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THE IMPACT OF ECONOMIC CRISIS ON CONSUMER BEHAVIOR IN KONYA

Hasan GEDİK - Bilge AFŞAR***

ABSTRACT

In 2008, the economic crisis that emerged in the United States has a global dimension, affecting the entire world. The crisis periods which is a war of survival for businesses, influence the owners and employees of businesses and consumers significantly. Varying income levels of consumers bring about changes in needs, priorities and purchasing behavior. To know the consumer behavior in the crisis environment allows companies to take the right decisions about their possible behaviors, preferences and expectations of the product.

In this study, the effects of the 2008 economic crisis in 2015, changes of buying behavior of 800 consumers during this period, and the impact of the crisis were tested. This study carried out with 800 consumers from the city of Konya in 2015.

In the analysis, it is observed that the consumers who are more careful in spending money, avoid extravagance, prefer cheap and discount products affected by the crisis adversely.

Impact of the crisis on consumers' socio-demographic characteristics was found to be significant differences between levels. At the end of this study, it is observed that consumers adversely affected by the crisis. Nowadays, consumers are at the center of economy and it is extremely important to understand their new behaviors consumption

STRUCTURED ABSTRACT

In this study, the effects of the 2008 economic crisis in 2015, changes of buying behavior of 800 consumers during this period, and the impact of the crisis were tested. This study carried out with 800 consumers from the city of Konya in 2015. In the analysis, it is observed that the consumers who are more careful in spending money, avoid

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extravagance, prefer cheap and discount products affected by the crisis adversely. Impact of the crisis on consumers' socio-demographic characteristics was found to be significant differences between levels. Nowadays, consumers are at the center of economy and it is extremely important to understand their new behaviors consumption.

Introduction and Purpose of Study

This study implemented in 2015, and the effects of the 2008 economic crisis in 2015, changes of buying behavior of 800 consumers during this period, and the impact of the crisis were tested.

In this study, phenomenon of the economic crisis will be explained, from the starting of world economic crisis in 2008, study designed to determine the changes of consumers' buying behavior during economic crisis. Accordingly, whether this can affect consumer behavior and whether demographic characteristics can affect the level of changes are discussed.

Literature Review (Conceptual/Theoretic Framework)

Global Economic Crisis

No matter in which country the crisis are considered to be extraordinary circumstances which can undermined the economic stability (Foster, 2008: 45). 2008 Crisis, this sparked the Great Recession, the most-severe financial crisis since the Great Depression, and it wreaked havoc in financial markets around the world. Global crises are unavoidable and will increase much more in future; but although it is considered that these failures can impede the system only temporally (Erman, 2010: 149), it must not be ignored that its presence that lasts is problematic (Gilpin, 2012:80). The most important influence of the global economic crisis to the world and Turkey is a contraction of production. 2008 financial crisis has affected many countries since the beginning and impact can still be felt. USA based this crisis is a global financial crisis with no doubt. The uncertainty environment increasing in the period of 2008 Crisis (Çoban, 2012:236) much more clenched the negativities of economic and sociological effects.

Crisis Impact on Consumer Behavior

In fact, on the basis of consumer behavior include people's purchasing decisions and the factors affecting these decisions (Blythe, 2006:22). According to Haynes and O'dougherty (2007:2) consumer behavior consist of actions and behaviors at the time of purchasing these goods and services and the general purchasing behavior. In the period of economic recession, there can be changes in the consumer behavior under the stress and economic hardship. Buying process starts with the feeling of a need or problem of the consumers. Needs of internal and external stimuli trigger the individual to have an action (Kotler, 2000:47). Consumers' choices of buying relatively cheaper products instead of expensive products after crisis, changes in the consumer behavior by the entrance of new retailers to the market ensured that their behavior substitution effect became large scale (Kalkan, Pamuk ve Polat, 2006:4).

Methodology

By the deep literature scanning, the questionnaire has been prepared according to the following relevant researches: shama (1978), shama (1981) ve Ang (2001). In the questionnaire questions included demographic characteristics as well as the six different statements given to measure the changes in consumer behavior in times of crisis.

To measure the level of participation of the respondents, 5 Likert scale was used. Because of the current economic conditions, Five-point scales were used. These were labelled as '1' (Strongly disagree), '2' (Disagree), '3' Somewhat disagree), '4' (Agree), and '5' (Strongly agree).

Findings and Discussion

Concerned about level of affected from global economic crisis, in first place, we can see much focused on financial problems 68.2% (M = 3.41). Consumers have said that they reassess 68% (M=3,40) needs for goods and services before shopping. Many of the participants 64% (M = 3.20) had changed consumers preferences and habits. Many of the participants 62,6 % (M =3,13) have said that they work more to maintain current living standards

Indeed, consumers have said that their morale is more fragile 58% (M=2,91) than they used to have. According to the former of those who say I'm afraid of losing my job and their rate shows 58 % (M=2,90) Questions asked for consumers to measure the impact of the global crisis of the statements we look at the overall total average which is 63% (M = 3.16) affected.

Conclusion and Discussion

Survival battle for companies with crisis that affects the whole environment is significant for business owners, employees and whole environment.

It has seen that there is no significant difference between level of education and education levels of consumers who affected by the economic crisis that shows no significant difference between levels and levels of being affected from the economic crisis. It has seen that there is a significant difference between the levels of fear of losing his job and the education level of the consumers. Primary school graduates (M: 3.62), said that They are more afraid of losing their job in crisis than the high school (M: 2.75) graduates.

It has seen that there is a significant difference between the levels of affection from the economic crisis and the ages of the consumers. It has seen that there is a significant difference between the focus on financial problems with the ages of the consumers. Consumer's ages who under the age of 20 (M: 3.02), and those over 35 years of age (M: 3.71), do not seem to focus on financial issues.

At the end of this study, it is observed that consumers adversely affected by the crisis. Nowadays, consumers are at the center of economy.

Keywords: Marketing, Crisis, Consumer Behavior, Purchasing.

EKONOMİK KRİZİN KONYA'DA TÜKETİCİ DAVRANIŞINA ETKİLERİ

ÖZET

2008 yılında ABD' de ortaya çıkan ekonomik kriz tüm dünyayı etkileyerek küresel bir boyut kazanmıştır. İşletmeler için hayatta kalma savaşı olan kriz dönemleri; işletmelerin sahipleri ve çalışanları olmak üzere bütün çevresini ve tüketicileri önemli derecede etkilemektedir. Tüketicilerin değişen gelir düzeyi ihtiyaçlarda, önceliklerde ve satın alma davranışlarında değişiklikleri beraberinde getirmektedir. Firmalar için kriz ortamında tüketici davranışlarını bilmek onların olası davranışları, ürün tercihleri ve beklentileri yönünde doğru kararlar almalarına imkan vermektedir.

Araştırmada, 2008 ekonomik krizinin 2015 yılında etkileri, Konya'da yaşayan 800 tüketicinin satın alma davranışlarındaki değişimler, krizden etkilenme düzeyleri ve krizin etkisi test edildi. Ayrıca, tüketicilerin ekonomik kriz dönemlerinde satın alma davranışlarında yaşanan değişimleri ortaya koymaktır. Bu çalışma, 2015 yılında Konya ilinde 800 tüketiciyle gerçekleştirildi. Yapılan analizlerde tüketicilerin krizden olumsuz etkilendiği, para harcarken daha dikkatli olduğu, israftan kaçındığı, ucuz ve indirimli ürünleri tercih ettiği görülmektedir. Tüketiciler alışverişten önce ihtiyacı olan mal ve hizmetleri yeniden gözden geçirdiğini %68'i (X=3,40) söylemektedir. Katılımcıların birçoğu %64 oranında (X=3,20) tüketim tercih ve alışkanlıklarını değiştirdiğini ve tüketicilerin yaklaşık %62,6'sı (X=3,13) mevcut yaşam standardını korumak için daha çok çalıştığını söylemektedir. Tüketicilerin Sosyo-demografik özellikleri ile krizden etkilenme düzeyleri arasında da anlamlı farklılıklar olduğu görülmüştür. Bu araştırma sonunda tüketicilerin krizden olumsuz etkilendiği görülmektedir. Tüketicinin ekonomi merkezinde olduğu günümüzde tüketicilerin yeni davranışlarını anlamak son derece önemlidir.

Anahtar Kelimeler: Pazarlama. Kriz, Tüketici Davranışları, Satın Alma

1. Introduction

In 2008, financial crisis occurred in USA in mortgage sector and by the failure of world's biggest banks and financial institutions; it became very important for every sector in the whole world. Because of the rapid globalization, Turkey has also affected by this global financial crisis and continues to be affected.

There are some measures taken into an account in order to overcome, minimize or nullify the effects of the crisis. Marketing activities and consumer behavior which are the main functions of the business are considered in this context. Businesses battle for survival (Snyder et al., 2006:372) with crises and they are significant because of the affect to business owners, employees and whole economic environment.

Seçkin (2001:65) stated that a change in the level of income of the consumers because of crisis brings up changes in the needs especially in the buying behavior of consumers. Also in times

of crisis, consumers' shopping habits and practices are found to be changed significantly (Tan et al., 2002:115-131). According to Haynes and O'dougherty (2007:2) consumer behavior consists of consumer buying Behavior, actions and behavior on purchasing goods or services.

This study implemented in 2015, and the effects of the 2008 economic crisis in 2015, changes of buying behavior of 800 consumers during this period, and the impact of the crisis were tested.

In this study, phenomenon of the economic crisis will be explained, from the starting of world economic crisis in 2008, study designed to determine the changes of consumers' buying behavior during economic crisis. Accordingly, whether this can affect consumer behavior and whether demographic characteristics can affect the level of changes are discussed.

2. Economic Crisis and Affect on Consumer Behavior

2.1. Global Economic Crisis

No matter in which country the crisis are considered to be extraordinary circumstances which can undermined the economic stability. The major cause of the economic crisis is a shift of capital from production towards financial activities. Shift of economic activity from production to finance is one of the main problems (Foster, 2008:45)

Economic crisis arises suddenly and unexpectedly for different reasons. This feature is also important depending on the severity of the economic crisis (Bilge, 2009:24). Crises can occur in the financial markets as well as the in the real sector. In both markets, the mutual influence of the crisis is inevitable.

The crises about theories of crisis are based on 1800s as synchronously with capitalism. These studies of theory were diversified after 1980s particularly and increased. Often appearing crises, even though they are not desirable, express a case, where production and consumption markets do not effectively run, and the outcomes are socioeconomically experienced. According to the exposure levels of societies, crises establish their places. The elements determining the level of action of crises are that the trust to economy decreases; that also uncertainty increases, and the concern about what will be tomorrow, in the period of crisis (Özatay,2011:149).

On the other hand, it is a reality that economic crisis created remarkable negative effects on the daily lives of individuals, leading the life and working conditions to worsen For example, global crisis affecting many countries in the early or middle 2008 began to show its effect, beginning from the last quarter of 2008 and the monetary and financial policies loosened along with crisis (Eğilmez and Kumcu, 2011:362) did not make any effect in reducing unemployment, and in turn in the direction of increasing consumption. The uncertainty environment increasing in the period of 2008 Crisis (Çoban, 2012:236) much more clenched the negativities of economic and sociological effects.

According to the problematic crisis we in fact discuss on economic indicators reveals as a symptom of complex sociological reactions (Öztürk,2011: 24). Similarly, also in Turkey, between political breakages and economic depressions, a connection can be established (Öztürk, 2011: 42).

2008 Crisis, this sparked the Great Recession, the most-severe financial crisis since the Great Depression, and it wreaked havoc in financial markets around the world. Triggered by the collapse of the housing bubble in the U.S., the crisis resulted in the collapse of Lehman Brothers (one of the biggest investment banks in the world), brought many key financial institutions and businesses to the brink of collapse, and required government bailouts of unprecedented proportions. It took almost a decade for things to return to normal, wiping away millions of jobs and billions of dollars of income along the way (www.britannica.com, 2017).

Global crises are unavoidable and will increase much more in future; but although it is considered that that these failures can impede the system only temporally (Erman, 2010: 149), it must not be ignored that its presence that lasts is problematic (Gilpin, 2012:80).

The world was first introduced with economic crisis in 1929. Since 1929, there have been many crises all over the world. Emerging economies has seen the biggest damage from the economic crises. The most important influence of the global economic crisis to the world and Turkey is a contraction of production. Also, while growth rate stays under the average in the developed countries, developing economies like China, India and Russia has been the fastest economies since 2005. (Yıldırım, 2010:54). 2008 financial crisis has affected many countries since the beginning and impact can still be felt. USA based this crisis is a global financial crisis with no doubt.

2.2 Crisis Impact on Consumer Behavior

Consumption is a phenomenon that is versatile at different times, by different groups, given different meaning depending on the circumstances. Consumers transfer a portion of their income on consumption, allocate a portion towards savings. Consumer needs can be obtained from the portion of consumption.

One of the indispensable needs of human life is consumption. Consumer behavior examines the behavior of consumers' pre-purchase, purchase and post memories thoughts, decisions and actions. (Tek,1999:196). In fact, on the basis of consumer behavior include people's purchasing decisions and the factors affecting these decisions (Blythe, 2006:22).

According to Haynes and O'dougherty (2007:2) consumer behavior consist of actions and behaviors at the time of purchasing these goods and services and the general purchasing behavior. For companies, knowing consumer behavior can allow helping them in making the right decision while purchasing goods and services depending on their needs.

Buying process starts with the feeling of a need or problem of the consumers. Needs of internal and external stimuli trigger the individual to have an action (Kotler, 2000:47). Consumer behavior experienced some changes with the recent crisis. When a consumer is shopping, first thing that direct consumer is his/her past habits. New consumers 'being more selective bring conscious consumption. Consumer behavior is having some changes because of the crisis.

Consumers' choices of buying relatively cheaper products instead of expensive products after crisis, changes in the consumer behavior by the entrance of new retailers to the market ensured that their behavior substitution effect became large scale (Kalkan, Pamuk ve Polat, 2006:4).

Tan, Bektaş and Aslan (2002:115-131) researched the effect of economic downturn on consumers' shopping habits and behavior and as a result of their research, they found a significant changes of consumer behavior during crisis periods.

In studies related to marketing, analysis of the impact of the crisis on the consumer can be seen. For example, Altunışık, Torlak and Ozdemir (2003:327-343) investigated the changing consumer behavior in times of economic crisis and demographic characteristics of the respondents vary according to aspects of the shopping habits were revealed. In the period of economic recession, there can be changes in the consumer behavior under the stress and economic hardship. Ang, Leong and Kotler (2000:97-119).

3. Research Methodology

3.1. Purpose, Scope and the Constraints of the Research

The aim of the study is to determine the changes in consumer behavior and to find out the effects of the 2008 economic crisis in 2015. The universe of the research has been chosen from the population of the city of Konya. In this context, 800 individual interviews carried out and data collected from the region of Konya Metropolitan Municipality.

Due to limited time and financial facilities, simple sampling method has been chosen and data collected from one single city which is the most important constraints of this research. Extensive sample size and application of this study on larger populations can make positive contribution to the reliability of future research.

3.2. Method of the Research

By the deep literature scanning, the questionnaire has been prepared according to the following relevant researches: shama (1978), shama (1981) ve Ang (2001). In the questionnaire questions included demographic characteristics as well as the six different statements given to measure the changes in consumer behavior in times of crisis.

To measure the level of participation of the respondents, 5 Likert scale was used. Because of the current economic conditions, Five-point scales were used. These were labelled as '1' (Strongly disagree), '2' (Disagree), '3' Somewhat disagree), '4' (Agree), and '5' (Strongly agree).

3.3. Hypothesis of the Research

Five different hypotheses have been formed to measure the relationship between the effect of crisis on consumer behavior and socio-demographic features.

H1: There is a significant difference between the levels of affection from the economic crisis with the gender of the consumers.

H2: There is a significant difference between the levels of affection from the economic crisis with the level of education of the consumers.

H3: There is a significant difference between the level of education with the afraid of losing his job.

H4: There is a significant difference between the levels of affection from the economic crisis with the age of the consumers.

H5: There is a significant difference between focusing more on financial problems with the age of the consumers.

3.4. Data Analysis

In the analysis of the data, normal distribution and homogeneity tests were performed. As a result, a normal distribution of data has been found and following to that parametric tests were performed because of the homogeneity. Conducting analysis, SPSS statistical program was used. With the help of SPSS Frequency distribution (f), the arithmetic mean (AM), the percentages of T-test and ANOVA analysis were also performed.

4. The Findings of The Research

4.1. Socio-Demographic Distribution of Respondents

Three different socio-demographic characteristics were taken in the study.

Socio- demographic distribution of the respondents are given in Table 1. 10.5% of basic education of participants, 49.5% high school and 40% bachelor degree and postgraduate degree. When we analyse the participants by gender 64.5% is men, 35.5% is women. When looking at the ages 23% of respondents are 20 and under, 19% is between 21-24 years, 12% is between 25-29 years old, 9.5% is 30-34 years old, 36.5% is 35 and above.

Table 1: Profile of Respondents

n:800		frequency	%
Education	1- primary education	84	10,5
	2- high school	396	49,5
	3- university- and above	320	40
Gender	1- Female	288	35,5
	2- Male	512	64,5
Age	1- 20 and under	184	23
	2- 21-24	152	19
	3- 25-29	96	12
	4- 30-34	76	9,5
	5- 35 and above	292	36,5

4.2. Impact on Consumers

In the scope of the research the affected levels of consumers by the crisis is given in Table 2. When we analyzed Table 2, 63% of consumers are affected from the global crisis ($M = 3.16$).

As shown in Table 2, 64% of the respondents indicated that because of the global crisis, they have changed their consumption habits and preferences ($M=3,20$), and argued more about financial matters ($M=3.41$).

Almost 62,2% said that they need to work harder to maintain their present lifestyle ($M=3,13$). Indeed, less than 58% felt that they have become more frustrated as a consumer ($M=2,91$). Also 68%, $M = 3.40$) consumers said that they reconsidered before shopping.

The ratio of people who replied to “more afraid of losing my job than before” is observed 58% ($M = 2.90$).

Table 2: Impact on consumers, Group Statistics n:800

	Mean	%	Gender	n	Mean
			Female	288	3,12
Impact on consumers	3,16	63	Male	512	3,18
I argue more about financial matters			Female	288	3,07
	3,41	68	Male	512	3,59
I judge products and services in a new way			Female	288	3,35
	3,4	68	Male	512	3,43
I have changed my habits and preferences as a consumer.			Female	288	3,27
	3,2	64	Male	512	3,17
I must work harder to be able to afford my present way of life.			Female	288	3,21
	3,13	63	Male	512	3,07
As a consumer, I am more frustrated than I used to be.			Female	288	2,93
	2,91	58	Male	512	2,92
I have become insecure about my job			Female	288	2,9
	2,9	58	Male	512	2,93

4.3. Impact on Consumer Behavior from The Global Economic Crisis by Gender

“T” test result which was made between Gender and level of consumers affected by the economic crisis (t-test: -0,47), (Sig., 0.639) no significant difference in terms of the overall effect. H1 hypothesis was rejected because there was no significant difference the levels of being affected from the economic crisis in terms of gender of the consumers.

4.4. Impact on Consumer Behavior from The Global Economic Crisis by Level of Education

The result of ANOVA analysis (Sig., 0,12) which was made between the levels of being affected from the economic crisis and education level of the consumers shows no difference. H2 hypothesis was rejected because there was no significant difference between the levels of being affected from the economic crisis and levels of education.

Table3: Descriptive Analyses

	n	Mean	Std. Deviation	Std. Error
Impact on consumers				
primary education	84	3,52	1,07	0,23
high school	396	3,08	0,85	0,09
university- and above	320	3,16	0,90	0,10
Total	800	3,16	0,90	0,06

The result of “ANOVA” analysis which was made between the levels of fear of job loss with the education level of the consumers (F=2,17, Sig.:0,04) shows significant difference. H3 hypothesis was accepted because there was a significant difference between elementary school graduates and high school graduates for fear of losing their jobs in crisis result of Tukey HDS test result; (Sig, 0.03).

Table 4: Tukey HSD, Multiple Comparisons (education)

Dependent Variable	(I) YA^	(J) YA^	Mean Difference (I-J)	Std. Error	Sig.
I have become insecure about my job.	high school	primary education	-0,87	0,35	0,03
		university- and above	-0,15	0,22	0,76

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

4.5. Impact on Consumer Behavior from The Economic Global Crisis by The Ages of Consumers

From the result of ANOVA analysis (Sig. 0,17) which was made between the levels of affection from the economic crisis with the ages of the consumers are seen no significant difference in terms of overall impact of the crisis.

H4 hypothesis was rejected because there was no difference between the levels of being affected from the economic crisis and the ages of the consumers.

Table 5: Descriptive Analyses

		n	Mean	Std. Deviation	Std. Error
Impact on consumers	20 and under	184	2,95	0,89	0,13
	21-24	152	3,09	0,80	0,13
	25-29	96	3,12	0,86	0,18
	30-34	76	3,10	0,90	0,21
	35 and above	292	3,35	0,95	0,11
	Total	800	3,16	0,90	0,06

The result of ANOVA analysis (F=2,84, Sig.:0,03) which is made between the focus more on financial problems with the ages of the consumers shows significant difference. H5: Our hypothesis was accepted because there is a significant difference between the focus more on financial problems with the ages of the consumers.

Table 6: Multiple Comparisons (Age-) Tukey HSD

Dependent Variable	(I) YA^	(J) YA^	Mean Difference (I-J)	Std. Error	Sig.
I argue more about financial matters	20 and under	21-24	-0,24	0,25	0,87
		25-29	-0,31	0,29	0,82
		30-34	-0,56	0,31	0,39
		35 and above	-0,69	0,22	0,01

From Tukey HSD test result, (Sig, 0.01). significant differences noticed about focusing more on more on financial problems between under age of 20 and those over the age of 35.

5. Conclusion and Discussion

Survival battle for companies with crisis that affects the whole environment is significant for business owners, employees and whole environment.

Concerned about level of affected from global economic crisis, in first place, we can see much focused on financial problems 68.2% (M = 3.41). Consumers have said that they reassess 68% (M=3,40) needs for goods and services before shopping. Many of the participants 64% (M = 3.20)

had changed consumers preferences and habits. Many of the participants 62,6 % (M =3,13) have said that they work more to maintain current living standards

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It has seen that there is no significant difference between level of education and education levels of consumers who affected by the economic crisis that shows no significant difference between levels and levels of being affected from the economic crisis. It has seen that there is a significant difference between the levels of fear of losing his job and the education level of the consumers. Primary school graduates (M: 3.62), said that They are more afraid of losing their job in crisis than the high school (M: 2.75) graduates.

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At the end of this study, it is observed that consumers adversely affected by the crisis. Nowadays, consumers are at the center of economy and it is extremely important to understand their new behaviors consumption

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