a negative image of the brand if the purchased product does not deliver the expected benefits; this is particularly valid for the food sector involving products with past sell-by dates and faults in durable consumer products and gaps in service delivery within the scope of guarantees, if the product is unavailable in stores or its delivery to the customer is delayed.

Listening to consumer complaints after the purchase has been made and eliminating the complaints with diligence and speed develops brand loyalty while new inputs for better quality products and services can be ensured.

During recent years sales on the internet have achieved many advantages; brands which gain through costs with direct sales can apply discounts to consumers. The consumer who shops from the comfort of his home can design the product himself in the virtual environment.

Packaging with versatile use and which keeps the product viable for an extended period is important.

If consumers are satisfied after a purchase they will recommend it to their periphery even if they do not buy it themselves.

2.3 Consumer Trends

2.3.1 Positive Life Style

It is believed that this trend is based the choices we make for a healthy life and life style. Organic products and exercise are becoming more important as a result of this trend.

Organic products cover a wide variety of products from food to cosmetics, from toys to clothing and office equipment.

Organic product brands inform the consumers where the food comes from, how it is grown, how it has been processed. Information throughout the world is accessible to the consumer through the internet.

Consumers who buy organic products are able to prevent farmers and companies from using chemical and thus are able to protect the environment.

In the beverage sector this trend has increased the consumption of additive-free and natural fruit juices, herbal teas and buttermilk. The sales of carbonated beverages is decreasing.

With increased urbanization consumers are struggling with stress and weight problems due to a sedentary life style. For this reason the number of people joining exercise and various activities to relax is increasing.

Preventive health methods to maintain fitness are developing rapidly all over the world. Consumers with weight and health problems make increasing demands for low calorie and low cholesterol products as well as products for diabetics.

2.3.2 Eastern Style Life Style Trends

The eastern philosophy consists mainly of the philosophy and traditions of India and China. Mankind prioritizes the existence of nature and targets happiness.

The spa salons which are a part of eastern life style as well as incense and candles which emit a relaxing fragrance have entered many homes and places of

business. In fact meditation and yoga rooms have been established in many malls, work places and gyms so that people can try to shed the stress of the day and relax.

The interpretation of eastern culture is reflected on life style. This in turn has an impact on purchases preferences. The eastern style has the most impact on the household decorations and furniture sector. Many prominent brands decorate their stores according to this style. Furthermore this trend also influences the selection of comfortable simple outfits, exercise and food product selection. For example food stuffs from the eastern culture such as green tea and sushi are among products in demand.

2.3.3   Minimalist Approach

Minimalism is a new consumer trend in which simplicity and multi-functionality are prominent. This trend translates into ease of use, simplicity, practicality and multi-functionality in products. The reason why this trend is currently popular is because the products fulfill many needs and consumers prefer small homes.

People prefer easy to use products which contain many functions particularly in technological products. For instance it is desirable that mobile phones can take pictures or that the television can be linked to the internet.

Simplicity and multi-functionality covers a wide variety of products from technology to fashion and from decoration to packaging. In order to simplify technology so that the public can use it and manufacture efficiently designed packaging requires the employment of creative people and experts.

Today many prominent brands are endeavoring to overcome the impact of the recent global economic crisis with a minimalist approach style. For example they design more simple economic products instead of expensive and big products in the jewelry sector.

2.3.4 Sensitivity to the Environment

Environmentally friends manufacturing activities which cover the manufacture of products fulfilling the needs and demands of consumers until the product has been used.

The objective of this trend is the effective use of gradually decreasing natural resources and display sensitivity to the environment. Current consumers apply pressure to environmentally aware brands to take precautions which are sensitive to environmental responsibility and undertake sponsorship activities.

Many brands are involved in this area; major brands manufacturing electronic goods produce products with minimal energy and water consumption, some brands used recycled material for the packaging or do not use packing. Thus a consumer can come with a container and buy the amount of product he needs.

2.3.5 Temporality

Time has become more important to people. Developing technology and communications have ensure people the opportunity of free time. There is a desire to use this free time in the best possible way. Brands offer their consumers many activities such as the cultural and sports events they sponsor.

Another concept involving temporality is the desire to shop fast and have consumer complaints resolved in a short time. This demand has generated development in the communication and post sales service activities of brands.

Now that women work less time can be allocated to shopping and this has made ready and easily prepared foods popular.

The development of technology and communication offer advantages brands in many areas. Brands have the opportunity to interact with their consumers anywhere in the world without taking the concept of time into consideration. However the number and prevalence of communication channels makes it difficult to protect the brand image.

2.3.6 Desire for Comfort

In parallel with the increase in income, technology, communication and transport consumers have been introduced to products which ensure facilitation and comfort. They also demand these products. In addition the variety, unit sizes, designs and contents of these products have diversified.

It is necessary for brands which want to compete internationally to provide appropriate products at the appropriate time with appropriate communication in appropriate stores for their consumers.

The use of credit cards and the availability of the internet and transport which facilitate purchasing have become more common. Thus it is possible to shop comfortably anywhere in the world. Furthermore the current information era has increased the need for educated people. Since educated people have a more prominent income they also demand a more comfortable life.

If a new product is different from the current products or ensures more benefits the consumers will generally view these comfort ensuring innovations favorably.

Contrary to the branding strategies of the past when brands produced a limited variety of products the brands of today research the demands of their consumers and compete to establish an appropriate product and brand to fulfill the demands of consumers.

2.4 Foreign Brand Consumer Affiliation

There are numerous factors why consumers may prefer foreign brand products. The basic factors can be listed as quality price guarantee and servicing, the impact, prestige and expertise in manufacturing of the country of origin.

It is possible to say that the image of a country attributed to a brand depends on the economic structure of that country, its level of development, culture, history, traditions and use of technology. Brands with high sales shares are usually from developed countries. The image which consumers have in their minds about the countries plays an important role in the emergence of this situation.

A consumer who has no knowledge about a brand but has an idea about the relevant country makes his purchase decision based only on the image of the country. While the image of a country can have a positive or negative impact on a brand so can the brand name have a positive or negative impact on the image of the country.

Since there are many brands on the market country image has become a significant factor as an alternative way to decrease the number of brands. In addition from the perspective of the manufacturer, having a positive country image gives a manufacturer who wants to expand his brand abroad a significant advantage.

When mentioning the image of a country in the mind of a consumer it is also necessary to mention the expertise of that country in terms of manufacturing. The positive image in the mind of the consumer regarding that country is a factor which may affect the value given to the brands of that country. This factor is affiliated with whether the perception in the mind of the consumer regarding the quality of the brand is positive or negative.

If there is a positive country image in the mind of the consumer regarding the brand this gives the company a great advantage in competition.

The political, economic and historical relationships between countries have a significant role in establishing positive or negative country images. For example if there is a long standing friendship between two countries this will have a positive impact on the attitudes of consumers towards the brands of those countries.

Furthermore, no matter how quality products are manufactured by a country if a consumer has a negative attitude towards that country for any reason the characteristics of the brand may appear unimportant at this point. This is caused largely by a significant impact of ethnocentrism.

The concept of ethnocentrism consists of ethnic nationalism being reflected on purchase behavior. Ethnocentrism is caused by differences between cultures and personality differences between individuals. People with high feelings of ethnocentricity are more inclined to use domestic products and products of nations who they perceive with affinity through historical ties.

The demand of consumers for foreign brands in less developed countries is more common than in other countries. The main reason for this is that the consumers believe foreign brand products give them prestige which is valued by the consumers.

Another factor which is influential in consumers preferring foreign brands is culture. While the essential culture is influential in the purchase it is also possible to talk about the impact of a cultural adaptation. It is observed that people who travel often or live abroad are more likely to prefer foreign brand products. In addition curiosity about western culture which is deemed more attractive than eastern culture has influenced the consumption habits and life styles of the consumers which is reflected in their purchase decisions.

The development of technology triggers globalization every passing day which means that brands must make an extra effort to reach consumers. Companies that want to establish a global brand must establish brand familiarity and be accessible. While a consumer who is familiar with a brand does not display any attitude towards a brand he does not know, trusts the brand he knows and uses and takes this into consideration when he makes his purchase decision. Brands which are always available to the consumer are more popular brands.

Consumers associate life styles which reflect western civilization as equal to modernity. Consumers who want to have a western life style want to buy forign brands because foreign brands are associated with modernity and superior technology.

The trust felt for a brand covers the cognitive and emotional affiliation of the consumer from the brand.

Establishing a trust for the brand and investing in the future of the brand which will enable the brand to acquire new customers is a very important strategy.

Creating more satisfied customers will enhance trust in the brand even further. As a result of trust in the brand the brand loyalty of the consumer will increase.

Product development and differentiation ensures success in competition. Foreign operations make big investments in research-development activities. They study the demands and wishes of consumers and deliver numerous alternatives. Today the success of brands depends on manufacturing creative, innovative products and services which are commensurate with customer demands and trends and delivering

them to consumers with efficient brand communication. Foreign brands which monitor the changing conditions, fashion and trends diligently in the ready-to-wear sector and deliver plenty of product variety and alternative prices are particularly successful.

CHAPTER 3

3 A FIELD STUDY ENDEAVORING to DETERMINE the FACTORS AFFECTING CONSUMER'S PURCHASE DECISION on FOREIGN BRANDED APPAREL PRODUCTS

3.1 The Objective and Significance of the Study

As a result of globalization and communication technologies many international and local brands compete on the same market. For this reason the benefits and advantages presented by the brands to consumers are important.

In the past brands focussed on growth in order to become successful; nowadays they fulfill the demands of consumers and focus on resolving the problems of consumers quickly. Brands which notice the change in consumers and follow technology and trends closely are successful.

Furthermore in order to be successful brands are obliged to create differences between them and competing brands. Differentiation is ensured by creating a positive brand image which appeals to emotions and reason. On the other hand nowadays it is very easy to harm a brand image with the abundance of communication channels. To prevent this it is necessary to enhance the quality of products and services continuously, obtain guarantees from reliable organizations, provide high quality after sales service and reach the consumer through appropriate communication and distribution channels and establish a stable brand communication.

A brand is a way that a consumer can express himself. A consumer wants to use brands which reflect his social class or the class he wants to be a part of. Consumers believe that the western lifestyle is modern which is why they may prefer foreign brands from such countries.

Product development and differentiation in service enables success in competition. Foreign brands make significant investments in research-development activities. Foreign brands which monitor the changing conditions particularly in the ready-to-wear sector as well as fashion and trends and deliver many alternative models and prices to their customers are successful.

The objective of this study was to determine the factors which made consumers prefer foreign brand products when buying clothing and measure the impact of these factors on purchasing behavior. In addition, the study endeavored to manifest the difference why consumers bought (preferred) foreign brand products according to demographic elements.

The intention of this study was to determine what brand managers selling foreign brands in Antalya had to look out for in the branding process.

3.2   Data Collection Method

Data which was required for the study was collected with a survey method. A questionnaire form consisting of 3 parts was prepared for this purpose. The first part of the questionnaire consisted of questions of a general nature and the second part consisted of the main questions which were prepared in order to obtain data to be used in the hypothesis tests with a 5 point Likert scale (1: definitely do not agree 5: definitely agree). The final part contained questions with the intention of revealing the demographic profiles of the respondents such as age, gender, education, etc..

After the scale was completed a pre-test was applied to a consumer group consisting of 30 people in order to check the comprehensibility of the questions and the questioned were modified in line with the obtained feed back.

The likert scale which is a collation technique is the most commonly used attitude scale. The reason for this is that it is easier to developed likert scales than other scales and because it is very usable. The advantage of the Likert scale is that it is adaptable to various attitude objects and the measurable dimensions of the attitude enable the facilitated calculation of both the direction as well as the grade. Tavşancıl,2006:139

At the end of the analysis 0,78 was used as the Cronbach alpha coefficient to measure the reliability of the scale used in the study. The results indicated that the scale was highly reliable.

3.3   Target Population of the Study and Sampling

The target population of the study consisted of consumers 18 years of age and over living in Antalya province. According to the results of the TÜIK address based population registry system the population of Antalya province was 2.158.265 in 2013.

The aim of the study was to have a 95% confidence level with a $^{+}$-%5 error margin. Accordingly in situations where the target population was more than 500.000 the size of the sample had to be at least 383 persons to justify the calculation with the tolerated error amount. The sample for the study was determined as 500 persons in order to achieve substance of data.

The study was carried out at daytime in the food courts of 7 shopping malls in Antalya province (Deepo outlet AVM ,Laura AVM ,Antalya Migros AVM ,Shemall AVM ,Terracity AVM, Özdilek AVM, Mark Antalya AVM). The respondents were selected with simple random sampling method and included in the study. Since the interviews were done face to face it was possible to analyze all 500 questionnaire forms.

3.4   Limitations of the Study

This study was carried out on the consumers who bought foreign brand ready-to-wear clothing in Antalya. The main limitation of the study consisted of the cost which was incurred by the coverage of all consumers in Antalya.

The brands used by the consumers changed in accordance with the changing trends and the changing demographic characteristics of the consumers. It was considered a limiting factor that the study could not be carried out in a long time interval in order to prevent the impact of possible changes in the consumer behaviors of brands. Furthermore the under 18 year group was not interviewed.

3.5   Hypothesis of the Study

4 hypothesis were developed from the 5 factors which emerged as a result of the factor analysis to determine the reasons which prompted consumers to buy (prefer) foreign brand products, how much they spent on foreign brand clothing per month, their reasons for buying foreign brand products and whether the preference for foreign brand products differed according to gender.

H_1: Prestige, perceived quality, after-sales services, environmental factors, fashion and trends of foreign branded apparel products have a positive impact on consumers' buying behavior.

H_2: There is a significant diffirence between consumer's monthly foreign branded apparel expensess and gender.

H_3: There is a significant difference between reasons of buying foreign branded apparel products and gender.

H_4: There is a significant difference between the intent for preference for foreign branded apparel products and gender.

3.6   Data Analysis

After the questionnaires applied within the scope of the study were examined they were coded to be entered into the computer and the data was classified with the SPSS 21.0 software program. Factor analysis, Independent Sample T-test and regression analysis methods were used to analyze the data.

3.7   Findings and Assessments of the Study

This part of the study consisted of the findings obtained as a result of the survey, the assessment of the findings as well as the hypothesis tests.

3.7.1   Demographic-Distribution of the Respondents

The demographic profiles of the respondents of the study are available in Table 9. Accordingly most of the respondents consisted of female consumers (56%).

While most of the respondents in the study were in the 38-44 age bracket the least number of consumers were from the 18-24 age group.

The education level of the respondents of the study consisted mainly of high school and university graduates while elementary school graduates were the smallest group.

A review of the income status of the respondents reveals that the largest percentage earned 1000-1999tl while respondents with 3000tl and more in monthly earnings were a minority.

Table 9. Demographic Profile Distribution Of The Respondents

Gender	Frequency	%
Female	280	56
Male	220	44
Age		
18-24	48	9.6
25-31	61	12.2
32-37	95	19.0
38-44	79	15.8
45-51	82	16.4
52-57	66	13.2
58 and over	69	13.8
Education		
Elementary	10	2.0
High school	235	47.0
University	226	45.2
Associate degree	29	5.8
Income		
0-999 TL	147	29.4
1000-1999 TL	115	23.0
2000-2999 TL	118	23.6
3000 TL and over	113	22.6
Missing system	7	1.4

3.7.2 People Influenced Buying a Foreign Branded Clothing Product

The first question of the questionnaire asked the respondents to list people who influenced them to buy foreign brand products.The results are given in Table 10.

Table 10. People Influenced Buying Foreign Branded Apparal Product

Persons	Frequency	%
Friends	140	28
Relatives	101	20.2
Family	87	17.4

According of the listing of persons who influenced the respondents to buy foreign brand products friends appeared to be the main influence with 28% while family rated third with 17.4%.

3.7.3 The Most Perferred 3 Foreign Branded ApparelProduct

Another question that the respondents were asked was to list their 3 favorite foreign brands. Accordingly 12.4% of the respondents preferred Levis brand while Zara was second with 11% and Converse ranked third with 7.6%.

Table 11. The Most Preferred 3 Foreign Branded Apparel Product

Brand	Frequency	%
Levis	62	12.4
Zara	55	11.0
Converse	38	7.6

3.7.4 Monthly Foreign Branded Apparel Expenses

The respondents were asked how much they spent on foreign brand outfits per month and 33.6% claimed purchases of between 251-500TL.

Table 12. Monthly Foreign Branded Apparel Expenses

Sum	Frequency	%
0-250TL	157	31.4
251-500TL	168	33.6
501-750TL	158	31.6
751-1000TL	12	2.4
1001TL and over	5	1.0

The percentage of respondents spending 1001 TL and more remained at 1%.

3.8   Hypothesis Tests and Factor Analysis

A factor analysis was carried out in this study to determine which factor influenced consumers to prefer foreign brand ready-to-wear.

A construct validity analysis was carried out before starting the factor analysis to determine whether the sample was suitable for factor analysis and the affiliation between the variables. The analysis resulted in a Kaiser-Meyer-Olkin(KMO) value of 0.889 and Bartlett's Test of sphericity significance value was calculated as 0.000. accordingly it is possible to conclude that the sample used in the study was appropriate for factor analysis and that there was a significant affiliation between the variables.

The scale used in the study was subjected to a principal component analysis and factor analysis with the use of varimax rotatation and the variables were gathered under 5 sub-factor groups. Factors which remained under 3 statements in the analysis were discarded from the assessment.

Accordingly, the impact factors which prompted consumers to prefer foreign brand products were determined as F1: Prestige, F2:Perceived Quality, F3: After Sales Services, F4: Environmental factors and F5: Fashion / Trends. The total explanation level of the variance of the factors was 51.888

Table 13.
Table 13. Factor Loads and Variance Explanation Levels

	Factor Loads	% of Variance
Factor 1:Prestige		22,543
• I buy foreign branded products because I think they give me prestige	,866	
• I buy foreign brand products because they make me feel that I belong to an upper social class.	,838	
• I believe wearing foreign brand clothing earns me respect in society.	,827	
• I buy foreign brand products because I am influenced by famous people who use the brand.	,814	
• I buy foreign brand products because if I do not I feel my peers will ostracize me.	,787	
• The environment/social class I live in makes me feel that I am obliged to use foreign brand products	,751	
• It makes me happy to wear foreign brands which everyone cannot afford.	,710	
• I believe that if I buy a foreign brand outfit on special days for my friends they will have a higher opinion of me.	,696	
• I buy foreign brand products because the prominent persons I admire also prefer the same brand products.	,602	
Factor 2:Perceived Quality		10,172
• I prefer foreign brand products because I believe their quality is better.	,749	
• I think foreign brands are high quality because they are global.	,658	
• I think foreign brands are high quality because they are expensive.	,615	
• I believe that foreign brand products are worthy of the money I pay.	,572	
• I buy foreign brand products beceause I believe the materials used are more resilient and of better quality.	,543	
• I buy foreign brand products because they maintain a consistent/stable line in the quality of their products.	,412	
Factor3: After sales services		,6,889
• I buy because they respond quickly to consumer demands and complaints.	,735	
• Their return policies are customer friendly.	,615	
• I can find a respondent in case of any negativity.	,538	

Continuation of **Table 13**

Factor 4:Environmental Factors		
• I buy foreign brand products because their advertising has more impact.	**,718**	**6,430**
• The store atmosphere of foreign brands is very impressive.	**,648**	
• I buy foreign brands because I can access them anytime anyplace.	**,628**	
Factor 5:Fashion/Trends		**,5,855**
• I buy because they work with prominent designers who set the fashion.	**,698**	
• I buy foreign brands because they set the fashions and trends in the world.	**,601**	
• I buy foreign brands because they continuously set different trends.	**,558**	

Factor 1: Prestige:

According to the study the leading factor was prestige. The total variance explanation level of this factor was 22.543%. The factor is summed under 9 statements. A review of the factor loads shows that 'I buy foreign brand products because I think they give me prestige' is the most important factor. 0.886%.

Consumers want to display their success to their environs and do this by buying prestigious brands. Prestige is comprised of perceptions which are not related to the quality of the product in other words it is emotional. Many trials have shown that although the quality of two products is exactly the same they may be perceived differently by the consumer. The reason for this is the difference in the perception of the consumers. Even if the product is of high quality if it creates a negative perception then the brand cannot be successful. The prestige of a brand is based mainly on visual presentation, advertising, sponsorships and after sales services.

Factor 2: Perceived Quality

The second factor which influences the consumers in buying foreign brand products is quality. The total variance explanation level of the factor is 10.172% and it has been summed under 6 statements.

A brand enables its consumers to access the same quality product and service anywhere in the world. The quality of a product consists of its characteristics, faultless manufacture, durability and after sales services. The most successful brands in the world are brands which maintain consistent quality and enhance it and communicate this to the consumer properly.

Factor 3: After Sales Services

The third factor which emerged with a total variance explanation of 6.889% and was prominent in the study was after sales services. This factor was collected under 3 statements and most significant statement which emerged from the factor loads was 'I buy because they respond quickly to consumer demands and complaints'. 0.735

Today brands carry out after sales activities to ensure continuity of sales and ensure brand loyalty. If a brand is to achieve consumer loyalty which is its most important objective it must provide the benefit expected by the consumer and after sales services. If a problem emerges in a newly bought product this will be perceived as poor quality of the brand whereas faultless after sales services may remedy this in the eyes of the customer.

Factor 4: Environmental Factors

The fourth factor of the study was determined to be environmental factors. The factor was summed under 3 statements and the total variance explanation level was 6.430%. 'I buy foreign brand products because their advertising has more impact' appeared to be the most influential factor under the heading environmental factors in prompting consumers to buy foreign brand products.(0.718).

It is possible to collect environmental factors with an impact on branding under 3 major headings. These are efficient advertising, store arrangements and easy accessibility to the brand. Companies which want to establish an international brand must create brand recognition and accessibility. The brand recognition of consumers is largely influenced by facilitated brand accessibility. The most obvious way of branding is to make customers aware of the brand. Commercial do this by simplifying complex and difficult information and making them striking. Other important features are store design, the showcase, the placement of various

indicators, the layout of the store, the architecture of the store, color, music, lighting, ventilation which are important details brands must take into consideration.

Factor 5: Fashion and Trends

The final factor which influenced consumers in buying foreign brand products was fashion and trends. The factor explained a total variance of 5.855% and was summed under 3 statements as were the other three factors.

In order to be successful brands are obliged to follow customer demands and trends and present appropriate creative, innovative products and services. Brands are affected by the age they exist in as well as trends as do people. For this reason brands need to determine the changing incomes of their consumers, technology usage as well as cultural and artistic tendencies. Foreign brands which follow the changing conditions particularly in the ready-to-wear sector, monitor fashion and trends and present their customers with plenty of variety and alternative prices are successful.

H_1: Prestige, perceived quality, after sales services, environmental factors, fashion and trends affect purchase behavior.

In the main hypothesis of the study it was endeavored to determine the impact of the 5 factors achieved in the the factor analysis on the purchase behavior of foreign brand products of the respondents. A regression analysis was executed on H_1 hypothesis for this purpose. The analysis results showed that the statistical impact of the factors on the purchase behavior of consumers was found to be significant (sign 0.000<0.05) and H_1 hypothesis was accepted

Table 14. Regression Analysis Results For H_1 Hypothesis

model	Unstandardized coefficients		standardized coefficients	t	sign
	B	st. error	BETA		
Constant	,475	,150	.	3,171	**,002**
Perceived Quality	,252	,046	,256	5.518	**,000**
After sales services	,185	,042	,191	4.396	**,000**
Environmental factors	,079	034	,092	2.324	**,021**
Prestige	,294	038	,295	7.741	**,000**
Fashion and trends	,077	034	,082	2.278	**,023**

(R=0.0724 , R^2 =0,524 ,F=108,809 ,sign=0,000)

A look at the Beta coefficients shows that sequence of the factors influencing consumers to buy foreign brand products was prestige (B=0,295),perceived quality(B=0,256),after sales services (B=0,191), environmental factors (B=0,092) and fashion-trends (B=0,082).

H_2: There is a significant diffirence between consumer's monthly foreign branded apparel expensess and gender.

H_2 hypothesis was used to measure whether monthly amounts spent on foreign brand apparel differed according to gender and a T-test was applied to the hypothesis. The Significance value of (0.000)<0.05 resulted and thus H_2 hypothesis was accepted. Accordingly it was concluded that the expenditure of men and women on foreign branded apparel proucts differed significantly. (Table15)

Table 15. T-test Results for the Comparison of Monthly Expenditures on Foreign BrandedApparel According to Gender

	gender	mean	St.deviation	t	sign
foreign branded clothing expenditure	Female	4.00	1.844	4.743	**,000**
	Male	3.20	1.900		

The group statistics show that the acquired average values of female consumers(X^-=4.00) was more than the average values for male consumers (X^-=3.20)

which can be interpreted that women spent more on foreign brand ready-to-wear per month than men.

H$_3$:There is a significant difference between reasons of buying foreign branded apparel products and gender

Another hypothesis of the study examined the reasons for buying foreign brand products according to gender According to the executed T-test analysis the sign value of (0.768)>0.05 was obtained which resulted in the rejection of H$_3$ hypothesis and it was concluded that the reason for buying foreign brand products did not differ according to gender.

H$_4$:There is a significant difference between the intent for preference for foreign branded apparel products and gender.

The final hypothesis of the study measured whether there was a difference between genders in preferring foreign brand products. As a result of the analysis which was executed the sign value of 0.527>0.05 was obtained which resulted in the rejection of H$_4$ hypothesis. Accordingly it was concluded that preference for buying foreign brand products did not differ according to gender.

CONCLUSION

Fast developments in information and communication technologies have brought an intense competition in the ready-made clothing sector, which has increased the importance of branding.

Although brand used to be considered only as a name or a symbol which defined the product, now it symbolises such factors as prestige, status, satisfaction and reliability. Since the costumers of today want to be privileged, special meanings are attributed to brands and strategies are developed so that customers explain themselves through the brands they use. The main purpose of consumer-oriented strategies is being "exclusive".

Ready-made clothing sector is growing fast in our country. Therefore, the efforts for branding will be the most important factor to influence development of clothing sector. Moreover, fashion is a phenomenon which makes it possible for people to show and explain themselves. For this reason, in the ready-made clothing sector consumers are very rigorous and have difficulty in deciding. What is important for consumers should be searched by means of regular researches, interviews and surveys. By this way, brands can follow consumers' changing needs, fashion and trends.

E-commerce has started a new era which has decreased the competition advantages enjoyed by big companies in traditional markets and made it possible for all companies, regardless of their size, to make use of this environment, based on their own conditions. Today, branding in the electronic environment brings very important competition advantages to companies.

In this new competition environment, brands are expected to do more with regards to their relationship with their customers, rather than what they used to

do just for the sake of purchase because the efforts made by brands in their communication with customers affect customer's perception of the quality. Customers' demographic structure, lifestyles, demands and needs change continually. Different communicational activities such as individual sale, promotional efforts and sponsorship, being in an integrated marketing communication strategy based on the putting the brand with the other elements in a harmony, make an alternative in this issue. The harmony between the brands' communicational strategy and its keepings its promise increases the customers perception of quality about the brand.

Today's customers are aware of the issue. They always research the features, prices and qualities of brands. Therefore, the directors of ready-made clothing sector have to take into consideration all details from the design of the retail shops to the staff working in these shops. They can satisfy customers in their services only by this way.

In addition, costumers give importance to the brands which reach all corners of the world. Companies must create their networks so that they are most common and solve their costumers' problems and meet their demands as soon as possible.

Customers have good feelings about brands as a result of their own experiences. Therefore, all components of brands should be consistent. Moreover, the easy accessibility to a brand in retailing shops, the sustainable quality of the brand, fast and right communication as well as after sale services are important factors which give a reliability feeling to customers about the brand and make them loyal to it.

Today, all brands want to have loyal customers. The main reason are: keeping the already existing customers in hand is more cost-effective than having new customers, loyal customers are less price-responsive, their advertising costs decrease thanks to word-of- mouth advertising made by the loyal customers and other customers rely more on these people who do not have a commercial profit from the brand.

Ready-made clothing sector is an important industry because of the employment opportunities it provides and the added value it creates. Branding is an essential element for competitive power in this sector. Not intuitivism or guesses but scientific and specialisation are important things in efforts for branding. Especially universities as well as companies need to meet the training and research need so that the Turkish ready-made clothing sector competes with the global sector.

The high production costs and the fluctuating input prices make disadvantage for the Turkish brands to compete with the global brands. Therefore, governmental institutions should increase the incentives for companies to modernise themselves and for their branding.

Quality is a sine-qua-non for selling a product. The most important procedural aim is minimising costs. However, competition in cost is not sufficient on its own. Today, consumers want not only low price but also want their needs and demands met and to have fast services. Moreover, the companies in ready-made clothing sector give customer-oriented service and produce products in this way. Therefore, they should have a creative designing team as well as experts on quality control, advertisement, logistics and etc. The companies in this sector should also participate fairs relevant with their activities.

The first part of this study, which in general deals with why consumers choose to buy the clothing products with foreign brand marks, handles brands. The second part of the study handles the factors affecting consumer behaviours. In the third part, the data collected through surveys are analysed and interpreted. The theoretical side of this study makes use of books and articles written by Turkish and foreigners. As a practical side of the study, a survey was conducted in the form of face to face interview with 500 consumers within the borders of province of Antalya in order to determine the factors having effect on consumers' choosing the clothing products with foreign brands and measure the impact of these factors on consumers' buying behaviour.

According to the data collected through the survey, a large majority of the respondents are women. Also, the largest part of the respondents consists of those of the age group between 38 and 44 and smallest part of the respondents consists of the young people between 18 and 24. Moreover, the largest part of the respondents consists of those who have university or high school education and smallest part of the respondents consists of those who have primary school education. Considering the income level of the respondents, the highest per cent of the respondents consists of those who have monthly income between 1000 and 1999 TL while the lowest per cent consists of those who have annual income of 3000 TL and above.

In the first question of the survey, the respondents were asked to list those who have influence on their decision to buy clothing products with foreign brands. The first three most effective people in the list were friends, 28 %, relatives, 20.2%, and family members, 17.4.

In and other question, the respondents were asked to list three brands clothing products they most preferred. The most preferred brand was levis, 12.4 %, the second one was zara, 11%, and the third one was converse, 7.6,.

Asked how much they spent monthly on foreign brands, the highest per cent of the respondents, 33.6, said it was between 251-500 TL. But those who said that they spent 1001 TL and above monthly on clothing products with foreign brands, consist just 1 % of respondents.

In this study, a factor analysis was made in order to determine what are the factors have influence on consumers to buy clothing products with foreign brands.

The scale used in this study was applied factor analysis with principle component analysis and variables were put under a 5-main factor group. In the analysis, the factors out of 3 statements were not taken into assessment.

According to the assessment, the factors having effect on consumers' choosing clothing products with foreign brands are as follows in the right order: F1: Prestige, F2: Perceived Quality, F3: After Sale Services, F4: Environmental factors

and F5: Fashion/trends. The factors' total variance explanation level was 51,888 %. The result of the survey we conducted on the factors effecting consumers to choose clothing products with foreign brands revealed that the most outstanding factor is prestige. This factor's total variance explanation level was 22.543 %. The second most outstanding factor is the perceived quality. This factor's total variance explanation level was 10.172 %. The third outstanding factor, according to the results of the survey, was quality. Its total variance explanation level was 6.889 %. The fourth factor was revealed to be environmental factors. This factor's total variance explanation level was 6.430 %. The last factor which affecting consumers' buying clothing products with foreign brands was "fashion and trends." This factor's total variance explanation level was 5.855 %.

4 hypotheses have been developed to determine the effect of 5 factors which were determined as a result of the factor analysis on the consumers' buying (preferring) products with foreign brands and determine whether the amount of money spent monthly on the products with foreign brands, the reasons for buying products with foreign brands and the condition of preferring products with foreign brands vary by sex.

In the main hypothesis of this study, it is tried to determine the effects of 5 factors which were determined as a result of the factor analyses on the respondents' behaviour of buying the products with foreign brands. For this purpose, regression analysis was applied on hypothesis H_1. As a result of the analysis, the factors affecting consumers' buying products with foreign brands were determined to be statistically significant (Sign 0.000<0.05) and hypothesis H_1 was accepted.

Whether the amount of money spent monthly on the products with foreign brands vary by sex was measured by means of the hypothesis H_2 and T-test was applied on the said hypothesis. Since (Sign 0.000<0.05) value was gained as a result, the hypothesis H_2 was accepted. As a result, it was determined that the amount of money spent monthly on the products with foreign brands vary by sex.

In another hypothesis of this study, whether the reason for buying clothing products with foreign brands vary by sex was analysed. Since (Sign 0.768>0.05) value was gained as a result of the T-test analysis, the hypothesis H_3 was rejected. Therefore, it was concluded that the reason for buying clothing products with foreign brands does not vary by sex.

In the last hypothesis in this study, whether the preferring clothing products with foreign brands vary by sex was analysed. Since (Sign 0.527>0.05) value was gained as a result of the analysis, the hypothesis H_4 was rejected. Therefore, it was concluded that the preferring to buying clothing products with foreign brands does not vary by sex.

Based on this study, the different factors which affect consumers' preferring to buy products with foreign brands can be developed in the studies to be conducted in the future and these factors and their impact on buying behaviour can be tested. From this perspective, the questions used in the survey can give an opinion for the subjects to be handled in the studies to be conducted in the future.

This study has been made using global brands in 7 retails selling clothing products in Antalya. Having each sample from a province from one geographical region of Turkey in the studies to be conducted in the future will provide more general results. Moreover, applying this method on such product categories as automobiles and mobile phones as well as in such service sectors as banking and insurance may provide different and new information. It can be analysed in a different market place such as inter-institutional market place.

The change of country of origin may deteriorate the relationship between consumers and brands. Considering the conditions of the time for the change of the consumers' behaviours is important. Therefore, the change and developments in relationship between consumers and foreign brands can be analysed by means of making such kind of studies regularly in different times.

As a conclusion, Turkish brands in ready-made clothing sector have to give up contract manufacturing and create their own brands in order to complete with

clothing products with foreign brands because there are always manufacturers who can make cheaper production.

Prestige, the perceived quality and after-sale services, environmental factors, fashion and trends have impact on consumers preferring clothing products with foreign brands.

If the brand managers take these findings into consideration, it will be beneficial for them so that they have optimization. The brands which produce ready-made clothing products should make consumer-oriented brands, considering that the brands represent them in the eyes of consumers. Ready- made clothing brands who know their consumers, produce products which are best fit their consumers, follow technological developments and fashion, follow trends and provide their consumers with more than what they desire have advantage with regards to competition.

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APPENDİX

Appendix 1. Curriculum   Vitae

Personal İnformatıon

Surname, Name: YILMAZ, Yeşim

Nationality: Turkish (TC)

Date and Place of Birth: 24 April 1975, Ankara

Marital Status: Single

Phone: 0539 939 89 79

email: ysm.yilmaz@hotmail.com

EDUCATION

Degree	İnstitution	Year Of Graduation
BS	Azerbaycan Devlet İktisat Üniversitesi	2010
High School	Mersin Üniversitesi Mut Meslek Yüksek Okulu	1996
Lycea	Çağlayan Lisesi	1993

WORK EXPERİENCE

Year	Place	Enrollment
2008	Samsung	Sales Person
PRESENT	Analiz Dersaneleri	Director

FOREİGN LANGUAGES

Middle English, Middle Rusian

Appendix 2.Survey

Bu anket formu, Çankaya üniversitesi, Sosyal Bilimler Enstitüsü'nde İşletme Yönetimi Yüksek Lisans Programında Yrd. Doç. Dr. Handan Özdemir Akbay danışmanlığında yönetilen "Tüketicilerin Yabancı Markalı Giyim Ürünleri Satın Almasına Etki Eden Faktörler" isimli tez çalışmasına veri toplamak amacıyla hazırlanmıştır.Elde edilen veriler, sadece akademik amaçlı olarak kullanılacaktır. Çalışmanın gizliliği konusunda endişe etmemenizi dileriz, akademik bir çalışmaya yapmış olduğunuz katkıdan dolayı ayrıca teşekkür ederiz.

Yeşim YILMAZ

Çankaya Üniversitesi İşletme Yönetimi Yüksek Lisans Öğrencisi

1)Yabancı markalı ürün satın almanızda etkili olan kişileri en çok1 en az 9 olacak şekilde önem derecesine göre sıralayınız

Arkadaşlarım	iş çevrem	ailem
Akrabalarım	çocuklarım	ünlüler
Medya	eşim /sevgilim	komşularım

2)Giyim alış verişlerinizi en çok kiminle çıkarsınız en çok 1 en az 7 olacak şekilde sıralayınız

Arkadaşlarım	eşim/sevgilim	çocuklarım
Annem	kardeşlerim	komşularım

İş arkadaşlarım

3)En çok tercih ettiğiniz 3 yabancı giyim markasını1 en çok 3 en az olacak şekilde sıralayınız

Levi's	Lacoste	Lee
Mango	Dockers	Nike
Zara	Loft	Converse
Benetton	Kappa	Big Star
C&A	Lee Cooper	Mustang
Puma	Quicksilver	Marks&spancer
Gap	H&M	

4)Aylık yabancı markalı giyim harcamalarınızın tutarı

( ) 0 – 250 TL ( ) 251 TL – 500 TL ( ) 501 – 750 TL

( ) 751 – 1000 TL ( ) 1001– ve üzeri TL

5) Yabancı markayı ne zaman satın alırsınız

( )Eskilerin modası geçtiği zaman. ( ) Medyada görüp beğendiğimde.

( )Arkadaşlarımda gördüğüm zaman. ( ) Vitrinlerde yenisini gördüğümde.

( ) Maaşıma zam geldiği zaman. ( ) Kendimi ödüllendireceğim zaman.

( ) Eskidiği için

İfadelere katılıp katılmadığınızı belirtiniz	Kesinlikle katılmıyorum 1	Katılmıyorum 2	Kararsızım 3	Katılıyorum 4	Kesinlikle katılıyorum 5
1)Daha kaliteli olduğunu düşündüğüm için yabancı markalı ürünleri tercih ederim.					
2)İnternet ten daha kapsamlı bilgi alabildiğim için yabancı markalı ürünleri tercih ediyorum					
3)Bana prestij sağladığını düşündüğüm için yabancı markalı ürün satın alırım					
4) Yabancı markalarda çeşitlilik fazla olduğu için satın alırım					
5) Arzu ettiğim zaman ve yerde markaya ulaşabiliyor olmamdan dolayı yabancı marka satın alırım					
6)Sektöründe lider oldukları için yabancı marka satın alırım					
7) Markayı kullanan ünlü kişilerden etkilendiğim için yabancı marka satın alırım					
8) Arkadaş çevrem tarafından yabancı marka ürün giymezsem dışlanacağımı düşünürüm.					
9) Modaya yön veren ünlü tasarımcılarla çalıştıkları için satın alıyorum					
10) Dünyadaki moda ve trendleri yabancı markalar belirliyor o yüzden satın alırım					
11) Yabancı marka giymemin bana toplumda saygınlık kazandıracağını düşünürüm.					
12) Yabancı markalı ürünlere verdiğim paraya değdiğini düşünürüm.					

ifadelere katılıp katılmadığınızı belirtiniz	Kesinlikle katılmıyorum 1	Katılmıyorum 2	Kararsızım 3	Katılıyorum 4	Kesinlikle katılıyorum 5
13) Fiyatından dolayı herkesin kolay satın alamadığı yabancı markalar giymek beni mutlu hissettirir.					
14) Ürün kalitelerinde sürekli/tutarlı bir çizgiyi takip ettikleri için yabancı markalı ürünleri satın alırım.					
15)Tüketici isteklerini ve şikayetlerini daha hızlı cevap veriyorlar o yüzden satın alırım					
16) Hayranı olduğum ünlüler de aynı markalı ürünleri tecih ettiği için yabancı markalı ürün satın alırım.					
17) Kullılan malzemelerin daha dayanıklı ve kaliteli olduğunu düşündüğüm için yabancı markalı ürün satın alırım.					
18) Daha çok online alış veriş yapabildiğim yabancı markaları satın alırım					
19) Yaşam tarzımdan dolayı yabancı markalı kıyafetler tercih ederim					
20)Mesleğim gereği yabancı markalı ürünler satın alırım					
21) Yabancı markalı kıyafetler giymek üst sosyal sınıfa ait olduğumu hissettirdiği için yabancı markalı ürün satın alırım.					
22) Yabancı markalarda çeşitlilik fazla olduğu için satın alırım					
23) Yabancı markaların küresel olması bana kaliteli olduğunu düşündürüyor. O yüzden satın alırım					

ifadelere katılıp katılmadığınızı belirtiniz	Kesinlikle katılmıyorum 1	Katılmıyorum 2	Kararsızım 3	Katılıyorum 4	Kesinlikle katılıyorum 5
24) Herhangi bir olumsuzluk durumunda karşımda muhatap bulabiliğim için yabancı marka satın alıyorum					
25) Özel günlerde yabancı markalı kıyafetler hediye etmek arkadaşlarımın gözünde bana değer kazandırdığını düşünürüm.					
26) Yabancı markalar pahalı oldukları için kaliteli olduğunu düşünürüm.					
27) Yaşadığım çevre /sosyal sınıf nedeniyle kendimi yabancı marka ürün kullanmak zorunda hissederim					
28) Çalışma saatlerimin yoğunluğundan ötürü iyi tanıdığım yabancı markaları satın alırım					
29) Yabancı markaların mağaza atmosferinin çok etkileyici olmasından dolayı satın alırım					
30) Return policy 'lerinin customer friendly oluğu için satın alırım					
31) Daha etkili reklam yapmalarından dolayı yabancı markalı ürünleri satın alırım					
32) Sürekli farklı trendler yarratıkları için yabancı markasatın alırım					

KİŞİSEL BİLGİLER

Cinsiyetiniz?

( ) Erkek   ( )   Kadın

Yaşınız?

( ) 18 ve altı   ( ) 21-25   ( ) 26-30

( ) 31-35   ( ) 36-40   ( ) 41-45

( ) 46 ve üzeri

Öğrenim durumunuz ?

( ) İlkokul mezunu   ( ) Üniversite mezunu

( ) Ortaokul mezunu   ( ) Master – Doktora mezunu

( ) Lise mezunu

Mesleğiniz ?

( ) Öğretmen   ( ) Memur   ( ) Emekli

( ) Avukat   ( )Öğrenci   ( ) Sanayici

( ) Mimar / Mühendis   ( ) Çiftçi   ( ) İşsiz / iş arıyor

( ) Doktor   ( ) İşçi   ( ) Diğer

( ) Esnaf / Tüccar   ( ) Ev hanımı

Gelir durumunuz

( ) 0-999 TL   ( ) 1000-1999 TL   ( ) 2000-2999 TL
( ) 3000 TL ve üzeri