

**THE DETERMINATION OF RURAL WOMEN'S BRAND PREFERENCES  
WITH AHP METHOD: AN APPLICATION IN LAUNDRY DETERGENTS  
INDUSTRY**

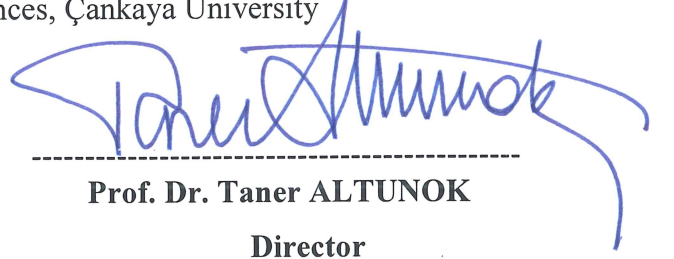
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**SEPTEMBER, 2012**

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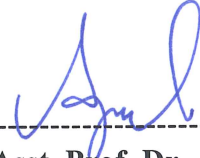
  
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## **ABSTRACT**

### **THE DETERMINATION OF RURAL WOMEN'S BRAND PREFERENCES WITH AHP METHOD: AN APPLICATION IN LAUNDRY DETERGENTS INDUSTRY**

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Msc., Management

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The purpose of this study was to assess the criteria that shape the ideas, thoughts and preferences of rural female consumers regarding laundry detergent products. Two assessment methods, Statistical analysis and AHP process were used. The survey was administered on rural female consumers living in the rural parts of the province of Ankara, and focused on laundry detergents as a product group where female consumers are traditionally known to control the purchase process. The study managed to arrive at results that are not only similar but also complimentary to each other. It was attempted to ensure a statistical and mathematical assessment in identifying the most suitable brand preference for the rural female consumer profile. Within the scope of the selected application area and according to the simple random sampling method, the survey was undertaken as a statistical analysis through face-to-face interview with 386 rural women consumers.

In addition, interviews and surveys were made with P&G, Unilever brand experts and unpackaged detergent dealers in order to get expert views for the AHP analysis.

As a result, it was reported that the criteria preferred by rural female consumers when selecting their laundry detergents are, price, quality and cleaning power, respectively. Furthermore, it was seen that reputed detergent brands mentioned in the study were way behind unpackaged detergent in terms of their level of preference by rural female consumers.

**Keywords:** Brand Preference, Rural Woman Consumer, Consumer Behaviour, AHP Method.

## ÖZ

### KIRSAL KADININ MARKA TERCİHİNİN AHP METHODUYLA BELİRLENMESİ: ÇAMAŞIR DETEJANLARI ENDÜSTRİSİNDE BİR UYGULAMA

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Bu çalışmanın amacı kırsal kadın tüketicinin çamaşır deterjanları hakkındaki fikirlerini, düşüncelerini ve tercihlerini ölçerek kriterlerini değerlendirmektir. İki ölçüm yöntemi kullanılmıştır; istatistiksel analiz ve AHP methodu. Araştırma, kırsal kadın tüketici üzerinde Ankara ili kırsalında uygulanmış olup kırsal kadın tüketicinin temizlik ürünleri içerisinde en çok söz sahibi olduğu çamaşır deterjanları tercih edilerek uygulamalar gerçekleştirilmiştir. Araştırma sırasında birbirine benzeyen hatta birbirine benzemekle kalmayıp tamamlayan sonuçlara varılmıştır. Kırsal kadın tüketici profili için en uygun marka tercihinin belirlenmesinde istatistiksel ve matematiksel olarak ölçüm sağlanmaya çalışılmıştır.

Seçilen uygulama alanı kapsamında basit tesadüfi örnekleme yöntemine göre 386 kırsal kadın tüketici ile yüz yüze görüşme aracılığıyla istatistiksel analiz olarak anket uygulama çalışması gerçekleştirilmiştir. Yine araştırma kapsamında AHP analizi için uzman görüş alabilmek amacıyla P&G, Unilever marka uzmanlarıyla ve açık deterjan satıcısıyla görüşmeler ve uygulama anketleri gerçekleştirilmiştir.

Sonuç olarak; kırsal kadın tüketicinin çamaşır deterjanlarında tercih kriterleri incelendiğinde sırasıyla en çok fiyat, kalite ve temizleme gücüne önem verdikleri ve satın aldıkları çamaşır deterjanlarını tercih ederken söz konusu kriterlere göre hareket ettikleri sonucuna ulaşılmıştır. Ayrıca araştırma da adı geçen ünlü çamaşır deterjanı markalarının, kırsal kadın tüketici tarafından daha çok tercih edildiği bilgisine ulaşılan açık deterjana göre çok daha geride kalmış olduğuna ulaşılmıştır.

**Anahtar Kelimeler:** Marka Tercih, Kırsal Kadın Tüketici, Tüketici Davranışları, AHP Methodu Uygulamaları

## **FOREWORD**

In the recent times characterized by the age of marketing, the importance of brand and brand preference is emphasized by many academics and researchers. Considering the abundance of brand alternatives in today's market, it is only natural that there is an equal increase in the number of researches into brand preference based on these alternatives. Hence, the thesis chose to research an up-to-date topic like brand preference and brand preference criteria. Moreover, as it was learned that there are very few studies on rural female consumers and as the preferences of rural female consumers have changed from those of their urban counterparts in the recent years, selecting rural female consumers as the target group was meaningful.

Additionally, I would like to extend my gratitude to my advisor, Asst. Prof. Dr. Ayşegül Taş, who supported me throughout the thesis writing process, helped me and shared with me her immense knowledge on the subject. Furthermore, I would like to thank my Instructor Asst. Prof. Dr. Elif Akagün Ergün who supported me during my studies. Finally, I give my endless thanks to my family, who gave me all the material and spiritual support I needed throughout my academic life.



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## INTRODUCTION

In today's age of marketing, all companies, big and small, offer their goods and services for the appreciation of their consumers. They implement sales and marketing strategies aiming to influence the consumer, and they aim to be the winner of the ongoing competition by ensuring the continuity of the strategies they pursue. In terms of consumer preferences, it is very important that brands are able to meet the needs of the consumers and satisfy them in all aspects. The positive approach expected to be created about the brand in the consumer's brain is the result of major decision-making phases.

Two different methods were used: Statistical analysis and the AHP technique through expert views. The survey questionnaire was prepared and administered in relevance to the demographic characteristics and income levels of the participants and the criteria affecting their consumer behaviours. The questionnaire was administered to 386 female consumers in 5 different areas in rural Ankara to ensure that the face-to-face interviews represented the main group. The survey studying the brand preference of rural female consumer profile in cleaning products consists of 2 parts. The first part includes the demographic data, attitude and behaviours, habits and laundry detergent preferences of rural female consumers and their thoughts on the brand, on the effect of the social environment and on the situations where they might be willing to change their brands. The second part includes the rankings according to identified criteria. AHP enables making selections from among multiple alternatives with the help of multiple expert opinions and qualitative and quantitative criteria. In this study on rural female consumers, it was attempted to make the most suitable brand selection for the target female consumer group from among laundry detergent brands.

The opinions of 3 experts for evaluation were included. Face-to-face interviews were made with experts of companies that have well-known detergent brands such as P&G and UNILEVER and with expert dealers of unpackaged detergent, which is widely preferred by rural female consumers. In the interviews, the experts were administered the AHP questionnaires through which they could compare the brands according the relevant criteria.

The Analytical Hierarchy Process (AHP) was first suggested in 1968 by Myers and Alpert. The AHP method was then developed into a model in 1971 by Saaty, who made it usable in solving multi-criteria decision-making problems (Wind and Saaty, 1980: 641-658). The method became known as a method used for decision-making in multi-factorial decision-making problems. It is a scientific approach that incorporates both qualitative and quantitative criteria and that ensures fast, effective and efficient selection from among multiple alternatives.

The main object that this thesis attempts to study and evaluate is female consumers. The recently changing and developing momentum of female consumers cause radical changes in marketing strategies, introducing a brand new approach to the global market.

The rural female consumer profile has multiple children, limited living space, and ability to make do with less although they may not be in financial need, and they struggle to maintain a living for their family in terms of the future they envisage for the family. In this struggle for livelihood, the rural female consumers become interesting subjects to study with their daily shopping routines, with their daily housekeeping duties and, for some, the added necessity to work outside the home.

Rural female consumer's brand choice is affected by a lot of alternative brands in market and their strategies. Moreover, the famous multi-criteria decision making approach 'AHP method' is chosen because the existence of some criteria considered important in the choices of rural female consumer render the decision making process difficult. Decision making process is aimed to be accomplished by using AHP method.

This thesis is organized into five chapters. In the first part; consumer behaviour and conceptual framework is presented with general definitions, factors affecting consumers behaviours, consumer behaviour model and the concept of brand and brand preference are described with references of literature about this concepts.. Finally; rural families and rural women are transferred with some example tables. It definitions are associated with study's subject. In the second part; The analytic hierarchy process and the decision making process are analyses. In addition, to giving information about AHP process in the deep area of AHP. In the third part; Application of the AHP and statistical methods on rural female consumers with methodology of study. In the fourth part; Result of statistical and AHP are transferred with special tables. In addition, according to results, some comments are told about relationship between tables and results. In the fifth part; general conclusions are said that the all conclusion and discussion about thesis's subject.

## **CHAPTER I**

### **1. CONSUMER BEHAVIOUR CONCEPTS AND CONCEPTUAL FRAMEWORK**

#### **1.1. THE CONSUMER PHENOMENON**

Since the beginning of human existence, the consumer concept has been one of the most popular definitions in marketing, and today has become the most important link in the market and in marketing thanks to the influence of the marketing process.

When consumer definitions are examined, it is observed that researchers have yet to agree fully on a single definition, while there are some very similar ones. Some of the most widely accepted definitions depend heavily on their authors' command of the subject area. Some of these definitions are as follows:

Consumer is a person who purchases and uses products and services for end-user purposes. (Odabaşı and Barış, 2010:20). A Consumer is the person who purchases or has the capacity to purchase the goods and services put on the market by marketing institutions, for the purpose of satisfying the needs, wants or desires of his/her own or his/her household (Nicosia, 1966: 29).

Consumer is also defined as a person who buys and uses consumer goods or services. (Ivanovic, 2003:55).

Also in marketing, when we say consumer, we automatically think of people who purchase or have the capacity to purchase for the purpose of satisfying the wants and needs of the person's self and family, who are also called end-users (Penpece, 2006:5).

According to the definition suggested by İslamoğlu, who has many studies on the consumer phenomenon, consumer is a person who is included in the target market of an organization and who accepts or rejects the marketing components he/she is offered. (İslamoğlu, 2003: 5). In marketing, as consumption unit that forms the market, the term “consumer” means any person who has needs to satisfy, money to spend and desire to spend. (Mucuk, 2007: 66). Lastly, Karabulut’s definition consolidates all the definitions and shared ideas of the above authors by defining consumer as a real person who purchases or has the capacity to purchase the marketing components for his/her personal desires, wants and needs (Karabulut, 1981: 11).

As seen in these definitions, the consumer phenomenon is the basis of the concept of consumption. Another topic widely researched in relation to this subject is the “Consumer Behaviours”. This is because consumer is the person expected to initiate the actions defined above, and these actions can help us in understanding the consumer and tailoring our marketing network accordingly.

## **1.2. CONSUMER BEHAVIOUR**

With today’s changing consumer concept, the behaviours of consumers have also started to change. While some consumer profiles have the same viewpoint on the same thing, some tend to have different viewpoints and determine their behaviours according to these values. Consumers go through many phases in the course of their lifetimes. Aiming to bring these processes to an end, consumers access goods and services according to the results they achieve with the approaches they pursue.

As consumers, people enter the process of meeting their personal needs, during which they compare products, visit different stores, gather information from all possible sources around them, watch the commercials, pick the most suitable time for shopping, consume the purchased product, and then evaluate post-consumption whether their needs have been met in the end. (Odabaşı and Barış. 2010: 15-16).

From their birth till their death, individuals need the help of others in meeting their needs. There are material and spiritual needs that every individual must satisfy. Since people differ from each other based on their statuses and physical and spiritual conditions, they will surely have very diverse needs and will have to make different efforts in order to satisfy these diverse needs.”(Torlak. 2000: 11).

Hence, the combination of the concept of consumer behaviour and the consumer phenomenon has created a topic that is worth probing into: Consumer Behaviour. Some definitions on this subject are as follows:

The field of consumer behavior covers a lot of ground: It is the study of the processes involved when individuals or groups select, purchase, use, or dispose of product, services, ideas or experiences to satisfy needs or desires.( Solomon . 2004: 7)

The dynamic interaction of affect and cognition, behavior and the environment by which human beings conduct the Exchange aspects of their lives. Consumer behavior involves the thoughts and feelings people experience and the actions they perform in consumption process.( Peter and Olson. 2005: 5)

Consumer behavior has been defined as the acquisition consumption and disposition of goods, services, time, and ideas by decision making units. ( Runyon and Stewart.1987: 5).

The term consumer behavior is defined as the behavior that consumers display in searching for purchasing, using, evaluating and disposing of products and services that they expect will satisfy their needs. (Schiffman. 2004: 8)

The totality of consumers decisions with respect to the acquisition, consumption and disposition of goods, services, time and ideas by people over time.( Hayer. 2004:3).

Consumer behavior is about human responses in a commercial world how and why people buy and use products, how they react to price, advertising and other promotional tools and what underlying mechanisms operate to help and hinder consumption.(East.1997: 3).

Consumer behaviour is a term related to consumers' decisions on using their assets (money, credit, time, power) to satisfy, in the best way possible, their needs.( İslamoğlu. 2002: 16).

<b>Pre- Purchase Activities</b>	<b>Purchase Activities</b>	<b>Post- Purchase Activities</b>
Walk around stores Searching on internet Observing others Interview to sales person Watching advertising	Decide to purchase Which the brand? How much? What is the kind of brand? Which is the product? Where? How? When?	Preparing the product for using Using the product Gain experience Pay Maintenance Dispose of the product
Thinking of products Evaluation of alternatives Gain information Making suggestinons	Making regulation for pay Doing details Providing the product Transportation & Assembly	Telling about the products to family, friends. Complaining to sales person Preparing for other purchahse activity

(Source: Odabaşı and Barış, 2010: 33)

**Figure 1:** Some Activities Involved in Consumer Behaviour

Consumer behaviour can be defined as a person's decisions on purchasing and using economic goods and services, along with all associated activities. (Odabaşı and Barış. 2010: 29).



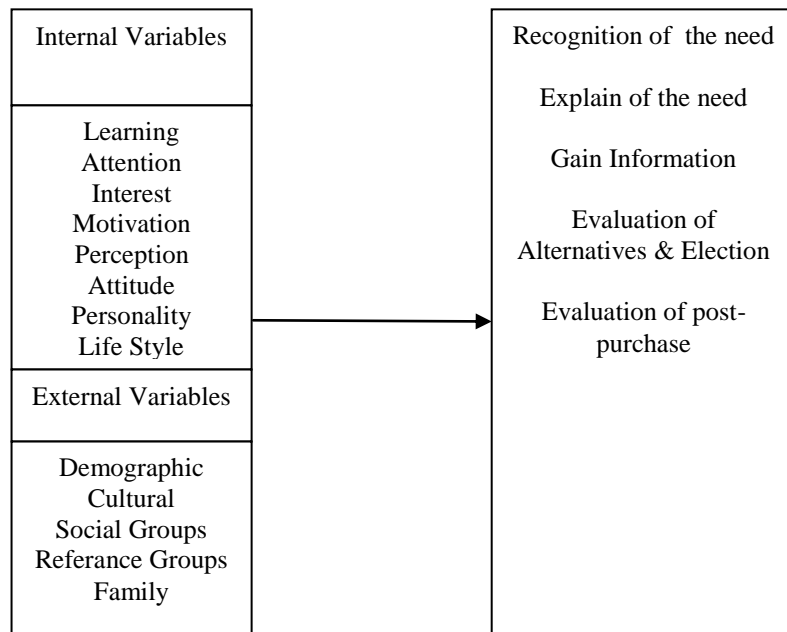
Consumer behaviours differ from one person to another, which should be recognized as a natural consequence of individual differences. In order to understand consumer behaviour, one must first understand why people typically engage in different behaviours. As a consumer, an individual makes different preferences, resulting in different purchases. The fact that there are countless consumers who are individually different from one another makes it harder to determine consumer behaviours (Odabaşı and Barış, 2010: 40).

### **1.2.1. Factors Affecting Consumer Behaviour**

Consumer behaviours help marketers and market researchers with their guiding nature, and have fully succeeded in maintaining the significance of the matter. These behaviours act as a milestone that guides market trend researches and that define the ever-changing face of the marketplace.

The characteristic of consumer behaviours to be affected from external factors accepts that it can both change and maintain an adaptable structure. The effects of some external factors cover a long period while some can last quite short (Odabaşı and Barış, 2010: 35).

The associated variables table is as follows:



(Source: Hawkins , Roger and Kenneth, 1986:37)

**Figure 2:** Internal & External Variables Affecting Consumers

Consumer is the most difficult to understand, the most complicated element of the marketing system. For two main reasons: First is the difficulty of measuring and assessing human behaviour. Second is that human behaviour is determined by both external and internal factors (İslamoğlu, 2003: 7). Additionally, the consumer is exposed, both individually and socially, to many factors throughout a lifetime of purchasing. And these factors result in differences in the purchasing decisions given by consumers, based on the differences in their characters and their differing needs and wants (Nisel, 2001).

It is possible to group under three categories the factors that affect consumers: Psychological (motivating) factors, demographic factors and socio-cultural factors (Karabulut, 1989, s.17).

### **1.2.1.1. Cultural Factors**

#### **1.2.1.1.1. Culture**

The definition of culture changes according to people and institutions. However, perhaps the most general and enlightening definition of culture is that it consists of material and immaterial pieces. (Loudun and Della Bitta, 1988:89).

Adopting a material approach, Wilke's definition of immaterial culture encompasses the words used by the individuals forming the society, as well as their ideas, traditions and beliefs. Most of them are a combination of the information systems (language, science etc.), belief and value systems (religion, political or social philosophy) and social rules (Wilkie, 1994:350).

It can be said that all the psychological and social factors affecting consumer behaviours are under the influence of culture. A country's culture affects not only the determination of the products produced in that country, but also the consumption. Hence, knowing the belief and value judgements of the society and studying the influence of these factors on the members of the society is like an inevitable duty for marketers (Odabası and Baris, 2003: 313).

Culture can be defined as the whole of the beliefs, values, traditions and customs that are learned and that help members of the society in putting their behaviours in order. (Schiffman and Kanuk, 1978: 475)

According to Aksulu's definition, which gives us an insight into the logic of the effect starting from the society, culture is the source of the greatest effect on the individual in a society. Hence, culture is regarded by marketing theorists as one of the most important determinants of consumer behaviours, as a result of which the effect of cultural values on consumer behaviours becomes a constant topic for research (Aksulu, 1995: 28)

#### **1.2.1.1.2. Subculture**

It can be said that subculture is a part of the main culture but consists of a unique set of behaviour types. Subculture becomes even more important when it comes to increasing sales, as sale-boosting strategies usually aim to access a specific target group. Knowing the subcultural characteristics of the target group becomes a necessity in order to initiate a communication process with the target group (Karabacak, 1993: 85).

#### **1.2.1.1.3. Social Class**

A social class or social stratum is defined as a cluster of people who have equal social statuses in the eyes of the other members of the society.( Oluç, 1987, p. 7). In addition, a community consisting of individuals who are at similar levels when it comes to image, power and income, and who share similar ideas about religion, attitude and values are called a social class. ( Zikmund and D'amcom, 1995: 146).

Based on the above-mentioned definitions, we can list the main characteristics of social class as follows.(Köseoglu, 2002: 107):

\*A distinction is seen among social classes between their spending, saving, purchasing types, the places they purchase goods and the brands they choose.

\*On a psychological level, there are huge differences between the classes. Their ways of thinking differ, so as their perception of goods and their responses to marketing actions.

\*The consumption model defines the symbols of the members of the class.

\*Consumers included in the lower classes determine their spending styles by organizing their needs. Ostentatious spending is typical of the upper class. Those aspiring to make the transition from a lower class to an upper class have different

spending styles. These individuals usually tolerate risks American sociologist Lloyd Warner uses several variables to determine social class: (Arpacı et al., 1992: 35).

- ♣ The source and level of income
- ♣ Profession
- ♣ Type and location of the residence
- ♣ Education

The following can be said about the behaviours of and interactions between the members of the same social class:

A certain homogeneity is seen in the behaviours of members of the same social class. In other words, members of the same social class have similarities in their personalities, clothing, languages and value judgements. They tend to buy similar goods and shop from similar stores (Tokol, 1977: 167).

However, the tastes and behaviours of each social class differ significantly. This difference is regarded as important in three areas in terms of consumer behaviours: Consumption structures, purchasing structures and spending/saving structures. For example, members of the upper class mostly prefer products that are prestigious or have symbolic value, diverting their savings to channels such as stocks and bonds. The most popular savings instruments in other social classes are real estate and gold (Sürücü, 1998: 24-25).

Köseoğlu and Karabacak's opinions on this subject can be summarized as follows:

Social status refers to an individual's place in the social system as perceived by the individual and the other members of the society. Status is the concrete indicator of a position in a specific social class (Köseoğlu, 2002: 108).

In a society, every individual has a status they hold and an upper-status group they aspire to join. The individual tries to adjust most of his/her daily activities according to the standards of the group he/she aspires to join, which in turn affects the individual's purchasing behaviour (Karabacak, 1993: 86).

It is also observed that consumers trying to make the transition from one class to another tend to imitate the lifestyles and consumption patterns of the upper class.

According to Köseoğlu, one of the ways of moving up the social ladder is by acquiring the status symbols characterized with that social class. Brands are important status symbols and give the buyers an "artificial" opportunity to advance among classes (Köseoğlu, 2002:108).

#### **1.2.1.2. Social Factors**

##### **1.2.1.2.1. Family**

As a primary factor among reference groups, family influence enables the individual to acquire some habits throughout his/her lifetime, ensuring that the purchasing process takes place in accordance with specific habitual norms since family members generally interact with each other. The behaviour patterns emerging as a result of this interaction culminate into an established decision mechanism in individuals.

In the broadest sense, family can be defined as a social group made of two or more members as a result of factors such as blood ties (kinship) or marriage (Odabaşı, 2010: 111). Family members filter and interpret the norms of the wider social system (culture, social class and advisory group etc).( Odabaşı and Barış ,2010: 113).

As the unit that consumes and makes the decision to consume (Commuri and Gentry, 2000: 1), family is directly involved in the area of interest of goods and

services marketing. Since family is both the earner and the consumer, its decisions on consumption influence the members.

The roles assumed by the individuals that form the family become important factors in making the decisions related to this institution. What is the difference between the influences of a husband and wife in the decision to purchase? How are purchase decisions made? What are the criteria created by the family when selecting goods and brands? Finding the answers to these questions will play an important role in the effectiveness of marketing studies (Odabası and Baris, 2002: 245).

For the consumer, the family, as an information carrier and as a primary reference group, influences the purchase decision in many ways. On the other hand, the purchase decisions taken in purchases made for the family are usually steered by the family members. Hence, on the one hand the family influences the purchase decisions made for individual needs, while on the other hand the individuals influence the purchase decisions made for family purchases. This mutual interaction varies according to the family's structure (whether it is a nuclear family, the degree of patriarchy etc), aspirations, and the specialisations, roles and communication levels of the family members as well as the life curve of the family (İslamoğlu, 2003: 161). Similarly, another study by İslamoğlu on the roles of family members on the family's purchase decisions shows that the woman commands the process when it comes to identifying and defining the needs and evaluating the colour, style, aesthetics, fashion and similar aspects of women-oriented goods as well as in making the final decision. According to the same study, men govern the process when it comes to researching the price and place of purchase and determining the type of payment. This conclusion also indicates that the roles played during the process of making the purchase decision are independent from each other (İslamoğlu, 1999: 27).

#### **1.2.1.2.2. Reference Groups**

Reference groups occur when individuals become members of various social groups in the society. This membership is on the individual's own volition (by conforming to group norms and adopting group behaviours), though it can also be

gained indirectly through some of the demographic characteristics of the person (such as sex, age, occupation etc.). (Karabulut, 1981:81).

A reference (consultation) group is a group of humans that has a direct effect on a person's attitudes, ideas, value judgements and behaviours. This group encompasses the family, the close circle of the individual with whom s/he has face-to-face interactions, groups to which the person is not a member, and people with whom the person does not have any direct relationship (Tek, 1999: 185).

### **1.2.1.3. Demographic Factors**

#### **1.2.1.3.1. Age**

Age is one of the important factors determining an individual's purchase behaviour. Specific age periods bring specific requirements. With the changing age, these requirements also change. The age factor does not only affect a person's purchase behaviour, but also the way the goods and services purchased are used. Needs and wants such as food, clothing, furniture, entertainment etc are closely associated with the consumer's age.

For example, the 15-20 age group demands goods such as music records, clothing items etc., while the 25-30 age group's demands are more about decorating their houses since they mostly consist of individuals who have newly embarked on their career and who are planning to start a family (Köseoglu, 2002:98).

#### **1.2.1.3.2. Gender**

Gender has an important role in both the purchase decision and the brand selection (Peterson, 2005: 349).

Gender is one of the most important factors in consumer behaviour. There are many studies showing that men and women differ when it comes to consumer behaviours. Gender serves an important social category in all cultures, and a wide



information network has been created in every culture around the concepts of “femininity” and “masculinity”. In truth, men and women can display both feminine and masculine behaviours (Orhan, 2002: 7-16).

While men are the decision-makers when purchasing some specific goods, women have the last say when purchasing some goods (Kocabas et al., 1999: 103).

#### **1.2.1.3.3. Income**

Income level is an important factor that directly affects the purchase behaviour of the consumer. Disposable income is the personal income that remains after direct taxes. This income is the indicator of the purchasing power of the consumer. A part of the disposable income is spent on unchanging obligations and needs that are essential for living.

It is not easy to measure how essential something is; however, the income that remains after expenses such as rent, food, clothing, transport, health and other constant and compulsory needs is called discretionary income, as the consumer spends this income in any way s/he wants (Köseoglu, 2002: 103).

Income is one of the main factors that determine the consumer’s needs and wants and as the means to provide for these needs and wants, it is one of the main factors that affect brand selection (Tek, 1999: 272).

#### **1.2.1.3.4. Education and Profession**

As the education level increases, a person’s needs and wants also become more diverse. (Sürücü, 1998: 19).

It is clear that as the education level rises, the individual learns new things and increases his/her knowledge and skills. The new things learned also change a person’s wants and needs (Karabacak, 1993: 88).

Consumers can be divided into categories such as executives, civil servants, technicians, sales personnel, workers, farmers, pensioners, students, housewives and the unemployed (Çakmak, 2004: 5).

Profession/occupation is a factor that creates a special need and desire for specific goods in the consumer (Sürücü, 1998: 19). The individual's occupation has a significant effect on his/her purchase behaviour.

#### **1.2.1.3.5. Lifestyle**

Lifestyle can be defined as the entirety of all the values, ideas and behaviours of an individual. Lifestyle encompasses what the consumers do and feel, i.e. their behaviours, knowledge and attitudes, and consists of many different elements.

Consumption patterns vary based on lifestyle. The hobbies pursued by individuals, how they spend their leisure, the sports they are involved in and similar behaviour examples can be seen as determinants of their lifestyles (Antonides and Raaj, 1998).

#### **1.2.1.4. Psychological Factors**

##### **1.2.1.4.1. Personality**

Personality is a unique system that serves to distinguish a person from others and that incorporates the inner and outer characteristics of that person. (Karabulut, 30. year, no: 10: 124 ).

According to another definition, it is the sum of all the individual characteristics that distinguish one from the others. (Walters., S, G. and Bergiel, B., 1.b,1989: 398).

The sum of the external and internal characteristics of the person makes that person's personality. The characteristics that form the personality develop with the influence of the person's experiences and reference group of association. Personality

is the general situation of a person's characteristics and includes behaviour patterns that determine the person's level of adaptation to his/her environment. (Tokol, 1995: 76).

#### **1.2.1.4.2. Motivation**

Motive, in its most basic definition, is the most basic reason that pushes the person into displaying behaviour. Motives have two functions: first is to stimulate and activate the organism, and second is to steer the behaviours of the organism. Therefore, the cause of behaviours can only be found by looking at the motives (Muter, 2002: 24).

Consumer motives is a factor that steers the consumer towards goods, services and brands which have previously satisfied the arising needs (Kardes, 1999: 50).

According to Karabulut (1981: 119), an organism's tendency to act in a certain direction in order to satisfy its needs and the chain of events that steers the consumer towards the necessary behaviours or the psychological reasons of these behaviours are called motive.

In terms of marketing, the most important thing, according to Özden, is the ability to stimulate the selective motives of the consumer and steer these stimulated motives towards the intended brands (Ozden, 1998: 14).

#### **1.2.1.4.3. Perception**

Perception is about the observation of the environment, people, smells, sounds, actions, tastes and colours. It is the process of interpreting the sensations and making them meaningful. Sensation is the reception of a stimulus by sensory organs (Odabası and Barıs, 2003: 128).

In another definition, perception is the interpretation, by the brain, of the data we receive through our senses (Muter, 2002:43). We can say that perceiving means

recognizing with the help of our senses. Perception means seeing, hearing, touching, smelling, tasting or feeling an incident, an object or a relationship (Karabacak, 1993:91).

Perception is the process in which individuals select, organize and interpret the data existing in their surroundings by using their senses. Through perception, people try to attribute meaning to the world, the occurrences and the people. The perception process involves three variables: the perceiver, the object and the setting. Due to elements dependent on these three variables, real perception, i.e. conception of the target as it is, is not something that always happens (Anon, 2005).

#### **1.2.1.4.4. Learning**

In its broadest sense, learning can be described as a permanent change in behaviour (Baymur, 1983: 149). In addition, the ability to learn is the most important characteristic that distinguishes human beings from other living things. Learning may include many different things about life, as well as consumption and behaviours related to consumption. (Odabaşı and Barış, 2010: 77).

What shapes and guides human behaviour is, to a large extent, the experiences gained throughout the learning process. Likewise, within the course of our lifelong continuous learning process, we can also learn the phenomenon of consumption as a consumer. Otherwise, we would not get any help from our previous experiences when we encounter a new purchase incident, and in the end, as a consumer, we would have to spend time and energy again and again with every new purchase (Kocabas et al., 1999: 107).

The most important characteristic that distinguishes man from other living things is the superiority of its learning capability. Learning is an important behaviour which all individuals must have in order to sustain their lives, adapt to social life and achieve self-realization. As long as human beings exist, the learning process will continue, because humans learn something new everywhere and all the time (Güney, 2000:141).

Learning is also defined as a permanent change seen in behaviours as a result of reinforced repetition or experience (Baysal and Tekarslan, 1996:66). In another definition, learning is the change that occurs in behaviours as a result of capabilities. A marketer ensures that the consumer is taught positive knowledge and attitudes about goods and services, which ensures that the good or service is purchased (Karabacak, 1993: 92).

#### **1.2.1.4.5. Beliefs and Attitudes**

People form beliefs and attitudes as a result of learning and action. These affect the purchase behaviour. Belief can be one's complementary thoughts on something. Beliefs concerning goods and services create the "product and brand image". Thus, marketing managers endeavour to change beliefs (Çubukcu, 1999: 83).

#### **1.2.2. Consumer Behaviour Models**

Model is the thought path that shows, as logic, the process of emergence of an event or the relationships between certain events. Model is the copy, imitation or representation of the relations between perceived ideas and thoughts, phenomena and events (Baransel, 1993:68).

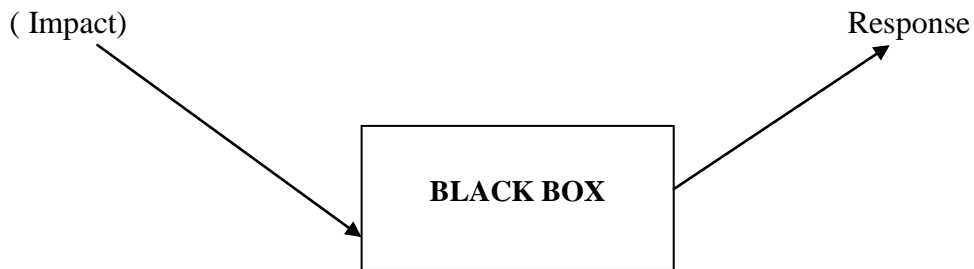
The Consumer Behaviour model can be defined as the path of logic that describes or explains how consumers carry out their acts of purchase and how these acts occur. Consumer behaviour models address all the processes and transactions involved in the consumer's process of making the purchase decision, and serves to identify and describe how they occur and the variables that influence their occurrence( İslamoğlu, 2003:9).

### 1.2.2.1. Consumer Behaviours -General Model

In this model, behaviour is explained as a function of individual factors and environmental factors. As a result of this approach and description, the “black box”, i.e the stimuli and response model, was introduced (Odabaşı and Barış, 2003:47).

According to this model, consumers are influenced by two types of stimuli when deciding. The “marketing stimuli” are controllable marketing variables, such as diversity of services, the price offer and payment terms etc, offered to the customer by the company. “Environmental stimuli” are factors about the environment in which the customer is living at the moment of the decision, which is out of the company’s control but which effects demand in terms of quality and quantity (Karafakıoğlu, 2005: 89-90).

Stimulating black box



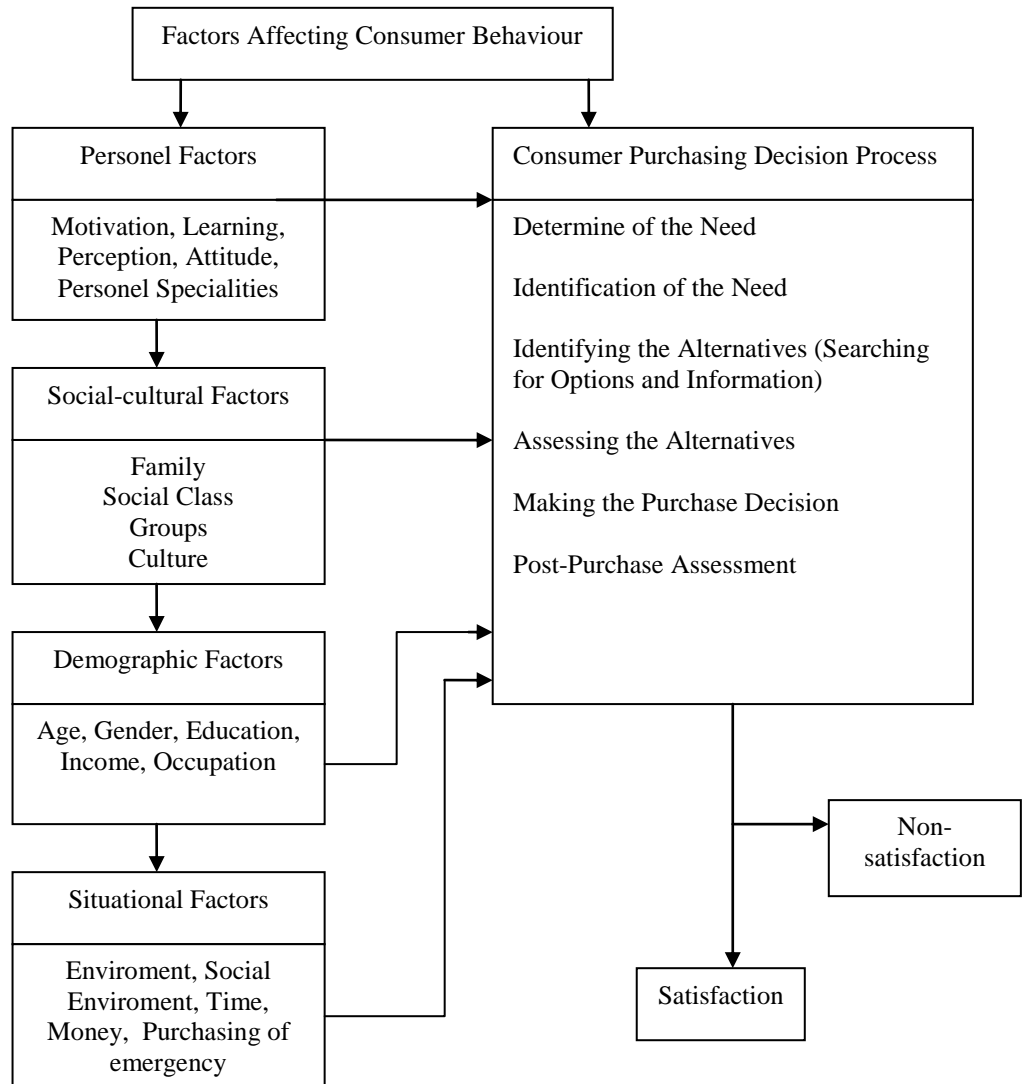
(Source: Keegan, 1992: 193)

**Figure 3: Black Box Model**

Faced with various stimuli, the consumer responds to these stimuli under the influence of personal and environmental factors. The common point of all models and approaches is the categorization of the variables that affect consumers. These variables are as follows (Odabaşı and Barış, 2003: 48-49):

- Internal variables or factors defined as psychological influences,
- External variables or factors defined as socio-cultural determinants,
- Demographic factors,
- Factors defined as the effects of marketing efforts
- Factors defined as situational influences.

Categorized as above, these variables influence the consumer's purchase decision and cause the consumer to behave in a specific way.



(Source: A. Hamdi İslamoğlu, Tüketici Davranışları, Beta Yayınları, İstanbul, 2003:18)

**Figure 4:** The Consumer Behaviour Model

#### 1.2.2.1.1. Emergence of a Need (Identification of the Problem)

When a need emerges and when there is sufficient pressure to satisfy that need, the consumer takes action and explores the ways to meet that need (Karafakıoğlu, 2005: 101). For example, a biological need, such as hunger, emerges and makes itself known though external influences such as advertisements or evidence. Tension occurs when a consumed good does not bring satisfaction (Balcı, 2002).

After the need is recognized and acknowledged, the consumer or family faces the question of how to solve the conflicting internal responses or how to use scarce resources such as time, labour and time.

#### **1.2.2.1.2. Identifying the Alternatives (Searching for Options and Information)**

If there are multiple options, it is very natural for the consumer to contemplate on which of these options are best suited for him/her (Karafakıoğlu, 2005: 101). For example, if a housewife does not want to ruin her skin, she may choose to wear gloves when washing the dishes or may want to change the detergent she uses. When she chooses between these two types of goods, she will also need to choose from the various brands which offer the product. To get information, the consumer either refers to the social group to which s/he is affiliated, or watches the commercials or visits the various sales points. The proportional importance of these sources varies depending on the product, the situation of the customer, and his/her experiences about the good or service (Karafakıoğlu, 2005: 101).

#### **1.2.2.1.3. Assessing the Alternatives**

After getting to know the existing choices, each option will have to be assessed. In general, the influence of the same factors can be seen in the process of research and evaluation. Past experiences and the attitude towards various brands play an important role in assessments. In addition, the suggestions and recommendations of the family and the social group of affiliation are taken into consideration.

#### **1.2.2.1.4. Making the Purchase Decision**

After the product is searched and assessed, the consumer has to decide, at some point, whether the product can satisfy the identified need. If the decision is affirmative, the consumer will have to make a series of decisions concerning the product's type, brand, price, colour, quantity and point of sale. It is not easy to make these decisions, yet the marketer can facilitate making the decision.



If the consumer finds that the information s/he has acquired is not enough, s/he starts over with a new round of information-gathering. On the other hand, one should not forget that the purchase decision and the purchase intent are two different concepts (Karafakıoglu, 2005,: 102).

#### **1.2.2.1.5. Post-Purchase Assessment**

The post-purchase assessments, feelings and thoughts of the consumer are also important in terms of marketing. What the buyer will tell others, whether s/he will make any repeat purchases that transform into habit, the negative aspects of the selected good, the superiorities of the goods not selected all tend to cause an anxiety, a concern that the wrong good was selected, and an incongruity. The company tries to erase or, at least, minimize any negative feelings or concerns about a good they have sold a customer, through advertisement and other promotion campaigns (Mucuk, 1999: 90).

### **1.3. THE CONCEPT OF BRAND AND BRAND PREFERENCE**

Consumer behaviour develops according to whether the person's needs are being satisfied. Hence, in order for individuals to prefer a specific brand, first they have to be motivated and feel desire towards that brand. The desire to purchase occurs when consumers are affected from a specific feature of the brand, feel affinity with the brand or identify themselves with the brand. The personal characteristics of the consumer are also effective in building affinity towards a brand, ensuring that the consumer develops positive attitudes with that brand.

#### **1.3.1. The Brand Concept**

In today's world, brand is one of the most important building blocks of marketing in the public space and is one of the unique weapons of privilege used in reaching the consumer.

Furthermore, in general terms, brand refers to all kinds of signs that can be published and reproduced through print, rendered through drawing or expressed in similar ways, i. e with the packaging, the style of the goods, the words, letters and numbers, including personal names, used to distinguish the goods and services of an enterprise from the competitors.(Anonymous)

Brand includes all kinds of signs that can be published and reproduced through print, rendered through drawing or expressed in similar ways, e.g. with the packaging, the style of the goods, the words, letters and numbers, including personal names, provided that they are used to distinguish the goods and services of an enterprise from those of another enterprise.” (Decree Law no 556 on the protection of Brands.)

Brand refers to signs used by the right-holder as a symbol of “quality”, “honest work” and “business volume”( Ministry of Industry and Trade of the Republic of Turkey, Department of Industrial Property Rights, Briefing Note, 1995: 6). Additionally, “Brand refers to all kinds of signs that distinguish the goods or services of an enterprise from those of another”( Tekinalp: 2003 : 5, 339 ).

According to the definition used by the American Marketing Association (AMA), brand is a “name, term, design, symbol, or any other feature that identifies one seller’s good or service as distinct from those of other sellers”.

According to Kotler and Bennet, brand is defined as a name, term, sign, symbol or a combination of these, that gives an identity to the services produced by an enterprise and often supplied through a broker, and that makes the product or service distinct from those of other producers (Kotler, 1984: 482; Benett, 1988: 301). In another definition by Kotler, brand is a sign, design, symbol, term, name, word, colour, icon or their various combinations that serve to identify and promote the goods and services of a group of producers or sellers and that makes them distinct from those of the competitors.( Kotler, P. and Amstrong,G,1989: 248).

Some other definitions that are similar to the above include the following:

Brand is a name, symbol, shape or a combination thereof that determines the identity of the goods of a specific producer or seller and that distinguishes them from the goods of the competitors (Cemalcılar, 1994: 6). Brand can be defined as a name or symbol that aims to promote a good or service to the consumers (Tokol, 1994: 4). The shape, structure, packaging, and everything that is unique to that specific good are included in the concept of brand (Aktuğlu, 2004: 12). Brand is a name, term, symbol, shape or a combination thereof, that promotes and distinguishes the goods of a producer or seller. (Mucuk, 2007: 141). Brand is the name, symbol, shape or a combination thereof, that serves to determine the identity of the goods of producers or sellers and makes them distinct from those of the competitor. (Üner, 2008: 194). Brand is an important communication tool that informs the consumers about a good or service. (Aktuğlu and Temel, 2004))

According to Kotler, brand has six levels of meaning:

1. Attributes: A brand brings to mind certain attributes.
2. Benefits: Attributes must be translated into functional and emotional benefits.
3. Values: The brand also says something about the producer's values.
4. Culture: The brand may represent a certain culture.
5. Personality: The brand can project a certain personality.
6. User: The brand suggests the kind of consumer who buys or uses the product .

There is relationship between customer and concept of brand. It included some levels;

Firstly; brand awareness is positioned as a vital first step in building the “bundle” of associations which are attached to the brand in memory (Stokes 1985). Brand awareness has been hypothesised to play a crucial role in determining the consideration set: the small set of brands which a consumer gives serious attention when making a purchase (Howard & Sheth 1969, Narayana & Markin 1975).

Brand awareness can also affect decisions about brands within the consideration set (Hoyer & Brown 1990, Keller 1993). Brand awareness should be an important goal of the marketing communications efforts of a firm as it has a number of important functions.

Secondly; brand recognition related to consumers' ability to confirm prior exposure to that brand when given the brand a cue. It requires that consumers can correctly discriminate the brand as having been previously seen or heard. (Aaker, 1996). Brand recognition is related to consumers' ability to confirm prior exposure to the brand when given the name as a cue. Brand recall relates to consumers, ability to retrieve the brand when given the product category, the needs fulfilled by the category, or some other type of probe or a cue (Dolak, 2003).

Thirdly; Brand Preference is one of the brand-related behavioural dimensions of the consumer. There are many factors that play a role in the preference of a brand by a consumer (Tuna, 1993: 36).

Finally; brand loyalty, long a central construct in marketing, is a measure of the attachment that a customer has to brand. It reflects how likely a customer will be to switch to another brand, especially when that brand makes a change either in price or product features. As a brand loyalty increases, the vulnerability of the customer base to competitive action is reduced.

We evaluated brand preference on rural female consumers. Therefore, it is investigated on the process.

### **1.3.2. The Concept of Brand Preference**

In the most general sense, brand preference is described as the selection of a specific brand in the process of making the purchase decision as a result of the evaluation of the brand by the consumer with the influence of his/her beliefs and attitudes towards the brand and according to the consumer's needs (Aktuğlu and Temel, 2004).

In other words, brand preference is the demonstration of the behaviour of choosing a specific brand from among other brands based on the habits or past experiences of target consumers (Aktuğlu, 2004: 36-37) When choosing from among various products or brands, consumers make their preferences towards the products or brands that will provide the highest benefit for them (Demir, 1999: 1).

Brand offers consumers some great benefits in terms of facilitating a selection, informing and giving confidence about quality, return or repair of the product, ensuring easy access to spare parts when necessary, boosting quality by pressuring producers and brokers through competition, and ensuring that the consumers can buy the same product again (Cemalcılar, 1984: 260-261; Tuna, 1993: 24; Mucuk, 1990: 122).

Brand preference is one of the brand-related behavioural dimensions of the consumer. There are many factors that play a role in the preference of a brand by a consumer (Tuna, 1993: 36). In addition, another factor that is determinant in brand preference is social class. Since lifestyle influences the perceptions and attitudes of consumers, the brand preferences of individuals from different social classes also tend to differ.

Factors such as the nature of the consumer's needs, the way brand-specific attributes are perceived by the consumer, the brand image, existing consumer attitudes towards alternative brands, the effectiveness of the marketing and advertisement strategies pursued by manufacturers/producers, the demographic characteristics of the consumer, the cultural characteristics of the environment where the purchase behaviour is executed, the qualities of the social class and reference groups, the life period being experienced by the consumer, and the conditions under which the decision is made all affect the brand preference of the consumer (Güneri, 1996:69).

When the brand identity and the consumer identity coincide as a result of a one-time usage of the brand or product, positive attitudes emerge that can guide the brand preference and ensure a repeat purchase (Anon, 1995:32).

Yet, when said brand does not give the former level of satisfaction, preferences can easily change (Peter and Olson, 1987:243). Brand choice and use, as well as the complimentary matter of brand switching, have long been topics of interest for those studying the consumer field (Foxall and Goldsmith, 1998:18). The brand- switching seen among consumers is as natural as brand loyalty. Although many consumers may remain loyal to a specific brand or company for long periods, from time to time they try the rival products or brands (Walters and Paul, 1970: 508).

In case a previously used product which manages to satisfy the identified need fails to meet the expectations later on, the consumer's response is usually to break the bonds and start exploring alternative brands or make complex decisions. In addition to dissatisfaction, there are other factors that can lead to brand switching.

Consumers can also resort to brand switching when they are bored of their usual brands and want some change (Assael, 1992: 81). There are many reasons for it. One of the reasons is the changes taking place in the product price, for example a steep increase in price. In such a case, the consumer may explore other alternatives (Assael, 1992: 80). Another factor is the special discounts/promotions (including gift certificates, coupons, free samples etc) implemented for various brands that can serve as alternatives (Loudon and Della Bitta, 1993:567; Assael, 1992: 81; Walters and Paul, 1970: 507; Kahn and Louie, 1990: 279-280; Cotton and Emerson, 1978: 109-110).

#### **1.4. FEMALE CONSUMERS**

The main object that this thesis attempts to study and evaluate is female consumers. The recently changing and developing momentum of female consumers cause radical changes in marketing strategies, introducing a brand new approach to the global market.

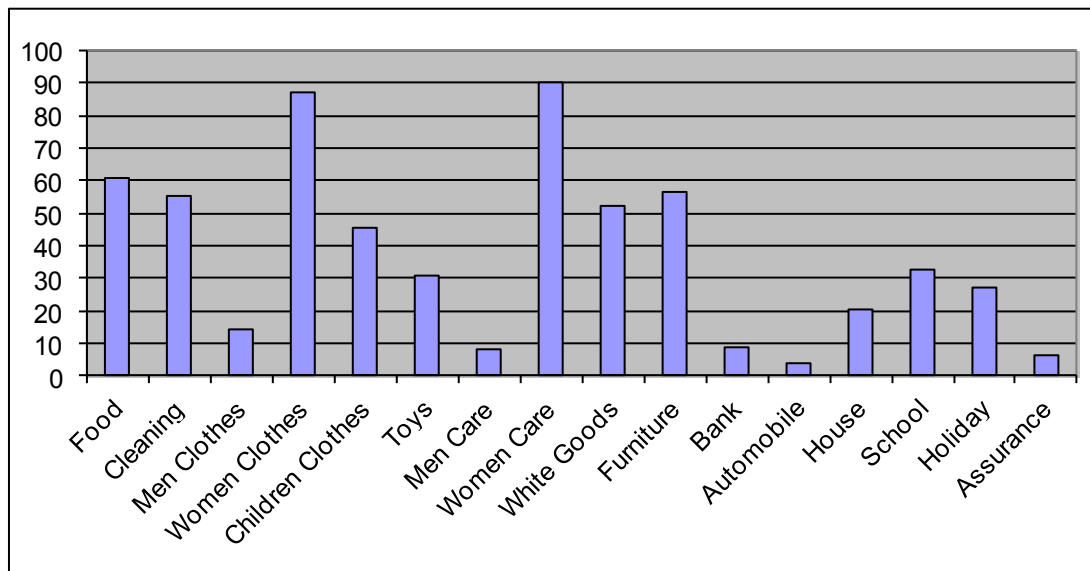
Changes such as the increase in the educational attainment levels of women, the increase in the number of double-income families and the involvement of career women in the business world have changed women's social role and have brought new dimensions to the traditional influences and role structures of family members in the decision-making process (Lee and Beatty, 2002: 25; Nanda et al., 2006: 112). Modernization has changed the nature of some cultural norms, such as gender-based duties, and has enabled women to raise their social standards by offering them the opportunity to work. Thus getting the opportunity to work and make significant contributions to the household budget, women have laid the foundation for their new role structures that give them greater power and influence in the decision-making process (Sidin et al., 2004:382; Nanda et al., 2006:112-113).

In addition to factors such as the economic breakthrough of women and modernization, another factor that affects women's influence on the decision-making process is the family structure. Dividing married women into three groups, i.e. conservatives, moderates and liberals, Green & Cunningham have concluded that the husbands of liberal women have less influence on the decision-making process compared to the husbands of moderate and conservative women. According to some of the interesting findings of said study, when it comes to purchase decisions regarding groceries, women are the decision-makers in all three groups, while men are more influential in purchase decisions about life insurance, and the couples decide jointly when it comes to purchasing furniture. Interestingly, it is stated that purchase decisions concerning things like white goods, automobile or vacations are shaped according to the woman's attitude (Sidin et al., 2004:382).

The effect of men and women on the family's process of making the purchase decision is directly related to product attributes. According to this finding, women are more influential in the purchase of kid's clothes and home appliances, while men are more influential in the purchase of tools such as grass mowers, while the couple acts jointly when buying a vacation (Levy and Lee, 2000: 2).

In a major study conducted to see how influential the other members of the family, particularly the children, can be in the purchase phase, statements concerning the purchase of 16 different products were used. Regarding who is effective in the purchase decisions of the family, the respondents were asked to mark only one of the options; the product groups for which the question was asked included food, cleaning materials, men's, women's and kids wear, toys, men's and women's personal care and hygiene, white goods, furniture, banking services, automobile, housing, school, vacation and insurance. Data on female consumers (moms) are given in the table below.

**Table 1: Purchases by Family Members**



(Source: Tek, Ö. B. (1999). [www.siu.edu.tr/departments](http://www.siu.edu.tr/departments) (2006 May 8))

According to the chart that shows the mother's influence on purchase decisions, the mother is the most influential decision-maker in the product groups of women's care and hygiene (90.5%) and women's clothing (87.4%). On the other hand, it is seen that the mother is more influential in the general household spending. It is observed that mothers are the most influential decision-makers in the purchase of products such as food (60.7%), furniture (56.4%), cleaning materials (55.6%) and white goods (52.1%).



According to the study, the father is influential in 8 of the 16 product groups: men's wear and men's personal care and hygiene, banking services, automobile, housing, school, vacation and insurance. In 7 of the 16 product groups, the mother is observed to have superior influence. The product groups where the mother has dominant influence are foodstuffs, detergents, women's and kid's wear, women's hygiene and care, white goods and furniture; it was observed that children are influential only in the purchase of toys. The job-distribution and authority in the family also varies according to the products and the families when it comes to making a purchase. For example, the woman is the primary buyer for cleaning and kitchen items, washing machines, carpets and furniture. The man generally plays a more dominant role in the purchase of insurance, automobile and televisions. The family's financial management is transferred to the woman, especially in high culture families. In some families, the child can be an important influencer and producer of ideas (Tek, 1999: 203).

As the woman's role is changing in today's society, it is widely recognized that this change is mostly due to the woman's entry into the working life, her ability to bring home a second salary, and the increase in her education level. This situation ensures that the woman has as much influence as the man in purchase decisions, and can become the family member that plays a more influential role in some decision-making processes (Becker and Moen, 1999: 1004).

Of course, the marketing strategies are never too late to adapt to these changes. Another study focusing on the woman looked into the roles of family members in the process of making the purchase decision; according to this study, the woman commands the process when it comes to identifying and defining the needs and evaluating the colour, style, aesthetics, fashion and similar aspects of women-oriented goods as well as in making the final decision.

According to the same study, men govern the process when it comes to researching the price and place of purchase and determining the terms of payment. This conclusion also indicates that the roles played during the process of making the purchase decision are independent from each other (İslamoglu, 1999:27).

#### **1.4.1. Rural Families and Rural Women**

In our country, rural and urban lifestyles differ immensely. Because of the agriculture-based economy and the fact that there are more rural areas than urban, the rural lifestyle is more common. In most of the country, other than large cities, this rural life is common; although there is a lot of rural-to-urban immigration, most of the families remaining in rural areas continue to live according to their traditions and localities. Living in a rural area affects not only the family but each individual member of it, creating a treasure worth assessing.

In general, families living in rural settlements are extended (large) families (Görmez, 1991:459–491). Family is a self-sufficient institution in rural areas, and having multiple children is a result of this family structure. Human, i.e. manpower, is the ultimate way of increasing production in rural settlement areas. (Güven, 1996: 241). In agriculture-based economies, primary group relations, i.e. familial relations, which are a determining aspect of agricultural cultures, are among the most important elements of social organization. In such countries, family plays an important role in controlling the attitudes and behaviours of the individuals and in all levels of social influences, from production to worship (Kongar, 1970:58). Hence, it becomes inevitable for the family to influence the behaviours of individuals in a rural family structure. Nevertheless, the radical changes in the social structure as a result of industry and urbanization reduce the family's effect on the individual, transferring this power to various other institutions of the society (school, circle of friends, associations etc.) (Görmez, 1991:459–491).

Women, who are believed to be most strongly impacted from rural life, appear to have become participants in the social life, even if to a limited degree. The rural female consumer profile has multiple children, limited living space, and ability to make do with less although they may not be in financial need, and they struggle to maintain a living for their family in terms of the future they envisage for the family. In this struggle for livelihood, the rural female consumers become interesting subjects to study with their daily shopping routines, with their daily housekeeping duties and, for some, the added necessity to work outside the home.

## CHAPTER II

### 2. USING THE ANALYTIC HIERARCHY PROCESS FOR DECISION MAKING

#### 2.1. DECISION-MAKING PROCESS

Decision-making is a process of struggle that individuals must go through in order to realize a purpose throughout their lifetimes. The concept and process of decision-making is described by most researchers as follows:

- ◆ “Decision-making is the selection of optimum activities from among various activities” ( Timur, 1990:16).
- ◆ “Decision-making means selecting the most appropriate option according to at least one purpose or criterion from within a set of options” ( Dağdeviren and Eren, 2001:42).
- ◆ “Decision-making is selecting the best of the suitable alternatives according to available resources and restrictions so as to accomplish one or multiple purposes”( Keçek and Yıldırım, 2010: 196).

Saaty describes the decision-making process as a logical process involving the following steps:

- Dividing a complex and irregular problem into parts and transforming the problem into a system that shows the main elements of the problem in a hierarchical order.
- Revealing feelings, idea-reflecting assessments and judgements.

- Describing these assessments and judgements in meaningful numbers.
- Calculating the priorities of the elements included in the hierarchy using these numbers.
- Combining the results achieved in the previous phase in order to make a general decision that encompasses everything
- Changing the numbers in the evaluations and analysing the sensitivity of the changes (Bahadır, 2005:4-5).

Regarding the decision-making process ( Saaty, 1994: 21)

- I. Dividing into pieces a complex and irregular problem; in other words, creating a model that shows the main elements of the problem and the relations between them.
- II. Creating a hierarchical structure by organizing the relevant sub-elements; this hierarchical structure must reflect the relation of functional dependency between the elements. When forming these relationships, the assessments should also reflect the information obtained about the problem, and the insights of the decision-maker.
- III. Assigning numerical values to each sub-element depending on the other sub-elements in the same group, i.e. based on the perceived importance of the sub-element; in other words, expressing the assessments with meaningful numbers.
- IV. Using these values to set the priorities of the sub-elements of the hierarchy.
- V. Consolidating these priorities to identify the decision options, synthesizing the values obtained in the previous phase for an overall result.

- VI. Analyzing the sensitivity of the final decision by changing the numerical values assigned previously to sub-elements; in other words, examining the decision by making changes in subjective values.
- VII. AHP is a systematic method that serves to set and represent the priorities of the multi-criteria elements of a problem within a certain hierarchy. The method executes this procedure by dividing the decision problem into small parts and making pairwise comparisons in line with the preferences for decision-making.

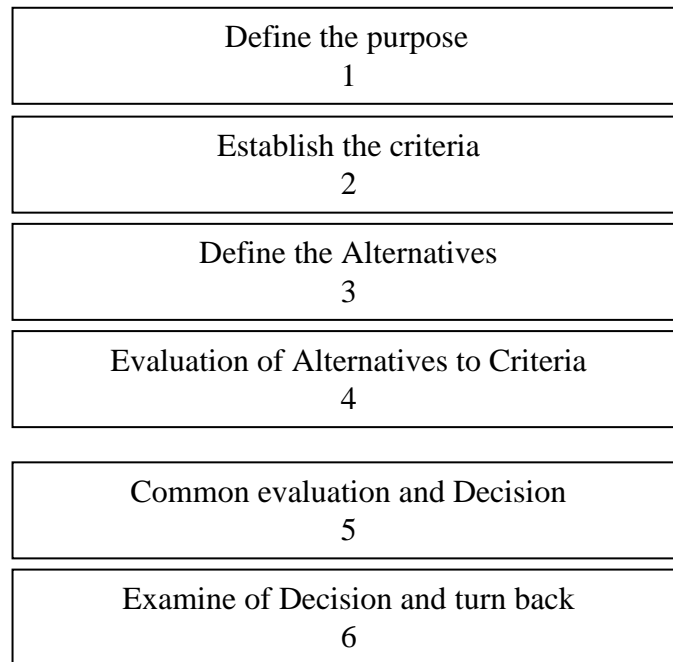
### **2.1.2. Multi-Criteria Decision-Making Process**

In the decision-making process, the experiences and subject-related satisfaction levels of individuals remain inadequate. Most of the time, individuals have to make use of scientific data when at the verge of important decisions. Contradicting criteria and objectives exist in most decisions, influencing the decision. Therefore, decision-making problems can be categorized into two (Güner,2005:31).

- ❖ Single-Purpose Decision-Making Problems
- ❖ Multi-Purpose Decision-Making Problems

Since there can be lots of criteria and solutions in the decision-making process, sometimes necessary multi-criteria decision-making methods are used. In this problem series, there are at least two alternative solutions. In his definition of multi-criteria decision-making, Saaty says “ In multi-criteria decision-making, the aim is to reach the desired goal by taking into account multiple and contradicting criteria. In the multiple criteria decision-making method, the best alternative is chosen.” ( Saaty, 2005:xi).

### 2.1.2.1. Phases of the Multi-Criteria Decision-Making Process



(Source: [www.tepav.com](http://www.tepav.com), Erdem Kocamustafaoğulları, The George Washington University)

**Figure 5:** Phases of the Multi-Criteria Decision-Making Process

#### 2.1.2.1.1. Identifying the Goals

“Goal or objective expresses a situation desired to be reached or realized in the future. Setting goals or objectives means determining where, in which situation or position and size one wants to be in the future in terms of some specific variables. This future situation or position refers to the point at which the company resources will be diverted”( Özkan, 2007:73).

Goal is the most important element that brings the person or enterprise to a good and satisfactory result either in our daily life or professional life, when it is accurately designed and when it finds the appropriate conditions. Setting the aims plays an important role in the multiple-criteria decision-making process.

#### **2.1.2.1.2. Setting the Criteria**

Setting the criteria is another important aspect playing a part in achieving successful results in a study. Some points that should be taken into account when establishing the criteria are as follows:

It can be said that the criteria must be inclusive in order to represent the whole and provide a sound database in terms of the results. Moreover, if we know the level of the criteria, we can understand how close we are to reaching the goal.

Criteria must be measurable against the conditions in which the research is carried out. Additionally, the criteria should be sufficient to successfully conclude the measurements. Finally, the criteria should be expressed in the simplest way possible.

#### **2.1.2.1.3. Identifying the Alternatives**

The phase of identifying the alternatives is also one of the important phases, since the most appropriate selection and the healthiest result are selected from among a huge number of alternatives. Each alternative contributing to the selection process adds a new dimension to the research.

#### **2.1.2.1.4. Assessing the Alternatives According to Criteria**

Assessing the alternatives based on the criteria is one of the most appropriate methods in terms of the research results. Applications implemented in the comparisons of criteria to alternatives are necessary for healthy conclusion of the process. Assessing each criterion according to each alternative is one of the most important aspects of the decision-making process.

#### **2.1.2.1.5. General Evaluation and Decision**

In this phase, alternatives are evaluated in terms of their degree of importance against each other; this phase is the portent that tells that the decision-making process is coming to an end, based on the final data acquired. The assessments made during the research are evaluated and the hierarchical order of importance of the criteria is determined.

#### **2.1.2.1.6. Examining the Decision and Returning**

The examination of the decision, included here as the last phase, is the result of the decision process achieved in light of the results of all the gathered data. After determining whether the decisions are right or wrong and concur with the result, the research can go back to the starting point and initiate a new process after rectifying the shortcomings.

One of the effective methods of the decision-making processes is the analytic hierarchy method. This thesis has used the analytic hierarchy model and reached significant results.

### **2.2. ANALYTIC HIERARCHY PROCESS**

People find themselves forced to take many important decisions throughout their lifetimes. These decisions can be simple or complex. Complex situations make it harder to make a decision. Hence, there are decision support systems designed to facilitate correct and efficient decision-making. It is believed that Analytical Hierarchy is the most widely preferred support system.

The Analytical Hierarchy Process (AHP) was first suggested in 1968 by Myers and Alpert. The AHP method was then developed into a model in 1971 by Saaty, who made it usable in solving multi-criteria decision-making problems (Wind and Saaty, 1980: 641-658).



The method became known as a method used for decision-making in multi-factorial decision-making problems. It is a scientific approach that incorporates both qualitative and quantitative criteria and that ensures fast, effective and efficient selection from among multiple alternatives.

According to Saaty's definition, AHP is a tool for communication and interpretation of information and a multi-criteria measuring theory using descriptive, quantitative and qualitative criteria and deriving scale values from comparisons and scores (Saaty and Ozdemir, 2003 (b): 1063-1075; Saaty, 1990: 9–26).

AHP allows accurate and logical implementation of data, experience, insights and intuitions by demonstrating the relationship between purpose, goals (criteria), sub-goals and alternatives – by modelling hierarchically- of a complex problem for the decision-maker (Ozdemir and Saaty, 2006: 349-359).

AHP is used on a decision hierarchy, as a pre-defined comparison scale. It is based on one-to-one comparisons in terms of both the factors affecting the decision and the significance values of these decision-making points. As a result of these comparisons, the differences in importance transform into percentage distributions on decision points.

“The AHP method is based on multi-criteria decisions in calculating objective functions. The main characteristics of the AHP method result in a decision process that is carried out within a reasonable hierarchy with quantitative connections in conformity with human psychology and thought laws.”( Ding and Xu,2008: 283).

“The analytical hierarchy approach enables measuring ideas, emotions and excitements, experiences and judgements, and decision alternatives, in a way that arranges decision alternatives on a numerical scale. In other words, it is an important tool that enables incorporation of both objective and subjective criteria in the decision-making process”(Karakaya,2009: 77).

Not all criteria have to be considered simultaneously. Hence, the system becomes easy and simple to apply, increasing the accuracy of the results obtained (Çam and Toraman,2003:42).

Moreover, AHP is a general method for complex, hard-to-understand or unstructured problems, and is built on three main principles (Gülten, 2009:32)

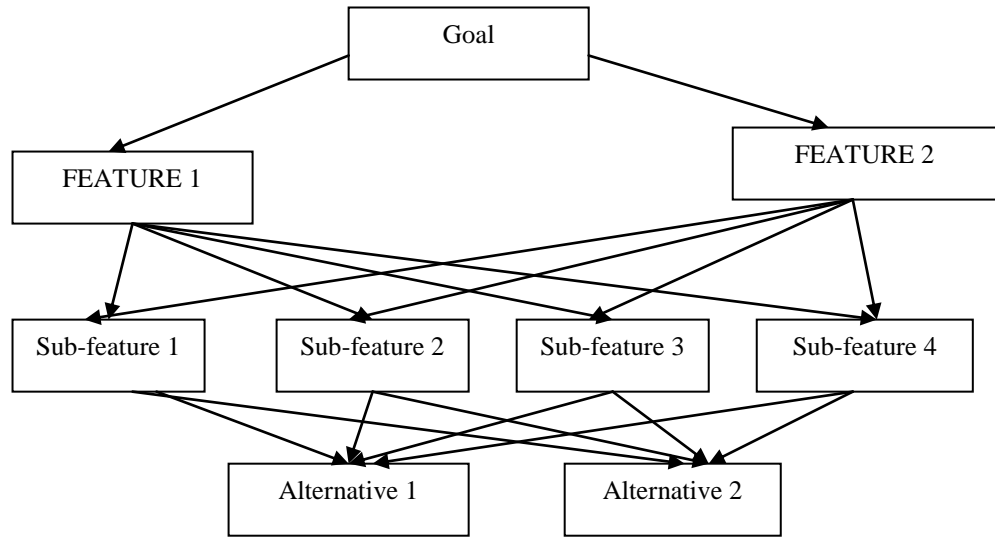
- a) The principle of forming hierarchies
- b) The principle of determining superiorities
- c) The principle of logical and numerical consistency

Saaty defined 7 main characteristics of the AHP method as follows; ( Mergen , 2006: 94)

- i) Ratio scales obtained from pairwise comparisons.
- ii) The psychological roots of the basic scale of 1-9 used in comparisons, and pairwise comparisons.
- iii) The sensitivity of the eigen vector to changes in valuations, and the required conditions.
- iv) The homogenised clustering needed for expanding the 1-9 scale to  $1-\infty$ .
- v) Multiple linear forms forming a vector as an application of priority compositions within the decision-making structure of a more general hierarchy or network with feedback in order to turn multi-dimensional measurements into normalized ratio scales.
- vi) Allowing ideal fashion order protection or reversal of the order in the distribution mode.

- vii) Using mathematically expressed formulations in obtaining group decisions consisting of a combination of individual judgements.

AHP is a simple decision-making instrument in the solution of multi-dimensional, unstructured and complex problems (Razmi et al., 2002:199-211).



(Source: Razmi et al., 2002: 99-211)

**Figure 6:** The Best Choice Of Alternatives

AHP's hierarchical structure is given in Figure 6. At the top of the hierarchy is the most macro goal of making the best decision or choosing the best alternative (Zahedi, 1986,p.96-108). In the other levels of the hierarchy there are characteristics that contribute to the goal, and the bottom levels of the hierarchy include decision alternatives or options.

### 2.2.1. The Analytic Concept

In AHP, after the problem is hierarchically determined, the relative superiorities of the elements forming the hierarchy are calculated. Relative superiorities are turned into numbers expressed in matrixes in the decision-making process. After this phase, there are valid reasons for using mathematics to solve the

problem. Methods thus attempting to identify the decision are known to be analytic (Saaty, 1999; Saaty, 2000; Barbeau, 1987).

### **2.2.2. The Hierarchy Concept**

Hierarchy is a model showing how the human brain analyzes complicated situations (Yetim, 2008:591). Analytic decision-making is based on compartmentalizing the decision-making problems into smaller but meaningful subsections in a step-by-step (hierarchical) approach, thereby enabling a more effective solution (Albayrak and Albayrak, 1995).

AHP's use of the hierarchical structure in the solution of decision-making problems means that the problem is divided into various levels. The procedure of forming this hierarchical structure is called "modelling" (Reng and Dai, 2009:2; Aguarón and Morena-Jimenes, 2000: 114; Chandran, Golden and Wasil, 2005: 2235). By modelling, the decision-maker finds the opportunity to effectively compare different valuation criteria and alternatives (Lee and Hwang, 2010:162).

The purpose of a designed hierarchy is to determine the effect of higher-level elements over lower-level elements, or the contribution of lower-level elements to the importance or completion of the higher-level elements (Keçek and Yıldırım, 2010: 198).

In fact, AHP uses the hierarchical structure in the solution of complex problems with the purpose of reflecting the natural tendency of the human brain and determining the level of effect of the function between elements (criteria and alternatives) (Pineda-Henson, Culaba and Mendoza, 2008:17).

There are pre-determined alternatives in the analytic hierarchy process and these alternatives help us in identifying criteria and sub-criteria. Furthermore, with the developed scale of importance, these criteria and sub-criteria are compared.

- The first level is the ultimate goal, located at the top of the hierarchy. (Pineda-Henson, Culaba and Mendoza, 2008:17). This is the highest possible position for a goal.
- The second level is the main criteria affecting the decision process
- The third level is the sub-criteria under each main criterion
- The final and lowest level is the solution alternatives for decision problems. (Sharma, 2010: 35; Braunschweig and Becker, 2004: 79; Cooksey, 2009: 44.).

Although it is known that each level has the same degree of importance in hierarchy, it should not be forgotten that hierarchy is flexible. New criteria can always be added to the hierarchical structure, or the existing criteria can be changed at any time (Saaty, 2001: 32). The fundamental hierarchical structure can be seen in Figure 1 (Wang, Liu and Elhag, 2008: 515)

### **2.2.3. Characteristics of the AHP Method**

AHP is a model that clearly demonstrates how human beings perceive and shape a complex problem, and has been created as a result of various observations. One observation is that, in such situations, people group the elements and divide the problem into hierarchical sections. This compartmentalization can differ from person to person, yet if people judge a problem in the same way, the solution is likely to be the same (Evren, 1992).

Main characteristics and advantages of AHP according to Saaty (Daneshvar, 2004):

- ✚ Model singularity and uniqueness: AHP is a flexible method that is easy to understand and that can be applied to many decision-making problems.

- ✚ Complexity: AHP gives the opportunity to examine both the local and the global weights concerning the factors used in the decision-making process.
- ✚ Dependency: There is one-way dependency in AHP.
- ✚ Hierarchical structure: The hierarchical structure of AHP decision-making problems have the goal in the first level, the factors in the second level, and the alternatives in the third level.
- ✚ Measurement: AHP measures, through pairwise comparisons, the factors used in the decision-making process, and computes a weight value for each factor and sub-factor.
- ✚ Conformity: AHP examines the consistency of the pairwise comparison decision matrix used in the decision-making process, and enables getting more precise and more logical results.
- ✚ Consolidation: AHP computes a priority value for each alternative.
- ✚ Trade-off: AHP determines alternative priorities according to the factors used in the decision-making process, and then merges these priorities.
- ✚ Judgement and group harmony: AHP allows consolidating the judgements of more than one decision-maker in the decision-making process.
- ✚ Process Repetition: AHP is a flexible method that allows decision-makers to change their judgements in the course of the decision-making process; moreover, it also allows changing the factors and sub-factors used in the decision-making process.

In general, AHP can be applied to following problems (Saaty, 2001).

- ✓ Setting priorities
- ✓ Forming a cluster of options
- ✓ Selecting the best policy option
- ✓ Identifying needs
- ✓ Resource allocation
- ✓ Risk assessment
- ✓ Performance evaluation
- ✓ System design
- ✓ Optimization
- ✓ Planning
- ✓ Conflict resolution
- ✓ Ensuring system balance
- ✓ Deciding on how to use costs and gains

#### **2.2.4. Basis of the AHP Model**

The AHP method is based on three fundamental principles (Mollaghasemi, 1997):

- i) The principle of disintegrating: “ identifying the main elements of the problem”
- ii) Principle of reciprocal judgement
- iii) Principle of combining (synthesizing) priorities

#### **2.2.5. Axioms of the Analytic Hierarchy Process**

“Saaty has defined 4 axioms that form the basis of AHP” (Saaty,1994: 338).

### **2.2.5.1. The reciprocal Axiom**

The reciprocal axiom, which is also called two-sidedness, is also expressed as having two sides or opposites (Kuruüzüm and Atsan, 2001, p. 83-105). In this axiom, the matrixes identified are compared and reciprocally defined. For example, if one matrix is  $a_{ij}$ , the other matrix can be observed as  $a_{ji}$ . For example, if a stone is five times heavier than the other, the smaller stone will be one fifth of the larger stone's weight (Saaty, 1986: 841-855).  $W_i / W_j = a_{ij}$  ( $a_{ij}$ = shows the superiority of the alternative over the  $j$  alternative.) For the reciprocity condition;  $a_{ij} = 1 / a_{ji}$  (  $a_{ij}$ , for  $j \in A$ ) (  $A$ : set of Alternatives). (Keçek,2010:197)

### **2.2.5.2. The Homogeneity Axiom**

AHP can compare homogenous elements that are not much different from one another in terms of their ratio characteristics. Pairwise (paired) comparison of elements requires them to be either homogenous or close to each other in terms of a common attribute (Garker andVargas, 1987: 1383-1403).

“In pairwise comparisons, for  $a_i$  and  $b_j$  one cannot be accepted as superior to the other. In other words,  $a_{ij} \neq \infty$  (for all  $i$  and  $j$ ). Conversely, a criterion cannot be accepted as 0times superior to the other. In other words:  $a_{ij} \neq 0$  (for all  $i$  and  $j$ ). Since the scale is from 1 to 9, the  $a_{ij}$  values will be between  $1/9, 1/8, \dots, 1, \dots, 8, 9$  (Saaty,1991:1-9).

### **2.2.5.3. The Expectations Axiom**

The expectations axiom makes two suggestions about AHP. Firstly, there are some justifications behind the thoughts of human beings, and people want to be sure that their opinions are adequately reflected in the results. Secondly, the order of the alternatives depends on both the decision of the decision-makers and the nature of the decision problem (Saaty, 2008(a): 251–318).



#### **2.2.5.4. The Independence Axiom**

Also called the synthesis axiom, the independence axiom says that judgements or priorities concerning an element positioned in one level of the hierarchy are independent from the elements placed lower in the hierarchy (Forman and Gass, 2001: 469-486; Forman and Selly, 2001:53).

#### **2.2.6. Phases of AHP Applications**

##### **2.2.6.1 Dividing the Problem and Establishing the Hierarchy**

In the first stage of AHP, all factors that can influence the decisions must be identified. In order for the hierarchical structure built with these identified criteria to be sound, it is important to compartmentalize the problem. The first stage, which is the compartmentalization of the problem and the most constructive part of decision-making, has an important effect on the result (Zahedi,1997: 791-813; Ozernoy, 1992: 159-171; Saaty, 1999: 395-423).

Compartmentalization refers to structuring a problem as a hierarchy of groups, sub-groups and sub-subgroups. The first phase of the AHP application is the development of a hierarchy by dividing the problem into small parts (Forman and Selly, 2001: 54; Forman and Gass, 2001:469-486).

Goal, criteria and alternatives are the three levels of hierarchy (Forman and Selly, 2001: 56-59).

“When building an AHP model, the hierarchy structure can be listed as follows based on the type of the problem (Hacimenni, 1998:22).

- A. Goal, Criteria, Alternatives
- B. Goal, Criteria, Sub-Criteria, Alternatives
- C. Goal, Criteria, Sub- Criteria, Scenarios, Alternatives
- D. Goal, Actors, Criteria, Alternatives
- E. Goal, Criteria, Power degrees, Multiple alternatives

When putting forward the problem, it is essential to go as deep as possible in terms of details. However, the detailing should not be so deep that it causes loss of sensitivity when elements are changed (Saaty, 1990: 9–26). When building a decision hierarchy, the number of levels will depend on the complexity of the problem, and the level of detailing that the decision-maker needs when solving the problem (Zahedi, 1986: 96-108).

According to Saaty, it is not necessary to have a complete hierarchy when building the problem. The decision-maker can add or omit any level or element s/he wants in the system (Saaty, 1990: 9–26). Saaty suggests 7 2 as the number of elements at all levels of the hierarchy, considering the limits of the cognitive skills of human beings (Saaty and Ozdemir, 2003(a): 233-244).

#### **2.2.6.2. Establishing the Priorities**

The basis of the AHP technique is the pairwise comparisons (Saaty, 2005: 345-405). Pairwise comparison is a natural process people use to express their feelings when making comparisons in terms of preference, importance and probability with regard to a specific object (Saaty, 2001). In order to make a pairwise comparison, it is necessary to have a scale that shows how many times more important or superior an element is over another element in terms of the compared criterion or attribute (Saaty, 2008:83–98).After pairwise comparisons, the priorities are established. Priorities are rational numbers, numerical ranks or the result of numerical measurements derived according to dominance from pairwise comparisons and measured on a ratio scale (Saaty and Ozdemir, 2003(b): 1063-1075; Saaty, 2008(a): 251–318

**Table 2:** Definition of values on AHP

<b>SIGNIFICANT OF VALUE</b>	<b>DEFINITION OF VALUES</b>
1	Both factors have equal priority status
3	First factor status of the more important second factor
5	First factor situation is a very important second factor
7	Firs factor considered important to have a very strong condition to second factor
9	According to the second factor, the first factor to be considered an absolute state of supreme importance
2,4,6,8	Intermediate values (consensus needed to be used)

(Source: Saaty and Ozdemir 2003)

$$A = \begin{bmatrix} a_{11} & a_{12} & \dots & a_{1n} \\ a_{21} & a_{22} & \dots & a_{2n} \\ \cdot & & & \cdot \\ \cdot & & & \cdot \\ \cdot & & & \cdot \\ a_{n1} & a_{n2} & \dots & a_{nn} \end{bmatrix}$$

“The comparison matrix is a square matrix of nxn.”(Güngör, 2007:62)

Comparison of factors depends on their level of importance vis-à-vis one another, and is done on a one-to-one basis. Each criterion has equal importance when being compared. Therefore, the compounds on the diagonal matrix take the value 1. Moreover, matrix A is always positive and consists of reverse values. In other words, it is a reverse square matrix according to the diagonals of the pairwise comparisons matrix. The formula used for compounds below the diagonals is: (Güngör,2007: 62)

$$a_{ij} = 1 / a_{ji} \{i, j = 1, 2, 3, \dots, n\}$$

### **2.2.6.3. Synthesizing**

The priorities will have to be synthesized in order to derive the global or composite priorities of the elements at the lowest level of the hierarchy. The synthesizing phase covers computation and normalization of the greatest eigenvalue and the corresponding eigenvector. Although there are various methods for normalization, the method of dividing the elements of a column to the column sum and dividing the obtained line sum with the number of elements in said line is the most widely used one (Kuruüzüm and Atsan, 2001: 83-105; Forman and Gass, 2001: 469-486; Garker and Vargas, 1987: 1383-1403).

### **2.2.6.4. Sensitivity Analysis**

The sensitivity analysis shows how well the alternatives perform with each goal and how sensitive the alternatives are to changes made in the importance of the goals (Forman and Selly, 2001: 79).

In order to review the outcomes of the model built after establishing the ranks of the alternatives, the level of sensitivity of the rank of the alternatives and the final decision against changes to judgements should be evaluated (Keçek and Yıldırım, 2010:193-211).

In the sensitivity analysis, it is possible to study the situations that are likely to arise in the event of changes to identified alternatives, criteria and sub-criteria. Hence, the evaluations can be repeated by omitting one of the alternatives, criteria or sub criteria in the hierarchy. Moreover, the results of the changes can also be tracked using this method.

### **2.2.7. Consistency**

“Consistency is the state of harmony of the decision in establishing the pairwise comparison of criteria or alternatives”( Özkan,2007:107).

The consistency ratio must be calculated in order to assess whether the decision-maker has behaved consistently when benchmarking the criteria. In this calculation, random index numbers based on  $n$  number of criteria are used. If the value found as a result of the calculations is below 0.10 (10%), it is concluded that the comparison matrix is consistent. Otherwise, the decision matrix should be re-established (Palaz and Kovancı, 2008:55). In order to detect whether there is any deviation from the ideal situation in the matrix created, it is necessary to calculate the consistency index and the consistency ratio.

Consistency index formula =  $(\lambda_{\max} - n) / (n - 1)$

Consistency ratio formula = Consistency index / random walk index

### **2.2.8. Group Decision**

AHP allows evaluating the judgements of multiple persons in the process of pairwise comparisons. This situation, regarded as a critical topic, necessitates combining all these judgements in a way that will ensure agreement, considering that all members of the group will make a judgement for each of the criteria (Kuruüzüm and Atsan, 2001:92).

## **2.3. ADVANTAGES AND DISADVANTAGES OF THE AHP MODEL**

The AHP method is more widely preferred compared to other multi-criteria decision-making methods. Like many other methods, AHP also has some pros and cons.

Finding itself an area of application in most decision problems, the AHP model offers the following advantages to decision-makers (Narasimhan, 1983):

- It makes the decision-making process formal and systematic, ensuring that the correct decision is made.
  
- Use of computers enables conducting results-oriented sensitivity analyses.

- It contributes to improving communication between executives and hence boosts mutual agreement and negotiation between the members of the deciding group.
- Thus, it becomes easier for executives to adopt and implement the decision.
- AHP is an easy method that enables correct identification of the goal-related preferences of the decision-maker.
- It has a structure that simplifies complicated problems.
- Increases the decision-maker's knowledge and understanding about the definition and elements of the decision problem.
- Enables incorporation of both qualitative and quantitative information as well as participation of both subjective-thinkers and objective-thinkers in the decision-making process.
- Gives the decision-maker the ability to measure the level of consistency of his/her judgements.
- Is suitable for using for group decisions.
- Allows analyzing the flexibility of the final decision by conducting a sensitivity analysis.
- AHP's software package Expert Choice enables the decision-maker to realize the application quickly and correctly (Atsan et al., 2001).

Although the AHP method is a simple and easy-to-understand multi-criteria decision-making method, every application has some disadvantages (Cheng, 1996).

» AHP does not take into consideration any uncertainties that may exist with regard to the decision, the criteria and the alternatives during the evaluations, which significantly affects the decision taken.

» AHP evaluations result in inconsistent ratios due to guesswork, such as  $1/9$ ,  $1/8$ , .....,  $1$ ,  $2$ , .....,  $9$  etc. While one side of a pairwise comparison matrix can consist of numbers between  $2$  and  $9$ , the pairing of the matrix consists of numbers between  $1/2$  and  $1/9$ . While the weight ratio of one side of the matrix is  $1/2 - 1/9 = 0.4$ , the pair's weight ratio is compared with  $9 - 2 = 7$ .

» In the AHP method, decision-makers have an important influence on the decision. Incorrect assessments by decision-makers can cause the entire decision to be incorrect, which means that the rank of the alternatives cannot always be correct.

» AHP should be used in well-defined and analyzed decision-making problems as it gives good results in these types of problems.

» In case another alternative is removed from or added to a decision problem already solved with the AHP method, there is the probability that the rank of the alternatives will change. This shows that the decision problems solved using the AHP method cannot always guarantee correct results. This topic is still being debated (Kuruüzüm and Atsan, 2001:93).

» As the number of stages increase in the hierarchy of the decision problem, the number of pairwise comparisons also increases. This necessitates spending more time and effort to establish the AHP model. It is considered that a model that has become complicated will result in loss of time (Kuruüzüm and Atsan, 2001, p. 93).

## **CHAPTER III**

### **3. AN APPLICATION: RURAL WOMEN CONSUMER PURCHASING DECISIONS**

#### **3.1. METHODOLOGY**

Today, with the advent of the age of marketing, the phenomenon of competition has started to take hold. It is considered inevitable that the concept of competition will ultimately lead to the process of getting due share from the profit cake, over which companies are already fighting. While there are lucky companies that are able to tie the consumer to their brands in line with their target groups, there are also companies that have lost consumer support, even if for a certain period, falling victim to competition. First of all, what needs further study is not whether the company was lucky or not, but what it did wrong or right and which compromises it made or ignored. Today, the contemporary consumer has raised its expectations due to the abundance of existing brands, while some brands that have fallen behind the times or left to remain in the past have altogether disappeared with the impact of the age of marketing. In all areas with high consumer expectations, there is a lot of competition with a high number of goods and services to choose from. In full knowledge of this situation, the consumer has the right to choose the company, product or service that is the best for him/her, that is closest to his/her view and that values him/her as a consumer.

As a result, with the effect of the age of marketing, it has become very important for every company to catch up with the times in their goods and services, and to catch up with the consumer in order to get them to purchase their goods and services.

In this section, the thesis attempts to assess the preferences and expectations of the rural female consumer profile and suggest some conclusions based on the results achieved.



The main purpose of this study is to assess the thoughts of rural female consumers living in and around the province of Ankara about laundry detergent brands, using statistical methods and AHP as the most suitable methods. Hence, the aim is to assist an objective observation of the effect of the assessed criteria on the decision-making processes of rural female consumers.

Companies go through distinctive processes before offering their products and services to consumers. Aspects such as raw materials, production, distribution, and after sales services are managed, to a large extent, through the marketing network in the background. Having a strong marketing network is important for all brands of a company and plays an important role in ensuring stability in terms of the brand image created in the minds of the consumers and their brand loyalty and brand preferences.

This study assesses the laundry detergent choices of rural female consumers in terms of the criteria of price, quality, cleaning power, environmental-friendliness, fragrance, brand, promotions/campaigns, sales personnel, advertisements, packaging and recommendations, which were used for evaluation purposes throughout the study so as to assess the weaknesses and strengths of the brands on the assessed target group. Hence, it was attempted to ensure a statistical and mathematical assessment in identifying the most suitable brand preference for the rural female consumer profile. In this study, different criteria are used in addition to criteria used in the other studies, for instance, sales personnel, advice and environmentally friendly practice. These criteria have played an important role in the differentiation of the results.

In this study, which offers an assessment in terms of laundry detergent brands preferred by the rural female consumer group, first of all 9 laundry detergent brands were selected.

When selecting the brands, care was taken to pick brands most lauded by companies and the media and most widely used by female consumers in both the rural and the urban area in consideration of price, quality and other aspects.

On the other hand, unpackaged detergent was also included in the evaluation phase as, although it is not a brand, it was apparently very commonly used by rural female consumers. The implementation area of this study is the rural areas of the province of Ankara.

**Table 3:** Urban Population of the Province of Ankara, TurkStat Address-Based Population Registry System (ADNKS) Database, 2010

<b>TSI 2010 – Ankara Province Rural Population Database</b>			
<b>Table</b>			
<b>Ankara( Rural)</b>	<b>Total</b>	<b>Man</b>	<b>Woman</b>
<b>Ayaş</b>	4.812	2.327	2.485
<b>Bala</b>	10.920	5.485	5.435
<b>Beypazarı</b>	10.718	5.216	5.502
<b>Çamlıdere</b>	4.303	2.086	2.217
<b>Çubuk</b>	5.031	2.507	2.524
<b>Elmadağ</b>	1.212	602	610
<b>Güdül</b>	6.348	3.078	3.270
<b>Haymana</b>	24.795	12.446	12.349
<b>Kalecik</b>	5.067	2.484	2.583
<b>Kızılcahamam</b>	8.477	4.054	4.423
<b>Nallıhan</b>	18.114	8.916	9.198
<b>Polatlı</b>	18.868	9.467	9.401
<b>Şereflikoçhisar</b>	6.898	3.356	3.542
<b>Gölbaşı</b>	1.257	610	647
<b>Kazan</b>	1.819	904	915
<b>Akyurt</b>	653	333	320
<b>Evren</b>	1.168	560	608
<b>Total</b>	130.460	64.431	66.029

(Source: [www.tuik.gov.tr](http://www.tuik.gov.tr) 12.12.2011)

**Table 4: Sample Sizes for  $\alpha= 0.05$** 

Sample Size	+- 0.03 sample error (d)			+-0.05 sample error (d)			+-0.10 sample error (d)		
	p=0.5 q=0.5	p=0.8 q=0.2	p=0.3 q=0.7	p=0.5 q=0.5	p=0.8 q= 0.2	p=0.5 q=0.5	p=0.8 q=0.2	p=0.3 q=0.7	
100	92	87	90	80	71	77	49	38	45
500	341	289	321	217	165	196	81	55	70
750	441	358	409	254	185	226	85	57	73
1000	516	406	473	278	198	244	88	58	75
2500	748	537	660	333	224	286	93	60	78
5000	880	601	760	357	234	303	94	61	79
10000	964	639	823	370	240	313	95	61	80
25000	1023	665	865	378	244	319	96	61	80
50000	1045	674	881	381	245	321	96	61	81
100000	1056	678	888	383	245	322	96	61	81
1000000	1066	682	896	384	246	323	96	61	81
100 Million	1067	683	896	384	245	323	96	61	81

(Source: Yazıcıoğlu and Erdoğan, 2004: 50)

As seen in Table 4, the overall population of women living in villages/towns is above 60,000. According to Yazıcıoğlu and Erdoğan's relevant references, the sample must be at least 384 persons for populations exceeding 50,000, with an error margin of +/-5. Hence, the survey was administered to 386 people in the area so as to support the whole.

Within the scope of the selected application area and according to the simple random sampling method, the survey was undertaken as a statistical analysis through face-to-face interview with 386 rural women consumers. To ensure that the sample represents the main group, the survey was carried out in 17 different zones that are considered to represent the diverse characteristics of rural Ankara.

In addition, interviews and surveys were made with P&G, Unilever brand experts and unpackaged detergent dealers in order to get expert views for the AHP analysis. Based on the views of these experts, the problem hierarchy in the AHP included 2 main criteria and 11 sub-criteria. The number of alternative brands was 9.

**Table 5: Brand Names and Prices (December 2011)**

<i>BRAND</i>	<i>PRICE</i>
<i>OMO(6kg)</i>	24.90 TL
<i>HES(6kg)</i>	10.90 TL
<i>ARIEL(6kg)</i>	24.90 TL
<i>ALO(7kg)</i>	19.80 TL
<i>PERSİL(6kg)</i>	19.90 TL
<i>BİNGO(6kg)</i>	17.90 TL
<i>ABC(6kg)</i>	12.90 TL
<i>ACE(6kg)</i>	15.90 TL
<i>UN. PACK DETERGENT</i>	5.50 TL

It is assumed that :

△ The survey is the most appropriate method to collect data within the scope of the study.

△ The sample group taking the survey is adequate and represents the main group in a meaningful way.

△ The participants of the survey have correctly interpreted and answered the questions.

△ The pollster administering the survey has not influenced or steered the respondents in any way.

Δ The process of collecting information from experts within the scope of the AHP application was the most appropriate method to collect data.

Δ The P&G, UNILEVER and Unpackaged Detergent experts participating in the AHP have correctly understood and answered the questions.

Δ The pollster administering the survey has not steered or influenced the experts participating in the AHP.

Data obtained with the help of a statistical survey were assessed using Statistical Analysis. Moreover, by referring to expert opinions, assessments were made with the AHP method, which incorporates both quantitative and qualitative methods.

## **3.2. RESULTS AND DISCUSSION**

Two different methods were used: Statistical Analysis through statistical survey method, and the AHP technique through expert views.

### **3.2.1. Statistical Results**

The survey questionnaire was prepared and administered in relevance to the demographic characteristics and income levels of the participants and the criteria affecting their consumer behaviours. The questionnaire was administered to 386 female consumers in 5 different areas in rural Ankara to ensure that the face-to-face interviews represented the main group.

The survey studying the brand preference of rural female consumer profile in cleaning products consists of 2 parts.

The first part includes the demographic data, attitude and behaviours, habits and laundry detergent preferences of rural female consumers and their thoughts on the brand, on the effect of the social environment and on the situations where they might be willing to change their brands. The second part includes the rankings according to identified criteria.

The results were collected in the database created using the Statistic Packets For Social Sciences (SPSS 13.00). With the Statistical Analyses enabling arithmetical and logical operations, the information was classified and dimensioned. Tables showing absolute and percentage values were prepared. Where necessary, frequency and identification statistics were used with a significance level of P 0.05.

**Table 6: Age Range of Rural Female Consumers**

<i>AGE</i>	<i>Frequency</i>	<i>Percent</i>
18-25	33	8,5
26-33	37	9,6
34-41	103	26,7
42-49	84	21,8
50-57	49	12,7
58-65	39	10,1
65- 65+	41	10,6
<b><i>Total</i></b>	<b>386</b>	<b>100,0</b>

As can be seen in Table 6, the rural female consumers participating in the survey were in the following age ranges: 8.5% in the age range of 18-25, 9.6% in the age range of 26-33, 26.7% in the age range of 34-41, 21.8% in the age range of 42-49, 12.7% in the age range of 50-57, 10.1% in the age range of 58-65 and 10.6;% in the age range of 65 and above. The number of middle aged rural female consumers participating in the survey was observed to be higher. This data helps making the observation that, in general, the rural female consumer profile consists of middle-aged women with high responsibility levels.

**Table 7: Rural Female Consumer Marital Status Table**

<i>STATUS</i>	<i>Frequency</i>	<i>Percent</i>
<i>SINGLE</i>	64	16,6
<i>MARRIED</i>	218	56,5
<i>VIDOWED</i>	70	18,1
<i>SEPARATE</i>	34	8,8
<i>Total</i>	<b>386</b>	<b>100,0</b>

According to the study, as shown in Table 7, 56 of the respondents are married, 18.1% are widowed, 16.6% are single and 8.8% are divorced /separated. Looking at the participation rates of rural female consumers, the fact that most of them are married suggests that the study found a positive response from women with family responsibilities. The high number of married rural female consumers is followed by widowed or divorced women, who have had past marital bonds. Although single (unmarried) rural female consumers are few, they do demonstrate participation. These single female rural consumers are generally young, and most of them are university or high school students. This may be because rural Ankara also attracts women coming from different cities to receive education in Ankara and living alone during their years spent as a student.. In order to ensure healthy results from the study, it was endeavoured to have the ideal mix of female consumer profiles that are targeted by detergent brands.

**Table 8: Education Levels of Rural Female Consumers**

<i>EDUCATION</i>	<i>Frequency</i>	<i>Percent</i>
<i>PRIMARY SCHOOL</i>	106	27,5
<i>SECONDARY SCHOOL</i>	80	20,7
<i>HIGH SCHOOL</i>	114	29,5
<i>UNIVERSTY</i>	80	20,7
<i>MASTER DEGREE</i>	6	1,6
<i>Total</i>	<b>386</b>	<b>100,0</b>



Of the respondents, 27.5% were graduated from primary school, 20.7% from secondary school, 29.5% from high school, 20.7% from university and 1.6% from graduate programmes. As a result of the study, it is observed that the number of female consumers graduated from primary or secondary school is higher in the rural area. Considering the education level of the rural female consumer profile, this is as expected in keeping with the results. Hence, the arrangements applied by brands for urban female consumers with high education levels can also be classified for the education level of the rural female consumer profile as observed in the study. This is because the rural female consumer tends to prefer the brands that speak the same language rather than what is applied for her. Moreover, as can be deduced from Table 8, although there are only few participates with university or masters/doctorate degrees, it is possible to see students temporarily residing in the rural areas or minorities who are not yet married.

**Table 9: Rural Female Consumer Professions Table**

<i>OCCUPATION</i>	<i>Frequency</i>	<i>Percent</i>
<i>TEACHER</i>	42	10,9
<i>LAWYER</i>	11	2,8
<i>ARCHITECT/ ENGINEER</i>	7	1,8
<i>HOUSEWIFE</i>	119	30,8
<i>CIVIL SERVANT</i>	35	9,1
<i>STUDENT</i>	14	3,6
<i>FARMER</i>	11	2,8
<i>LABORER</i>	53	13,7
<i>RETIRED</i>	31	8,0
<i>UNEMPLOYMENT</i>	5	1,3
<i>CRAFT</i>	16	4,1
<i>OTHER</i>	42	10,9
<b><i>TOTAL</i></b>	<b>386</b>	<b>100,0</b>

Of the respondents, 42 were teachers, 11 were lawyers, 7 were architects/engineers, 119 were housewives, 35 were civil servants, 14 were students, 11 were farmers, 53 were workers, 31 were retired, 5 were unemployed, 16 were tradeswomen and 42 were members of other professional groups. As can be seen in

Table 9, the rural female consumers, most of whom are married, graduates of either primary or secondary education, are mostly housewives.

It can be suggested that this is because of the decline in the number of employed rural female consumers following marriages, which they enter into at somewhat early ages, or a total lack of a history of employment in their lives. With regard to the accuracy of the survey, it can be said that the rural female consumer profile spends a lot of time at home and hence allocates long hours to cleaning and therefore has a large extent of experience in laundry detergents. Moreover, after housewives, the most common professions seen among the participants were, respectively, as follows: workers, teachers and civil servants. As a result, female consumers try to consolidate their family lives and work lives and can be said to have experience in buying the brand they really prefer as they have the freedom to purchase.

**Table 10: Rural Female Consumer Income Levels**

<i>INCOME</i>	<i>Frequency</i>	<i>Percent</i>
<b>0-500 TL</b>	20	5,2
<b>501-2000 TL</b>	253	65,5
<b>2001-3500 TL</b>	95	24,6
<b>3501-5000 TL</b>	11	2,8
<b>5001- 5001+ TL</b>	7	1,8
<b>TOTAL</b>	<b>386</b>	<b>100,0</b>

The income ranges of the respondents, as seen in Table 10, are as follows: 20 women in the income range of TL 0-500, 253 women in the income range of TL501-2000, 95 women in the income range of TL2001-3500, 11 women in the income range of TL 3501-5000, 7 women in the income range of TL5001 or above.

Most of the respondents were middle-income individuals with an income range of TL 500 - 2000. As most rural female consumers are housewives, they indicated their income levels in accordance with the amount of money they are given by their spouses, while some directly stated the incomes of their spouses. The minority group that is in the high-income level consists of the well-educated

individuals most of whom have come to the area as civil servants, and those with high-income families.

**Table 11:** Laundry Detergent Purchase Frequency Among Rural Female Consumers

<i>FREQUENCY OF PURCHASE</i>	<i>Frequency</i>	<i>Percent</i>
<i>EVERYDAY</i>	2	,5
<i>ONCE A WEEK</i>	4	1,0
<i>MONTHLY</i>	94	24,4
<i>WHEN IT IS NEEDED</i>	286	74,1
<b>Total</b>	<b>386</b>	<b>100,0</b>

As can be seen in Table 11, a big majority of the respondents (286 women) stated that they “purchase when needed”. Moreover, 94 of the rural female consumers stated that they buy laundry detergent once a month. The education level, the price ranges that are sometimes on the high end and the observable income levels of rural female consumers affect the ratios, and the responses suggest that rural female consumers do not buy any laundry detergent if they do not need it, and have no planned or specific times to buy laundry detergent. Another ratio that supports the conclusion is that only 2 rural female consumers stated shopping for laundry detergent every day, while only 4 stated they purchase it once a week.

**Table 12:** Rate of Preferring a Specific Brand When Purchasing Laundry Detergent Among Rural Female Consumers

<i>PREFERENCE OF A PARTICULAR BRAND</i>	<i>Frequency</i>	<i>Percent</i>
<i>YES</i>	359	93,0
<i>NO</i>	27	7,0
<b>Total</b>	<b>386</b>	<b>100,0</b>

In Table 12 on the brand preference of rural female consumers when buying laundry detergent, almost all of the rural female consumers, i.e. 93%, stated they always prefer a specific brand. On the other hand, 7% stated they could change the brand depending on the situation. Rural female consumers purchasing the brand on the basis of as specific plan also have the potential to purchase that specific brand. It can be observed that one of the criteria can be thus fulfilled.

**Table 13:** Brand Rankings of Rural female Consumers who Always Have a Specific Brand Preference

	<i>Mean</i>	<i>Std. Deviation</i>
<i>OMO</i>	3,2548	3,04072
<i>HES</i>	7,9723	2,01916
<i>ARIEL</i>	4,8864	3,36747
<i>ALO</i>	4,4266	2,91276
<i>PERSIL</i>	3,9307	2,74128
<i>BINGO</i>	6,4321	2,71241
<i>ABC</i>	7,2659	2,47906
<i>ACE</i>	7,3407	2,18014
<i>UNPACKAGE DET.</i>	8,6316	1,46439

As seen in Table 13, participants stating that they prefer a specific brand use, as often expected, the following brands: unpackaged detergent, Hes, Ace, Abc, Bingo. The reasons for these choices can be suggested as the influence of multiple factors associated with the rural female consumer, such as price, income level, family structure and spending habits. It is observed that upscale brands that are well-known in the detergent sector and that make lots of promotions and spend huge amounts on advertisements, such as Omo, Ariel and Persil are not preferred by rural female consumers or are preferred only by a small minority.

**Table 14: What Rural Female Consumers Think About Brand**  
(1: I Agree/2: No Idea /3:I Disagree)

	<i>1</i>	<i>2</i>	<i>3</i>
Brands have a different specialty.	71,5	21,2	7,3
Branded products encourages people to shopping	57,8	30,1	12,2
Branded products gives confident to people.	74,6	18,1	7,3
Famous brands have quality than other brands	37,6	40,7	21,8
When someone thinks details on the shopping time, results are healthy. Brand does not matter.	52,3	22,5	25,1
If famous brands have reputation than other brands, this occasion affect to consumers.	47,4	38,6	14,0
If consumers buy famous and branded products, consumer is protected.	37,3	35,5	27,2

As can be seen on Table 14, which shows what rural female consumers think about brand, the level of importance of brand on the target group is strong, and well-known brands are important for rural female consumers. However, based on other assessments, despite these thoughts, when it comes to making the purchase, rural female consumers tend to give more weight to the price criterion, hence ignoring the brand and preferring the most suitably priced alternative.

**Table 15:** Laundry Detergent Use Durations of Rural Female Consumers

<i>PERIOD OF USE</i>	<i>Frequency</i>	<i>Percent</i>
<i>LESS THAN 1 YEAR</i>	31	8,0
<i>1-3 YEARS</i>	56	14,5
<i>4-5 YEARS</i>	78	20,2
<i>MORE THAN 5 YEARS</i>	221	57,3
<i>Total</i>	<b>386</b>	<b>100,0</b>

It was seen that, of the respondents, 221 had been using the same detergent for more than 5 years, while 56 had been using the same for 1-3 years, 78 for 4-5 years, and 31 for less than a year. Hence, it is possible to observe how brand loyalty affects the use durations for most of the rural female consumers. Women consumers who have been using the same detergent for more than 5 years have shown that they have high brand loyalty based on the criterion.

**Table 16:** When Rural Female Consumers Make the Decision to Purchase

<i>TIME OF PURCHASE DECISION</i>	<i>Frequency</i>	<i>Percent</i>
<i>BEFORE SHOOPING TIME</i>	255	66,1
<i>JUST IN SHOOPING TIME</i>	131	33,9
<i>Total</i>	<b>386</b>	<b>100,0</b>

66.1% of the respondents decide on the detergent brand they will buy before going to shopping, while 33.9% decide during the source of shopping. Rural female consumers who intent to buy a specific brand or who have brand loyalty have mostly stated making the brand decision before going to shopping. In terms of the criteria, we can say that brands that have fully established their brand images in the consumer's mind have already guaranteed the outcome.

**Table 17:** Ratio of Being Influenced from Recommendations/Social Circle Among Rural Female Consumers

<i>RECOMMENDATION</i>	<i>Frequency</i>	<i>Percent</i>
<i>YES</i>	141	36,5
<i>NO IDEA</i>	47	12,2
<i>NO</i>	198	51,3
<b>Total</b>	<b>386</b>	<b>100,0</b>

Of the respondents, 51.3% stated they are not influenced from recommendations made by family and friends, while 36.5% admitted being influenced. Moreover, 2.2% stated having no idea on the matter. Looking at the statistics in Turkey, the social environment has a great influence on individuals. In the current context, women living the rural lifestyle, which has preserved the traditional life and which adopts close relations between individuals, tend to give more importance to suggestions made by people around them, compared to urban women.

**Table 18:** Criteria Choices of Rural Female Consumers When Buying Laundry Detergent

	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>	<i>6</i>	<i>7</i>	<i>8</i>	<i>9</i>
<i>BRAND</i>	23,6	16,8	13,7	10,4	7,3	2,8	2,1	1,0	22,3
<i>PRICE</i>	33,9	17,4	16,6	8,8	4,9	2,6	5,7	0	10,1
<i>QUALITY</i>	20,5	36,0	19,9	7,0	5,2	1,3	0	0	10,1
<i>CLEANING POWER</i>	15,8	19,2	26,7	20,7	1,6	4,1	2,8	0,5	8,5
<i>FRAGRANCE</i>	1,8	6,0	14,2	23,8	19,7	5,7	7,0	8,3	13,5
<i>PACKAGING</i>	0	0	1,0	8,3	11,4	12,7	6,5	14,5	45,6
<i>SALES STAFF</i>	0	,5	,5	,5	1,6	2,3	2,1	6,2	86,3
<i>RECOMMENDATION</i>	,3	,5	1,6	3,6	6,2	8,5	11,1	10,9	57,3
<i>ADVERTISING</i>	1,0	,5	1,6	7,0	11,1	23,6	18,1	8,5	28,5
<i>PROMOTION</i>	1,6	2,6	3,1	7,3	22,0	14,5	17,6	9,3	22,0
<i>BEING FRIENDLY</i>	1,6	1,0	,5	1,3	5,4	9,6	4,7	3,9	72,0

As can be seen in Table 18, the most important criteria for the rural female consumer is the brand itself; yet, underlying causes make price and quality more important. It can be said that the rural female consumer intent to buy quality for a reasonable price. Moreover, the rural female consumer gives equal importance to cleaning power and fragrance. However, it can be observed that the other criteria, such as packaging, advertisement, recommendations, sales personnel and the environmental commitment of the brand have no importance for these consumers. As seen in previous tables, rural female consumers do not care about the infrastructure, advertisement spending, promotions, sales personnel or packaging strategies of the brands they purchase; instead, they make their brand preferences based on price and quality.

**Table 19:** What Rural Female Consumers Think on Brand Comparison During Purchase

<i>COMPARE OF THE BRAND</i>	<i>Frequency</i>	<i>Percent</i>
<i>DO IT</i>	265	68,7
<i>NO IDEA</i>	32	8,3
<i>DO NOT IT</i>	89	23,1
<b>Total</b>	<b>386</b>	<b>100,0</b>

In Table 19, the comparison between detergent brands during the purchasing process is presented. Even if they lean towards a specific brand for purchasing, it can be observed that rural female consumers are likely to compare prices and campaigns. However, despite their leanings, it can also be said that rural female consumers make their purchase decisions beforehand, considering the purchase potentials. Yet, we see that 89 respondents have stated they choose their brands beforehand without making any comparisons.



**Table 20:** Laundry Detergent Brands that Rural Female Consumers May Prefer When Guided

	<i>Mean</i>	<i>Std. Deviation</i>
<i>OMO</i>	5,5104	3,59742
<i>HES</i>	7,6865	2,05829
<i>ARIEL</i>	4,3679	3,38973
<i>ALO</i>	5,8031	3,28990
<i>PERSIL</i>	5,8187	3,17020
<i>BINGO</i>	4,9689	2,91330
<i>ABC</i>	5,2720	2,89668
<i>ACE</i>	5,3135	2,55285
<b><i>UNPACKAGE DET.</i></b>	<b>8,7280</b>	<b>1,12404</b>

Rural female consumers can be guided to change their preferred brands, and the rankings of rural female consumers do not have many changes with laundry detergent and “Hes” being the leading brands (Table 20). The other group that also includes well-known brands is Omo, Ariel, Persil, and has the same level of preference. Brands such as Bingo, ABC and ACE are close to each other in terms of quality, cleaning power an price, and go head to head in the rankings.

**Table 21:** Reasons Why Rural Female Consumers Change Their BrandPreferences (1:Yes /2:No)

	<i>1</i>	<i>2</i>
<b>Quality decreasing</b>	84,7	15,3
<b>Price increasing</b>	72,5	27,5
<b>Advice of Enviroment</b>	25,9	74,1
<b>Campaigns of Other Brands</b>	57,3	42,7
<b>Negative Impact on Enviroment or Person</b>	20,7	78,8

In Table 21, which evaluates why rural female consumers change their brand preferences, we see that this female consumer profile is affected from quality and price, which are important for them. By demanding to buy quality at cheap prices, the rural female consumer tends to change brand when the price goes up or when she feels that the quality has been compromised. Moreover, campaigns are also very effective as reasons to change brand. There were also factors that were not important for rural female consumers in terms of changing brands. Recommendations and environmental impact had no significance in terms of the brand for rural female consumers, while data from previous tables suggest that these criteria do not cause them to change brands since they do not care about them.

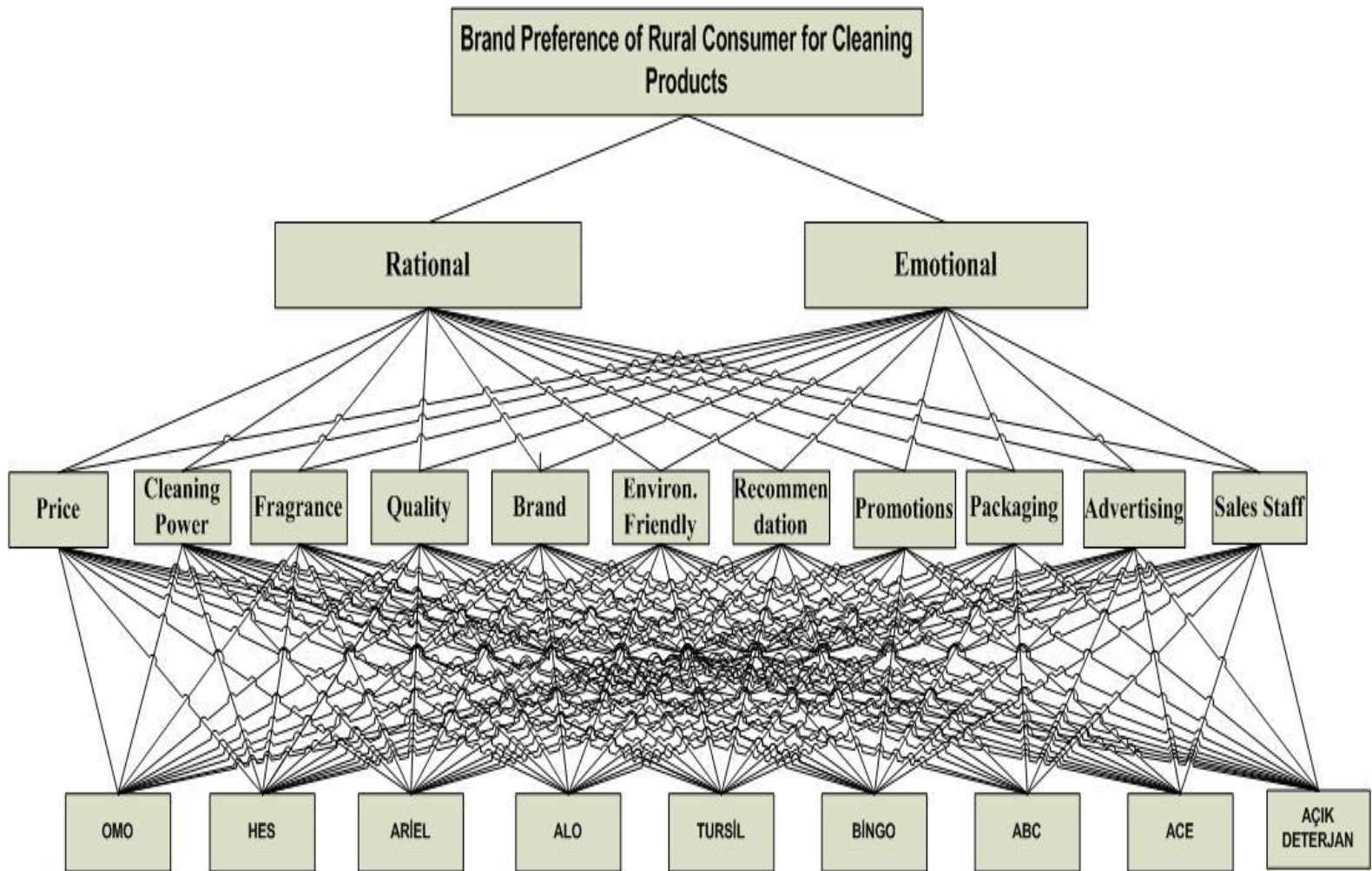
### **3.2.2. AHP Process Results**

AHP is one of the multi-criteria decision-making methods. AHP enables making selections from among multiple alternatives with the help of multiple expert opinions and qualitative and quantitative criteria. In this study on rural female consumers, it was attempted to make the most suitable brand selection for the target female consumer group from among laundry detergent brands. The opinions of 3 experts for evaluation were included. Face-to-face interviews were made with experts of companies that have well-known detergent brands such as P&G and UNILEVER and with expert dealers of unpackaged detergent, which is widely preferred by rural female consumers. In the interviews, the experts were administered the AHP questionnaires through which they could compare the brands according to the relevant criteria.

When using the AHP method, first of all three expert opinions were considered and 2 main criteria were identified for evaluation. These criteria were then divided into 11 subcriteria after the interviews with relevant brand experts.

The hierarchical structure thus created was entered into the Expert Choice Program; after the required operations, the pairwise comparison analyses and syntheses of each main criteria, sub criteria and alternative were done. Moreover, since the inconsistency ratio had an important place in the relevant measurement, care was taken to ensure that the ratio computed by the programme did not exceed 0.1, since the ratio below 10% indicates that the studied data have the necessary consistency ratio.

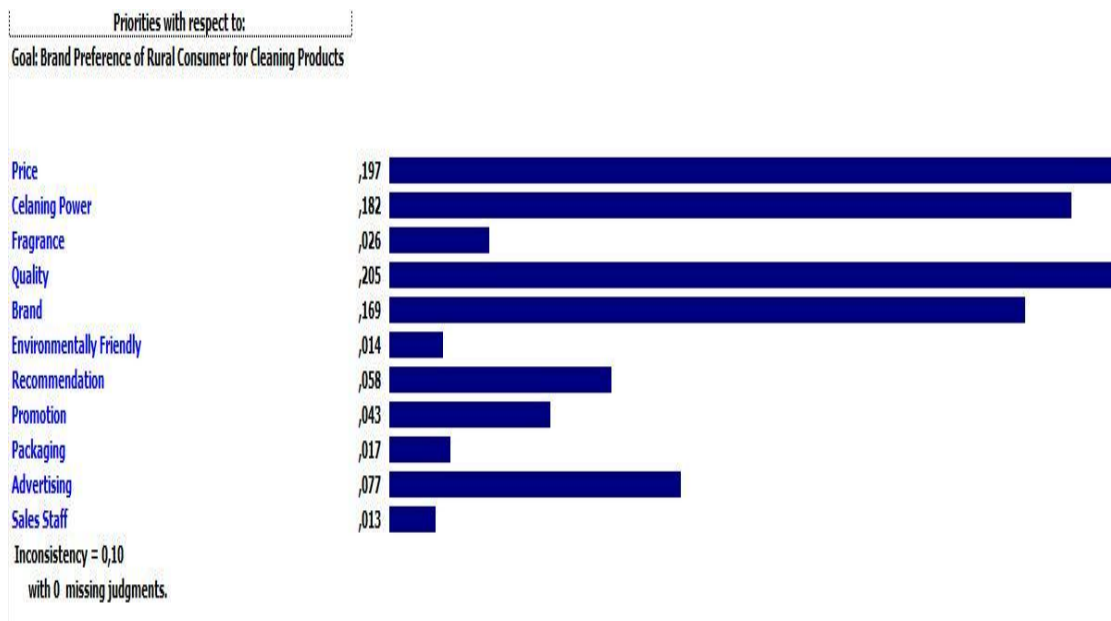
Figure 7 includes the problem hierarchy built in line with AHP principles with goal, main criteria, sub criteria and brand alternatives.



**Figure 7:** Main and Sub Criteria for the Attributes of Brands in the Selection of Laundry Detergent by Rural Female Consumers

**Table 22: Laundry Detergent Brand Choice Main Criteria Comparison Matrix**

	<b>C L E A N I N G P O W E R</b>	<b>F R A G R A N C E</b>	<b>P R I C E</b>	<b>Q U A L I T Y</b>	<b>B R A N D</b>	<b>E N V. F R I E N D L L Y</b>	<b>R E C O M M E N D A T I O N</b>	<b>P R O M O T I O N S</b>	<b>P A C K A G I N G</b>	<b>A D V E R T I S I N G</b>	<b>S A L E S S T A F F</b>
<b>CLEANING POWER</b>	1	9	1	1	1	9	7	7	7	3	9
<b>FRAGRANCE</b>	1/9	1	1/9	1/9	1/7	3	1/3	1/3	5	1/7	3
<b>PRICE</b>	1	9	1	1	1	9	7	7	9	5	9
<b>QUALITY</b>	1	9	1	1	1	9	8	5	9	7	7
<b>BRAND</b>	1	7	1	1	1	9	5	5	5	5	7
<b>ENV. FRIENDLY</b>	1/9	1/3	1/9	1/9	1/9	1	1/5	1/3	1	1/5	1
<b>RECOMM.</b>	1/7	3	1/7	1/8	1/5	5	1	5	5	1/3	7
<b>PROMOTIONS</b>	1/7	3	1/7	1/5	1/5	3	1/5	1	7	1/3	7
<b>PACKAGING</b>	1/7	1/5	1/9	1/9	1/5	1	1/5	1/7	1	1/5	3
<b>ADVERTISING</b>	1/3	7	1/5	1/7	1/5	5	3	3	5	1	7
<b>SALES STAFF</b>	1/9	1/3	1/9	1/7	1/7	1	1/7	1/7	1/3	1/7	1
<b>CR: 0,10</b>											



**Figure 8:** Comparison of Laundry Detergent Brands

In this table where the criteria are rated according to each other, the most important criteria are quality with 0.205, price with 0.197, and cleaning power with 0.182. The criteria with the lowest degree of importance for rural female consumers are the sales personnel with 0.013, environment-friendliness with 0.014, and packaging features with 0.017. The high rate of the criteria of quality and price shows that rural female consumers assess the brand according to cleaning power and with price and quality. Moreover, according to ratings expressed by rural female consumers, the sales personnel, environment-friendly practices and packaging attributes of brands have no importance. These sales-oriented practices by brands were indicated only by a very small number in this female consumer group.

The particularly low ranking of sales personnel in the rural suggests that female consumers can potentially make their preferences according to their own viewpoints and economic powers. The concept that has the most importance for rural female consumers is, in fact, the benefits of a product after evaluating it from all angles.

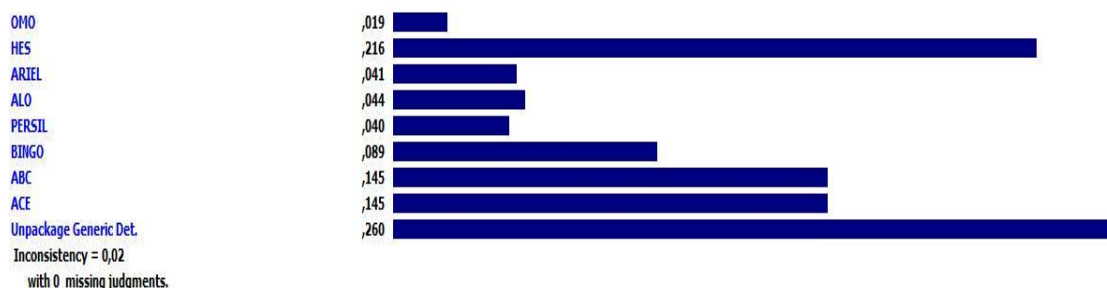
Moreover, since the consistency ratio is  $0.1=0.1$ , it can be said that the data are consistent for the AHP even if at the threshold.

**Table 23:** Comparison Matrix for Brands and Cleaning Power as Main Criteria

<i>CLEANING POWER</i>	<i>OMO</i>	<i>HES</i>	<i>ARIEL</i>	<i>ALO</i>	<i>PERSİL</i>	<i>BİNGO</i>	<i>ABC</i>	<i>ACE</i>	<i>UN.PACK</i>
<i>OMO</i>	1	1/9	1/3	1/3	1/3	1/5	1/7	1/7	1/8
<i>HES</i>	9	1	5	5	5	3	2	2	1/2
<i>ARIEL</i>	3	1/5	1	1	1	1/3	1/4	1/4	1/5
<i>ALO</i>	3	1/5	1	1	1	1/3	1/3	1/3	1/5
<i>PERSİL</i>	3	1/5	1	1	1	1/2	1/5	1/5	1/7
<i>BİNGO</i>	5	1/3	3	3	2	1	1/2	1/2	1/3
<i>ABC</i>	7	1/2	4	3	5	2	1	1	1/2
<i>ACE</i>	7	1/2	4	3	5	2	1	1	1/2
<i>UN.PACK</i>	8	2	5	5	7	3	2	2	1

**CR: 0.02**

Priorities with respect to:  
 Goal: Brand Preference of Rural Consumer for Cleaning Products  
 >Cleaning Power



**Figure 9:** Comparison of Cleaning Power Among Brands

When the laundry detergent brands used by female consumers living in rural areas are examined in terms of cleaning power, the values given in Figure 9 were reached. As the consistency ratio is  $0.02 < 0.1$ , it can be said that the data are consistent according to the AHP method.

According to these values, big majority of the rural female consumers use unpackaged detergent and believe that the unpackaged detergent they use has a

cleaning power superior to those well-known brands. When it comes to cleaning power, unpackaged detergent is closely followed by HES. As seen in Table 5, the prices of said unpackaged detergent and HES brand detergent are way lower than the other brands. Hes is followed by ABC & ACE in terms of cleaning power. Some brands that have confidence in their price and quality, such as Bingo, Persil, Ariel & Omo, do not create the same effect in rural female consumers. In particular, it is observed that well-known brands such as Omo, Ariel and Persil, which are believed to have a very significant market share, are placed towards the end of the list in this ranking.

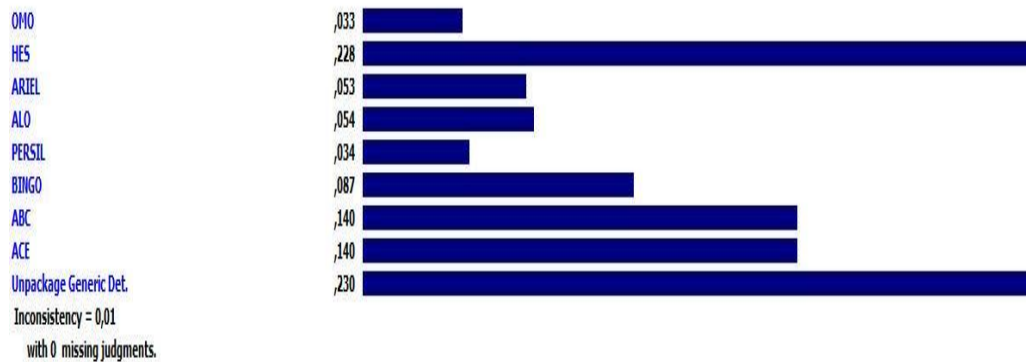
**Table 24:** Comparison Matrix for Main Criteria Advertisement and Brands

<i>ADV</i>	<i>OMO</i>	<i>HES</i>	<i>ARIEL</i>	<i>ALO</i>	<i>PERSIL</i>	<i>BINGO</i>	<i>ABC</i>	<i>ACE</i>	<i>UPK</i>
<i>OMO</i>	1	6	1/2	1/2	1	1/3	1/4	1/4	1/5
<i>HES</i>	1/6	1	4	4	5	3	2	2	1
<i>ARIEL</i>	2	1/4	1	1	2	1/2	1/3	1/3	1/5
<i>ALO</i>	2	1/4	1	1	2	1/2	1/3	1/3	1/4
<i>PERSIL</i>	1	1/5	1/2	1/2	1	1/3	1/4	1/4	1/5
<i>BINGO</i>	3	1/3	2	2	3	1	1/2	1/2	1/3
<i>ABC</i>	4	1/2	3	3	4	2	1	1	1/2
<i>ACE</i>	4	1/2	3	3	4	2	1	1	1/2
<i>UN.PACK</i>	4	1	5	4	5	3	2	2	1

**CR:0.01**



Priorities with respect to:  
 Goal: Brand Preference of Rural Consumer for Cleaning Products  
 >Advertising



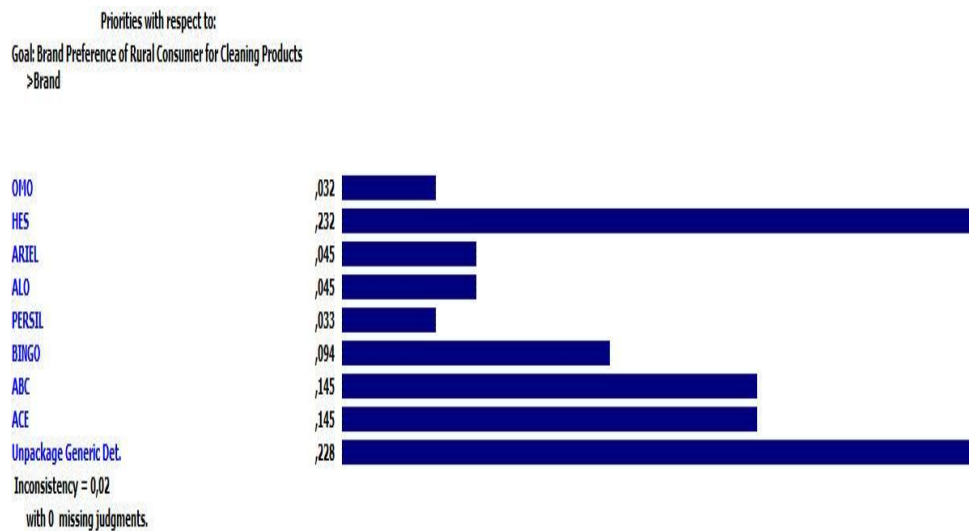
**Figure 10:** Comparison of Advertisement in terms of Brands

When the brands used for laundry-washing by women consumers living in rural areas are examined in terms of the criterion of advertisement, it is seen that rural female consumers are not affected from the competition brought about by the interactions in the advertisement market. Moreover, since the consistency rate was  $0.01 < 0.1$ , it can be said that the data are consistent according to the AHP method. HES and unpackaged detergent, which can be described to be very close to each other especially in terms of price among other laundry detergent brands, have created different viewpoints in rural female consumers although they do not have much advertisement action. As can be seen in Figure 4, the commercials of major brands that are considered to be more effective in advertising, such as Omo, Ariel and Persil, were surprisingly behind compared to other products such as Hes, Abc, Ace etc, which are less known or which have very little advertisement spending.

**Table 25: Brand-Detergent Brands Comparison Matrix**

<i>BRAND</i>	<i>OMO</i>	<i>HES</i>	<i>ARIEL</i>	<i>ALO</i>	<i>PERSİL</i>	<i>BİNGO</i>	<i>ABC</i>	<i>ACE</i>	<i>UN.PACK</i>
<i>OMO</i>	1	1/6	1/2	1/2	1	1/3	1/4	1/4	1/5
<i>HES</i>	6	1	5	5	5	3	2	2	1
<i>ARIEL</i>	2	1/5	1	1	2	1/3	1/4	1/4	1/5
<i>ALO</i>	2	1/5	1	1	2	1/3	1/4	1/4	1/5
<i>PERSİL</i>	1	1/5	1/2	1/2	1	1/3	1/4	1/4	1/5
<i>BİNGO</i>	3	1/3	3	3	3	1	1/2	1/2	1/3
<i>ABC</i>	4	1/2	4	3	4	2	1	1	1/2
<i>ACE</i>	4	1/2	4	4	4	2	1	1	1/2
<i>UN.PACK</i>	5	1	5	5	5	3	2	2	1

**CR:0.02**



**Figure 11: Comparison of the Brand Concept in terms of Laundry Detergent Brands**

When the brands used for laundry-washing by female consumers living in rural areas are examined under the brand criterion, It is seen that unpackaged detergent and the HES-brand detergent are preferred by rural female consumers.

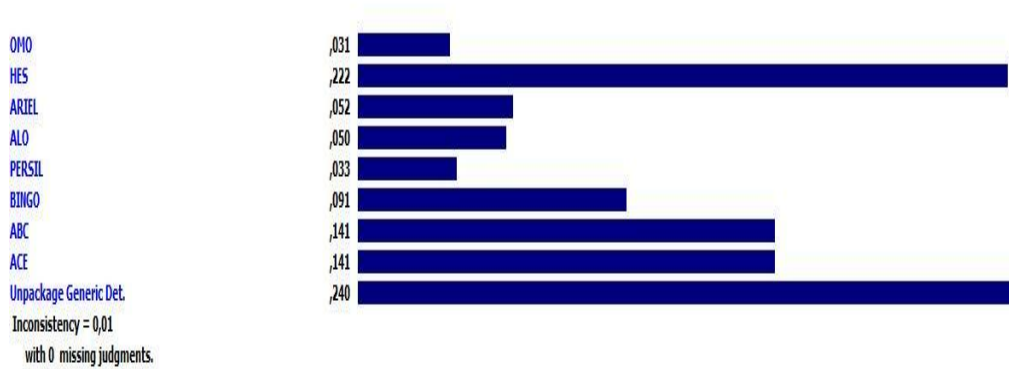
As can be seen in Figure 11, the study showed how little rural female consumers care about the brand criterion, and demonstrated how these choices have overwhelmed even some brands that have an important position in the sector. Moreover, we can observe that most female consumers living in the rural area are influenced less by brand-awareness and more by prices. As an example, we can give ABC, ACE and BINGO, which have higher sales numbers and wider sales networks in the rural area with higher preferability in the figure. Since the consistency ratio is  $0.02 < 0.1$ , it can be said that the data are consistent according to the Analytical Hierarchy Process.

**Table 26:** Comparison Matrix for Environment-Friendly Applications and Laundry Detergent

<i>ENV. FRIENDLY</i>	<i>OMO</i>	<i>HES</i>	<i>ARIEL</i>	<i>ALO</i>	<i>PERSİL</i>	<i>BİNGO</i>	<i>ABC</i>	<i>ACE</i>	<i>UNPACK</i>
<b>OMO</b>	1	1/5	1/2	1/2	1	1/3	1/5	1/5	1/6
<b>HES</b>	5	1	4	4	5	3	2	2	1
<b>ARIEL</b>	2	1/4	1	1	2	1/2	1/3	1/3	1/5
<b>ALO</b>	2	1/4	1	1	2	1/3	1/3	1/3	1/5
<b>PERSİL</b>	1	1/5	1/2	1/2	1	3	1/4	1/4	1/6
<b>BİNGO</b>	3	1/3	2	3	1/3	1	1/2	1/2	1/3
<b>ABC</b>	5	1/2	3	3	4	2	1	1	1/2
<b>ACE</b>	5	1/2	3	3	4	2	1	1	1/2
<b>UN.PACK</b>	6	1	5	5	6	3	2	2	1

**CR: 0.01**

Priorities with respect to:  
 Goal: Brand Preference of Rural Consumer for Cleaning Products  
 >Environmentally Friendly



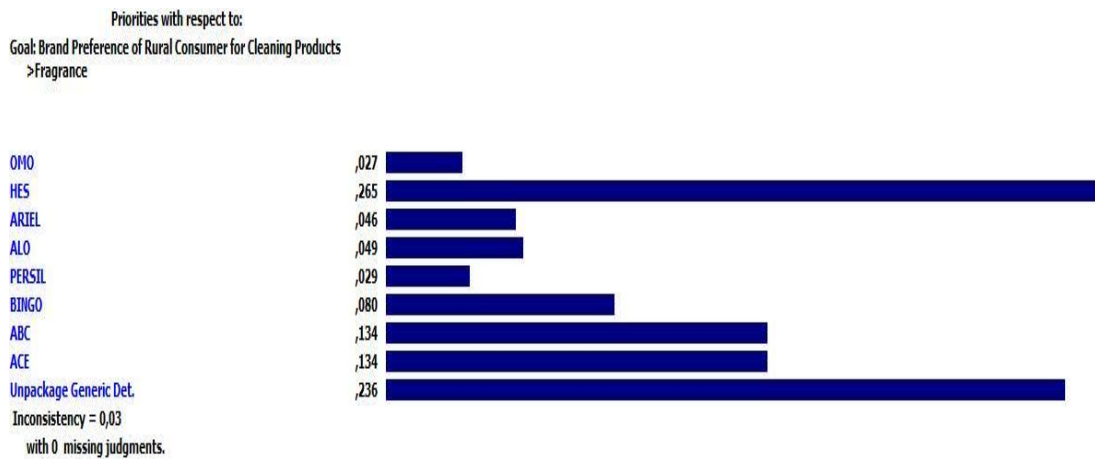
**Figure 12:** Comparison of the Main Criteria of Environment-Friendliness in terms of the Brands

When the brands used for laundry-washing by female consumers living in rural areas are examined under the criterion of being environment-friendly, It is seen that these consumers do not much care about the environment-friendly identity of their detergents, but still believe that the brands they use are environment-friendly. Although Hes and Unpackaged detergent make no strong claims about having environment-friendly applications, it can be said that they were considered successful in that area by the rural female consumer. These brands are followed respectively by ACE, ABC and BINGO. As can be seen in Table 5, all these brands have very close price ranges. Moreover, since the consistency ratio is  $0.01 < 0.1$ , it can be said that the data are consistent according to the analytic hierarchy process.

**Table 27:** Comparison Matrix for the Main Criteria of Fragrance with Laundry Detergent

<i>FRAGRANCE</i>	<i>OMO</i>	<i>HES</i>	<i>ARIEL</i>	<i>ALO</i>	<i>PERSİL</i>	<i>BİNGO</i>	<i>ABC</i>	<i>ACE</i>	<i>UN.PACK</i>
<b>OMO</b>	1	6	1/2	1/2	1	1/4	1/5	1/5	1/7
<b>HES</b>	1/6	1	5	3	5	3	4	4	1
<b>ARIEL</b>	2	1/5	1	1	2	1/2	1/3	1/3	1/5
<b>ALO</b>	2	1/3	1	1	2	1/3	1/3	1/3	1/5
<b>PERSİL</b>	1	1/5	1/2	1/2	1	1/3	1/5	1/5	1/7
<b>BİNGO</b>	4	1/3	3	3	3	1	1/3	1/3	1/4
<b>ABC</b>	5	1/4	3	3	5	3	1	1	1/2
<b>ACE</b>	5	1/4	3	3	5	3	1	1	1/2
<b>UN.PACK</b>	7	1	5	5	7	4	2	2	1

**CR: 0.03**



**Figure 13:** Comparison of Brands in terms of the Fragrance Criterion

When the brands used for laundry-washing by female consumers living in rural areas are examined under the criterion of fragrance, it was seen that Hes and unpackaged detergent were ahead of the other brands. As the consistency ratio was  $0.03 < 0.1$ , it can be said that the data are consistent according to the Analytic Hierarchy Process.

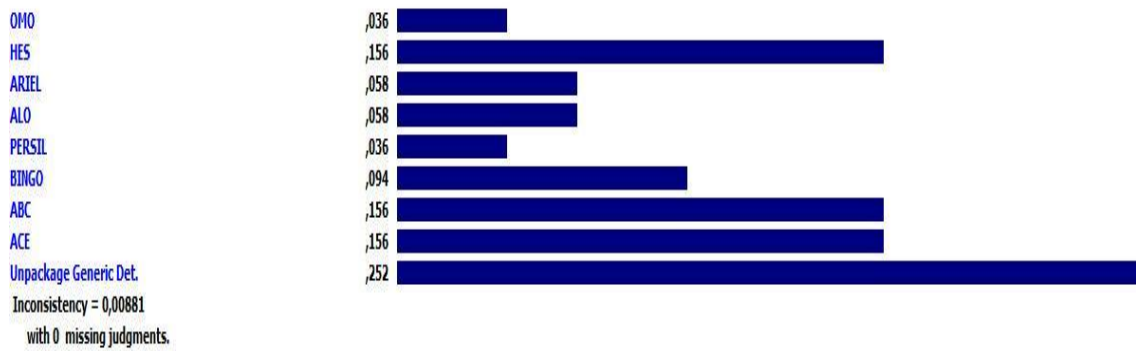
As can be seen in Figure 13, famous brands that are known for their fragrant characters have fallen way behind in attracting the appreciation of rural female consumers in terms of their fragrances, and that the fragrant quality of the brand used can be taken into consideration by female consumers living in the rural yet with priority given to the price ranking. Closely following Hes and unpackaged detergent, the brands ABC, ACE and BINGO are close to each other in terms of pricing and are slightly ahead of Hes and unpackaged detergent when it comes to quality.

**Table 28:** Comparison Matrix for the Main Criterion of Packaging with Laundry Detergent Brands

<i>PACKAGING</i>	<i>OMO</i>	<i>HES</i>	<i>ARIEL</i>	<i>ALO</i>	<i>PERSİL</i>	<i>BİNGO</i>	<i>ABC</i>	<i>ACE</i>	<i>UN.PACK</i>
<b>OMO</b>	1	1/4	1/2	1/2	1	1/3	1/4	1/4	1/5
<b>HES</b>	4	1	3	3	4	2	1	1	1/2
<b>ARIEL</b>	2	1/3	1	1	2	1/2	1/3	1/3	1/4
<b>ALO</b>	2	1/3	1	1	2	1/2	1/3	1/3	1/4
<b>PERSİL</b>	1	1/4	1/2	1/2	1	1/3	1/4	1/4	1/5
<b>BİNGO</b>	3	1/2	2	2	3	1	1/2	1/2	1/3
<b>ABC</b>	4	1	3	3	4	2	1	1	1/2
<b>ACE</b>	4	1	3	3	4	2	1	1	1/2
<b>UN.PACK</b>	5	2	4	4	5	3	2	2	1

**CR: 0.00881**

Priorities with respect to:  
 Goal: Brand Preference of Rural Consumer for Cleaning Products  
 >Packaging



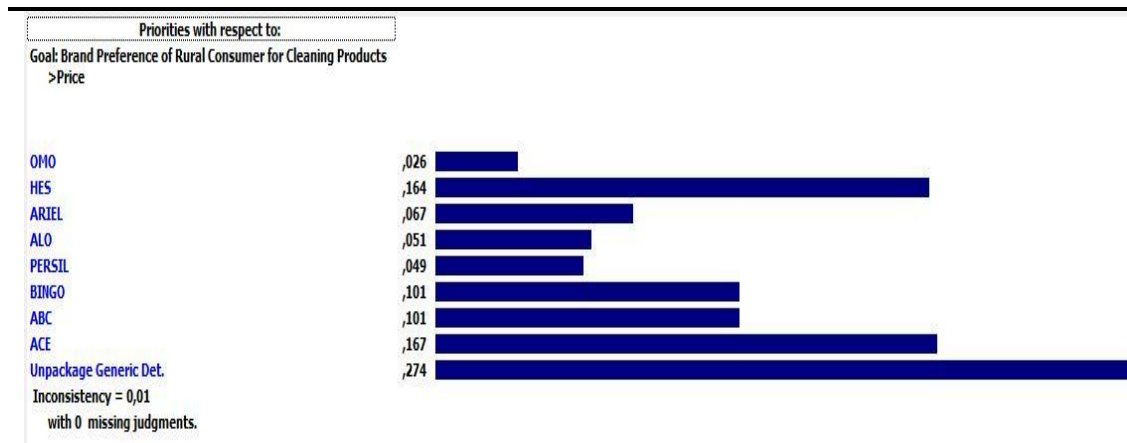
**Figure 14:** Comparing Laundry Detergent Brands with the Packaging Criterion

When it comes to the brands used in laundry-washing by rural female consumers, it is seen from Figure 14 that unpackaged detergent, which does not have any sort of packaging, is preferred over the other brands. One of the results that can be derived from this table is that rural female consumers do not give any importance to the lack of packaging in the unpackaged detergent they buy because it is very easily assessable for them, so instead they base their purchase decisions on some other criteria. Unpackaged detergent is followed, respectively, by Hes, Abc, Ace and Bingo. Since the consistency ratio is  $0.00881 < 0.1$ , it can be said that the data are consistent according to the analytic hierarchy process.

**Table 29:** Comparison Matrix for the Main Criterion of Price with Laundry Detergent Brands

<i>PRICE</i>	<i>OMO</i>	<i>HES</i>	<i>ARIEL</i>	<i>ALO</i>	<i>PERSIL</i>	<i>BINGO</i>	<i>ABC</i>	<i>ACE</i>	<i>UN.PACK</i>
<b>OMO</b>	1	1/5	1/3	1/2	1/2	1/5	1/5	1/6	1/7
<b>HES</b>	5	1	3	3	3	2	2	1	1/2
<b>ARIEL</b>	3	1/3	1	2	2	1/2	1/2	1/3	1/5
<b>ALO</b>	2	1/3	1/2	1	1	1/2	1/2	1/3	1/4
<b>PERSIL</b>	2	1/3	1/2	1	1	1/2	1/2	1/3	1/5
<b>BINGO</b>	5	1/2	2	2	2	1	1	1/2	1/3
<b>ABC</b>	5	1/2	2	2	2	1	1	2	3
<b>ACE</b>	6	1	3	3	3	2	1/2	1	2
<b>UN.PACK</b>	7	2	5	4	5	3	1/3	1/2	1

**CR: 0.01**



**Figure 15:** Comparison of Laundry Detergent Brands by the Price Criterion

When the brands used for laundry-washing by female consumers living in rural areas are examined under the criterion of price, it was seen that price is very important for rural female consumers; however as seen in Figure 15, with prices seen in Table 5, brands preferred for their prices are unpackaged detergent, Hes, Ace, Abc and Bingo for this particular consumer segment.

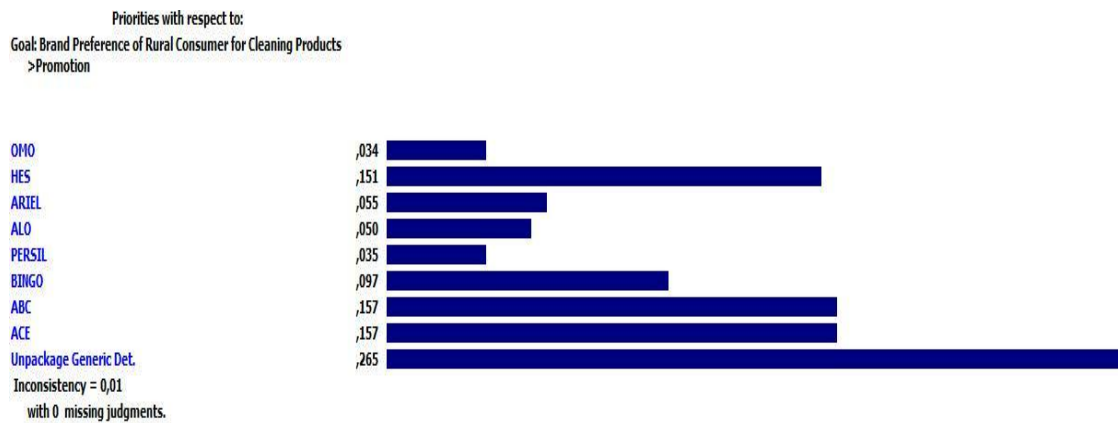
Rural female consumers trying to make their brand preferences according to their income ranges use brands that are close in their price ranges, and it can be observed that they never change their preference whatever the criterion may be.



Moreover, as the consistency ratio was  $0.01 < 0.1$ , it can be said that the data are consistent according to the analytic hierarchy process.

**Table 30:** Comparison of Laundry Detergent Brands by the Main Criterion of Promotions /Campaigns

<i>PROMOTION</i>	<i>OMO</i>	<i>HES</i>	<i>ARIEL</i>	<i>ALO</i>	<i>PERSİL</i>	<i>BİNGO</i>	<i>ABC</i>	<i>ACE</i>	<i>UN.PACK</i>
<i>OMO</i>	1	1/4	1/2	1/2	1	1/3	1/4	1/4	1/5
<i>HES</i>	4	1	3	3	4	2	2	1	1/2
<i>ARIEL</i>	2	1/3	1	1	2	1/2	1/3	1/3	1/4
<i>ALO</i>	2	1/3	1	1	2	1/2	1/3	1/3	1/4
<i>PERSİL</i>	1	1/4	1/2	1/2	1	1/3	1/4	1/4	1/5
<i>BİNGO</i>	3	1/2	2	2	3	1	1/2	1/2	1/3
<i>ABC</i>	4	1/2	3	3	4	2	1	1	1/2
<i>ACE</i>	4	1	3	3	4	2	1	1	1/2
<i>UN.PACK</i>	5	2	4	4	5	3	2	2	1
									<i>CR: 0.01</i>



**Figure 16:** Comparison of Laundry Detergent Brands by the Criterion of Promotion/Campaigns

When rural female consumers are examined from the aspect of promotions and campaigns, it is possible to observe that female consumers prefer unpackaged

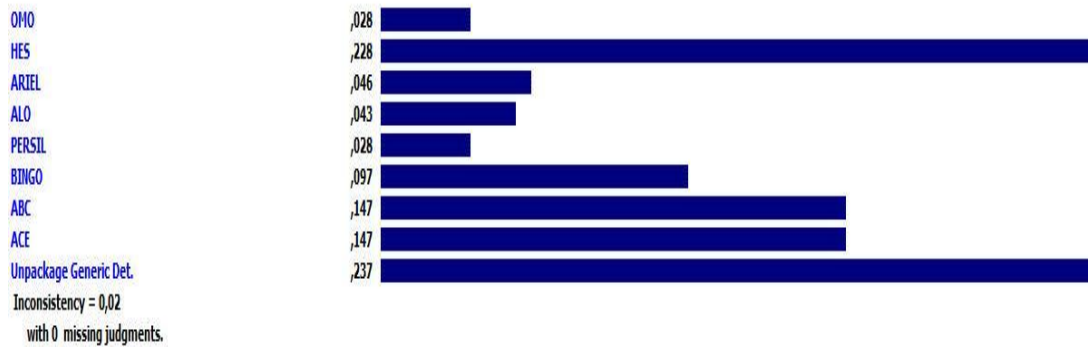
detergent although it may not have any promotion strategies either as a brand or a product. Unpackaged detergent is followed by Ace, Abc and Hes brands according to their preferability in terms of promotions. Moreover, as the consistency ratio is  $0.01 < 0.1$ , it can be said that the data are consistent according to the analytic hierarchy process.

**Table 31:** Comparison Matrix for Laundry Detergent Brands and Quality as Main Criterion

<i>QUALITY</i>	<i>OMO</i>	<i>HES</i>	<i>ARIEL</i>	<i>ALO</i>	<i>PERSİL</i>	<i>BİNGO</i>	<i>ABC</i>	<i>ACE</i>	<i>UN.PACK</i>
<i>OMO</i>	1	1/5	1/3	1/2	1	1/4	1/5	1/5	1/7
<i>HES</i>	5	1	5	5	6	3	2	2	1
<i>ARIEL</i>	3	1/5	1	1	2	1/3	1/4	1/4	1/5
<i>ALO</i>	2	1/5	1	1	2	1/3	1/4	1/4	1/5
<i>PERSİL</i>	1	1/6	1/2	1/2	1	1/4	1/5	1/5	1/7
<i>BİNGO</i>	4	1/3	3	3	4	1	1/2	1/2	1/3
<i>ABC</i>	5	1/2	4	4	5	2	1	1	1/2
<i>ACE</i>	5	1/2	4	4	5	2	1	1	1/2
<i>UN.PACK</i>	7	1	5	5	7	3	2	2	1

**CR: 0.02**

Priorities with respect to:  
 Goal: Brand Preference of Rural Consumer for Cleaning Products  
 >Quality



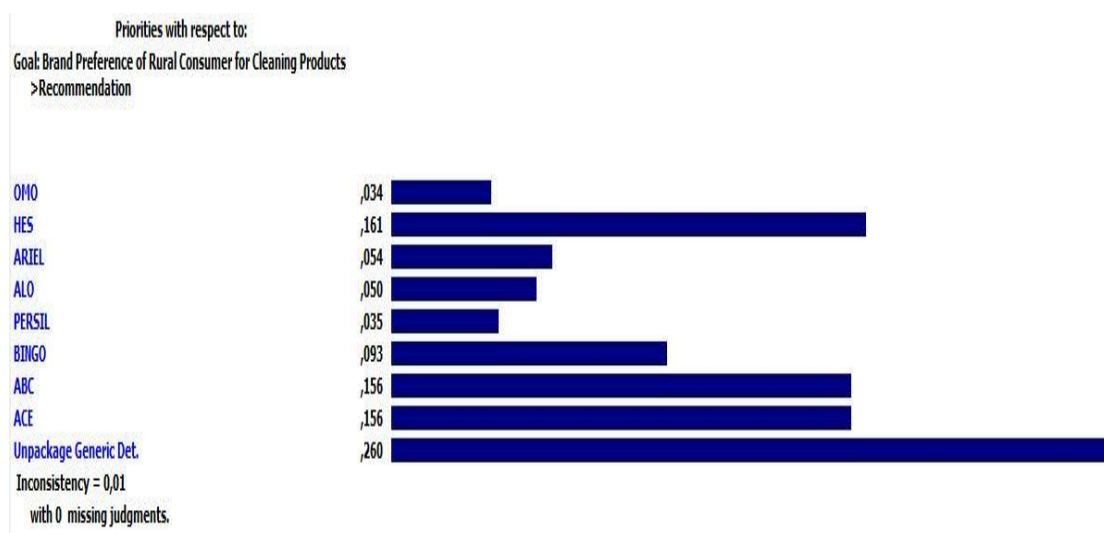
**Figure 17:** Comparison of Laundry Detergent Brands by the Quality Criterion

When the brands used for laundry-washing by female consumers living in rural areas are examined under the criterion of quality, it can be observed, as seen in Figure 15, that a big majority of rural female consumers use unpackageddetergent and HES, which they find satisfactory and consumable in terms of quality. In terms of the quality criterion, It is seen that rural female consumers prefer unpackaged detergent, followed respectively by Hes, ABC, ACE and BINGO, all of which have high purchase and consumption rates compared to other well-known brands. Since the consistency ratio was  $0.02 < 0.1$ , it can be said that the data are consistent according to the Analytic Hierarchy Process.

**Table 32:** Comparison Matrix for Laundry Detergent Brands with the Main Criterion of Recommendation

<i>RECOMM.</i>	<i>OMO</i>	<i>HES</i>	<i>ARIEL</i>	<i>ALO</i>	<i>PERSİL</i>	<i>BİNGO</i>	<i>ABC</i>	<i>ACE</i>	<i>UN.PACK</i>
<i>OMO</i>	1	1/4	1/2	1/2	1	1/3	1/4	1/4	1/6
<i>HES</i>	4	1	3	3	4	3	1	1	1/2
<i>ARIEL</i>	2	1/3	1	1	2	1/2	1/3	1/3	1/5
<i>ALO</i>	2	1/3	1	1	2	1/3	1/4	1/4	1/5
<i>PERSİL</i>	1	1/4	1/2	1/2	1	1/3	1/4	1/4	1/5
<i>BİNGO</i>	3	1/3	2	3	3	1	1/2	1/2	1/3
<i>ABC</i>	4	1	3	4	4	2	1	1	1/2
<i>ACE</i>	4	1	3	4	4	2	1	1	1/2
<i>UN.PACK</i>	6	2	5	5	5	3	2	2	1

**CR: 0.01**



**Figure 18:** Comparison of Laundry Detergent Brands by Recommendations

When the brands used for laundry-washing by female consumers living in rural areas are examined under the criterion of recommendations, it is seen that the influence of recommendations is important in the products used. As the consistency ratio is  $0.01 < 0.1$ , it can be said that the data are consistent according to the analytic hierarchy process.

As can be seen in Figure 18, unpackaged detergent and Hes brand have a strong network of recommendations among rural female consumers. Female consumers with strong communication networks to pass along product recommendations appear to prefer unpackaged detergent and Hes, followed by brands that have similar price ranges.

**Table 33:** Comparison Matrix for Laundry Detergent Brands and the Main Criterion of Sales Personnel

<i>SALES STAFF</i>	<i>OMO</i>	<i>HES</i>	<i>ARIEL</i>	<i>ALO</i>	<i>PERSIL</i>	<i>BINGO</i>	<i>ABC</i>	<i>ACE</i>	<i>UN.PACK</i>
<i>OMO</i>	1	1/5	1/2	1/2	1	1/3	1/4	1/4	1/5
<i>HES</i>	5	1	3	3	4	3	2	2	1
<i>ARIEL</i>	2	1/3	1	1	2	1/2	1/3	1/3	1/4
<i>ALO</i>	2	1/3	1	1	2	1/2	1/3	1/3	1/4
<i>PERSIL</i>	1	1/4	1/2	1/2	1	1/3	1/4	1/4	1/5
<i>BINGO</i>	3	1/3	2	2	3	1	1/2	1/2	1/2
<i>ABC</i>	4	1/2	3	3	4	2	1	1	1/2
<i>ACE</i>	4	1/2	3	3	4	2	1	1	1/2
<i>UN.PACK</i>	5	1	4	4	5	2	2	2	1

**CR: 0.01**



**Figure 19:** Comparison of Laundry Detergent Brands by the Criterion of Sales Personnel

As can be seen in Figure 19, we can say that the effect of the sales personnel is not very visible on female consumers living in rural areas. This situation can again

be explained in relation to the brands used by rural female consumers. In the table led by unpackaged detergent and the Hes brand, purchase rates are high for unpackaged detergent, which does not have a sales rep network; yet this criterion seems to create noticeable differences in brands such as Hes, ABC; ACE and Bingo. It can be suggested that the answers given by rural female consumers assume that the brands they use are also effective in terms of their sales personnel. We know that unpackaged detergent, which gives an especially high result, has no network of sales representatives in the rural areas. It is possible to think that unpackaged detergent dealers have an influence on the rural female consumer. Also, as the consistency ratio is  $0.01 < 0.1$ , it can be said that the data are consistent according to the Analytic Hierarchy Process.

## CONCLUSIONS

In today's age of marketing, all companies, big and small, offer their goods and services for the appreciation of their consumers. They implement sales and marketing strategies aiming to influence the consumer, and they aim to be the winner of the ongoing competition by ensuring the continuity of the strategies they pursue. At the end of this long road they have embarked on for the sake of attracting the consumers, some brands reach success while some brands get erased from the marketing world. The competitive powers of companies become even more important in a sales field where there are lots of diverse alternatives thanks also to the effect of the age of marketing.

The sales and marketing network, shaped around competitive power, merge in a melting pot with male and female consumers as well as the baby/kid consumers who have recently gained importance, and the results of this merging affects the continuity of the sector. In terms of consumer preferences, it is very important that brands are able to meet the needs of the consumers and satisfy them in all aspects. The brand creation process, which begs a carefully determined target audience, leads to success for most companies, but can bring failure to companies who do not attribute sufficient importance to this crucial process. In conclusion, we can say that success can be achieved by knowing that there are aspects where the brand must coincide with the consumer, and that the actual process starts with the decisions taken in advance at the beginning. For, the positive approach expected to be created about the brand in the consumer's brain is the result of major decision-making phases.

When there is a decision, assessment methods are also activated, starting an important process. The problem is defined and needs are identified at the early stages of the decision processes, then possible assessment results are computed so as to arrive at the final decision that will support the whole and provide a roadmap.

This study uses statistical methods and the AHP technique in the decision-making phases, and focuses on the laundry detergent brand preferences issue of rural female consumers. This is an important issue in the cleaning products market where traditionally women are known to be the key decision makers with the purchases.

The laundry detergent sector started in 1917 when German chemist F. Günther alkalinized naphthalene and sulfonated the resultant substance to produce the first detergent. After this discovery, in 1932, the market gained momentum when Henkel and P&G, upscale companies of today, entered the market with their own brands. Today, the sector has come a long way with the inevitable increase in alternatives thanks to the effects of the age of marketing and competition.

Laundry detergent, which has an important place among cleaning products, has various diverse attributes and different price alternatives today. According to the most recent studies, there are 9 companies in the sector, which offer consumers 40 different brands to choose from. This brand abundance, which makes it difficult for the consumer to choose, creates an area where decision-making processes can be used.

This study addresses female consumers since they have a growing independence and rising economic capabilities in the society. That is why it makes sense to focus on them in our target group.

Contrary to the usual female consumers, who have been the subject of many studies to date, who live in urban areas and who are well informed about their rights and their economic powers, it was found appropriate to focus this study on rural female consumers, whose purchasing trends are a matter of great curiosity and who do their shopping under the heavy influence of their rural lifestyles.

Most of the research conducted to date has been measured by comparing rural and urban female consumer. Rural female consumer is different from urban female consumer.



Besides, rural female consumer varies from city to city and region to region. Due to consumer marketing companies nowadays desires to reach rural women. This study tried to contribute to the firms' marketing activities in rural regions.

A survey was conducted through face-to-face interviews with 386 rural female consumers in rural Ankara. Moreover, as required by the AHP technique, assessments were made after taking the opinions of sector experts. Significant results emerged from the data analysis of this study.

As a result of the statistical analysis done with rural female consumers, it was found that this consumer group, consisting mainly of middle-aged, married women most of whom are housewives, base their detergent choices mostly on price, quality, cleaning power and brand, use their brand of choice for long years, and think that it would require some serious brand-wide changes to switch brands. The biggest factor for brand-switching among rural female consumers is, apparently, their price sensitivity. Additionally, another important attribute that we see in all women is that they prefer buying the most quality one with the most cleaning power at reasonable prices. The rural female consumer profile, which gives the impression of a high level of brand loyalty, have a high likelihood of choosing the brand with which they have good relations, since they tend to use the same brand for extended periods.

According to the study, of the rural female consumers taking our survey, 57% have been using the same brand for more than 5 years. Hence, the difference between this majority and the remaining 40% who have different brand tendencies is the effect of prices, recommendations and reduced quality.

According to the results of the statistical analysis carried out for rural female consumers, this consumer group is more interested in unpackaged detergent that is affordable for their budget and easily accessible, rather than the upscale brands like Unilever, P&G and Henkel, which spend a lot of money on advertisement and which have gained global recognition.

The preferences of this target group, which played a huge part in the gradual development of the unpackaged detergent sector, leave upscale brands behind, making unpackaged detergent the top choice of rural female consumers. Unpackaged detergent, preferred by rural female consumers, is seen by this consumer group as “Affordable, ergo good quality” after an assessment of price and quality, an approach which has led to radical changes in the marketing strategies focusing on rural female consumers. The rural female consumer, who has a high tendency to choose and buy unpackaged detergent, evaluates cleaning power within the context of brand and in terms of price and quality, and selects the most suitable option. The assessments have given the impression that 72% of the rural female consumers can abandon a brand if its price goes up.

This comes as the most important hint as to why these women prefer the unpackaged detergent that is the most suitably priced. Moreover, assessments made via AHP have revealed that, in the price-brand table, rural female consumers have preferred unpackaged detergent with a huge ratio like 0.274, and have identified unpackaged detergent as the brand that has the strongest association with price.

While there are criteria that rural female consumers care about, there are also some criteria that do not affect them in any way. From the data assessed during the study, statistical results on rural female consumers suggest that this consumer group is not influenced by the brand’s environment-friendly initiatives, informed and easily accessible sales representatives, and time-consuming packaging strategies, and have even stated they were unaware of these criteria. These major criteria, for which brands have been allocating huge budgets in the recent years, are not regarded as important by rural female consumers. Consumers make their purchase decisions based on the price factor for rural female; and since these brands are typically high-priced, they do not appeal to this consumer group. Hence, we can evaluate these criteria as insignificant criteria, since the high-priced brands were not even taken into consideration by rural female consumers during the assessment phase.

In this study on rural female consumers, the statistically obtained and conveyed results were also tried to be assessed by referring to expert opinions

through the AHP technique. Data obtained through the AHP technique support the statistically obtained data. In addition to experts interviewed on behalf of P&G and Unilever, the AHP decision-making technique was also used to interview a group of experts representing the dealers of unpackaged detergent, which is highly preferred by female consumers in rural areas. According to expert questionnaire completed through interviews, the statistical result for rural female consumers shows that their purchase decision is made 23.3 % by brand, 33.9% by price and 36.6% by quality, while those with brand preferences have proven that there are criteria they usually care about and some criteria they totally dismiss and have not even heard of. According the results from data obtained from experts concerning rural female consumer, the criteria they give the highest importance to when choosing a brand are price, quality and cleaning power.

Experts also support the conclusion that rural female consumers try to get the best quality for the most affordable price that is within their budget. The unpackaged detergent dealer, stating that unpackaged detergent is widely preferred by rural female consumers, pointed out that women in rural areas usually shop from small-scale markets/stores or farmers markets rather than supermarkets or shopping malls. Hence, it is naturally observed that these women continue the widespread habit of buying the brand they are used to from sellers they know. It is thought that rural female consumers identify quality with the brands they use, while these women regard cleaning power as one of the benefits they get from the brands they use.

The criteria that are dismissed by rural female consumers at the brand preference phase according to both the statistical analysis and the expert opinions are the brands' environment-friendly practices, sales representatives and packaging. These practices, which help brands in positioning themselves as a part of the consumers' lives are not even taken into account by rural female consumers, while expert data shows that most female consumers are not even aware of these criteria.

It is a great privilege for a brand to gain consumer appreciation for all these criteria, which are essentially associated with the company's efforts to survive in the sector. The brand perception that is tried to be created in the consumer's mind is the

same in the laundry detergent sector. The data that were observable through the survey emphasize that companies have to position themselves correctly in terms of the targeted female consumers. All conclusions of this study underline that companies must step with care throughout the long road that starts with the process of creating the brand and continues until the product is in the consumer's hand, followed by after sales services that are an important element of customer satisfaction measurements. Furthermore, it is seen that rural female consumers lag behind their urban counterparts when it comes to recently popular criteria such as advertisements, environment-friendly practices, availability of effective and informed sales representatives, and packaging features.

This study covers Ankara rural area only. However, the scope of this study could be extended to cover other regions in our country. The character of rural female consumer differs from region to region. Consumer behaviour is affected by region's culture and life style. In our case; AHP is appropriate method on Multi-Purpose Decision-Making Problems. When comparing 2 regions or 2 countries.

According to the results, it can be expected that even if these practices are applied according to strategy in rural areas, they may not yield fruitful outcomes, and that a company wanting to reach the rural female consumer should create a brand that is the most suited to the budget of the typical rural female consumer in terms of price. This is one of the steps that can be taken to increase chances of success.

In terms of the criteria that are important to rural female consumers, It is seen that they prefer unpackaged detergent over famous brands. It is concluded that reputed brands update their sales strategies targeting rural areas and work towards offering quality detergent options that have high cleaning power at prices that are appropriate for the rural area.

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## APPENDICES

### A. SURVEY

Sayın Kadın Tüketici;

Bu anket Çankaya Üniversitesi Sosyal Bilimler Enstitüsü İşletme Tezli Yüksek Lisans Bölümünde çamaşır deterjanı sektöründe; marka tercihlerinin incelenmesine yönelik yürütülen tez çalışmada veri toplamak amacıyla yapılmaktadır. Bu nedenle verdiğiniz cevaplar gizli tutulacaktır. Anketimize katılıp, zaman ayırdığınız için teşekkür ederiz.

Danışman: Yrd. Doç. Dr. Ayşegül TAŞ

Hazırlayan: Manolya TURABİK

#### 1. Bölüm ( Kişisel Bilgiler)

##### 1.1. Yaşınız?

- 18 - 25    26 – 33    34 – 41    42 – 49    50 - 57    58 – 65  
 65 ve üstü

##### 1.2 .Medeni Durumunuz?

- Bekâr    Evli    Dul    Boşanmış

##### 1.3 .Öğrenim Durumunuz?

- İlkokul Mezunu    Ortaokul Mezunu    Lise Mezunu  
 Üniversite Mezunu    Lisans Üstü

##### 1.4 .Mesleğiniz?

- Öğretmen    Memur    Emekli  
 Avukat    Öğrenci    Sanayici

- Mimar / Mühendis       Çiftçi       İşsiz / is arıyor
- Doktor       İşçi       Esnaf /Tüccar
- Ev hanımı      Diğer ise belirtiniz ( ..... )

**1.5 .Aylık Net Geliriniz?**

- 0-500 TL       3501 TL – 5000 TL
- 501 TL – 2000 TL       5001 TL ve üzeri
- 2001 TL – 3500 TL

**1.6. Ne kadar sıklıkla çamaşır deterjanı alışverişi yaparsınız?**

- Her gün     Haftada Bir     Ayda Bir     İhtiyaç oldukça

**1.7. Çamaşır deterjanı satın alırken, her zaman belli bir markayı tercih ediyormusunuz?**

- Evet     Hayır

**1.8.** Yukarıdaki soruya cevabınız evet ise; aşağıda belirtilen çamaşır deterjanı markalarını “ 1 ilk tercih ettiğiniz, 9 en son tercih edeceğiniz marka olmak üzere; 1’ den 9 ‘a “ kadar sıralayınız.

	1	2	3	4	5	6	7	8	9
<b>OMO</b>									
<b>HES</b>									
<b>ARIEL</b>									
<b>ALO</b>									
<b>PERSİL/ TURSİL</b>									
<b>BİNGO</b>									
<b>ABC</b>									
<b>ACE</b>									
<b>AÇIK DETERJAN</b>									

**1.10. Marka hakkındaki düşünceleriniz nelerdir?**

(1:Katılıyorum, 2: Fikrim yok, 3: Katılmıyorum)

	1	2	3
Markanın her zaman farklı bir özelliği, farklı bir cazibesi vardır.			
Markalı ürünler alışverişe teşvik eder.			
Markalı ürünler güven verir			
Ünlü markalar daha kalitelidir			
Markası ne olursa olsun ince detayları düşünerek yapılan alışveriş daha iyi sonuç verir			
Markalı ürünlerin markasız ürünlere göre herkes tarafından tanınması tüketici tercihlerini etkiler.			
Markalı ürünler satın almak tüketiciyi korur.			



**1.11. Tercih ettiğiniz amaşır deterjanı markasını ne zamandan beri kullanıyorsunuz?**

( ) 1 yıldan daha az ( ) 1 – 3 yıl arası ( ) 4 – 5 yıl arası ( ) 5 yıldan fazla

**1.12. Satın alacağınız markaya ne zaman karar veriyorsunuz?**

( ) Alışverişe çıkmadan önce ( ) Alışveriş sırasında

**1.14. amaşır deterjanı satın alırken marka tercihi konusunda çevrenizdeki kişilerin fikir ve önerileri tercihinizi etkiler mi?**

( ) Etkiler ( ) Fikrim yok ( ) Etkilemez

**1.15. amaşır deterjanı seçerken sizin için önemli olan faktörleri “1 en önemli 9 en az önemli olmak üzere 1 den 9’a kadar” sıralayınız. ( 9 tanesini seçiniz)**

	1	2	3	4	5	6	7	8	9
Ürünün markası									
Ürünün fiyatı									
Ürünün kalitesi									
Ürünün temizleme gücü									
Ürünün kokusu									
Ürünün ambalajı									
Satış personellerinin tutum, davranışları									
Çevredekilerce tavsiye edilmesi									
Ürünün reklamları									
Ürünün kampanyalarının olması									
Ürünün çevre dostu olması									

**1.16 .Çamaşır deterjanı satın alırken farklı markalar arasında karşılaştırma yapar mısınız?**

Yaparım                       Fikrim yok                       Yapmam

**1.17. Eğer başka bir markaya yönelirseniz, aşağıdaki markalardan tercih edebileceklerinizi “ 1 ilk, 9 en son tercihiniz olmak üzere 1’ den 9’a kadar sıralayınız.**

	1	2	3	4	5	6	7	8	9
<b>OMO</b>									
<b>HES</b>									
<b>ARİEL</b>									
<b>ALO</b>									
<b>PERSİL/ TURSİL</b>									
<b>BİNGO</b>									
<b>ABC</b>									
<b>ACE</b>									
<b>AÇIK DETERJAN</b>									

**1.18. Kullandığımız çamaşır deterjanı markasını neden değiştirirsiniz ?( Birden fazla seçenek işaretleyebilirsiniz )**

Kalitesinin düşmesi                       Fiyatının yükselmesi  
 Çevrenin başka ürün tavsiyesi                       Diğer markaların kampanyaları  
 Çevreye ve kişilere verdiği zarar düşüncesi

## 2. Bölüm ( Hiyerarşi Soruları)

2.1 .Aşağıdaki belirtilen çamaşır deterjanı markalarını temizleme gücüne göre sıralayınız? ( 1 en yüksek, 9 en düşük olmak üzere, 1 den 9'a kadar)

	1	2	3	4	5	6	7	8	9
OMO									
HES									
ARİEL									
ALO									
PERSİL/ TURSİL									
BİNGO									
ABC									
ACE									
AÇIK DETERJAN									

2.2. Aşağıdaki belirtilen çamaşır deterjanı markalarını koku özelliklerine göre 1 en iyi kokan, 9 en kötü kokan olmak üzere, 1 den 9 a kadar sıralayınız.

	1	2	3	4	5	6	7	8	9
OMO									
HES									
ARİEL									
ALO									
PERSİL/ TURSİL									
BİNGO									
ABC									
ACE									
AÇIK DETERJAN									

2.3. Aşağıdaki belirtilen çamaşır deterjanı markalarından hangisinin fiyatı sizin tercihlerinize daha uygundur? ( 1 en uygun, 9 hiç uygun değil olmak üzere, 1 ‘den 9‘ a kadar sıralayınız)

	1	2	3	4	5	6	7	8	9
OMO									
HES									
ARIEL									
ALO									
PERSİL/ TURSİL									
BİNGO									
ABC									
ACE									
AÇIK DETERJAN									

2.4. Aşağıdaki belirtilen çamaşır deterjanı markalarından hangisi kalite açısından tercihlerinize daha uygundur? ( 1 en uygun, 9 hiç uygun değil olmak üzere, 1 ‘ den 9’a kadar sıralayınız)

	1	2	3	4	5	6	7	8	9
OMO									
HES									
ARIEL									
ALO									
PERSİL/ TURSİL									
BİNGO									
ABC									
ACE									
AÇIK DETERJAN									

2.5. Aşağıdaki belirtilen çamaşır deterjanı markalarından hangisini sadece markasından dolayı satın alırsınız? ( 1 en yüksek, 9 en düşük olmak üzere, 1 ‘ den 9’a kadar sıralayınız)

	1	2	3	4	5	6	7	8	9
OMO									
HES									
ARIEL									
ALO									
PERSİL/ TURSİL									
BİNGO									
ABC									
ACE									
AÇIK DETERJAN									

2.6 Aşağıdaki çamaşır deterjanı markalarından hangisi size göre daha çevre dostu ve sağlık açısından daha iyidir? ( 1 en yüksek, 9 en düşük olmak üzere, 1 ‘den 9’a kadar sıralayınız)

	1	2	3	4	5	6	7	8	9
OMO									
HES									
ARIEL									
ALO									
PERSİL/ TURSİL									
BİNGO									
ABC									
ACE									
AÇIK DETERJAN									

2.7 . Aşağıdaki çamaşır deterjanı markalarından hangisi size en çok tavsiye edilen ve bu tavsiyelere göre alıp memnun olduğunuz markadır?( 1 en yüksek, 9 en düşük olmak üzere, 1' den 9'a kadar sıralayınız)

	1	2	3	4	5	6	7	8	9
OMO									
HES									
ARIEL									
ALO									
PERSİL/ TURSİL									
BİNGO									
ABC									
ACE									
AÇIK DETERJAN									

2.8 . Aşağıdaki çamaşır deterjanı markalarından hangisi hediye( promosyon) açısından tatmin edici olup, markayı almaya sizi yönlendirir?( 1 en yüksek, 9 en düşük olmak üzere, 1 'den 9'a kadar sıralayınız)

	1	2	3	4	5	6	7	8	9
OMO									
HES									
ARIEL									
ALO									
PERSİL/ TURSİL									
BİNGO									
ABC									
ACE									
AÇIK DETERJAN									

**2.9.** Aşağıdaki çamaşır deterjanı markalarından hangisinin ambalajı size göre daha etkileyicidir?( **1 en yüksek, 9 en düşük olmak üzere, 1 ‘den 9’a kadar sıralayınız**)

	1	2	3	4	5	6	7	8	9
<b>OMO</b>									
<b>HES</b>									
<b>ARIEL</b>									
<b>ALO</b>									
<b>PERSİL/ TURSİL</b>									
<b>BİNGO</b>									
<b>ABC</b>									
<b>ACE</b>									
<b>AÇIK DETERJAN</b>									

**2.10** . Aşağıdaki çamaşır deterjanı markalarından hangisinin reklamı size göre daha etkileyici olup, kullanacağınız markaya sizi yönlendirmekte diğerlerinden daha öndedir?( **1 en yüksek, 9 en düşük olmak üzere, 1 ‘den 9’a kadar sıralayınız**)

	1	2	3	4	5	6	7	8	9
<b>OMO</b>									
<b>HES</b>									
<b>ARIEL</b>									
<b>ALO</b>									
<b>PERSİL/ TURSİL</b>									
<b>BİNGO</b>									
<b>ABC</b>									
<b>ACE</b>									
<b>AÇIK DETERJAN</b>									

**2.11** Aşağıdaki çamaşır deterjanı markalarından hangisini satın alırken konuyla ilgilenen satış elemanları daha etkileyici bir unsurdur?( **1 en yüksek, 9 en düşük olmak üzere, 1 den 9 ‘a kadar sıralayınız**)

	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>
<b>OMO</b>									
<b>HES</b>									
<b>ARIEL</b>									
<b>ALO</b>									
<b>PERSİL/ TURSİL</b>									
<b>BİNGO</b>									
<b>ABC</b>									
<b>ACE</b>									
<b>AÇIK DETERJAN</b>									

The survey is implemented on universe of Turkey and on Turkish rural female consumer who speak turkish. Because of this situation The survey is not translate to English.



## B. SURVEY OF EXPERT

<b>Temizlik Gücü</b>	<b>9</b>	<b>7</b>	<b>5</b>	<b>3</b>	<b>1</b>	<b>3</b>	<b>5</b>	<b>7</b>	<b>9</b>	<b>Koku</b>
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<b>Temizlik Gücü</b>	<b>9</b>	<b>7</b>	<b>5</b>	<b>3</b>	<b>1</b>	<b>3</b>	<b>5</b>	<b>7</b>	<b>9</b>	<b>Fiyat</b>
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<b>Temizlik Gücü</b>	<b>9</b>	<b>7</b>	<b>5</b>	<b>3</b>	<b>1</b>	<b>3</b>	<b>5</b>	<b>7</b>	<b>9</b>	<b>Kalite</b>
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<b>Temizlik Gücü</b>	<b>9</b>	<b>7</b>	<b>5</b>	<b>3</b>	<b>1</b>	<b>3</b>	<b>5</b>	<b>7</b>	<b>9</b>	<b>Marka</b>
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<b>Temizlik Gücü</b>	<b>9</b>	<b>7</b>	<b>5</b>	<b>3</b>	<b>1</b>	<b>3</b>	<b>5</b>	<b>7</b>	<b>9</b>	<b>Çevre dostu</b>
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<b>Temizlik Gücü</b>	<b>9</b>	<b>7</b>	<b>5</b>	<b>3</b>	<b>1</b>	<b>3</b>	<b>5</b>	<b>7</b>	<b>9</b>	<b>Tavsiye</b>
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<b>Temizlik Gücü</b>	<b>9</b>	<b>7</b>	<b>5</b>	<b>3</b>	<b>1</b>	<b>3</b>	<b>5</b>	<b>7</b>	<b>9</b>	<b>Hediyeler</b>
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<b>Temizlik Gücü</b>	<b>9</b>	<b>7</b>	<b>5</b>	<b>3</b>	<b>1</b>	<b>3</b>	<b>5</b>	<b>7</b>	<b>9</b>	<b>Ambalaj</b>
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<b>Temizlik Gücü</b>	<b>9</b>	<b>7</b>	<b>5</b>	<b>3</b>	<b>1</b>	<b>3</b>	<b>5</b>	<b>7</b>	<b>9</b>	<b>Satış Personeli</b>
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<b>Temizlik Gücü</b>	<b>9</b>	<b>7</b>	<b>5</b>	<b>3</b>	<b>1</b>	<b>3</b>	<b>5</b>	<b>7</b>	<b>9</b>	<b>Reklam</b>
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<b>Koku</b>	<b>9</b>	<b>7</b>	<b>5</b>	<b>3</b>	<b>1</b>	<b>3</b>	<b>5</b>	<b>7</b>	<b>9</b>	<b>Fiyat</b>
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<b>Koku</b>	<b>9</b>	<b>7</b>	<b>5</b>	<b>3</b>	<b>1</b>	<b>3</b>	<b>5</b>	<b>7</b>	<b>9</b>	<b>Kalite</b>
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<b>Koku</b>	<b>9</b>	<b>7</b>	<b>5</b>	<b>3</b>	<b>1</b>	<b>3</b>	<b>5</b>	<b>7</b>	<b>9</b>	<b>Marka</b>
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<b>Koku</b>	<b>9</b>	<b>7</b>	<b>5</b>	<b>3</b>	<b>1</b>	<b>3</b>	<b>5</b>	<b>7</b>	<b>9</b>	<b>Tavsiye</b>
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<b>Koku</b>	<b>9</b>	<b>7</b>	<b>5</b>	<b>3</b>	<b>1</b>	<b>3</b>	<b>5</b>	<b>7</b>	<b>9</b>	<b>Çevre Dostu</b>
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<b>Koku</b>	<b>9</b>	<b>7</b>	<b>5</b>	<b>3</b>	<b>1</b>	<b>3</b>	<b>5</b>	<b>7</b>	<b>9</b>	<b>Hediyeler</b>
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<b>Koku</b>	<b>9</b>	<b>7</b>	<b>5</b>	<b>3</b>	<b>1</b>	<b>3</b>	<b>5</b>	<b>7</b>	<b>9</b>	<b>Ambalaj</b>
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<b>Koku</b>	<b>9</b>	<b>7</b>	<b>5</b>	<b>3</b>	<b>1</b>	<b>3</b>	<b>5</b>	<b>7</b>	<b>9</b>	<b>Reklam</b>
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<b>Koku</b>	<b>9</b>	<b>7</b>	<b>5</b>	<b>3</b>	<b>1</b>	<b>3</b>	<b>5</b>	<b>7</b>	<b>9</b>	<b>Satıcılar</b>
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<b>Fiyat</b>	<b>9</b>	<b>7</b>	<b>5</b>	<b>3</b>	<b>1</b>	<b>3</b>	<b>5</b>	<b>7</b>	<b>9</b>	<b>Kalite</b>
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<b>Fiyat</b>	<b>9</b>	<b>7</b>	<b>5</b>	<b>3</b>	<b>1</b>	<b>3</b>	<b>5</b>	<b>7</b>	<b>9</b>	<b>Marka</b>
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<b>Fiyat</b>	<b>9</b>	<b>7</b>	<b>5</b>	<b>3</b>	<b>1</b>	<b>3</b>	<b>5</b>	<b>7</b>	<b>9</b>	<b>Çevre Dostu</b>
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<b>Fiyat</b>	<b>9</b>	<b>7</b>	<b>5</b>	<b>3</b>	<b>1</b>	<b>3</b>	<b>5</b>	<b>7</b>	<b>9</b>	<b>Tavsiye</b>
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<b>Fiyat</b>	<b>9</b>	<b>7</b>	<b>5</b>	<b>3</b>	<b>1</b>	<b>3</b>	<b>5</b>	<b>7</b>	<b>9</b>	<b>Hediyeler</b>
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<b>Fiyat</b>	<b>9</b>	<b>7</b>	<b>5</b>	<b>3</b>	<b>1</b>	<b>3</b>	<b>5</b>	<b>7</b>	<b>9</b>	<b>Ambalaj</b>
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<b>Fiyat</b>	<b>9</b>	<b>7</b>	<b>5</b>	<b>3</b>	<b>1</b>	<b>3</b>	<b>5</b>	<b>7</b>	<b>9</b>	<b>Reklam</b>
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<b>Fiyat</b>	<b>9</b>	<b>7</b>	<b>5</b>	<b>3</b>	<b>1</b>	<b>3</b>	<b>5</b>	<b>7</b>	<b>9</b>	<b>Satış Personeli</b>
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<b>Kalite</b>	<b>9</b>	<b>7</b>	<b>5</b>	<b>3</b>	<b>1</b>	<b>3</b>	<b>5</b>	<b>7</b>	<b>9</b>	<b>Marka</b>
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<b>Kalite</b>	<b>9</b>	<b>7</b>	<b>5</b>	<b>3</b>	<b>1</b>	<b>3</b>	<b>5</b>	<b>7</b>	<b>9</b>	<b>Çevre Dostu</b>
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<b>Kalite</b>	<b>9</b>	<b>7</b>	<b>5</b>	<b>3</b>	<b>1</b>	<b>3</b>	<b>5</b>	<b>7</b>	<b>9</b>	<b>Tavsiye</b>
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<b>Kalite</b>	<b>9</b>	<b>7</b>	<b>5</b>	<b>3</b>	<b>1</b>	<b>3</b>	<b>5</b>	<b>7</b>	<b>9</b>	<b>Hediyeler</b>
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<b>Kalite</b>	<b>9</b>	<b>7</b>	<b>5</b>	<b>3</b>	<b>1</b>	<b>3</b>	<b>5</b>	<b>7</b>	<b>9</b>	<b>Ambalaj</b>
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<b>Kalite</b>	<b>9</b>	<b>7</b>	<b>5</b>	<b>3</b>	<b>1</b>	<b>3</b>	<b>5</b>	<b>7</b>	<b>9</b>	<b>Reklam</b>
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<b>Kalite</b>	<b>9</b>	<b>7</b>	<b>5</b>	<b>3</b>	<b>1</b>	<b>3</b>	<b>5</b>	<b>7</b>	<b>9</b>	<b>Satış Personeli</b>
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<b>Marka</b>	<b>9</b>	<b>7</b>	<b>5</b>	<b>3</b>	<b>1</b>	<b>3</b>	<b>5</b>	<b>7</b>	<b>9</b>	<b>Çevre Dostu</b>
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<b>Marka</b>	<b>9</b>	<b>7</b>	<b>5</b>	<b>3</b>	<b>1</b>	<b>3</b>	<b>5</b>	<b>7</b>	<b>9</b>	<b>Tavsiye</b>
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<b>Marka</b>	<b>9</b>	<b>7</b>	<b>5</b>	<b>3</b>	<b>1</b>	<b>3</b>	<b>5</b>	<b>7</b>	<b>9</b>	<b>Hediyeler</b>
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<b>Marka</b>	<b>9</b>	<b>7</b>	<b>5</b>	<b>3</b>	<b>1</b>	<b>3</b>	<b>5</b>	<b>7</b>	<b>9</b>	<b>Ambalaj</b>
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<b>Marka</b>	<b>9</b>	<b>7</b>	<b>5</b>	<b>3</b>	<b>1</b>	<b>3</b>	<b>5</b>	<b>7</b>	<b>9</b>	<b>Reklam</b>
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<b>Marka</b>	<b>9</b>	<b>7</b>	<b>5</b>	<b>3</b>	<b>1</b>	<b>3</b>	<b>5</b>	<b>7</b>	<b>9</b>	<b>Satış Personeli</b>
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<b>Çevre Dostu</b>	<b>9</b>	<b>7</b>	<b>5</b>	<b>3</b>	<b>1</b>	<b>3</b>	<b>5</b>	<b>7</b>	<b>9</b>	<b>Tavsiye</b>
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<b>Çevre Dostu</b>	<b>9</b>	<b>7</b>	<b>5</b>	<b>3</b>	<b>1</b>	<b>3</b>	<b>5</b>	<b>7</b>	<b>9</b>	<b>Hediyeler</b>
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<b>Çevre Dostu</b>	<b>9</b>	<b>7</b>	<b>5</b>	<b>3</b>	<b>1</b>	<b>3</b>	<b>5</b>	<b>7</b>	<b>9</b>	<b>Ambalaj</b>
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<b>Çevre Dostu</b>	<b>9</b>	<b>7</b>	<b>5</b>	<b>3</b>	<b>1</b>	<b>3</b>	<b>5</b>	<b>7</b>	<b>9</b>	<b>Reklam</b>
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<b>Çevre Dostu</b>	<b>9</b>	<b>7</b>	<b>5</b>	<b>3</b>	<b>1</b>	<b>3</b>	<b>5</b>	<b>7</b>	<b>9</b>	<b>Satış Personeli</b>
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<b>Tavsiye</b>	<b>9</b>	<b>7</b>	<b>5</b>	<b>3</b>	<b>1</b>	<b>3</b>	<b>5</b>	<b>7</b>	<b>9</b>	<b>Hediyeler</b>
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<b>Tavsiye</b>	<b>9</b>	<b>7</b>	<b>5</b>	<b>3</b>	<b>1</b>	<b>3</b>	<b>5</b>	<b>7</b>	<b>9</b>	<b>Ambalaj</b>
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<b>Tavsiye</b>	<b>9</b>	<b>7</b>	<b>5</b>	<b>3</b>	<b>1</b>	<b>3</b>	<b>5</b>	<b>7</b>	<b>9</b>	<b>Reklam</b>
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<b>Tavsiye</b>	<b>9</b>	<b>7</b>	<b>5</b>	<b>3</b>	<b>1</b>	<b>3</b>	<b>5</b>	<b>7</b>	<b>9</b>	<b>Satış Personeli</b>
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<b>Hediyeler</b>	<b>9</b>	<b>7</b>	<b>5</b>	<b>3</b>	<b>1</b>	<b>3</b>	<b>5</b>	<b>7</b>	<b>9</b>	<b>Ambalaj</b>
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<b>Hediyeler</b>	<b>9</b>	<b>7</b>	<b>5</b>	<b>3</b>	<b>1</b>	<b>3</b>	<b>5</b>	<b>7</b>	<b>9</b>	<b>Reklam</b>
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<b>Hediyeler</b>	<b>9</b>	<b>7</b>	<b>5</b>	<b>3</b>	<b>1</b>	<b>3</b>	<b>5</b>	<b>7</b>	<b>9</b>	<b>Satış Personeli</b>
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<b>Ambalaj</b>	<b>9</b>	<b>7</b>	<b>5</b>	<b>3</b>	<b>1</b>	<b>3</b>	<b>5</b>	<b>7</b>	<b>9</b>	<b>Reklam</b>
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<b>Ambalaj</b>	<b>9</b>	<b>7</b>	<b>5</b>	<b>3</b>	<b>1</b>	<b>3</b>	<b>5</b>	<b>7</b>	<b>9</b>	<b>Satış Personeli</b>
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<b>Reklam</b>	<b>9</b>	<b>7</b>	<b>5</b>	<b>3</b>	<b>1</b>	<b>3</b>	<b>5</b>	<b>7</b>	<b>9</b>	<b>Satış Personeli</b>
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## C: CURRICULUM VITAE

### PERSONAL INFORMATION

Surname, Name: TURABIK, Manolya  
Nationality: Turkish (TC)  
Date and Place of Birth: 1 September 1985, Ankara  
Marital Status: Single  
Phone: 0530 416 04 09  
email: [manolyaturabik@hotmail.com](mailto:manolyaturabik@hotmail.com)

### EDUCATION

Degree	Institution	Year of Graduation
MS	Çankaya Univ. Business Administration	2012
BS	Çankaya Univ. Management	2010
High School	Ankara Ayrancı High School	2002

### WORK EXPERIENCE

Year	Place	Enrollment
2012- Present	Türkiye İş Bank	Civil Servant
2010-2011	AvivaSa	Financial Advisor

### FOREIGN LANGUAGES

Advanced English, Elementary Spanish

### HOBBIES

Musical chorus, reading book, to carry out research about diversified subjects.