



## ULUSLARARASI HAKEMLİ AKADEMİK SOSYAL BİLİMLER DERGİSİ

Ekim-Kasım-Aralık 2011 Sayısı Sayı: 2 / Cilt: 1 Autumn October- November- December 2011 Volume:02 Issue:01 Kodu:JEL M  
www.iibdergisi.com

### AN APPLIED STUDY ABOUT THE ANALYSIS OF PLANNED SHOPPING AND CONSUMPTION BEHAVIOURS OF INDIVIDUAL CONSUMERS<sup>1</sup>

*Uçkan APAK<sup>1</sup> Murat KORKMAZ<sup>2</sup>*

*<sup>1</sup>Maltepe University Institute Of Social Sciences Department Of Business Administration*

*<sup>2</sup>Güven Group Finance Director*

**Abstract:** In this study, the behaviours of individuals towards the consumption process were analyzed. A general literature study concerning the strategies that were followed by institutions and organizations in sales as directed to behaviours of individuals affecting the consumption process was carried out. In the light of the information obtained following the research, survey questions to be applied on consumers were determined. The questions were directed to consumers in different cities and regions within the period of 5 months approximately and their thoughts about the survey were established. The analysis was made by being used the SPSS 15 Statistical program in the light of data obtained from the survey and conclusion and suggestion were made. This study is an applied study and sales strategies of institutions and organizations on consumers and purchasing tendencies were tried to be determined within the framework of acquired data.

**Key Words:** Impulse Buying, Marketing, Public Relations, Advertisement, Communication

### PLANLI ALIŞVERİŞ ve BİREYSEL TÜKETİCİLERİN TÜKETİM DAVRANIŞLARININ İNCELENMESİ YÖNÜNDE UYGULAMALI ÇALIŞMA

**Özet :** Bu çalışmada bireylerin tüketim sürecine yönelik davranışları incelenmiştir. Bireylerin tüketim süreçlerini etkileyen süreç içindeki davranışlarına yönelik olarak kurum ve kuruluşların satışta izledikleri stratejilerine ilişkin genel bir literatür çalışması yapılmıştır. Yapılan araştırma sonunda elde edilen bilgiler ışığında tüketiciler üzerinde uygulanacak anket soruları belirlenmiştir. Belirlenen anket soruları yaklaşık 5 aylık süreç içinde değişik illerde ve bölgelerde bulunan tüketicilere yöneltilerek anket üzerindeki düşünceleri belirlenmiştir. Anketten elde edilen veriler ışığında SPSS

*1 Bu Makale Birinci Sırada Yer Alan Yazarın Aynı Konu Başlıklı Maltepe Üniversitesi Sosyal Bilimler Enstitüsü İşletme A.D. Bölümünde Yapılan Yüksek Lisans Tezinden Üretilerek Hazırlanmıştır.*

15 İstatistik programı kullanılarak analiz gerçekleştirilmiş ve sonuç öneri çıkarılmıştır. Bu çalışma uygulamalı bir çalışma olup, elde edilen veriler çerçevesinde kurum ve kuruluşların tüketiciler üzerinde yaptıkları satış stratejileri ve tüketicileri etkileyen satın alma eğilimleri belirlenmeye çalışılmıştır.

**Anahtar Kelimeler:** Ani Satın Alım, Pazarlama, Halkla İlişkiler, Reklam, İletişim, Müşteri

## INTRODUCTION

Taking into account the consumer behaviours is necessary to understand the complex effects of consumption processes (BAUMEISTER, 2002). determining the consumption point of consumers and/or consumer (Individual or corporate), making research about the market shares of sold products and determining the fast sales strategies and advertisement are important points for manufacturer and marketer companies to follow and determine the market supply (ALTINIŞIK, 2002).

Impulse buying is a special and important aspect of sales behaviour of consumer and it should be accepted as an important for marketing management activity (CEMALCILAR, 1987). In this subject, determination of marketing strategies and investigating market shares are needed and studies affecting the fast consumption and/or impulse buying of markets in terms of competition socially and directing individuals or institutions for buying psychologically should be carried out (GÜRGEN, 1990). Harmonious working of management and marketing departments and continuity of accreditation studies are required.

In modern world, blind impulse aroused to buy something competes with the practical requirements of today's world (KURTULUŞ, 1976). The cause of needless and impulse buying of individuals in market conditions is that they compete with themselves about buying something psychologically and they spend time by doing shopping and impulse buying (MALHOTRA, 2001).

The buying behaviour of consumer refers to the buying behaviours of individuals and households who buy goods or services for individual consumption. These different types of consumer groups make selection among different products as depending on many factors. How do the consumers react to different marketing strategies of companies? What kind of benefits do the studies concerning development of fast sales techniques for marketing and sales and increasing the effects on individuals have; what kind of benefits do the results provide for consumers and individuals?

The company knowing the answer and reaction of its customers towards the product features, their prices and advertisements will have a great advantage by stepping forward. Due to these advantages, fast

growth can be defined as recognition, growth of market share and making great economic profit on behalf of themselves and/or organization.

According to the model of buyer behaviour , marketing and other incentives (environmental, economic, technological, political and cultural) start the answer model. All these developments and process get in the heads (black box) of consumers and they turn into some reactions such as product alternative, brand alternative, seller alternative, purchase timing and purchase amount. Following these reactions, they bring great amount of income to the seller institution/institutions and they stand as a cause of performance of a purchase on behalf of the consumer.

### **THE AIM OF STUDY**

The aim of this study is the analysis of impulse buying and consumption behaviours of individual consumers in consumption processes of individuals. While this analysis is made, it is given place that how the individuals being obliged to make shopping and buy the products to meet demands for consumption are affected from today's living conditions. While psychological factors such as culture, educational level, attitude and behaviours are important for purchase, some factors such as the features of product, brand, advertisement-promotion are important for consumption. Under this topic, the effects of these topics

on consumption behaviours will be given place.

In parallel with the aim of project, consumption process of individuals and all business-based and individual features affecting these processes were tried to be addressed. Marketing sense and management of companies, the way of supply of products and services to the market and how these are found by consumers being in different personality and approach were analyzed. Decision mechanisms of consumers about purchasing all products and services which were entered into supply market following the all business-based stages and personal, environmental and social conditions affecting them were evaluated.

In the 1st part of the Project, the concept of marketing and its sub-components, marketing method and basic approaches of consumers towards the products and services were analyzed; the market concept and the relation of marketing and consumption were evaluated separately. In the 1st part again, basic approaches consumers display while meeting their demands were researched and it was analyzed that how the purchase decisions were made with the realistic and emotional incentives. The effect of conflict and prevention concepts in meeting or

ostponing the demands were researched. In the 2nd part of project, within the framework of impulse buying processes, the definition of individual's needs was evaluated within the context of hierarchy of needs; different

components affecting impulse buying were analyzed. In this context, customer based, environmentally affected and company and marketing strategies based variables were tried to be determined. Within the scope of applied study which was given place to the 3rd part of the Project, it was tried to be observed that how the consumers in different sex, age, economic income level and personality decide on the process of consumption and how the brand perception, personal delight and their own rational situations affect the decisions of buying.

The survey provided important data which will complete and enrich the general aim and scopes of this Project. Hedonist buying in other words consumption with emotional impulses means the most important datum as 39% in women and 34% in men as the most important buying impulse of consumers in the survey.

On the other hand, buying with rational approaches presents the second highest point with 25% in men and 29% in women. The fact that, rational approaches come in second before the brand perception and impulse buying impulses and after emotional impulses, is seen as an indicator for consumers to make consumption according to their rational situations such as price-quality-their income.

Consumption is among the most important facts of twentieth century. Production and selling of goods and services which will meet the demands of people in industrial societies

is one of the most important problem areas. Therefore consumption researches aim to determine the purchasing power and inclinations of consumers and to introduce the elements which direct consumers to buy certain goods and services from a certain place. These researches which give information about consumer behaviours and inclinations are important in terms of both leading the strategies of businesses and determining the new market places and presenting the share of people they get from welfare and their expenditures who live in a certain place or region.

### **THE SCOPE OF RESEARCH**

The aim of this study is to analyze the behaviours of consumers presenting impulse buying and different consumption behaviours which start to stand as new dimensions of consumer purchasing behaviours and start to get importance gradually for using knowledge in buying process and to make comparison between these different approaches.

### **IMPORTANCE OF RESEARCH**

This research discusses that how the consumers decide on buying with what kind of personal, environmental, emotional and rational impulses in the process of buying by analyzing the questions asked in different topics to subjects. Obtaining direct

views and approaches of consumers about processes of impulse buying and unplanned shopping which is the general field of study of this dissertation and using scientific methods in the content, application and analysis of survey indicate the importance of research.

### LIMITEDNESS OF RESEARCH

The research analyzes how the individual consumers decide on purchasing as their individual preferences in question about topics which is subject of impulse buying mostly. The survey was applied on a sample group in Samsun city centre which can only be measured generally. Consumption behaviours were tried to be determined without putting special emphasize on product-service-price and marketing strategies and without directing subjects in questions.

### THE METHOD AND SAMPLE USED IN RESEARCH

The survey application was preferred in research. This survey was applied on individual consumers being in 13 different cities approximately within Turkey. Results were obtained by being used random sampling method according to different ages and sexes in cities of İstanbul, İzmir, Bursa, Samsun, Ankara, Antalya, Konya, Muğla, Kocaeli, Yozgat, Zonguldak, Trabzon and

İzmit by making face to face interview with 573 people.

### APPLICATION AND ANALYSIS

#### Reliability Analysis

Reliability is a concept presenting consistency of all questions with each other in a measurement tool (in test) and homogeneity in measurement of discussed creation. The methods developed for assessing the reliability of measurement tools are called

**Reliability Analysis** and discussion of questions in this tool is called **Item Analysis**. Reliability coefficients should be calculated with the purpose of analyzing the reliability of tests. The reliability coefficients which are mostly used are **Cronbach alfa** and **Kuder-Richardson** coefficients.

The reliability analysis calculates the coefficients of Cronbach alfa being useful in presenting reliability of tools that are based on scales (Likert Scale, Q-type scale) established on total points.

Basic hypothesis are:

“Each question should be linear component of total score” and “The principle of additivity should be needed in scale.”

#### Cronbach Alfa coefficient

Alpha coefficient is a weight standard

## ULUSLARARASI HAKEMLİ AKADEMİK SOSYAL BİLİMLER DERGİSİ

Ekim-Kasım-Aralık 2011 Sayısı Sayı: 2 / Cilt: 1 Autumn October- November- December 2011 Volume:02 Issue:01 Kodu:JEL M

www.iibdergisi.com

average of change which is found with *proportioning of total variances of k problem to general variance* in the scale. Cronbach Alpha coefficient takes values between 0-1. If there is a negative correlation among the questions, Alpha coefficient will be negative, too. This situation causes the reliability model to fail.

Evaluation of Alpha coefficient:

0-0,39	: the scale isn't reliable
0,40-0,59	: the scale is low-reliable
0,60-0,79	: the scale is reliable
0,80-1,00	: the scale is highly reliable

**Table 1 Cronbach Alpha coefficient table**

Cronbach' Alpha	Cronbach' Alpha Based on Standardized Items	N of Items
,881	,881	26

Following the reliability analysis, it was determined that questions numbered Q4, Q7, Q10, Q17 and Q26 presented a negative correlation with the scale and these were taken out of the scale. After the questions presenting negative correlation had taken out of the scale, it was determined that the reliability coefficient rose from 80%

to 88.1%. there were 26 questions in the scale which was developed for the survey application and when the reliability analysis was applied to the developed scale, the value of Cronbach's Alpha was found 88.1%. this means that the scale developed is a highly reliable scale.

**Table 2 Correlation Indicators of Factors**

Summary Item Statistics							
	Mean	Minimum	Maximum	Range	Maximum/Minimum	Variance	N of Items
Item Means	3,441	2,319	4,230	1,911	1,824	,297	26
Inter-Item Correlations	,222	-,453	,823	1,277	-1,817	,070	26

## ULUSLARARASI HAKEMLİ AKADEMİK SOSYAL BİLİMLER DERGİSİ

Ekim-Kasım-Aralık 2011 Sayısı Sayı: 2 / Cilt: 1 Autumn October- November- December 2011 Volume:02 Issue:01 Kodu:JEL M

www.iibdergisi.com

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
s1	86,5026	291,418	,021	,887
s2	87,0785	290,391	,048	,886
s3	85,2408	282,278	,318	,880
s5	86,5236	284,998	,196	,882
s6	85,7539	288,868	,101	,884
s8	87,1518	275,458	,529	,875
s9	86,1466	282,241	,213	,883
s11	86,0000	258,063	,633	,871
s12	86,5864	272,907	,393	,878
s13	87,0733	280,914	,202	,884
s14	85,3298	263,592	,736	,870
s15	86,2251	269,010	,510	,875
s16	85,4660	279,354	,346	,879
s18	86,2775	274,795	,525	,875
s19	85,6649	270,947	,479	,876
s20	85,8796	274,260	,463	,876
s21	85,4974	270,355	,540	,874
s22	85,4869	261,219	,703	,870
s23	85,5393	271,864	,513	,875
s24	85,9529	271,178	,603	,874
s25	85,6126	260,325	,740	,869
s27	86,3927	266,798	,503	,875
s28	85,7487	271,227	,410	,878
s29	85,6021	258,618	,720	,869
s30	86,1309	270,796	,465	,876
s31	85,9162	260,794	,665	,871

It is seen that the general average of questions is 3,441 and their variance is 0,297.

### Factor Analysis

Factor analysis is a multivariate statistics aiming to find new conceptually significant and less unrelated variables (factors, dimensions) by gathering p item of variables being related to each other.

The aim of factor analysis is to diminish the data set and thereby making it more explainable. "Factor score" can be obtained for each one of abilities with factor analysis. Whether there are more or less than three factors different from each other is revealed with the analysis.

m numbers of important factor are subjected to **rotation of axes** for "independence,



openness and meaningfulness in interpretation". Following the rotation of axes, while the weight of materials in a factor increases, weight in other factors decreases. There are two types of rotation approaches as **or-**

**thogonal** and **oblique**. While total variance about variables doesn't change following the rotation, the variance explained by factors change.

Rotation is showed as below:

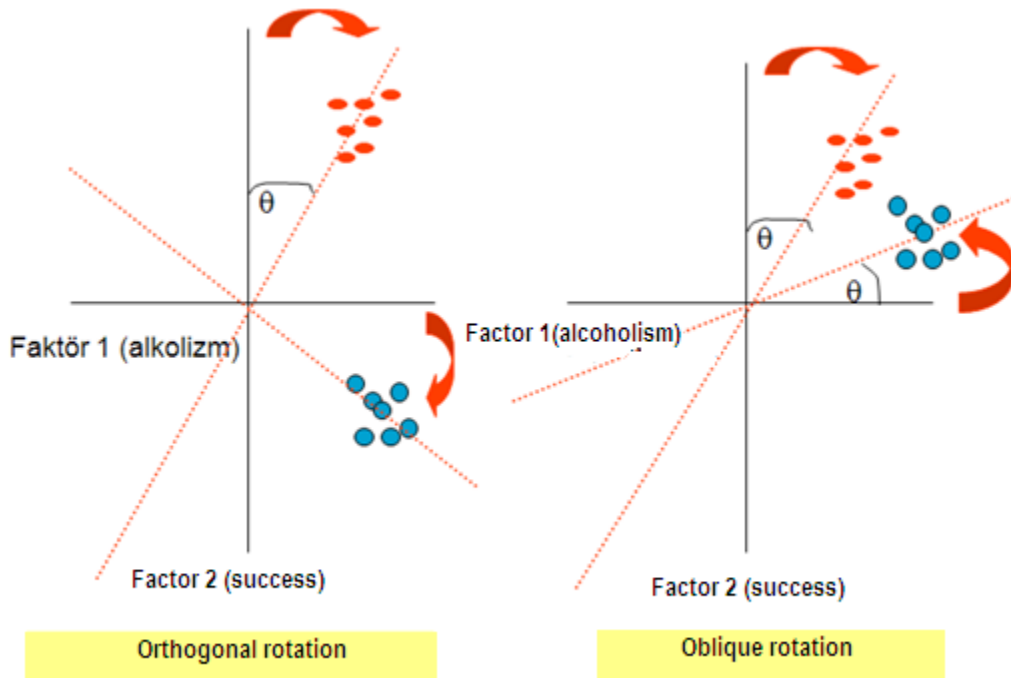


Figure 1. Rotation graphic

### Determining the number of factors

Factors whose eigenvalues were more than 1 were taken into account in determination of factor numbers. In case the number of factors is too much, the operation can be

done by taking into account the number of factor which will present minimum 66% of total variance. Accordingly, the table indicating the explanation rates of total variance by factors is as below:



**Table 3 Total variance table**  
**Total Variance Explained**

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	7,100	29,582	29,582	7,100	29,582	29,582	4,258	17,742	17,742
2	4,245	17,687	47,268	4,245	17,687	47,268	4,239	17,665	35,406
3	2,815	11,731	58,999	2,815	11,731	58,999	4,070	16,959	52,365
4	1,896	7,900	66,899	1,896	7,900	66,899	3,488	14,534	66,899
5	1,717	7,154	74,053						
6	1,363	5,679	79,732						
7	1,202	5,007	84,739						
8	,869	3,620	88,359						
9	,664	2,765	91,124						
10	,526	2,191	93,315						
11	,378	1,573	94,888						
12	,337	1,406	96,294						
13	,244	1,015	97,309						
14	,194	,810	98,119						
15	,167	,696	98,815						
16	,101	,421	99,236						
17	,087	,363	99,599						
18	,050	,209	99,808						
19	,023	,098	99,906						
20	,013	,053	99,959						
21	,007	,029	99,988						
22	,003	,012	100,000						
23	5,65E-016	2,35E-015	100,000						
24	-6,80E-017	-2,83E-016	100,000						

Extraction Method: Principal Component Analysis.

As seen in table, the first factor explains 29.58% of total variance, the second factor explains 17,687%, the third factor explains 11,731% and the fourth factor explains 7,9% of total variance. When it is looked cumula-

tively, our four factors explain 66,899% of total variance. Because this is sufficient in determining the number of factor, other factors may be ignored.

The factor is determined in the number indicated by the point where slope starts to disappear in line chart of factor analysis below. According to this, line chart starts to lose its slope significantly as of the eighth factor in

graphic. Therefore we can limit the number of factors with eight or less according to circumstances. When the minimum 66% was taken into account, the number of factor was determined as 4.

Scree Plot

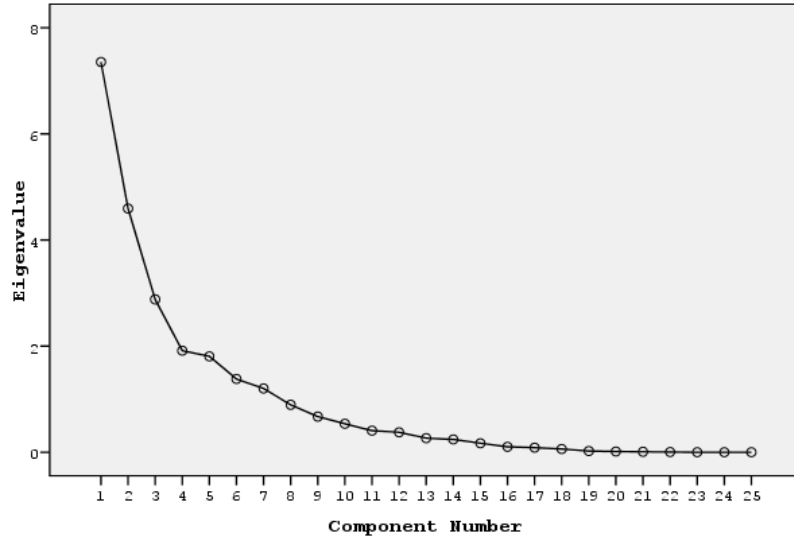


Figure 2 Total factor analysis graphic

The table below shows which questions take place under which factors.

**Table 4 Factor rotation table**

Rotated Component Matrix <sup>a</sup>

	Component			
	1	2	3	4
s1	-,149	,062	-,368	,707
s2	-,501	,567	,033	,168
s3	-,307	-,156	,557	,647
s5	-,085	,834	-,304	,135
s6	,093	-,065	-,157	,444
s8	,182	,129	,748	,065
s9	-,018	,790	-,187	-,116
s11	,654	,159	,072	,440
s12	,248	-,190	,621	,174
s13	-,193	,133	,805	-,262
s14	,619	,169	,314	,518
s15	,840	-,007	,053	,164
s16	,152	,175	-,062	,485
s20	,387	-,139	,760	-,046
s21	,721	-,089	,348	,053
s22	,360	,429	,254	,558
s23	,094	,573	,253	,312
s24	,030	,739	,271	,308
s25	,298	,406	,268	,706
s27	,103	,904	,158	,040
s28	,843	-,058	,132	,065
s29	,439	,445	,049	,657
s30	,280	,168	,707	-,202
s31	,559	,337	,502	,031

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 8 iterations.

**Main factors of research**

According to the table above:

**Factor 1:**

S11. Even if I have cash, I prefer shopping with credit card

*S14. "I buy first and then I think" reflects my shopping style*

*S15. Not the price of product but the brand and image is important for me*

S21. I am reckless about what I buy

S28. I don't think about the monetary di-

mension of my shopping I just buy what I want

S31. When I am affected from the products in showcase and exhibition, I don't restrict my desire for shopping

**Factor 2:**

S2. I plan what I buy before I go to market

S5. I always bargain in shopping

S9. People ask for my ideas about shopping

S23. I meet my demands by using internet

S24. I always want to do shopping

S27. I enjoy from shopping and it makes me happy

**Factor 3:**

S8. If I like something at first sight, I immediately buy it

S12. I am always careful about buying the known brands

S13. When I find price appropriate, I buy products which I will use next year

S20. I want to buy all new products I see

S30. I buy all kinds of products which affect me

**Factor 4:**

S1. I often decide immediately without thinking much when I buy something

S3. "Don't think, just buy" defines my shop-

ping behaviour

S6. There are lots of products in home which I bought but not using.

S16. I prefer foreign branded products

S22. I follow tabloid magazines and actual matters

S25. I do shopping just to be happy

S29. Doing shopping is my indispensable lifestyle

**If we name the 4 main factors we determined generally, we can say:**

Factor 1: Hedonist buying

Factor 2: Rational buying

Factor 3: Brand loyalty

Factor 4: Impulse buying

**Application of Mann-Whitney U test by four factors and sex**

**Comparison of hedonist buying points by sex**

$H_0$ : Hedonist buying point average of men isn't different from the hedonist buying point average of women.

$H_1$ : Hedonist buying point average of men is different from the hedonist buying point average of women.

When the points of hedonist buying by sex are subjected to test of normality, it is seen that data don't present normal distribution.

**Table 5 Kolmogorov distribution test of hedonist buying points by sex**

Tests of Normality						
sex	Kolmogorov-Smirnov <sup>a</sup>			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Hedonist Woman	,340	282	,000	,781	282	,000
Man	,188	291	,000	,874	291	,000

a. Lilliefors Significance Correction

Because data don't distribute normally, averages of two groups have been tested by

using Mann-Whitney U test being among the non-parametric tests.

**Table 6 Mann-Whitney U test results of hedonist buying data by sex**

Test Statistics <sup>a</sup>	
Mann-Whitney U	38101,500
Wilcoxon W	80587,500
Z	-1,487
Asymp. Sig. (2-tailed)	,137

a. Grouping Variable: cinsiyet

**Group Statistics**

sex	N	Mean	Std. Deviation	Std. Error Mean
Hedonist Woman	282	22,5000	6,09489	,36295
Man	291	21,7320	7,22426	,42349

According to the result of Mann-Whitney U test statistics,  $H_0$  hypothesis was accepted ( $p=0,137>0,05$ ). It means that the difference amounting 0,76804 between men's hedonist buying average 21,732 and women's hedonist buying average 22,5 wasn't found significantly meaningful.

Hedonist buying points differ in women and men.

### Comparison of rational buying points by sex

$H_0$ : Rational buying point averages of men aren't different than the rational buying point averages of women.

$H_1$ : Rational buying point averages of men are different than the rational buying point averages of women.

When the rational buying points by sex are subjected to test of normality, it is seen that data don't present normal distribution.

**Table 7 Kolmogorov distribution test of rational buying points by sex**

		Tests of Normality					
		Kolmogorov-Smirnov <sup>a</sup>			Shapiro-Wilk		
sex		Statistic	df	Sig.	Statistic	df	Sig.
Rational	Woman	,137	282	,000	,919	282	,000
	Man	,254	291	,000	,846	291	,000

a. Lilliefors Significance Correction

Because data don't distribute normally, averages of two groups have been tested by

using Mann-Whitney U test being among the non-parametric tests.

**Table 8 Mann-Whitney U test results of rational buying data by sex**

Test Statistics <sup>a</sup>	
	rasyonel
Mann-Whitney U	15804,000
Wilcoxon W	55707,000
Z	-12,806
Asymp. Sig. (2-tailed)	,000

a. Grouping Variable: cinsiyet

		Group Statistics			
sex		N	Mean	Std. Deviation	Std. Error Mean
Rational	Woman	282	15,8723	4,57496	,27243
	Man	291	22,4124	5,08090	,29785

According to the result of Mann-Whitney U test statistics,  $H_0$  hypothesis is denied ( $p=0,000 < 0,05$ ). This means that rational buying points differ according to sex. In

other words, while average rational buying point of men is 22,4124; average point of women is 15,8723.

**Comparison of brand loyalty points bysex**

**H<sub>0</sub>:** Brand loyalty point average of men isn't different from the brand loyalty point average of women.

**H<sub>1</sub>:** Brand loyalty point average of men is

different from the brand loyalty point average of women.

When the brand loyalty points by sex are subjected to test of normality, it is seen that data don't present normal distribution.

**Table 9 Kolomogorov distribution test of brand loyalty points by sex**

		Tests of Normality					
		Kolmogorov-Smirnov <sup>a</sup>			Shapiro-Wilk		
sex		Statistic	df	Sig.	Statistic	df	Sig.
Brand	Woman	,195	282	,000	,924	282	,000
	Man	,152	291	,000	,918	291	,000

a. Lilliefors Significance Correction

Because data don't distribute normally, averages of two groups have been tested by

using Mann-Whitney U test being among the non-parametric tests.

**Table 10 Mann-Whitney U test results of brand loyalty data by sex**

Test Statistics <sup>a</sup>	
	marka
Mann-Whitney U	30928,500
Wilcoxon W	70831,500
Z	-5,160
Asymp. Sig. (2-tailed)	,000

a. Grouping Variable: cinsiyet

Group Statistics					
sex		N	Mean	Std. Deviation	Std. Error Mean
Brand	Woman	282	13,4255	2,92062	,17392
	Man	291	15,6082	6,35755	,37269



According to the result of Mann-Whitney U test statistics,  $H_0$  hypothesis is denied ( $p=0,000<0, 05$ ). This means that brand loyalty points differ by sex. In other words, while brand loyalty point average of men is 15, 6082; brand loyalty point average of women is 13, 4255.

**Comparison of impulse buying points by sex**

$H_0$ : The impulse buying point average of

men isn't different from the impulse buying point average of women.

$H_1$ : The impulse buying point average of men is different from the impulse buying point average of women.

When the impulse buying points by sex are subjected to test of normality, it is seen that data don't present normal distribution.

**Table 11 Kolmogorov distribution test of impulse buying points by sex**

		Tests of Normality					
		Kolmogorov-Smirnov <sup>a</sup>			Shapiro-Wilk		
sex		Statistic	df	Sig.	Statistic	df	Sig.
Impulse	Woman	,181	282	,000	,927	282	,000
	Man	,209	291	,000	,850	291	,000

a. Lilliefors Significance Correction

Because data don't distribute normally, averages of two groups have been tested by

using Mann-Whitney U test being among the non-parametric tests.

**Table 12 Mann-Whitney U test results of impulse buying data by sex**

Test Statistics <sup>a</sup>	
	plansız
Mann-Whitney U	30469,500
Wilcoxon W	70372,500
Z	-5,370
Asymp. Sig. (2-tailed)	,000

a. Grouping Variable: cinsiyet

Group Statistics					
sex		N	Mean	Std. Deviation	Std. Error Mean
Impulse	Woman	282	25,5851	5,74997	,34241
	Man	291	27,6495	5,93942	,34817

According to the result of Mann-Whitney U test statistics,  $H_0$  hypothesis is denied ( $p=0,000 < 0,05$ ). This means that impulse buying points differ by sex. In other words,

while impulse buying point average of men is 27,6495; impulse buying point average of women is 25,5851.

### Analysis of data

### 3 Analysis of basic characteristic questions

**Table 13 Sex frequency table**

Sex	Frequency	Percentage
Woman	282	49,2
Man	291	50,8
Total	573	100,0

### Sex situation

It was tried to give equal place approxi-

mately for both sexes in the survey to be able to analyze the main approaches of consumers in this survey study.

**Table 14 Marital status table**

Marital status	Frequency	Percentage
Married	198	34,6
Single	375	65,4
Total	573	100,0

### Marital Status

One of the important topics affecting the consumption attitudes of consumers is being an individual on his own or being individuals of a family. Many characteris-

tics of consumers have been discussed in this Project study but the weight of single subjects under this question topic provides observation of individual consumption attitudes and approaches of consumers only as an individual.

**Table 15 Child status table**

Child Status	Frequency	Percentage
Yes	177	30,9
No	396	69,1
Total	573	100,0

**Child status**

Majority of subjects participating in survey don't have children. This situation also con-

tributes to real analysis of main consumption approaches of individuals on personal basis like marital status.

**Table 16 Educational status table**

Last graduate	Frequency	Percentage
Under high school	276	48,2
University and more	297	51,8
Total	573	100,0

**Educational Status**

Different educational statuses of consumers is an important factor affecting consumption habitudes, awareness and preferences. Because consumption processes aren't assessed firstly on the education lev-

els basis in this project study, average education statuses of subjects was tried to be provided by targeting general distribution. But education status is discussed under the topic of "affect on consumption processes" along with other elements in different parts of study.

**Table 17 Working condition table**

Business life	Frequency	Percentage
Yes	471	82,2
No	102	17,8
Total	573	100,0

### Working condition

Today primary problem of our country is unemployment as is known. It is a fact that individuals who don't have a main source of income have big troubles in meeting their personal demands firstly. In this study, it was concentrated on the attitudes and approaches of consumers having a certain income and consumption power who take place in the consumption process somehow, so naturally the weight in this part of study was on subjects being in the business life.

Much as each individual and consumer not having the same opportunity can't take place in all main-luxury consumption processes, some consumption attitudes and behaviours surely exist. But in this study, the fact that there are mainly individuals being in business life who have a certain income and actively participating in consumption processes in real terms more than hypotheses and predictions arises from reliance of study on more real and concrete information.

**Table 18 Economic condition table**

Economic freedom	Frequency	Percentage
Yes	471	82,2
No	102	17,8
Total	573	100,0

### Economic condition

In this table about economic freedom, as stated under the topic of being in business life, because the analysis of consumption

patterns of consumers who are certain and measurable consumption power is aimed, frequency distributions materialized in favour of subjects who have economic freedom.

**ULUSLARARASI HAKEMLİ AKADEMİK SOSYAL BİLİMLER DERGİSİ**

*Ekim-Kasım-Aralık 2011 Sayısı Sayı: 2 / Cilt: 1 Autumn October- November- December 2011 Volume:02 Issue:01 Kodu:JEL M*

www.iibdergisi.com

**Question analyses of consumer buying tendencies survey**

	Totally agree	Strongly agree	Some Agree	A little agree	Never agree
I often decide immediately without thinking much when I buy something	17,8	22,5	16,2	31,9	11,5
I plan what to buy before going to market	30,9	25,1	28,8	4,2	11,0
“Don’t think, just buy” defines my shopping behaviour	1,0	6,8	15,2	22,0	55,0
I don’t keep up with the fashion	14,7	15,7	26,2	14,7	28,8
I always bargain in shopping	11,5	18,3	51,8	0,5	17,8
There are lots of products which I bought but don’t use	8,4	4,7	18,3	44,0	24,6
I take a walk for several shops before I decide to buy something	55,5	15,7	11,5	10,5	6,8
If I like something at first sight, I immediately buy it	22,0	37,2	31,9	4,7	4,2
People ask for my ideas about shopping	11,5	18,8	26,7	11,5	31,4
I always look for products at discount and discount baskets in shopping	36,6	15,2	26,7	21,5	0,00
Even if I have cash, I prefer shopping with credit card	23,6	7,3	11,0	14,7	43,5
I am always careful about buying the known brands	23,0	23,0	17,8	14,7	21,5
When I find price appropriate, I buy products which I will use next year	43,5	22,5	4,2	10,5	19,4
“I buy first and then think” reflects my shopping style	7,9	0,5	18,8	15,2	57,6
Not the price of product but the brand and image is important for me	15,2	16,2	22,0	22,0	24,6
I prefer foreign branded products	3,7	12,0	8,4	31,9	44,0
I think carefully before I buy a product	36,1	33,0	15,7	8,4	6,8
I buy products according to my feelings the moment while doing shopping	7,9	12,0	44,0	25,1	11,0
I usually do shopping without thinking	10,5	8,4	14,7	23,0	43,5
I want to buy all new products I see	6,8	14,1	17,3	36,6	25,1
I am reckless about what to buy	6,8	11,5	3,7	33,5	44,5
I follow tabloid magazines and actual matters	8,9	12,0	4,2	21,5	53,4

## ULUSLARARASI HAKEMLİ AKADEMİK SOSYAL BİLİMLER DERGİSİ

*Ekim-Kasım-Aralık 2011 Sayısı Sayı: 2 / Cilt: 1 Autumn October- November- December 2011 Volume:02 Issue:01 Kodu:JEL M*

www.iibdergisi.com

	Totally agree	Strongly agree	Some Agree	A little agree	Never agree
I meet my demands by using internet	7,9	4,2	18,8	25,1	44,0
I always want to do shopping	1,0	22,0	23,0	31,9	22,0
I do shopping only to be happy	12,0	3,7	14,1	26,7	43,5
I don't have shopping addiction but I do shopping when it is needed	32,5	13,1	31,9	7,3	15,2
I enjoy from shopping and it makes me happy	23,0	17,8	12,0	22,5	24,6
I just buy what I want without thinking its monetary dimension	15,7	11,5	4,2	22,0	46,6
Shopping is my indispensable life style	15,7	4,2	4,2	29,3	46,6
I buy all kinds of shopping products affecting me	15,2	14,1	18,3	26,2	26,2
When I am affected from the products in showcase and exhibition, I don't restrict my desire for shopping	11,0	18,8	14,7	14,7	40,8

Answers of consumers given to the “I often decide immediately without thinking much when I buy something” hypothesis can be assessed in two basic trends. These are totally and strongly agreeing and on the other hand some- a little agree and never agree. The fact that answer of a little agree has the biggest weight with 31, 9% is important in terms of indicating that consumers largely don't decide buying without thinking. On the other hand, the 2nd weight is the answer given to the 2nd question of positive approach with “strongly agree” and 22, 5%. When looked generally, although two basic approaches have different emphasis, distribution materialized with 49, 7% to 40, 3% (answers given to first 2 questions and other 3 questions). It is concluded from

this weight condition that majority of consumers think negative about “deciding on immediately without thinking”. Therefore consumers take into account real and/or emotional-environmental-economic factors in buying process with different impulses or reasons instead of not thinking much and deciding immediately, it can be seen that these affect the consumption process.

Individuals who make plan before shopping are 56% in total with 30, 9% “totally agree” and 25, 1% “strongly agree”. And this indicates that consumers buy after making a certain planning within a certain rational and real approach instead of deciding immediately without thinking.

When a very clear and stressed question as

“just buy without thinking” is asked, 55% of subjects say “never agree” which is the clearest and the most negative answer, individuals saying “a little agree” which is the 2nd negative answer is 22% and being the second weight; so this indicates that the approach “without thinking” and “buying only to buy” isn’t valid for 775 of consumers. This result generally states that this Project researching with which impulses and criteria the consumers buy products-even if it is very sudden- means a very important data in terms of general working topics.

Keeping up with the fashion and consumption decisions and changing consumption amounts in this direction is another important factor in terms of consumption processes. The fact that answers given to this question is 69,7% in total with negative answers “never”, “a little” and “some” shows that fashion isn’t seen as a main factor affecting consumption processes by majority of subjects in this study. As a result of this table, the hypothesis, that fashion in public opinion is an important buying impulse, can be seen as a result which is more valid for high income groups.

Bargaining tendency of a consumer in a buying process shows that the last price of a product or service which costs to consumer is important and price criteria other than other factors is paid attention firstly in buying. Answers given to this question is 51,8% with “some agree” and answers of “totally” and “strongly” are more than “a little” and “never”. This shows that consumers

place more importance on bargaining and accordingly the last price in buying.

Total negative approaches of consumers to the question “There are lots of products which I bought but don’t use” is 24,6% with never, 44% with a little and 18,3% with some. This indicates 86,9% of subjects. This table shows that consumers give great importance to functionality and real results with sudden, emotional irrational preferences beyond a positive consumption impulse such as low price.

Answers given to the hypothesis that “I take a walk for several shops before I decide to buy something” about making market and product search in the consumption process of consumers is “totally” with 55,5% and “strongly” with 15,7%. This shows that consumers pay attention to different real criteria such as price-quality-variety-presentation-payment on the product and service basis before personal and emotional buying impulses of the consumer. On the other hand, the fact that a buying decision is made within a research instead of a sudden and unthoughtful buying process indicates that consumers are more sensitive about awareness-knowledge and selectivity.

“Like” expression was used generally in the hypothesis that “I take a walk for several shops before I decide to buy something” and different decision factors such as product presentation- quality-price-payment etc. weren’t specially emphasized. In a general framework, the general perception can be



accepted as having information and opinion in which all main elements such as price-quality-presentation-payment are included in the question of “first sight”. In this case, consumers said “totally agree” with 22% and “strongly agree” with 37,2%; it can be assumed that consumers don’t think to extend the buying process and to spend more time because of only pleasure and personal reasons after certain decision stages are realized. This is an indicator confirming the idea that consumers see it as a functional and rational process which requires allocating “certain time” to consumption process mainly and they buy when they find first alternatives which satisfy decision mechanisms in this process.

Consumers approach the hypothesis that “People ask for my ideas about shopping” negatively with 69,6% in total. The fact that majority of consumers don’t need to consult anyone in buying process indicates that the opinion or advise of another consumer in buying process is one of the least valid factors.

In the hypothesis that “I always look for products at discount and discount baskets in shopping”, demand in consumers-price advantage for more demand and incentive for consumption- discount and promotions are important instruments of marketing. The most important affirmation is “totally agree” with 36,6% and this shows that discount and promotional products are important buying motivation for consumers. When it is looked in terms of demand flank

in buying process, besides factors such as price-quality-service-brand image- advertisement- promotion etc have a great effect, discount and promotion applications can affect consumption process with psychological effect and routing evoked in consumers.

There is a weighted consumer preference for cash payment from the two payment methods stated in answers of consumers given to the hypothesis that “Even if I have cash, I prefer shopping with credit card”. Although payment with credit card has advantages such as postponing the payment date and installment, this table shows that subject consumers are in the process of consumption and buying insofar as the rational economic circumstances permit instead of postponing or planning for after within the conditions of that day. Though there is an opportunity to pay later or with installment, this table can be seen as the indicator that consumers cut their coat according to their cloth on condition that the advantage of cash discount is preserved.

When it is looked from the price and functionality topics being two variables in buying process of consumers, the table in this question is meaningful as an indicator that the consumer may prefer price to functionality when appropriate. The fact that majority of consumers can think to buy a product having a probability of not being used for a year on condition that “finding the price appropriate” is an important indicator about the effect of price on buying.

Answers given to the hypothesis that “I buy first and then think’ reflects my shopping style” indicates that subject consumers see shopping as a process which isn’t done without thinking.

Even if there may be sometimes preferable sources to each other among different buying and motivation sources in the hypothesis that “Not the price of product but the brand and image is important for me”, it indicates that the effect of price on brand and image isn’t much possible. Although brand and image have great importance in buying, customer loyalty and similar processes, it is seen that they aren’t strong enough to leave the price unimportant.

The effect of socio-cultural structure of individuals and societies in consumption processes are undeniable important facts. Even if it differs in societies, this survey study which was carried out on individuals of Turkish society especially doesn’t have an approach in favour of foreign brands naturally. Although criteria of being domestic and foreign for different sectors and product groups are clearer and sharper, the general approach is realized as based on structure of society.

Subject consumers absolutely point out a process of “thinking carefully” in buying process in a way to include similarities with previous results of similar questions. When all personal-abstract-irrational and subjective judgements of consumers are put aside, this thinking process which is important in

buying process include significant data under the topics of marketing and production strategies for manufacturers and brands.

The effect of what the consumers feel in the process of shopping means a significant weight when looked to this table. Along with the reality of undeniable effect of feelings, the fact that other intellectual and rational consumer-product based criteria carry greater importance is important information which is observed in this question.

In terms of pointing out that consumers do shopping by planning and calculating, this topic along with other similar questions shows that consumers largely do conscious shopping.

An observation can be made regarding that being only new for a product isn’t a feature which may affect consumption process positively or significantly beside the other product based features.

Answers of consumers to the hypothesis that “I am a little reckless about what I buy” is “some agree” with 3,7% and answers of “a little agree” and “never” with 78% indicate that consumers are confident and determined about being careful in shopping.

Media news regarding tabloid magazines and actual matters are more preferable and followed for a narrower socio-cultural region. Although actors of magazine world for average consumer profile and their life and consumption habits which are reflected differently mean wannabe and routing for

some, it doesn't seem possible to say that it revokes a valid consumption process effect.

The existence of internet is an undeniable fact as a significant part of news, fun, social communication, trade and shopping fields of life. It is known that different regions of society use internet in different fields as connected to socio-cultural structure and educational status. But usage of internet as a tool for shopping is far more arrear in Turkey in comparison to Europe and especially America. Answers of majority of subjects can be interpreted as such.

It is significant that consumers give "totally agree" reply which is the strongest affirmation statement with 1% to the hypothesis that "I always want to do shopping". Negative approach of majority of consumers indicates that consumption is not surely only an emotional and hedonist tool and a process which is kept alive with a continuous desire under the normal conditions.

It can be concluded from the answers that the consumption is not only a continuous desire and a tool for happiness.

It is possible to see shopping not a basic need but a process which is actualized when needed. Weighted answers of "totally agree" indicate this. But there may be some points indicated by the answer of "some agree" with 31,9%. "Shopping" concept is perceived by some part of the society as wandering and research. It can be mentioned from a part not buying anything not needed and not doing shopping only for emotional

pleasure despite allocating 1 hour of every weekday. When it is discussed in narrow context, it is seen that "needing" is the basic criteria for shopping and the condition that the shopping is a habit without need for an absolute and impulse buying process every time and in any case can be accepted as valid.

There isn't a huge difference between the answers given to "I enjoy shopping and it makes me happy" as positive approach with 47,1% and negative approach with 40,8%. It is unquestionable that individuals approaching it negatively don't see shopping as a source of pleasure and happiness. But whether the first group finding it favourable get pleasure from the shopping or the process of shopping, meeting the demands or buying low priced products or from which sub-topics of shopping process they get this pleasure isn't certain and unquestionable.

Judgements of consumers in the hypothesis that "I don't think monetary dimension of shopping, I just buy what I want" include results which may stem from not consumption processes but economic condition of individuals dominantly. Buying what he/she wants or not thinking monetary dimension may be a feature of consumer population who have economic freedom. Negative approach of majority is seen as proportional to general approach of consumer population and level of average income freedom.

Consumers answered negatively with 75% approximately to the hypothesis that "Shop-

ping is my indispensable life style” and this indicates that shopping isn’t surely seen as a life style.

When the hypothesis of consumers “I buy all kinds of shopping products affecting me” and “When I am affected from the products in showcase and exhibition, I don’t restrict my desire for shopping” are assessed together, it is seen that each product has the possibility of attracting consumers with different features and each effect doesn’t result in an absolute buying. The importance of effect topic of product emerges here. It is seen that it creates effect on some topics such as price-function-quality-discount-presentation-exhibitor-advertisement-promotion or brand and a general product effect doesn’t create consumption in other ways.

## RESULT

In the study, how consumers decide on shopping with which personal, environmental, emotional and rational impulses was discussed with questions in different topics asked to subjects. Numerical and statistical results obtained from our study are;

- In our study it is concluded that when points of hedonist buying are subjected to test of normality, data don’t present normal distribution.
- It is concluded that when points of rational buying are subjected to test of normality, data don’t distribute normally;

when points of brand loyalty are subjected to test of normality, data don’t distribute normally; when points of impulse buying are subjected to test of normality, data don’t distribute normally.

- In our study, it was given equal place approximately for both sexes in our survey to be able to analyze the main approaches of consumers.
- In our study, it is concluded that weight of single subjects enables observation of personal consumption attitude and approaches of consumers only as an individual.
- It is concluded that majority of subjects participating in our study don’t have children and it makes contribution to more real analysis of personal based basic consumption approaches of individuals.
- In our study, consumption processes aren’t evaluated on the basis of educational status firstly and average educational statuses of subjects were tried to be provided by targeting general distribution.
- In this table about economic freedom, because the analysis of consumption habits of consumers having a certain and measurable consumption power is aimed as stated in the topic of being in business life, frequency distribution was realized in favour of subjects who have economic freedom.

## ULUSLARARASI HAKEMLİ AKADEMİK SOSYAL BİLİMLER DERGİSİ

*Ekim-Kasım-Aralık 2011 Sayısı Sayı: 2 / Cilt: 1 Autumn October- November- December 2011 Volume:02 Issue:01 Kodu:JEL M*

www.iibdergisi.com

- It is concluded that majority of consumers agreed a little with the hypothesis that “I often decide immediately without thinking much when I buy something”.
- It is concluded that participants totally agreed on the hypothesis about making a plan before going to shopping.
- It is observed that majority of subjects never agreed by giving the clearest and most negative answer against a clear and stressed question as “Just buy, without thinking”.
- It is seen that majority of consumers gave negative answers to the hypothesis that keeping up with the fashion, consumption decisions realized in this direction and changing consumption amounts are important in terms of consumption processes.
- It is established that majority of consumers agreed a little to the hypothesis that consumers tend to bargain in a buying process, the last price of a product or service which will cost to consumer is important, in other words it shows that price criteria are considered more important than other factors in.
- It is concluded that majority of consumers agreed a little with the hypothesis that “There are lots of products which I bought but don’t use”.
- It is seen that consumers give great importance to functionality and real results with sudden, emotional irrational preferences beyond a positive consumption impulse such as low price.
- In the hypothesis that “I take a walk for several shops before I decide to buy something”, the fact that participants are in positive approaches about making market and product research shows that consumers pay attention to different real criteria such as price-quality-variety-presentation-payment on the product and service basis before personal and emotional buying impulses of the consumer.
- On the other hand, the fact that a buying decision is made within a research instead of a sudden and unthoughtful buying process indicates that consumers are more sensitive about awareness-knowledge and selectivity.
- “Like” expression was used generally in the hypothesis that “I take a walk for several shops before I decide to buy something” and different decision factors such as product presentation- quality-price-payment etc. weren’t specially emphasized.
- In a general framework, the general perception can be accepted as having information and opinion in which all main elements such as price-quality-presentation-payment are included in the question of “first sight”.
- Consumers approach the hypothesis that “People ask for my ideas about shop-

## ULUSLARARASI HAKEMLİ AKADEMİK SOSYAL BİLİMLER DERGİSİ

*Ekim-Kasım-Aralık 2011 Sayısı Sayı: 2 / Cilt: 1 Autumn October- November- December 2011 Volume:02 Issue:01 Kodu:JEL M*

[www.iibdergisi.com](http://www.iibdergisi.com)

- ping” negatively with 69,6% in total. The fact that majority of consumers don’t need to consult anyone in buying process indicates that the opinion or advise of another consumer in buying process is one of the least valid factors.
- In the hypothesis that “I always look for products at discount and discount baskets in shopping”, demand in consumers-price advantage for more demand and incentive for consumption- discount and promotions are important instruments of marketing.
  - There is a weighted consumer preference for cash payment from the two payment methods stated in answers of consumers given to the hypothesis that “Even if I have cash, I prefer shopping with credit card”.
  - Although payment with credit card has advantages such as postponing the payment date and installment, this table shows that subject consumers are in the process of consumption and buying insofar as the rational economic circumstances permit instead of postponing or planning for after within the conditions of that day.
  - When it is looked from the price and functionality topics being two variables in buying process of consumers, the table in this question is meaningful as an indicator that the consumer may prefer price to functionality when appropriate.
  - The fact that majority of consumers can think to buy a product having a probability of not being used for a year on condition that “finding the price appropriate” is an important indicator about the effect of price on buying.
  - Answers given to the hypothesis that “I buy first and then think’ reflects my shopping style” indicates that subject consumers see shopping as a process which isn’t done without thinking.
  - Even if there may be sometimes preferable sources to each other among different buying and motivation sources in the hypothesis that “Not the price of product but the brand and image is important for me”, it indicates that the effect of price on brand and image isn’t much possible.
  - Although brand and image have great importance in buying, customer loyalty and similar processes, it is seen that they aren’t strong enough to leave the price unimportant.
  - The effect of socio-cultural structure of individuals and societies in consumption processes are undeniable important facts. Even if it differs in societies, this survey study which was carried out on individuals of Turkish society especially doesn’t have an approach in favour of foreign brands naturally. Although criteria of being domestic and foreign for different sectors and product groups are clearer and sharper, the general approach is realized as based on structure of society.



- When all personal-abstract-irrational and subjective judgements of consumers are put aside, this thinking process which is important in buying process include significant data under the topics of marketing and production strategies for manufacturers and brands.
- The effect of what the consumers feel in the process of shopping means a significant weight when looked to this table. Along with the reality of undeniable effect of feelings, the fact that other intellectual and rational consumer-product based criteria carry greater importance is important information which is observed in this question.
- In terms of pointing out that consumers do shopping by planning and calculating, this topic along with other similar questions shows that consumers largely do conscious shopping.
- An observation can be made regarding that being only new for a product isn't a feature which may affect consumption process positively or significantly beside the other product based features.
- Answers of consumers to the hypothesis that "I am a little reckless about what I buy" is seen as a little.
- Media news regarding tabloid magazines and actual matters are more preferable and followed for a narrower socio-cultural region.
- Although actors of magazine world for average consumer profile and their life and consumption habits which are reflected differently mean wannabe and routing for some, it doesn't seem possible to say that it revokes a valid consumption process effect.
- The existence of internet is an undeniable fact as a significant part of news, fun, social communication, trade and shopping fields of life. It is known that different regions of society use internet in different fields as connected to socio-cultural structure and educational status. But usage of internet as a tool for shopping is far more arrear in Turkey in comparison to Europe and especially America. Answers of majority of subjects can be interpreted as such.
- It is significant that consumers give "totally agree" reply which is the strongest affirmation statement with 1% to the hypothesis that "I always want to do shopping". Negative approach of majority of consumers indicates that consumption is not surely only an emotional and hedonist tool and a process which is kept alive with a continuous desire under the normal conditions.
- It can be concluded from the answers that the consumption is not only a continuous desire and a tool for happiness.
- It is possible to see shopping not a basic need but a process which is actualized when needed.



- Weighted answers of “never agree” indicate that there is a visible difference between positive and negative answers for “I enjoy shopping and it makes me happy”, majority of negative answers means that they don’t see shopping as a source of pleasure and happiness.
- Judgements of consumers in the hypothesis that “I don’t think monetary dimension of shopping, I just buy what I want” include results which may stem from not consumption processes but economic condition of individuals dominantly. Buying what he/she wants or not thinking monetary dimension may be a feature of consumer population who have economic freedom.
- It is seen that participants answered negatively to the hypothesis that “Shopping is my indispensable life style”.
- When the hypothesis of consumers “I buy all kinds of shopping products affecting me” and “When I am affected from the products in showcase and exhibition, I don’t restrict my desire for shopping” are assessed together, it is seen that each product has the possibility of attracting consumers with different features and each effect doesn’t result in an absolute buying. The importance of effect topic of product emerges here.
- It is seen that it creates effect on some topics such as price-function-quality-discount-presentation-exhibiton-advertisement-promotion or brand and a general

product effect doesn’t create consumption in other ways.

## SUGGESTION AND DISCUSSION

In today’s business life, competition between companies and brands is carried from local to national and from the national scale to global and it has become a big race. Recent developments in technology and information transfer approaches competition and quality standards in almost all of business topics from production to management and marketing to product development. Even positions of leading companies and brands having a special place in their sectors before with production capacity, product-service quality standards, presentation-exhibition-selling advantages, facilities of payment and brand vision and image start to get loose. As a result, development of different competition instruments and tools in global competition become an obligation for many companies in the same sector which caught the standards of same quality, price, presentation, brand and marketing together. In the last 10 years, focusing on R&D in production in all world markets, innovational products, CRM in marketing, relational marketing and innovational extraordinary brand investments are the most basic indicators of this approach. At this point, companies start to feel the obligation to focus on the point that each consumer is a “human” with his own emotions, incentives, personal and real values rather than seeing them as “an ele-

ment ready to spend Money and to consume presented to himself”.

In this applied study, it was tried to be discussed the general and special consumption impulses and approaches of consumers with the feature of target as being “a human” first of all before the studies of demand market in its scale such as products-services-standards-brands.

It was tried to be researched that “human” consumers such as spouse-mother-father-married-single in different levels of income and social status with their own pleasures and value judgements incline to buy more products and services presented to them with which sudden-processual, without thinking-planned, functional-emotional and similar impulses.

The evaluation of subject in terms of marketing and its basic components being reflections in demand side was made and then needs and general and personal factors effective in impulse buying were analyzed.

This study whose reliability was provided with scientific data in it has provided important data within the context of first hand views of consumer and main truths of life in the general subject of project by using a Professional analysis method.

The understanding and philosophy of “customer is benefactor” written in almost all of the shops 100 years before approximately is the core of CRM projects in which all big global brands invest in by spending million

dollars with information and technologic infrastructure projects in high standards firstly in business life of America and then Europe.

Supply and demand markets being two important pillars of economics world have been discussed and developed under the hundreds of topics with thousands of viewpoints until today. A broad and universal experience accumulation regarding the topics of product and service production and hundreds of different development and activity topics of companies and brands has been provided.

On demand side, the consumer has been at the forefront today and until quite recently with defenceless personality potential under the bombardment of income status, basic needs and advertisement-marketing.

But at the end of 20th century and at the beginning of 21st century, it seems that the world of economics and business starts to closely accept the truth that the consumer is “a human” beside this rational and traditional status.

“New consumer profiles focused on being human” which don’t react sufficiently to all of the high level marketing and brand effects despite being at a very high level of economic income or which may present a consumption reaction higher than expected with his own personal characteristics and general-sudden psychological impulses despite being at a very low level of economic income become one of the topics on which

today's business life should focus at most.

Scientists and intellectuals develop approaches based on "everything starts in human" and "human first" for solution of problems experienced in different philosophic and scientific areas. This approach gains weight gradually in politics, science, respect to environment, social relations and trade. Development of "human first" based approaches in economy and consumption processes, development of psychology-sociology-humanistic and universal value judgements based approaches rather than material-price-number-information based approaches to the new economics and business theories helps to discover that a potential consumer being "a human" firstly with material and spiritual structure buy what, when, how and how often; how and for how long it will satisfy the consumer.

## REFERENCES

**ALTINIŞIK, R. (2002).** "Modern Marketing", Değişim Publications, 2nd Edition. İstanbul p.20

**BAUMEISTER. R. F. (2002).** Yielding to temptation: Self-control failure, impulse purchasing, and consumer behaviour. Journal of Consumer Research pp. 670– 676

**CEMALCILAR, İ. (1987).** "Marketing

Concept Decisions" Beta Publication Distribution, Eskişehir, p.49

**GÜRGEN, H. (1990).** "Advertising and Text Authorship" Anadolu Uni. Faculty of Open University Publication, p.152

**KURTULUŞ, K. (1976).** "How the Consumer Behaviours Should Be Developed in terms of Benefits to Managers of Marketing" P.E. Marketing Journal p.54

**MALHOTRA, N. K. and Mark PETERSON (2001).** "Marketing Research in the New Millennium: Emerging Issues and Trends", Marketing Intelligence and Planning, pp. 216-235