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ISTANBUL AYDIN UNIVERSITY

INSTITUTE OF SOCIAL SCIENCES

THE FAMILY BUYING BEHAVIOR OF FEMALE CONSUMERS IN RETAIL
INDUSTRY

MASTER THESIS

FIDELIS EJEH ABBA

Department of Business

Business Administration Program

Supervisor: Assist. Prof. Dr. Zelha Altınkaya

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İSTANBUL AYDIN ÜNİVERSİTESİ
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Not: Öğrencinin Tez savunmasında **Başarılı** olması halinde bu form **imzalanacaktır**. Aksi halde geçersizdir.

This dissertation work is dedicated to the Almighty God, My Family, Friends and BAN. A special feeling of gratitude to my loving Mother, Families and friends whom have contributed in supporting me throughout my entire program. You all are the best.

FOREWORD

September 2015   **Fidelis Ejeh ABBA**

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ABBREVIATIONS

ANOVA	:	Analysis of variance
C.A.G.R	:	Compounded Annual Growth Rate
CBDs	:	Central Business Districts
CBRT	:	Central Bank of the Republic of Turkey
CPG	:	Consumer Buying Group
EDI	:	Electronic Data Interchange
E.G	:	For Example
FDI	:	Foreign direct investment
FLYERS	:	Fun-loving youth en route to success
G.D. P	:	Gross Domestic Product
I.A.U	:	Istanbul Aydin University
I.E	:	That is
I.M.F.	:	International Monetary Fund
M.L.M	:	Multi-level marketing
NAICS	:	North American Industry Classification System
NIKES	:	No income kids with education
OECD	:	Organization for Economic Co-operation and Development
SIOSROT	:	State Institute of Statistics, Republic of Turkey
SMS	:	Short Message Service
TL	:	Turkish Lira
TUIK	:	Türkiye İstatistik Kurumu
TURKSTAT	:	Turkish Statistical Institutes
UNCTAD	:	United Nation Conference on Trade and Development
WWW	:	World Wide Web
EV	:	Emotional Value
EPV	:	Epistemological Value
SV	:	Social Value
FV	:	Factor Value
CV	:	Conditional Value
Fact_EV	:	Mean Emotional value
Fact_EPV	:	Mean Epistemological value
Fact_SV	:	Mean Social Value
Fact_FV	:	Mean Fucntional Value
Fact_CV	:	Mean Conditional Value

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THE FAMILY BUYING BEHAVIOR OF FEMALE CONSUMERS IN RETAIL INDUSTRY

ABSTRACT

The research emphasis on the family buying behavior of female consumers in retail industry. This research aims to hire convenient sampling techniques to survey female purchasers, whom are the chief buying mediator of the family. Istanbul, Turkey is divided into two parts. The Asian side and the European side by the Bosphorus. One hundred and fifty (150) questionnaires were designed where twenty five (25) each of the questionnaire were distributed among six different cities in Istanbul which are Kucukcekmece, Kadikoy, Avcilar, Beylikduzu, Taksim/Beyoglu, and Besiktas..

This survey will make use of statistical techniques called (ANOVA) Analysis of variance to analysis the female respondents involved in the family purchasing activities. Hypothesis were conveyed to show the significance of the buying involvement using T-test statistic to test the level of significant of family buying behavior of female consumers in retail industry using SPSS statistical tool.

There are findings, interpretations concluding parts which were established on the evaluation and statistical datas from the questionnaire.

Keywords: Retailing, Consumer Conduct, Female Consumers, Turkey, Model, Retail Trade, Buying Conduct, Buying Behavior, Purchase Decisions, Consumptions, Buying Influence

PERAKENDE SEKTÖRÜNDE KADIN TÜKETİCİLER AİLE ALIŞ DAVRANIŞI

ÖZET

Perakende sektöründe kadın tüketici davranışını satın alma aile araştırma vurgulanmistir. Bu araştırma satın alma aracı aile kadın Satın almacılar, anket için uygun örnekleme tekniklerini amaçlamaktadır. Istanbul, Türkiye iki bölüme ayrılmıştır. Anadolu Yakası ve Avrupa Yakası Boğaziçi tarafında toplamda Yüz elli (150) soru formları hazirlanip ,her yirmi beş (25) soru 6farkli bölgede sorulup,arastirilmistir.Bunlar Küçükçekmece, Kadıköy, avcılar, Beylikdüzü, Taksim/Beyoğlu ve Beşiktaş olan altı farklı bölge arasında Istanbul'da dağıtılip arastirildi 've tasarlandi.

Bu anket istatistiksel teknikler (ANOVA) Varyans analizi analiz için kadın katılımcıların faydalanilmistir .Satın alma faaliyetleri ve ailesine yer verilmistir. Hipotez iletti SPSS istatistiksel aracını kullanarak perakende sektöründe kadın tüketici davranışını satın alma ailesinin önemli düzeyde test etmek amaci için, T-testi istatistiği kullanarak satın alma katılımı önemini göstermek için kullanilmistir.

Bulgulardaki,değerlendirme ve soru formu üzerinden istatistiksel veriler üzerinde kurulan parçalarda sonuç yorumlar vardır.

Anahtar kelimeler: Perakendecilik, tüketici davranışları, kadın tüketiciler, Türkiye, Model, perakende ticaret, satın alma kuralları, satın alma davranışı, satın alma kararları, tüketimini, esatın alma etkisi.

1. INTRODUCTION

The research centers on family buying behavior of female consumers in retail industry in Turkey. In Turkey women plays an important part in the buying influence of their household needs. Majority of all purchases and shoppings that are done, are been conceded by the women folk in the household. They are the people in continuous cognizance of the necessary commodities for the household utilization. According to industrial analyst, when consumers insight is purchased from a structured retailing industry such awareness is very different. There are plentiful factors that contribute to such brilliance. Such as Logistic management, effective marketing and merchandising, but Feature attribute, Factor Attributes and influential attributes, are unquestionably major factors. Retailers must take intellectual note to the view of their female consumers attributes, it facilities the way goods and services are designated.

In todays world retailing industries are growing by day plus it is the most effective way commoditis manufactured by companies reach the hands of the final users the consumers. The Universal Economies retailing industry is booming across the universe. The retailing segment is very vital in the world's economy because it offers a very huge scale employment opportunities to both unskilled and skilled workers, minors, casual and part-time workers. Female are the most shoppers in the retail industry, therefore it is important for us to know their purchasing behavior in retail industry.

Retailing is one of Turkey's biggest industries, yielding about 24.2% of the gross domestic product (GDP) and furnisihing employment opportunity to more than 8% of the countries workforce. The demography of Turkish economy is situated between two continents Asia and Europe. Turkey is an vital route between Asia, the Middle East and Europe smoothing an easy entrance to 1.5 billion customers around the globe.

Matured females in general have a significant part in the overall retail industry and their presence can never be neglected. Women in different parts of the globe play similar roles in the retail industry. In today's world, women are often referred to as "homemakers" a title given to them for their impact in taking care of the desires of their household needs in general. How women in Turkish society are considered, usually women's place is her

house and her job is house work that keeps her out of social activities and production. Women role is always indoors while the man's role usually is outside because he is the bread winner for the family. A woman who is out of the social production is dependent on the male counterpart because the man is the one who works out of the house. He strives to make a living for his family which is his responsibility and the relationship that he has are out of the home. Economically being dependent to a man makes the woman out of focus, both in the house and the relationship that she has out of the home. That is no more the case in this day modern Turkish women. Modern day Turkish women aren't only playing the role of house wives anymore, they are also playing different role of chief buying officer and controlling of buying decisions and women make highest percentage of all purchaser buying in the United States. For this reason the Economic world now is thinking in favor of the female gender.

The purpose of this thesis intends to make us understand the buying Conduct of female consumers in retail industry. The thesis consists of five chapters. The first chapter is the "Introduction and Consumer Conduct" the Introduction which provides a preview of the thesis, and the Consumer Conduct which analysis the development of retail industries, the marketing concept and over-all model of consumers Conduct. The second chapter is "Retail Industry at a Glance" which presents the basic facts about the retailing sector. The third chapter is the "Research Methodology" which describes all the required processes needed in data collection for this research analysis. The fourth chapter is the "Objective of the Review" which explains the characteristics of the research and discusses the data collected. The fifth chapter is "Analysis and Interpretation" which provides recommendations to various activities in the survey.

In conclusion, the review revealed the stages in family life cycle in Turkey, the impact of Turkish female consumer in retail industries and the need for retail managements to focus more on the buying Conduct of various goods and services that is needed by female consumers in the retail industries because female retailers controls 85% of the buying decisions and the women make 85% of all customer procurements. For such reason the economic world is now focusing on favoring the female gender

1.1. Consumer Conduct Theory And Purchasing Decision Of Turkish Females On Retailing

Largely, it is thinkable to say that Turkish female consumers are frugal. They attempt to use the goods they purchased for a long duration of time. This form of conduct is likely to be connected with the historical Turkish society. Turkey had a huge famine during Second World War. In the near future; in seventies and eighties, to even find the vital resources such as gas cylinder, oil, bread, etc. was very hard for the Turks in the past and it was the responsibility of the females to take care of the house when their male partners go out to work..

So, the previous generations many times struggled with poorness. Thus, Turkish female customers also have a strong craving about ability of using manufactured goods in long term. Especially, middle and low class female consumers really care about money saving. Therefore, the suitable price is a very key factor when Turkish female consumers buy something. In this case as a marketing strategy for retailing firms; combination of best price and ability of using products for a long period term is most likely to be very good to catch Turkish female consumers' attention.

1.2. Objectives Of The Research

The survey searched and understood the female buyers and their purchasing involvement in retail industry, regarding their involvement in their household purchasing needs. According to Thompson (1995), research objective is based on science as reaching the certainty in general laws and persistence on positivity and neutralities.

The review on the thesis covered both practical and theoretical areas. Theoretically the review will cover female consumers, their purchasing involvement in retail industries and how keen they are when it comes to purchasing their various household needs. It will

enable more understanding on all aspects of their involvements in their household purchasing needs.

Practically the review will be limited to female consumers in retail industries alone. The questionnaires will be distributed to different classes of women whom are responsible for the purchase of their household needs. This is to avoid the complexity it will involve if we were to examine all areas of consumers industries. The cost and time of carrying out this work will be too high for such complex review. The project will cover all areas in retail industry. Malls, Cafes, schools will be visited in order to carry out this survey.

After the completion of the project the families and the retailers understood what drives female consumers in their purchasing behavior. Furthermore the successful findings of the research helps other coming researchers who are interested in the area of this research to have access to resources and eventually be successful.

It is anticipated that the review certainly contribute towards a better understanding of the perception and the behavior of female consumers and buying behavior in retail industry. For any successful retailer or retail industry they take the consumer as the king. This therefore necessitates my investigation into consumer behavior, to be precise female consumers. The project will among other things:

- Look into female consumers
- Their buying involvement
- Also retail Industry.

1.2.1. The Working Hypothesis

An hypothesis can be said to be an idea recommendation sent forth as a beginning opinion for thinking or elucidation or "A set of assumption provisionally accepted as the basis of reasoning, experiments or investigation" (Crowther 2008). Buying involvement is a psychosomatic construct which is projected to be interrelated to socioeconomic features. In the light of this the hypothesis of the project are as follows:

- Levels of the household life cycle in where kids are existing will show greater

buying participation than levels of other household members.

- Working wives have lower buying involvement than housewives.
- Income will have a curvilinear relationship with buying involvement. Moderate income families will show higher buying involvement than lower and higher income families.

1.2.2. Methodology

Research Methodology is the strategy that involves decision making concerning the technique of collecting data and interpreting it (Creswell, 2009).It must fit into the survey.

To ascertain the reliability and validity of the scales and to test hypotheses fronted, an empirical review has been carried out. Sekaran (1992) suggests that a 95 percent level of confidence is an acceptable level for most business research. This is most commonly expressed as 0.05 level of significance. The questionnaire were distributed between May and June 2014 in Istanbul. The sample size was 150 female consumers. Sekaran (1992) who proposes that as a rule of thumb for influencing sampling size: " sample size larger than 30 and less than 500 are appropriate for most research." In summary, the sample size in this research are considered to be sufficient in size to represent and generalize to the research population with an acceptable level of confidence. These samples were probability based on simple random sampling procedures. Responses were received from all correspondents.

Each received a questionnaire consisting of two parts. Data for the survey set included wide range of questions encompassing demographic and buying involvements. The data were analyzed by means of, SPSS22.0 (Statistical Packet for Social Science). Independent samples T Test and ANOVA were useded to interpret the collected data.

1.2.3. Research Model

Basically Research model identifies the basic concepts and describe what reality is like and conditions by which we can study it. Through research and observations, several

models have been developed that help further explain why consumers make decisions, including the black box, personal variable and complex models.

The **black box model** is based on the external stimulus response, meaning something triggers the consumer to make buying dicisions that are influenced by many factors, including marketing messages, sampling, products availability, promotions and price.

When influenced by the **personal variable model**, consumers make decision based on internal factors. These internal factors may include personal opinions. belief, traditions, goals, values or any other internal motivator.

The third consumer behavior model is the **complex model**. The complex model considers both internal and external variables.

1.2.4. Data Collection Procedure

Questionnaires were structurally developed to collect data. A questionnaire is a reliable data collection mechanism when researchers know the exact intent of the survey and method used to determine the concered variables (Sekaran, 1992: 200). It is a competent technique of accumulating huge amount of relatively accurate data about numerous variables. The research datas were collected from female consumers in various locations at their convenient times. Places where the datas were collected ranged mostly from Malls in various cities, Cafes and Universities. Questionnaires were completed and returned back at these locations.

1.2.5. Limitations

It is very important to be aware of the limitations of this review. Coming to a conclusions and drawing generalization was a bit difficult. People in different regions may have different intentions. Also another limitation is to the available resources and the time frame of this review. The sample size is also a limitation because it is not large enough which may pose a problem. However, as the review is intended to be exploratory, findings may be researched furthermore in the future by researchers.

2. CONSUMER CONDUCT THEORY

Consumer behaviour consists of the psychological and social processes undergone by individuals in the purchase, usage and disposal of products, services, ideas, mystical beliefs and practices.

At times consumer behaviour is deliberated from the point view of a marketer, which focuses on a particular brand and how to get people to purchase it. Frequently, academic scholars studies consumer behaviour from the viewing point of applied or even basic behavioural and social sciences. Prominence here is in the recorgnition and explanation of why people purchase what they do and how intraindivually and socially, they go about doing this Bagozzi et al (2002: pp 1).

Consumer behavior is the action of which and how individuals are purchasing, what are they purchasing, when are they purchasing and why are they purchasing. It blends facets from anthropology, socio psychology, sociology, economics and psychology. It attempts to grasp the purchaser's decision making process, individually and in groups. It learns Individualities of unalike customers such as psychiographics, demographics, and behavioral fickles in an attempt to comprehend peoples wants. It makes effort to evaluate incentives on the consumer from groups like reference groups, friends, family, and in general society.

Belch and Belch (2007) defined consumer conduct to be the method and doings, that individual engages in when buying, electing, evaluating, searching for, using, and disposing of commodities and services so as to gratify personal needs and desires. Status, income, education and occupation causes effect on social circles and shows consumer buying conduct (Iftikhar et al, 2013),

The review of consumer conduct started when marketers found out that buyers did not constantly act or responded as marketing theory advocated they would. Despite an at times 'myself' approach to fashions and trends, countless customers campaigned about using alike products that `everybody else used. Instead, they desired distinguished commodities

that they felt echoed their own special lifestyles, needs and personalities. Even in industrialized markets where yearnings for goods and services were always more even than in customer marketplaces, consumers were opening mixed likings and less likely buying Conduct.

Consumer Conduct can be defined as "the actions of persons precisely concerned in receiving and using economic and services, including the decision procedure that anticipate and determine these actions" (Engel et al, 1968 : pp 5).

Consumer Conduct focuses on how people decide to spend their available resources like, money, time and efforts on consumption related items. It includes why they buy it, when they buy it, where they buy it, , what they buy, how often they use it and how often they buy it (Leon et al, 2004)

2.1. Buying attitude in the world

"The customer is the sole reason organizations exist in today's modern world"
Cochran (2006: 1).

Customers have vital importance to the companies. Markets are getting larger and larger with companies vending similar goods and the competition between the companies starts getting inescapable. For this reason the review of customers behavior is getting more important.

In the widespread range of all the different sorts of products or brands, there are some features which influence consumers to action such as the preference for the product, to actual purchase, to making recommendations to friends. and others which do not.

Pressumed enlightenments for what, why and how individuals shop is a significant success-making crescendos for every institution targeting to ascertain a demand for its products. Acknowledgement of these purchasing behaviors, coupled with the accurate understanding of individual´s desires, sets up a perfect conditions for tactical specialists.

In recent years together with the latest developments there have been a lots of numerous ideas and new technologies, which may help to craft a continuing relationship with

consumers and how to keep their loyalty. From an excellent design to a perfect fit, the technology permits so. Numerous options on how to make a company loom from the crowd and make customer feel extraordinary (Zhang et al, 2012).

"Still a long way to approach the "global village" Ted Levitt (1985) predicted that in the last 20 years, an incremental number of customer markets are branded by univarsal competition" (Edwin et al, 1999). An increasing number of companies in a lot of industries including U.S., Europe and Asian now work on a global level. Thus the preference towards the globalization of markets is ignited by changes in consumers knowledge and Conduct. Satellite television and transnational travel has made consumers more mindful of other cultures' life-styles and products, and increased the power of global brand-names such as LG, Sony, Cola and Nike.

The search for a straight up relationship amid producers and consumers opens a new market prospects and improves the interest of businesses, especially the minor ones, in the development of direct selling (short chain). The "demanding" consumer doesnt only put into consideration the price of products, but a lot other factors like the producer's response to employees' choices of manufacturing procedures, which must be environmentally maintainable. These necessities, when encountered, often create a relationship of harmony between producer and consumer, which might bring aboutdifferent forms of fidelity and backing with conflicting level of structure and time frames.

Hitherto, while some customers fancyinterntional or overseas commodities plus seeing them as an emblem of prestige, individuals with different notion display strong likings for locally-made commodities and also have undesirable outlooks towards overseas or imported commodities. The undesired outlook towards overseas commodities can come up from a number of reasons. Buyers might feel goods from particular nations are substandard Han (1988). Recently, a lot of investigatory studies relating to consumer animosity have been issued since Klein (Klein et al,1998). Significantly, consumer dislike has been experimentally confirmed to have autonomous impression on customer motive of purchasing apart from the purchaser ethnocentrism, which was well-defined by Shimp and Sharma (1987) by way of the opinions held by principled consumers and the repute to the suitability and beliefs of buying imported goods.There is a request for serious

utilization in Italy which has given rise to a sensation of particular interest both socially and economically: the extemporaneous establishment of customers' union. These official or unaoffial unions share purchases (mainly agricultural products – such as organic sustenance), and are driven by the longing to check with new methods of socialization and personal participation, and called Solidarity Purchase Groups abbreviated as (GAS): "This solidarity groups are thus a form of existence for the serious customer, enabling him to use his power in a positive way, by buying commodities that have a past. This is an exercise of re-compilation plus the use of authority on the part of the customer" (Saroldi, 2001).

Global consumer shoppers should not be well-defined by their country but instead by their grocery shopping Conduct and approaches. Mostly their attitudes regarding the price and their propensity to prearrange their consumer packed goods purchases (Ipsos (2010)

There are five different types of consumer buying group (CPG) shoppers that can be found in in the globe in various degrees. They are:

1. *Brand Lovers*
2. *Price Driven*
3. *Indulgent*
4. *Responsible Planners*
5. *Bargain Hunters*

1. **Brand Lovers** 19 percent differentiating trait of these global shoppers is lavishing money on brand-names that may be more expensive than alternatives labels. These shoppers all around the globe are the ones who are most influenced by the staffs of stores and place a greater value on satisfaction and convenience.

2. **Price Driven** 23 percent with set spending plan for grocery shopping, shoppers in this category are more likely to have a list when they go shopping, compare prices between different stores and go out in search of the grocery stores with the lowest and meeting their spending plan prices.

3. **Indulgent** 16 percent this are the most volatile set, this set is charmed to first-hand commodities in malls and are most probable to select the product sampling over the healthy alternative. They are pleased to use more bread so as to avoid time wastage and do not care about paying more for trademarked goods.

4. **Responsible Planners** 17 percent people in this set are also set on an expenditure plan (same as the Price Driven shoppers) and will constantly survey the goods worth. They are the shoppers that are prone to purchasing online/internet and have changed their behaviors in shopping in a more continuous manner.

5. **Bargain Hunters** 25 percent people in this set are seeking for bargaining but they are less inflexible and more impulsive. They are willing and can afford to purchase in higher amounts and are not attracted to online shopping (Ipsos , 2010).

2.1.1. Buying Conduct of Turkish People

The buying behavior in Turkey ranges from different cultural heritage, beliefs, variety of Goods and Services. The buying Conduct of Turkish citizens ranges from infants to the pensioners. Factor that influences their buying Conducts are cultural heritage, culture, subculture, social class, age, income (Durmaz:2014).

Cultural heritage has a significant role on consumer's Conduct in Turkey. Cultural features have a strong role on consumer manners. social class, subculture, culture and Cultural Features will be studied under three headers (Durmaz and Jablonski, 2012: 56).

Culture is a vital eccentric of the people that differentiates it from other cultural groups. The core rudiments of every culture are language, customs, myths, laws rituals, values, and artifacts or commodities that are conveyed from one person to another (Lamb et al, 2011: 371).

The prime base of a person's wants and behavior is he culture. While lower living things are guided by instinct, human Conduct is largely learned. A baby developing in a culture acquires the basic set of opinions, values, beliefs favorites, and behavior via a procedure of socialization concerning the family and other vital establishment (Pandey & Dixit, 2011: 22).

Subculture: This is the drive on culture and Conduct of people with indistinguishable values that make up a lesser groups which are called sub-culture (Durmaz et al, 2011: 110). Subculture is a vital concept that should be tested in regards to marketing

management.

In Turkey, there are different social classes and their buying behaviors will differ from one another. Every culture holds some type of social status that is essential to the marketers due to the fact that the buying Conduct of individuals in a particular social cadre is similar. Marketing events could be carried out because of this according to different social cadres. It is important that we should bear in thoughts that social cadre are not decided only by income but there is are other deciding factors such as: education, occupation, wealth, etc.

Generation Y or young adults are primarily 18 years old to 32 years old, who were raised in the age of Information, and are considered the 'Net Generation. But, while these "digital citizens" might be clever with their devices and more profound in new usages of technology.

Generation Y is considered as a developing, prosperous market of potential consumers that employ a various outline of consumer behavior than the other generation. Marketing practitioners are therefore looking for how to get to this generation. Generation Y are individuals that marketing practitioners need to know nowadays, because it is very big and thus will have an important effect as the members develop through life stages. While marketing practitioners are bearing in mind the statistics about Generation Y population in Turkey, that is an important data, that 35% of Turkeys populace comprises of this generation (TUIK, 2010). Marketers need to understand the prominence of the generation Y because the generation Y segment is indeed wide-ranging and booming group of buyers, powerfully ruling the market world. Yearly, millions are utilized for attractive marketing campaigns, tapered to the Y generation. The core intention is to take advantage and maintain needed attention and construct loyalty among them.

"Evans et al. (2009) and also Newman (2009), called this set of buyers as a "Millennials". According to Newman, this extensive set of individuals are greatly persuaded by broadcasting (Media), which channeled and convoyed young people's lives since the first creation and this detail has meaningfully motivated their personal development. Hence, "Millennials" have a big influence to manipulate producers. This stimulus is built on their

profoundly entrenched materialism, an orientation concerning well-known brand-names and a vast preparedness to undertake a risk by (Evans et al., 2009).

Their seniors from Generation X, the Baby Burster and elder generations are likely to control internet use in other capacities by Jones (Fox, 2009: 2).

"Subsequently upon a vibrant and dominant purchasing set of generation Y, a "Generation X" appears to the arena. In accordance from Evans et al. (2009), "generation X", at times is called 'Generation X', is a group of purchasers withen the age range 34 to 44 years of age in 2010. From European point of view bestowed (Solomon, 2010: 462-463), this is a group consisting of buyers "withen the ages of 18 and 29 ear of age". This individuals comprises "more than thirty (30) million" individusl in Europe, that depicts a vast force finding itself in "fads, popular culture, marketing and Politics " (Solomon, 2010:462). Though a thorough explanation given (Ritchie, 1995) presents, Generation X" as cautious buyers who are family oriented, and have high intellect for values and friendship of their family, also in the Generation X are faced and affected highly in a negative way through an alarming increase in amount of divorces and a lessening income rate. Additionally, stages of education impacts an important aspect for these consumers, but a supposed level of wage seems to be very low (Solomon,2010). Solomon (2010) specifies that Generation X lives at home for quite a long period. Hence, the education frequently surpasses a yearning for a quick liberation. It might be seen as one reason, why this group of people do not react on media broadcasting just like the Generation Y does'. Though, these individuals appears to be enjoying a qualitative marketing campaigns, they are generally extra careful if it comes to "commercialization" by (Mitchell et al, 2005). Emphasis been placed on this segment is practically and highly resilient to a misleading advertisment and regularly focused on better services.

A true nature of the "Generation X" has been interrogated (Mitchell et al, 2005), whom opposes previous authors. In their view, "Generation X" have been confirmed to discover themselves in "a family life, national parks, penny loafers, local activism and mountain bikes" but contemporaneously with a stand of sometimes denying their own identity. According to Mitchell et al, 2005) Generation X is described as "FLYERS (fun-loving youth en routing to success)" in quest of postponing marriage or as "the NIKES (no

income kids with education)". In addition, Mitchell et al (2005) summarizes everything by saying that the Xers have been the first cohort developing up in a course of an enormous development of technology, a computing revolution and a formulation of new broadcasting. Therefore, these conditions have given a delivery to a new phenomenon of "dual-income household" and the best educated generation in the history of all time in the history of man kind by Pospisilova (2013).

- Babies: Growing health mindfulness pushes some parents to organic diapers.
- Kids: The kids of this new age uses most time on computers instead of them out playing football, skating, riding bicycle etc., Consumers increasingly going online to buy tops.
- Teenagers: Internet replacing traditional leisure activities, virtually every teenager wants to joined the internet and are interested in more complex online games. Also the mode of communication changed from SMS to internet chat apps such as viber, skype, whatapp, messenger etc. Teen uses numerous tools to gain entrance into social media sites.
- Middle Youths: these groups are the largest consumers of tablet pc and also value car brads.
- Mid and Late Life's: They are the people engaged in the uses of old-fashioned communication techniques. Matured female customers are likely to apply beauty treatments in the house. While late lifers demand for easy to use gadgets and just basic needs. They are not interested in technologies or sophisticated gadgets.
- Also peer groups and society also facilitates the buying behavior of the Turkish people. Like the secular people in turkey are known for their dressings and fancy cloths compared to the religious Turks. Social life is also determined by cultural values as the religious are not to drink alcoholic beverages or the ladies to go out alone to any fancy restaurant. Meanwhile the secular Turks and modern Turks enjoy the luxury of fancy restaurants freedom for the women in buying fancy, trendy cloths to look smart.

2.1.2. Buying Conduct of Women

In todays world retailing industries are growing by the day plus it is the best effective way

commodities manufactured by companies gets to the hands of the final users or consumers. Female are the most shoppers in the retailing industry, therefore it is imperative for us to know their buying Conduct in retail industry. This project intends to make us understand the buying Conduct of female consumers (Hareem, et al, 2011) insists that in terms of expenditure on clothing, age is a powerful factor of women's financial plan than their socio-economic cadre.

Specialists have beliefs that firms with female directors work more effectively with risk. They do not just only remarkably address the interests of employees, shareholders, community and the customers, but also, they equally try focusing on long-term preferences. Female directors are likely to be best in coherence with females' needs than males, which helps grows successful commodities and services. Nevertheless, women makes 70 percent of purchase decisions in the European Union and 80% of them in the United States (Yilmaz, 2012).

Buying engagement is one of the critical problems in consumer's conduct literature because it could be an important peacemaker in customer's Conduct. It is greatly remarkable on the customer's valuation process about specific goals. Purchasing involvement is commonly characterized as circumstancial participation. It displays the psychological mood of the individual in a momentary sign of the stimulant (Warnick & Bojanic, 2010).

Lakshmi (2011) and Cohen (1983) emphasizes about the variety of opinions that coexist in the applicable literature concerning its meaning. Indeed, it is a concept which is often described as a pot pourri of ideas (Laurent and Kapferer, 1985; and Mittal and Lee, 1989). Some definitions showing in the literature provides more clarification and its significance to related concepts, such as goal, personality and motivation.

Few of the most advantageous involvement definitions, including: "Involvement is said to echo the extent of private significance of the decision to the person in terms of her basic values, self-concept and goals. Involvement is a level of desire and thoughtfulness to the purchasing process that is encouraged due to an individual's need to a specific purpose. (Hawkins et.al, 2007). Involvement is an inner state fickle that indicates the amount of interest, drive or arousal evoked by an exact situation or stimulus by (Mitchell, (2005).

Dissimilarities between individuals, irrespective of the commodity or condition, causes some individual to be more concerned, involved or interested in the decision process of the consumer.

Kassarjian's view of generalizing purchasing involvement is alike to an individuality trait, in the sense that it surpasses people purchasing situations and it is a characteristic of the person.

Indeed, two definitions have been approved as most correct for this research as they focus more on consumer psychology. First, Rothschild (1984) who developed a universal explanation which incorporates involvement with other variables which however determines it, or are determined by it, viz a viz.

"Participation is a form of motivation, wakening or significance. This state occurs in a procedure which is obligated by the presence of external variables (the product; the communications and the condition) also in addition to previous inner variables (ego; significant values and enduring). Its reseults are kind of examining, handling and decision-making." Then, secondly, a definition from Mittal and Lee (1989), who unswervingly correlate involvement to a goal-target, and consequently to needs, motives and benefits. Briefly, involvement was defined as interest in a goal-trget. Women customers encompasses a rising number of product and service purchases and the numbers persistently increases. Author of *Marketing to Women* (Barletta, 2003), she enabled us the understanding that females are in charge of 80% home improvement purchase, 66% purchase of computer, 55% purchases of consumer electronic, 60% purchases of new car and 53% purchases of investment. Effective and effeicient business recognizes this developing market sector and devotes the time and effort needed to create a marketing strategy that concentrate on the women customers.

Consumer they say is the king, it is important for us to understand who consumers are, looking at the concept of consumer sovereignty; by this we mean consumers control economic life. For instance if prices are higher than what consumers are will pay, then demand will slacken or be reduced and prices will fall. On the other hand if prices are low, consumers will buy and thereby provide incentive to producers to satisfy consumer want

at a profit.

Also if a product is no longer wanted producers will cease making it but if there is demand for a new product the prospect for profit will cause it to be produced in such ways. According to the concept of consumer sovereignty the consumer is the ultimate ruler of economic life through his control of the market.

Looking at most families of today we see that the female play an important role in their buying Conduct. They mostly decide on what they want, where they want it from, and at what price they are willing to pay. Without any argument majority of the buyers you see today in retail industries, stores or markets are female consumers.

In Africa as an example, the female have an influence one way or the other in the buying Conduct of the family. They are responsible to get everything needed at home. It is the responsibility of the male to provide money to the house which basically is the male core duty in the household. If the female happens to be an illiterate then majority of what she gets will be that of an illiterate likewise if she is literate. Women purchase with both mind and heart. However, in different circumstances the heart might overpower the head. She wants detailed information about product benefits and ingredients. In several circumstances they would interested in knowing, what if she doesn't like the commodity or service even before trying it. The first thing that interest a female is convenience. Appareal retailing companies needs to put the convenience of women into high considerations because women are the major purchasers

2.1.3. Buying Conduct of Female consumers in Turkey

In Turkey women plays an important duty in the buying involvement of their household necessities. Majority of all the shopping and purchases done are been carried out by the women in the household. They are the ones in continuous awareness of the desired products for the household consumption. For this reasons apparel marketer's needs to pay attention to their most needs and influence them in their buying Conduct.
The Review consumer Conduct in retail is of great important as Retail in Turkey is one of Turkey's largest industry. It accounts for 24.2 percent of Turkeys GDP (Gross Domestic

Product) and providing employment to over 8 percent of the nation's workforce.

Retail sector in Turkey is one of the fastest growing sectors with a 3.2 percent compounded growth rate (CAGR). Turkey's rising young population and Y generation are main lures for world retailing leaders intending to explore new territories. Compelled by changes in lifestyle, Solid income growth and advantageous demographic location, Turkey's retailing market predicted to be worth TL 345 billion in 2015, (Ernst & Young, 2012).

Conduct is a big concern and how Turkish women make buying decisions should be the largest part of it. The difference between male and female gender cultures mean there can never be homogenous meaning of how consumers behave. This modern day Turkish women aren't only playing the role of house wives anymore, they are also playing different role of key purchasers and controlling 90 percent of buying decisions (OECD, 2012) and women make 85 percent of all customer procurements in the United States. For this reason the Economic world now is thinking in favor of the female gender. Empirical researches have been conceded in order to advance a general understanding of what influence and performs gender organizations.

The law in Turkey guaranties equal payment for equivalent labor and openes virtually all academical programs and jobs to female. Exclusions are the holy schools that trains the clergy men called IMAMS (Islamic prayer leaders) and the duties of the clergy men (IMAM) itself. Mainly, The Turkish male are mostly in the top-position professions in corporate, the government, military, the occupations, and university. Bestow to old-fashioned rules, females duty is taking care of the home and not to work in outsihe household or with unrelated male. Nonetheless, females have commenced working in a-lot of municipal.

Minor-level womenfolks jobs includes house cleaning, tailoring jobs, agricultural laborers maids, dress-amender, nurses and child care giver but in the first quarter of the 1990s, almost 20% of factory workers and a lot of store clerks were women. Mid-level womenfolk normally worked in bank as bank cashiers and teachers, while High-level womenfolk are employed in university lecturers, engineers, lawyers, and doctors. Only a limited portion of women are in politics. Men worked in all these grounds but evade the

old-fashioned nonagricultural occupations of minor-level womenfolks. Males dominate the top ranks in the three tiers of military and the transportation professions of truck, taxi bus-drivers and pilot in urban areas. The minor-level menfolks worked in manufacturing, crafting and lesser paying service orgarnization. Middle-level menfolks often get the jobs and works as instructors, businessmen, accountant, and average-class manager. Upper-level menfolks works professionally as university instructors, higher-class managers, entrepreneurs and businessmen. In recent periods, the global reference conferred to womenfolk in the society of Turkey now allows for change and the Turkish womenfolk can still perform their significant role in their household buying Conduct. Womenfolk in Turkey nowadays at the detriment of their family life, not put intp consideration their family life style because of a career growth. It leads to an increased request for extravagance goods and a good life for their family. In the course of this research survey, Malls, Street markets, Bazaars were visited and majority of the procurers were women. Which leads us in decisive conclusion the influence the women have in their respective family buying Conduct. The family buying behavior in Turkey is greatly influenced by the women in the household because they take key responsibility of catering and taking care of the house. Weather Full time house wives, Lower-level females, Mid-level females or high-level females "Debatably, every ethnic and religious communities in turkey uphold a faimly focuse on culture in which traditional gender roles are condoned and taking care of the home and household is reflected as the womans responsibility (Komsuoglu and Ors, 2009; Ekmekcioglu and Bilal, 2006; Caglayan 2007)" Metin (2012; pp 259)

2.2. MARKETING CONCEPT OF CONSUMER CONDUCT

The field of consumer Conduct is deep-rooted in a marketing strategy that emarged in the tardily 1950s when-some marketers started realizing that they could sell more products effortlessly, if they manufactured those products alone they had previously confirmed that female customers would purchase. Instead of attempting to convince customers to purchase what the firm had previously manufactured, marketing hamonized companies

found out that it was very easy to manufacture only commodities they had first determined, via research that consumers needed. Customer necessities and requirements become a firm's prime attention. Customers do not ingest goods for their factual benefits but use them for the representational sense of those products as depicted in the imageries they represent.

The key presumption essentials of marketing concept is that to be prosperous, an industry must decide the wants and needs of a particular target buyers and deliver the desired satisfaction better than the competitors. The *essence of a business is to create and keep a customer. In most for-profit business organizations, marketing has the foremost duty of developing strategies that will create buyers (by convincing people to buy a goods for the first time) and keep buyers (by influencing persons to purchase the goods several times* (Olson and Reynolds,2001:5) .

Marketing model is established on the principle that a marketer should produce what it can vend instead of atempting to vend what it has produced. Marketing model centers on the needs of the customers (Schiffman and Kanuk, 2004).

2.2.1. General Model of Consumer Conduct

The generalized model of consumer Conduct contains the basic elements of the consuming process. Below is a the diagram to explain better
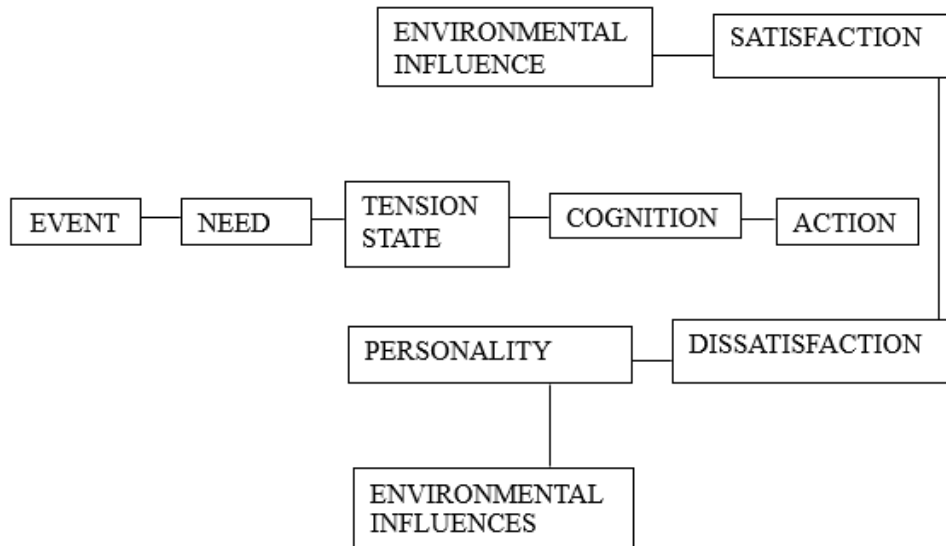
Figure 2-1 Basic Model of Consumer Conduct

Source: Orenuga (1991) "Consumer Conduct" MOG Investment Co. Pg. 17.

The diagram attempts to describe in general terms the pattern of Conduct of anyone performing the consumer's role. It does not describe groups of consumers but the probable pattern of Conduct of each consumer within a group. The elements will be examined one by one and the relationship between the models.

2.2.1.1.Environmental Influences

"The effect of the interaction between physical setting and behaviour is also of interest outside the sphere of retail. The most universal thoughtfulness of these types of effect is the connection between physical setting and behaviour – is to be found in environmental psychology (Ward et al, (2007;132). The environment influences all stages of consumer Conduct. These influences may be physical, such as rain and heat or social, such as suggestions from friends and relatives. In fact one usually does not act without regard for the environment in which one's action will take place.

The environment influences needs which may be intensified or reduced by the action of another. A young lady who needs a dress may have the need increased by a consuming

friend and decreased by an opposing father.

It is axiomatic that environment influences the intensity of the accompanying tension state and one's cognitive factor. An advertisement can end the indecision between buying brand A or B. A dress bought by a young lady is more satisfying when her boyfriend tells her its groovy but less satisfying when her father says it's too short. Thus it is clear that the environment especially the social environment influences all aspect of consumer Conduct (Orenuga, 1991).

2.2.1.2. Event

The diagram shows that every Conduct by the consumer is instigated by an event which may be biological, Sociological or Psychological, i.e. Some occurrence may take place in his environment, body or mind to cause a consuming act.

"*To be sure, knowing the context for tradition is significant, especially, in Oring's view, to reduce the ambiguity that typically permeates a traditional expression. It clarifies the rules, conventions, and understandings of the culture in which tradition is communicated and the roles and assertiveness of participants and observers of tradition* (Oring 1992, 15)." (Bronner , 2011: pp 80).

Man is an ongoing organism as he lives his life he encounter events which may cause needs to arise or to subside. For example a man smells the aroma of a fried chicken. That is an event. His stomach begins to growl. That is another event. The result is that he becomes hungry. A need for food has been actuated. As he attempts to satisfy the need, he encounters other events.

The mental processes that accompany this event Conduct are events and high impact event may cause very noticeable responses from a person.

Suppose that eye blink is the first response to bright sunshine as one walks on the beach in Turkey. The glare from the water and white sand causes the eye to react as a defense measure. Continuous blinking may cause the person to realize the impact and so he must protect his eyes with sunglasses which he did not being so as much as he dislike the idea

(because he has a pair at home) he buys another to be comfortable. Therefore the sun shining in his eyes had caused consumption.

To further explain this model let us go back to the analysis of a person who squirmed in his chair. The reason he did so was because he felt some discomfort. What really follows are a series of events such as these (Orenuga, 1991):

- The day while reading a newspaper in the same chair there is more discomfort and more squirming.
- Complains to his wife that the chair is uncomfortable and that a man ought to be able to read his evening newspaper in peace.
- While reading the newspaper in that uncomfortable chair he notices an advertisement that describes lounging chair on sale at Karaca in Marmara Pack. He notes that this is the kind of chair that a hardworking man deserves when he comes home in the evening to read his newspaper.
- He alerts his wife on the sale of the chair.
- The response consists of a series of comments about how short of money they are.
- An argument follows, he agrees that if he can have the chair they can have a new refrigerator and they will buy both at Marmara pack.

Who would have thought that such a small event would cause the purchase of a refrigerator and of ourse a chair? What this is trying to pass to us is that events often result in needs and needs may lead to consumer act.

2.2.1.3. Needs

The term need implies a lack of something; a person is never without needs just as he is not without experiences. Man always wants but wanting while trying to satisfy one need others await their turn.

Because of this he has learnt to order them by satisfying first those most important to him. Using (SCALE OF PREFERENCE) This list is placed in demand from highest need to tiniest need in standings of needs to be satisfied. . This is logical for an intelligent being. The theory of Conduct of A.H Maslow suggests that man orders his needs in decreasing

order of importance. These needs are:

- Physiological needs such as food etc basic needs.
- Safety needs for freedom from pain.
- Love and belongingness need-affiliation.
- Esteem need-prestige
- Self-actualization or continued development of one's self.

There are synonyms for the elements of the consumer behavior model. In the case of needs there are other terms that may be descriptive such as wants, desire, urges and motives. The origins of needs are numerous and can be conveniently group into three categories, which are:

- The environment, usually termed social needs
- The organism usually termed biological needs.
- The persons personality usually termed psychological needs which contains his knowledge assertiveness and through a need.

Environment- Miss Anne may visit her neighbors and find that they have just purchased a new television set. Suddenly she feels it's high time for her to purchase a new one. This is what we mean by environmental influence producing a need.

Organism- If Natasha's eyes are inflamed from too much TV viewing a need is developed for an eye medication. This is need originating from the organism.

The Person's Personality- On the other hand, Victor while watching television may suddenly feel that a mixed drink would taste good. In this case the need originated within the personality. Needs Occur in two forms they are either defined or undefined needs

Defined needs are those that we mentally recognize immediately after an event. They create some degree of tension and are considered in the state of cognition in the sense that they are immediately recognized and direct us to do something that will give us satisfaction. In terms of consumer Conduct, defined needs can be summed up by this response from a housewine.

When I see Lipton tea on sale at REAL Market, I automatically buy it weather I need it then or not because I know eventually I will still need it. In this case the event is the sign or advertisement symbolizing a product in an economic dimension that immediately causes the consumer to take a specific action, which is buying the tea.

Undefined Needs- In this case an event occurs and need follows but this need is in the form of something missing. The fact is unknown or not well defined creates a tension state and cognition. In effect, the individual feels a need but just cannot pinpoint it without deliberation (Cognition).

It is generally believed that marketing efforts can only awaken, not create needs, in essence the needs of consumers are not determined by business. We must however remember that many people satisfy their material needs through the business function (Orenuga, 1991).

2.2.1.4. Tension State

The model suggests that consumer Conduct begins with a need created by an event, and then the need causes a tension state to develop with the organism. In other words, the individual experiences a lack of something and until that lack is satisfied a state of discomfort exists. Incidentally, this tension state, like needs is usually not visible but must be inferred. The tension state has also been referred to as a drive state, a state of motivation and a state of disequilibrium. All these terms suggest that the individual is in an unsettled condition, consciously or subconsciously because some need is unsatisfied.

A particular tension state may be the result of a number of related needs. A housewife may be shopping to remove a tension state because she wants to satisfy her hunger need, satisfy the hunger need of her family members and all the same time satisfy the need to be considered as a good wife and mother (Orenuga, 1991).

2.2.1.5. Cognition

The predominant propositions of cognitive approaches are that the critical variables entailing choices and decisions are best studied and isolated at the cognitive level, and that

changes in cognitions relate to change in Conduct Conduct may be ultimately mediated by cognitive processes, and more cognitive interventions can influence Conduct (Bandura et al, 1977. pp:35). However, this is not the same as saying that cognitive processes must be the figure and all else is relegated to the ground, or that cognitive interventions are the most effective Conduct change strategy (Winett, 1986: pp 205).

We have noted that consumer Conduct begins with an event and this event causes a need further the need being a lack of something causes a tension with the organism. The tension state is an annoying condition that the individual will try to remove or reduce to insignificance.

The tension state triggers a set of mental operations designed to find a way to remove it. These mental activities are termed cognition. To simplify it, the tension state might be viewed as a problem and the cognitive state is one in which the individual asks himself what he can do to solve the problem. Thus cognition involves thinking searching the memory bank and perceiving or making sense out of things.
Successful cognition should produce two results:

Firstly, a decision as to what it is that will satisfy the need and remove the tension state.

Secondly, a course of action to obtain whatever it is that will satisfy the need.

In cognitive stage the individual makes sense out of the stimuli that create disequilibrium. Next he makes his solutions according to their satisfaction producing qualities. Next he makes a selection then he determines the actions that are necessary to obtain his choice. Therefore the cognitive state actually consists of three ongoing operations and according to (Orenuga, 1991), they are Perception, Thinking, and Directing

2.2.1.6. Personality

This is the warehouse of knowledge and attitude. It is a memory bank that has recorded everything we have ever experienced. This might make it sound overcrowded but for a normal person it has no limits to its capacity. Thus it contains all our rights and wrongs (Orenuga, 1991).

2.2.1.7. Action

The concept of action in this model refers to the physical activities that the individual performs in his cognitive state that lead to a satisfactory result. It includes such things as going to a store selecting merchandise paying for it bringing it home and using or consuming it (Orenuga, 1991).

2.2.1.8. Result Satisfaction / Dissatisfaction

The actions recommended by an individual's cognitive state should produce satisfaction. Satisfaction here means that a tension state extinguished or reduced and need is completely removed.

Because the consumer usually has many choices that might satisfy his needs and because he usually does not have perfect information about all of his choices he frequently makes mistakes in his selections.

The result then is dissatisfaction rather than satisfaction and the tension state and need would remain. In such a case, the consumer is likely to return to the cognitive state and reconsider. But it is quite possible that while the selection was a poor one, It reduce the tension state to a point where it was no longer bothersome.

The outcome then of the consumer's action may be satisfaction, dissatisfaction or a degree of either. Because the individual is a thinking being however he most likely will remember the experience and when the same need arises again he will have more correct information to guide him. If an action produces satisfaction consistently the consumer will automatically select that pattern of activity when the same defined need arises (Orenuga, 1991).

2.2.2. Consumer Buying Behaviour

Marketing begings with the desires of cosumers and satisfying consumers needs. When all things is about the consumer rthey the research of customers conduct turns out to be neccessary (Khan, 2007). In present marketing, the consumers have lots of choices to

choose from so persuasion of the consumers by the retailers has an important effect on their buying (Durmaz, 2014).

The highest possible challenge in marketing model is to understand why purchasers do what they do (or don't do). Nevertheless such an understanding is serious for retailers since geting a better knowledge of consumer behavior will assist in putting more insight on what is important to the consumer and also advocate the vital guidance on consumer decision construct. Making use of the marketers infos could create marketing agendas that they consider can be of importance to consumers.

Based on imagination, we can assume that factors evoking consumers decision are very compicated. Consumer Conduct is deep-rooted in psychology with hints of sociology pitched in just to make it more interesting. Since all human beigns are not the same, it is not possible to have modest rules for the explainations on how consumers decisions are reached. Scholars who have used a lot of years analyzing consumer action have presented their useful findings in how individuals decides either or not to make a purchase.

Purchaser Conduct means "the actions of persons unswervingly engaged in the exchange of cash for economic goods and services and the decision process that determines these action. (Engel et al, 1968, pp 5).

2.3. TYPES OF CONSUMER PURCHASING/BUYING DECISION

Consumers make buying or purchasing decision(s) when buying in little quantities, such as a cup of coffee, also when purchasing bigger items, for instance a house. Once identifying a want or need, consumers starts researching for goods or products that fit their requirements. They weigh their choices, noting down all as of pricing to the reputation of a brand, before purchase is made. (Miranda;2014).

Buyers are confronted with purchase decisions almost on a daily basis. But all decisions are not dealth with in the same. A few decisions are more complicated than others also thus necessitate extra work from consumer. Further decisions are somewhat habitual and

necessitate slight work. Generally, consumers encounters four kinds of purchase decisions. Conferring by Miranda (2014) the four kinds of purchases decisions which are:

Impulse Purchases

When a consumer is at the counter and sees lighter, condom, gum, novel and chokolate, and adds any one of them to his/her groceries basket, it is frequently noted to be an impulse purchase. The buyer makes a purchase with little or no attention or preparation in-mind. Mostly such kind of circumstances happens with little-valued goods. So therefore, impulse buying behavior is frequently expressed immature, highly-risky or irrational. Nevertheless, the wonder of impulsive buying behavior is common-place in our daily activities. In 1950s big scale studies in this regards started. Dupont's analysis on customer procurements and Point where purchase is made. Advertising Institution's study of more than 50 commodities presented the introductory framework of impulse buying behavior. Past research found-out that 39 percent of every departmental stores are impulse buying and 67 percent of the overall stores purchases are impulse purchases (Liang, et al, 2008).

Routine Purchases

"The intensity which expresses involvement of the anticipated partinence and individual interest in a commodity or a brand-name having impact on the process of decision making. A little amount of efforts and time is refered to as routing buying (Michman et al, 2003 :47).

The commodities consumers are accustomed to purchasing daily, weekly or month basisThey might be ranging from a morning sandwich, from a qiosk, cup of hot tea from a convenience store, to cheese, cream and vegies from the store. Customers allocate meager time to decide either to or not make the pucrchase of the goods and do not usually need to study reviews or turn to buddies for their views before making routine purchases.

Limited Decision Making

Buying that needs inadequate decision making when involved by customer, They might pursue cosultation or an idea from colleagues. Eg If a fresh graduate is fitting for a job to

be interveiwed and wants to prepare herself and needs her hair dyed a week to the intervirew, she probably beseach the opinion from her buddies to find out the beauty house that does a good dying of hair. When she goes to buy her outfit, she may likewise ask for recommendations on the store that sells high quality cloths. The shopper might inquire a some choices, but the hunt is not as exhaustive, or as time unbearable, as with a higher valued commodities.

"Limited decision making is used for products that are bought occasionally or when a purchaser needs to obtain info regarding unacquainted brand in a known product category. Example, establishment of a new fragrance line necessitates a reasonable extent of time and an outer search is involved" (Michman et al 2003:47).

Extensive Decision Making

Buying high valued electronic-devices, such as a Home theater, Television set, Mac computer or Camcoders, or important procurements as a house or automobile needs buyers to use extensive decision making. Buyers alocate substantial amounts of time investigating a lot of numbers of possible choices before they purchase. Consumers talks to trustworthy household, mates, friends, and stores expert, also reading reviews plus online ratings in consumers magazine. Thus decision making procedure continues extensively as the customer finances an ample amount of money.

Extended consumer decision making happens when a buyer purchases costly, complex items and has had small or no knowledge with the product. Purchases are generally made infrequently and considerable time is expended on information search about the product category and evaluation of alternative brand-names. Consumers do not have the time to join in comprehensive decision making and consequently in the main purchasing decisions made by a consumer may be limited to selecting a university to attend, buying a home, an automobile, or considering a pension contribution plan. (Michman et al 2003:47).

2.4. WHAT INFULENCES BUYING

Paco Underhill, author of "***Why We Buy: The Science of Shopping***" (1999), confirms that a lot of purchases are made in the malls themselves as customers give to their impulses. Additionally, technologies like internet and television shopping channels increases consumer's impulse buying furtunes.

Impulse buying is described as "an unintended purchase" that is defined by:

Firstly, approximately fast decision-making, and Secondly a idiosyncratic partiality in support of an instant ownership. It is explained to be more arousing, lesser deliberation, and highly irresistible buying conduct in comparison to planned buying Conduct. Consumer purchase can be influenced in various ways, here we look at both the internal and external factors how they affect consumers purchase.

Both internal and external factors have impact on purchasing attitude(s) and Conducts of customer, prompting their liking, ability and readiness to supply the enterprise with capital (Caputa, 2013). Concorently, their identification becomes a basic circumstance for expansion and implementation of effective and efficient strategy for customer." (Caputa, 2013). A better marketing tactics is one whihc uses an array of particular ideas and activities consisting of both external and internal stimuli that directs customer decisions. The external and internal stimuli are used to develop the better ways of creating, distributing, promoting, and pricing a commodity or service.

2.4.1. Internal Influences

It is vital for marketers to recognize that customers decide purchase decisions to assist theirselves. Research techniques is used to find out how consumers envision might grant marketers knowledge about commodities and promo choices that are not enthusiastically possible. For instance, when investigating customers marketers might firstly develop marketing ideas on more obvious evidences to consumption Conduct, such as demographic pointers (e.g., income, age, Profession, beliefs). However, comprehensive investigation might yield info that shows customers buying goods to satisfy their

individuality intentions that has to do slightly with the demographical categories they enter (e.g., old/senior country men might be buying commodities that makes them feel younger at heart). Beseeching customers individual model needs could increase the market to which the commodity is aimed-at.

We begin our analysis of the impacts on customers buying decisions by first looking-into ourselves to understand what the highest essential inner factor that motivates our way of choices.

Prosperous marketing strategies must to-be constructed on, beyond the inner influences of the customer; it must also acknowlege regulatory governmental rules like advertising laws are true, Section #52-54 of the Federal Trade Commission Act that deals with false advertising.

2.4.1.1.Perceptual Filter

Perception this is the way we view ourselves and the universe we are dwelling. Nonetheless, what so ever conclusion in our subconsious does not get in our mind always straight-away. Frequesntly, the intellectul conclusion result derived from infos which have been conciously or subconciously sieved as we sense, is a procedure known to be perpetual filter. In our view this is our verism, however it does not signify it is a true opinion on what is real. Thus, perception means the approach we filter stimulus (e.g., while reading a newspaper article and a person talking to us) and then making sense out of it.

Perception has several steps:

- **Exposure** – identifying a stimuli (e.g. seeing an advertisment).
- **Attention** – an effort to recognize the natural surroundings of stimuli (e.g. identifying it is an advertisment).
- **Awareness** – assigning sense to a stimuli (e.g., humorous advertisment for particular commodity).
- **Retention** – means additional meaning into individuals inner mentalitity (Eg, commodity advertisement have fun).

How all these steps ultimately are accomplished depend highly on individual's method to learn. Talking about learning we imply the approach a person uses to alter what he/she know, by-which sequentially might affect their action. There is a lot of learning philosophies, a topic which is away-from the scope of this research. yet, enough can be said because individuals can learn in ways different. Eg, An individual might be intelligent to stay focussed strongly on a particular advert and still be able to recall the information after being shown just once while a different individual might need the same advert shown many times before they even recognizes the mean. Consumers are most likely to remeber info if the individual has a strong interest in the stimulation. If an individual needs a brand new car they are most likely going to pay attention to a new advert for a car while another individual whom isnt in need of car might need to watch the advert severally before recognizing the auto brand.

2.4.1.2.Knowledge / Attitude

Knowlege is the addition of all the information an individual knows. It is a proof of the whole universe as individuals know it to be an the deepness of knowlege itself is functional to the extent of earthly know-how and thus advantages of a persons long-run retantion. Apparently what prevails as knowlege to a person depends on how a person's intitive permeate makes intellect of infos it is disclosed to. Attitude in modest words specifies a persons feellings or belief in something. Furthermore, attitude is specified as how a person behaves grounded on the persons principles. When attitude is formed, it can not be changed easily. Therefor, if a customer have a contractdictory outlook about a specific matter, it is going to take extraordinary attempt changing that which is considerable designated truth.

2.4.1.3.Personality / Lifestyle

Personality is associated to supposed individual traits which are constantly demonstrated, particularly when a person behaves in company of another person. Mostly, although not in every cases, the way an individual proposes in a circumstance is alike to the way an individual acts in alternative circumstances. Personality beavior is the summation of

distinct encounters others people derive from encountering an individual. (Eg How a person speaks, acts or behaves). WHeather our personalities is often elucidated from those people we communicate, those people have the impression of his personality which is self concept, that might not be same as others view them.

Lifestyle- This influencing aspect narrates way that we live via actions that we are engaged with plus the enthusiasm we show, Simply the value out of life is what we call lifestyle. Lifestyle is frequently decided in the way our mone and time is been used.

2.4.1.4. Roles / Motivation

Roles represent the impression of the position that is dominated by us or others people think we should dominate when managing in a crowd environment. All these status bears particular duties hitherto this is vital to comprehend a few of these duties might in fact be anticipated although not clerified nor acknowledged by others. Supporting their perfomances, customers will brand commodities selections that might differ conditionally on the performance that is overheard. Example, someone who's duty is selecting snack food for an office party his boss will attend might select more expensive commodities compared to when selecting snacks for his family. Motivations correlates with the yearnings in us to accomplish an exact result. lots of inner individual factors discussed previously can affect buyers desire in achieving a specific result although there are some others. Giving an example, when it comes to purchase decisions making, customers' motivation could be affected by issues like financially bouyant (e.g., do I have the funds for the commodity?), time frame (e.g., do I need to buy the commodity quickly?), primary satisfaction (e.g., is it worth the money am paying for the commodity?), and anticipated risk (e.g., What is going to happens if the decision is bad?).

2.4.2. External Influences

Purchasing decisions of customers are frequently influenced by some factors which are beyond their control although is has indirect or direct effect on the way we live and the things we consume, government, Cultures, marketing activities, and reference groups critical elements for consideration when assessing consumer Conducts "At moment of

purchasing of a commodity or service, everybiody is faced with numerous outside influences which encompasses our own cultures, subcultures, family structures and peer-group. Thus the suggestions from people is known to be an external influences as the cause of influence regularly happens from outside to a person in spite of from his inside influences. External influences is also called socio-cultural influences, as it develops within the persons formal and informal relation with his family, buddies and other personalities.

2.4.2.1.Culture

Culture is the first complex doctrines of human that includes customs, morals, and other skills plus behaviors learned by human as society member (Hawkins, et al, 2007). People living in a certain culture have numerous primary value and beliefs that is constant. Most Americans still believe in work, getting married, supporting charity and honest. Core value and beliefs are handed on from parents to kids and are augmented by foremost social institutions as chirches, schools, businesses and governement (Kotler 2001: 100).
Society signifies the behaviour, beliefs and several cases, our actions refined by observing or interrelating with people in the culture. This means all we carry out is shared conduct, conceded alongside from a person in the culture to a different person. Up till now society is a wide conception, that with attentiveness to marketers it is not near important as to understand the occurance in little groups or SubCultures which they coexist. Every society encompasses subcultures, sets through shared values evolving from their special life know-hows and environments Kotler, (2001: PP 101). Subcultures equally have mutual values but then again thishappens inside smaller sets. Eg, subcultures occur when sets share alike ethics in terms of beliefs, religious geographic zones, ethnicities, special interests and a lot more.

Other Group Membership

additionally to societal influences, customers fit into several different sets with which they have definite characteristics and also can influence their purchase decisions. Mostly this sets includes assessment rulers or the rest that have foremost influences on the customer purchases. A few of the basic set of groups which we might be in are:

Social Class – Which signifies the social position a person has inside a cultural society establish-on factors like education, occupation and level of income, etc, etc. People in same social positiions actions are more alike than persons from other social positions. Also inside the ethos, people are alleged as holding superior or inferior posts according to their social status (Kotler 2001, pp 144).

Family – Accoding to Kotler (2001, pp.144) Family is the greatest significant consumer procurement institution in a society, and it's been studied lengthily. An individuals family state can create a powerful effect on the way they make their purchase decision.

Reference groups – Accoding to Kotler (2001, Pp 144) this set comprises all the groups which directly or indirectly impact on as individual's stance or Conduct. Almost all consumers at the same time are included to a lot of different groups in which they associate or, in other circumstances sense the desire to disaffiliate.

2.4.2.2.Purchase Situation

Purchases decision could be powerfully afflicted through the condition by which they discovery theirselves. Generaly, situations are the conditions individuals encounters when deciding a purchase decision, like the type of their environmental physicality, the state of their emotional, or time factor. Not every states are governable, where a customer might not pursue the normal procedure for chosing a purchase decision. Eg, if an individual wants a commodity crucially and a store does not have the brand-name he/she usually buy, the individual might purchase a rival's comodity.

2.5. HOW CONSUMERS BUY

The factors impelling a customer's decision to buy have been analyzed, here, in this part, the process aforementioned will be anaylzed. This process is conffered in 5 stages sequencially given beneath.

Nevertheless, assuming a customer will definitely follow each stages and rely on the kind

of purchase decision which is encountered. Eg, for a petty redeemable commodity, the customer might be completely faithful to the same commodity, therefore the decision is routinely (i.e., purchasing identical commodity everytime) and petite energy used in deciding a purchase decision. In the circumstances of everyday, identically faithful buying customers might miss numerous stages in the buying procedure as they absolutely recognize their needs which permits them to progress faster via the stages. Although complicated decisions, like Most First-hand Buying, the buying procedure could prolong for a day, week, months Year or longer. Therefore in conferring these stages marketers need recognize that subject to the condition facing the procurement, the importance of every stages might differ.

2.5.1. Need / Want / Desire is Recognized

At the initial stage the consumers aims at some reason they aren't contented (That is., customer's seeming genuine situation) and needs to boost their condition (That is., customer's seeming preferred situation). For example, inner influence, for instance thirst or hunger, might inform the individual that drink or food is required. Outter influences could equally prompt individual's wants. Marketers are mostly good at esternal influences via adverts, exhibition in the stores and also the deliberate useage of fragrance (e.g., cologne stands). At this point the process of making decision might slow down if the customer is not driven. Nevertheless, if the customer have the inner determination of gratifying the need they will proceed to the next stage.

Perception. Incondition of examining consumer Conduct, perception is actually vital to recognize which essentially touch a customer's Conduct. Subsequently after understanding the want or desire in purchasing a commodity, the customer's perception state would affect their manner of attitude Asch and Wolfe, (2001).

2.5.2. Search for Information

Supposing customers are driven to meet their needs, they would afterward commence a quest for info on potential answers. The experts familier with obtaining all these infos might be as easy as recalling infos coming out of previous occurences or the customer

might find substantial struggle to find infos out of other experts (e.g., searching the internet, talk to people, etc.). How much energy consumers points to searching rest on such factors as: the importance of satiating their needs, awareness with available results, and the time duration offered for searching. Appealing to customers whom are at this quest phase, marketers shall ensure plams to make sure the customers are able to find infos interrellated to the product they are searching for. E.g. for the marketers whom clients depends on world wide web in gathering facts, need to achieving great statuses in search engines because it has become a pressing marketing purpose.

2.5.3. Evaluate Options

Purchasers' quest determinations might emanate in a series of choices through which an option is choosen from. It might be recorgnized that there might be two stages to this level. The first stage, a buyer might form a series of potential answers to his/her wants (that is types product) and at the second stage a buyer might be weighing specific commodities (that is brand-namess) inside every result. E.g. An individual that wants to change a TV set has numerous options in picking outside of such as Liquid Crystal Display TV and Plasma TV. Inside every option type, there is going to be various brand-names inside which selection can be made. Marketers have to realize the manner shoppers assess commdities decisions plus why some comodities are contained within while some aren't. Significantly, marketers needs to define which measures buyers use in choosing a likely choices with the way every single measure is assessed. Back to the example of the TV, marketing strategies can be best effective when marketer can mold their hard work by understanding the most important benefits to customers when choosing an options (such as the qualityvof picture, brand-names, screen sizes, etc.) thus far defining the classification of importance of all single benefit.

2.5.4. Purchase

Acording to Kotler (2001) there are two factors that can intervene amidst purchases decision with the purchases intention. Firstly others attitude, this attitude could either be negativeor positive. while the second factor is unforseen circumstancial factor that may

occure. In several cases the answers chosen by the customer is equivalent as the commodity who has the highest evaluation. Nonetheless, this might change at the appropriate time for the purchase to be made. The "expected" purchases might be changed at the purchase time for plenty logics such as: out-of-stock product, incentives offered by competitor at the counter (e.g., supermarket sales-rep references rival's deal), insurficient consumer's funds (e.g., credit/debit card insurficient balance), or a condradictory view of the commodities by the supporters of the customer's reference group. Marketers whose commodities are highly desirable by the customer should ensure that the negotiation goes effortlessly. E.g, Online venders have operated firmly to avert purchasers from deserting internet procurement (i.e., internet shoppings) by restructuring the process checkout. For marketers whom their commodity is not the customer's chosen commodity, marketing last chance hard work might be valued discovering, such as giving inducements to store attendant in "talking more about" their commodity at the point of purchase.

2.5.5. After-Purchase Evaluation

After consumers have made thier purchases they encounter decision evaluation. Once their commodity attains lower than their anticipation they will then reexamine the fulfilment with their decisions, that by it's electrifying might cause the buyer to return the commodity while in less electrifying circumstances the user keeps the bought comodity but might take a destructive remark of the commodity. Assessments as such can possibly happen in the purchase of luxurious or extremely vital commodities. Helping to ease this worries, customers have their procurement assessment with them, marketers have to be welcoming and boost customer communication. Consumer-services and follow-ups markets studies are beneficialhelping tools in addressing buyers' apprehensions.

2.6. CONSUMER MOTIVATION

Hawkins, Mothersbaugh, & Best, (2007) defined motivation as a motive which is a representating concept in an imperceptible innermost energy that arouses and forces an observable reply and offers particular way to that reply.

Motivation is defined as the powerful drive within persons that urges them in acting. This powerful drive is formed by a form of pressure which happens as the consequence of an unsatisfied want. People endeavor conscious and subconscious to decrease this pressure via demeanor that they expect will achieve their needs and thus alleviate the stress they were feeling. The definite aims they choose and the forms of act they carry out to accomplish their aims are as an outcome of a persons thinking and learning (Leon G. Schiffman and Leslie Lazar Kanuk, 2004).

2.6.1. Concept of Motivation

The concept of motivation was introduced as tension state. Motivation seems to be an equally popular term, but tension state is probably much more expressive and less vague. Some contextual infos on the term 'motivation' might be useful in explaining its recorgnition. We have been concerned always with why men act differently. Different people and groups have advanced such fundamental philosophies or thoughts as mental drives, abilities, capabilities, forces, desires, needs, skills. wishes instincts and motives. The outcome is that there are numerous theories which concerned individual can choose from. But none has found the all-embracing theory to explain mans' psychologial guide. But the concept of motivation has raised a lot of popular view. We have stucked out that human moves or acts, and more specifically we have been alarmed with the bearing and force of this act. Considering the act is linked with some role, we usually end up asking for the motive for such actions such as working, marriage, education or consumption.

For example why do individuals purchase expensive wines that were imported when blind taste tests have shown inexpensive domestic wine to be preferred? Or what motivates a consumer on spending the extra bread on foreign wines? (Orenuga, 1991)

Below is a diagram to give us more understanding on motivation.
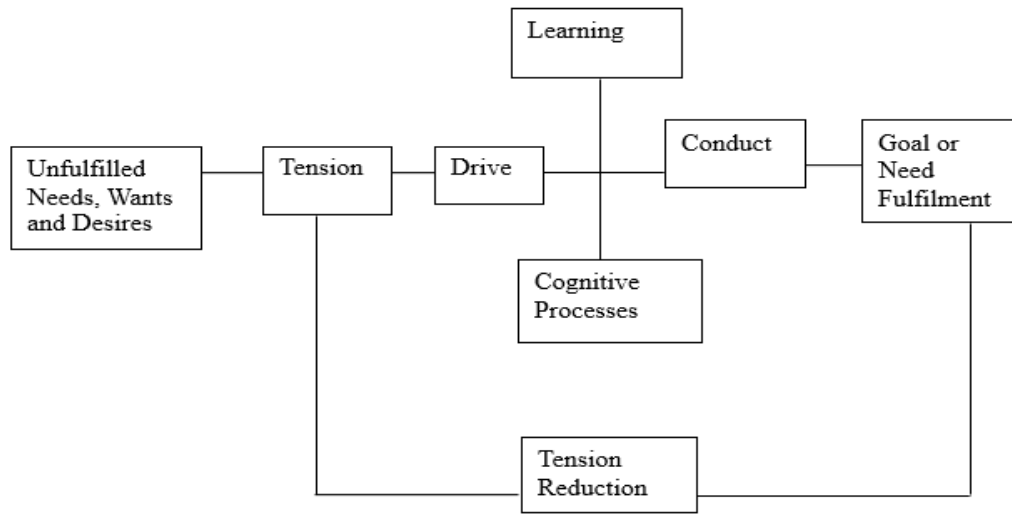
Figure 2-2 Model Of The Motivational Process

Source: Jeffrey F. Dugree et al. "Observations: Translating Values into Product Wants,"
Journal of Advertising Research 36, 6 (November, 1996).

The above figure depicts motivation as a form of need-prompted tension that 'drives' a persons into engaging in Conduct that they considers will satisfy their needs and therefore their pressure. Maybe fulfilment is truly realized depending on the channels of exploit they followed.

E.g, if a secondary school boy anticipates to come to be an excellent footballer and putting on similar type of boot that Hazard puts on, he is probably going to be let down. He may succeed if he takes the football drill and practices seriously.

The precise goals that customers hope to attain and the channels of exploit followed to realize this goal are chosen on the foundation of their intelligences and past learning (Schiffman and Kanuk, 2004).

2.6.2. Goals

Goals are the results of motivated Conduct that is well known. The diagram above shows that all Conduct is goal oriented. Under motivation we are mostly alarmed about generic-goals. I.e the over-all stages or sets of goals which genders view as a way to accomplish their desires. E.g If a child informs his guardian/parents he desiress to obtain a university

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degree certificate, Then it means a generic goal has been initiated by him. If he declears he desires to acquire a degree certificate in Architecture from IAU, then his goal becomes product-specific.

People decide desired end goals based on their own principles, and chooses methods or ways they consider will assist in achieving their longed for goals. Taking individuals worth such as good health, a person might view valid Conducts (eg, proper nutrition and exercise) as a way of having a good health (the ends or sought after goal).

2.6.3. Positive and Negative Motivation

Motivation could either be positively or negatively inclined; consumer might experience powerful forces about some objectives or conditions, or a strong will past some objectives or conditions. Eg, an individual might be forced to a cafeteria to quench starvation, and away from motorbike transport to avoid a danger to himself/herself. (Schiffman and Kanuk, 2004).

Some psychoanalyst denote positive drives as desires, needs or wants, and to negative drives as dreads worries, dislikes or distastes . Nonetheless, positively and negatively motivational drives appear to be different completely in standing of physical and at times emotional actions, but alike fundamentally in that they both assist to commence and bear consumer Conduct. Scholars frequently denote the two types of forces or motivations as desires, need and wants. Few researchers differentiated needs from wants by describing wants as a commodity-exact needs. Other theorists differentiated amongst desires on one hand, and wants plus needs on another. They believe that people's desires comprise 'potent emotions and keen passion' which are conveyed through the use of optimistic and pessimistic comparisons. One survey points out that buyers often use food metaphors to express both positive and negative utilization desires such as not my cup of tea, delicious. Goals could also be positively or negatively inclined. Positively inclined goal is one in which concerning act is directed to, however it is frequently considered as a concept object. A negatively inclined goal is the one where acts are absorbed aside and it is considered as an eluding object. Meanwhile the two approaches and avoidances goal could be can be treated as objectives of motivation Manners, majority of the researchers denotes

approaches and avoidances to be merely goals. E.g a mid-age lady might be having an optimistic aim of good health and signs up with a fitness club to exercises regularly. Her spouse might vision being fat as a negatively incline goal, so therefore he begins eating healthy. The previous case his companion's conduct are intended to attain the optimistic aim of healthiness and shape, in the last case, her hubby's behavior are intended to avoid a negative aim of a unfit figure. At times individuals turn out to be motivationally stimulated by a menace for or eradication of behavioral liberty. E.g, Liberty to select products without unnecessary influences from the seller. This motivational state is referred to psychological disinclination and is usually demonstrated by a bad consumer reaction (Schiffman and Kanuk, 2004).

2.6.4. Rational and Emotional Motives

Some customer behaviorism differentiate between purported sensible motive and sentimental motive. They use the word sensibility in the conventional economic meaning, which undertakes that customers act sensibly when they cautiously ponder every options then select those that offer them the utmost utility. Rationality in marketing framework means that customers choose goals centered entirely on the objectives criteria's, like size, price, mass, or miles a gallon. Emotional motives means the picking of aim conferring to individual or subjective criteria's (for instance fear, social status, situation, pride or affection).

The underlying notion of this difference is that emotional criteria or subjective do not maximize satisfaction or utility. However, it is understandable to reason that customers usually try to choose substitutes that in their opinion, help to maximize satisfaction to them. Clearly, the valuation of contentment is an individual process which relies on persons own structural need, as well as on previous activities and societal encounters. What might seems to be irrational to an onlooker outside might be absolutely rational in the perspective of the customers own psychological field. E.g, a commodity bought to boost individuality like a perfume is an absolute rational type of consumer conduct if the customers feels well about their selves for using the commodity. If the conduct doesn't look rational to the individual when undertaking the action, certainly they wouldn't

undertake it again (Schiffman and Kanuk, 2004).

2.6.5. Consumer Needs

If consumers had no needs they would possess no consumer-related tension state or display any consumer Conduct. Needs, the lack of something manifest in several ways through verbal comments, movements gestures and activity some of which we may not be aware we might sense them but we are unable to articulate them. Some authorities attempt to distinguish among consumer needs, wants, desires and wishes. This is an impossible task and is little or any benefit. But to refer to needs as what a person must have and wants, desires or wishes as the remainder, implies some judgment by somebody. For example, some governmental units decide the needs of the (NEDDY) those in poverty. Although, there is good intent in such decisions, they rarely work out to anyone's satisfaction particularly the needy.

Perhaps even more common is belief by individuals rather than governmental agencies that they know what others should consume. Such thinking again disregards real needs. For example wealthy people may feel that the consumption patterns of the less fortunate are incorrect. By the same token, people in lower income groups often condemn the ostentations Conduct of the rich. However there comes a time when a paradox arises. The parent who for years had decided what was best for the youngsters suddenly finds the child disagreeing (Orenuga, 1991).

2.6.6. Classification of Consumer Needs

A lot of years, psychologist and kinds concerned in consumers conduct have endeavored to establish comprehensive listings of human's desires. Most listings of consumers' needs are likely to-be diversified in measure and also magnitude. Though there are few discrepancy around particular cognitive needs, there are substantial variation around particular cognitive (that is, mystic) needs.

Henry Murray a Psychologist in 1938 prepared 28 detailed listings of psychological needs that have aided the basic theories for some of the broadly used persona tests (for example,

the Edwards personal Preference Schedule). Henry Murray believes that everybody have similar simple establishments of needs, although people varies in precedence rankings of these needs. Fundamentals of Murray includes several motives that are presumed to portray a significant function on customer behavioral act, like accomplishment, contriarient, recognition, acquisition, empathy, charity and exhibition (Schiffman and Kanuk, 2004).

It is common practice to classify any significant item of which there is a variety. There are variety of consumer needs and consequently, a natural tendency to classify them.

Some of the classification can be as follows (Orenuga, 1991);

Carl Rogers' Needs
The Organism (person) has one basic tendency and striving need- to actualize, maintain and enhance the experiencing organism.

James A. Bayton
- Affection need: The need to form and maintain a warm, harmonious and emotionally satisfying relationship with others.
- Ego bolstering needs: These are needs to enhance the personality to achieve to gain prestige and recognition and to satisfy the ego through domination of others
- Ego-defensive needs: These are needs to protect the personality and to avoid loss of face or ridicule.
- Biogenic needs: These are needs for air, water and food etc.

AH. Maslow
- Physiological needs: These are needs essential to biological continuation of the system.
- Safety need: Freedom from pain and discomfort.
- Love and belonging needs: Sex acceptance etc.
- Esteem needs: Prestige, recognition, fame.
- Self- actualization need: To become "something" or "someone"
- Aesthetic needs: Need to know and understand.

Henry A. Murray

- Abasement: To accept blame, injury and criticism.

- Achievement : To accomplish something difficult

- Affiliation: To have a co-operative relationship with others.

- Aggression: To overcome opposition

- Autonomy: To act independently.

- Counteraction: To overcome weakness.

- Defendance: To defend the personality against assault and criticism.

- Deference: To admire and support a superior.

- Dominance: To influence and direct Conduct of others.

- Exhibition: To make an impression to be seen or heard.

- Understanding: to be interested in things in general

2.6.7. Hierarchy of Needs

A Clinical psychologist called Dr Abraham Maslow developed an extensively approved theorem of person's motivation grounded on the concept of a worldwide hierarchy of existence needs. His theorem recognizes quintuple (five) primary stages of human's needs that ranks in preference of prominence from minor-stages (biogenic) needs to upper-stages (psychogenic) needs. This theorem explains that persons strive to meet their minor-stages needs earlier than upper-stages needs arise. The minor stages of constantly disappointed need persons goes-through aids to motivate their actions. Once the needs are met, a newer advanced needs arises that the person is driven to satisfy. Once the need is met again, a new (and more advanced) need arises, etc. Definitely, if a minor stages need encounters few transformed dispossession, it might momentarily become assertive again.

The figure below shows Maslow's hierarchy of needs. For clearness, each stage is shown to-be absolutely independent. Conferring to the theorem, though there are still few overlays amongst each stages, as no need is satiable. For this reason, while all levels of need beneath the level that is presently dominant continue to motivate actions to some extent, the key motivator- the major force driving within the individuals is the lowest level of need that remains mostly unsatisfied (Leon G. Schiffman and Leslie Lazar Kanuk

2004).
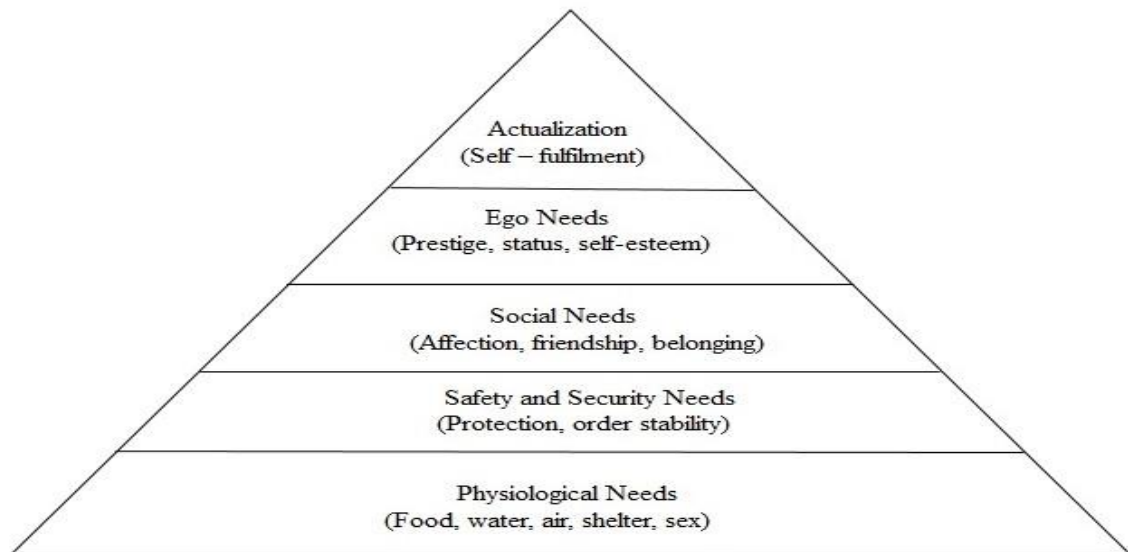
Figure 2-3 Maslow Hierarchy of Needs.

Source: Leon, G. Schiffman, (1999) 'Consumer Conduct' 7th Edition.

2.6.7.1. Physiological Needs

In the hierarchical of needs theorem, the numerous Uno and most primary stages of human needs are the psychological needs. These needs are essential to withstand biological life, includes Air, Liquid, Nourishment, Housing, Clothing, intercourse. Conferring to the psychological needs by Maslow they are assertive when they are unceasingly unsatisfied. "E.g, A man who is enormously and dangerously starving, nothing else interests him other than food. He dreams food, he remembers food, and he reasons only about food, he exaggerate about only food, he perceives only food, and he wants only food.

2.6.7.2.Safety Needs

Once the 1st stage need is met, the need for safety and security turns to be the next driving force behind a person's actions. These needs are not bothered by just only physical safetiness, but also include steadiness, routines, acquaintance, order, and regulations above someone's environment and life. Accessibility of health cares and having a good

Health are essential safetiness interest. Education, savings accounts, vocational training and insurance policies they are all mediums where by people met the need for security.

2.6.7.3. Social Needs

Maslow's third stage of hierarchical needs include needs such as Friendliness, Care, Love, and Acceptance. Individuals pursue kind and filling human relationships with other persons and are motivated by love for their relatives. Due to the significance of social motives in our community, promoters of personal care commodities frequently stress this plea in their adverts.

2.6.7.4. Egoistic Needs

The point where social needs are mostly or rarely met, the 4th stages of Maslow's hierarchical needs become operational. These stages are focused on egoistic needs. These needs could either be an inward or outward orientations, or both inward and outward orientation. Outward-focused ego needs, comprises of the needs for status, prominence, prestige, and acknowledgment from others. Inward-direct ego needs to echo a persons need for dignity, success, independence, personal-acceptance, personal contentment and an impressive job.

2.6.7.5. Need for Self-Actualization

Maslow stated that almost everyone doesn't met their egocentric needs satisfactorily to ever climb to the 5th stage which is the need for personal-actualization. This need denotes to persons wish to accomplish their potential to become all they are able of become. In Maslow's words, "Whatever a person can be, he will be". This need is conveyed in various meaning by various individuals. A young lady might crave to be an Olympic star and works hard to turn out to be the best in the sports for years. A painter mighty desire to express himself on picture; a medical researcher may endeavor to find a new medicine that eliminates cancers. Maslow noted that the self-actualizations needs are not essentially an imaginative wish, although most likely it takes such system in individual with few capability for imagination.

2.6.7.6. An Assessment of the Need Hierarchy

Maslow's hierarchy of needs theorem assumes quintuple stage hierarchies of advocative man needs. High-level needs becomes the compelling power behind human Conduct while low-class needs are satisfied. The theorem states, in ramification, that discontentment influences Conduct.

The hierarchical needs has earned vast acknowledgment in a lot of societal regulations due to the fact that it seems to express the presumed or secondary motivation of a lot of individuals in our society. Five echelons of needs advanced by the hierarchy are appropriately general to cover almost all listings of people's needs. The basic issues with the theorem is that it can't be empirically examined, there is no precise means to measure how satisfied someone's need is before the following need comes operational. Despite these criticisms, Maslow's hierarchy is a beneficial instrument to figure-out consumer motivations. It is gladly adjustable to marketing techniques, primarily because customer's commodity frequently aid to fulfill each stages of the need. E.g, individuals purchases houses, foodstuff, and outfits to satisfy his/her physiological needs and purchases insurance-services, vocational-training-services and financial-services to satisfy safety and security needs. Most of individual care commodities (makeups, toothpaste, and aftershave) are bought to satisfy social needs. High –tech commodities like Plasma TV, Home theaters, Computers and extravagant commodities like furs or expensive coats are often bought to fulfil ego needs, and university education and financial service are traded as ways of attaining self- fulfilment.

2.6.8. Family

The term family is an essential idea which isn't easily defined because of the family configuration and organization and also the roles played by member of the families, which are almost constantly changing. By tradition family is described as two, three or more people who are blood relations or by marriages or adopted and resides in the same household In a better sense, the people who forms a family might be described as memberships of the most basic social group who are living together and relate to fulfill

their individual and related needs. Today in the United States, 70% of the over 100 million homes are families. (Schiffman, 1999). Conferring to countless resources, household is still the essential or main institute in supporting the wellbeing of its family. Families are sometimes called homes but not all homes are families. E.g, a home may comprise of people whom are not blood-related, married, or adopted, like the family-friends, couples that are not married, room-mates or board school people. Nonetheless inside the framework of customer conduct, household plus family are regularly considered to be alike. In a lot of western civilized places, three types of families prevail: the married once, the nuclear families, and the extended families. The smallest type of family in numeral of people is the wedded spouse (a wife and husband). In a family entity, the married couples are mostly characterized either as newly married who are yet to start raising kids or old weds whom have raised all their kids already.

A wedded man, woman plus a kid or two kids or more establish a nuclear family. Such families still is common, although declining drastically. Nuclear family, plus maybe one grandparent residing in the house is referred to an extended family. In last 35 years the extended family began to decline too because of the geographical flexibility that separate families. More so due to separations, divorces, plus outside marriage childbirths, also a speedy rise in the amount of single parent family home comprising of one parent and at least one child (Schiffman, 1999).

2.6.8.1. Socialization of Family Members

The socialization of household fellows varying from young kids to grownups is the functions of central family. The cases of undeveloped kids, these procedures comprises of conveying to the kids the primary principles and methods of conduct that is constant with the society. These commonly comprises of morals, spiritual-values, personal talents, dresses and mentoring ideals and choosing appropriate degree and career or vocational goals. To illustrate how this socialization responsibility is escalating, mothers and fathers are more and more concerned to recognize their wards posse's satisfactory computer abilities before they are able to walk or talk. Reason is parents seem to be completely concerned in their wards knowledge about the use of a computer. Software's and hardware

manufacturers are rapidly creating technological commodities aimed at parents looking to purchase such commodities for their kids (Schiffman, 1999).

2.6.8.2. Consumer Socialization of Children

The view of kid-hood socialization that is mostly important to the analysis of conduct is consumer socialization; this is the process whereby kids obtain the talents, understanding, and approaches needed to behave as customers. A range of reviews have concentrated on how kids cultivate consuming talents. A lot of kids obtain their behavioral standards via paying attention to their fathers and mothers and grownup in the household, who acts as mentors and origins of clues for primary consuming knowledge. Contrary to minors and youngsters, they look to their buddies for the appropriate pattern consuming conduct. Sharing experiences on shopping is referred to as co-shopping. Co-shopping is when parents and their kids shop together, this gives the kid the avenue to acquire in-mall or in-shops shopping abilities. Probably due to their more stressed lives, employed moms are most likely to undertake co-shopping with their kids than unemployed mothers. Co-shopping is an avenue to span time with their kids and on the other hand achieving a needed task. Consumer socialization also functions as a means where by parents impact other traits of the socialization procedure of their kids. E.g, parents often use the reward or promise of commodities as a means of controlling a child's behavioral act. A mom might compensate their kid with gift if the kid does anything she likes and again withholds it if the kid disobeys her (Schiffman, 1999).

2.6.8.3. Adult Consumer Socialization

The socialization procedure is not limited to kid hood, rather it is a continuous procedure. Socialization starts in early kid hood and extends all through an individual's life time. E.g, when a newly married couple creates a home, their adjustment to living and consumption together is part of this ongoing procedure. Also the modification of a resigned spouses who decide to move to Australia is equally part of the continuing socialization procedure. A household that welcomes pet into their house as a new member of the family will also face the challenge of socializing the pet as to fit to the environment of the family,

(Schiffman and Kanuk, 2004).

2.6.9. Other Functions Of The Family

The Four primary duties administered by the families are explicitly applicable to the argument of buyer's behavior. They comprise (1) Economic wellbeing, (2) Emotional support, (3) Suitable family lifestyles, and (4) Family-member socialization. The functions discussed below are pertinent to the discussion of consumer behavior.

2.6.9.1. Economic Well-Being

How families breakdown its duties supporting economic well-being have drastically changed in the last 25 years or more. Not anymore are the customary duties of male spouse as the financial breadwinner while the female spouses as house maker and raising the kids still accurate. E.g, it's really popular for wedded females with kids nowadays to have jobs outer the house and for their spouses to participate in domestic duties. Partly the reason why above 70 percent of females in the U.S whose ages are above 18 claims it is very tough been a mom now than it is in the last 20 to 30 years back. The social responsibilities of kids has changed too. In today's world, although a lot of teenagers have jobs, they hardly support the household economically. Rather, a lot of teenage kids are accustomed to paying for their own amusements; some other teenagers add to the budgets of their formal schooling and organize themselves to be economically and monetarily independent. (Schiffman, 1999).

2.6.9.2. Emotional support

Providing emotional maintenance, (includes loving, affections, and intimacies) household is a significant essential task of modern families. Accomplishing this task, the families offers care, inspiration, and supports to its household in handling the procedures of making decisions and with individual or economic hitches. In order for making it less difficult for group of couples employed to showcase affections, supports and love to their kids, greeting-card manufacturer's constantly and increasingly have been creating cards for

parents to present to their kids. If the families are unable to offer the sufficient support when needed the most, it might turn into a psychologist, counsellor, or other helping professional as substitute assistance. E.g, in a lot of societies, educations and psychologies are cores existing which are designed to assist parents whom want to assist their kids recover their knowledge and communiqué talents or in general to be well fine-tuned into his environment (Schiffman and Kanuk, 2004).

2.6.9.3. Suitable Family Lifestyle

Additional vital families duty regarding consumer conducts is in the formation of an appropriate lifestyle for the household. Nurture, practices, the individual plus mutually believed objectives of the couples determines the significance put on schooling or profession, on television on reading, on the knowledgeable interest of computer skills, on viewing, on the regularity and worth of dinning outside, and on the selection of other entertaining and leisure activities.

Family lifestyle obligations with the apportionment of hours greatly impacts consuming forms. Example is a series of varied stresses on mothers have decreased the hours they have opened to their house chores which has lead them to creating a convenience market for commodities and eateries. Furthermore, with the both parents employed, a high importance is being put on the concept of qualitative hours instead of the quantitative hours spent with kids and rest of the household members (Schiffman and Kanuk, 2004).

2.6.10.   Key Family Consumption Roles

For a family to act as a unified entity, duties like doing the washing, cooking, setting-up the dinner table, carrying the trash out, and getting the groceries must be done by one or more members of the household. In a vibrant civilization, household associates tasks are continuously changing. Nevertheless, we can classify eight different functions in house household decision making procedure.(Schiffman and Kanuk, 2004):

Table 2-1: The Eight Roles in the Family Decision making process

ROLE	DESCRIPTION

Influencer's	Family members who provides infos to other members of the family about a commodity or service.
Gatekeepers	Family members who control the flow of infos about a commodity or service to the family.
Deciders	Family members with the authority to determine singly or jointly whether to shop for, purchase, consume, use, or dispose of a specific commodity or service.
Buyer's	Family members who makes the real buying of a precise commodity or service.
Preparer's	Family members who convert the product into a form for consumption by other family members.
User's	Family members who use or consume a particular product.
Maintainers	Family members who services or repairs the product so that it will provide continued contentment.
Disposer's	Family members who commence or carry out the disposal or discontinuation of a specific commodity or service.

Source: Schiman and Kanuk, 2004

Looking at those functions provide extra vision into the way household members relate in their different customer related functions. The count and individuality of the household members whom occupy this role varies from one house to another household and from one commodity to another commodity. In most cases, one household member will autonomously undertake an amount of roles; in other cases, one role will be executed by two, three or more household members. Still in other cases, one or more of these basic roles might not be obligatory. E.g a household member might be passing a pastry at a supermarket when he stops to buy a delicious new icing cake. His choice doesn't rightly comprise the inspiration of other members of the household. He is the decider, purchaser and, in a sense the gatekeeper; nevertheless, he might or might not be the sole user or consumer (Schiffman and Kanuk, 2004).

3. RETAILING

Retail comprises of the sales of commodities or products or service from a stationary place, such as a departmental shops, speciality shop or gazebo, or through delivery, in little amount or a persons desire to be explicitly consumed by the buyer. Retailing might comprise overwhelming duties, like deliveries. Buyers might be persons or corporations. In commerce, a "retailer" purchases commoditiesor goods in high amounts from producers or distributors, either straight-away or through a merchant, and then sells in bits to the final-consumer. Retail organizations are frequently reffered to as stores or shops. According to the North American Industry Classification System ((2014) (NAICS 44-45)) the retail trade sector is a segment of the trade.

Retailing Trade sector incorporate institutions involved in the sales of merchandise, largely without adjustment, and executional services accompanying to the retailing of merchandise.

Retail procedure is the last stage in the delivery of commodities; retailers are, thus, structured for the sale of commodities in smaller units of commodities to the general public. The Retail sector consists mainly of two kinds of retailers: The stores and non-stores retailers.

Firstly, **The Store retailers** run parmanent localities for point of sale, located and positioned to appeal a better amount of walk-in consumers. Generally, retailing shops have ample exhibition of produts and uses mass-media adverts to appeal consumers. They routinely vend products to the public in general for individual or family use, although a few eqully sell their merchandise to corporate and organized customers.

Secondly, **The Non-store retailers**, similar to store retailers, non store retailers are planned to render services to the public general, although their technique of retailing differs. This Sub-sectorial establishments reaches consumers and sells commodities with approach, like the broadcast of "commercials," which is a way of publishing and broadcasting a quick-answer adverts, the publication of electronic and paper catalogues,

campaign trail proposition, in household demonstration, sales from compact shops such as (boulevard sellers, with exception of foods), and distributions via vending machineries.

Shopping generally is the action of purchasing a commodity (Thompson, 2011: 120). At times it's carried out to get basic inevitabilities as foods and apparel's while at times it is carried out as a fun-related activity. Fun-related shopping often involves window shopping (just admiring a product without the intent of buying it) and surfing which doesn't end up in buying always. Global retailing is undergoing a huge transformation as venture streams into developing markets. From small owners with a mainly local focus, retailing drives now expands globally, accepting the newest flows in marketing, dispersals and supplies. Current retailing sprouted amid 27.4% in Turkey, 13% both in Russia and China, and 25 % in India (Compounded Annual Growth Rate (CAGR)). As the richest markets mature, additional sellers are chasing fresh development prospects. Retailers are eyeing female consumer Conduct for organized apparel retail store.

Nations brand-new to present day retails of small cities (as larger cities become over loaded) and customers segment are ambitious for speciality commodities. Retailer whom can recognize the best favorable markets will turn out to be ferocious international rivals and will be able to penetrate the recognizable markets and achieve original mover advantage in new ones. Turkey is among the largest and quickest developing economies in the universe. Developing simultaneously with the economy is the Turkish retailing segmentr. Retailing is among Turkey's biggest commerce, funding about 24.2% of the gross domestic product (GDP) and administering occupation to more than 8 per cent of the country's labor force. Turkey's retail market is valued at around TL 304 billion in 2011 and expected to grow rapidly to TL 345 billion by 2015, at a compounded annual growth rate (CAGR) of 3.2 %. Being a democratically governed nation with a huge growth rates, customer expenditure has fastly increased due to the fact that young populace (over 27 %of the nation is less than 15 years old) have seen a substantial rise in its disposable income. Consumers expenditures is expected to rise with a CAGR of 16.7 percent between 2010 and 2014. Likewise, structured retailing that records for nearly 44% of the market, generated US$279 billion by 2013.

The development and possiblity of this segment is broadly been accepted both at the

internertional and domestic settings.

3.1. OVERVIEW

In this chapter we shall look into various definition of Retailing from different Authors, functions, types and retail locations. All these will be discussed in this chapter.

Retailing is a diverse, varied and dynamic segment of numerous countries. The ubiquitous pressure plus organizational construction of numerous retailing shops to huge amounts of small and local independent retailers which notwithstanding for an elongated period blindfolded a lot to the objections and favorable circumstances in retail trade. With the arrival of new retailing technologies plus the increase in huge retail companies and modern retailing systems and layouts, retail trade has developed much more observable and essential to customers and government's involvement, emulating as it does beliefs and consuming connections in economies.

The speed of modification in retailing and in the several environment with which the interaction with the difficult and distinctive features of modern retailing makes it a thrilling and fascinating topic Freathy, (2003).

Retailing is among the biggest segments in worldwide economy which is passing through an era of sensational, dramatic modification. Consumer demographics and desires are varying and retailers are responding to these modifications with the growing sum of two-income household, individuals just do not have enough hours for shopping. Therefore, retailers developed ways to assist consumers discover what they want fastly as they can. If you are interested in a big-screen TV, you can go to one store, a circuit city, Best Buy, Real, Technosa or Media Mart and know that you will see all the brand-names available, have someone there to answer questions and pay a reasonable price.

Electronic retailing enables consumers to shop the world from their house some experts forecast that electronic retailing and catalogues will account for 55 percent of all retail sales (Freathy, 2003).

Consumers have more knowledge, demanding better value and customer service and retailers are addressing these needs. At an Overall Nutrition Alive Shop you could create your own embodied beauty care goods and régime of food additive and vitamins produced for your specific needs. The products are developed in the store at the time of sale with each bottle marked with a customized label specifying the ingredients and your name. Levis store's offer custom fitted jeans for men and women. Departmental stores have personal shoppers to provide special showings of merchandise selected for the needs of their best customers. Retailing is becoming a high-tech business when you buy something at a supermarket, you trigger an ordered electronic communications and a choice that regulates the merchandises that will be conveyed from the company's storage place to the store the next day. For example everyday 500 GB of data are conveyed through satellite broadcasting from the point of sale terminals JC penny's 1,200 United States stores to incorporate headquarters in Dallas (Freathy, 2003).

Computer programs analyze this data and then automatically transmit orders to Penny's vendors, designating what merchandise should be shipped to each of its stores. Land's End upholds a data storage place with detailed info about what each person has purchased and returned, with this info's mailing can be tailored to specific customers and salespeople can make helpful suggestions when customers call in. In this vibrant environs some businesspersons have launched new concepts and companies and become industrial heads while local companies needed to reexamine their businesses or become insolvent. Thirty years ago, few of the biggest stores in existence like Amazon. Wal-Mart, Migros, Lego, Carrefour and Real were kind of small startups or never existed over the last 15 years, a number of retailers with over 1 billion dollars in annual sales- Revco, Macy's, Allied, Carter Hawley Hale, Ames, Best Products, Zale and Grand Union have filed for bankruptcy. Some of these companies, like federated Department Stores, have reorganized to emerge as strong retailers, while others have disappeared (Freathy, 2003).

3.2. DEFINITIONS

Lots of researches defines retailing in several means although all their definitions give

virtually the same sense of what retailing means. Conventionally, retailing is defined as the sale of objects either individually or in small numbers, straight away to the final consumers (Freathy, 2003).

Retailing is a supply network function where a firm purchases a commodity from distributing company or produces the commodity themselves and then sells straight away to final consumers. Retailer is a reseller (that is, gets commodity from one firm and sells to others) from which a customer buys commodities.

According to (Kotler, 2006) he defined retail as every acts involved in vending merchandises or services straight forwardly to end users for private or individual usage. Any firm that sells to end users be it a retailers, wholesalers, manufactures manufacturer, are performing retailing. It isn't important on how the sales of goods and services is carried out (by persons, mails, telephone calls, vending machines or world wide web) or where they are sold (in a stores, on the streets, or in the consumer's house). Retailing also can take the definition of the sale of merchandises and services to customers for their own usage. This differentiates retails from the supplies of commodities, in large or small amount to industrial purchasers. It also recognizes the adoption of retailing terminologies and models by a wide range of services providers. E.g, the banks and other financial services providers use the term 'retail' to distinguish their consumers and corporate activities McGoldrick and Greenland, (1994).

Retail is a series of industrial actions that enhances value to the commodities and services sold to customers for their individual or household usage. Frequently people think of retailing as only the sales of commodities in stores. Nevertheless retail also comprises the sale of services, momentarily lodging in a motel or hotel, a doctor's exam, a salon for hair do, a video-cd rental, or a house- delivered bugger. Not all retailing is done in the stores. Retailing consists of the sale of commodities or merchandise from a static place, such as departmental stores or gazebo or by delivery in small or more amount for individual right away consuming by the buyer.

In trade, retailers purchases commodities or merchandises in high volumes from producers or brokers straight away or via a wholesalers and then sells them in little volumes to the

final consumer. Retail establishing's frequently are referred to stores, malls or shops, retailers are at the bottom of chain supply. Business marketers see the procedure of retailing as an essential unit of the general delivery technique. Retailing stores might be located on suburban streets, shopping streets with little or no house or in a shopping centers or malls but are frequently located in the city centers.

Online retailing also known as e-commerce is the newest type of non- shop retailing. Electronic commerce is generally known as e-commerce consists of buying and selling of commodities or services over electronic system such as the net and other networked computers. The number of purchases administered electronically has developed astonishingly from the time when the internet sprouted. A variety of extensive commerce is administered in this way urging and inviting innovations in electronic funds transfer, supply-chain management, online market, internet business handling, and electronic data interchange (EDI) inventory management systems and automatic data collection systems. Modern electronically inclined business usually uses the internet (https) at least at a point in the operation lifespan but it can cover a broader series of technology like e-mail as well. Internet retailer are at times known as e-tailers and online retailing is at times known as e-tail. Almost all big retailers have electronic trade present on the internet (Chaudhury, 2002).

3.3. WHAT IS RETAILER

A retailer is a business person that sells commodities and products/services to customers for their individual or household usage. A retailer is the final business person in distribution network that connects manufacturers with consumers.

The diagram below explains better what a retailer is.

| MANUFACTURING | ⇒ | WHOLESALER | ⇒ | RETAILER | ⇒ | CONSUMER |
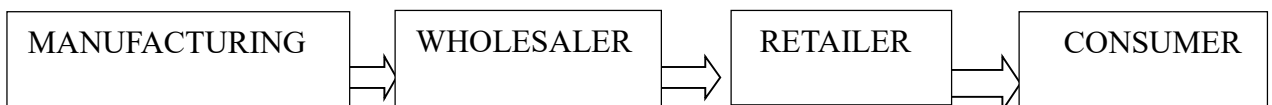
Figure 3.1: Distribution Channel of Retailing (Source: Levy, et al , 2011: 7).

The above Diagram shows retailers position with the distribution channel. Producers create goods and sell the goods to retailers or wholesalers. Wholesalers purchases the product from producers and resell the commodities to retailers, while it is the retailers that resell the commodities to final consumers.

Some retail chains (such as koctas, bauhaus) are wholesalers and retailers at the same time. They are retailers when they sell to consumers, while they are wholesalers when they vend to other business organizations such as freelancers or owners of eatery construction contractors (Freathy, 2003).

3.4. FUNCTIONS PERFORMED BY RETAILERS

Retailers accept commercial actions and execute tasks that rises the importance of the commodities and services they vend to customers (Levy and Weitz, 2011).

- **Providing Assortments**- Proposing a variety allows consumers to select from an extensive assortment of brand-names, size, colors, designs and price in a locality. Producers focus on manufacturing precise brands of goods for example Kellogg makes (cornflakes) breakfast cereals, KNOW makes soup, ECE makes rice products, and CINAR BAHARAT makes spices. If each of these manufacturers had its own stores that only sold its own products, consumers would have to go to many different stores to buy groceries to prepare a single meal. Every retailers proposes varieties of commodities, although they concentrate in the varieties they deal. Supermarkets such ar Migros. Real, Carrefour offer varieties of beauty aids, food, health and household commodities, while The Gap, Nike, Sefacto, Collins, C&A, Mavi offers varieties of outfit and adornments. Majority of the consumers are well aware of the commodity varieties retailers' provide. Even little kids know where to buy different sorts of commodities.
- **Breaking Bulk**- in order to decrease the cost of transportation, producers and wholesalers typically vessels dozens of cold goods or containers of cloths to retailers. Retailers then sells the goods in small amount personalized to customers

and household consuming forms.

- **Holding Inventory**- The chief task of retailer is keeping stockpiles so that products will be obtainable when customers need them. Hence customers can keep much smaller stockpiles of commodities in the house due to the fact that they recognized that the retailers will have the commodities available when they desire more of it.

- By maintaining an inventory, retailers provides a benefit to consumers they reduce the consumers cost of storing products. The investment to store product ties up consumer's money that could go into an interest earning bank account or some other use.

- **Providing services**- Retailers offers service that makes it less stressful for consumers to purchase and commodities usage. They provide credit to customers so they buy a commodity now and make payment for it in the future. They show commodities so that customers can see and check them before purchasing them. Retailers may employ sales persons at the store to answer queries and offer further facts regarding commodity.

3.5. TYPES OF RETAILING

Analysts nowadays choose to regard retailing in favors of categorization, and the categories of retail advances conforming to their types and purpose. In cognizance to this and bearing concern to the wordlist of terms in the Retail Planning Procedures, The following typology of retail uses can be discerned.

3.5.1. Superstore

A superstore is meant to be a location for public to go and each for the stuffs that they need for survival in a quick and straight to the point approach. With all the manhandle and commotion of life, superstores enable individuals find goods fastly. The word "Superstore" has been used for a very long period time.

The idea of people regarding a superstore is a place to go to for anything they need. Be it

food stuffs, provisions, groceries, pet food, clothes, kit for car care, gadgets or individual hygiene commodities that they need, the superstore has it all. Picture all of products in a store, you will reason it to be very difficult to find something that one is in search of by the time all of these commodities are underneath a rooftop but like the fact almost all "Superstores" are opened twenty four hours a day, three hundred sixty five days a year. Virtually they are opened every day 24/7.

In a retail environs, a superstore is a bigger retailer whom stockpiles and sells a large variation of commodities plus foodstuffs, outfit and overall supply, or a wide store that sells an enormous amount of commodities in one merchandise line like cloths to fitness equipment's to shoes to electronic gadgets to kitchen utensils. Given a perfect instance of a superstore will be Real or Migross. A superstore is also called a super center or megastore. Another example is IKEA who recently has played down its need to compete online with the same intensity as its competitor such as Wal-Mart Stores Inc. Just as other retailers look to battle Amazon.com. (Hansegard and Rolander; 2014).

3.5.2. Hypermarket

A hyper market is a type of business specialized on one thing. This is a gigantic Supermarket that is frequently then not located out of town. The services offered at supermarkets, and department stores and specialty stores can be found under an enormous rooftop. The term hypermarket is gotten from the French word "Hyper Marché."

Hypermarkets could amount up to 300,000 sq. ft., larger than 6 soccer fields and stock over 50,000 varieties of goods. Hypermarkets are exceptional in the magnitude of the overall stocks variety, stores magnitude and little operating borders and fees. Hypermarkets were fashioned in France after World War II. By constructing huge stores on the borders of urban areas, French traders can fascinate consumers and not infringe stringent land usage decrees. In 1987, the first hypermarket was open in United States in Dallas by Wall- Mart and Cullum. Hypermarkets haven't been very successful in the United States. Land use laws are much less restrictive in the United States than in Europe so American consumers can conveniently shop elsewhere for merchandise sold in hypermarkets.

The idea of a hypermarket was that customers should meet all their shopping weekly needs in one place or rooftop. They include virtually all things ranging from groceries to car kit to clothes. Giving most appropriate instance of Hypermarkets are the French Carrefour Chain or the American Wal-Mart super stores. The idea of hypermarket is founded through French Chain Carrefour. Due to the enormous size of these hypermarkets and the amount of customers they can carter for, hypermarkets are mostly situated outer concentrated regions and positioned about automobile with sufficient car parks (Freathy, 2003).

The emergence of hypermarket represents high retail competition and that such competition decreases long term retailing information technology flow. Thus the outcome that was very strong in various stipulations has two possible clarifications. Firstly hypermarket rivalry may very well lead to the exit of likely information technology users, mainly lesser sized hypermarkets. Secondly, hypermarkets that potentially uses the barcode scanning system in early periods have dejected following acceptances of rivals retailing layouts. Generally, all the outcome hints that liberalization of retailing markets admission and its allied emergence of hyper markets deepen retailing sectors in a manner where hypermarkets is in a side and small metropolitan retail (which includes shopping malls retails) prevails. In dissimilarity, middle retailing formats particularly average size supermarket potentially are likely subjected to market liberalization.

3.5.3. Retail Warehouse

This is a huge particular stage personal store market marketing mostly large durable merchandises. They are specialized in the sale of comparison goods requiring extensive display areas, catering mainly for car-borne customers. These have traditionally concentrated on the sale of bulky household goods, but some units, especially at the edge-of-center locations, may trade on an open consent and sell other types of goods.

3.5.4. Retail Park

It is the cluster of more than two storerooms that might include also a superstore & some other entertaining /relaxation usage. It is an assemblage of numerous retailing storerooms and superstores that is combined with car parks. Retailing parking are located on the

borders of almost all large townships and metropolises in highly reachable places and are targeted at families that owns a vehicle. They provide a substitute to occupied urban centers. Such advances have been cheered by inexpensive reasonable property on the fringes of townships and metropolises, alongside slack design control in a number of Enterprise Areas, to make design and development way easy. Nevertheless, recently in many areas across the United Kingdom, design controls have been stiffened in mandate to protect the rural area. This has made it difficult for such advancements to go grow, leading to a lot of little, extra dense retailing park, which at times consist of only around three to four stores been constructed on former brown field lands. They also have environs drawbacks to wide retailing parking on the countryside fringe, with the larger traffic and pollution that happens in arriving.

3.5.5. Shopping Centre / Mall

Primarily driven centers constructed which comprises a mixture of small units and large units, usually fixed by a food store. It's an edifice or set of structures that comprise a variation of retailing items, with the joining of pathways to allow guests to effortlessly stroll from unit to another unit. It is the collection of retailing store that have a mutual parking arena and mostly one, two or more larger departments, discounts, it is usually designed to serve a community or neighborhood. The tiniest shopping centers are stripe shopping malls; fairly bigger are the community and district centers. It is a collection of architectonic united commercial formations constructed on a place that is urbanized, projected, managed and maintained as an operational entity linked in its magnitude, locality, and sort of stores to the trading region it aids.

A set of retails or other profitmaking organizations that are intended, advanced, possessed and handled as an individual's property. On site parks are made available. The center's extent and location are mostly driven by the market features of the trading arena served by the shopping centers. The two major patterns of shopping-centers are the malls and open-air stripe centers.

3.5.6. Regional Shopping Center

It's one of numerous approved categories of shopping-centers accepted by The Metropolitan Property Institution. It administer for general merchandise, apparels, furnitures, home furnishings and furnitures comprehensicely. Characteristically, it has one or more full-line department stores larger than 100,000 sq ft and the total shopping-center arena ranging from 300,001 sq ft 849,999 sq ft. It is a set of projected shopping centers, commonly with major department store entities and frequently with 50 to 100 stores, aiding a very enormous trading area. It is bigger than a community shopping center (Levy & Weitz, 2011).

The provincial shopping-center offers a complete assortment of shopping-services similar to those offered in a little middle commercial area. It's constructed round at minimum one standard department store and frequently numerous, departmental stores and specialty stores are many, and also commonly you find a lot of cafeterias and possibly a cinema. Services for the instant daily wants are minimized. A larger public good being satisfied by commercial facilities "market places that are also centers of the community and cultural activities. Luring people into the regional shopping centers for extended stays would generate more profits. With arts, fountain, community spaces, landscaping, giant departmental stores leading chain stores and plenty of packing, the regional shopping centers would provide suburbanites with a place to commune. Shop and lose themselves

3.5.7. Supermarket and Mini Supermarket

Supermarkets are a larger stores, all on one level which mainly sells groceries. Other goods may also be on sales such as newspapers, sandwiches. Flowers, clothing and some household and gift items (Carysforth & Neild, 2002. pp 307).

A supermarket or groceries-store is a store that sells different kinds of foodstuffs. Mostly supermarkets do also sell different family goods that are regularly consumed, such as liquor, commodities for cleaning the home, prescription Meds, apparels, and some also sells a much broader variety of nonfood commodities. Supermarkets are frequently units of a chain that controls or own (now and then by franchise) other supermarkets situated in the same or other cities. This rises the chances for economies of scale. In the U.S,

superstore shackles are frequently provided from the supply cores of a bigger commercial. Superstores constantly deal goods at little charges via decreasing limitations. Particular goods (usually grocessaiess like milk, sugar, salt, fruit and bread) are often sold as loss leaders, that is, with adverse margins. To retain profits, supermarkets tried to make up for the little margins with a higher general quantity of sales, and also with sales of greater-margin commodities. Consumers generally shop by placing the commodities inside trolleys or self-service baskets and pays for the commodity when checking-out. At present, a lot of superstore groups are attempting to decrease employment budgets more by changing to self-serve checking out machines, where a set of three to six machineries is supervised by a one or two store assistant.

It is a self-service market of less than 2,500 net retail square meter. In the ground capacity selling mostly foodstuffs. A Little supermarket is a word that could be used to describe small convenience stores (typically not larger than 500 square meter) that are usually run by symbol groups, such as Londis, Nisaa, Costcutter, and so on. (Levy & Weitz, 2011).

3.5.8. Forecourt Retailing

The term has developed to mirror the recognition of connecting Minute superstores to gas station. The proprietorship and labelling of forecourt store is difficult although speaking broadly it falls into three categories;

- Dealer possessed, Dealer managed- The forecourt is possessed by a private enterprise, performing as a distributor for a lubricant company, which supplies fuel and mostly a labelling bundle.
- Company possessed, Dealer managed the forecourt is possessed by a lubricating firm who also supplies the fuel but the location and store are worked by an Autonomous organization.
- Company possessed and Company managed The forecourt is possessed by a lubricating firm and managed by its personnel's with approval to directives from the Head Office, as with any other multiple retailing business.

According to the UK forecourt retailing research, the amout of forecourt stores is decreasing. The factors leading to the decrease are listed beneath (Levy & Weitz, 2011):

- Petroleum quantity request is still or deteriorating, leading to excess numbers of forecourt locations.

- Deteriorating limits in petroleum deals, leading to closure of low quantity locations.

- Higher operational expenses.

- Shutting down of overlying locations after mergers and acquisitions are signed between

3.5.9. Discount Food stores

Regulated no accompaniments suitability stores (approximately 1,500 square meter) that focuses on vending finite merchandise lines in large quantity. This type of store charge low price due to the fact they provide fewer service at low-cost localities in a further economic environment. They stress self-service, clients pick out their products, put into their cart and take it to the check-out stand at the front of the store

3.5.10.   Factory Outlet

A factory outlet is a retail shop in which manufacturers vends their products directly to the community through their own registered stores. The stores can be brick plus plaster or internet. Commonly, a factory outlet is a store, joined to a factory or storeroom. Usually these stores are gathered together in outlet stores. The invention of the retail outlet mall is often credited to founder of the Dexter Shoe Company Harold Alfond.

Many Manufacturers have one or two outlet stores. Manufacturers with a significant number of outlets include Warnaco (Manufacturer of Hathway shirts and Warner's lingerie), Reebok (athletic shoes), Van Heusen (Men's shirts) Palm Beach (Manufacturer of Evan Picone women's wear), and Ralph Lauren (Men and Women's clothing) (Levy & Weitz, 2011).

Manufacturers see outlets stores as an avenue to improve their revenues from irregular, productions, plunders and goods returned back by retailers. Factory outlet also allows manufacturers some control over where their branded merchandise is sold at discount prices. Since the beginning, outlets stores have undergone differences in development size

and industrial acknowledgement in the beginning of 1990s which caused several lesser outlets going dim. As fresher outlets continued their fame, a clear distinctness amid newly well-designed stores and outdated retailing stores became very difficult to distinguish. Cosmetics, outfit, electrical products, sport products, and toys are amongst the categories of things sold at an outlet store

3.5.11.   Retail Warehouse Clubs

Large retail centers selling mainly durable goods to members only. It's a hybrid form of trading, comprising in part sales to trade customers and in part to individual members. If individual membership is restricted to certain categories of member rather than open to the general public as a whole, such premises are considered to be sui generis. However, to the extent that sales are to individual members, the use resembles retail trading and such uses are therefore treated for policy purposes in this Plan as if they were retail uses. The store are large (approximately 100,001 sq ft) and situated in low-renting regions. Little services is offered here, consumers picks products off shipment pallet, takes it to the checkout position in frontal of the store and makes cash payment. The largest storage-place club groups are Sam's warehouse, a division of Wall- Mart. Storage-house clubs reduce inventory holding costs by carrying a limited collection of fast-vending products. Merchandise usually s sold before the clubs need to pay for it.

Merchandise in storage-house clubs is around half overall products and half foodstuffs. Particular brand-names and commodities may differ from period to period because the malls purchase products available on special promotions from producers. Most storage-house clubs have two kinds of members. Wholesaler's members are small-business persons and individual members who buy for their own personal usage. Some clubs require individual members to have a membership with a Government agencies, utility or credit union (Levy & Weitz, 2011).

3.5.12.   Home Delivery Shopping

This is a form of retailing which doesn't require a store but comprise tv house shopping in which commodities are shown on television so that customers can make orders for

straight to the house delivery via telephone, electronic catalogue shopping or videotext, etcetera etcetera. Also it's a term used to designate home response of goods either digitally through online or Communicating TV, vocally by phone, or by writing a demand via the text.

3.6. TYPES OF RETAIL OWNERSHIP

Retailers require an exceptional extent of patience, motivations and be well disciplined. Beginning a retailing business also takes a lot planning to start. To earn advantages and raise the potentials of success, retailers ought to devote periods in discovering and assessing their individual and commercial strategies. This section explains the different type of retail ownership we have

3.6.1. Independent Retailer

An independent retailers are person who builds their business from the bottom up. From the corporate design level to inaugural day, the independent retailer does it all. The person might rent staffs, consultants, and others to assist in his corporate effort. The benefits are limitless. There aren't limitations to whom, how or where an independent retailer can establish his or her business. The liberty in doing what a person wishes is the largest gain in this type of business. It can be tremendously satisfying. The disadvantage is due to the simplicity and suppleness at the beginning, there could be so many of rivalry in a specific region for a particular form of consumer. All business decision depends on the owners. There isn't preset guidelines, branding and an unlimited pact of risk in this model of business.

3.6.2. Exciting Retail Business

A person whom buys or inherits an extant business and taking responsibility and ownership of another person's hard work. The bedrock has already been set. The prime benefit of purchasing an extant business or to take ownership of an already-established

retailing store is the time. The time building a consumer-base, the time to establish brand-name, and the time it takes to create credits are largely past, meaning most of the hard part is behind the latest possessor. In the other case the existing business might possess a negative reputations that will take a lot of time to change. Loyal consumers might not like the alteration of proprietorship. Past proprietors have caused a lot of issues by opening a rivalry business.

3.6.3. Franchise

Buying franchise simple means purchasing the rights to usage of business plan, concept invention, and name. A confirmed business model from an established corporate will be granted to the franchisee. Franchise is a type of legal station which a participator called franchisor, regulates the business doings of alternative company called the franchisee. Beneath these plans, a franchisee that is qualified approves to make payment for the right to usage of franchisor's business techniques and other vital corporate features, like the name of franchise. E.g, Star Bucks is a well-known franchisor that allows persons to use the start bucks name and techniques to provide drinks to customers. Payment is regularly in the process of t once, up-front franchise payment with also a continuous percentage of revenue. While the cost to the franchisee might be extraordinary, this form of retailing renders numerous benefits such as (Levy & Weitz, 2011):

(1) Permitting the franchisee to launch a retailing outlet that might be very well known to resident consumers already.

(2) Franchisee are taught ways manage the franchise, that might enable the franchisee to be prosperous more quicker than if they endeavored to begin such a business on their own. For the franchisor, in addition to added revenue, the franchise form permits for quicker growth subsequently moneys necessary to expand the business (e.g., local advertising, acquiring retail space,) are frequently sustained by the franchisee's upfront franchise payment.

The advantage is that all the business operational procedures has been very well established. The franchisee obtains assistance from a system and consumers already might

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be acquainted with the name of franchise. The marketing tactic has already been put in place. Most of all the risk related with starting a retail business has been limited while the drawbacks remains that franchisees fee or royalty payment, based on each year sales. Setup expenditures concerning to the franchise might be high. A great disadvantages of possessing a franchise is the lack of suppleness and autonomy.

3.6.4. Licensed Dealership

Retailers might look for a business form of a licensed dealership as a blend of franchise and autonomous retailer. The licensee has the right (occasionally this is limited) to vend brand-names of commodity. Contrasting from franchising, the dealer can vend different brand-names and there is normally no fee to the licensor. Dealerships might or might not be recognized as an authorized vendor or by the business's brand. There might be some sort of brand-name or commodity name acknolegement by the consumer. The dealership relation is very much easy than that of a franchising. This might be a nice business form for casual retailers or those new into retailing. In the other case because of the easiness plus suppleness of beginning, there can bed of rivalry in a specific region for an assured form of customer. Like the independent retailer, every business decision depends on the owners. There is nalso high deal of risk in this business form (Levy & Weitz, 2011).

3.6.5. Network Marketing

Multi-level marketing (M.L.M) or network marketing is a corporate form where the selling of merchandises relies on the individuals in the network. A commodity is not only just been sold, but also recruitment of other salespersons to sell the similar commodity or commodity line. Perhaps It's not a form of retail a person might at first contemplate on when talking about retailing business, Although some people have used this form quite successfully for lot of years.

Generally just a small start-up research is required to run this kind of business. Multi-level marketing offers liberty from orthodox retail business and provides a better communication with every kind of persons. For persons interested in invesing the period, high gains can be gotten. The disadvantage is that a lot of unprincipled network marketing

arrangements exists. A few organizations necessitate their sellers to be more concerned in enlisting new affiliates rather than in vending the commodity to customers. It might be hard to run without a shopfront (Levy & Weitz, 2011).

3.7. TYPES OF RETAIL LOCATION

Commercial retailing sites are obtainable in a lot of various ways. Such as most societies, there are maybe old shopping places, new active retailing places and also a few stuck aside stores. Retailers possess a lot of shop position, aspects to ponder when selecting a location for their business. Below are some of the usual form of retailing-locations:

3.7.1. Mall Space

From cubicles to a large departmental store, malls have lots of retailers contending with one another underneath one ceiling. There are usually 3 to 5 departmental stores, or enormous anchor-shops, plus loads of small retailing stores. Generally renting in a mall place is greatly greater than other retailing places. This is because of the great number of shopper's movement generated in mall. Before picking this form of shop place, be sure the customer demographics matches your customer's description. Mall retailers will have to render few sacrifices in freedom and obey sets of rules provided by mall management.

3.7.2. Shopping Centre

The word shopping centers has been existence since the wee 1950s. Shopping centers are sets of retailing and other commercial institutions that is intended, advanced, possessed, and run as ones assets. The two main configurations of shopping centers are stripe centers and malls. Stripe centers generally have car parks in facade of the stores. Opened shelters might link the stores facade, however a stripe center doesn't possess bounded walk ways connecting the stores. Malls, on the other hand, have a pedestrian focus. Customers pack in faraway place and walk in to the stores for their purchasing activities.

3.7.3. Downtown Area

Such as the mall, this form of store site might be another top choice. However, there might be more much autonomy and less rules for the business proprietor. A lot of societies are difficult at work to renew their downtown areas and retailers can greatly gain from this struggle. However, the lack of park is commonly a serious issue for downtown retailers. You will find a lot of older, well established specialty stores in a downtown area. This type of store seems to flourish in downtown location.

3.7.4. Free Standing Locations

This form of retailing place is mostly one stand-alone edifice. It can be put off in a district location or right off a busy-road. Depends on the property-owner, there are usually no boundaries on how a retailer should manage his business. It will possibly have sufficient park and the cost per sq. ft. will be sensible. The price for all that liberty might be dealings. Contrasting to the attached retailing places where consumers might walk in due to the fact that they were shopping nearby, the owners of a free standing location has to work at marketing to get the consumer in.

3.7.5. Central Business Districts

This is a customary downtown business zone in a town or city. Due to its business bustle, it lures a lot of individuals inside the arena. Also, individual must go to the zone for job. The CBD is also a center for community transport, and there are high levels of walkers' holdup. The most prosperous CBDs for retailing business are those with a huge amount of people residing in the zones. Nowadays retailers are less attracted to CBDs because higher security is required, shoplifting can be more common, and parking is often a problem. High crime rates, urban decay, and no control over the weather can discourage shoppers from the suburbs. Also unlike modern shopping center, CBDs incline to hurt from a deficiency of design. One block may contain upscale boutiques while the next may be occupied with low-income housing, so customers might not possess enough exciting retailers that consumers can visit on a shopping spree (Levy & Weitz, 2011).

3.7.6. Fashion / Specialty Centers

A fashion / specialty center comprises mostly of boutiques, gift stores and upscale apparel stores transporting particular unique or fashion commodities of great price and quality. These centers don't need to be anchored, although sometimes gourmet restaurants, drinking establishments, and theaters can function as departmental stores. The physical structure of these centers is highly elegant, accentuating a rich decoration with also great-quality landscaping. Fashion / specialty centers are usually seen in business zones having huge incomes, in some central business districts or in tourist areas. These centers large trade area may be large because of the specialty nature of the tenants and their products. Customers are most likely to travel greater distances to shop for specialty products sold at nationally known shops such as Neiman Marcus and Ralph Lauren / Polo than for other types of shopping centers (Levy & Weitz, 2011).

3.7.7. Theme / Festival Centers

These centers characteristically uses a uniting subject that is conducted by the separate stores in their structural design and to a degree in their commodities. The biggest charm of these centers is to tourists. These centers contain typically tenants like to those in the specialty centers, but there are usually no huge specialty stores or department stores. They can be secured by restaurants and entertaining amenities. Because they lack traditional anchor stores and are often perceived as being trendy, these centers are viewed by some industry experts as being risky and unstable investment (Levy & Weitz, 2011).

3.8. TYPES OF RETAIL SHOPPERS

The retail industry look as if as though they are frequently met with concern of attempting to discover new consumers. Lots of retailers are fanatical in ensuring their displays, advertising, and all prices "shout out" to entice new consumers. The emphasis of chasing new consumers certainly is wise and required, though it can also end up also hurting them. So retailer's emphasis should be really on their 20 % customers whom are presently their

best clients.

In retailing, the notion of focusing on the best present purchasers will be viewed as a continuous prospect. For well understanding of the foundation behind this theorem and to confront the challenges, we need to break down shoppers into five paths mainly.

3.8.1. Loyal Customers

They represent about 20% of the buyer's center, although they frame over 50% of the sales. Indeed, marketers needs to be interactive with these buyers on a regular basis via phones, emails, mails, etcetera etcetera. These are the individuals whom marketer should and could inspire their purchasing and merchandising decisions. Nothing will make a loyal customer feel much better about asking for marketers input and making them feel they are worth it. You can't do enough for loyal consumers. A lot of times, the more you do, the more loyal customers will commend you to other new or old customers.

3.8.2. Discount Customers

They shop regularly, though their conclusions is established on the extent of the retailer's discounts. This class aids to ensure stock turning over and, as a result, it is a main donor to cash flow. This particular set, nonetheless can frequently end up costing retailer bread due to the fact that they are more tending to return commodities.

3.8.3. Impulse Customers

They don't have a precise item at the top of their "To Do" list when purchasing goods, although comes in to the shop on an urge. They are going to buy what they feel is good at that time. Obviously, this is the section of retailers business that they all of them like to assist. There is nothing more exciting than supporting an Impulse shopper and having them reply positively to their references. They want to aim their displays towards this individuals due to the fact that they will offer them with a substantial volume of consumer understanding and information.

3.8.4. Need-Based Customers

They have an exact intent to purchase an exact kind of item. Those in this group are compelled by a precise necessity. When they go in to the store, they always gaze to understand if they could rapidly fulfill that need. If not, they are leaving immediately. They purchase for different motives like a precise need, specific event, or a complete price fact. Even as difficult as it could be to please these individual, they could turn out to be loyal customers if they are taken care of very well. Store-attendants might not see them as fun to serve, though at the last of it, they can habitually exemplify the utmost source of long long-term growth for the business. It is significant to recall that Need-Based consumers could effortlessly vanish due to Internet sales or another seller. To conquer this hazard, optimistic sales personal communication is requested, generally from one of the top store-attendant. If they are well looked upon to a stage of service that isn't available on the web or other retailing competitors outlets, there will be a strong powerful chance of turning them into loyal clients. For this reason, Need-Based consumers provides the greatest and longest-term potentials, even the Impulse segment cannot surpass them.

3.8.5. Wandering Customers

They don't possess the exact want or wish in mind when walking in to the store. They rather want a common-sense of knowledge or municipal. Aimed at numerous stores, this is the biggest sector in terms of traffic flow, while, on the other hand, they make up the lowest sales percentage. There is not enough that can be done regarding this people because the amount of Wanderers you have is compelled much more by the position of the store than anything else. But they might not signify huge percentage of the instant sales, they are actually voice for retailers in the municipal. A lot of Wanderers buys only for the communication and involvement it offers them. Shopping is the same for them as it is for another person going to the sports ground for training on a regular basis. Subsequently they are looking just for communication, they are most probable going to talk to other people about the occurrence at the store that they encountered. But since wandering clientele's can't be ignored, the period consumed with them requires to be minimal. Retail is an art that is backed up by sciences. Sciences are info's gotten from

financials to research data (the "backroom stuff"). The talent is on the way it operates on the floor: commodities, individually, and, eventually consumers. To be successful in retail business, it requires patience and understanding in having better knowledge on consumers and their conducts and the outlines that drives their decision-making-process. Thus this indulgent can help turn Discount, Impulse, Need-Based, and even Wandering Customers into Loyal ones and help the business grow.

Finally, if retailers are solemn regard expanding their commercial, they have to emphasis their energy on the loyal consumers, and goods to the store to leverage the Impulse shoppers. The other three types of consumers do represents a part of their business, but they can also cause them to lead astray their means if they put too much focuses on them.

4. RESEARCH METHODOLOGY

In this research, the first step is the litrature review to give current situation of buying behavior in general. Then the author went ahead to carry out specific litrature research on Turkey to figure out the recent situation and family buying behavior of female consumers in retail industry. Second step is the quantitative data collection from Turkish Female citizens and Female foreigners living in Turkey. A Quantitative method was selected for this research thus the result was quantified and then analyzed statistically to create the overall overview.

In general, survey technique is the best well-known research method for researchers and marketers in any survey (Malhotra, 2004), because it is an efficient method for systematically collecting data from individuals and educational settings. Survey technique is selected and an arranged and designed questions were prepared for respondents to answer. The survey were besieged only to Female customers living Istanbul, Turkey as at the time of the survey. Survey method chosen was a simple random sampling procedures due to the reasons that it has to be applicable, coded, analyzing and simple data's will be interpreted. Since responders are to select from group of limited alternatives, the end-results are dependable. Although there are some drawbacks like in all research methods. E.g, in approach measuring inquiries, responders can give incorrect responses.

4.1. RESEARCH DESIGN

Applying to our review, when checking the behavior of female customers regarding their buying attitudes to their family needs, method used was discriptive. There are numerous research designs frameworks, though they can be categorized into basic three forms which are: descriptive, exploratory, plus casual. Exploratory research is on the finding of concepts and insights (Gilbert et all 2005, pp.74).

Kent (2007) explains that descriptive research is involved with quantifying or approximating the magnitudes, amounts or regularities of characteristics. For both exploratory and descriptive researches, the objective might be simply to gather the information's that have been identified at the stage of research planning. Nevertheless, casual researches evaluates the extent of influences of a variable or more autonomous variables upon a variable or more relevant variables.

On one hand, descriptive research requires a pure specification of whom and what of the study (Gilbert et al, 2005, pp.107). The research concentrates on the family buying Conduct of Turkish female consumers buying goods and services for their household needs, meaning the customers buy different products, goods and services from Malls, Shopping centers and road side shops. The essentials of this research is to describe characteristics of Women buying decision making for their household need. Therefore we need to ascertain and acquire an understanding into the core features that female customers put into consideration when buying goods and services for their family needs. I have achieved study drive by acclimatizing model review, which usually involves summarizing and concluding the data derived, which means that Adult women in the society as our model, because of their powerful buyers demand and purchasing supremacy is what we will use. The questionnaire prepared was simple and self-explanatory. It was aimed at female consumers to enable us understand factors that influence them in buying decision for their family needs.

The target groups of the research ranged from adult females from the age of 18 to 50 and above. The author approached the females at Malls, shopping centers and cafes and asked if they had time to answer the questionnaires. The author collected the survey result from the correspondents at their convenient time after completing all the question surveys. Though some felt reluctant to answer and their questionnaire was discarded. Only fully answered/completed questionnaires were taken into consideration for the research purpose.

4.2. DATA COLLECTION METHOD

Primary Data is sourced by and primarily from the respondents to solve the current project. This is normally carried out with the use of questionnaire. It can also be sourced either internally within the organization or externally outside the organization.

The information of this research was gathered from the inhabitants of Istanbul, Turkey. This survey covered six jurisdictions namely Kucukcekmece, Kadikoy, Avcilar, Beylikduzu, Taksim/Beyoglu, and Besiktas. Respondent were chosen at random in the areas, they were contacted in Shopping centers and Malls, Cafes and University libraries and asked if they were willing to contribute to this interview. For those willing to contribute, questionnaires were given to them to complete at their utmost suitable period and returned back after completely answering the questionnaires.

4.3. SCALE AND MEASUREMENT

As it sounds, it's a formalized plan for accumulating information from responders and could be used to measure historical behaviors, attitude and individualities of respondents. The main reason for adopting questionnaire rather than other means are the advantages of questionnaire over others. To ascertain the reliability and validity of the scales and to test hypotheses fronted, an empirical review has been carried out. Sekaran (1992) suggests that a 95 percent level of confidence is an acceptable level for most business research. This is most commonly expressed as 0.05 level of significance. The questionnaire were distributed between May and June 2014 in Istanbul. The sample size was 150 female consumers. Sekaran (1992, pp. 253) who proposes that as a rule of thumb for influencing sampling size: "sample size larger than 30 and less than 500 are appropriate for most research". In summary, the sample size in this research are considered to be sufficient in size to represent and generalize to the research population with an acceptable level of confidence. These samples were probability based on simple random sampling procedures. Responses were received from all correspondents. Each received a

questionnaire consisting of two parts. Data for the survey set included wide range of questions encompassing demographic and buying involvements.

The first and the greatest advantage of questionnaire is its versatility, another benefit is cost and speed. Thus questionnaire is usually faster and cheaper than observing or experimenting. The questionnaire constitute a set of questions complied and designed for elicit responses and they were excellently distributed at the districts listed below (Siosrot, 2015).

Table 4.1: Population for City and District

DISTRICTS	POPULATION
Küçükçekmece	748,398
Kadıköy	482,571
Avcılar	417,852
Beylikdüzü	262,473
Taksim/Beyoğlu	241,520
Beşiktaş	188,793

Source: TUIK, 2015

In this research, %95 confidence interval has been considered and the calculated margin of error of 150 respondent is %1. Therefore the sample's margin of error for %95 confidence interval of %1 error the sample size is 148 respondent which is considered close and true to the survey, (The Research Advisors).

The Questionnaire was written in both English and in Turkish (the native dialect of The Republic of Turkey) to get a better understanding of the female locals and the high class city workers. Women were chosen as the respondents as they are generally considered to be the key buying agents of the household (Michael, 1991).

The questionnaire which has two parts, first the demographics and second part which is

the purchasing behavior.

The first part of the questionnaire comprised of seven questions related to individual's demographics namely- *age*, *education*, *income*, *type of family* and *the stage of the family life cycle*.

While the second section consist of questions related to measurement of the **Purchasing involvement**. For the purpose of the survey, **purchasing participation scale** established by Slama & Tashchian (1985) was used. The second part which is the purchasing behavior was grouped into five sub-dimension namely; ***functional value***, ***emotional value***, ***social value***, ***conditional value*** and ***epistemological value***. Each of this sub-dimensions contains questions for respondents to determine which of the purchasing behavior has more effect on their purchasing involvement. The questions of the questionaries' are indicated in Appendix 1 part 2 which is the purchasing involvement of Turkish female consumers and the questions relating to each of the 5 sub dimensions were clearly stated.

Some of the items of the original scale had to be modified. The authentic scale developed by Slama & Tashchian (1985) was a six-point Likert-scale consisting of 33 statements/questions. However, for this review the scale used by Lakshmi & Murugan, (2008) will be used which is a five point Likert scale (1 = strongly agree, 2 = agree, 3 = Not certain or undecided, 4 = Disagree, 5 = Strongly disagree) with a 32 statements/questions.

4.4. POPULATION / SAMPLING

Basic definitions of terms and concept used in the course of review:

4.4.1. Sampling

The procedure of sampling comprises any process using a limited amount of things or portions of bigger populace to reach decisions concerning the entire populace. Sampling is a subsection or few portion of the larger populace. The reason for sampling is to

facilitate scientists to approximate few unidentified characteristic of populace.

4.4.2. Probability and Non-probability Sampling

There are numerous other means of collecting a sample. The foremost substitute sampling strategies might be classified to a probability methods and a non-probability methods. In probability sampling all element in the populace has a well-known nonzero probability of choices. This easy unplanned sample is the most known probability sample, in which individual member of the populace have an equivalent probability of being chosen.

In non-probability sampling the probability of some particular fellow of the populace been selected is unknown. The choice in sampling entity in non-probability sampling is fairly whimsical, as researcher's banks severely on individual judgments. It should be well-known that there isn't a suitable arithmetical methods for calculating unplanned sampling fault from a non-probability sample. Therefor projecting the information beyond the model is arithmetically incorrect (Zikmund, 2003).

For this review non-probability sampling will be used to be precise Convenience Sampling.

4.4.3. Convenience Sampling

This also is called chaotic or unplanned sampling; it is a process of procuring items or people that are most conveniently-reachable. E.g, it might be suitable and cost-effective to sample personnel in firms in a nearby region. During voting times TV stations frequently present man in the boulevard dialogues that are supposed to mirror municipal outlook. (Definitely, the TV stations often cautions that the review was "random and unscientific") Higher institutions instructor who is using students has a caught convenient sample although it might unrepresentative and possibly reluctant.

Convenience samples are mostly exploited for experimental exploration when further exploration will next be steered with a probability sample Zikmund (2003).

For effective convenience sampling method to be very efficient and result oriented, 25

questionnaires will be distributed in 6 Districts (Location) in Istanbul, Turkey. The Districts (Location) includes Kucukcekmece, Kardikoy, Avcilar, Beylikduzu, Taksim/Beyoglu, Besiktas.

The choice of the jurisdiction is chosen from the highest population to the least populated area to give a true research outcome (TUIK, 2013). The target audience for the questionnaires will be interviewed preferable at the shopping malls as they come in for their routine shopping, at the Cafes where lots of female consumers are seated to relax and have time to answer the questionnaires and at school libraries to get knowledge of their purchasing behavior. The choice of women as the target audience is very convenient and a deciding factor for the family buying behavior of female consumers in retailing industry because the female do shop more and regularly do the shopping's for the family that was why for the resolution of this research, we decided to make usage of the market places as a place of contacts with our respondents, in places like Beylikduzu and Avcilar where there are ultra-modern shopping malls also a place like Kucukcekmece the corner shops will be used as the meeting place.

In total 150 participants were sampled, a total of 150 answered questionnaire is expected for analysis in Chapter 5. Likert Five point scale was used (1 = strongly disagree, 2 = disagree, 3 = not certain or undecided, 4 = agree, 5 = strongly agree) for questions response.

4.5. RESEARCH MODEL

In this study, a conceptual model of consumer behavior and the buying process was developed for the means of conducting exploratory research in the later stages. Our aim is to propose a model that can enhance our understanding of consumers from their point of view.

Based on the exploratory studies on women's purchasing involvement in retail industries, five factors that influences purchasing involvements were developed. These factors are: functional, social, conditional, emotional, and epistemological values.

The major advantage of this model is that it analysis the effect of respondents demographics on purchasing involvement of consumers behavior. Nonetheless, this model is of a general nature, accounting for neither the precise characteristics of the purchase in question nor the framework of the purchase situation.

Anyone or all of the five consumption values may influence the purchasing decision. Diverse professions (including sociology, economics and several branches of consumer behavior, marketing and psychology) have added theories and research findings valid to these values, (Sheth *et al*. 1991). Each consumption value in the theory is consistent with various components of models advanced by Katona (1971) and Katz (1960). Five consumption values form the core of the model:
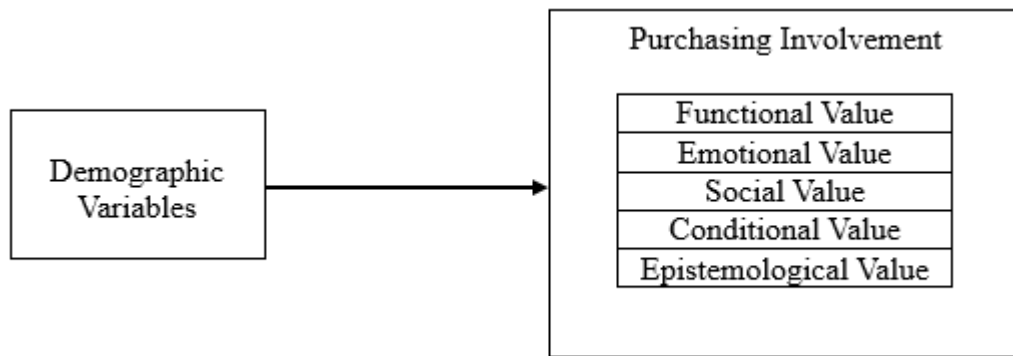
Figure 4.1: The research model; Demographic variables effect purchasing involvement sub dimensions

4.5.1. Functional value

According to Sheth *et al.* (1991) the functional value of the research is defined as:

"The perceived utility acquired from decisions for functional, utilitarian, or physical performance. Female consumer decision making process acquires functional value through the control of salient functional, utilitarian, or physical attributes. Functional value is measured on a profile of choice attributes."

Traditionally, functional value is presumed to be the primary drive for female consumer decision making choices. This assumption underlines economic utility theory advanced

by Marshall (1890) and popularly expressed in terms of "rational economic person." Turkish female decision making functional value may be derived from its characteristics or attributes, such as reliability, durability, and price. For example, the decision to buy a precise electronic may be based on affordability, durability and the functions it has.

By identifying the dominant function of their essential family needs (i.e., what benefits it provides), marketers can emphasize these benefits in their communication and packaging. Advertisements relevant to the function prompts more favorable views about what is being advertised and can result in a heightened preferences for both the advertisements and the product, (Solomon 1996, pp. 160).

4.5.2. Social value

Sheth *et al.* (1991, pp.161) defined social value of female consumer's decision making process as:

"The perceived utility acquired from decision making associated with one or more specific social groups. Turkish female decision acquires social value through association with negatively or positively stereotyped demographic, socioeconomic, and cultural-ethnic groups. Social value is measured on a profile choice imagery."

Social imagery refers to all relevant primary and secondary reference groups likely to be supportive of the product consumption. Consumers acquire positive or negative stereotypes based on their association with varied demographic (age, sex, religion), socioeconomic (income, occupation), cultural/ethnic (race, lifestyle), or political, ideological segments of society.

Choices involving highly visible products (e.g., clothing, jewelry) and good service to be shared with others (e.g., gifts, products used in entertaining) are often driven by social values. For example, a specific make of an electronic is being chosen more for the social image evoked than for its functional performance. Even products generally thought to be functional or utilitarian, are frequently selected based on their social values.

4.5.3. Emotional value

Sheth *et al.* (1991, pp. 161) defined emotional value of a female consumer decision process making as:

"The apparent utility acquired from female consumer decision making capacity to arouse feelings or affective states. A decision making process acquires emotional value when associated with specific feelings or when precipitating those feelings. Emotional values are measured on a profile of feelings associated with the female consumers."

Consumption emotion refers to the set of emotional responses elicited specifically during product usage or consumption experience, as described either by the distinctive categories of emotional experience and expression (e.g., joy, anger, and fear) or by the structural dimensions underlying emotional categories such as pleasantness/ unpleasantness, relaxation/action, or calmness/excitement. Goods and services are frequently associated with emotional responses (e.g. The fear aroused while someone in the mall shopping alongside you collapses). Emotional value is often associated with aesthetic choices (e.g. religion, causes). However, more tangible and seemingly utilitarian products also have emotional values. For example, some foods arouse feeling of comfort through their association with childhood experiences, and consumers are sometimes said to have "love affairs" with their cars.

A number of different attempts have been made to identify the various emotions that people experience. Izard (1977) develops the taxonomy of affective experience approach that describes the basic emotion that people feel. He measures emotions using ten fundamental categories: interest, joy, surprise, sadness, anger, disgust, contempt, fear, shame, and guilt. This approach has been used extensively by consumer researchers, for example, Westbrook and Oliver (1991).

4.5.4. Epistemological value

Sheth *et al.* (1991, pp. 162) defined epistemological value as:

"The perceived utility acquired from an alternatives capacity to arouse curiosity, provide

novelty, and/or satisfy a desire for knowledge. An alternative acquires epistemological value by items referring to curiosity, novelty, and knowledge."

Epistemological issues refer to reasons that would justify the perceived satisfaction of curiosity, knowledge, and exploratory needs offered by the product as a change of pace (something new, different). Entirely new experience certainly provides epistemological value. However, consumer's choices that provides a simple change of pace can also be imbued with epistemological value. The decision may be chosen because the consumer is bored or satiated with his or her current brand (as in trying a new type of food), is curious (as in visiting a new shopping complex), or has a desire to learn (as in experiencing another culture).

The concept of epistemological values has been influenced by theory and by several important areas of research. Exploratory, novelty seeking, and variety seeking motives have been suggested to active product search, trial, and switching behavior, (Howard and Sheth 1969). One of the most significant contributors to the study of the optimal stimulation and arousal has been Berlyne (1970), who contends that individuals are driven to maintain an optimal or intermediate level of stimulation. Finally, Hirschman (1980) has advanced innovativeness, or a consumer' propensity to adopt new products.

4.5.5. Conditional value

Sheth *et al.* (1991, pp.162) defined the conditional value as:

"The perceived utility acquired by decision making process as the result of the specific situation or set of circumstances facing the choice maker. An alternative acquires conditional value in the presence of antecedent physical or social contingencies that enhance its functional or social value. Conditional value is measured on a profile of choice contingencies."

A decision satisfaction will often depend on the situation. For example, some products only have seasonal value (e.g., greeting cards), some are associated with once in a life events (e.g., wedding dress), and some are used only in emergencies (e.g., hospital

services). Several areas of inquiry have also influenced conditional value. Based on the concept of stimulus dynamism advanced by Hall (1963), Howard (1969) recognized the importance of learning that takes place as a result of experience with a given situation. Howard and Sheth (1969) then extended Howard's earlier work by defining the construct inhibitors as non-internalized forces that impede buyers' preferences. The concept of inhibitors was more formally developed by Sheth (1974) in his model of attitude-behavior relationship as anticipated situations and unexpected events. Recognizing that behavior cannot be accurately predicted based on attitude or intention alone, a number of researchers during the 1970s investigated the predictive ability of situational factors (e.g., Sheth 1974).

The five consumption values identified by the theory make differential contributions in specific choice contexts. For example, a consumer may decide to purchase coins as an inflation hedge (functional value), and also realize a sense of security (emotional value) from the investment. Social, epistemological, and conditional values have little influence. Of course, a choice may be influenced positively by all five consumption values For example, to a first-time home buyer, the purchase of a home might provide functional value (the home contains more space than the present apartment), social values (friends are also buying homes), emotional values (the consumer feels secure in owning a home), epistemological value (the novelty of purchasing a home is enjoyable), and conditional value (starting a family).

4.6. OBJECTIVES OF THE REVIEW

To find **Emotional Value** that govern female consumer's choice of an apparel retail outlet.

To find the **Epistemological Values** that govern female consumer's choice of an apparel retail outlet.

To find the **Social Values** that govern female consumer's choice of an apparel retail outlet.

To find the **Functional Values** behind buying branded apparels by female consumers for their household needs.

To find various **Conditional** responsible for changing behavior of female consumers.

Buying behavior has become paramount in the world and Turkey is not left out for us to decide the gender that is most responsible for the household purchasing needs. According to a survey from the New York Times both men and women are responsible for the buying needs of the home. The comparison in the United States is 84% to 67% while in Russia according to a survey conducted, women are more responsible for taking care of the household needs and purchases. In Russia, 80% of the women were responsible for this activity while the other 20% was the men. This takes us to the research which was conducted in Turkey and the need to identify who is the main person responsible for taking care of the household needs. Women are mostly responsible for domestic works been the fact that they are economically dependent on their husbands because of the lack of jobs due to the new reforms in Turkey. In 1980 Turkey adopted the policies to export oriented industrialization, a growth process which has not lead to an increase significantly for job opportunities for Turkish women. Also another major reason that has seen Female consumers as mostly responsible for their families buying decisions is Turkish laws and regulations concerning gender equality, which leaves the women mostly to be domestic workers.

4.7. DEVELOPMENT OF HYPOTHESES

Hypothesis for this research will be derived from the questionnaires answered by correspondents to determine the family buying Conduct of female consumers in retail industry

H1: Age groups towards sub dimensions of purchasing involvement of consumer's behavior difference.

H2: Educational levels towards sub dimensions of purchasing involvement of consumer's behavior difference.

H3: Marital Status towards sub dimensions of purchasing involvement of consumers behavior difference.

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H4: Occupation towards sub dimensions of purchasing involvement of consumers behavior difference.

H5: Monthly income towards sub dimensions of purchasing involvement of consumers behavior difference.

H6: Family monthly income towards sub dimensions of purchasing involvement of consumers behavior difference.

H7: Children under 18 towards sub dimensions of purchasing involvement of female consumer's behavior difference.

Upon testing the demographics hypothesis of respondents, analysis on the purchasing involvement will be carried out. The questions were modified and grouped into sub divisions so as to analyses the purchasing involvements of responders. This sub dimensions are functional value, social value, emotional value, conditional value and epistemological value. In order to analyses purchasing involvement to respondents answers, correlation and regression analyses will be used to test the relationship between purchasing involvement and consumers behavior. A two tailed hypothesis test that goes both ways will be used. The P value or Probability value which illustrate H0, weather null hypothesis is accepted or H1 weather null hypothesis is rejected

5. ANALYSIS AND INTERPRETATION

The analysis carried out was in two steps. Responder's demographics and socioeconomic characteristics were designed in the first step and in the second step responses for Buying Involvement Scale were analyzed.

Table 1 show that the samples was properly represented and included families of different age groups, various income levels, various levels education1 and various types of occupation

5.1. DEMOGRAPHICS AND SOCIOECONOMIC CHARACTERISTICS OF RESPONDENTS

Table 5.1: Age Level

	Frequency	Percent
18 to 30	54	36
31 to 40	38	25.3
41 to 50	35	23.3
50 and above	23	15.3
Total	150	100

- The above table shows that out of the total 150 respondents 54 respondents are in between 18-30 years age group which represents the highest 36.0% respondents. That are responsible for their household need.
- The other 38 respondents are from the Age group of 31-40, which from the survey conducted shows that 25.3% of women in this age group are responsible for their household needs.
- The 35 respondents (23.3%) are from the age group of 41-50.

- The remaining 23 respondents are above 50 i.e. represents the lowest 15.3% respondents.

Table 5.2: Educational Level

	Frequency	Percent
Primary	30	20.0
High school	38	25.3
University/College	43	28.7
Maters	25	16.7
Doctorate	14	9.3
Total	150	100

- 30 respondents represent primary educational level, which represents 20% of the respondents.
- 38 respondents represent high school educational level which represents 25.3% of the respondents.
- 43 respondents represents University/College educational level which represents 28.7% of the respondents.
- 25 respondents represents Master's degree educational level which represents 16.7% of the respondents.
- 14 respondents represents Doctorate degree educational level which represents the lowest 9.3% of the respondents.

Table 5.3: Marital Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	54	36.0	36.0	36.0
	Married	53	35.3	35.3	71.3
	Widowed	11	7.3	7.3	78.7
	Divorced	32	21.3	21.3	100
	Total	150	100	100.0	

- 54 respondents are Single, which represent the highest 36.0% respondent.
- 53 respondents are Married making a 35.3% of the respondentssecond highest.
- 11 respondents are Single, which represent the lowest 7.3% respondent.
- 32 respondents are Divorced making a 35.3% of the respondents.

Table 5.4: Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Homemaker	54	36.0	36.0	36.0
	Unemployed	53	35.3	35.3	71.3
	Employed	11	7.3	7.3	78.7
	Retired	32	21.3	21.3	100
	Total	150	100	100.0	

- From total respondents 40 respondents (26.7 %) are homemaker.
- 22 respondents (14.7%) are unemployed.
- 73 respondents (48.7%) are employed which represent the highest proportion of respondents.
- 15 respondents are (10.0%) are retired which represents the lowest portion of the respondents.

Table 5.5: Monthly Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Nil	25	16.7	16.7	16.7
	Below 1000	47	31.3	31.3	48.0
	1001 to 2500	56	37.3	37.3	85.3
	2501 to 3500	16	10.3	10.3	96.0
	Above 3501	6	4.0	4.0	100
	Total	150	100	100	

- 25 respondents of the total respondents which makes16.7% of the respondents do not earn salary.
- From the Chart we can see that 47 respondents make income below 1000tl making up a 31.2% of the respondents.
- 56 respondents earn monthly income between 1001-2500tl which represents the highest respondents of 37.3%
- 16 respondents make a monthly income between 2501-3501tl which represents 10.7% of the respondents
- 6 respondents make a monthly income above 3500tl, which represents the lowest 4.0% of the respondents.

Table 5.6: Family Monthly Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 2000	33	22.0	22.0	22.0
	2001 to 3500	57	38.0	38.0	60.0
	3501 to 5000	29	19.3	19.3	79.3
	5001 to 7000	22	14.7	14.7	94.0
	Above 7000	9	6.0	6.0	100
	Total	150	100	100	

- 33 respondents (22.0 %) are having the monthly family income of below 2000tl.
- 27 respondents (38.6 %) which is the highest respondents are having monthly family income between   2001-3500tl

- 29 respondents (19.3 %) are having monthly family income between 3501-5000tl.
- 22 respondents (14.7%) are having monthly family income above between 5001-7000 tl.
- 9 respondents (6.0%) are having monthly family income above 7000 tl. This represents the lowest portion of respondents.

Table 5.7: Children Under age of 18

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	None	26	26.0	26.0	26.0
	One	32	21.3	21.3	47.3
	Two	39	26.0	26.3	73.3
	Three	30	20.0	20.0	93.3
	Four	20	6.7	6.7	100
	Total	150	100	100	

- 39 respondents of the total respondents which makes 26.0% of the respondents do not have kids under 18.
- 32 respondents of the total respondents which makes 21.3% of the respondents have one kid under 18
- From the Chart we can see that 39 respondents have two kids under 18 making up a 26.0% of the respondents.
- 30 respondents of the total respondents which makes 20.0% of the respondents have three kids under 18
- 10 respondents of the total respondents which makes lowest respondents of 6.7% have four kids under 18

The table below show the total number of responses from respondent in the questionnaire. The options given for respondent was five in number, the table below gives us a proper understanding on how respondent have answered the twenty five questions in the questionnaire.

1. Strongly disagree
2. Disagree

3. Undecided

4. Agree

5. Strongly agree

Table 5.8: Purchasing Involvement of Respondents Frequency

Emotional Value	1	2	3	4	5
I enjoy shopping a lot	56	69	11	9	5
I make the largest decision for my family needs	29	65	24	22	10
I am interested in discount offers	44	91	14	1	0
I am interested in quality than quantity	41	58	10	27	14
Windows shopping is important to me before making any purchase	36	71	28	5	10
How often do you engage in these hobbies	1	56	62	30	1
Epistemological Value					
Before the purchase of any appliances I check the specification before purchase.	40	85	15	5	5
I often evaluate previous smaller product if it meets my needs before I repurchase.	39	86	22	9	0
It is important to me to be aware of all the alternatives before buying an expensive appliance	25	79	35	9	2
Before making a purchase decision, I evaluate the need of the products.	27	92	23	4	4
I usually wait for offers and discounts before purchasing electronics	52	61	21	14	2
I pay more attention to advertisement for products I am interested in.	35	53	46	9	7
Social Value					
Environmental security of the store	54	45	37	10	4
Store location must be convenient	49	83	13	1	4
Good are well displaced	48	79	17	6	0
Overall quality of the goods	51	81	9	8	0
Familiarity of the products	25	52	55	16	2
I am committed to get maximum value for my money	23	84	25	15	3
I am willing to pay higher price in order to get the best quality product	30	39	54	25	2
Functional Value					
Available income	53	69	12	0	6
Family influence	20	73	30	13	14
Current occupation/Job	24	88	30	2	6
Well-known brand name for the product	43	67	27	7	6
Peer groups	18	57	44	23	8
How much are you willing to spend on these habits	10	37	82	16	5
Economic value of the product	43	85	17	5	0
Conditional Value					
Personal satisfaction from product.	62	79	4	4	1
Innovation of the product.	43	86	21	0	0
Practicality of the product	53	93	4	0	0
Popularity of the product.	29	70	44	2	5
I find variety in products.	45	86	12	7	0
I check the price in groceries stores even for small items.	22	75	23	27	3

5.2. ANALYSIS ON QUESTIONIARE

The table below shows the total number of responses from respondent in the questionnaire. The options given for respondent was five in number, the research under taken is descriptive in nature. Descriptive was used for reviews related to female consumer Conduct. The research conducted identified effects of age, educational qualification, marital status, occupation and family monthly Income and children under 18 in the household on the family buying Conduct of female customer perception towards organized retail industries on evaluation of their purchasing involvement.

The research also reviewed the perception of female customers' attitude regarding the Emotional value, Epistemological value, Social value, Functional value and Conditional values that makes up the purchasing involvement which leads them into their buying decisions. Hypotheses regarding various factors and risk perception of consumers was formulated and tested through primary and secondary data including research and survey of the female consumers.

A questionnaire was developed to collect the data. The questionnaire comprised of different sections in buying involvements of female consumers. First section for screening the respondents is the Emotional value that generally motivates them in shopping. Second section includes Epistemological value for buying branded apparels and various stores. Third section includes Social value that is important for purchasing involvements in retail industries. Fourth section includes functional value which influence their buying involvements in electronics and fifth which includes Conditional value which influences their purchasing decision in retail industries. The data of survey collected from May, 2014 to June, 2014

The following factors motivate the female consumers in shopping for family needs in the household.

Table 5.9: Emotional Value

	Mean	Std. Deviation
ev_I enjoy shopping a lot	1.92	.993
ev_I make the largest decision for my families shopping needs.	2.46	1.156
ev_I am interested in discount offers	1.81	.617
ev_I am interested in quality than quantity	2.43	1.313
ev_Window shopping is important for me before making any purchase	2.21	1.059
ev_How often do you engage in these hobbies	2.83	.775

- From the above table we can say that the Emotional value for How often do you engage in these hobbies, I making the largest decision for my families shopping needs and I am interested in quality than quantity are most important Emotional values to female consumers for shopping for household family needs because the means are 2.83, 2.46 & 2.43 is higher when compared to other means of the Emotional values.

- Other Attribute such as windows shoping is importantfor me before making any purchase also plays an important role following the Emotional Value that motivates female consumers in shopping for family household needs because the mean of this attributes is 2.21.

Table 5.10: Epistemological Value

	Mean	Std. Deviation
epv_I pay attention to advertisement for products I am interested in	2.33	1.047
epv_Before the purchase of any home appliances, I check the Specifications before purchase	2.00	.897
epv_Before making a purchase decision, I evaluate the need for the product	2.11	.820
epv_It is important to me to be aware of all the alternatives before buying an expensive appliance	2.23	.845
epv_I often evaluate previous similar product if it meets my needs, before I repurchase	2.01	.807
epv_I usually wait for offers and discounts before purchasing electroics	2.02	.993

- From the above table we can say that the Epistemological Value of I pay attention to advertisement for products I am interested in, It is important to me to be aware of all the alternatives before buying an expensive appliance and Before making a purchase decision, I evaluate the need for the product are important Epistemological values that are important to female consumers in any retail industry when going out to shop because the mean 2.33, 2.23 & 2.11 are higher when compared to other means of the Epistemological value of female consumers before shopping in any retail industry.

- Other Attribute such as I usually wait for offers and discounts before purchasing electroics with a mean of 2.02, I often evaluate previous similar product if it meets my needs, before I repurchase with mean of 2.01 and Before the purchase of any home appliances, I check the Specifications before purchase with mean of 2.00, also plays an important role following the Epistemological value for female consumers when going out for shopping in any retail industry.

Table 5.11: Social Value

	Mean	Std. Deviation
sv_Environmental Secuity of the store	2.1000	1.05392
sv_Store Location must be convenient	1.8533	.81419
sv_Goods are very well displayed	1.8733	.76234
sv_Overall quality of the goods	1.8200	.76912
sv_Familiarity of the product	2.4533	.93827
sv_I am committed to get maximum value for my money	2.3800	1.76723
sv_I am willing to pay a higher price in order to get the best quality product	2.5333	1.03409

- From the above table we can say that the Social Value of I am willing to pay a higher price in order to get the best quality product, Familiarity of the product and I am committed to get maximum value for my money are important to female consumers in making decision for purchase of electronics in retail industry because their means of 2.53, 2.45 & 2.38 are higher than other mean of the Social values for female consumers when going out for shopping in any retail industry.

- Other attribute such as such Environmental Secuity of the store with a mean of 2.10, also plays an important role following the Social value for female consumers when going out for shopping in any retail industry.

Table 5.12: Functional Value

	Mean	Std. Deviation
fv_Economic value of the products	1.89	.725
fv_Available Income	1.78	.904
fv_Family Influences	2.51	1.120
fv_Current Occupation/ Job	2.19	.862
fv_Well known brand name for the product	2.11	1.008
fv_Peer group	2.64	1.051
fv_How much are you willing to spend on these hobbies	2.79	.846

- From the above table we can say that the Functional Value of How much are you willing to spend on these hobbies, Peer group and Family Influences are important Epistemological values that are important to female consumers in any retail industry when going out to shop because the means 2.79, 2.64 & 2.51 are higher when compared to other means of the Functional values of female consumers before shopping in any retail industry.

- Other Attribute such as Current Occupation/ Job with a mean of 2.19 and Well known brand name for the product with mean of 2.11 also plays an important role following the Functional value for female consumers when going out for shopping in any retail industry.

Table 5.13: Conditional Value

	Mean	Std. Deviation
cv_Personal satisfaction from the product	1.67	.716
cv_Innovation of the product.	1.8533	.639
cv_Practicality of the product	1.6733	.525
cv_Popularity of the product	2.23	.891
cv_I find variety in products	1.87	.745
cv_I check the price in grocery store even for small items	2.43	1.012

- From the above table we can say that the Conditional Value of I check the price in grocery store even for small items and Popularity of the product for Conditional values are important to female consumers in any retail industry when going out to shop because the mean 2.43 & 2.23 are higher when compared to other means of the Conditional values of female consumers before shopping in any retail industry.

5.3. HYPOTHESIS TESTING

As the questionnaires have a lot of answers such as categories, checklists, ranking, and likert scale answers, we have to use Anova (Analysis of Variance) for the hypotheses testing.

Analysis of Variance Test (ANOVA) a statistical tool that is used is to test and find differences in means in groups or in variables. The null hypothesis which does not have differences between means will be rejected and the other hypothesis that the means are different from each other will be accepted by Statsoft (2010).

5.3.1. Anova Test

Before proceeding in the analysis of the Anova weather to use it or to use the welch test which is stronger than the Anova test, we first assume the homogeneity of variance test. This test whether or not the variance is the same for each of the groups we are looking at.

Assuming the test of homogeneity of variance, we check the Sig level. If the Sig level is greater than the alpha value 0.05, we have not violated the assumption of homogeneity of variance. We can conclude that we have not violated the assumption of homogeneity of variance test. If the assumption of homogeneity of variance is violated, that is to say the Sig is less than 0.05 we have to look at the table called robust test of equality of means. If the result of the homogeneity of variance test was obtainable we then look at the Anova table else if it is not Obtainable we then look at the robust test of equality of means table. Proceeding forward with each hypothesis to determine where the difference lies between the groups post hoc test will be used. Scheffe test and Tamhane will be used. Scheffe will be used if equal means are assumed while Tamhane will be used if equal means are not assumed.

5.3.1.1.Age

H8: *Age groups towards sub dimensions of purchasing involvement of consumer's behavior difference*

Table 5.14: Test for homogeneity Age groups and Sub dimension

	Levene Statistic	df1	df2	Sig.
fact_ev	13.116	3	146	.000*
fact_epv	5.218	3	146	.002*
fact_sv	2.884	3	146	.038*
fact_fv	2.765	3	146	.044*
fact_cv	7.151	3	146	.000*

* Significant at %95 confidence interval (p<0.05)

Here significance level for all groups are Emotional Value (fact_ev) 0.000, fact_epv 0.002, fact_sv 0.038, fact_fv 0.044 and fact_cv 0.000. Therefore null hypothesis was rejected for all grops. Since the homogeneity of variance test criterion was violated, population variance is not equal. In this case Welch test was conducted which is more powerful than Anova, which means a robust test for equality of means will be used by calculating the means of the groups.

Table 5.15: Anova for Age groups and Sub dimensions

		Sum of Squares	Df	Mean Square	F	Sig.
fact_ev	Between Groups	16.643	3	5.548	22.706	.000*
	Within Groups	35.672	146	.244		
	Total	52.315	149			
fact_epv	Between Groups	14.722	3	4.907	18.451	.000*
	Within Groups	38.831	146	.266		
	Total	53.553	149			
fact_sv	Between Groups	11.710	3	3.903	12.225	.000*
	Within Groups	46.616	146	.319		
	Total	58.326	149			
fact_fv	Between Groups	3.193	3	1.064	3.340	.021*
	Within Groups	46.519	146	.319		
	Total	49.712	149			
fact_cv	Between Groups	3.068	3	1.023	5.310	.002*
	Within Groups	28.122	146	.193		
	Total	31.191	149			

* Significant at %95 confidence interval (p<0.05)

Table 5.16: Robust table for Age and Subdimentions

		Statistic[a]	df1	df2	Sig.
fact_ev	Welch	35.104	3	76.930	.000*
fact_epv	Welch	27.888	3	74.249	.000*
fact_sv	Welch	20.963	3	71.327	.000*
fact_fv	Welch	4.180	3	72.978	.009*
fact_cv	Welch	8.157	3	69.795	.000*

a. Asymptotically F distributed.

* Significant at %95 confidence interval (p<0.05)

- Significance level is 0.000. Therefore null hypothesis is rejected. It can be seen that there is a significant difference between Age groups in fact_ev.
- Significance level is 0.000. Therefore null hypothesis is rejected. It can be seen that there is a significant difference between Age groups in fact_epv.
- Significance level is 0.000. Therefore null hypothesis is rejected. It can be seen that there is a significant difference between Age groups in fact_sv.

- Significance level is 0.009. Therefore null hypothesis is rejected. It can be seen that there is a significant difference between Age groups in fact_fv.
- Significance level is 0.000. Therefore null hypothesis is rejected. It can be seen that there is a significant difference between Age groups in fact_cv.

Table 5.17: Tamhana post hoc test

Dependent Variable	(I) Age	(J) Age	Mean Difference (I-J)	Std. Error	Sig.
fact_ev Tamhane	18 to 30	31 to 40	-.00341	.11987	1.000
		41 to 50	.79947*	.10041	.000*
		50 and above	.35910*	.10214	.004*
	31 to 40	18 to 30	.00341	.11987	1.000
		41 to 50	.80288*	.09695	.000*
		50 and above	.36251*	.09874	.003*
	41 to 50	18 to 30	-.79947*	.10041	.000*
		31 to 40	-.80288*	.09695	.000*
		50 and above	-.44037*	.07392	.000*
	50 and above	18 to 30	-.35910*	.10214	.004*
		31 to 40	-.36251*	.09874	.003*
		41 to 50	.44037*	.07392	.000*
fact_epv Tamhane	18 to 30	31 to 40	.04175	.12076	1.000
		41 to 50	.77734*	.10645	.000*
		50 and above	.26906	.11562	.129
	31 to 40	18 to 30	-.04175	.12076	1.000
		41 to 50	.73559*	.09954	.000*
		50 and above	.22731	.10930	.227
	41 to 50	18 to 30	-.77734*	.10645	.000*
		31 to 40	-.73559*	.09954	.000*
		50 and above	-.50828*	.09324	.000*
	50 and above	18 to 30	-.26906	.11562	.129
		31 to 40	-.22731	.10930	.227
		41 to 50	.50828*	.09324	.000*
fact_sv Tamhane	18 to 30	31 to 40	-.14091	.13059	.865
		41 to 50	.57853*	.11319	.000*
		50 and above	-.10789	.13708	.967

	31 to 40	18 to 30	.14091	.13059	.865
		41 to 50	.71944*	.11056	.000*
		50 and above	.03302	.13492	1.000
	41 to 50	18 to 30	-.57853*	.11319	.000*
		31 to 40	-.71944*	.11056	.000*
		50 and above	-.68642*	.11816	.000*
	50 and above	18 to 30	.10789	.13708	.967
		31 to 40	-.03302	.13492	1.000
		41 to 50	.68642*	.11816	.000*
fact_fv	18 to 30	31 to 40	.02799	.12284	1.000
Tamhane		41 to 50	-.21723	.12553	.422
		50 and above	-.35956*	.12968	.043*
	31 to 40	18 to 30	-.02799	.12284	1.000
		41 to 50	-.24522	.12048	.244
		50 and above	-.38754*	.12479	.018*
	41 to 50	18 to 30	.21723	.12553	.422
		31 to 40	.24522	.12048	.244
		50 and above	-.14232	.12744	.848
	50 and above	18 to 30	.35956*	.12968	.043*
		31 to 40	.38754*	.12479	.018*
		41 to 50	.14232	.12744	.848
fact_cv	18 to 30	31 to 40	-.13125	.10979	.801
Tamhane		41 to 50	.26411*	.07745	.006*
		50 and above	-.04334	.09893	.999
	31 to 40	18 to 30	.13125	.10979	.801
		41 to 50	.39536*	.10200	.002*
		50 and above	.08791	.11913	.976
	41 to 50	18 to 30	-.26411*	.07745	.006*
		31 to 40	-.39536*	.10200	.002*
		50 and above	-.30745*	.09020	.009*
	50 and above	18 to 30	.04334	.09893	.999
		31 to 40	-.08791	.11913	.976
		41 to 50	.30745*	.09020	.009*

*Significant at %95 confidence interval (p<0.05)

- The Emotional Value Dimension (fact_ev) Tamhane post hoc test giving the alpha value to be 0.05. The difference between the groups can be found in the age groups

of 41 to 50 and 50 and above when compared with other age groups. The comparison of this age groups shows that there is a significant difference between this age groups when compared with other age groups in the set.

- The Epistemological Value Dimension (fact_epv) Tamhane post hoc test giving the alpha value to be 0.05. The difference between the groups can be found in the age group of 41 to 50 when compared with other age groups. The comparison of this age groups shows that there is a significant difference between this age group when compared with other age groups in the set.

- The Social Value Dimension (fact_sv) Tamhane post hoc test giving the alpha value to be 0.05. The difference between the groups can be found in the age group of 41 to 50 when compared with other age groups. The comparison of this age groups shows that there is a significant difference between this age group when compared with other age groups in the set.

- The Functional Value Dimension (fact_fv) Tamhane post hoc test giving the alpha value to be 0.05. The difference between the groups can be found in the age group of 50 and above when compared with other age groups. The comparison of this age groups shows that there is a significant difference between this age group and other age groups, excluding the comparison of 50 and above when compared with 41 to 50 as the sig level is greater than 0.05 which indicates there is no significant difference between this two age ranges in the set.

- The Conditional Value Dimension (fact_cv) Tamhane post hoc test giving the alpha value to be 0.05. The difference between the groups can be found in the age group of 41 to 50 when compared with other age groups. The comparison of this age groups shows that there is a significant difference between this age group when compared with other age groups in the set.

5.3.1.2. Educational Level

H9: *Educational groups towards sub dimensions of purchasing involvement of consumer's behavior difference.*

Table 5.18: Test of Homogeneity Educational groups and Subdimentions

	Levene Statistic	df1	df2	Sig.
fact_ev	.994	4	145	.413
fact_epv	.474	4	145	.755
fact_sv	1.055	4	145	.381
fact_fv	2.366	4	145	.056
fact_cv	3.182	4	145	.015*

* Significant at %95 confidence interval ($p < 0.05$)

Here significance level for all groups are fact_ev 0.413, fact_epv 0.755, fact_sv 0.381, fact_fv 0.56 and fact_cv 0.015 respectively. Therefore null hypothesis was not rejected for all groups except for fact_cv which violated the test of homogeneity of variance. Since the homogeneity of variance test criterion for fact_ev, fact_epv, fact_sv and fact_fv was not violated, population variance is equal. For the case with fact_cv which violated the homogeneity of variance test, population variance is not equal. Welch test was conducted by calculating the mean to ascertain the robust test of equality of mean of fact_cv .

Table 5.19: Anova Educational groups and Sub dimensions

		Sum of Squares	df	Mean Square	F	Sig.
fact_ev	Between Groups	.379	4	.095	.265	.900
	Within Groups	51.936	145	.358		
	Total	52.315	149			
fact_epv	Between Groups	.278	4	.070	.189	.944
	Within Groups	53.274	145	.367		
	Total	53.553	149			
fact_sv	Between Groups	1.023	4	.256	.647	.630
	Within Groups	57.303	145	.395		
	Total	58.326	149			
fact_fv	Between Groups	.151	4	.038	.111	.979
	Within Groups	49.560	145	.342		
	Total	49.712	149			
fact_cv	Between Groups	.416	4	.104	.490	.743
	Within Groups	30.775	145	.212		
	Total	31.191	149			

- Significance level is 0.900. Therefore null hypothesis is accepted. It can be seen that there is no significant difference between Educational level groups in fact_ev.

- Significance level is 0.944. Therefore null hypothesis is accepted. It can be seen that there is a significant difference between Educational level groups in fact_epv.

- Significance level is 0.6300. Therefore null hypothesis is accepted. It can be seen that there is no significant difference between Educational level groups in fact_sv.

- Significance level is 0.979. Therefore null hypothesis is accepted. It can be seen that there is no significant difference between Educational level groups in fact_fv.

Table 5.20: Robust test Educational groups and fact_cv

	Statistic[a]	df1	df2	Sig.
Welch	.409	4	54.163	.801

a. Asymptotically F distributed.

- Significance level is 0.801. Therefore null hypothesis is accepted. It can be seen that there is no significant difference between Educational level groups in fact_cv.

5.3.1.3. Marital Status

H10: *Marital Status towards sub dimensions of purchasing involvement of consumers behavior difference.*

Table 5.21: Homogeneity test for Marital Groups and Sub Dimentions

	Levene Statistic	df1	df2	Sig.
fact_ev	1.685	3	146	.173
fact_epv	.439	3	146	.726
fact_sv	.279	3	146	.841
fact_fv	1.225	3	146	.303
fact_cv	.340	3	146	.796

Here significance level for all groups are fact_ev 0.173, fact_epv 0.726, fact_sv 0.841, fact_fv 0.303 and fact_cv 0.796 respectively. Therefore null hypothesis was not rejected for all groups because they did not violate the test of homogeneity of variance. Since the homogeneity of variance test criterion for fact_ev, fact_epv, fact_sv, fact_fv and fact_cv was not violated, population variance is equal.

Table 5.22: Anova for Marital groups and Sub dimensions

		Sum of Squares	Df	Mean Square	F	Sig.
fact_ev	Between Groups	.400	3	.133	.375	.771
	Within Groups	51.915	146	.356		
	Total	52.315	149			
fact_epv	Between Groups	.270	3	.090	.246	.864
	Within Groups	53.283	146	.365		
	Total	53.553	149			
fact_sv	Between Groups	.098	3	.033	.082	.970
	Within Groups	58.228	146	.399		
	Total	58.326	149			
fact_fv	Between Groups	2.656	3	.885	2.747	.045*
	Within Groups	47.056	146	.322		
	Total	49.712	149			
fact_cv	Between Groups	.157	3	.052	.246	.864
	Within Groups	31.034	146	.213		
	Total	31.191	149			

* Significant at %95 confidence interval (p<0.05)

- Significance level is 0.771. Therefore null hypothesis is accepted. It can be seen that there is no significant difference between marital status groups in fact_ev.

- Significance level is 0.864. Therefore null hypothesis is accepted. It can be seen that there is a significant difference between marital status groups in fact_epv.

- Significance level is 0.970. Therefore null hypothesis is accepted. It can be seen that there is no significant difference between marital status groups in fact_sv.

- Significance level is 0.045. Therefore null hypothesis is rejected. It can be seen that there is a significant difference between marital status groups in fact_fv.

- Significance level is 0.864. Therefore null hypothesis is accepted. It can be seen that there is no significant difference between marital status groups in fact_cv.

Table 5.23: Scheffe post hoc test

Dependent Variable	(I) Marital Status	(J) Marital Status	Mean Difference (I-J)	Std. Error	Sig.
fact_fv Scheffe	Single	Married	-.03334	.10977	.993
		Widowed	-.51852	.18780	.059
		Divorced	-.13013	.12665	.788
	Married	Single	.03334	.10977	.993
		Widowed	-.48518	.18810	.089
		Divorced	-.09678	.12709	.901
	Widowed	Single	.51852	.18780	.059
		Married	.48518	.18810	.089
		Divorced	.38839	.19842	.284
	Divorced	Single	.13013	.12665	.788
		Married	.09678	.12709	.901
		Widowed	-.38839	.19842	.284

- The Functional Value Dimension (fact_fv) Scheffe post hoc test giving the alpha value to be 0.05 of marital status. The difference between the groups cannot be found in the marital status group when all the groups were compared between each other because the sig values were all greater than the alpha value 0.05. In conclusion all groups are not significantly different from one another.

5.3.1.4.Occupational Level

H11: *Occupation towards sub dimensions of purchasing involvement of consumers behavior difference.*

Table 5.24: Homogeneity test Occupational groups and Sub dimensions

	Levene Statistic	df1	df2	Sig.
fact_ev	.628	3	146	.598
fact_epv	2.238	3	146	.086
fact_sv	.289	3	146	.833
fact_fv	3.184	3	146	.026*
fact_cv	2.154	3	146	.096

* Significant at %95 confidence interval (p<0.05)

Here significance level for all groups are fact_ev 0.598, fact_epv 0.086, fact_sv 0.833, fact_fv 0.26 and fact_cv 0.96 respectively. Therefore null hypothesis was not rejected for all groups except for fact_fv which violated the test of homogeneity of variance. Since the homogeneity of variance test criterion for fact_ev, fact_epv, fact_sv and fact_cv was not violated, population variance is equal. For the case with fact_fv which violated the homogeneity of variance test, population variance is not equal. Welch test was conducted by calculating the mean to ascertain the robust test of equality of mean of fact_fv .

Table 5.25: Anova for Occupational groups and Sub dimensions

		Sum of Squares	df	Mean Square	F	Sig.
fact_ev	Between Groups	1.634	3	.545	1.569	.200
	Within Groups	50.681	146	.347		
	Total	52.315	149			
fact_epv	Between Groups	1.126	3	.375	1.046	.374
	Within Groups	52.426	146	.359		
	Total	53.553	149			
fact_sv	Between Groups	.605	3	.202	.510	.676
	Within Groups	57.721	146	.395		
	Total	58.326	149			
fact_fv	Between Groups	.320	3	.107	.315	.814
	Within Groups	49.392	146	.338		
	Total	49.712	149			
fact_cv	Between Groups	.163	3	.054	.256	.857
	Within Groups	31.027	146	.213		
	Total	31.191	149			

- Significance level is 0.200. Therefore null hypothesis is accepted. It can be seen that there is no significant difference between Occupational groups in fact_ev.
- Significance level is 0.374. Therefore null hypothesis is accepted. It can be seen that there is a significant difference between Occupational groups in fact_epv.
- Significance level is 0.676. Therefore null hypothesis is accepted. It can be seen that there is no significant difference between Occupational groups in fact_sv.
- Significance level is 0.857. Therefore null hypothesis is accepted. It can be seen that there is no significant difference between Occupational groups in fact_cv.

Table 5.26: Robust test Occupational groups and fact_fv

	Statistic[a]	df1	df2	Sig.
Welch	.757	3	59.007	.523

a. Asymptotically F distributed.

- Significance level is 0.523. Therefore null hypothesis is accepted. It can be seen that there is no significant difference between Occupational groups in fact_fv.

5.3.1.5. Monthly Income

H12: *Monthly income towards sub dimensions of purchasing involvement of consumers behavior difference.*

Table 5.27: Homogeneity test for Monthly Income and Sub dimensions

	Levene Statistic	df1	df2	Sig.
fact_ev	.155	4	145	.960
fact_epv	.783	4	145	.538
fact_sv	.581	4	145	.677
fact_fv	1.849	4	145	.123
fact_cv	1.963	4	145	.103

Here significance level for all groups are fact_ev 0.960, fact_epv 0.538, fact_sv 0.677, fact_fv 0.123 and fact_cv 0.103 respectively. Therefore null hypothesis was not rejected for all groups because they did not violate the test of homogeneity of variance. Since the homogeneity of variance test criterion for fact_ev, fact_epv, fact_sv, fact_fv and fact_cv was not violated, population variance is equal

Table 5.28: Anova for Monthly Income and Sub dimensions

		Sum of Squares	Df	Mean Square	F	Sig.
fact_ev	Between Groups	.337	4	.084	.235	.918
	Within Groups	51.978	145	.358		
	Total	52.315	149			
fact_epv	Between Groups	.516	4	.129	.353	.842
	Within Groups	53.036	145	.366		
	Total	53.553	149			
fact_sv	Between Groups	1.166	4	.292	.740	.566
	Within Groups	57.160	145	.394		
	Total	58.326	149			
fact_fv	Between Groups	.944	4	.236	.702	.592
	Within Groups	48.767	145	.336		
	Total	49.712	149			
fact_cv	Between Groups	.521	4	.130	.616	.652
	Within Groups	30.669	145	.212		
	Total	31.191	149			

- Significance level is 0.918. Therefore null hypothesis is accepted. It can be seen that there is no significant difference between Monthly Income groups in fact_ev.
- Significance level is 0.842. Therefore null hypothesis is accepted. It can be seen that there is a significant difference between Monthly Income groups in fact_epv.
- Significance level is 0.566. Therefore null hypothesis is accepted. It can be seen that there is no significant difference between Monthly Income groups in fact_sv.
- Significance level is 0.592. Therefore null hypothesis is accepted. It can be seen that there is no significant difference between Monthly Income groups in fact_fv.
- Significance level is 0.652. Therefore null hypothesis is accepted. It can be seen that there is no significant difference between Monthly Income groups in fact_cv.

5.3.1.6. Monthly Family Income

H13: *Family monthly income towards sub dimensions of purchasing involvement of consumers behavior difference.*

Table 5.29: Homogeneity Test for Family monthly Income and Sub dimensions

	Levene Statistic	df1	df2	Sig.
fact_ev	1.572	4	145	.185
fact_epv	.201	4	145	.938
fact_sv	1.507	4	145	.203
fact_fv	2.054	4	145	.090
fact_cv	.802	4	145	.526

Here significance level for all groups are fact_ev 0.185, fact_epv 0.938, fact_sv 0.203, fact_fv 0.090 and fact_cv 0.526 respectively. Therefore null hypothesis was not rejected for all groups because they did not violate the test of homogeneity of variance. Since the homogeneity of variance test criterion for fact_ev, fact_epv, fact_sv, fact_fv and fact_cv was not violated, population variance is equal.

Table 5.30: Anova for Family Monthly Income and Subdimensions

		Sum of Squares	df	Mean Square	F	Sig.
fact_ev	Between Groups	.970	4	.242	.685	.604
	Within Groups	51.345	145	.354		
	Total	52.315	149			
fact_epv	Between Groups	2.052	4	.513	1.444	.222
	Within Groups	51.500	145	.355		
	Total	53.553	149			
fact_sv	Between Groups	.646	4	.161	.406	.804
	Within Groups	57.680	145	.398		
	Total	58.326	149			
fact_fv	Between Groups	.291	4	.073	.214	.931
	Within Groups	49.420	145	.341		
	Total	49.712	149			
fact_cv	Between Groups	.562	4	.140	.665	.618
	Within Groups	30.629	145	.211		
	Total	31.191	149			

- Significance level is 0.604. Therefore null hypothesis is Accepted. It can be seen that there is no significant difference between Monthly Family Income groups in fact_ev.

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- Significance level is 0.222. Therefore null hypothesis is accepted. It can be seen that there is a significant difference between Monthly Family Income groups in fact_epv.

- Significance level is 0.804. Therefore null hypothesis is accepted. It can be seen that there is no significant difference between Monthly Family Income groups in fact_sv.

- Significance level is 0.931. Therefore null hypothesis is accepted. It can be seen that there is no significant difference between Monthly Family Income groups in fact_fv.

- Significance level is 0.618. Therefore null hypothesis is accepted. It can be seen that there is no significant difference between Monthly Family Income groups in fact_cv.

5.3.1.7.Children Under 18

H14: *Children under 18 towards sub dimensions of purchasing involvement of female consumers behavior difference.*

Table 5.31: Homogeneity test for Children under 18 and Sub Dimensions

	Levene Statistic	df1	df2	Sig.
fact_ev	.591	4	145	.669
fact_epv	1.423	4	145	.229
fact_sv	1.151	4	145	.335
fact_fv	1.095	4	145	.361
fact_cv	1.120	4	145	.349

Here significance level for all groups are fact_ev 0.699, fact_epv 0.229, fact_sv 0.335, fact_fv 0.361 and fact_cv 0.349 respectively. Therefore null hypothesis was not rejected for all groups because they did not violate the test of homogeneity of variance. Since the homogeneity of variance test criterion for fact_ev, fact_epv, fact_sv, fact_fv and fact_cv was not violated, population variance is equal.

Table 5.32: Anova for Children under 18 and Sub Dimensions

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
fact_ev	Between Groups	.627	4	.157	.439	.780
	Within Groups	51.688	145	.356		
	Total	52.315	149			
fact_epv	Between Groups	2.496	4	.624	1.772	.138
	Within Groups	51.056	145	.352		
	Total	53.553	149			
fact_sv	Between Groups	.655	4	.164	.412	.800
	Within Groups	57.671	145	.398		
	Total	58.326	149			
fact_fv	Between Groups	.738	4	.184	.546	.702
	Within Groups	48.974	145	.338		
	Total	49.712	149			
fact_cv	Between Groups	1.000	4	.250	1.201	.313
	Within Groups	30.190	145	.208		
	Total	31.191	149			

- Significance level is 0.780. Therefore null hypothesis is accepted. It can be seen that there is no significant difference between Children under 18 groups in fact_ev.
- Significance level is 0.138. Therefore null hypothesis is accepted. It can be seen that there is a significant difference between Children under 18 groups in fact_epv.
- Significance level is 0.800. Therefore null hypothesis is accepted. It can be seen that there is no significant difference between Children under 18 groups in fact_sv.
- Significance level is 0.702. Therefore null hypothesis is accepted. It can be seen that there is no significant difference between Children under 18 groups in fact_fv.
- Significance level is 0.313. Therefore null hypothesis is accepted. It can be seen that there is no significant difference between Children under 18 groups in fact_cv.

5.3.2. Comparing Mean Scores

After analyzing the data's for the Anova test, we further move on to comparing the mean scores between the groups and the best way of doing so is by using the mean plot for better interpretation of the means. After computing the means then it will be possible to

determining the groups with the lowest mean and the groups with the highest mean satisfaction in the purchasing involvement of their household needs.

5.3.2.1. Sub Dimensions and Age
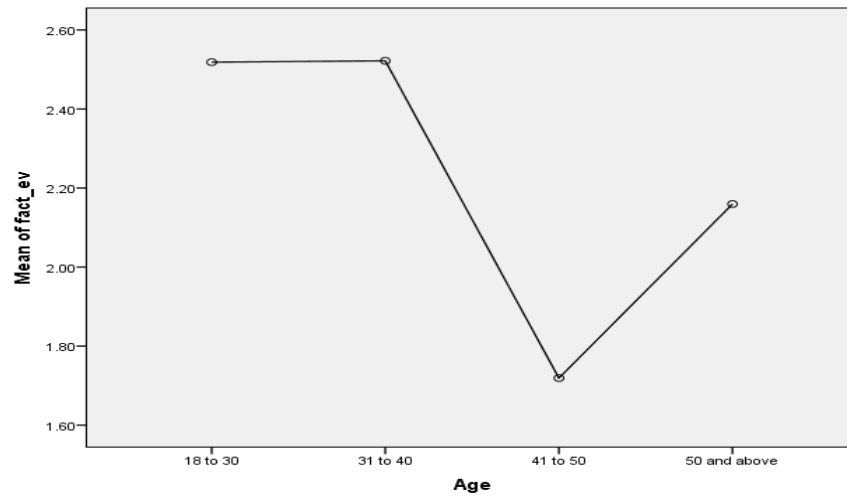
Figure 5.1: Mean of Emotional Value (fact_ev) and Age

The fact_ev mean with the highest purchasing Involvement to their family household is in the age range of 18-30 with computed mean of 2.5185 while fact_ev mean with the lowest purchasing involvement to their family household is in the age range of 41-50 with computed mean of 1.7190
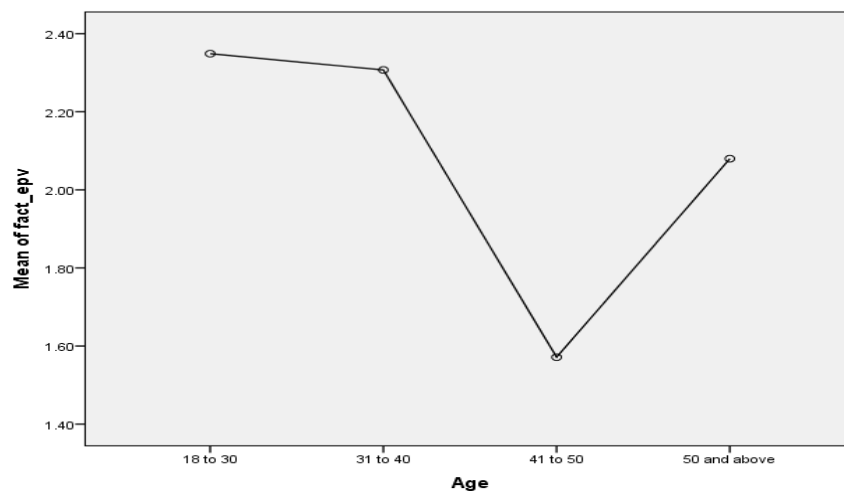
Figure 5.2: Mean of Epistemological Value (fact_epv) and Age

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The fact_epv mean with the highest purchasing Involvement to their family household is in the age range of 18-30 with computed mean of 2.3488 while fact_epv mean with the lowest purchasing involvement to their family household is in the age range of 41-50 with computed mean of 1.5714
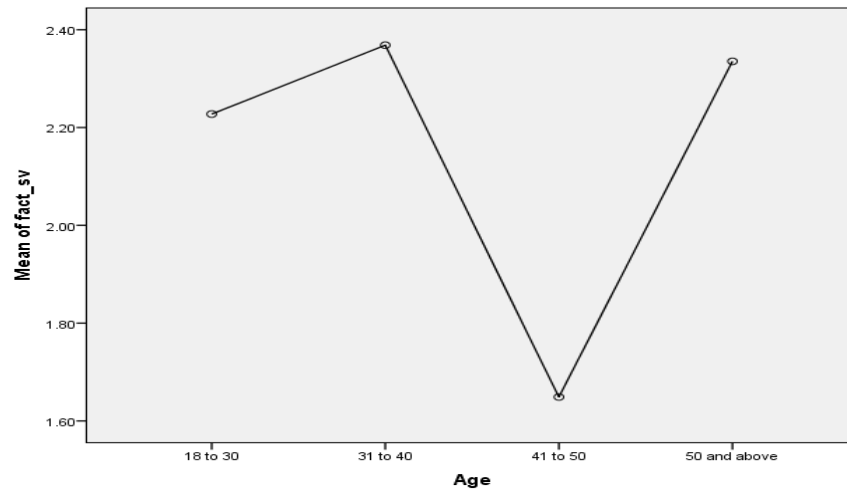
Figure 5.3: Mean of Social Value (fact_sv) and Age

The fact_sv mean with the highest purchasing Involvement to their family household is in the age range of 31-40 with computed mean of 2.3684 while fact_sv mean with the lowest purchasing involvement to their family household is in the age range of 41-50 with computed mean of 1.6490
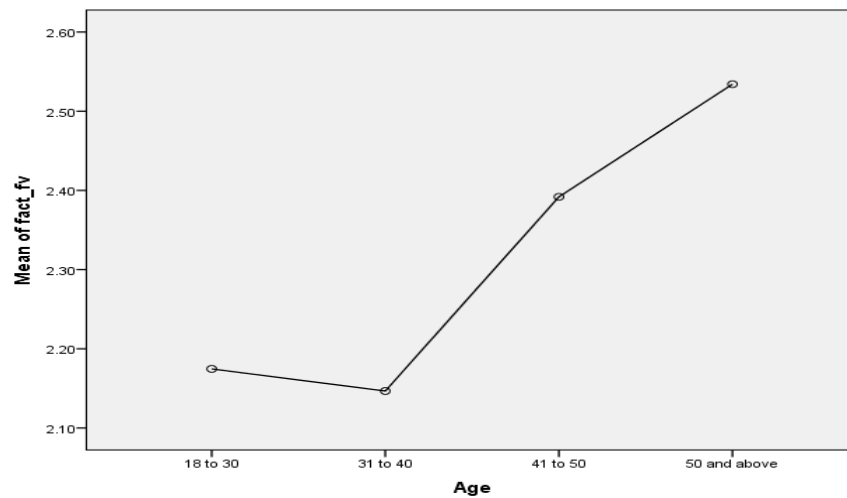
Figure 5.4: Mean of Functional Value (fact_fv) and Age

The fact_fv mean with the highest purchasing Involvement to their family household is in the age range of 41-50 with computed mean of 2.3918 while fact_fv mean with the lowest purchasing involvement to their family household is in the age range of 31-40 with computed mean of 2.1466
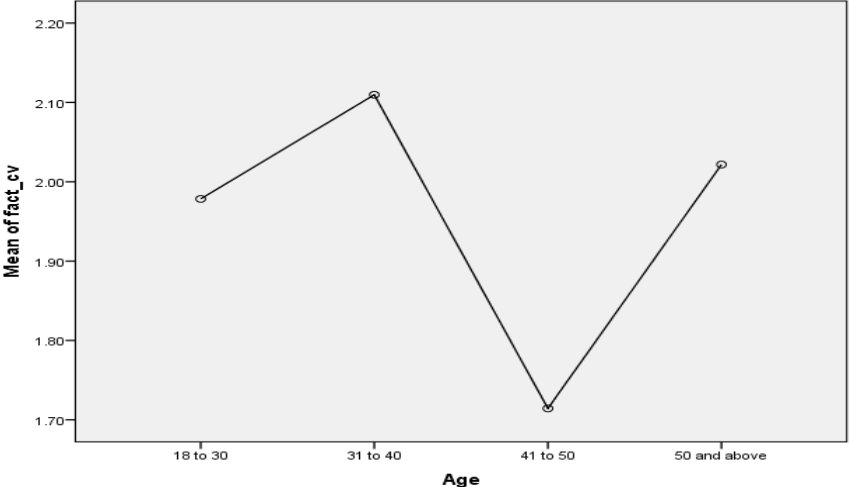
Figure 5.5: Mean of Conditional Value (fact_cv) and Age

The fact_cv mean with the highest purchasing Involvement to their family household is in the age range of 31-40 with computed mean of 2.1096 while fact_cv mean with the lowest purchasing involvement to their family household is in the age range of 41-50 with computed mean of 1.7143

5.3.2.2.Sub Dimensions and Educational Level
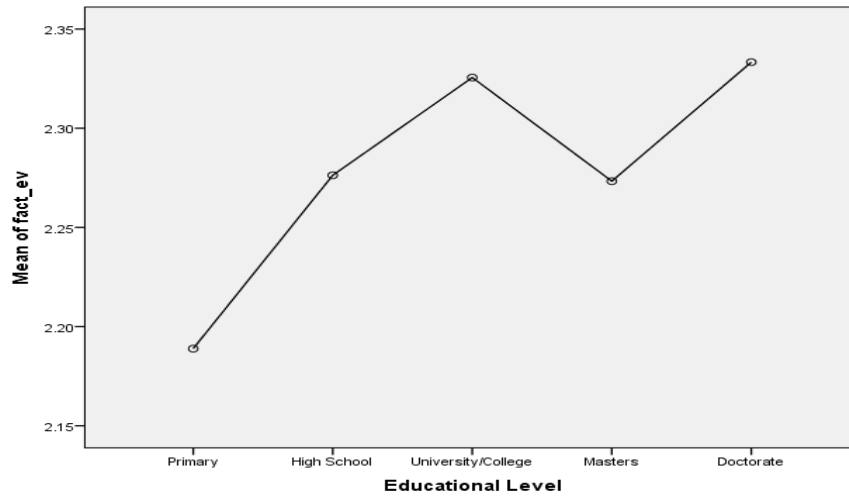
Figure 5.6: Mean of Emotional Value (fact_ev) and Education

The fact_ev mean with the highest purchasing Involvement to their family household in the educational group is Doctorate holders with computed mean of 2.33 while fact_ev mean with the lowest purchasing involvement to their family household is in the educational group is Primary certificate holder with computed mean of 2.1889
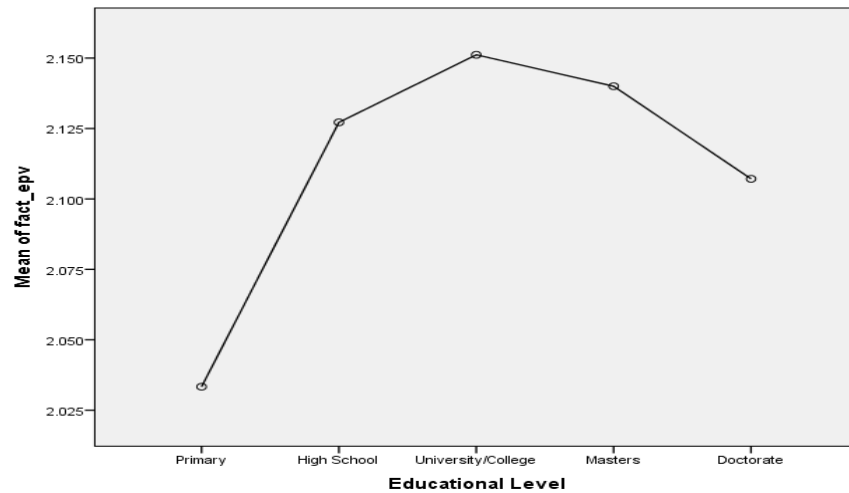
Figure 5.7: Mean of Epistemological Value (fact_epv) and Education

Fact_epv with the highest mean University/college degree holders with calculated mean of 2.1512. While fact_epv with the lowest mean Primary certificate holders 2.0333.
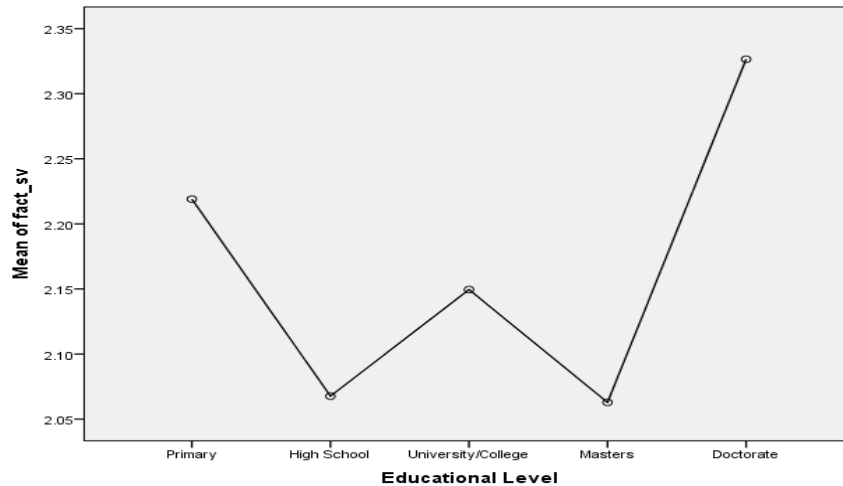
Figure 5.8: Mean of Social Value (fact_sv) and Education

Fact_sv with the highest mean Doctoraate degree holders with calculated mean of 2.3265 while fact_sv with the lowest mean master's degree holders with calculated mean of 2.0629.
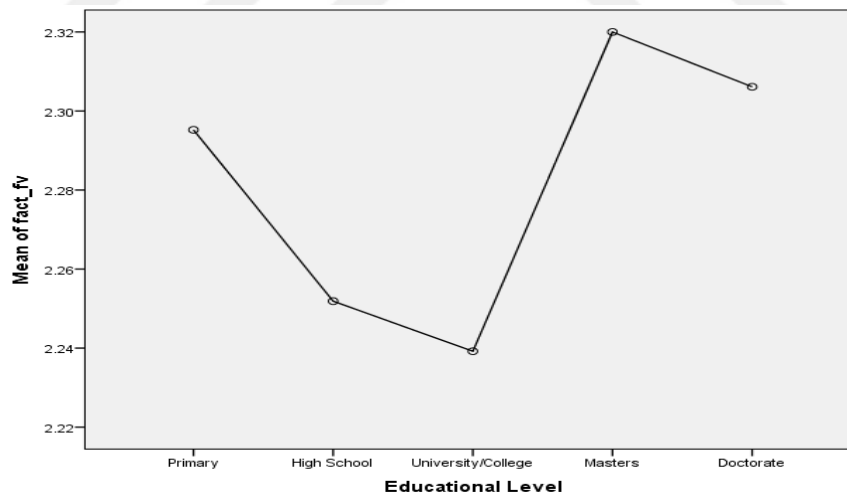
Figure 5.9: Mean of Functional Value (fact_fv) and Education

Fact_fv with the highest mean Master's degree holders with calculated mean of 2.300 While fact_fv with the lowest mean University/College degree holders with calculated mean of 2.2392.
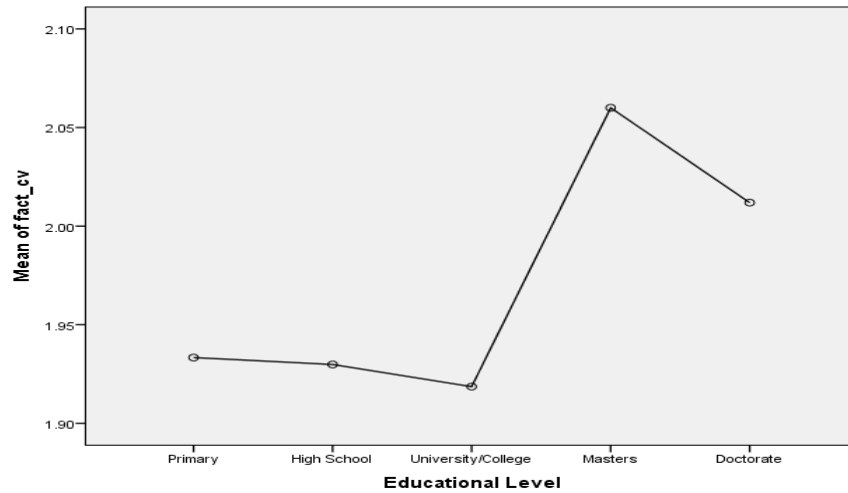
Figure 5.10: Mean of Conditional Value (fact_cv) and Education

Fact_cv with the highest mean in Education is Master's degree holders with calculated mean of 2.0600 while fact_cv with the lowest mean Education is University/College degree holders with calculated mean of 1.9186.

Sub Dimensions and Marital Status
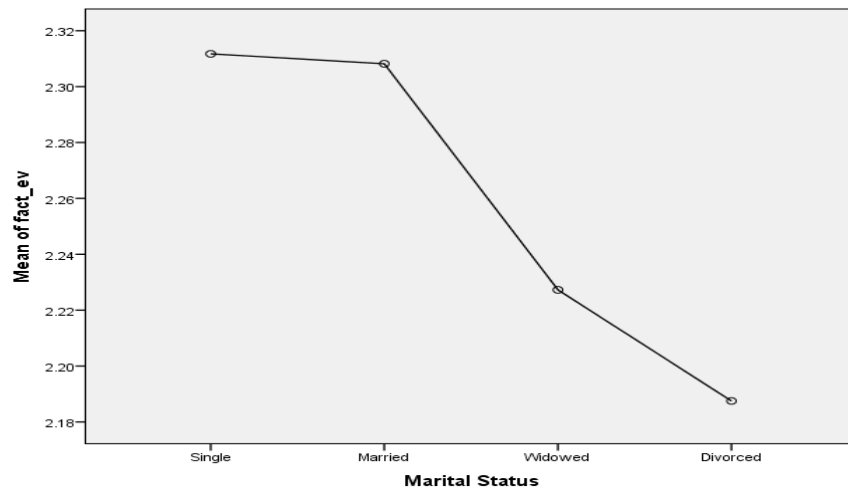
Figure 5.11: Mean of Emotional Value (fact_ev) and Marrital Status

Fact_ev with the highest mean in marital status are Single women with calculated mean of 2.3117 while fact_ev with the lowest mean in marital status are Divorced women with calculated mean of 2.1875.
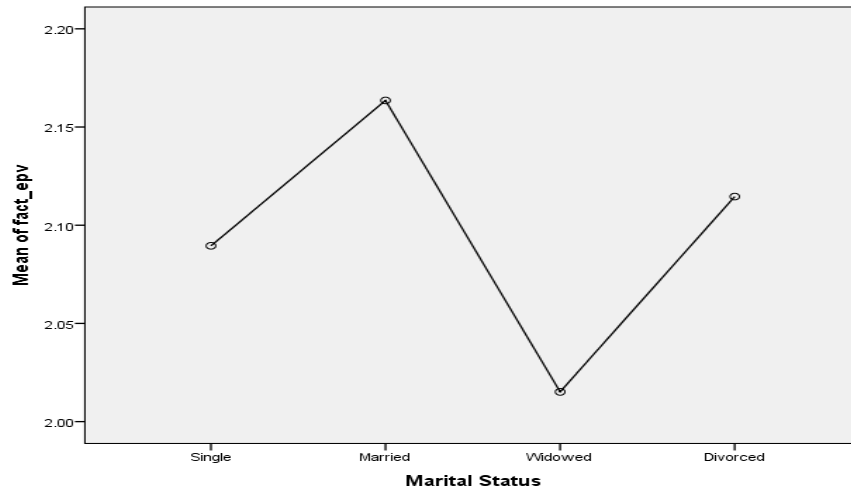
Figure 5.12: Mean of Epistemological Value (fact_epv) and Marrital Status

Fact_epv with the highest mean in marital status are Married women with calculated mean of 2.1635 while fact_epv with the lowest mean in marital status are widowed women with calculated mean of 2.0152.
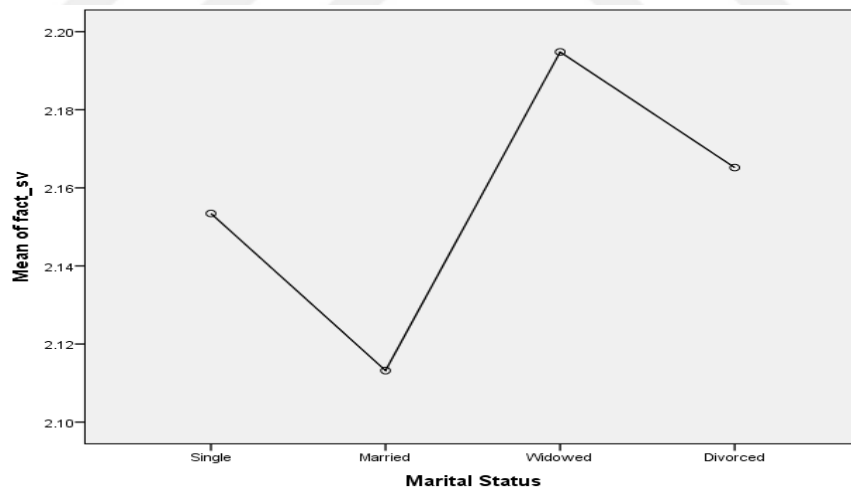
Figure 5.13: Mean of Social Value (fact_sv) and Marrital Status

Fact_sv with the highest mean in marital status are Single women with calculated mean of 2.1534 while fact_sv with the lowest mean in marital status are Married women with calculated mean of 2.1132.
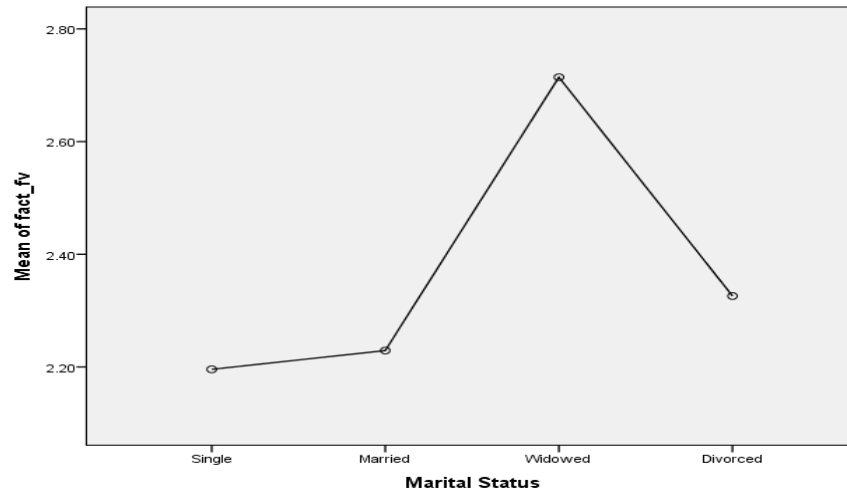
Figure 5.14: Mean of Functional Value (fact_fv) and Marrital Status

Fact_fv with the highest mean in marital status are widowed women with calculated mean of 2.7143 while fact_fv with the lowest mean in marital status are Single women with calculated mean of 2.1958.
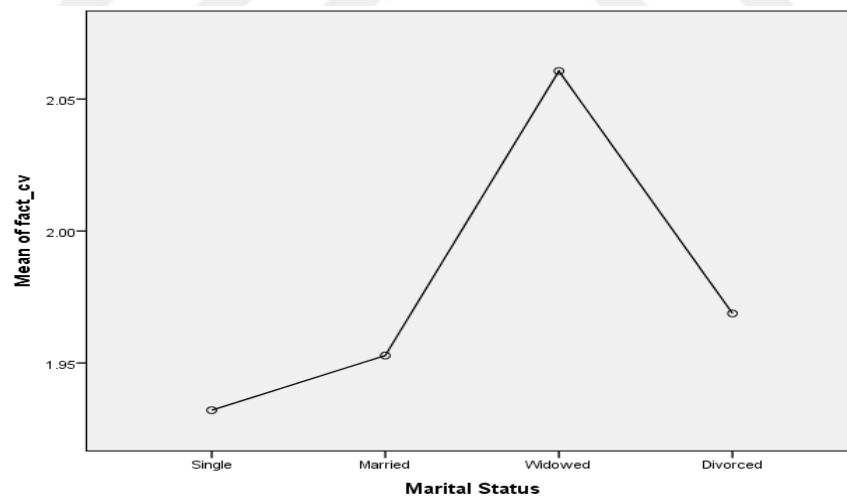
Figure 5.15: Mean of Conditional Value (fact_cv) and Marrital Status

Fact_cv with the highest mean in Marital status are Widowed women with calculated mean of 2.0606 While fact_cv with the lowest mean in Marital status are Single women with calculated mean of 1.9321.

5.3.2.3.Sub Dimensions and Occupation
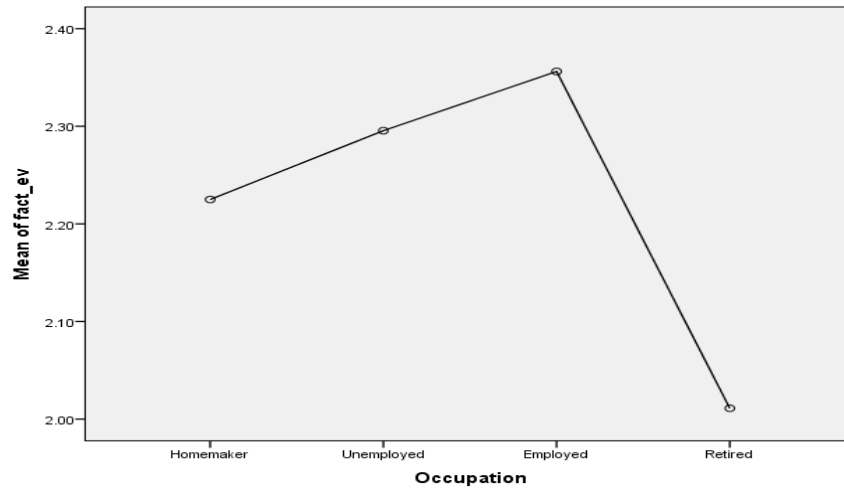
Figure 5.16: Mean of Emotional Value (fact_ev) and Occupation

Fact_ev with the highest mean in Occupation are Employed women with calculated mean of 2.3562 while fact_ev with the lowest mean in Occupation are Retired women with calculated mean of 2.0111.
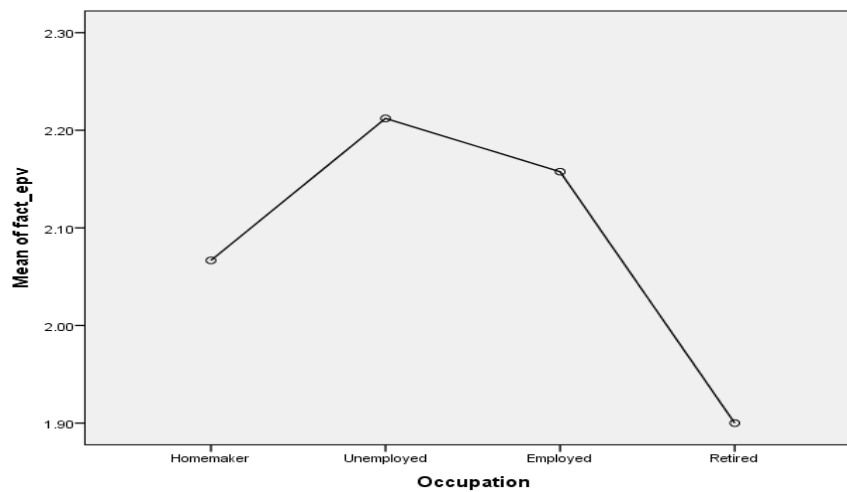
Figure 5.17: Mean of Epistemological Value (fact_epv) and Occupation

Fact_epv with the highest mean in Occupation are Employed women with calculated mean of 2.2121 while fact_epv with the lowest mean in Occupation are Retired women with calculated mean of 1.9000.
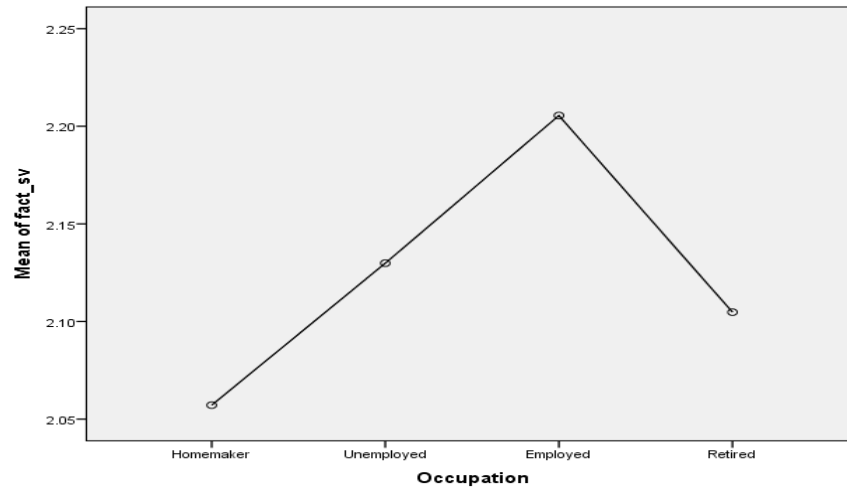
Figure 5.18: Mean of Social Value (fact_sv) and Occupation

Fact_sv with the highest mean in Occupation are Employed women with calculated mean of 2.2055. While fact_sv with the lowest mean in Occupation are House wives with calculated mean of 2.0571.
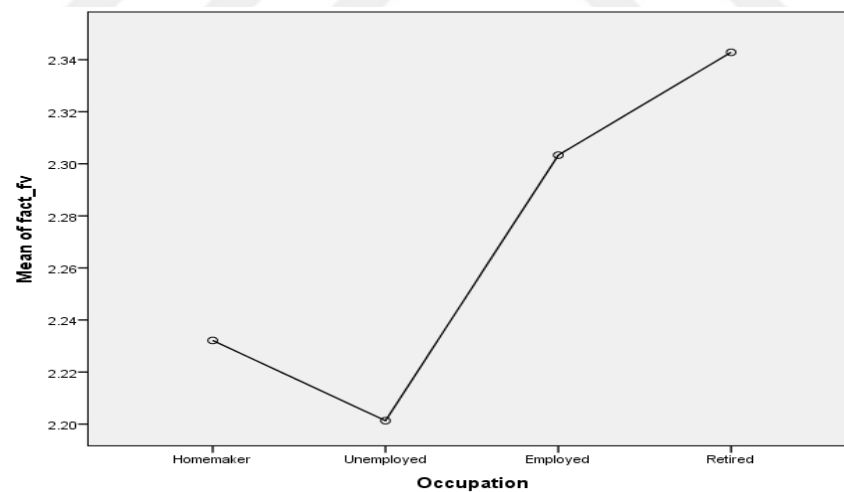
Figure 5.19: Mean ofFunctional Value (fact_fv) and Occupation

Fact_fv with the highest mean in Occupation are Retired women with calculated mean of 2.3429. While fact_fv with the lowest mean in Occupation are Unemployed women with calculated mean of 2.2013.
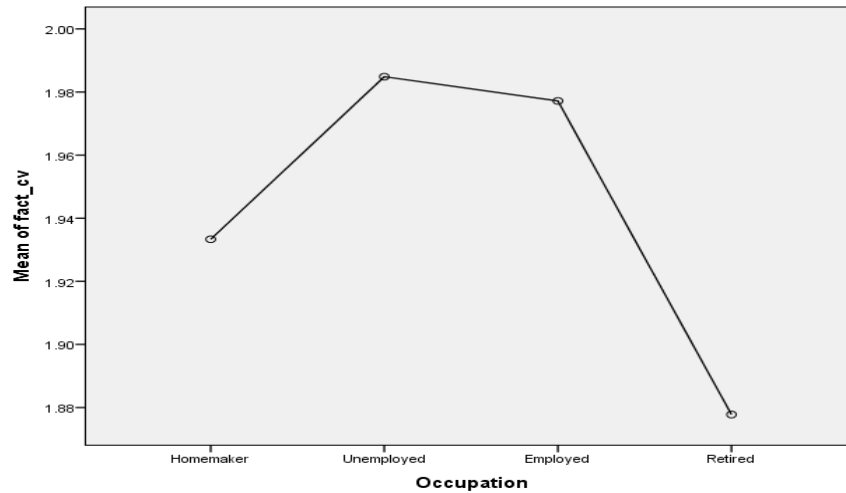
Figure 5.20: Mean of Conditional Value (fact_cv) and Occupation

Fact_cv with the highest mean in Occupation are Unemployed women with calculated mean of 1.9848 while fact_cv with the lowest mean in Occupation are Retired women with calculated mean of 1.8778.

Sub Dimesntion and Monthly Income
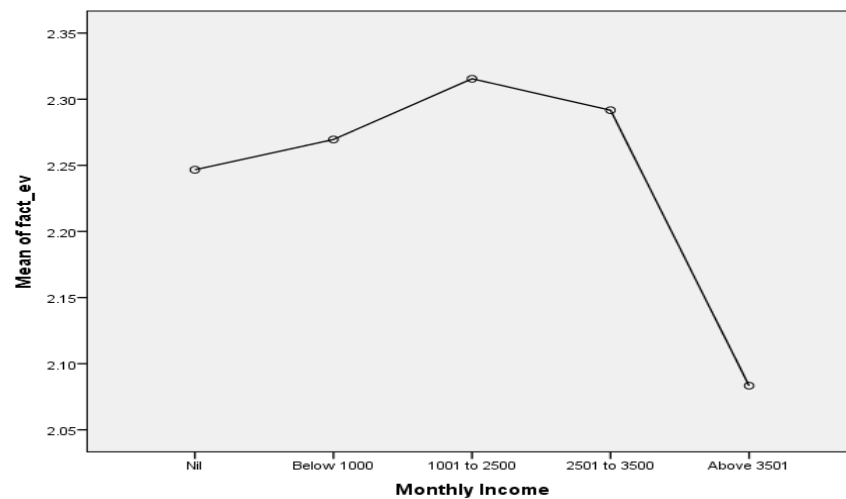
Figure 5.21: Mean of Emotional Value (fact_ev) and Monthly Income

Fact_ev with the highest mean in Monthly Income is in the range of women earn between 1001tl-2500 with calculated mean of 2.3155. While fact_ev with the lowest mean in Monthly Income is in the range of women earn between 3500 and above with calculated

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mean of 2.0833.
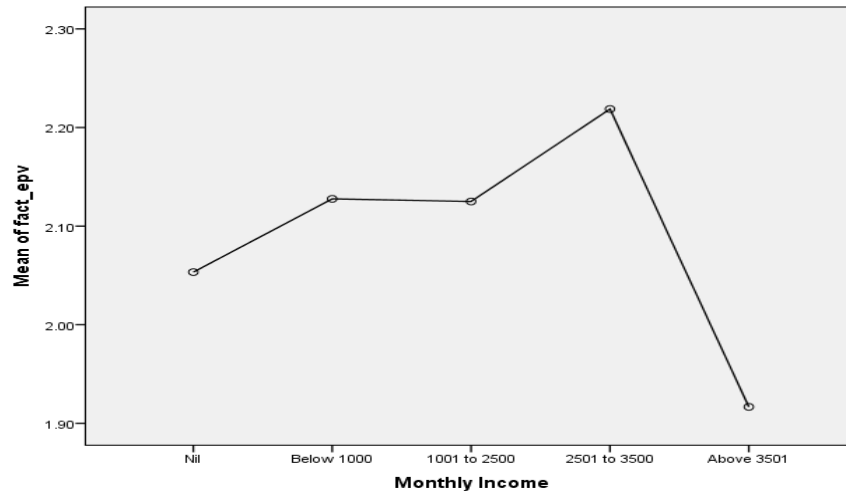
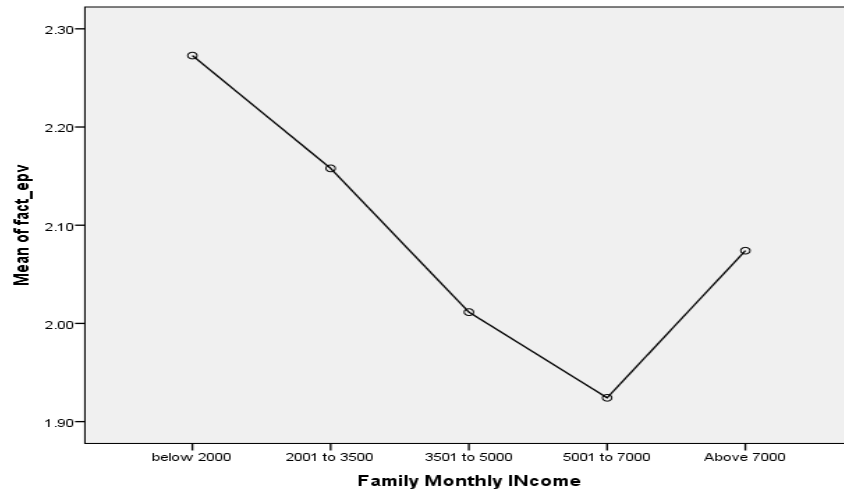**Figure 5.22:** Mean of Epistemological Value (fact_epv) and Monthly Income

Fact_epv with the highest mean in Monthly Income is in the range of women earn between 2501tl-3500 with calculated mean of 2.2188. While fact_epv with the lowest mean in Monthly Income is in the range of women earn between 3500 and above with calculated mean of 1.9167.
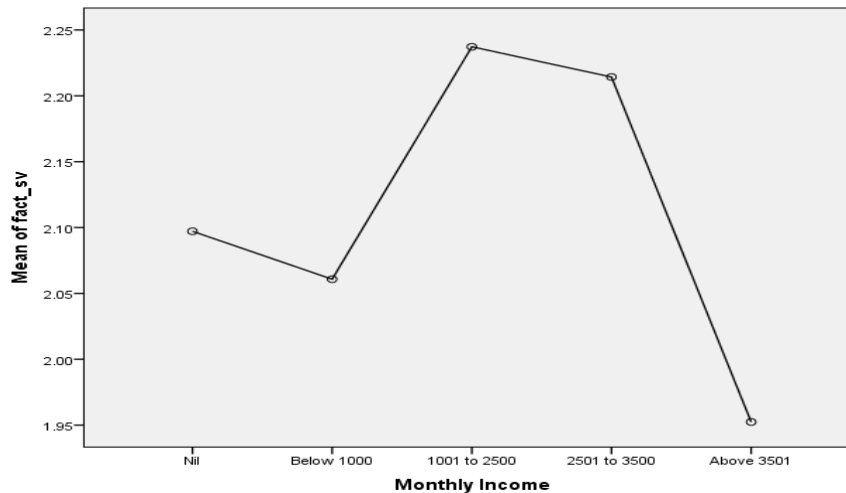
Figure 5.23: Mean of Social Value (fact_sv) and Monthly Income

Fact_sv with the highest mean in Monthly Income is in the range of women earn between 1001tl-2500 with calculated mean of 2.2372. While fact_sv with the lowest mean in

Monthly Income is in the range of women earn between 3500 and above with calculated mean of 1.9524.
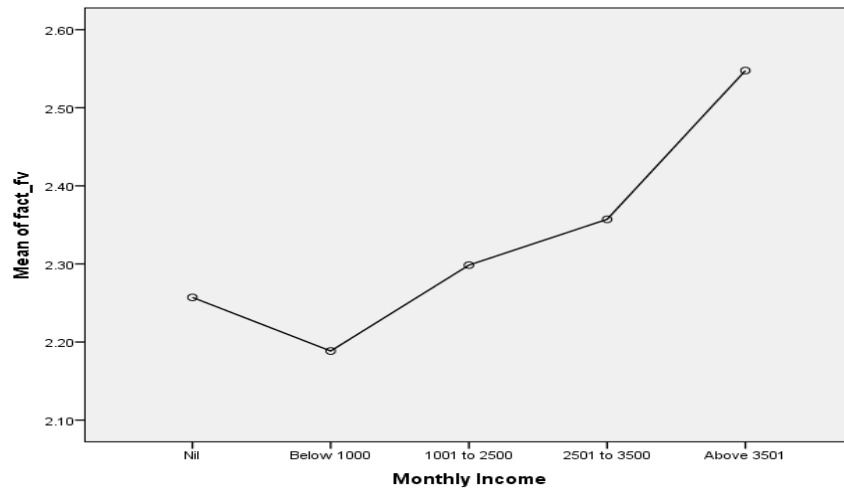
Figure 5.24: Mean of Functional Value (fact_fv) and Monthly Income

Fact_fv with the highest mean in Monthly Income is in the range of women earn between 3500tl and above with calculated mean of 2.5476. While fact_fv with the lowest mean in Monthly Income is in the range of women earn between below 1000tl with calculated mean of 2.1884.
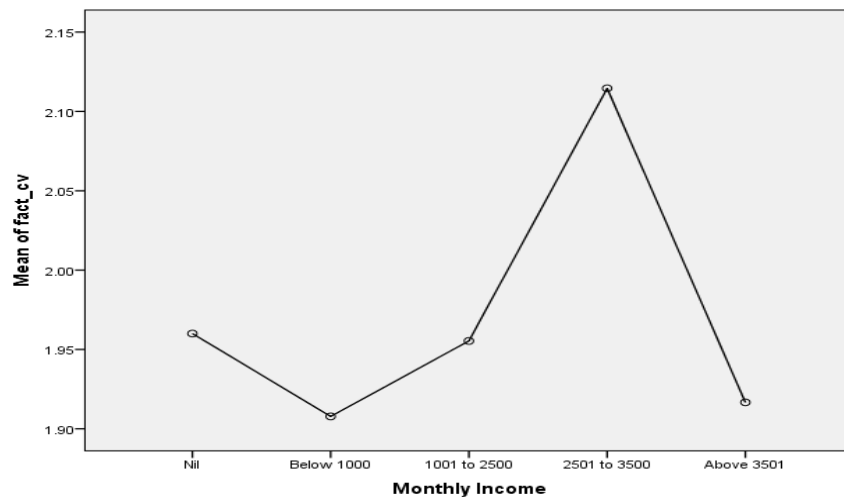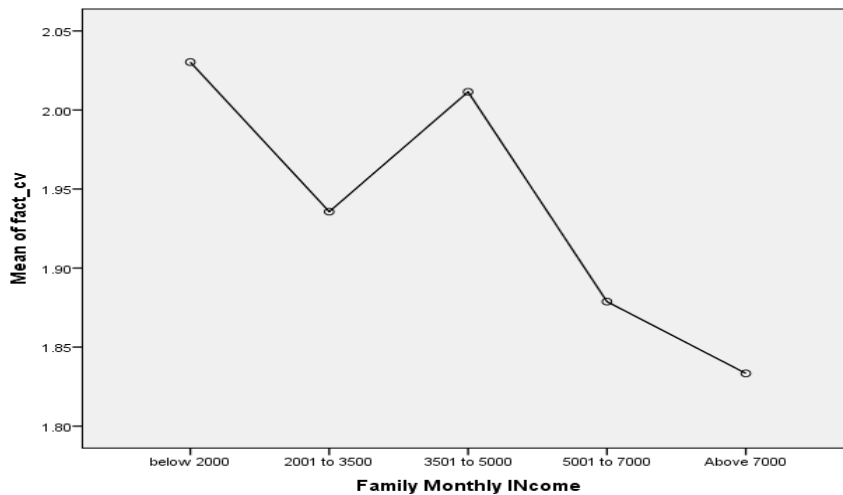

Figure 5.25: Mean of Conditional Value (fact_cv) and Monthly Income

Fact_cv with the highest mean in Monthly Income is in the range of women earn between

2501tl-3500 with calculated mean of 2.1146. While fact_cv with the lowest mean in Monthly Income is in the range of women earn between below 1000tl with calculated mean of 1.9078.

5.3.2.4.Sub Dimensions and Monthly Family Income
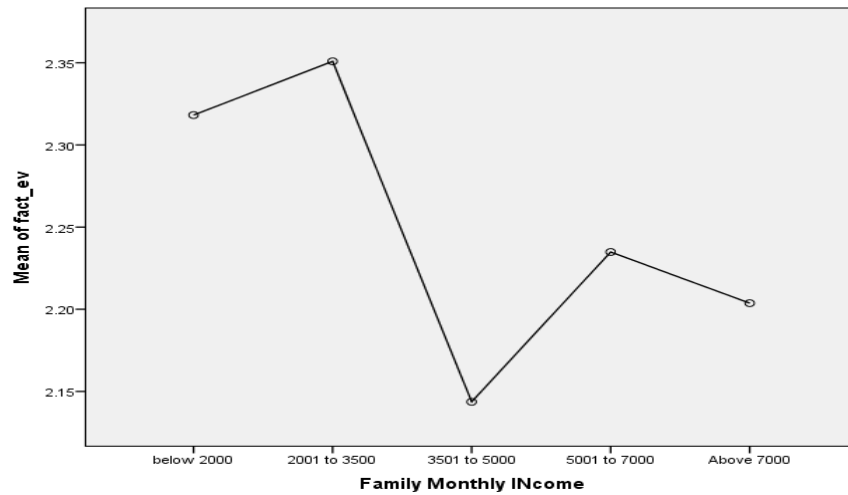
Figure 5.26: Mean of Emotional Value (fact_ev) and Monthly Family Income

Fact_ev with the highest mean in Family Monthly Income is in the range of household that earns between 2001tl-3500 with calculated mean of 2.3509. While fact_ev with the lowest mean in Family Monthly Income is in the range of household that earns between 3501-5000 with calculated mean of 2.1437.

Figure 5.27: Mean of Epistemological Value (fact_epv) and Monthly Family Income

Fact_epv with the highest mean in Family Monthly Income is in the range of household that earns between below 2000 with calculated mean of 2.2727. While fact_epv with the lowest mean in Family Monthly Income is in the range of household that earns between 5001-7000 with calculated mean of 1.9242.
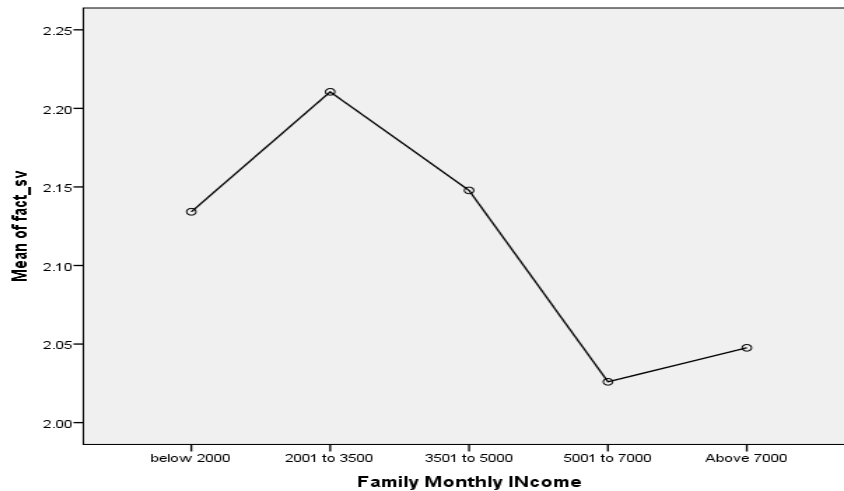
Figure 5.28: Mean of Social Value (fact_sv) and Monthly Family Income

Fact_sv with the highest mean in Family Monthly Income is in the range of household that earns between 2001-3500tl with calculated mean of 2.2105. While fact_sv with the lowest mean in Family Monthly Income is in the range of household that earns between 5001-7000tl with calculated mean of 2.0260.

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Figure 5.29: Mean of Functional Value (fact_fv) and Monthly Family Income

Fact_fv with the highest mean in Family Monthly Income is in the range of household that earns between 3501-5000tl with calculated mean of 2.3350. While fact_fv with the lowest mean in Family Monthly Income is in the range of household that earns between above 7000tl with calculated mean of 2.2063.

Figure 5.30: Mean of Conditional Value (fact_cv) and Monthly Family Income

Fact_cv with the highest mean in Family Monthly Income is in the range of household that earns between below 2000tl with calculated mean of 2.0303. While fact_cv with the lowest mean in Family Monthly Income is in the range of households that earns between above 7000tl with calculated mean of 1.8333.

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5.3.2.5.Sub Dimensions and Children Under 18
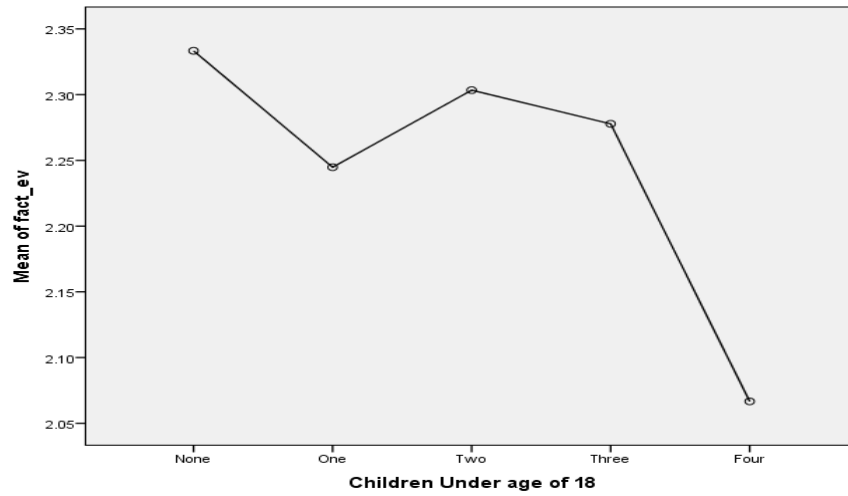
Figure 5.31: Mean of Emotional Value (fact_ev) and Children under 18

Fact_ev with the highest mean in Children under 18 is the household that have no child with calculated mean of 2.3333. While fact_ev with the lowest mean in Children under 18 is the household that have four children with calculated mean of 2.0667.
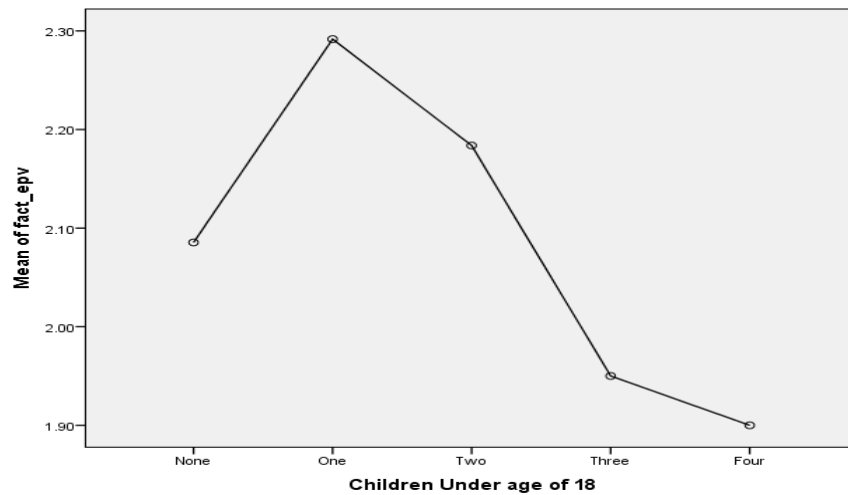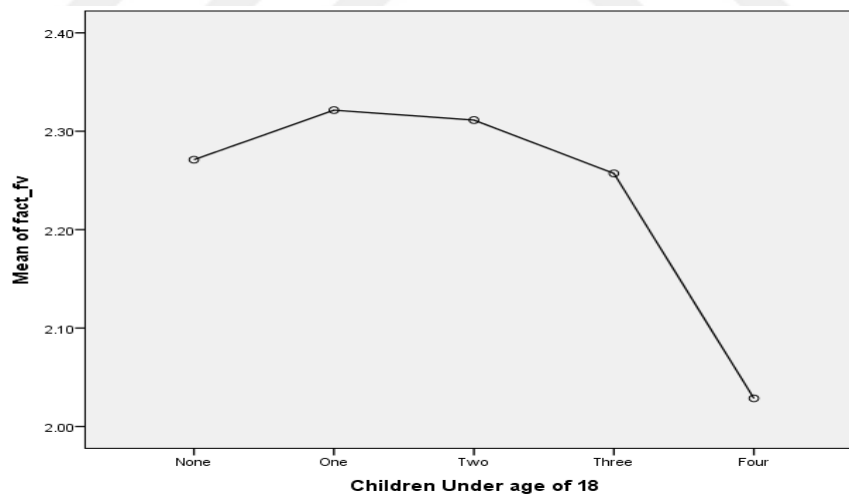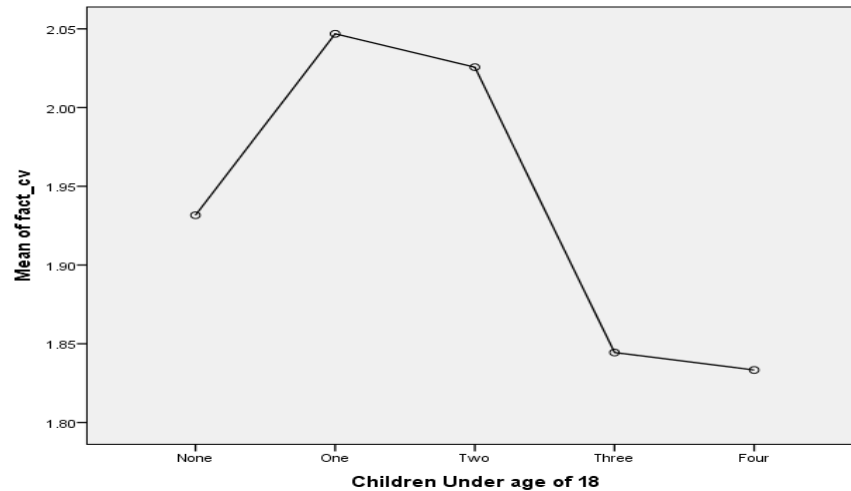

Figure 5.32: Mean of Epistemological Value (fact_epv) and Children under 18

Fact_epv with the highest mean in Children under 18 is the household that have one child with calculated mean of 2.2917. While fact_epv with the lowest mean in Children under 18 is the household that have four children with calculated mean of 1.900.
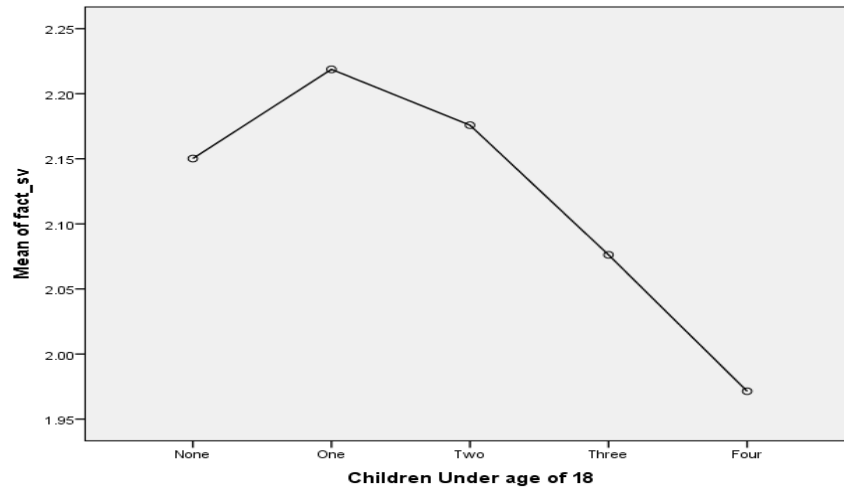
Figure 5.33: Mean of Social Value (fact_sv) and Children under 18

Fact_ev with the highest mean in Children under 18 is the household that have one child with calculated mean of 2.2188. While fact_ev with the lowest mean in Children under 18 is the household that have four children with calculated mean of 1.9714.

Figure 5.34: Mean of Functional Value (fact_fv) and Children under 18

Fact_fv with the highest mean in Children under 18 is the household that have one child with calculated mean of 2.3214. While fact_fv with the lowest mean in Children under 18 is the household that have four children with calculated mean of 2.0286.

Figure 5.35: Mean of Conditional Value (fact_cv) and Children under 18

Fact_cv with the highest mean in Children under 18 is the household that have one child with calculated mean of 2.0469. While fact_cv with the lowest mean in Children under 18 is the household that have four children with calculated mean of 1.8333.

5.4. FINDINGS

- Most of the (83.3%) respondents strongly agreed and agreed they enjoy shopping a lot.
- There is Age wise perceptual difference regarding purchasing involvements of Turkish female consumers
- 92 respondents (61.3%) agrees that before a purchase is made, they weigh the commodities need.
- The household buying Conduct of female consumer is influenced by the available income of the female consumers to make purchase. 63 respondents are strongly influenced by the availability of income to go shopping while 69 respondents said available income is an influential factor that drives them to go shopping.
- There is educational wise perceptual differences regarding I am interested in quality than quantity. Majority of the females 99 (66%) are interested in quality than quantity. 58 respondents agree while 41 respondents strongly agree.

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- Mostly all the respondents irrespective of their educational level or background requires there to be environmental security of the store.

- Irrespective of the educational level, Available income is a driving force that enables female consumers to make family buying possible.

- There is Family monthly income perceptual difference regarding Maximum value of money in the purchase of products needed in the family household.

- Majority of the correspondents 118 (71.7%) engage in shopping as hobbies. 56 of them engage in this hobbies frequently while 62 correspondence engage in this hobby moderately

- Among all correspondents from among the different ages, it was found that most women will spend average amount on their shopping needs. Meaning they will moderately spend on shopping.

- Amongst all groups, it was found out that the various age ranges affect purchasing involvements of Turkish female consumers. The various age groups showed different purchasing involvements to their household needs.

- Turkish women whom are more inclined into their household needs are the retired women. While women with no jobs showed lesser interests in their purchasing needs.

- Majority of the correspondents 135 (%90.0) are interested in discount offers. 44 correspondence strongly agrees whiles 91 correspondence agrees that they are very much interested in discounted products.

- Majority of the correspondence 141 (%94.0) derives personal satisfaction from any product they purchase. 62 correspondence strongly agrees while 79 correspondence agreed that personal satisfaction from the product is important to them.

- The findings in the thesis shows that overall quality id important to female Turkish consumers for their household needs.

- The findings in the thesis indicates that in the case of new products, female consumers need to know the benefits and economical value of the product before they purchase it.

- Female consumer are more conversant and prefer buying products which they know more than products they have no knowledge about.

5. CONCLUSION

Females are always very conscious about selecting products for the need of their families. The female family buying Conduct is varying according to their age, number of kids available at home, educational level, life style, culture, occupation.

Emotional value, Epistemological values, Social Value, Functional value and Conditional values are effects on selection of products from organized retail industries.

In Social value the most important attribute is the environmental security of the store and Store location which must be convenient. One interactive objective finding is that almost all the women irrespective of their Age Occupation Marital status or educational levels all enjoy to shop and shopping is a major hobby for them all.

An investigation in the female purchasing behavior for household needs shows that the female consumers are responsible for their family household needs. Irrespective of their Status, Family background or family monthly income, the research shows that majority of all the women are concerned to shop for their immediate family needs.

The research indicates that Environmental security influences Turkish female consumers purchasing involvements in retail industries. It is mandatory for marketers to create a suitable, conducive and secured shopping environments.

For retail industries to attract more sales of the commodities they sell, they need to give discounts on the commodities from time to time. This will enhance the female consumers to make higher purchase to the commodity in question. Since majority of the Turkish female consumers are interested in discounted offers.

The research shows that Turkish female consumers will only be interested in products which they are conversant with and know very well. In the case of new product of technology, Marketers and store attendance need to make more aware this products via various advertisement means be it banners, flyers, radio stations or television.

The research shows that there is no significant difference between monthly income, family monthly income, educational level and Turkish female consumers purchasing involvement.

The research indicated that the quality of goods, when goods are well displayed and convenience in store location and economic value of the products they are going to buy influences their purchasing involvements in retail industries.

An investigation in the female consumer behavior for organized retail industry indeed helps in enhancing the overall experience of shopping various products in the store. Female consumer evaluation of products and apparels are effects on environmental and social psychology, retailing and consumer Conduct. It can be interesting to analyze the attractive female consumer Conduct on a particular retail store on the perceived quality for the future research.

This research is not a conclusive research; the research suggests further studies which in this important area can be conducted in future. However, some interesting and valuable revelations were discovered during the review which needs to be emphasized.

The review clearly projects the relationships existing between socioeconomic characteristics and buying involvement of female consumer in Turkey. Age, education, occupation, income, marriage time, household type and life cycle stage of family were found to show significant relationship with respects to buying involvement of females. However the review has revealed to us that stages in family life cycle in which children are present shows higher buying participation more than families with no children. The review also reveals that moderate income families will show higher buying involvement than lower and higher income families.

The research also showed that there is age wise significant difference amongst all sub dimensional groups.

Therefore it appears that buying involvement is a significant advocator of female consumer behavior that could influence the female consumer's purchase assessment procedures of goods and services in Turkey.

Finally I therefore recommend a further research should be made in this area because during the course of review, I noticed that some respondents out of ignorance gave false information. This has caused a lack of proper information which has affected the findings.

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APPENDIX

PART ONE RESPONDENTS DETAILS

NAME: _____

Please indicate with <u>X</u> the section that corresponds to your age

Age	18 - 30	31 – 40	41 – 50	51 and above

Please indicate with <u>X</u> the section that corresponds to your Educational level

Educational level	Primary	High School	University/College	Masters	Doctorate

Please indicate with <u>X</u> the section that corresponds to your marital status.

Marital Status	Single	Married	Widowed	Divorced

Please indicate with <u>X</u> your present occupation

Occupation	Homemaker	Unemployed	Employed	Retired

Please indicate with <u>X</u> your monthly income

Monthly income TL	Nil	Below 1000	1001 - 2500	2501 – 3500	Above 3501

Please indicate with <u>X</u> your family monthly income.

Family Income Monthly TL	Below 2000	2001 - 3500	3501 - 5000	5001 - 7000	Above 7000

Please indicate with <u>X</u> if there are any children under the age of 18 in your household.

Children under the age of 18	None	One	Two	Three	Four

PART TWO PURCHASING INVOLVEMENT

When buying a product, I look for the following features in these Emotional value:

Please thick a box that corresponds to how much you agree or disagree with each of the following statements:

	Strongly Strongly Agree	Agree	Neutral	Disagree	Disagree
I enjoy shopping a lot	☐	☐	☐	☐	☐
I make the largest decision for my families needs.	☐	☐	☐	☐	☐
I am interested in discount offers	☐	☐	☐	☐	☐
I am interested in quality than quantity	☐	☐	☐	☐	☐
Windows shopping is important to me Before making any purchase.	☐	☐	☐	☐	☐
How often do you engage in these hobbies?	☐	☐	☐	☐	☐

When going out for shopping the following is important to me in the Epistemological Values in retail industries:

Please thick a box that corresponds to how much you agree or disagree with each of the

following statements:

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Before the purchase of any appliance, I Check the specification before purchase.	☐	☐	☐	☐	☐
I often evaluate previous smaller products if it meets my needs before repurchase.	☐	☐	☐	☐	☐
It is important to me to be aware of all the alternatives before buying expensive appliances.	☐	☐	☐	☐	☐
Before making a purchase decision, I	☐	☐	☐	☐	☐

Evaluate the need of the product.

I usually wait for offers and discounts before
Purchasing electronics.
☐ ☐ ☐ ☐ ☐

I pay more attention to advertisements for
Products I am interested in.
☐ ☐ ☐ ☐ ☐

When going out for shopping the following is important to me in the Social values in retail industries:

Please thick a box that corresponds to how much you agree or disagree with each of the

following statements:

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Environmental security of the store.	☐	☐	☐	☐	☐
Store location must be convenient.	☐	☐	☐	☐	☐
Goods are well displayed.	☐	☐	☐	☐	☐
Overall quality of the goods.	☐	☐	☐	☐	☐
Familiarity of the product	☐	☐	☐	☐	☐
I am committed to get maximum value For my money.	☐	☐	☐	☐	☐
I am willing to pay higher price in order to get The best quality product.	☐	☐	☐	☐	☐

When going out for shopping the following Functional value influences my decision in Electronics:

Please indicate the appropriate box with the degree of influence of the following
statements.

	Strongly Influential	Influential	Neutrally Influential	Non Influential	Strongly Influential
Available income.	☐	☐	☐	☐	☐

	Strongly Influential	Influential	Neutrally Influential	Non Influential	Strongly Influential
Family influences.	☐	☐	☐	☐	☐
Current occupation or job.	☐	☐	☐	☐	☐
Well-known brand name for the product.	☐	☐	☐	☐	☐
Peer groups.	☐	☐	☐	☐	☐
How much are you willing to spend on these habits.	☐	☐	☐	☐	☐
Economic value of the product.	☐	☐	☐	☐	☐

When going out for shopping the following Conditional values influences my decision in retail industries:

Please indicate the appropriate box with the degree of influence of the following statements.

	Strongly Influential	Influential	Neutrally Influential	Non Influential	Strongly Influential
Personal Satisfaction	☐	☐	☐	☐	☐
Innovation of the products.	☐	☐	☐	☐	☐
Practicality of the product.	☐	☐	☐	☐	☐
Popularity of the product	☐	☐	☐	☐	☐
I find variety in products	☐	☐	☐	☐	☐
I check the price in groceries stores Even for small items.	☐	☐	☐	☐	☐

RESUMEE

Abba Ejeh Fidelis

Address: Cumhuriyet cad, Atarturk Mah. Demir kardesler sitesi C block, K 1 D 1, Beylikduzu. Istanbul Turkey
Telephone: +905312644833

Fax: Nil
Email Address: fidelis.abba@yahoo.com
Nationality: Nigeria
Date of Birth: 27.06.1986
Gender: Male

Objective:

- To enhance and apply my theoretical and practical skills of knowledge in my field of work.

- To plan, lead, organize, and participate in teams and team-based projects that lead organizations to successful and sustainable information systems solutions.

- To effectively communicate and collaborate with persons in various information systems roles, including those in the role of user, manager, developer, analyst, and database/network administrator for the benefit of the organization

- To solve business-centered problems by identifying, analyzing, developing, and implementing information system based solutions with member staffs of the organization.

- To maintain current knowledge of emerging and changing information system methodologies and technologies.

Desired Occupation/Field Of Work:

Computer System Analyst, Business Analyst, Export Representative, Consultant, Database Administrator.

Work Experience
Dates: December – April 2014
Position Held: Computer Operations Manager and Export manager
Main responsibilities and activities

- Networking office computers, creating client emails for workers and updating company website.

- Attending to company employers with various computer problems.

- Documentation and Recording Using Openoffice and Microsoft word.

- Excel

- Reformatting computers.

- Installation and Running Software's.

Name and Address of Employee: Bohaba Kuyumculuk & Mermer LTD. STI.
Beylikduzu Gimza corner Plaza Kart 6, 13,
Beylikduzu, Istanbul
Turkey.
Type of business or sector: Limited Company.

Dates: January – February 2012
Position Held: Internship

Main responsibilities and activities

- Attending to customers with various computer problems.

- Documentation and Recording Using Open office and Microsoft word.

- Reformatting computers.

- Software installation.

Name and Address of Employee: Albulut Bilgisayar. Ecevit cadessi, No 115/b,
Guzelyurt. Mersin 10,
Turkey.
Type of business or sector: Independent Worker.

Education and Training

Date: 2012 –
Title of qualification: Master of Science Business Management
Principal subject: Financial Management, Operations Management. Financial Analysis,
Strategic Management
University: Istanbul Aydin University, Besyol Mah, Inonu Cad No: 38 safakoy.
Istanbul, Turkey.

Date: 2008 – 2012
Title of qualification: Bachelor of Science **(Hons)** Computer Information System **2.1**
Principal subjects: Operating systems, programming, hardware, system analysis and design,
strategic management, data base management systems, essentials of information technology.
Contemporary Issues in C.I.S.
University: European university of lefke, Gemikonagi. Mersin 10, Turkey.

Date: 1996 – 2003
Title of qualification: Secondary School Certificate
Principal subjects: Mathematics **C**, English **C**, Economics **C**, Financial Accounting **A**, Biology
B, Geography **C**, Commerce **C**, Government **C**
Secondary School: Command Secondary School, Ipaja. Lagos Nigeria.

Date: 1990- 1996
Title of Qualification: Primary School Certificate
Principal Subjects: Mathematics, English, Social Studies, Quantitative and Verbal, Current

Affairs, Elementary Science Physical and Health Education, Geography.
Primary School: Sakatinubu Memorial Primary School, Agege. Lagos, Nigeria.

Personal skills and competence

Mother tongue: English
Other language: Turkish

Understanding		Speaking		Writing
Listening	Reading	Spoken Interaction	Spoken production	
C2 proficiency user	C2 Proficiency user	C2 Proficiency user	C2Proficiency user	C2 Proficiency user

Social skills and competence:

- Team Work: Project leader and organizer for our final year MIS Project (Contemporary Issues in C.I.S), where my leadership role, planning and organizing came to fore. During this period, I applied my communication skills a project that was done by I alone in Busn208 (Business Communication) and found out that "Active listening, speaking, reading and writing" plays an important role when working in a group, To covey the exact and explicit message required for team work.

- Sports: I have played football and badminton among my team mates

- Mediating skills: I was the group leader of 10 undergraduate students whom volunteered for environmental tree planting within the university environment.

Computer skills and competence: I have adequate knowledge about Windows and also in using Microsoft office and Openoffice

Other skills and competence:
2. Certificate of High Honors.
3. Certificate of Reputation Management.
4. Certificate of Non Verbal Communication Skills (Body Language).

Additional skills
Personal Interest: Documentaries, reading, engaging in sporting activities like playing football, basketball and badminton which are my favorite sports and also watching football running, swimming and also traveling.

Reference:

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