

**ANALYSIS OF FACTORS INFLUENCING CONSUMER
DECISION MAKING AND CHOICE:
WITH A COMPARATIVE STUDY IN DIFFERENT
PRODUCT CLASSES**

MELİKE DEMİRBAĞ KAPLAN

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AND CHOICE:
WITH A COMPARATIVE STUDY IN DIFFERENT PRODUCT CLASSES**

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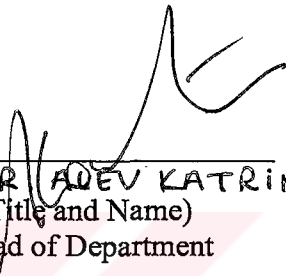
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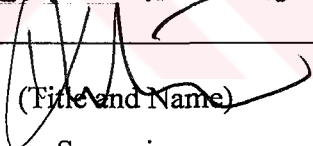
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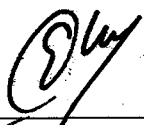
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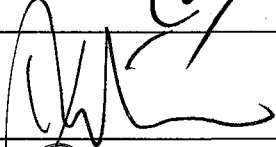
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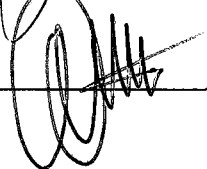
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ABSTRACT

**Analysis of Factors Influencing Consumer Decision Making and Choice: With A
Comparative Study in Different Product Classes**

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This thesis focuses on the factors influencing consumer choice, and hence the whole decision process surrounding choice. It explores the effectiveness of various factors on consumer choice proposed in the literature, and attempts to investigate possible differences or similarities between the effectiveness of these factors. To be able to get a deep understanding of consumer choice and its underlying factors, the research in this study has been aimed to look at different product types and classes. The research was conducted with 186 respondents to give some qualitative reasoning about consumer choice. The results show that some factors are much more effective on consumer choice and the basis for this difference of effectiveness is presented in the study.

Keywords: Consumer Behavior, Decision Making, Choice, Brand, Multi-Attribute Models

ÖZET

Tüketici Karar Süreci ve Seçimini Etkileyen Etkenlerin Analizi: Farklı Ürün Gruplarında Karşılaştırmalı Bir Çalışma İle

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Bu tez, müşteri seçimlerini etkileyen faktörlere ve dolayısıyla seçimi çevreleyen tüm karar sürecine eğilmektedir. Çalışma, yazında incelenen çeşitli faktörlerin seçim üzerindeki etkinliğini araştırmakta ve bu etkinliklerdeki benzerlik ya da farklılıkları ortaya koymaya odaklanmaktadır. Tüketici seçimlerini ve altında yatan etkenleri daha derinlemesine anlayabilmek için, farklı ürün tipleri ve grupları üzerinde karşılaştırmalı bir araştırma yapılmıştır. Tüketici seçimleri hakkında niceliksel bilgi vermesi amacıyla yapılan bu araştırma, 186 denek üzerinde gerçekleştirilmiştir. Sonuçlar, bazı faktörlerin tüketici seçimleri üzerinde daha etkin olduğunu göstermekte olup bu farklılıkların nedenleri çalışmada incelenmektedir.

Anahtar Kelimeler: Tüketici Davranışı, Karar Verme, Seçim, Marka, Çoklu-Özellik Modelleri



To my parents

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I cannot end without thanking my family, on whose constant encouragement and love I have relied. In this context, I would like to express my sincere thanks to my parents, Melek and Huseyin Demirbag, for their everlasting love and support. This thesis is dedicated to them, who are very cautious as consumers but extremely generous as parents. I am grateful also to my sisters, Merve and Tuğçe, for their support and encouragement. Last, but certainly not least, I am most grateful to my husband, Yusuf Cem Kaplan, for his confidence, kindness and patience with me.

Izmir, 2004

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INTRODUCTION

Each single day of our lives is characterized by thousands of decisions we make that we even are not aware of. These decisions form the basics for all our acts ranging from those that are ostensibly simple to those which are immensely complex, such as deciding to what to drink for the breakfast and what major to pursue for university education, respectively. The former is simple, we say, as it is a routinized behavior and we usually have previously made our decision between having coffee or tea or some other drink for the breakfast. However, while one has to decide on what major to pursue in college, he or she has to stop and sometimes think for a very long time in order to come up with the best choice. Whether an ultimate decision calls for seconds or years to be made, each is extensively complex in its very nature and this process, which is generally referred as decision-making process, has been a focal point to researches from various disciplines, may it be psychology or business; economics or medicine.

This interest in how people make decisions have caused a vast amount of literature to appear, originally arising from the field of economics and expanding into other disciplines which has something to say about human behavior. Management science was undoubtedly one of these, as it deals with the human being in all aspects. Marketing, which is one of the major sub fields of managerial sciences, have carried this concept into a specific area beginning from late 50s and early 60s, and a growing

number of studies facilitated this area to be accepted as a new field of marketing, which we today refer as consumer behavior.

A considerable body of literature in a range of different disciplines exists on consumption, consumer behavior, and consumer decision-making process. Research in economics, business, marketing, psychology and sociology domains studies consumer behavior from different theoretical premises: “for economists, consumption is used to produce utility; for sociologists, it is a means of stratification; for anthropologists – a matter of ritual and symbol; for psychologists – the means to satisfy or express physiological and emotional needs; and for business, it is a way of making money” (Fine, 1997).

In its very basics, consumer behavior deals with the human being as a consumer and tries to put forward some theory that explains why and how people buy what they buy (and of course why sometimes they do not buy). While examining this, it states the concept of choice as the ultimate action, whether it is in favor of the product or not. This study tries to explore the factors influencing consumer choice, and hence the whole decision process surrounding choice. It also attempts to investigate the effectiveness of these factors on choice and look for differences or similarities of effectiveness of the factors. Effort was also exercised to examine if there exists any discrepancies between the intended behavior and actual occurrences, and the reasons to these.

The first chapter of this thesis deals with the study of choice regarding the historical dimension. In this part, the evaluation of consumer choice from different theoretical perspectives was provided. This chapter serves as a background for a deeper understanding of consumer decision theory.

In the second chapter, consumer decision-making was analyzed referring to various consumer behavior models and theories. The aim of this chapter is to develop an understanding of the choice environment and the relationship of different factors with each other in a context of consumer decision-making.

The third chapter of the thesis provides an extensive literature review concerning the factors influencing consumer choice. These factors are first classified under main headings of internal and external influences, and all possible influences on choice were profoundly analyzed under main and sub-headings. This chapter also bonds the knowledge built in the former chapters to an inclusive understanding of consumer choice behavior.

Beginning from the fourth chapter, research of the thesis is presented. In the fourth and fifth chapters, the methodology and the findings of research, which was conducted with 186 respondents to give some qualitative reasoning about the consumer choice and its underlying factors and to investigate many dimensions of these factors, are discussed.

The last chapter of the study includes conclusions to research questions and other major conclusions, along with the limitations of the study. Implications for practitioners, theory and further research are also presented in this final chapter.



CHAPTER I

THE STUDY OF CONSUMER CHOICE

1.1. CONCEPTS OF DECISION AND CHOICE

A decision is the selection of an option from two or more alternative choices (Schiffman and Kanuk, 2004, p.548). In the marketing literature, decision has been long used interchangeably with choice, where choice refers to an act rather than an option.

For a person to make a decision, a set of alternatives should be present. These alternatives may be in forms of making a purchase and not making a purchase or choosing between brand A and brand B. In a situation where the consumer has no alternatives from which to choose and is forced to make a particular purchase or take a particular action, then this single no-choice does not constitute a decision (Schiffman and Kanuk, 2004, p.548). This no-choice decision is usually called as a “Hobson’s choice”.

Understanding the mechanism underlying behind a choice behavior is very important to marketers as it is to other social scientists. By identifying the factors that lead to a particular choice, the marketers can better understand why and how people buy, and hence easily build and maintain appropriate marketing programs that will enhance

them with the capability of satisfying needs of both the company and the consumers. However, identifying these factors has never been an easy task for the researchers, as the human mind, the only entity in nature with deep powers of understanding, still remains the least understood. This is why the choice models, which try to explain the mechanisms leading to a particular choice, are numerous but all far from being complete. Kotler (1965), in his well-known essay reviewing buyer behavior models describes these as partial, and often partisan, models of *human* behavior.

Almost all choice models describe the mechanism in a similar way where the inputs, process and the outputs of choice behavior are identified and explained. The difference between models arise where the researchers weigh the input factors and illustrate the related links between these factors, describe the decision process; and put forward the outcomes of it. Where earlier models define the choice (i.e. the purchase behavior) as the ultimate result, the successors have extended the span of the total process to cover post-purchase behavior.

There exist literary dozens of models constructed to describe and predict choice behavior. In this introductory part, the antecedents of these models from a historical and disciplinary perspective will be summarized and comprehensive models of consumer decision-making will be dealt in the following chapters.

1.2. HISTORICAL ANALYSIS OF CHOICE THEORIES

1.2.1. Economic View on Choice

The beginning of research on how people arrive at particular decisions and make choices goes further back into the 17th century, when the mathematicians of the time such as Pascal, Bernoulli and Bayes had put forward the principles of the probability theory. By using these principles, the economists became the first professional group to build a specific theory of buyer behavior. In the heart of economic view of choice lies the assumption that the consumer is an absolutely rational man. The theory also holds that the consumption environment is portrayed as a world of perfect competition (Schiffman and Kanuk, 2004, p.550) and the purchasing decisions are the result of [largely] rational and conscious economic calculations (Kotler, 1965). Under such conditions, the consumer is assumed to be spending his income on goods that will deliver the most utility according to his tastes and relative prices. This model, in its basic sense, relies on the maximization of total utility and given some choice set X, a person is assumed to “ $\text{Max}_{x \in X} U(x)$ ” (Varian, 1993, p.66).

The basics of the economic view were suggested as early as Adam Smith stated that the economic growth was based on the principle that man is motivated by self interest in all his actions (Smith, 1902). The successors of Smith improved the theory by adding that a rational man is the one who finely calculates the expected benefits and costs of every contemplated action. In the early 1870s, Karl Menger, William Stanley

Jevons, and Leon Walras simultaneously and independently discovered the principle of marginal utility. Marginal utility is the change in total utility or satisfaction resulting from the consumption of one more unit of a good. Marginal Utility Theory holds that there exists the rule of diminishing marginal utility, which states that as the quantity of a good consumed increases, the marginal utility derived from that good decreases (Varian, 1993, p.66).

This general model, sometimes referred as the “Rational Man Theory” or “Marshallian Economic Model”, was then extended into more contemporary theories such as Utilitarian Theory and Rational Choice Theory. Rational choice theory was then implemented into many models developed by sociologists and political scientists (Scott, 2000).

Marketers usually have dismissed the Marshallian model in general (Kotler, 1965) and criticized it for a number of reasons (Schiffman and Kanuk, 2004, p.550). Lancaster (1966) raised one of the earlier criticisms to the rational man theory where he questioned the meaning of value. In his later essays he stated that “the good... does not give utility to consumers, it possesses characteristics and it is that characteristics that give rise to utility” and proposed a new model to analyze the buyer behavior which took into account the attributes attached to the product rather than the product itself. Other scholars from other disciplines, even including economics, have contributed to

this break from the tradition such as the works of Luce (1977) and Kahneman and Tversky (1979)¹.

Among these criticisms the tautological nature of the rational man model (i.e. that it is neither true nor false) and its normative way of describing behavior rather than a descriptive one are frequently highlighted (Tversky and Kahneman, 1979). In addition to these, the basic assumptions of the model, which state that the consumption environment is perfectly competitive and the consumer is totally rational, are received by suspicion. Critics of the model have asserted that in order to behave rationally in an economic sense, the consumer would have to (a) be aware of all product alternatives, (b) be capable of correctly ranking each alternative in terms of its advantages and disadvantages, and (c) be able to identify the one best alternative (Schiffman and Kanuk, 2004, p.550). However, in real life this is rarely the situation and consumers are usually limited in their information, actions and values (Simon, 1957).

Nevertheless, the economic view provides some important insights for arriving at a more comprehensive model of consumer behavior. The hypotheses that the economic view on choice provides, such as “the lower the price of the product the higher the sales”, “the lower the price of substitute products, the lower the sales of this product; and the lower the price of complementary products the higher the sales of this product”, and “the higher the real income, the higher the sales of this product, provided

¹ For the reviews of economic choice modeling see McFadden (1980).

that it is not an inferior good” are and should be, at least, basic reference points for behavioral sciences.

1.2.2. Psychological View on Choice

Psychological view on choice largely relies on the learning dimension of choice. Learning refers to a relatively permanent change in behavior that is caused by experience (Solomon, 1999, p.89). It is the result of information processing and is essential to the consumption process. In fact, consumer behavior is largely *learned* behavior and we acquire most of our attitudes, values, tastes, behaviors, preferences, symbolic meanings and feelings through learning (Hawkins, Best and Coney, 2001, p.324). Therefore, the learning process means a lot to consumer behavior practitioners. From the marketing perspective, consumer learning can be thought as the process by which individuals acquire the purchase and consumption knowledge and experience that they apply for future related behavior (Schiffman and Kanuk, 2004, p.207). In this sense, the psychological models, which try to explain the learning processes, undoubtedly have vital importance for consumer behavior studies.

1.2.2.1. Behavioral Learning Theories

Behavioral learning theories assume that learning takes place as the result of responses to external events. Psychologists who subscribe to this viewpoint do not focus on internal thought processes. Instead, they approach the mind as a black box and emphasize the observable aspects of behavior (Solomon, 1999, p.91). Because these

theories are based on the premise that observable responses to specific external stimuli signal that learning has taken place, they are sometimes referred to as “*stimulus-response theories*”. Two behavioral theories with great relevance to marketing are classical conditioning and operant (instrumental) conditioning (Schiffman and Kanuk, 2004, p.209).

1.2.2.1.1. Classical Conditioning Model

The roots of the psychological view on choice can be traced back to the experiments of the Russian psychologist Ivan Pavlov and his well-known model on conditioned learning. Pavlov was the first to describe conditioning and to propose it as a general model on how learning occurs. According to the Pavlovian theory, which is also known as classical conditioning model, conditioned learning results when a stimulus that is paired with another stimulus that elicits a known response serves to produce the same response when used alone (Schiffman and Kanuk, 2004, p.210). Conditioning here refers to learning based on association of a stimulus (information) and response (behavior or feeling) (Hawkins, Best and Coney, 2001, p.327). Based on his research, Pavlov concluded that learning was largely an associative process and that a large component of behavior was conditioned in this way (Kotler, 1965).

Experimental psychologists have continued the mode of research especially with animals, as it was a general assumption that common associative processes can explain both animal and human learning. Therefore, the majority of the data available [on classical conditioning] are based on non-human animals (Arcediano, Ortega and

Matute, 1996). Because conditioned learning plays an important role in marketing, it has interested consumer researchers for years and led them to devote theoretical, empirical and critical attention to the role and functioning of it in a consumer context (Shimp, Stuart and Engle, 1991). These studies are numerous and fall into a wide range of subjects such as effects of different stimuli on brand choice and preference (Gorn, 1982; Holbrook and Hirschman, 1982; Staats, 1969; Zajonc and Markus, 1982; Alien and Madden, 1985; Bierley, McSweeney and Vannieuwkerk, 1985; Baker, 1999; Grossman and Priluck; 1998) or attitudes (Stuart, Shimp, and Engle, 1987; Kellaris and Cox, 1989) or awareness, attention and association (Gorn, Jacobs and Mana, 1987; Macklin, 1986; Alien and Janiszewski, 1989; Janiszewski and Warlop, 1993).

Classical conditioning model have evolved in time and gave rise to a number of classical conditioning models. Among these, the models that examine the relation between the predictability of the unconditioned stimuli and the amount of conditioning and the effect of proximity between the stimuli are well known (Atkinson *et al*, 1990, p.252).

1.2.2.1.2. Operant Conditioning Model

Behavioral learning theory has another branch apart from classical conditioning, which is known as the operant conditioning. Developed almost simultaneously by Thorndike with Pavlov's classical conditioning theory and refined by Skinner in 1948, operant conditioning model places the subject (the human or the animal) into a voluntary situation. While in classical conditioning the individual is viewed as a passive

participant in the learning process who simply receives stimuli, in operant conditioning approach the individual must actively operate or act on some aspect of the environment for learning to occur. Operant conditioning is sometimes referred to as *instrumental conditioning* because the individual's response is instrumental in getting a positive reinforcement (reward) or (avoiding) a negative reinforcement (punishment) (Belch and Belch, 2001, p. 127) and what differs it from classical conditioning is primarily the role and timing of reinforcement (Rothschild and Gaidis, 1981).

Operant conditioning is usually applicable in sales promotions activities in marketing such as offering free samples or premiums to increase the sales volume². Research demonstrates positive evidence on the applicability of operant conditioning in such activities (Lammers, 1991; Scott, 1978; Bergiel and Trosclair, 1985).

Because instrumental learning theory views behavior as a result of environmental manipulation rather than cognitive processes, some researchers argue that it is applicable only to products that have little personal relevance or importance to the consumer (Schiffman and Kanuk, 2004, p.223). Others claim that the theory is applicable to all products whatever the relevance of the consumer is (Peter and Nord, 1982).

² See Gaidis and Cross (1987) for a framework for sales promotion management.

1.2.1.1.3. Central Concepts of Behavioral Conditioning Theories

All behavioral learning models can be applied to marketing and used as a medium to influence decision-making process and choice behavior. These two models are based on four central concepts, which are extensively implemented into marketing applications. These concepts are drive, cue, response and reinforcement (Schiffman and Kanuk, 2004, p.208).

Drive. Also called needs or motives, drive refers to strong stimuli internal to the individual, which impels action. Psychologists draw a distinction between *primary psychological drives* –such as hunger, thirst, cold, pain, and sex- and *learned drives* which are derived socially – such as cooperation, fear and acquisitiveness. (Kotler, 1965)³

Drives act as a spur to learning. For example, a person who is interested in a particular goal is motivated to learn about all relevant aspects of this goal. On the contrary, people who are not interested in that particular object will possibly ignore all information related to it. The goal object simply has no relevance to them. The degree of relevance, or *involvement*, determines the consumer's level of motivation to search for knowledge or information about a product (Schiffman and Kanuk, 2004, p.208).

Cue. A drive is very general and impels a particular response only in relation to a particular configuration of cues. Cues are weaker stimuli in the environment and/or in

³ Italics added.

the individual, which determine when, where and how the subject responds. Often a relative change in a cue's intensity can be more impelling than its absolute level (Kotler, 1965).

Response. Kotler (1965) states that the response is the organism's reaction to the configuration of cues. Yet the same configuration of cues will not necessarily produce the same response in the individual. This depends on the degree to which experience was rewarding, that is, drive-reducing.

Reinforcement. If the experience is rewarding, a particular response is reinforced; that is, it is strengthened and there is a tendency for it to be repeated when the same configuration of cues appear (Kotler, 1965). A *positive reinforcement* is a pleasant or desired consequence, whereas a *negative reinforcement* involves the removal or the avoidance of an unpleasant consequence. Punishment, on the other hand, is the opposite of reinforcement and is any consequence that decreases the likelihood that a given response will be repeated in the future. Hawkins, Best and Coney (2001, p.334) states that it is very important for marketers to determine the reasons that reinforce specific customer purchases, so that they can deliver an appropriate promotional message to induce first purchase and enhance the product with those attributes that satisfy the goals sought by the customer.

1.2.2.2. Cognitive Learning Theory

Belch and Belch (2001, p.129) indicates that behavioral learning theories had been criticized for assuming a mechanistic view of the consumer that puts too much emphasis on external stimulus factors. These models ignore internal psychological processes such as motivation, thinking and perception. Many consumer researchers and marketers disagree with the simplified explanations of behavioral learning theories and are more interested in the complex mental processes that underlie consumer decision-making.

In contrast to behavioral theories of learning, cognitive learning theory stresses the importance of internal mental processes. This perspective views people as problem solvers who actively use information from the world around them to master their environment (Solomon, 1999, p.94). Information processing and involvement are key concepts to this theory.

Cognitive learning theory has a broad area of application in consumer behavior. Marketing literature on cognitive learning can generally be examined under two categories, which also form the central concepts of the theory, that is how consumers process information (Biehal and Dipankar, 1982; Hirschman, 1986; Holbrook and Moore, 1981; Scott, 1994; Malhotra, 1982; Bettman and Kakkar, 1977; Bettman and

Park, 1980; Dickson and Sawyer, 1990; Keller and Staelin, 1987)⁴ and the effect of levels of involvement in the decision-making process (Laurent and Kapferer, 1985; Durvasula, 1990; Mitchell, 1979, 1981, 2002; Gardner, Mitchell and Russo, 1985; MacInnis and Park, 1991).

1.2.3. Psychoanalytic View on Choice

Although the above-discussed psychological model on choice provides very useful insights into consumer decision-making, it lacks an inclusive answer to the quest for searching factors influencing choice. Much of debate arises from the mechanistic view of learning theories, especially the behavioral ones, and researchers who are seeking for an answer, which accepts the individual to be active rather than passive throughout this decision-making process, prefer to put the concepts of motivation and personality into the first place when exploring the factors influencing choice.

Personality is usually defined as *an individual's characteristic response tendencies across similar situations* (Hawkins, Best and Coney, 2001, p. 374). More specifically, it is those inner psychological characteristics that both determine and reflect how a person responds to his environment. These inner characteristics such as attributes, traits, factors and mannerisms distinguish one individual from other individuals (Schiffman and Kanuk, 2004, p.120). In this sense, the personality concept has very important uses in marketing and more specifically consumer behavior, as it possesses a

⁴ For a recent review on information processing in consumer theory, please see Kitchen and Spickett-Jones (2003)

great potential to enlighten the dark region of “what type of people buy what” question. Personality also plays a key role on how people respond to promotional efforts.

There is controversy as to the exact nature of personality, the components of it and the appropriate ways to measure it. Some researchers emphasized the dual influence of heredity and early childhood experiences on personality development (Freud, 1938; Cattell, Eber and Tatsuoka, 1970); others have stressed broader social and environmental influences. Some of the components of personality, such as Adler’s *inferiority complex* have so captured the public’s imagination that they have become a part of everyday understanding, whereas other components are obscure even within the field (Mayer, 1995). Regardless of from which perspective it is looked, the personality studies owe much to Sigmund Freud and his psychoanalytic theory of personality.

Sigmund Freud’s psychoanalytic theory of personality is a milestone for modern psychology. This theory, which has a profound impact on 20th century thought, is based on the premise that *unconscious needs or drives* are at the heart of human motivation and personality. As Freudian theory still used the concepts on which psychological models were built, it has distinguished itself from those by attacking the idea of man reigned over his own psyche and explored through the unconscious levels of mind. The fruits of this theory and its successors are of great importance to consumer research, as they form a complete base for concepts such as motivation, personality, emotion and self-image.

Freud constructed his theory on the basis of patients' recollections of early childhood experiences, dream analyses and specific nature of their mental and physical adjustment problems. Based on these, he proposed that the human personality consists of three interacting systems: the id, the ego and the superego (Schiffman and Kanuk, 2004, p.111).

According to Freud, the *id* is the most primitive part of the personality, from which the ego and the superego later develop. It is present in the newborn infant and consists of the basic biological drives: the need to eat, to drink, to eliminate wastes, to avoid pain, and to gain sensual pleasure. The id seeks immediate gratification of these impulses (Atkinson *et al*, 1990, p. 512).

Contrary to the id, the *superego* is conceptualized as the individual's internal expression of society's moral and ethical codes of conduct as thought to the child by the parents and the others (Schiffman and Kanuk, 2004, p. 123). It is essentially the individual's conscience. The superego judges whether an action is right or wrong and it is kind of "brake" that restrains the impulsive forces of the id.

Thus, children soon learn that their impulses cannot always be gratified immediately. Therefore, a new part of the personality, the *ego*, develops as the young child learns to consider the demands of reality. That is, the ego mediates among the demands of the

id, the realities of the world, and the demands of the superego (Atkinson *et al*, 1990, p. 512).

This Freudian theory of personality and motivation in its very basic sense has been revisited and modified many times by numerous researchers and even Freud himself, and provided a basis for other personality models. For example, Carl Jung's *Personality Types Model* is largely derived from Freudian Theory and is of great relevance to consumer behavior. Myers-Briggs Type Indicator (Myers, 1980), which are heavily used by marketers and identifies four important dimensions of personality, which determine a person's response to the world, is a descendant of Jungian Personality model (Gould, 1991).

Other theories such as Neo-Freudian Personality theory, developed mainly by Adler and Sullivan, emphasized on the effects of social relationships as the fundamental to the development of personality. Another derivative of Freudian Theory is the Trait Theory of Personality, which stresses on quantitative aspects of measuring personality rather than qualitative. A trait is a dimension of personality used to categorize people according to the degree to which they manifest a particular characteristic. Cattell's Trait Theory (Cattell, Eber and Tatsuoka, 1970), Eysenck's Trait Theory (Eysenck, 1967) and Five Factor Theory (McCrae and Costa, 1989) are well-known examples of trait theories.

Another conceptual dimension of the Freudian Theory is motivation and this theory also provided the basis for the development of motivational research. *Motivation* can be described as the driving force within individuals that impels to action (Schiffman and Kanuk, 2004, p.87).

A *motive* is a construct representing an unobservable inner force that stimulates and compels a behavioral response and provides specific direction to that response (Hawkins, Best and Coney, 2001, p. 362). Motives usually arise from unsatisfied *needs*. When a need is recognized, it creates a tension state for the organism. The magnitude of this tension determines the urgency the consumer feels to reduce the tension. This degree of arousal is called a *drive*. These factors combine to create a want, which is one manifestation of a need. Once the goal is attained (i.e. need satisfied), the tension is reduced and the motivation recedes (Solomon, 1999, p.126). This process is known as the motivation process.

There are many motivation models, of which the Maslow's Hierarchy of Needs (Maslow, 1943) is undoubtedly the most popular. Viewed from the consumer research side, motivational research has come a long way since Dichter's work in early 1950s. Today, motivational research is still regarded as an important tool by marketers who want to gain deeper insights into the whys of consumer behavior (Schiffman and Kanuk, 2004, p. 113).

The Freudian psychoanalytic theory has several implications for the research on choice behavior. In particular, Freud's work highlights the potential importance of unconscious motives underlying purchases. The implication is that consumers cannot necessarily tell their true motivations for choosing a product, even if we can devise a sensitive way to ask them directly (Solomon, 1999, p. 135).

The Freudian perspective also hints at the possibility that the ego relies on the symbolism in products to compromise between the demands of the id and the prohibitions of the superego. Solomon (1999) states that the person may be channeling his or her unacceptable desire into acceptable outlets by using products that signify these underlying desires. That is to say that the buyers are motivated by symbolic as well as economic-functional concerns (Kotler, 1965). For example, Dichter (1964) claimed that ice cream was associated with love and affection; and beer provides the drinker with a feeling of security. His research also showed that some goods are associated with basic instincts such as sex and violence.

A related application of Freudian Theory into marketing is the concept of *product (brand) personality*. Many researchers tend to focus on consumer purchases and/or consumption situations, treating them as a reflection and an extension of consumer's own personality (Schiffman and Kanuk, 2004, p. 137). A brand, like a person, can be characterized as being "modern", "old-fashioned", "lively" or "exotic" (Keller, 2000, p. 86) and marketed in this sense to suit the needs of similar personality type customers. The literature is vast on how the personality of a brand enables a consumer

to express his or her own self (Belk, 1988; Sirgy, 1982), an ideal-self (Malhotra, 1988), or specific dimensions of the self (Kleine, Kleine, and Kernan, 1993) through the use of a brand.

Freudian theories of choice are generally criticized for their methods of measuring data and being too qualitative. However, these theories have proved to be leading to useful insights for understanding choice behavior in general.

1.2.4. Sociocultural View on Choice

All others stated, only one factor that influences choice remains missing and it is the effect of socio-cultural environment surrounding the buyer. This view is also called the Veblenian Model, which derives its name from Thorstein Veblen, as he was the first to propose that people buy what they buy from the perspective of sociocultural context.

Veblen was in fact an orthodox economist, however rather than interpreting buyer behavior in Marshallian terms, he followed a different direction. Veblen saw man as primarily a *social animal* –conforming to the general forms and norms of his larger culture and to the more specific standards of the subcultures and face-to-face groupings to which his life is bound. His wants and behavior are largely molded by his present group memberships and his aspired group memberships (Kotler, 1965).

Following Veblen's view, consumer behavior researchers today analyze the effect of sociocultural environment under five general headings. These are the influences of culture, subculture, social class, reference groups and face-to-face groups.

Culture, a concept crucial to understand consumer behavior, may be thought as a society's personality. It is the accumulation of shared meanings, rituals, norms, and traditions among the members of an organization or society (Solomon, 1999, p. 539). The effect of culture on consumer behavior is so powerful and it determines the overall priorities that the consumer attaches to different activities and products. The presence of culture also affects individual tastes and preferences, which ultimately influences consumption behavior (Shaw, Clarke and Shaw, 1998; McCracken, 1986).

A culture tends to lose its homogeneity as its population increases. In this case, smaller units or *subcultures* develop, which help to satisfy the individual's need for more specific identity. The subcultures are often regional entities, but they can also take other forms such as religions or nationalities. The subcultures of a person play a large role in his attitude formation and become another important predictor of certain values he is likely to hold (Kotler, 1965).

A social class refers to a person's standing in society and is determined by a complex set of variables, including income, family background and occupation (Solomon, 1999, p. 432). Because social class is an important determinant of how and on what goods

money is spent, it profoundly influences choice behavior. Social class also affects tastes and lifestyles, which are key factors of choice behavior.

The groups in which the individual has no membership but with which he identifies and may aspire to are called *reference groups*. Reference groups that influence general or broadly defined values or behavior are called normative reference groups. Others that serve as benchmarks for specific attitudes or behavior are called comparative reference groups. A reference group is an important concept to marketers as they are heavily used by forming or modifying beliefs and attitudes (Schiffman and Kanuk, 2004, p. 330).

Groups that have the most immediate influence on a person's tastes and opinions are *face-to-face groups*. This includes all the small societies with which the consumer comes into frequent contact, such as his family, close friends, neighbors and colleagues. The powerful influence of small groups on individual attitudes has been demonstrated in a vast number of social and psychological experiments, such as the works of Sheth (1974), Qualls (1987), Beatty and Talpede (1994).

Unquestionably, there are some other factors that influence consumer choice process which are not or could not be listed under any of these categories. Nevertheless, above explained perspectives on choice serve as a strong base in understanding why consumers make a particular choice. The theories suggest that there may be different factors that influence the choice behavior, and these factors may also have different

weights on choice depending on the situation. They enlighten the black box of consumer decision process by answering “why” questions and serve as a detailed background for the discussion of factors influencing choice.

However, enlightening the “whys” of the choice behavior are not sufficient to have an overall understanding of consumer choice. “How” a choice is made is also of great importance to consumer behavior as it connects the relationships between individual factors and unites them in a general context. This way, it is made clear how these factors interconnect and how they affect the ultimate choice. Interrelation of these factors with each other and choice behavior leads to the general decision-making process, which are also suggested in various models by researchers. The consumer decision-making process and several models explaining it are discussed in the following chapter.

CHAPTER II

CONSUMER DECISION MAKING PROCESS

2.1. DECISION MAKING IN GENERAL

Decision-making is core to all disciplines in which the choice of an individual or an organization is studied. It is important, because the factors influencing choice enlightens the black box of why people choose particular things; however they do not deliver adequate information to understand *how* they make these choices. Models of decision-making attempt to uncover the relation between these factors and the act of choice, and the significance of these factors on different occasions where a choice is made.

Thus, consumer behavior cannot and should not be studied as single choices, but as sequences of choices. These sequences can be composed in many different ways, of which a purchase sequence; or a decision process, is to particular attention of marketing and consumer behavior. Understanding how people make a choice and buy a particular product helps marketers to shape their marketing programs accordingly and cope with fierce competition.

There is neither a single decision making model, nor a single way through which an individual make a decision. A consumer may apply a wide variety decision models. These variations may result due to different circumstances; such that a consumer may not be equally familiar with all of the products that he buys. Hansen (1972; p. 297) indicates that decision process also varies depending upon whether the product is for individual or collective use, whether it is a durable or non-durable product, whether it is frequently or infrequently purchased, and whether it represents a minor or major expenditure.

Theories on decision-making process are many, and each provides valuable insights into the issue. Emphasis on decision-making models began in late 50s, in areas other than consumer behavior. The works of Simon (1957) on decision-making in organizations, and of Parsons and Schills (1953) and Gagne (1959) on general aspects of decision-making are significant examples of the first attempts to understand decision-making process.

2.2. PERSPECTIVES ON CONSUMER DECISION MAKING PROCESS

2.2.1. Rational Perspective

Beginning from the 70s, decision-making models gained popularity among consumer behavior researchers. Until early 80s, the majority of the studies on consumer behavior were focused on decision-making process (Mowen, 1988). In these studies, the

decision maker was approached from a *rational perspective* and purchasing was viewed as a *problem solving activity*. The stages of this activity were described in different ways, of which the sequence of problem recognition, information search, alternative evaluation, choice and post-purchase evaluation became the most popular (Howard and Sheth, 1969; Engel and Blackwell, 1982).

The basics of this sequential approach were derived from Dewey's work (1910), in which he termed the steps in problem solving and explained the process an individual goes through arriving at a decision. According to Dewey, problem-solving consists of five consecutive stages: (1) a felt difficulty, (2) the definition of the character of that difficulty, (3) suggestion of possible solutions, (4) evaluation of the suggestion, and (5) further observation and experiment leading to acceptance or rejection of the suggestion. Although this sequential approach was criticized by some researchers (e.g. Mintzberg, Dury and André, 1976), it was highly respected among the researchers of consumer behavior.

2.2.2. Experimental Perspective

In early 80s, consumer researchers began to challenge the rational approach on consumer decision-making. This challenge was due to the evidence, which showed that consumers do not go through *every* stage in the traditional decision-making process model, or they even do not go through *any* of these stages. Olshavsky and Granbois (1979) claimed that such an elaborated process is not the actual portrayal of

many purchase decisions, although it works for some. Especially in some decision situations including the choice of arts or music, the rational approach was inappropriate (Solomon, 1999, p. 269). Holbrook and Hirschman (1982) also indicated that the present decision-making model neglects some important aspects of making a purchase, particularly those purchases made as in a leisure activity or for emotional reasons. This emphasis on feelings and emotions has been labeled as the “*experimental perspective*” (Mowen, 1988), and rather than stressing on goods, this perspective focused on entertainment and leisure activities, as well as arts. Today, a variety of purchase phenomena are examined under experimental perspective including *reactance, impulse buying* and *variety seeking behavior*.

2.2.3. Behavioral Influence Perspective

One major challenge to the rational decision-making process model emerged because that this model lacked the effects of environmental stimuli. The followers of this perspective claim that much of purchase is done under low involvement situation, and a consumer’s decision is usually a learned response to environmental cues (Solomon, 1999, p. 269). Such environmental stimuli include a variety of situational factors, the effects of societal and group norms (Mowen, 1988) and contingencies such as the accessibility and layout of stores (Belk, 1975). The evidence for this perspective was provided by many researchers including the works of Gorn (1982), Wee (1985) and Hackett and Foxall (1993).

2.3. GENERAL MODELS OF CONSUMER DECISION MAKING

2.3.1. The Nicosia Model

One of the first models on consumer decision-making is presented by Nicosia. The Nicosia model focuses on the relationship between the firm and its potential consumers (Nicosia, 1966). Nicosia indicates that the firm communicates with its customers through its marketing messages, i.e. advertisements, and the consumers respond to these messages by their purchase. Therefore, the Nicosia model is an interactive one, where the firm tries to influence consumers and the consumers –by their actions or inactions- influence the firm.

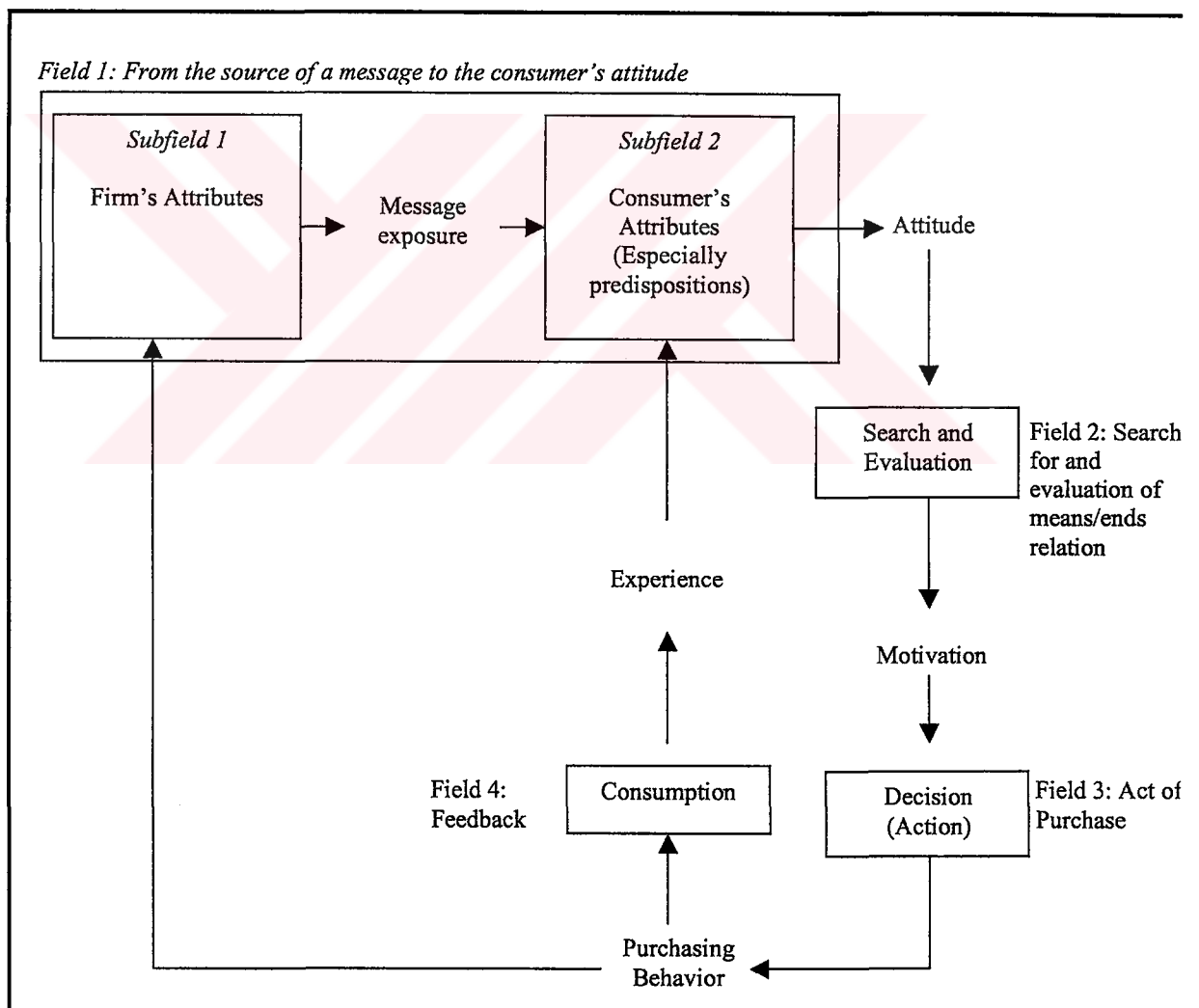
A distinctive feature of Nicosia's approach is the shift of emphasis away from the purchasing act itself and toward the decision processes that both precede and follow this act (Lunn, 1974). Figure 2.1 presents the model, which is divided into four main fields: (a) the consumer's attitude based on message exposure, (b) the consumer's product search and evaluation, (c) the act of buying (choice) and (d) feedback in the form of consumer experience to both the firm and the consumer.

2.3.2. Howard-Sheth Model

The Howard-Sheth model is a major revision of an earlier systematic effort to develop a comprehensive theory of consumer decision-making (Howard and Sheth, 1969). By this model, Howard and Sheth propose that differences in the route chosen by the

consumers through the decision process is due to the nature of the problem and hence, problem solving behavior. This proposition is a major contribution to the controversy that has aroused between the rationalist perspective and experimental-behavioral perspective.

Figure 2.1. The Nicosia Model of Consumer Decision Making



Source: Nicosia, 1966.

The Howard-Sheth model distinguishes among three levels of learning, i.e. three stages of decision-making, which are (a) extensive problem solving, (b) limited problem solving, and (c) routinized response behavior. Extended problem solving occurs when the consumer's beliefs about products and/or brands are very limited or nonexistent. This situation corresponds most closely to the rational decision-making perspective (Solomon, 1999, p.270). On the contrary, routinized response behavior takes place when the consumer's knowledge and beliefs about the brands and its alternatives are well established, and the consumer is predisposed to the purchase of one particular brand. This situation is a well representative of the nonexistence of the decision process, which Olshavsky and Granbois (1979) claimed. Limited problem solving is therefore placed between these two ends of the continuum, and it takes place when the consumer's knowledge about brands is only partially established. At this level consumers have already established basic criteria for evaluating the product category and the various brands in the category; however they have not fully established preferences concerning a select group of brands (Schiffman and Kanuk, 2004, p. 549).

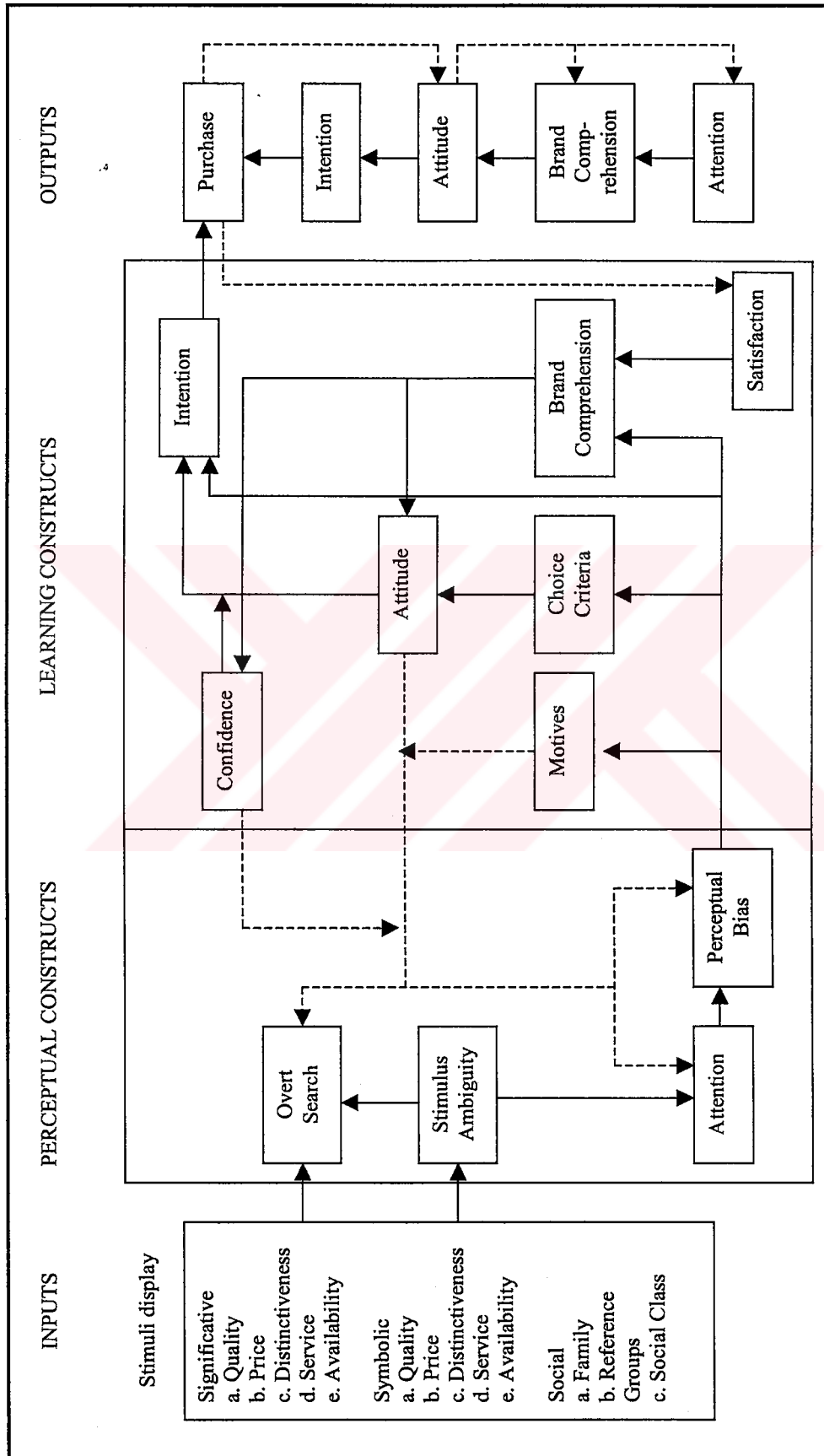
A crucial aspect of the Howard-Sheth model is that the choice criteria is viewed from two standpoints: the extent to which the product or brand is believed by the customer to possess the attribute in question, and the value of this attribute to the customer—that is, the extent to which it represents a requirement sought from the product. The balance of perception and value characterizes the means-end approach to attitudes that has played a leading part in the theoretical developments of Rosenberg and Fishbein (Lunn, 1974).

A simplified version of the basic Howard-Sheth model is shown in Figure 2.2. The model consists of four sets of variables: (a) inputs, (b) perceptual and learning constructs, (c) outputs, and (d) exogenous variables. Exogenous variables are not depicted in the figure and they include such variables as the importance of the purchase, consumer personality traits, time pressure and financial status.

2.3.3. Engel, Kollat and Blackwell Model (a.k.a. Engel, Kollat and Miniard Model)

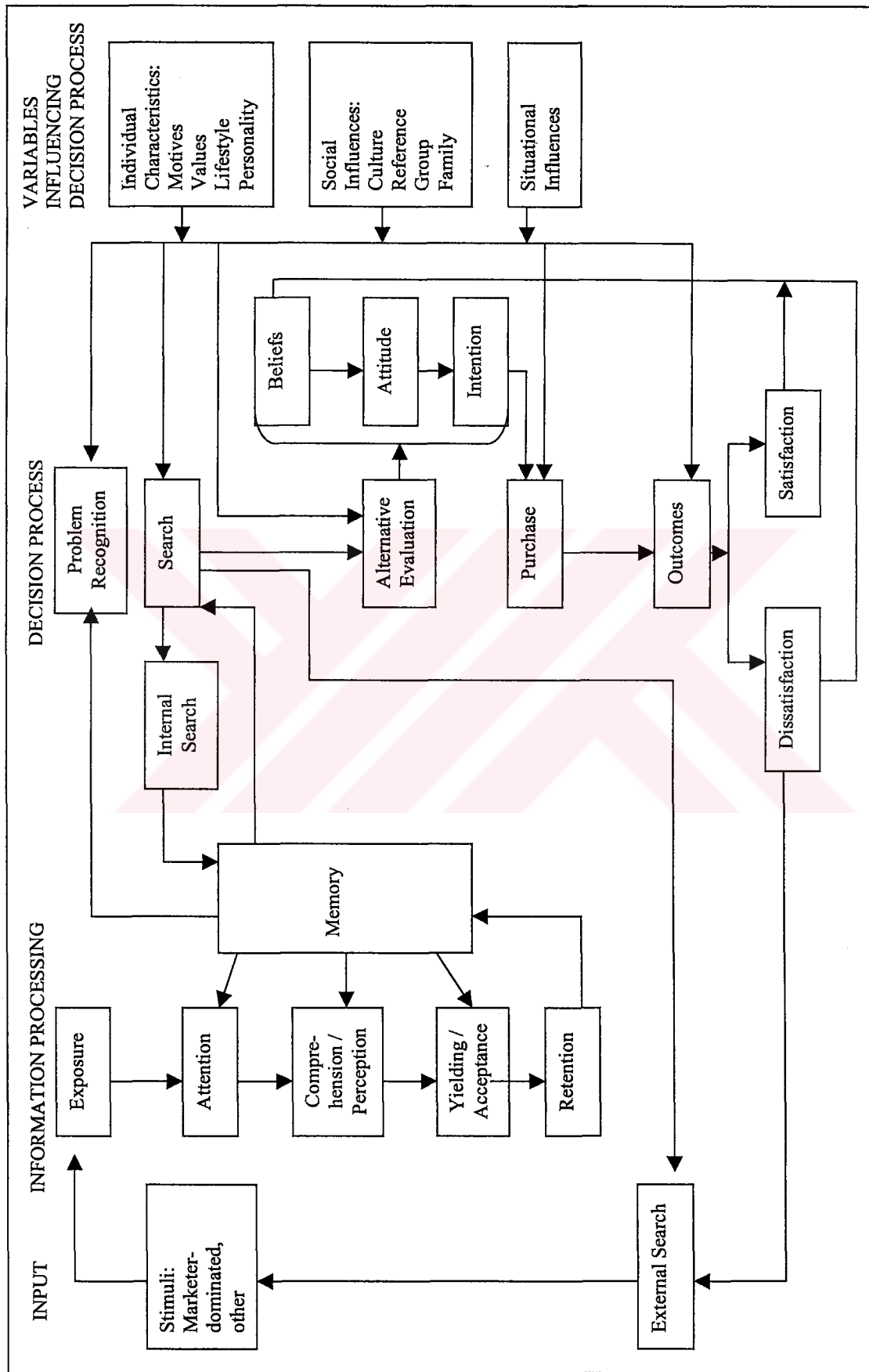
Engel, Kollat and Blackwell presented another early version of consumer decision-making process, originally in 1968. This model has gone through a number of revisions aimed at improving its descriptive ability and clarifying basic relationships between components and subcomponents (Engel and Blackwell, 1982). The EKB Model is one of the most popular models describing consumer decision-making, as its central focus is on five basic decision-process stages: problem recognition, search, alternative evaluation (during which beliefs may lead to the formation of attitudes, which in turn may result in a purchase intention), purchase and, outcomes. The number of stages that figure in a specific purchase decision, and the relative amount of attention given to each stage, are functions of how extensive the problem solving tasks are felt to be. For example, in extended problem-solving behavior, consumers presumably pass through all five stages; in routine problem solving-behavior, consumers presumably do not require external search and alternative evaluation. Figure 2.3. depicts the model as consisting of four sections.

Figure 2.2 The Howard-Sheth Model Consumer Decision Making



Solid lines indicate flow of information, dashed lines indicate feedback effects.
Source: Howard and Sheth, 1969.

Figure 2.3. The Engel-Kollat-Blackwell Model of Consumer Decision Making



2.3.4. The Attitudinal Choice Models

The relationship between attitudes and behavior is an area that has undergone critical scrutiny in market research (Fishbein, 1963; Ajzen and Fishbein, 1973; Warshaw, 1980; Kardes, 1994; Roberts and Lattin, 1991) and through it, intention to buy (Kardes *et al*, 2002; Bagozzi, 1981, 1984; Silk and Urban, 1978) and purchase behavior (e.g. Morrison, 1979; Bemmaor, 1995)⁵.

Much of the marketing research on attitudinal variables has concentrated on multi-attribute models that transform consumer cognitions of brand offerings on several dimensions to unidimensional measures of brand affect (Bass and Wilkie, 1973). Multi-attribute attitude models portray consumers' attitudes with regard to an attitude object as function of consumers' perception and assessment of the key attributes or beliefs held with regard to the particular attitude object. Of these models, the one by Martin Fishbein (1963) has been most influential in marketing. The Fishbein Model measures three components of attitude, namely (a) salient beliefs people have about an A_o (Attitude object), (b) object- attribute linkages, and (c) evaluation of each of the important attributes (Solomon, 1999, p. 177). There are many variations of this type of attitude models, of which the *attitude-toward-object model*, the *attitude-toward-behavior-model* and the *theory-of-reasoned-action-model* are the best known.

⁵ See Bagozzi, Baumgartner and Yi (1989) for a review of the effects of intentions on behavior.

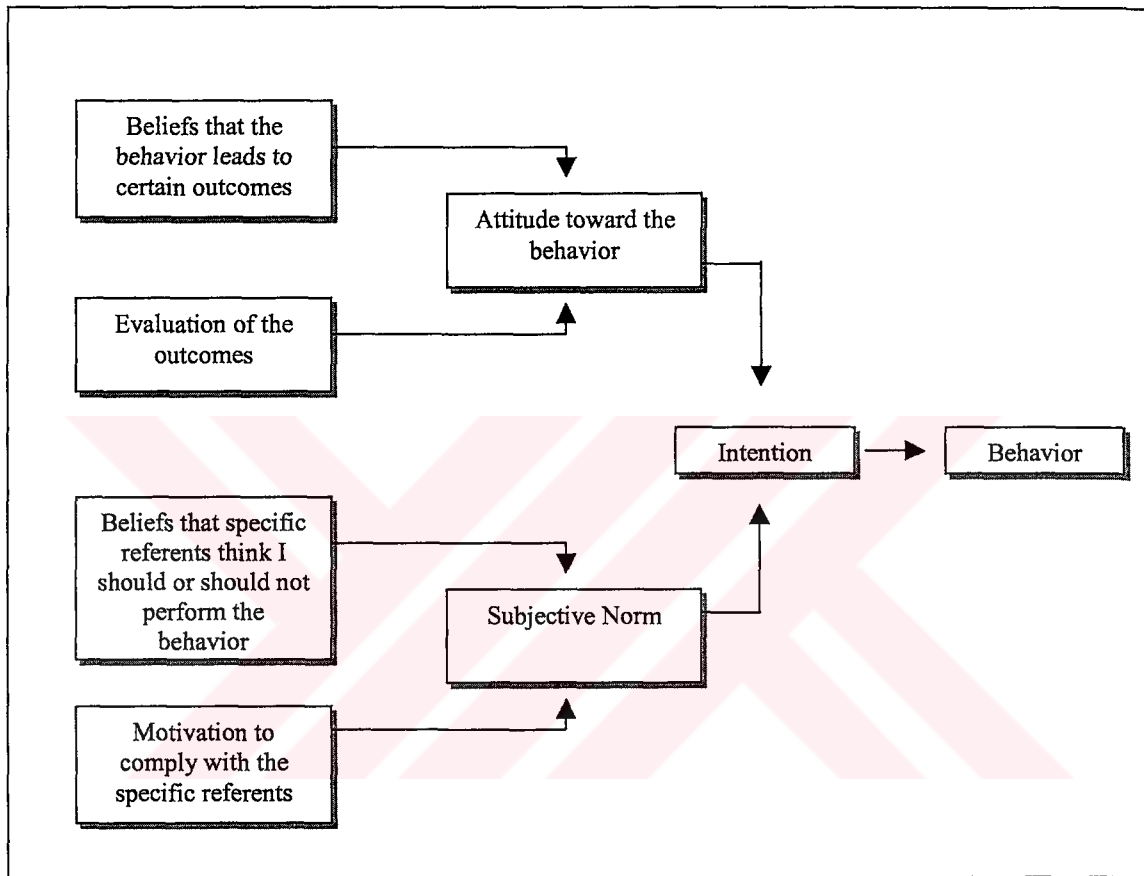
Briefly speaking, the attitude-toward-object model proposes that the consumer's attitude toward a product is a function of the presence (or absence) and evaluation of certain product-specific beliefs and/or attributes (Schiffman and Kanuk, 2004, p. 260). The attitude-toward-behavior model, on the other hand, is the individual's attitude toward behaving or acting with respect to an object rather than the attitude toward the object itself (Ajzen and Fishbein, 1980). Finally, the theory-of-reasoned-action represents a comprehensive integration of attitude components into a structure that is designed to lead to both better explanation and better predictions of behavior. A simplified version of this model is presented in Figure 2.4.

Multi-attribute attitude models will be discussed in Chapter IV in detail, as the research model of the thesis will partly rely on the multi-attribute model.

2.4. THE OVERALL OVERVIEW OF THE GENERAL MODELS

Various models of consumer decision-making try to depict the consumer from numerous frames of reference. However, all these models have a general framework in common, which can be summarized as the phases of input, process and output. Therefore, a generalized overview of the consumer decision-making should take these phases into account. When doing this, consumers should be reflected both from the cognitive and emotional aspects.

Figure 2.4. The Theory of Reasoned Action (Simplified Version)



Source: Schiffman and Kanuk, 2004.

The consumer decision-making process explains the stages that consumers go into when they are confronted with making a purchase. It connects numerous factors that may be effective on choice behavior and illustrates how and when these factors contribute to it. Consumer decision-making process and the models developed for investigating this process are extremely important in understanding the interrelations between the factors influencing choice. They also serve as a focal point for classifying

influential factors under key headings, which provides a structured perspective in examining the influence of these factors on choice behavior.

As several researchers put, the decision-making process is a combination of inputs, process and outputs. The input component of the generalized consumer decision-making model draws on external influences that serve as sources of information about a particular product and influences a consumer's product related values, attributes, and behavior. Chief among these input factors are the *marketing mix activities* of organizations that attempt to communicate the benefits of their products and services to potential consumers and the non-marketing *socio-cultural influences*, which, when internalized, affect the consumer's purchase decisions. In the study, marketing mix activities as a whole, and sociocultural influences to a degree are analyzed and their effectiveness on choice are studied.

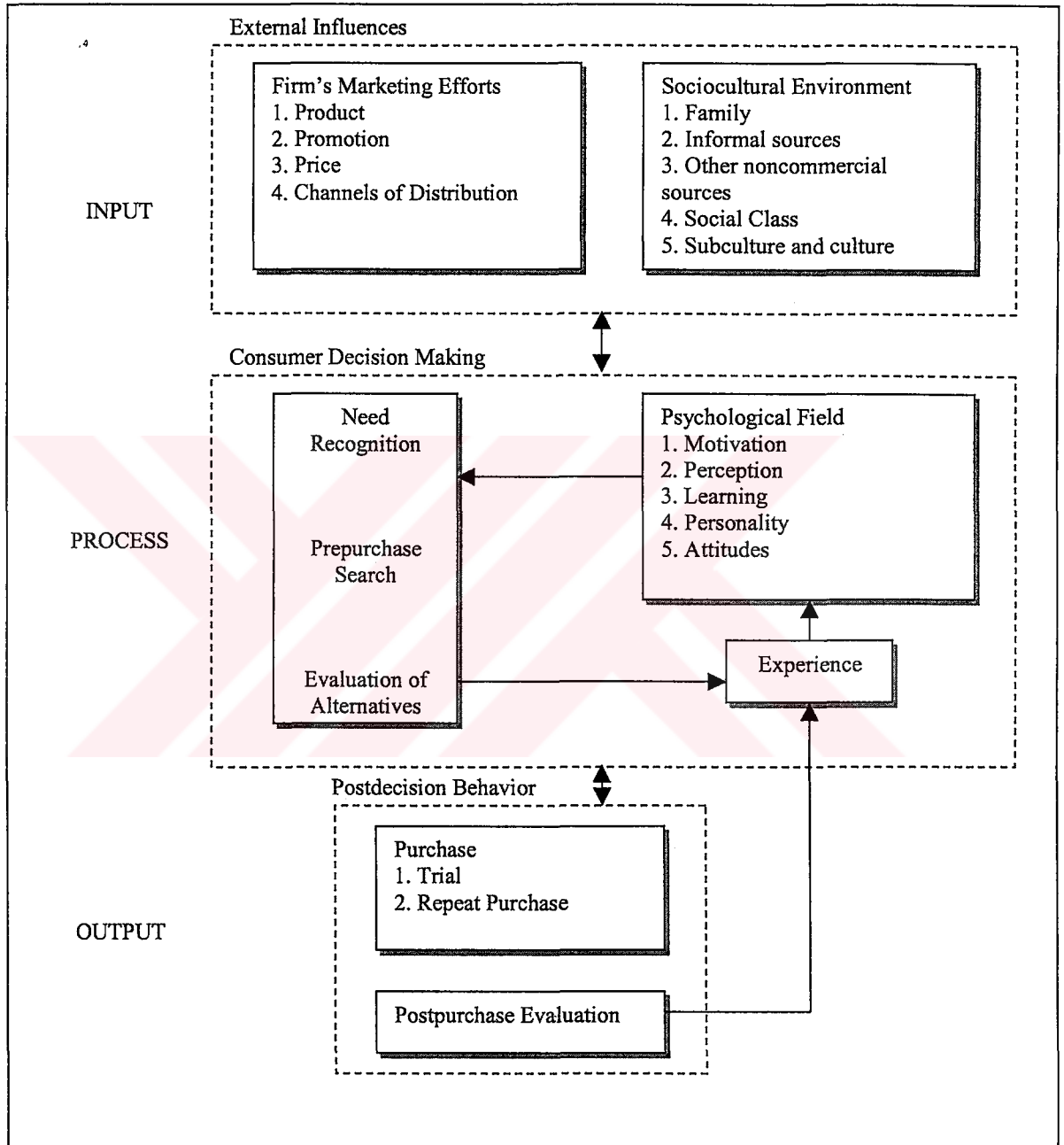
The process component of the generalized model is concerned with how consumers make decisions. The psychological field here represents the internal influences (motivation, perception, learning, personality and attitudes) that affect the consumers' decision-making processes. This component is also of importance to the study, especially with regard to attitudes. The consumers reveal their intentions to purchase a particular item via their attitudes about that item.

Finally, the output portion of the generalized consumer decision-making model concerns two closely associated kinds of post-decision activity: *purchase behavior*

postpurchase evaluation. Purchase behavior is the ultimate action, to which the pathways followed are sought throughout this study.

The generalized consumer decision-making model is depicted in Figure 2.5. This general view is utilized throughout the thesis, as consumer decision-making is taken as a process rather than a specific act of choice. It should be noted that some stages in this sequence might be skipped depending on the level of involvement in purchase and the information needed for arriving at a final decision. Nevertheless, this stylized stage-model provides a convenient way of organizing theoretical propositions on how a number of factors may be influential on choice. As the models suggest, factors influencing choice can be classified under headings of internal and external influences, and external influences then can be classified under the titles of producer-derived and sociocultural influences, and then analyzed respectively. This in-depth analysis on each individual factor is provided in the next chapter following the above stated classification methodology.

Figure 2.5. The Generalized Consumer Decision-Making Model



Source: Schiffman and Kanuk, 2004.

CHAPTER III

ANALYSIS OF FACTORS INFLUENCING CHOICE

From consumer behavior perspective, choice is the ultimate action that demonstrates a product's capability to meet the needs of the consumers, where satisfying needs is the basic premise of marketing. The act of choice (or no-choice) reveals the attitudes of the consumers toward the product and the company. Choice also may suggest if the marketing mix for the product is appropriate.

Choice of a product usually reveals itself in form a behavior, i.e. purchase. Purchase is usually what makes sense to marketers, however the factors affecting this behavior should be carefully analyzed and understood in order to strengthen the position of the product (and the company) in the market. Numerous factors can influence choice behavior. A great majority of these factors are analyzed in the literature in depth and their effectiveness on choice are put forward.

The factors affecting choice behavior may contribute to the decision-making process in different times and by different weights. It is also possible that a particular factor may be effective on choice of a product, whereas it is not even considered on choice of other. Factors may also be individual of situation dependent. Nevertheless, it is possible to make a general classification of these factors. Literature usually classifies

as internal, i.e. those arising from the inner psychological processes of the consumers, and external, i.e. arising from producer-derived or sociocultural influences.

This chapter follows the same route in classifying the factors influencing choice. In this part, the analysis of these factors is provided with an extensive literature review on how they may be effective on choice behavior. The effect of internal influences on choice, which contribute to decision-making through the process stage as described in Chapter II, is given to provide a general understanding of the inner processes that takes place within the consumers. These internal influences include the effects of motivation, personality, learning, perception and attitudes on choice behavior. External influences, on the other hand, are taken as inputs to the consumer decision-making process, and their effects are analyzed accordingly. External influences are classified into two broad categories, the first being the producer-derived influences, which includes mainly the marketing mix activities of the producers, and the second being the sociocultural influences on choice, which include the effects of reference groups, social class and the culture.

The analysis of all these factors provide an in-depth understanding of why, how and when these factors may contribute to this ultimate action, that is consumer choice, and the knowledge established through this review is extensively employed through the study.

3.1. INTERNAL INFLUENCES

Internal influences on decision making include the cognitive and affective processes ongoing within the individual when confronted with a decision situation. Internal influences may originally stem from the individual prior to outside stimuli, or they may be the derivations of external influences such as advertising or mouth-of-word communications. In any case, they have a great effect on why and how an individual makes a choice.

Internal influences usually arise within the process stage of the decision-making process and affect the choice behavior differently depending on the individual. They can be classified under headings of motivation, personality and self-concept, perception, learning and attitudes. Internal influences, other than attitudes, are not core to this study, as they are included in process stage of the consumer decision-making, and individualistic responses to choice behavior. Not only they are hard to generalize, but they call for in-depth psychological research as well. Therefore, this study provides brief information on how they influence choice behavior. On the other hand, attitude concept is especially important to this study as the external information that consumers obtain, reveal themselves in form of attitudes. The responses obtained during the study largely rely on attitudes of the consumers.

Motivation is the driving force within individuals that impels them to specific action. Therefore, from the consumer behavior perspective, motivation is the basic factor that

pushes individuals to make a particular purchase. Motivation also affects the choice criteria of the consumers as it forms the base for making a purchase (Yang, Allenby and Fennell, 2002). In addition, the strength of motivation is also a key issue in involvement, perception, learning as well as the formation of experiences and attitudes.

While motivations are the energizing and directing force that makes consumer behavior goal-directed, the personality of the consumer guides the behavior chosen to accomplish goals in different situations. Similarly, self-concept of the consumer may play an important role through the decision process (Solomon, 1999, p. 226). How personality and self-image(s) affect choice behavior is related to how close consumers feel about certain products and their overall image. Products and brands have symbolic value for individuals, who evaluate them on the basis of consistency with their personal images of themselves. Some products seem to match one or more of an individual's self images; other seem totally alien (Schiffman and Kanuk, 2004, p. 142). Sirgy (1982) indicated that consumers try to protect their self-images by selecting products with images they believe are congruent with their own self-images. Personality is also found to be an important determinant of how consumers evaluate product attributes (Alpert, 1972).

Brand personality (or brand personification), thus, is a powerful tool for marketers to facilitate consumers to match themselves with a particular product or brand. Brand personality is most commonly defined as "the set of human characteristics or traits associated with a brand". Plummer (2000) asserts that many consumer products

acquire a personality. Brand personality may sometimes be the basic factor that enhances a choice.

Similarly, perception and attention are accepted as important elements in explaining how consumers buy because the information to which they attend and so perceive can strongly influence their choice (Howard, 1994, p.62). First, perception, and hence attention are crucial for brand awareness to occur. Secondly, perception plays a great role in consumers' understanding of quality, which is undoubtedly one of the major factors in choice. Perception also influences how consumers understand cues arising from price (Dodds and Monroe, 1985), store image (Baker, Grewal and Parasuraman, 1994), the manufacturer and the manufacturer's county of origin (Alpert and Kamins, 1995; Nebenzahl, Jaffe and Lampert, 1997; Eroglu and Machleit, 1989), the elements of advertisement and other promotional tools, and the risk associated with the purchase (Dowling and Staelin, 1994).

Learning is another important internal influence on consumer choice as they play a key role in how we assess a general understanding of products and brands, and our choices. Primarily, purchase decisions are based on predictions of product performance. Consumers base their predictions in part on product cues and are accurate to the extent that they have properly learned the relationship between the cues and performance (Hutchinson and Alba, 1991; Meyer, 1987). Additionally, by learning, consumers are powered with the capability of associating different elements they see in an advertisement and get the induced meaning. Brand images, company images and store

images are, thus, are formed through the utilization of memory (Osselaer and Alba, 2000).

As stated, attitudes form a central concept to this research, as the measurement of effectiveness of several factors relies on them. Fishbein and Ajzen (1980) define attitude as “a learned predisposition to respond in a consistently favorable or unfavorable manner with respect to a given object”. Attitude is general by nature and is not tied to any particular behavior. It is a one-dimensional evaluation from favorable to unfavorable.

The importance of attitudes arises from the assumption people behave in a manner consistent with their attitudes. Possession of a positive attitude towards a brand has often been assumed to be the driving force in brand choice (Aaker, 1996a; Day, 1969). Satisfaction from and quality of a product also influence attitudes, and are positively related to intended behavior (Boulding *et al.* 1993). Research evidence also reveals that attitudes dictate intentions (Howard and Sheth, 1969) along with a number of other factors.

Attitudes are mental constructs that cannot be directly observed, but are deduced from human responses. The responses may be verbal or non-verbal, related to beliefs, emotion, or behavior. In practice, most methods used to infer attitudes rely on verbal responses (i.e. are intentions). The predictive capacity of attitudes on intentions and behavior is sought on various models. The multi-attribute attitude model originally

developed by Ajzen and Fishbein (1973) is the best known of these quantitative models, which describes the influence of various factors on choice in a context of attitudes and partly used through the development of the research model of this study.

As described in decision-making process of the consumers, internal influences contribute to choice through the process stage. In other words, these influences take place during the information search and alternative evaluation stages. Internal influences such as motivation, personality, perception or learning are key to how a consumer processes the information that s/he obtained from external sources and how s/he evaluates the alternatives. In this context, the effect of internal influences on choice may be largely different for each individual. In addition, situational factors may also affect the course of these internal processes. However, when viewed from a general perspective, it may be suggested that internal processes give rise to formation of attitudes along with other influences, and affect the choice behavior of the consumers.

3.2. EXTERNAL INFLUENCES

External influences on decision-making serve as sources of information about a product and have effect on the consumers' values, behavior and attitudes. External influences on choice are twofold; first, they arise due to the marketing mix activities of organizations, which are referred as producer-derived influences here, and second, the non-marketing socio-cultural influences that affect the consumers' purchase decisions.

External influences on choice form the mainly studied factors in this research, as they are easily measured and a change in any of these factors reveals itself as direct responses in choice behavior.

3.2.1. Producer Derived Influences

When confronted with the need of making a purchase decision, a consumer seeks for necessary information to arrive at a suitable judgment about the competing products or brands. An important portion of this information is provided by the marketers of the product itself, via the various attributes of the product, the pricing strategy, the way the product is distributed and of course, the promotional efforts. These factors are called the cues to purchase, which is an application of the Cue Utilization Theory.

Cue utilization theory is a frequently used model when examining the factors that lead to a general understanding of perceived quality, perceived value and hence, choice behavior. According to this theory, products consist of an array of cues that serve as indicators of quality to the consumers (Olson and Jacoby, 1972).

Consumers perceive quality as a function of product related attributes and/or the marketing signals. The relevance of price to these attributes and signals is an important indicator of quality and hence, the value of the product (Brucks, Zeithaml and Naylor, 2000; Dawar and Parker, 1996; Dodds and Monroe, 1985; Erickson and Johansson, 1985; Monroe and Chapman, 1987; Zeithaml, 1988). The overall assessment of values

about a product is an important of indicator of predicting choice (Sheth, Newman and Gross, 1991).

However, the consumers' assessment of quality is rarely the actual quality of the product, but the perceived quality of it. Perceived quality, as defined by Zeithaml (1988), represents a judgment about the global excellence or superiority of a product offering relevant to alternatives and with respect to its intended purpose. Personal product experiences, unique needs, and consumption situations may influence the consumer's subjective judgment of quality. High perceived quality means that, through the long-term experience related to the product, consumers recognize the differentiation and superiority of the brand (Yoo, Donthu and Lee, 2000). Zeithaml (1988) identifies perceived quality as a component of brand value; therefore, high-perceived quality would drive a consumer to choose the brand rather than other competing brands.

Cues to quality are dichotomized as *extrinsic* or *intrinsic* to the product (Olson and Jacoby, 1972). Extrinsic cues are product-related attributes, or in general terms the marketer-influenced attributes of the product, such as brand name, packaging, price, promotional aspects, and distribution. The extrinsic cues are not the part of the physical product (i.e. the actual product), but related to the augmented product. Conversely, intrinsic cues represent the product related attributes, such as ingredients, that cannot be manipulated without also altering physical properties of the product (Richardson, Dick and Jain, 1994). These cues about the product, taking their source

primarily from the marketing mix –but not limited to it-, help the consumer to form an overall perception of quality about the product. In this review, the various factors affecting choice will be regarded as either extrinsic or intrinsic cues.

3.2.1.1. Product

The product itself delivers the consumer a number of values, which play a critical role in choice. For the consumer, a product is usually more than what it actually is. Lancaster (1966) was first to understand that people do not acquire products for the sake of the products themselves, but for the utility that is produced by characteristics of the products – attributes. Lancaster defined attributes as the objective physical aspects of a product. However, many of the product characteristics that are important from the point of view of consumers as well as designers are neither physical nor objective. According to Smith and Lusch (1976), a product is a bundle of objective and subjective attributes. The objective attributes relate to the actual product and the subjective attributes are those related to the augmented product. The combination of these attributes serves to provide the consumer a consumption value.

At the first hand, the product satisfies a need and creates utility to the consumer. Sheth, Newman and Gross (1991) name it the *functional value* of the product and define it as “the perceived utility acquired from a product’s capacity for functional, utilitarian or physical performance”. The authors state that a product acquires functional value through the possession of salient functional, utilitarian, or physical attributes.

In addition to the functional value, a product may also deliver social and emotional value to the consumer. *Social value* is the perceived utility acquired from a product's association with one or more social groups. *Emotional value* is the perceived utility acquired from a product's capacity to arouse feelings and emotional states (Sheth, Newman and Gross, 1991). The brand related attributes of a product, such as the brand image, are of central importance when delivering social and emotional value, and referred as subjective attributes.

3.2.1.1.1. Objective (Functional) Attributes

The objective (functional) attributes are those elements of a product that carry the physical and performance related characteristics of a particular product category. Functional attributes are essential indicators of quality and, traditionally, the value derived from these attributes is presumed to be the primary driver of consumer choice. This presumption has its roots in economic way of thinking, i.e. the rational man concept.

A product's characteristics and attributes structure its functional value (Ferber, 1973) and perceived quality. Although the perceived quality is usually defined as a global assessment, research has asserted that consumers think about quality as composed of multiple abstract dimensions (Garvin, 1987; Hjorth-Anderson, 1984; Zeithaml, 1988).

It is a general tendency among researchers to operationalize the studies on multiple dimensions on quality for specific product classes. The rationale behind this is that

each product category has its own characteristics, which serve as cues to assess an understanding of quality. Nevertheless, the effort for identifying general attributes that lead to assessment of quality is also present. In a research conducted by Garvin (1987), eight dimensions of quality are proposed, namely, performance, features, reliability, conformance, durability, serviceability, aesthetics, and image. Brucks, Zeithaml and Naylor (2000) asserted that using dimensions that mapped onto ease of use, performance, versatility, durability, service issues and prestige are valid for nearly all types of durable products, may it be white goods or automobiles.

Keller (2000), in this perspective, indicates that seven dimensions of product quality are consistent with the perspective of consumer based brand equity. These dimensions are as follows:

Performance: Involves levels at which the primary characteristics of the product operate (e.g. low, medium, high, or very high)

Features: These are the secondary elements of a product that complement the primary characteristics.

Conformance Quality: It is degree to which the product meets specifications and is absent of defects. This is usually consistent with the traditional, manufacturing-oriented view of quality.

Reliability: Is the consistency of performance over time and from purchase to purchase.

Durability: Reflects the expected economic life of the product.

Serviceability: Reflects the ability and ease of servicing the product.

Style and Design: Refers to appearance or feel of quality.

Packaging, as recently referred as the fifth P of the marketing mix, deserves special attention here. Although a package is simply a feature of the product, whose aim is primarily to preserve it, it is suggested that a well-designed package can create convenience and promotional value. For many products, especially relatively homogeneous consumer non-durables, packaging is a critical strategic element for brand differentiation and identity (Underwood and Klein, 2002) In an environment where an increasing number of products are sold on a self-service basis, a package may operate as a “five-second commercial”. Garber (1995) indicated that a prestigious package increases the consumer’s willing to buy, for its appearance and associated image. Packages also contribute to instant recognition of the company and the brand (Kotler, 2003, p.436) and it increases the attention and probability to buy (Underwood and Klein, 2001).

The services sector held apart, a vast majority of product attributes can be categorized under these headings. It should be noted that, when services are considered, the functional aspects become much more different⁶.

⁶ For several examples regarding to objective attributes of services, see Goldenberg et al (2000), Kotler (2003, p. 459) and Keller (2000, p.83)

Consumers vary as to which product attributes they see as most relevant and the importance they attach to each attribute. They pay the most attention to attributes that they believe to deliver the sought benefits (Kotler, 2003, p. 206). Therefore, the main concern in using these categories of attributes in choice research is on how these attributes are to be weighted rather than how they should be identified.

If all products in a product category being considered rate equally well on one attribute (e.g. if all TVs come with remote controls), consumers will have to find other attributes to use to make a choice. Those attributes that are actually used to differentiate among alternatives are called *determinant attributes* (Solomon, 1999, p.284). Identification of determinant attributes generally is a more challenging issue than it is supposed to be. The main challenge arises from the difficulty of identifying the importance of an attribute in relevance to the others. Therefore, the meaning of salience should be carefully analyzed when identifying determinant attributes.

Studying the effect of product attributes on choice is utilized specifically in Means-End Theory developed by Gutman (1982) and has been used to develop a better understanding of the factors that influence choice in a variety of marketing applications (e.g. Bagozzi and Dabholkar, 1994; Pieters, Baumgartner and Allen, 1995; Reynolds, Gengler and Howard, 1995; Walker and Olson, 1991).

This research studies the objective attributes of the products in depth as a key factor on choice behavior. In this context, the product is accepted as a bundle of objective and

subjective attributes, and relative features of the products are determined in this context.

3.2.1.1.2. Subjective Attributes

Subjective attributes arise from the perceived image of a product, and are a property of consumers' mental perceptions. The image made of subjective attributes could differ widely from a product's real physical characteristics. A product's subjective attributes in relation to competing products determine its position in the market (Smith and Lusch, 1976). The brand of a product and its underlying aspects are the most important factors that differentiate a product's subjective attributes from those of competitors. Therefore, brand and its underlying concepts are taken as specific mediums to assess an understanding of how subjective attributes of the product influences choice behavior.

A brand is a distinguishing name and/or symbol (such as a logo, trademark, or package design) intended to identify the goods or services of either one seller or a group of seller, and to differentiate those goods or services from those of competitors. A brand thus signals to the customer the source of the product, and protects both the customer and the producer from competitors who would attempt to provide products that appear to be identical (Aaker, 1991).

Garvin (1987) indicated that the consumers do not always have complete information about a product's [functional] attributes⁷. In such a situation, the image dimension of attributes can play a key role, by delivering the intangibles incorporated into a product. When image is considered to be crucial to make a choice rather than the functional attributes, brand names gain vital importance.

Research evidence indicates that brand names are extrinsic quality cues (Dodds and Monroe, 1985). Researchers have viewed brand name as a "summary" construct (Han, 1989; Johansson, 1989) or a "shorthand" cue (Zeithaml, 1988) for quality by giving consumers a bundle of information about the product (Jacoby, Szybillo and Busato-Schach, 1977). Janiszewski and Osselaer (2000) propose that consumers use brand names and product features to predict the performance of the products, and brand names can function as more than associative cues for information retrieval, it can also serve as predictive cues about product performance. This process is particularly due to the "affect-referral" process discussed by Wright (1975), which suggests consumers do not examine brand attributes every time they make brand choice decisions; but simplify their decision-making process by basing their judgments on brand attitudes (summary information) rather than on product attribute information. In a study of pre-purchase search for laundry powder, Hoyer (1984) found that the median number of packages examined in-store was 1.2 before a selection was made. Dickson and Sawyer (1986) found that for purchases such as coffee, toothpaste and margarine, the consumer took an average 12 seconds from the time of first looking at the shelf to the

⁷ Parentheses added.

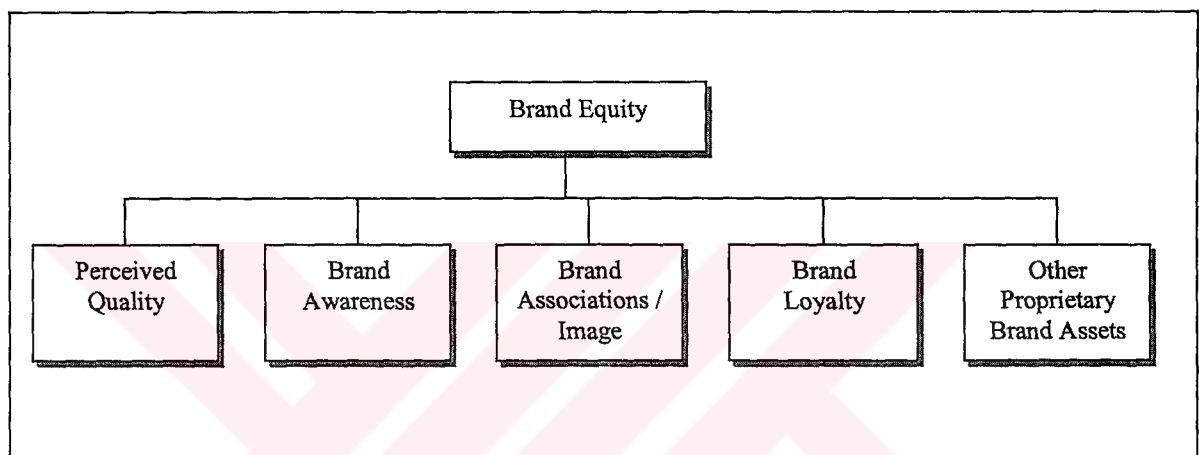
time they placed the item in their trolley. This shows that consumers do try to minimize the effort and time they are spending when making a decision, and use the knowledge of brands as a heuristic rule (MacDonald and Sharp, 2000). Brand names are also considered to be a stronger cue of quality compared to other information such as price. Mazursky and Jacoby's (1985) finding that respondents want to know the brand name more frequently than any other information when judging a product's quality is typical of these studies.

A brand's overall value demonstrates its equity. According to Aaker (1996a), *brand equity* is "a set of brand assets and liabilities linked to a brand, its name and symbol, that add to or subtract from the value provided by a product to a firm, or to a firm's customers". Keller (1993) argues that brand equity represents the value (to a consumer) of a product, above that which should result from an otherwise identical product without the brand's name. This definition is consistent with research that suggests that brand equity can be estimated by subtracting the utility of physical attributes of the product from the total utility of a brand (Yoo, Donthu and Lee, 2000).

Various researches suggest that brand equity is a multi-dimensional concept. According to Aaker (1991, 1996b) brand equity consists of brand loyalty, brand awareness, perceived quality, brand associations, and other brand assets. Shocker and Weitz (1988) suggest brand loyalty and brand associations, and Keller (1993) proposes brand knowledge, comprising brand awareness and brand image as the contributors to brand equity. In the view of these suggestions, brand equity can be proposed to relate

to three distinct elements; namely brand awareness, brand image (which stems from brand associations) and brand loyalty. The components of brand equity are depicted in Figure 3.1.

Figure 3.1. Components of Brand Equity

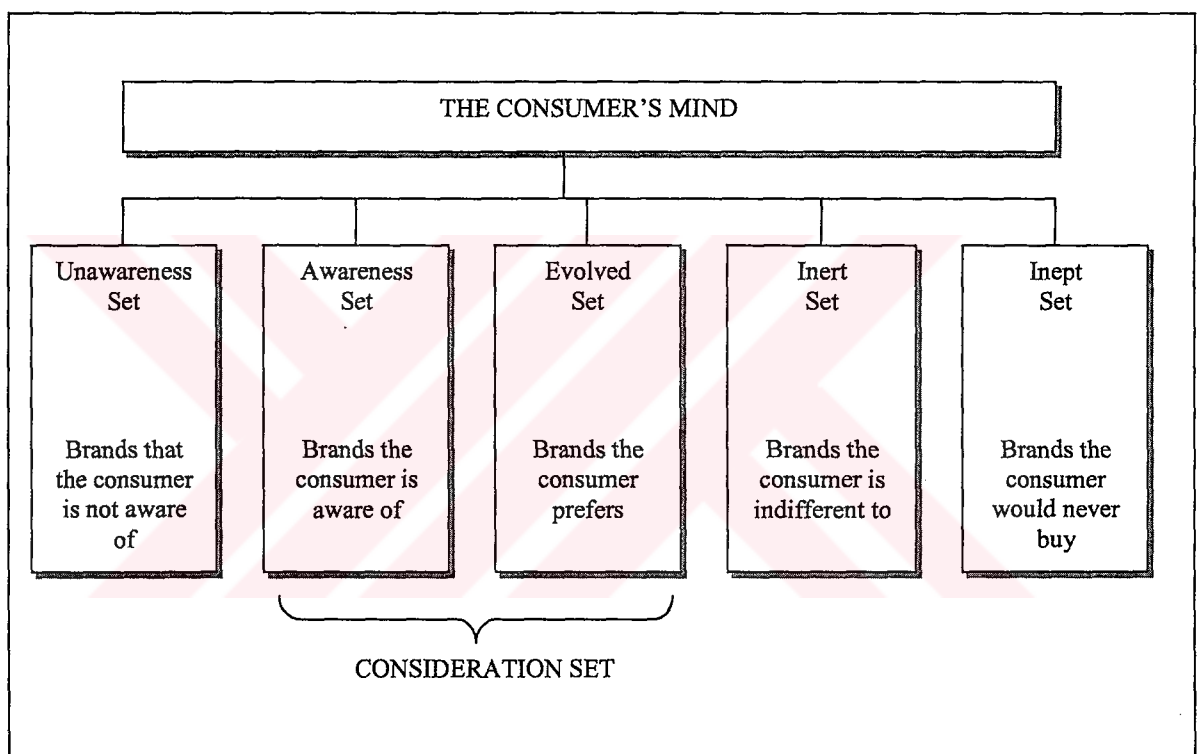


Source: Adapted from Aaker, 1996a.

Brand awareness is the ability of a potential buyer to recognize or recall that a brand is a member of a product category and the benefits it possess. Brand awareness is an essential part for the communications process. Rossiter and Percy (1991) go as far as stating that brand attitude cannot be formed, and the intention to buy cannot occur unless brand awareness has occurred. Because it creates a set of brands to consider, it emerges as the first step when a consumer goes into the process of alternative evaluation. A consideration set is the small set of brands a consumer gives serious attention to when making a purchase. Levels of consideration by the consumer are presented in Figure 3.2.

Consumers are aware of a large number of brands when making purchase decisions, and brands with higher awareness levels are more likely to be part of the final purchase decision (MacDonald and Sharp, 2000).

Figure 3.2. Consumers' Levels of Consideration



Source: Adapted from Belch and Belch, 2001.

Another important concept, which also core to this study, is brand image and as defined by Dobni and Zinkhan (1990) "it is the meaning consumers associate with the product". It is the consumer's total understanding of the brand and based on the consumers' experiences, impressions and perceptions of the functional, emotional, and symbolic benefits the brand provides.

Although product and brand images are created by the consumers, they are enhanced by marketing programs that link strong, favorable and unique associations to the brand in memory (Keller, 2000, p.70). The associations attempted by the marketer to convey through such means as brand name, logo, product attributes, and promotional activities is called the brand identity, and it should not be confused with brand image. Brand identity is the marketer side delivery of associations, whereas brand image occurs at the side of the consumer.

The strength of associations plays an important role in foundation of the brand image. As the number of experiences and exposures increase, the strength of the associations also increases. It will also be stronger when a network of other links supports it.

From such a framework, a brand image is a set of associations, usually organized in some meaningful way. The underlying value of a brand name often is its set of associations. Associations play an important role in consumers' product evaluations and choices. Brand associations are fundamental to our understanding of inference making (Alba, Hutchinson, and Lynch, 1991), categorization and summarization (Sujan, 1985), product evaluation (Broniarczyk and Alba, 1994), persuasion (Greenwald and Leavitt, 1984), and brand equity (Keller, 1993, 2000).

Brand associations cannot occur unless brand awareness is present, and brand image is directly related to brand associations. Therefore, the presence of brand awareness and

brand associations is essential for brand image. Brand image, on overall, is what enhances a choice decision. Studies have confirmed that consumers rely heavily on brand image to assist in their purchase decision, 50% of shoppers were found to purchase with a brand image in mind (Wilson, 1997). Furthermore, Pope and Voges (2000) found that a significant relationship exists between a brand's image and the intention to purchase that brand.

One other contributor of brand equity is brand loyalty. Jacoby and Chestnut (1978) define brand loyalty as a "biased response expressed over time by some decision-making unit with respect to one or more alternative brands out of a set of such brands". Brand loyalty has been a central construct long in marketing and offers an important basis for developing a sustainable competitive advantage – an advantage that can be realized through marketing efforts (Dick and Basu, 1994). Brand loyalty is a measure of the attachment that a consumer has to a brand. It reflects how likely a customer will switch to another brand, especially when that brand makes a change regarding to attributes and price. From the producer's side, it serves as a key element in sustaining stable demand and sales flows over time. As loyalty increases, the vulnerability of the customer base to competition is reduced (Aaker, 1991).

Aaker (1991) propose that brand equity involves other assets than brand awareness, brand image and brand loyalty. These assets mainly include names, symbols and slogans in addition to channel relationships.

In this study, brand related factors, and especially brand image is taken as a specific medium to assess subjective attributes of the product.

3.2.1.2. Price

Price is regarded as one of the most important producer influenced factors that have a direct effect on choice. It is an extrinsic cue that fosters the understanding of the value of a product. The strength of price as a cue depends on several factors: the availability of product-related attribute cues, the relationship of product-related attributes to each quality dimension, and the consumer's familiarity with the product category (Lambert, 1972; Brucks, Zeithaml and Naylor, 2000).

One important issue regarding the buyers' processing of price information concerns whether the consumers exactly know and remember the prices they have paid for products and services. Traditional economic theory assumes that the consumers have complete information about the prices in the market place, and shape their decisions with regard to evaluation of prices. More recent economic theory has relaxed this assumption and instead assumed that buyers know the distribution of prices (Monroe and Lee, 1999), rather than the exact prices.

Price is generally regarded as a unidimensional cue (Chang and Wildt, 1996). In this context, a considerable number of theoretical and empirical evidence suggests that consumers often use price as an extrinsic product-quality cue (Bearden and Shimp, 1982; Dodds and Monroe, 1985; Dodds, Monroe and Grewal, 1991; Erickson and

Johansson, 1985; Lichtenstein, Bloch, and Black, 1988; Rao and Monroe, 1989; Zeithaml, 1988). This to say that price is a positive quality cue: the higher the price, the higher the perceived quality, and hence the higher probability of purchase.

However, Lichtenstein, Ridgway, and Netemeyer (1993) proposed that there are multidimensional aspects of price cues and suggested two dimensions of positive price cues and five dimensions of negative price cues. That is, high price can either stimulate purchase or cause the consumer to postpone or give up purchase according to consumer perception.

Negative perception of price means the higher the price, the lower the likelihood of purchase (Jin, Sternquist and Koh, 2003). Consumers who view the price as a negative cue to purchase are likely to see it is an indicator of sacrifice. The proposition that price is a negative cue to purchase decision-making is consistent with the utilization of price analyzed in the economic literature. The economic theory suggests that demand will decrease as the price increases, which is the basic premise of demand theory. Secondly, the rational man (i.e. the consumer) is confronted with scarce resources (that is his disposable income), and an increase in the price acts as a decrease in the income. A decrease in income is something unfavorable for the rational man, as now he has fewer options (i.e. products to buy) to increase his utility. Therefore, consumers who view price as something they have to give up for products are more likely to seek lower prices. In such a situation, price acts as a negative cue in purchase decision-making, because consumers postpone or give up a purchase because of high price.

The research evidence indicates that consumers use price as a negative cue especially when they are buying generic products. Generic products may be described as "no-name" or "un-brand". Lichtenstein *et al.* (1993) argue that because generic products are the lowest priced alternatives in product categories, a perception of price in its negative role should be related positively to the purchase of generic products. Yelkur (2000) showed that perception of the quality and performance of generic products was strongly related to income levels, in a research conducted in Mexico. According to the author, higher income groups feel that the performance and quality of generic products is lower than those of branded products due to the lower price of generic products, while the risk associated by purchasing a generic product is higher. However, the consumers from lower income groups are more satisfied with generic products.

Price as a positive cue means that higher price is positively related to higher likelihood of purchase. Positive dimension of price is in consistent with the understanding of price as an extrinsic cue to quality and consumers buys the higher-quality offering.

Consumers who view price as an indicator of product quality or benefits tend to purchase higher-priced items. High-priced brands are often perceived to be of higher quality and less vulnerable to competitive price cuts than low-priced brands (Blattberg and Winniewski, 1989; Dodds, Monroe, and Grewal, 1991; Tellis and Gaeth, 1990; Milgrom and Roberts, 1986). Because an increase in price also increases the perceived quality, it is supposed that price is related positively to brand equity. Another

dimension of price as a positive cue is “*prestige sensitivity*”, which is defined as “favorable perceptions of price cues based on feelings of prominence and status which higher prices signal to people about the purchaser”. That is, some consumers are willing to pay more when they feel that high priced products convey prestige to others. In this case, high price may be a positive cue to stimulate purchase.

The effectiveness of price on choice is a major aspect that is studied in this research, along with how price is perceived by the consumers.

3.2.1.3. Place

As third “p” of the marketing mix, place is related to the distribution issue, i.e. where and in what kind of an atmosphere the product is sold. The research on choice regarding to the place aspect of the marketing mix, usually have focused on the relationship between the store related factors and the perceived quality of a particular product. Research also has revealed that store factors influence the formation of evoked sets and thus purchase intentions (LeBlanc and Turley, 1994).

Store related factors are accepted as extrinsic cues to quality by many researchers (Wheatley, Chiu and Goldman, 1977; Dodds, Monroe and Grewal, 1991). These cues generally include the store image and the components of store image in particular, such as environmental elements (e.g. music, crowding) and general constructs (e.g. atmosphere and store patronage behavior).

Especially for consumer goods, retailers are those who encounter a firm's ultimate consumers in a distribution channel. Therefore, the selection and management of retailers is an important task for marketers for satisfying their customers' needs. Other than providing the availability of the products, the stores serve as an extrinsic cue to decision-making, with their own image.

Research evidence indicates that there exists a significant positive relationship between the store image and perceived quality, and thus willingness to buy (Dodds, Monroe and Grewal, 1991). The store name is a vital extrinsic cue to perceived quality. The quality of a given product is perceived differently depending on which retailer offers it. Good-image stores attract more attention, contacts, and visits from potential customers, therefore increasing customer traffic. In addition, such stores provide greater consumer satisfaction and enhance positive word-of-mouth among consumers (Rao and Monroe 1989; Zeithaml 1988; McDonald, 1991). Therefore, distributing a product through an outlet with a good image will create more positive product associations than distributing through an outlet with a bad image (Yoo, Donthu and Lee, 2000).

Over the years, researchers have suggested many components as the founding units of store image. For example, Lindquist (1974) has proposed nine different elements which are merchandise, service, clientele, physical facilities, comfort, promotion, store atmosphere, institutional and post-transaction satisfaction. Bearden (1977) suggested price, quality of the merchandise, assortment, atmosphere, location, parking facilities

and friendly personnel as the components making up the store image. In a recent study, Wong, Lu and Yuan (2001) distinguished the attributes relating to the store attractiveness under five key headings, which are location, merchandise, popularity, facilities and sales incentives. Still some researchers claimed that the merchandise of a retailer is its most important retail mix element in store image (Ghosh, 1990).

The proximity of location and the ease of use of a store are essentially important factors in assessing the store image. Because of the risks associated with a shopping decision (especially the time risk), consumers tend to prefer stores, which are located nearby. The willingness to visit a distant store center increases as other risks (such as performance risk or financial risk attached to the product) exceed the importance of time risk. May (1965) found that consumers preferred a nearby store to buy convenience goods, however they traveled longer distances to buy shopping goods. Hutcheson and Moutinho (1998) showed that the most important factor when people choosing a particular store for shopping was its location.

Environmental elements also contribute to store image, and they include aspects such as background music, scent, colors, store design and crowding. The overall combination of environmental elements creates atmospherics (the store atmosphere), which is supposed to play an important role in assessing store image, purchase decisions (Baker, Grewal and Parasuraman, 1994; Bitner, 1986) and satisfaction (Bitner, 1986; Milliman 1982, 1986). Research has revealed that environmental elements may enhance purchase intentions and behavior (e.g. Kotler, 1973; Areni and

Kim, 1993; Milliman, 1982, 1986; Danger, 1969; Bellizzi, Crowley and Hasty, 1983; Bone and Jantrania, 1992; Spangenberg, Crowley and Henderson, 1996; Bitner, 1990; Eroglu and Machleit, 1990; Machleit, Eroglu and Mantel, 2000; Hui and Bateson, 1991).

The effect of store, and in particular store image is taken as the third major contributor on choice behavior during this study.

3.2.1.4. Marketing Communications

Traditionally referred as “promotions”, marketing communications has a far deeper meaning than only promotional efforts. Marketing communications involves coordination of various promotional elements and other marketing activities that communicate with a firm’s customers. The crux of marketing communications’ approach is to coordinate all the components comprising an organization’s marketing communications carefully in order to assure that they all speak collectively in one voice, thereby amplifying and reinforcing the core organizational or brand message (Payne and Holt, 2001). These communications efforts include advertising, sales promotions, personal selling, direct marketing, publicity (Belch and Belch, 2001), sponsorship marketing and point-of-purchase communications (Shimp, 2002).

Among these efforts, the effects of advertising and sales promotions on choice are well studied. This is due to the fact that these efforts have a direct effect on decision-making by creating awareness, persuading consumers to buy and influencing the

overall image of the product/brand relatively in a short span of time. In contrast, other efforts such as publicity or sponsorship marketing have an indirect effect on consumers' decision-making process. In addition, as the concepts are recently formed, the research on them is sparse.

Advertising is generally defined as a paid non-personal communication from an identified sponsor using mass media to persuade or influence an audience (Wells, Burnett and Moriarty, 2003). Advertising research accounts for more than a century, as it was accepted the basic method for influencing consumers about a product.

It is possible to speak about three genres of advertising research, and thus three different roles of advertising on choice: (a) those focusing on purchase measures as a dependent variable, using either aggregate level sales data (e.g. Clarke, 1976) or using individual level data (e.g. McGuire, 1977)⁸; (b) cognitive studies dealing with the effects of advertising on attitude, emotions, recall and purchase intentions within the framework of information processing (e.g. Mitchell and Olson, 1981; Holbrook and O'Shaughnessy, 1984; Petty, Cacioppo, and Schumann, 1983); and (c) non-empirical research with conceptual and managerial emphasis about the different roles of advertising (e.g. Ehrenberg, 1974; revisited in 2000).

In the purchase measurement studies, a good deal of evidence showed that primary advertising has a direct and positive effect on industry sales, whereas selective

⁸ See Leone and Schultz (1980) for a complete review.

advertising again positively and directly affects company (brand) sales (Leone and Schultz, 1980).

Research on cognitive aspects regarding the use of advertising focused on numerous areas. AIDA (Lewis, 1898), and its successor, the hierarchy of effects model (Palda, 1966) revealed that consumers go through a sequence of cognitive/affective/behavioral activities, which accounts for awareness, interest, desire, trial, reinforcement effects of advertising. That is, an advertisement initially aims to create awareness about the product or the brand (Ehrenberg, 1974; McMahan, 1980), it influences the attitudes that a consumer has towards a brand (Mitchell, 1986), and if these attitudes are favorable, then the consumer will have a desire to try the product. Mitchell and Olson (1981), using a classical conditioning approach, showed that the more the consumers like (or feel positive about) an ad, the more they will develop more favorable attitudes toward the brand. A vast number of research evidence supports this proposition (e.g. Walker and Dubitsky, 1994; Edell and Burke 1986). This accounts for the reason why advertisers prefer to use humor that much in commercials.

To sum up, advertising creates awareness, which in turn facilitates trial and brand switching; it also enhances consumers to form favorable attitudes toward a brand, which accounts for persuasion, development of brand image and hence, loyalty toward a brand. In this study, advertising is assumed to be a strong enhancer of choice behavior.

The second of element of marketing communications are sales promotions, and these are direct inducements that offer an extra value or incentive for the product to the sales force, distributors, or the ultimate consumer with the primary objective of creating an immediate sale (Belch and Belch, 2001, p. 521). Sales promotions can be in forms of samples, coupons, premiums, sweepstakes, bonus-packs, price-offs and point-of-purchase displays.

Similar to advertising, sales promotions' role is twofold, first it increases sales and second, it serves as a medium to influence consumers' perceptions of a particular product/brand. The effect of sales promotions on sales is positive, immediate and direct. Consumers regard sales promotions as a price reduction, therefore, it is a general acceptance that sales promotions devalue the brand image, due to the positive cue dimension of price to perceived quality. In this context, the effect of sales promotions on choice are regarded as both a marketing communications issue and a price related issue.

Other than advertising and sales promotions, marketing communications can be enhanced via personal selling, direct marketing, and publicity. However, the effect of these tools on choice is either time or product dependent. That is, some of these tools are appropriate for only specific type of products, and their effect is usually indirect. Therefore, the effects of personal selling, direct marketing and publicity are not studied in this research.

3.2.2. Sociocultural Influences

Sociocultural influences evolve from formal and informal relationships with other people. These influences include reference groups, family, social class, culture and subculture.

A reference group is a person or group of people that significantly influences an individual's behavior (Bearden and Etzel, 1982). From a marketing perspective, reference groups serve as frames of reference for individuals in their consumption decisions. Stafford (1966) showed that individual brand choice was partly affected by group influence. Moschis (1966) found that consumers use both reflective and comparative appraisal in product choices.

The influence of reference groups on choice arises from a number of different factors. First, consumers are likely to seek information for product evaluation and it is a desired case for consumers to make an informed decision. A consumer can obtain information from many sources, however the most likely to be accepted are those viewed as credible. Second, reference groups serve as a source of utilitarian influence. A consumer is likely to attempt to comply with the wishes of others to achieve rewards or avoid punishments. Finally, value-expressive influence is characterized by the need for psychological association with a person or group and is reflected in the acceptance of positions expressed by others (Kelman, 1961).

Social class is another sociocultural factor affecting the choice behavior. Schiffman and Kanuk (2004, p. 372) define social class as the division of members in a society into a hierarchy of distinct status classes, so that members of each class have relatively the same status and members of all other classes have either more or less status.

A social class significantly influences an individual's values, attitudes and behaviors. Therefore, it has a great effect on consumer choice criteria. Primarily, the economic aspect of social classes defines what a consumer can afford to buy and what not. It dictates on the patterns of saving and spending. Social class is also an indicator of how consumers perceive the brand images, where the consumer shops (Martineau, 1958), and how the extent of adaptation to innovations (Foxall, 1975).

Finally, culture is a significant indicator of choice behavior. Blumer (1969) argued that individuals act according to a product's meanings, with consumers buying products for their symbolic and social significance. As culture is one of the major factors, which directs the consumers' values and beliefs, it is assumed that consumer choice behavior is partly due to the culture. In this context, Bauer, Cunningham and Wortzel (1965), and Hirschman (1983) indicated that consumers' perceptions of a product's attributes are based upon its abilities to satisfy cultural values.

Similarly, subcultures are another form of external socio-cultural influences on consumer decision-making, which dictates the consumer what right and what wrong is. Alike culture, subculture of a consumer affects the way he or she thinks, feels and

behaves. However, the effect of subculture is usually much more significant than that of the culture.

With regard to sociocultural influences, this study examines the effect of social class on choice behavior. The effects of culture and reference class are excluded from the study due to homogeneity of the population on which the research is conducted.

External factors, including both producer-derived and sociocultural influences are the inputs of the consumer-decision process, and they serve as basic information sources that will be used throughout this process. As inputs, external influences play a major role on enhancing the choice behavior, which also suggested by the literature. With regard to classification of external factors as producer-derived and sociocultural, it may be proposed that producer-derived factors (i.e. the marketing mix and brand related activities) are sharp in effect, although they may be short-termed when compared with the effects of sociocultural influences. The effects of sociocultural influences on choice are long-termed, and these effects are harder to track when compared to producer-derived influences.

Literature suggests a vast number of factors may be effective on consumer choice. These factors are generally classified as internal, i.e. those arising from the inner psychological processes, and external, i.e. arising from producer-derived or sociocultural influences. Internal influences are much more individual based and the evaluation of how they affect the choice behavior calls for rather psychological

analyses. On the other hand, external influences on consumer choice are easier to track, as large consumer groups respond significantly to change in these factors. Producer-derived influences, which constitute a subclass of external influences, are those of great importance to scholars and practitioners as they form easily modifiable attributes regarding the main object, that is the product. Still, the importance and weight of any of these factors on choice may be consumer, product or situation dependent.

The identification of these factors immensely contributes to this study as they provide a well-built base for the development of the research methodology. The research mainly stands on those factors, which are derived from the theories and evidence suggested in the literature.

However, while literature provides an in-depth understanding on which factors may be effective on choice and how, it generally lacks a comparative analysis on the effectiveness of each factor. The majority of the studies in the field rely on a unidimensional approach and they provide evidence on whether a factor is influential on choice or not, rather than enlightening the extent to which these factors are influential on choice. Moreover, the data used in these studies frequently rely on intentional measures, that is they provide insight into what importance consumers attach to these factors when they are in an imaginary buying situation, rather than what they actually do when they are making a purchase.

The following chapters present the research of this study, based on the general approach regarding the identification and classification of factors influencing choice. The shortcomings of the previous studies, which are explained above, are taken as a focal point to the research and are attempted to be overcome. In this context, the next chapter deals with the research methodology, while the following chapters present the findings, conclusions, implications and limitations of the research.



CHAPTER IV

THE RESEARCH METHODOLOGY

The previous chapter brought up an overview of literature and theories connected to the research questions of this study. In this chapter, the methodology of the thesis research will be presented. The chapter contains a description of the purpose and the objectives of the research, the research model, hypotheses, type of research, sampling procedure, survey instrument, data collection methods, and the general analytical strategy. This chapter ends with a discussion concerning the quality standards of the research. The sequential illustration of the research methodology is depicted in Figure 4.1.

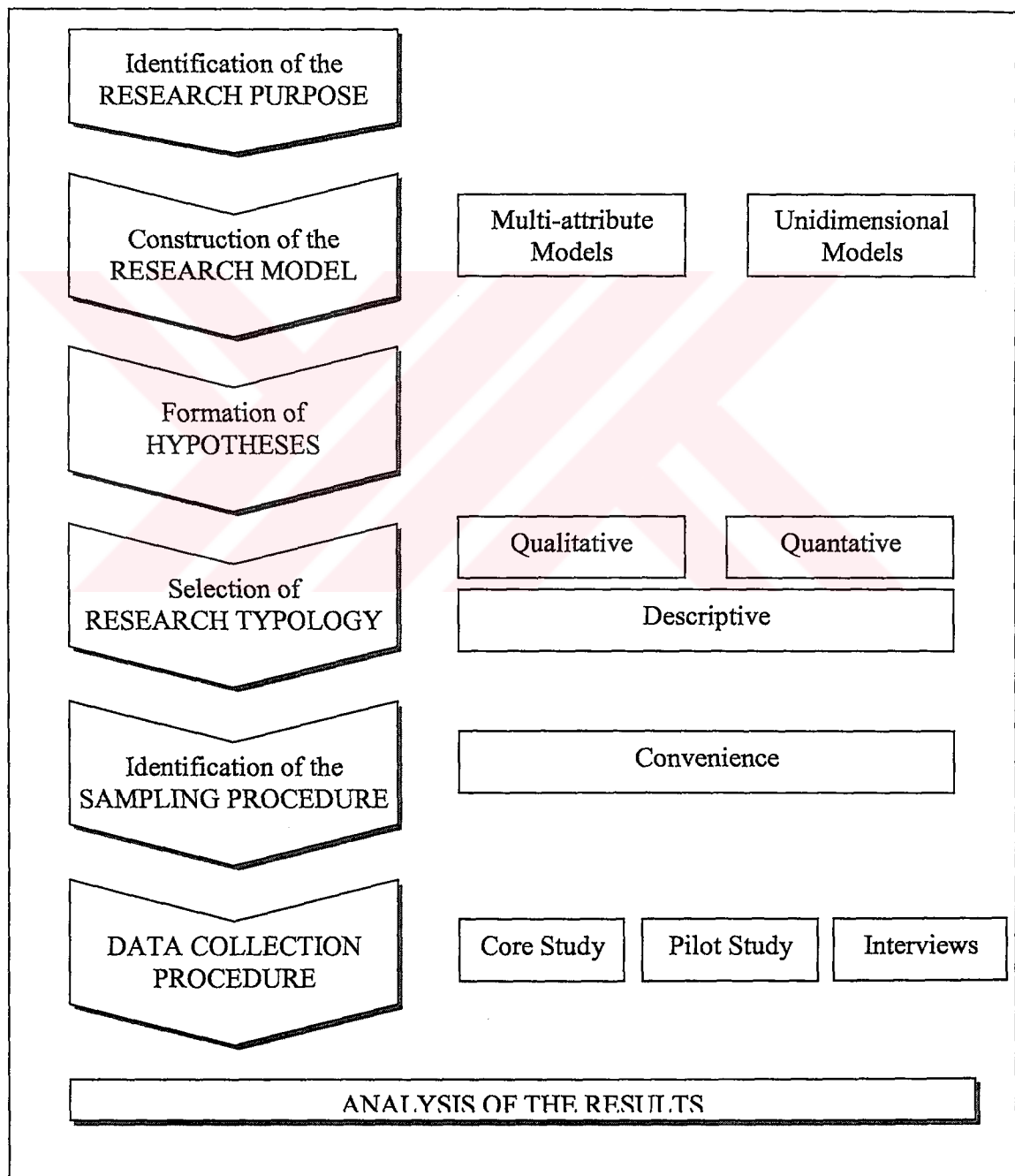
4.1. RESEARCH DESIGN

4.1.1. Purpose of the Research

The main purpose of the research presented in this study is to identify factors that influence consumers when they are making a particular choice. To this aim, determinant attributes for four different products in two product classes were identified through preliminary studies, and the respondents evaluated each factor in relevance with the others. The factors were then classified into five indices, which are a) objective product attributes; b) subjective product attributes; c) price, d) marketing communications and e) place. Cross-relationships of these factors and indexes, and

their significance in respect to each other are also presented. By this analysis, an understanding into the importance and influence of different factors on consumer choice is aimed.

Figure 4.1. Sequential Illustration Of The Research Methodology



Secondly, the research attempts to reveal the difference (or similarity) in how extensively these factors affect the choice behavior in different product classes. Therefore, these factors are analyzed both for convenience type of goods and shopping type of goods. This analysis aims to provide an understanding of how and why the factor evaluations change for different product classes.

The third purpose of the research is to understand how well the effects of these factors on choice are realized in reality. Behavioral intentions and actual behaviors are not necessarily the same. Therefore, a factor, which is stated to be highly influential on choice, may not actually affect the choice of a product. Conversely, a low rated factor in importance may come in fact be highly influential on choice. The research simply aims to find out if there exist any discrepancies between the intended behavior and actual behavior, and the reason for that if there is any.

Consequently, the research questions core to this study are identified as follows:

- a) What are the factors that affect consumer decision-making and choice?
- b) How significantly each of these factors affects consumer decision-making and choice? Is there any difference or similarity between the effectiveness of these factors on choice both within and between product classes? If there is, what are the reasons to these differences or similarities?
- c) Do the factors that are stated as effective on choice differ from the actual occurrences? If they do, what are the reasons to these differences?

These research questions form the base of stated hypotheses of the research, which are presented in Appendix C.

4.1.2. The Research Model

The effect of several factors on consumer choice long has been investigated in the field. In this context, two trends have emerged. The first, which takes its roots from Fishbein's (1963) multi-attribute attitude studies, focuses on the effect of multiple factors on the choice of a particular product. The second genre of research, on the other hand prefers to take unidimensional factors into consideration when investigating the effect on choice.

The multi-attribute attitude models focus on consumers' beliefs about multiple product or brand attributes. The key proposition in Fishbein's theory is that the evaluations of salient beliefs cause overall attitude, which in turn reveals itself in choice behavior. Simply stated, people tend to like objects that are associated with "good" characteristics and dislike objects they believe have "bad" attributes. In Fishbein's model, overall attitude toward an object is a function of two factors: the *strengths* of the salient beliefs associated with the object and the evaluation of those *beliefs* (Peter and Olson, 1999, p. 129). Formally, the model proposes that:

$$A_o = f\left(\sum_{i=1}^n b_i e_i\right)$$

where

A_o = attitude toward the object

b_i = the strength of the belief that the object has attribute i

e_i = the evaluation of attribute i

n = the number of salient beliefs about the object

In this type of research, all possible factors that are assumed to be effective on choice are presented to the respondent and s/he is asked to evaluate the importance of these factors when s/he is making a purchase of a particular product (e_i). Later, different products or brands (i.e. the objects) are presented, and the respondent is asked to evaluate how well performs the object on each of these attributes (b_i). These two variables are then incorporated into the linear model to find out the overall attitude of the respondent towards a product (or a brand).

Starting from the mid 60s, a plethora of articles emerged in the area while Fishbein himself have revised the model several times. A great number of scholars have based their studies on the model (Batsell and Lodish, 1981), although the predictive capability of the model was also criticized. The focal criticism to the model was that the stated intentions were not necessarily the determinants of actual behavior (Bass, 1974). However, the variations multi-attribute attitude models (such as the conjoint analysis) continued to be frequently used as they provide researchers with a lot of diagnostic insight into the components that make up the consumer's attitude (Hair, Bush and Ortinau, 2003, p. 418).

The second genre of research available in the literature prefers to focus on unidimensional factors without any concern of assessing an overall choice probability. In this context, researchers attempted to find out the absence or presence of any effect on choice given a singular factor. Research includes the investigation of internal factors on choice; i.e. motivation (e.g. Yang, Allenby and Fennell, 2002), personality and self-concept (e.g. Sirgy, 1982, Alpert, 1972), perception and attention (e.g. Howard, 1994, p.62), learning (e.g. Hutchinson and Alba, 1991; Meyer, 1987) and attitudes (e.g. Fishbein and Ajzen, 1963; Aaker, 1996b; Day, 1969; Boulding *et al.* 1993) and external factors on choice; objective attributes of the products (e.g. Etgar and Malhotra, 1981; Lichtenstein, Bloch, and Black, 1988; Goldenberg *et al.*, 2000), packaging (e.g. Underwood and Klein, 2001; Fowler, 1982), subjective attributes such as brand awareness (e.g. MacDonald and Sharp, 2000; Fowler, 1982), brand equity (e.g. Barwise, 1993; Keller, 1993), brand image (e.g. Wilson, 1997), price (e.g. Zeithaml, 1988; Jin, Sternquist and Koh, 2003; Lichtenstein, Ridgway, and Netemeyer, 1993; Fowler, 1982; Dodds, 1991), store image (e.g. Wheatley, Chiu and Goldman, 1977; Dodds, Monroe and Grewal, 1991; Dodds, 1991) and store atmospherics (e.g. Baker, Grewal and Parasuraman, 1994; Bitner, 1986; Milliman 1982, 1986; Bitner, 1990; Eroglu and Machleit, 1990; Machleit, Eroglu and Mantel, 2000; Hui and Bateson, 1991), marketing communications such as advertising (e.g. Ehrenberg, 1974; McMahan, 1980; Mitchell, 1986) and sales promotions (e.g. Nowlis and Simonson, 2000); socio-cultural influences such as reference groups (e.g. Stafford,

1966; Moschis, 1966), culture (e.g. Tse *et al*, 1988; Donthu and Yoo, 1998) and social class (e.g. Coleman, 1983).

The study presented in this thesis possesses characteristics from both genres. It is primarily an alteration of the multi-attribute attitude model, as it aims to reveal how consumers respond to different factors when they are making a purchase. This is basically the evaluation of product attributes, as stated in the multi-attribute attitude models. The disparity of the thesis model with the multi-attribute attitude model arises from the fact that the thesis model does not aim to appraise how these attributes (factors) are evaluated for particular *brands*. The research of the thesis rather investigates the significance of the factors within and between product types. It also runs a crosscheck to see if there occurs a discrepancy between the stated evaluations (i.e. behavioral intentions) and actual choice behavior.

The similarity of the research to the second genre is due to the fact that some of the factors analyzed in the literature review are not included in the study. Therefore, the research does not evaluate all possible factors that may be influential in choice behavior. The dismissed factors include all internal influences other than attitudes and the effect of culture. Internal factors were excluded from the study because that it was unrealistic to assess them with a single survey. The evaluation of these psychological factors call for different research methods such as focus groups and in-depth interviews with large masses, which is beyond the scope of this research. Cultural factors were also excluded, as the research was conducted in a homogeneous sample in

terms of culture, so that it was assumed that the effect of culture on choice would not be significant.

The study is modeled to analyze the importance of five key factors on choice. These key factors are summarized as follows:

- a) **Objective product attributes:** These include (functional) attributes of a product that carry the physical and performance related characteristics of a particular product category, such as performance, features, conformance quality, reliability, durability, serviceability and style. Research has revealed that objective product attributes are significant drivers of choice (Etgar and Malhotra, 1981; Lichtenstein, Bloch, and Black, 1988; Goldenberg et al, 2000; Underwood and Klein, 2001; Fowler, 1982).
- b) **Subjective product attributes:** These mainly include the brand related factors, such as the brand image and manufacturer's image. Literature shows that subjective product attributes, especially regarding brand can play a key role on choice behavior (MacDonald and Sharp, 2000; Fowler, 1982; Barwise, 1993; Keller, 1993; Wilson, 1997)
- c) **Price related attributes:** Here value considerations of the respondents are aimed to be assessed, regarding the price and availability of sales promotions (Zeithaml, 1988; Nowlis and Simonson, 2000; Jin, Sternquist and Koh, 2003; Lichtenstein, Ridgway, and Netemeyer, 1993; Fowler, 1982; Dodds, 1991).

- d) **Marketing Communications:** These include the marketing communications related effects, such as advertising and PR as stated in the literature as an important factor enhancing choice behavior. Word of mouth is also included under this heading (Ehrenberg, 1974; McMahan, 1980; Mitchell, 1986; Nowlis and Simonson, 2000).
- e) **Place:** The effect of sales location on choice is included under place factor. It includes the store image related factors as stated in the literature (Wheatley, Chiu and Goldman, 1977; Dodds, Monroe and Grewal, 1991; Dodds, 1991).

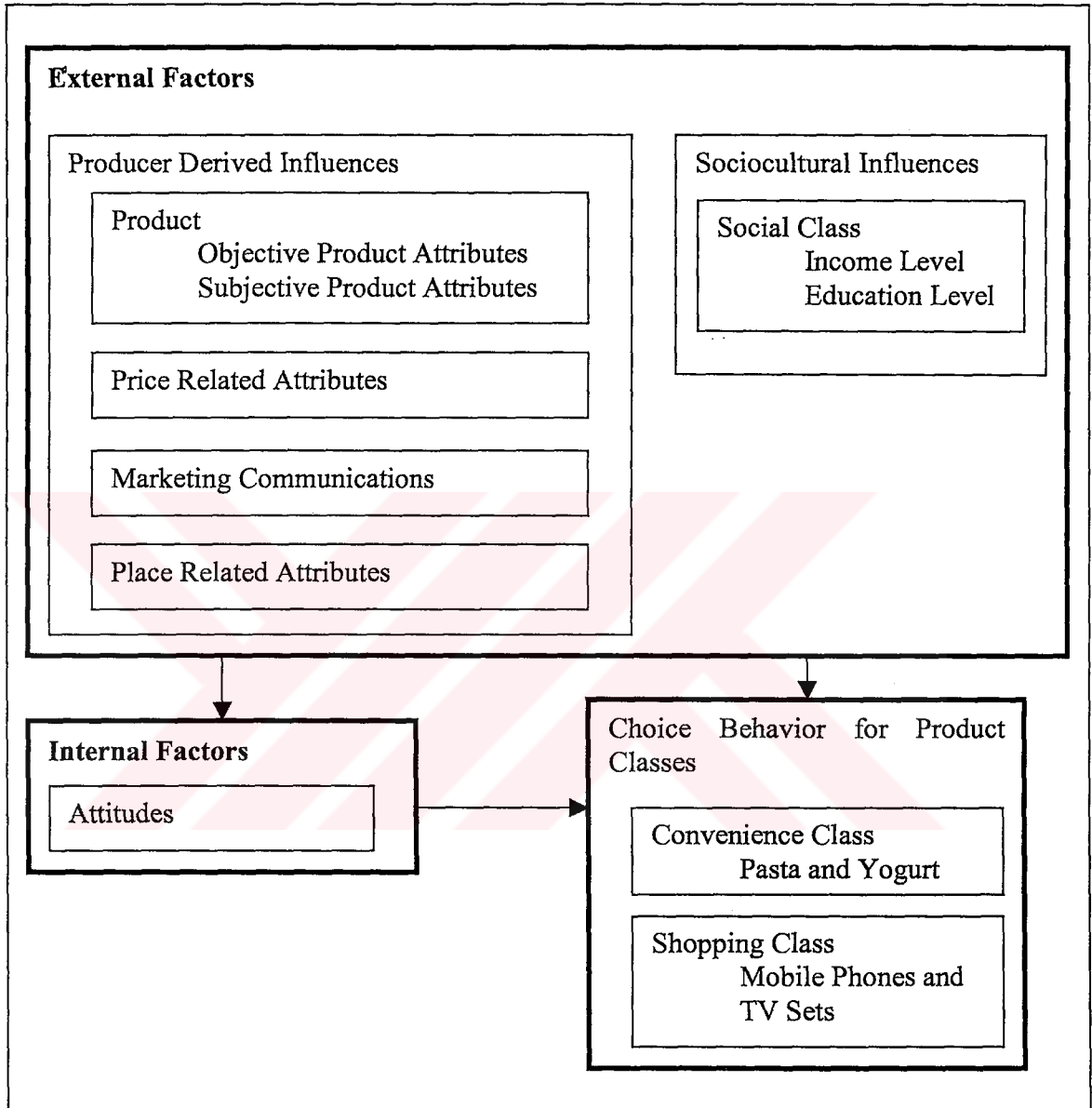
The effect of social class on evaluation of these factors is also taken as a specific medium along with the literature (Coleman, 1983). The research model used in the thesis is depicted in Figure 4.2.

The research is modeled to analyze the factors for two different product classes: Convenience and shopping goods. Convenience goods are those that the customer usually purchases frequently, immediately and with a minimum effort. Examples include daily use foods, newspapers or soaps. Shopping goods, on the other hand, are goods that the customer, in the process of selection and purchase, characteristically compares on such bases as suitability, quality, price and style. Examples of shopping goods include clothing, furniture and electronics (Kotler, 2003, p.411).

The literature also identifies another class of goods, known as the specialty goods, which is excluded from the study. Specialty goods have unique characteristics or brand identification for which a sufficient number of buyers is willing to make a special purchasing effort (AMA, 1948). Examples include cars and men's suits. The class of specialty goods was excluded due to two main reasons. The first is that there is a lack of consensus in the literature of what constitutes a specialty good. Holton (1958, 1959), for example, states that specialty goods are in fact non-existent, due to the fact that the "specialty" of the product is dependent on the consumer's values. According to him, there exists only convenience and shopping goods, and a specialty good in fact overlaps into one of these classes depending on the importance attached to it by the consumer. Secondly, assuming that specialty goods still form a distinct class, they are characterized by high brand loyalty and the major factor influencing the purchase of this class of products is brand image. In such a case, it is irrational to conduct a research aiming to identify the factors affecting consumer choice for specialty goods, as it is already present significantly by the nature of the product class.

In the study, yogurt and pasta were selected as convenience class products, and mobile phones and TV sets as shopping class products. The selection of these product types was mainly due to the reason that they are highly available in the market, known and used by a great majority of consumers regardless of demographics such as age, gender and social class, and that these product possess quite a number of attributes that can be identified and evaluated easily by respondents.

Figure 4.2. The Research Model



Other than analyzing the factors for two different product classes, the study also aims to analyze the hypothetical situation; that is how consumers will evaluate the stated factors when they are confronted with making a purchase of the given product, and the actual buying behavior, i.e. if the consumers have recently bought the stated product, whether this product possesses the attributes or not.

4.1.3. Hypotheses

When consumers are confronted with the need to make a judgment or choice about a product, they are mainly in one of the following situations: That is they are either lowly involved or highly involved in the purchase situation. The level of involvement depends on the familiarity or unfamiliarity of the purchase item. If the product is familiar, the consumers usually employ internal courses of action, i.e. they rely on their past experiences formed via motivation, learning and their personalities. However, if the product is unfamiliar, the consumer must gather the necessary information to make that judgment or choice. They may choose to gather information on product-related attributes and/or use marketing signals as indicators of quality (Brucks, Zeithaml and Naylor, 2000). The consumers may also depend their decisions on socio-cultural factors such as culture, social class, or reference groups.

The significance and effectiveness of these factors may be situational. Primarily, the effectiveness of these factors depends on the involvement level, and hence product class. However, some factors such as brand image may be similarly effective on choice for different product types and classes.

Hence, along with the research questions a number of hypotheses are formed and presented in Appendix C, along with their findings. The hypotheses can be grouped under four headings:

a) Hypotheses Regarding the Relationships Within Product Types And Classes

These hypotheses claim that there exists a difference between the effectiveness of factors on choice for different product types and classes. In addition, it is claimed that overall product attributes (including both the objective and subjective attributes) are more significant indicators of choice compared with other factors. In addition, it is proposed that objective product attributes have more effectiveness than subjective product attributes for all product types and classes.

b) Hypotheses Regarding the Relationships Between Product Classes

These hypotheses claim that there exist differences between the importance of some factors on different *product classes*. Here, it is proposed that the effectiveness of subjective product attributes, price, place and marketing communications are different for different product classes, as the other factors do not reveal such a difference.

c) Hypotheses Regarding the Relationships Between Demographics And Effective Factors

This group of hypotheses claims that social class factors including income and education level generate a difference in how consumers evaluate the effectiveness of factors for product classes.

d) Hypotheses Regarding the Actual Behavior

Last group of hypotheses claim that there should not be any discrepancies between the intended behavior and the actual behavior.

4.1.4. Type of Research

Research is classified as being exploratory, descriptive or casual (Malhotra, 2004). The study presented in this thesis falls into the category of descriptive research. The purpose of descriptive research is to provide a description of various phenomena connected to individuals, situations or happenings that occur. A descriptive research usually presents a complete description of a phenomenon within its context. Correspondingly, the main objective of this research is to understand why consumers choose particular products. To this aim, several factors that are presented in the literature review are analyzed and their contribution to choice behavior is explored. Moreover, the actual choice characteristics of consumers are also presented along with their intentions. The research also reveals that certain factors are much more effective on choice of different type of products.

In general, a distinction between quantitative and qualitative research is often done based on the type of data obtained. The quantitative research places heavy emphasis on using formalized standard questions and predetermined response options in questionnaires or surveys administered to large numbers of respondents. The conclusions of quantitative research emerge from data that can be quantified. On the

other hand, qualitative research draws conclusions from data that is not quantifiable, that is, attitudes, values and other “soft data”. This type of research is usually used in exploratory designs to gain preliminary insights into decision problems (Hair, Bush and Ortinau, 2003, p. 211-12).

The core study presented in this thesis relies on quantitative data collected through the use of a survey. The survey questionnaire was formed by the operationalization of two preliminary researches, one being qualitative and the other quantitative. In the first round, interviews were conducted with 10 interviewees. These interviewees were the representatives of the selected population and they were asked to reveal the factors that affect their choice of particular products. The insights provided by the interviews were noted and used in formation of pilot study questionnaires along with the secondary data provided from similar studies. The results obtained from the pilot study were then used as a basis for the formation of the questionnaires used in the core study.

4.1.5. Sampling Procedure

Both for the pilot and the core study, convenience samples were used. Use of a convenience sample is justified when the target population is homogeneous (Hair, Bush and Ortinau, 2003, p. 359). Choosing a convenience sample has many advantages such that it is the least time consuming method, the sampling units are accessible and cooperative. Along with its drawbacks, convenience sampling is frequently used in marketing researchers both by the practitioners and scholars.

The sample units were mainly selected from medium-sized metropolitan areas with the assumption that these units come from middle-class and upper-middle class. The socioeconomic class of the respondents was supposed to be important, such that they have the capability to evaluate the factors influencing choice for different types of products and provide reliable data on their intentions to buy a particular product and actual purchase data.

The sample used for the core study was formed of 186 male and female, middle- and upper-middle-class adults aged 16 to 73, mainly from the medium-sized metropolitan area of Izmir. Izmir is Turkey's third largest city and second most important port. The city is a busy commercial and industrial center as well as the gateway to the Aegean Region.

4.1.6. Survey Instrument and Data Collection Procedure

Questionnaires were employed as the survey instrument both during the pilot and the core study. According to Malhotra (2004, p.281) a questionnaire has three objectives: It should translate the information needed into a set of specific questions that the respondents can and will answer, it must motivate and encourage the respondent to become involved in the survey and it should minimize response errors.

Data collection was compromised of three stages:

- 1) Individual interviews were conducted to isolate the knowledge and usage of several products and salient product attributes.
- 2) A pilot study including 59 respondents was conducted to identify determinant attributes for the elected products.
- 3) Data were collected from the main panel on the ratings of four products (Yogurt, pasta, TV sets and mobile phones) on 14 attributes for convenience goods and 15 items for shopping goods. The data regarding to actual purchase were also collected on these items.

4.1.6.1. Interviews

At the beginning, interviews were conducted with ten respondents to have an understanding of which products more suitably fall into the classes of convenience and shopping, and what attributes are considered important when buying these. Respondents were asked open-ended questions to reveal if they had bought and why they have bought a number of products, including yogurt, pasta, shampoos, detergents, cars, mobile phones, TV sets or jeans. The evaluation of interviews demonstrated that yogurt and pasta were appropriate to be selected as convenience goods, whereas mobile phones and TV sets were appropriate for shopping goods. Yogurt and pasta are convenience goods by nature, as they are purchased frequently, immediately and with a minimum effort. Mobile phones and TV sets are also appropriate examples of shopping goods, because that the customer characteristically compares them on such bases as suitability, quality, price and style (Kotler, 2003, p.411). The insights obtained from the interviews also showed these products possessed quite a number of

attributes that are suggested to be effective on choice. In addition, it was found that a great majority of consumers have a profound knowledge about these products.

The determinant attributes claimed for these products were compared with the literature. Through this comparison additional attributes were identified for yogurt (Erdem, 1996), TV Sets (Nowlis and Simonson, 2000; Brucks, Zeithaml and Naylor, 2000; Lassar, Mittal and Sharma, 1995; Day and Deutscher, 1982) and mobile phones (Karjaluoto et al, 2003; Liu, 2002). Using these attributes pilot study questionnaires were formed.

4.1.6.2. Pilot Study

59 convenience samples from Izmir University of Economics were included in the pilot study. The pilot study includes basic questionnaires in which the respondents check the most important ten attributes that influence them when they are purchasing the stated product. These attributes are identified through the literature review and the evaluation of interview data. Each respondent randomly received a convenience good, i.e. either yogurt or pasta, and a shopping good; i.e. mobile phones or TV sets questionnaire. The questionnaires included a randomly ordered list of attributes aimed to focus on either objective product attributes, subjective product attributes, price related attributes, place related attributes or marketing communication related attributes. The number of attributes listed was 27 for yogurt, 25 for pasta, 30 for TV sets and 29 for mobile phones. The respondents were allowed to check only 10 without making an order of preference.

4.1.6.3. Core Study

Using the frequency analysis based on the pilot study, determinant attributes for the indicated products were identified. The attributes, which were highly rated in the pilot study, were included in the core study as the others were eliminated. To prevent the possibility of not including a key attribute, the attributes were grouped under five headings that are aimed to be analyzed, and the most rated attribute for each heading was also included in the study. Consequently, the number of attributes was reduced to 14 for convenience goods and 15 for shopping goods. The breakdown of analyzed attributes is shown in Table 4.1.

Each of these attributes is included under one or more key indices. The reason for sometimes including an attribute under more than one index is that this attribute may contribute to the formation of multiple indices. The classification of indices is shown in Table 4.2.

During the study, each respondent randomly have received the questionnaire including one convenience good and one shopping good. That is, each respondent received either yogurt or pasta questionnaire, and either TV set or mobile phone questionnaire. Consequently, there occurred four groups of respondents, those who evaluated: a) Yogurt and Mobile Phones, b) Yogurt and TV Sets, c) Pasta and Mobile Phones and, d) Pasta and TV Sets.

Table 4.1. Analyzed Attributes With Respect to Product Classes

Convenience Goods	Shopping Goods
Producer having a good reputation in the sector	Producer having a good reputation in the sector
Product being produced under hygiene conditions	Producer offering a trustable warranty
Being exposed to a favorable advertisement recently	Being exposed to a favorable advertisement recently
Feeling the brand close to oneself	Product having superior audio / visual quality (Only for TV sets)
Product's flavor	Product possessing a technological advancement
Product having a well-known brand name	Product having a frequently preferred brand
Product having ease of use (Only for pasta)	Product possessing extra features
Product having long-life (Only for yogurt)	Product being durable (Only for mobile phones)
Being exposed to favorable news about the product in the media	Being exposed to favorable news about the product in the media
Product having a lower price compared to competitors	Product having a lower price compared to competitors
Product being available at any place	Product being sold in prestigious stores
Product having variety (Only for pasta)	Product having a favorable appearance and design
Product being fresh (Only for yogurt)	Producer having a wide store chain (Only for TV sets)
Product being recommended by friends	Product being recommended by friends
Product having different package sizes	Product being sold via installment
Product offering sales promotions	Product offering sales promotions
	Having a friend that uses the product where the product is first seen (Only for Mobile Phones)

The core study of the thesis is formed of mainly two parts, each focusing on different product classes, the first being the convenience class and the second shopping class (will be labeled I and II thereafter). Each part is further divided into two (will be labeled A and B thereafter), the first (A) aiming to analyze the hypothetical situation; that is how consumers will evaluate the stated factors when they are confronted with making a purchase of the given product. This part is organized in a way that the respondents will evaluate the importance of predetermined factors in respect with the other factors given.

Table 4.2. Classification of Indices With Respect to Analyzed Attributes

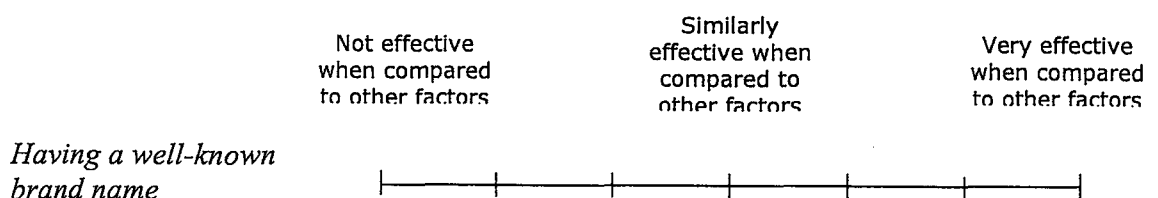
Convenience Goods	Shopping Goods
Objective Product Attributes	Objective Product Attributes
Product's flavor	Producer offering a trustable warranty
Product being produced under hygiene conditions	Product possessing a technological advancement
Product having different package sizes	Product having a favorable appearance and design
Product having ease of use (Only for pasta)	Product possessing extra features
Product having variety (Only for pasta)	Product having superior audio / visual quality (Only for TV sets)
Product having long-life (Only for yogurt)	Product being durable (Only for mobile phones)
Product being fresh (Only for yogurt)	
Subjective Product Attributes	Subjective Product Attributes
Producer having a good reputation in the sector	Producer having a good reputation in the sector
Being exposed to favorable news about the product in the media	Being exposed to favorable news about the product in the media
Product having a well-known brand name	Product having a frequently preferred brand
Being exposed to favorable news about the product in the media	Having a friend that uses the product where the product is first seen and liked (Only for Mobile Phones)
Product being recommended by friends	Product being recommended by friends
Feeling the brand close to oneself	
Marketing Communications	Marketing Communications
Being exposed to a favorable advertisement recently	Being exposed to a favorable advertisement recently
Being exposed to favorable news about the product in the media	Being exposed to favorable news about the product in the media
Product being recommended by friends	Product being recommended by friends
Price	Price
Product having a lower price compared to competitors	Product having a lower price compared to competitors
Product offering sales promotions	Product offering sales promotions
	Product being sold via installment
Place	Place
Product being available at any place	Product being sold in prestigious stores
	Producer having a wide store chain (Only for TV sets)

In the second part (B) of Part I, the respondents were asked if they have recently bought the stated product, and if this product possesses the attributes stated in the first part (A) of Part I. The second part (II) of the research follows a similar methodology, but this time for shopping goods (See Table 4.3.).

Table 4.3. Divisional Illustration of Survey Instrument

PART I (Convenience Goods)		PART II (Shopping Goods)	
IA Evaluation of factors in a hypothetical buying situation	IB Evaluation of factors regarding the actually bought product	IIA Evaluation of factors in a hypothetical buying situation	IIB Evaluation of factors regarding the actually bought product

For IA and IIA, 7-point Likert scales were used, where 1 indicated “This factor is strongly not effective on purchase decision when compared to other factors” and 7 indicated, “This factor is strongly effective on purchase decision when compared to other factors”. An example used in the questionnaire is as follows:



It should be noted that this scale is formed to evaluate the importance and effectiveness of each factor *in relevance* with other factors, rather than evaluating whether the factor is individually important or not. This method is preferred because all attributes were somewhat effective on choice (i.e., they would generally be rated as “important” on evaluative dimension); attribute importance was measured on a relative basis (Oliver, 1975). Therefore, the respondents were asked to scale the importance of each attribute when compared to all others in an effort to discourage them from rating every attribute as important and effective. This was made known to the respondents both verbally and by a note.

For IB and IIB, the respondents were first asked to indicate if they had bought the product recently. For convenience goods, no time frame was given; but only “recently” word was used. Here, it was assumed that “recently” would mean a time frame shorter than 1 month for respondents. For shopping goods, the purchase of the product was limited to one and a half years. The reason for this was the assumption that the respondents may have forgotten the effects of factors for a time span longer than this. In addition, it was believed that technological advancements in the sector might have surpassed the relationship between the hypothetical situation and the actual features of the product. The respondents only have answered the following questions in case they have indicated that they have bought the product.

If the respondent has bought the product, s/he was asked to indicate the brand. In this part, no alternatives were supplied among brands. The question was left open-ended

and also provided with “Don’t remember” option. This question aimed to reveal if there existed brand recall, rather than brand recognition.

Next, the respondents were asked to indicate why and how they have bought *this* product. The options included for convenience goods were: a) It was the only product in the store, b) It was the first product that caught my attention and, c) I evaluated the alternatives and chose this. In the same manner, the options included for shopping goods were: a) It was the only product that I wanted to buy and, b) I evaluated the alternatives and chose this.

Finally in this part, the respondents were asked to indicate if the following situations were true or not. These situations referred to the same factors that were evaluated in parts IA and IIA respectively. In case that the respondent did not know or did not remember about the situation, a “Don’t know/Don’t remember” option was also provided. An example is as follows:

This product has a well-known brand name Yes No I don’t know / I don’t remember

The questionnaire also included questions regarding demographics such as income level, education, age and marital status. Income level question aimed to analyze the class that the respondent feels himself/herself in, rather than aiming to collect actual monetary income. Questionnaires used in the research are presented in Appendices A and B.

4.1.7. Methods of Analysis

As stated, analyzed factors were classified under five indices being a) objective product attributes; b) subjective product attributes; c) price, d) marketing communications and e) place. Each index includes the means of individual effectiveness ratings for the specified attributes of a particular product type of class. The analyses were run both for product types (i.e. yogurt, pasta, TV sets and mobile phones) and product classes (i.e. convenience class and shopping class). The indices were named as PRO (Overall Product Attributes), OBAT (Objective Product Attributes), SUAT (Subjective Product Attributes), PRI (Price), MC (Marketing Communications) and PLA (Place), to be followed by the abbreviations for product types or product classes. These abbreviations include YOG for yogurt, PAS for pasta, TV for TV sets, MOB for mobile phones, CON for the convenience class and SHO for the shopping class. Therefore, an index showing the mean of effectiveness ratings for the objective product attributes of convenience class is abbreviated as OBATCON. Other index names are formed in a similar way.

For identifying the overall differences between means of the analyzed indices, one-way repeated-measures ANOVA (one-way analysis of variance) was conducted. A one-way analysis of variance is a way to test the equality of three or more means at one time by using variances. Utilization of ANOVA relied on the assumptions that a) the populations from which the samples were obtained are normally distributed, b) the samples are independent, and c) the variances of the populations are equal.

Whenever ANOVA results indicated a significant difference between the means of indices *within product types or classes*, pairwise comparisons were performed to assess which means differ from each other. For this analysis, t-tests were conducted. Again for independent samples, such as when analyzing the difference between income groups, independent samples t-tests were run. Both for ANOVA and t-tests, α was taken equal to .05.

When identifying consistency between intended behavior of the consumers and the actual purchase, correlation analyses were conducted using the Pearson product-moment correlation method. In this analysis, ratings for the effective factors were compared with the actual features of the products or actual situations. For all statistical analyses, SPSS (Statistics Package for Social Sciences) for Windows, Version 10.0.1 was used.

The methodology explained here in detail was utilized through the conveyance of the research of this study. The data obtained was analyzed by following the same route. Some important frequency analyses and the findings of the research in regard to stated hypotheses are presented in the following chapter.

CHAPTER V

RESEARCH FINDINGS

5.1. FREQUENCY ANALYSES FOR GROUPS AND DEMOGRAPHICS

In this part, frequency analyses for respondent groups and demographics are presented.

Frequency analyses of the questions are presented in Appendix D.

5.1.1. Frequency Distribution of Respondents in Groups

	Mobile Phones	TV Sets	Totals
Yogurt	36 (Group 1)	70 (Group 2)	106
Pasta	48 (Group 3)	32 (Group 3)	80
Totals	84	102	186

5.1.2. Marital Status

		Frequency	Percent	Cumulative Percent
Valid	Married	97	52,2	52,2
	Single	89	47,8	100,0
	Total	186	100,0	

5.1.3. Education Levels

		Frequency	Percent	Cumulative Percent
Valid	Primary	5	2,7	2,7
	Secondary	7	3,8	6,5
	High-School	28	15,1	21,5
	University	108	58,1	79,6
	Masters and Above	38	20,4	100,0
	Total	186	100,0	

5.1.4. Age Groups

		Frequency	Percent	Cumulative Percent
Valid	16-25	51	27,6	27,6
	26-30	36	19,4	47,0
	31-35	22	11,9	58,9
	36-40	19	10,3	69,2
	41-45	18	9,7	78,9
	46-50	20	10,8	89,7
	51-60	17	9,2	98,9
	61+	2	1,1	100,0
	Total	185	99,5	
Missing		1	,5	
Total		186	100,0	

5.1.5. Income Levels

		Frequency	Percent	Cumulative Percent
Valid	Lower	4	2,2	2,2
	Middle-lower	14	7,5	9,8
	Middle	92	49,5	60,1
	Middle-upper	61	32,5	93,4
	Upper	12	6,5	100,0
	Total	183	98,4	
Missing		3	1,6	
Total		186	100,0	

5.2. SUMMARY ON FINDINGS ON HYPOTHESES

Through the analysis, a total of 39 hypotheses were tested including the sub-hypotheses. Detailed findings on hypotheses are presented in Appendix C. A summary of findings on hypotheses regarding the hypothesis groups is as follows:

a) Hypotheses Regarding the Relationships Within Product Types And Classes

Here it was found that there exist a difference between the effectiveness of factors on choice behavior, i.e. some factors influence choice behavior more than others. The test results showed that overall product attributes are the most important factor on choice for all product types and classes. In addition objective product attributes were found to be more effective than other attributes and factors on choice. The hypotheses also showed that subjective product attributes were as important as place for the convenience items, and as important as price for the shopping items.

b) Hypotheses Regarding the Relationships Between Product Classes

In this hypothesis group, a possible difference between the importance of some factors for different product classes was analyzed. Hypothesis tests showed that the importance of overall product attributes, objective product attributes, price and place were the same for both convenience and shopping classes. However, the effect subjective product attributes and marketing communications on choice were found to be higher in favor of the shopping class.

c) Hypotheses Regarding the Relationships Between Demographics And Effective Factors

The hypothesis results revealed that the importance attached to price and subjective product attributes were not significantly different for lower and higher income groups. Moreover, the claim that consumers from higher education levels consider subjective product attributes as an important determiner of choice was not supported.

d) Hypotheses Regarding the Actual Behavior

In this group, test results showed discrepancies between the intended behavior and actual behavior for some factors.

A summary of findings on analyzed hypotheses along with the statistical values is presented in Table 5.1. Through the analysis, a total of 39 hypotheses were tested and 19 of them were found to be true.

The analysis of the hypotheses reveals that quite a half of the findings agree with the traditional theories implied in literature. Still, other half of the findings shows discrepancies with the previous findings.

The findings of the hypotheses are discussed in detail in the following chapter, along with limitations and implications of the study.

Table 5.1. Summary of Findings

Hypothesis No	Hypothesis	Statistical Value ($\alpha=.05$)	Result
Hypothesis 1	For each product type, some factors are much more effective on choice decision than the others.		
<i>Hypothesis 1a</i>	For yogurt	F = 115.079 (df=4.0, p= 0.0)	✓
<i>Hypothesis 1b</i>	For pasta	F = 32.426 (df=4.0, p= 0.0)	✓
<i>Hypothesis 1c</i>	For TV sets	F = 63.148 (df=4.0, p = 0.0)	✓
<i>Hypothesis 1d</i>	For mobile phones	F = 39.825 (df=4.0, p = 0.0)	✓
Hypothesis 2	For each product class, some factors are much more effective on choice decision than the other factors.		
<i>Hypothesis 2a</i>	For convenience class	F = 124.735 (df=4.0, p=0.0)	✓
<i>Hypothesis 2b</i>	For shopping class	F = 110.942 (df=4.0, p=0.0)	✓
Hypothesis 3	For each product type, effectiveness of product related factors on choice is significantly higher than the other factors.		
<i>Hypothesis 3a</i>	For yogurt	p = .000 for all comparisons	✓
<i>Hypothesis 3b</i>	For pasta	p = .410 for comparison between product and place	✗
<i>Hypothesis 3c</i>	For TV sets	p = .000 for all comparisons	✓
<i>Hypothesis 3d</i>	For mobile phones	p = .163 for comparison between product and price	✗
Hypothesis 4	For each product class, effectiveness of product related factors on choice is significantly higher than the other factors.		
<i>Hypothesis 4a</i>	For convenience class	p = .000 for all comparisons	✓
<i>Hypothesis 4b</i>	For shopping class	p = .000 for all comparisons	✓
Hypothesis 5	For each product type, effectiveness of objective product attributes on choice is significantly higher than the others.		
<i>Hypothesis 5a</i>	For yogurt	p = .000 for all comparisons	✓
<i>Hypothesis 5b</i>	For pasta	p = .000 for all comparisons	✓
<i>Hypothesis 5c</i>	For TV sets	p = .000 for all comparisons	✓
<i>Hypothesis 5d</i>	For mobile phones	p = .000 for all comparisons	✓
Hypothesis 6	For each product class, effectiveness of objective product attributes on choice is significantly higher than the others.		
<i>Hypothesis 6a</i>	For convenience class	p = .000 for all comparisons	✓
<i>Hypothesis 6b</i>	For shopping class	p = .000 for all comparisons	✓

Table 5.1. Summary of Findings (Continued)

Hypothesis 7	For each product type, effectiveness of subjective product attributes on choice is significantly higher than price, place and marketing communications related factors.		
<i>Hypothesis 7a</i>	For yogurt	p = .998 for comparison between subjective attributes and place	✗
<i>Hypothesis 7b</i>	For pasta	p = .122 for comparison between subjective attributes and place	✗
<i>Hypothesis 7c</i>	For TV sets	p = .583 for comparison between subjective attributes and price	✗
<i>Hypothesis 7d</i>	For mobile phones	p = .625 for comparison between subjective attributes and price	✗
Hypothesis 8	For each product type, effectiveness of subjective product attributes on choice is significantly higher than price, place and marketing communications related factors.		
<i>Hypothesis 8a</i>	For convenience class	p = .292 for comparison between subjective attributes and place	✗
<i>Hypothesis 8b</i>	For shopping class	p = .229 for comparison between subjective attributes and price	✗
Hypothesis 9	Effectiveness of product related attributes on choice is the same for both convenience class and shopping class.	t = -3.172 (df = 182, p = .002)	✓
Hypothesis 10	Effectiveness of objective product attributes on choice is the same for both convenience class and shopping class.	t = 1.829 (df = 182, p = .069), H _a rejected.	✓
Hypothesis 11	For shopping class, effectiveness of subjective product attributes on choice is higher than those of the convenience class.	t = -6.603 (df = 180, p = .000)	✓
Hypothesis 12	For convenience class, effectiveness of price related attributes on choice is higher than those of the shopping class.	t = -8.205 (df = 182, p = .000), H _a cannot be rejected.	✗
Hypothesis 13	For shopping class, effectiveness of marketing communications related factors on choice is higher than those of the convenience class.	t = -4.462 (df = 179, p = .000)	✓
Hypothesis 14	For shopping class, effectiveness of place related factors on choice is higher than those of the convenience class.	t = 5.111 (df = 175, p = .000), H _a cannot be rejected.	✗

Table 5.1. Summary of Findings (Continued)

Hypothesis 15	Effectiveness of price related factors on choice is higher for those consumers who have lower level of incomes.		
<i>Hypothesis 15a</i>	For convenience class	t = -0.317 (df = 181, p=.751)	✗
<i>Hypothesis 15b</i>	For shopping class	t = 1.961 (df = 178, p = .051)	✗
Hypothesis 16	Effectiveness of subjective product attributes on choice is higher for those consumers who have higher level of incomes.		
<i>Hypothesis 16a</i>	For convenience class	t = 0.401 (df=181, p=.689)	✗
<i>Hypothesis 16b</i>	For shopping class	t = -0.872 (df=176, p=.384)	✗
Hypothesis 17	Effectiveness of subjective product attributes on choice is higher for those consumers who have higher education levels.		
<i>Hypothesis 17a</i>	For convenience class	t = 1.049 (df=184, p=.295)	✗
<i>Hypothesis 17b</i>	For shopping class	t = -0.069 (df=179, p=.945)	✗
Hypothesis 18	For shopping class, consumers have a higher brand recall than they have for convenience goods.	t = -1.350 (df=64, p=.182)	✗
Hypothesis 19	For each product class, actual characteristics of the product bought are consistent with the intended behavior.		
<i>Hypothesis 19a</i>	For convenience class	Refer to correlation tables in Appendix C.	✗
<i>Hypothesis 19b</i>	For shopping class	Refer to correlation tables in Appendix C.	✗

✓ : Null Hypothesis Cannot Be Rejected

✗ : Null Hypothesis Is Rejected

CHAPTER VI

RESULTS, LIMITATIONS AND IMPLICATIONS

In this final chapter, discussion of the possible contributions of this thesis is intended. Firstly, results regarding the research questions are discussed. Then, implications of this thesis for the sector, marketing applications and literature are also presented along with the limitations of the study.

6.1. RESULTS OF THE STUDY

There are several purposes with this study: to identify the factors that affect consumer decision-making and choice, to investigate the effectiveness of these factors on choice and look for differences or similarities of effectiveness both within and between product classes, to understand the reasons for these differences and similarities if there exists any, and finally to examine if there exists any discrepancies between the intended behavior and actual occurrences, and the reasons to these. These research questions were stated at the end of research purposes in Chapter V. To this aim, a total of 39 hypotheses were tested and the discussion of the results is presented below.

6.1.1. Results for Research Question One

The literature suggests that there are several factors affecting consumer choice, of whose weights may be different across situations. These factors are mainly classified

into two general headings, those being the internal and external factors. External factors, then are examined under two headings; those influences coming from the producers and those coming from the socio-cultural environment of the consumer. Producer derived influences are of great importance to marketing practitioners and scholars as they could be altered or modified easily compared to other influences. Inevitably, the effectiveness of these factors is not the same for all consumers, all products and all situations.

The first research question of this thesis attempts to confirm that the effectiveness of these factors has different weights on choice. Hypothesis 1 investigated this question for different product types and hypothesis 2 for different product classes. The results reveal that the assumption is indeed holds for all product types and classes; that is the effectiveness of factors on choice is different. In other words, some factors affect choice behavior more than the others. The extent of this effectiveness is sought in research question two.

6.1.2. Results for Research Question Two

Confirmed that some factors are much more effective on choice, research question two attempts to enlighten the issue of to what extent each factor affects choice behavior. Literature refers to such a difference, but rarely defines from which factor(s) these differences arise. When different models are compared, it is observed that unidimensional models investigating the effect of factors on choice usually lack the

data on to what extent the effectiveness of each factor go. Multi-attribute models, on the other hand, show inconsistency between different studies.

When making a purchase, the features of the product itself should be the most important criteria on choice. This is due to the fact that the consumers primarily purchase a product to satisfy a need. In other words, they buy the core product: the fundamental service or benefit. Along with the core product, they also purchase the actual and the augmented product (Kotler, 2003, p.407). Therefore, product attributes should constitute the key factor on choice.

Product is a bundle of objective and subjective attributes: Objective attributes are those elements of a product that carry the physical and performance related characteristics of a particular product category, whereas subjective attributes arise from the perceived image of a product. The combination of objective and subjective attributes provides us with overall product attributes, which is proposed to be most effective criterion on choice.

Hypothesis 4 proved that the overall product attributes form the most important factor on decision-making and choice for both the convenience class and shopping class. This finding is parallel to what proposed in the literature. The results also indicate that the importance of product attributes is higher for the shopping class. This makes rationale when it is taken into consideration that the risks associated with shopping class products are higher. When the risk of purchase increases, consumers should rely more

on the information regarding product attributes rather than information (or cues) obtained from marketing communication tools, price or sales place.

When data regarding the individual product types were considered, it is interesting to see that this hypothesis does not hold for mobile phones. For mobile phones, the most important criteria on choice was both product and price related attributes. In the study, price was taken as a negative cue, and the higher the ratings for price index; the more price conscious the consumers. Therefore, the results indicate that the consumers both care about the product attributes and the price of the mobile phones with the same weight. This may be due to the quality/price relationship of the mobile phones; consumers may be looking for lower prices because they do not believe that many product attributes offered with a mobile phone does not worth the price. Nevertheless, when product classes are analyzed, the importance of product related attributes was found to be having the highest weight.

As already stated, product attributes are classified into two, being objective attributes and subjective attributes. Parallel to the discussion about the core product, the objective product attributes should possess much more importance for the consumers. Hypotheses 5 and 6 tested this statement and found out that the objective product attributes have indeed higher importance for consumers than those of subjective product attributes, price, place and marketing communications related attributes for both product types and classes. This indicates that the consumers care the most about how a product performs rather than what is implied them by the brand image,

marketing communications, price and the image of the place. This also implies that the consumers are willing to pay higher prices for the products they believe to possess the adequate features, whether this product is of convenience type or of shopping type.

Given the importance of overall product attributes, and objective product attributes as a component of overall product attributes, subjective product attributes should rank the second in effectiveness on choice. Literature indicates that subjective product attributes such as the brand image and brand associations play an important role when consumers are confronted with making a choice. This effect is very significant when consumers have little information regarding the objective product attributes or the importance of them for the performance of the product. In such cases, subjective product attributes may be more effective on choice than the price, place, marketing communications or even the objective product attributes.

As the items employed in the study are yogurt, pasta, TV sets and mobile phones, it was not expected that the effectiveness of subjective product attributes be higher than objective product attributes, due to the assumption that all consumers have adequate information regarding the objective product attributes. However, subjective product attributes were expected to be more important on choice than price, place and marketing communications related attributes.

Yet, the test of hypotheses 7 and 8 revealed that this was not the case neither for different product types nor different product classes. Subjective product attributes were

considered important, but this importance attached to the subjective attributes was not significantly higher than the place related attributes for *convenience items*, and not higher than the price related attributes for shopping items. In other words, for convenience class subjective product attributes were *as important as* place related attributes; and for shopping class they were *as important as* price related attributes.

These findings may seem interesting at first glance. However, the importance attached to place related attributes for convenience goods is in fact easy to understand: Convenience goods, as their name implies, are conveniently purchased products and the location of purchase is very effective on their choice. That is, a consumer should buy a *particular* convenience good only when it is easily accessible, and if s/he cannot find the brand s/he looks for in a store, s/he will go for another brand rather than visiting another store to find his/her sought brand. Therefore, convenience of location (i.e. store) is effective as brand related (subjective) factors on choice for convenience class.

Similarly, the importance attached to price related attributes for shopping goods are as important as brand related factors. This is due to the higher financial risks associated with shopping goods. A consumer will care about the price of the product as much as s/he cares about the brand for this class. As the price increases, the optimization process will gain more importance: The consumer will try to find the product that delivers him/her the optimum value. Optimum value is obtained from the reverse

function of subjective (brand related) attributes and price. Therefore, price of the good is effective as brand related factors on choice for shopping class.

An interesting discussion that arises from this analysis is the ineffectiveness of marketing communications related attributes for both classes. Indeed, marketing communications related attributes have always ranked the last for several analyses. This is, of course, not to say that marketing communications are not important; it indeed implies that consumers consider marketing communications related factors the last when they are making a choice. This may be due to the fact that consumers readily know that marketing communications are heavily producer induced, and they do not regard them as credible sources of information.

In line with this discussion, the effectiveness of marketing communications were tested between product classes and it was found that its effectiveness is more for shopping class than it is for the convenience class (Hypothesis 13). This is particularly due to the issues related to image for the shopping class. A favorable advertisement, for instance, is a stronger cue to quality for the shopping class than for the convenience class. This finding is also supported by hypothesis 10, which proves that the effectiveness of subjective product attributes is higher for the shopping class than for the convenience class. These two findings are parallel as they indicate that people consider image (brand related or marketing communications derived) more for shopping class than they do for the convenience class.

The test of hypothesis 12 revealed that consumers consider price as a more important factor for the shopping class than they do for the convenience class. This result was unexpected because it was assumed that consumers would rely more on price when they are buying a convenience good. In a particular convenience product category, the products are more or less the same and they are not easily differentiated. Therefore, going for the lower priced item is what makes rationale. That is why the generics are successful. However, the research just proved the opposite by indicating that consumers are not as price-conscious when they are purchasing convenience items as they are when buying shopping items. This result was associated with the optimization issue, which was discussed above. That is also to say that as the price increases, consumers become more price-conscious.

The effectiveness of other factors was tested between product classes in pairs and no differences were found. That is to say, consumers attach the same importance to objective product related attributes for two classes and the same importance to place related attributes both for two classes. There were found no significant difference in brand recall rates between product classes, either.

One important derivation of research question two is how demographics affect the importance attached to these factors. In order to test this, a series of hypotheses were formed. By these hypotheses it was proposed that income level and education should be effective on how consumers attach importance to different factors.

However, the analyses did not reveal significant differences in importance attached to the factors when tested between different demographic groups. For instance, the proposition that effectiveness of price related factors on choice is higher for those consumers who have lower level of incomes was rejected. In other words, the analysis showed that price was attached the same importance by both low-income and high-income groups. Income level was also not statistically significant on to what extent consumers attach importance to subjective product attributes, i.e. brand. Brand was considered equally important for both income groups. Similarly, education level was not statistically significant on to what extent consumers attach importance again to subjective product attributes.

6.1.3. Results for Research Question Three

The aim of the research question three is to investigate if the factors stated as effective on choice differ from the actual occurrences. According to the literature, intended behaviors through attitudes are predictors of actual behavior, and if an individual states that a factor is important on his/her choice, the actual occurrence should be consistent with this statement (Ajzen and Fishbein, 1980). This theory is analyzed in attitudinal choice models part in Chapter II.

In order to test this hypothesis, correlations were analyzed between the stated factors to influence choice and actual occurrences. For convenience goods, 4 out of 14 attributes did not reveal a significant correlation between the intended behavior and actual

behavior. Two of these were related to objective product attributes; product being produced under hygiene conditions and product having a good taste. This signifies that the consumers state that they give importance to objective product attributes, however in reality they do not buy the product with better objective attributes or they usually do not have an idea whether the product possesses these attributes. The correlation results also showed that for the majority of the factors there did not exist a correlation coefficient higher than .5 for convenience products. This indicates that the factors influencing the choice of convenience goods are rather situational.

For shopping goods, the correlation results were more encouraging. Here, the number of insignificant correlations was 3 out of 15 attributes. All these three attributes were included under different indices, which makes a generalization impossible. The majority of other attributes that reveal a significant correlation were either under objective attributes index or price index. This signifies that consumers look for much more information about the features and the price of a shopping product when they are making a purchase. It also indicates that they rely their decision on the information they have obtained regarding the features and the price.

6.1.4. Overall Results

The discussion of the research questions indicates some important findings. Firstly, it should be noted that the effectiveness of different factors on choice are not the same; some factors affect the choice behavior more than others. Secondly, overall product

attributes are considered as the most important factor when making a purchase. When overall product attributes are classified into two, it is revealed that this effectiveness is largely due to objective product attributes, which form the basic reason for buying a product. Later, subjective product attributes and place related attributes are equally considered for convenience items, and subjective product attributes and price related attributes are equally considered for shopping items. For both classes, marketing communications related attributes are considered the last.

When taken in pairs, it is observed that both subjective product attributes and marketing communications related attributes become more important for shopping goods than they are for convenience goods. Price is also a more important factor for the shopping class than it is for the convenience class. However, the consumers attach the same importance to objective product attributes and place related attributes when compared between product classes. In addition, there does not exist a significant difference in brand recall rates between product classes.

Other than subjective attributes and marketing communications related data, the research of this thesis fails to identify any difference between the effectiveness of factors on choice when different income and education level groups are compared. The factors stated as effective on choice also show inconsistency with the actual occurrences, especially for convenience product. The level of inconsistency between hypothetically stated factors and actual occurrences reveals the importance of situational factors on choice.

6.2. LIMITATIONS OF THE STUDY

There are several other factors that are stated in the literature as influencing choice behavior and yet not included in this study. This limitation is partly due to the sample and type of research. Throughout the research, the effect internal factors such as motivation, personality, perception and learning on choice were not analyzed. The analysis of these factors called for a different research typology including a more qualitative frame of reference, which was not possible to conduct in a short span of time. In addition, the sample was drawn from a culturally homogeneous population, which disallowed an analysis regarding the effect of many sociocultural factors on choice, other than social class. Moreover, even the effect of social class was included in the study; it lacked an inclusive representation of social class categorization. The categorization used in this research primarily depended on income and education data. The use of a non-probability sample is another limitation of the study, which may give rise to an error of representation.

6.3. IMPLICATIONS

6.3.1. Implications for Practitioners

There are several implications for practitioners derived from this research. The following implications are based on the empirical data, analysis, and conclusions conducted during this study.

To begin with, the different factors influencing choice behavior should be taken in to consideration when marketing a product. As stated, the effectiveness of factors is different both within and between product classes. Therefore, practitioners should take measures to ensure that their product relies more on the high rated factors.

The research revealed that objective product attributes are of key importance when making a choice. That is to say that, practitioners should make sure that their product possesses the appropriate features that are expected by consumers. All other factors prove to be ineffective if the objective (functional) attributes of a product fails to perform as expected.

When it is ensured that a product is capable to perform as expected, practitioners should try to improve the brand image of the product. The research shows that brand image is an important factor that affects the choice behavior along with the price and

place related issues. Both for convenience and shopping class items, brand is a key driver to choice.

Producers and marketers of convenience goods should make sure that their product is conveniently available to the consumers as it was shown that place related issues are as important as brand. Therefore, they should expand their distribution and make sure that the logistics functions perform well.

Producers and marketers of shopping goods, on the other hand, should understand that price is an important factor for the purchase of such goods. Especially in developing countries like Turkey price is still a key deflator, that is consumers consider price as much as they consider brand image. This also may mean that if the price of a brand is favorable, consumers may switch to that brand, even if the brand image of the latter is not as favorable as the former. Hence, practitioners should set a price, which will make the consumers perceive it as optimum regarding the quality delivered.

Practitioners should know that marketing communications would not work unless those above are satisfied. It should be noted that even the best communications campaign might not succeed if the product fails to deliver expected objective and subjective attributes and does not satisfy the price and place criteria.

The study showed that there exists a difference between the importance attached to subjective attributes and marketing communications regarding the income and

education level groups. However, for other factors there is no significant difference. This should mean that, the amount of effort exercised for building strong brand images and marketing communications should rely on the demographics of the targeted segments.

Finally, practitioners should keep in mind that actual behavior frequently tends to be different than intended behavior. This is especially true for convenience class. The purchase of convenience items usually depends on situational factors and in this case, initiation of purchase of convenience items could be best supported by point-of-purchase inducements.

6.3.2. Implications for Theory

The purpose of the study has been to explore and describe a phenomenon within a specific research area. The aim has been to increase the understanding of this phenomenon by answering the research questions connected to how and to what extent different factors influence choice behavior. This study's implication for the theory is that it verifies the validity and applicability of the existing theories and models concerning consumer choice. More specifically, for research question one it was detected that many of the traditional theories agreed, to a relatively large extent, with the empirical findings of this study. Regarding research question two, the majority of the findings for this study supported the existing theories. In addition, the relative importance weights of the factors were detected as the reasons for differences between

weights were analyzed. For research question three an implication for the theory was made by identifying the discrepancies between intended behavior and actual behavior. In this part, possible reasons for these discrepancies were also analyzed. It should also be added that this study supported the previous studies and increased the understanding of consumer choice behavior.

6.3.3. Implications for Future Research

There are several implications for future research. Firstly, this study was largely conducted to analyze the effectiveness of producer-derived influences and lacked the effects of internal and cultural influences. Therefore, the study may be extended to cover these areas. The study may also be duplicated in a cross-cultural environment.

In addition, cross-relationships between factors could be studied. In this way, the actual and perceptual effect of one factor on another factor could be analyzed.

Moreover, the study may be duplicated for other product types and classes. For instance, it could be extended to include specialty goods or unsought goods and analyze how these factors affect the choice behavior for these product classes.

Finally, studies regarding the formation of mathematical models for homogeneous groups can be conducted. By this way, it may be possible to reach to a general model,

which will provide the scholars and practitioners with a better understanding of choice behavior given the independent variables.



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APPENDICES

APPENDIX A: CORE STUDY QUESTIONNAIRES (ENGLISH VERSION)

1. Please state your age:

2. Please state your marital status: Married Single

3. Please state your education level

- Primary School
- Secondary School
- High School
- University
- Graduate Level or Higher

4. Please state your income level

- Lower
- Lower Middle
- Middle
- Upper Middle
- Upper

5. Please state the city / province you live in: /

6. From where do you buy your daily needs such as food and cleansing products?

Mini market Supermarket Hipermarket Marketplace Other

7. From where do you buy products such as white goods and electronics?

Retailer of the Brand Discount Stores Hipermarket Other

QUESTIONS REGARDING YOGURT

8. Assume that you wanted to buy YOGURT as you are shopping. Please state the importance of below stated factors REGARDING THE OTHER FACTORS on the scale. Before you begin to answer, please read all the factors stated.

In the statements, importance levels regarding the other factors increase towards right and decreases toward left.

	Totally unimportant regarding the other factors	Have the same importance regarding the other factors	Totally important regarding the other factors
Producer having a good reputation in sector	----- ----- ----- -----		
Being produced under hygiene conditions	----- ----- ----- -----		
Being exposed to a favorable advertisement recently	----- ----- ----- -----		
Feeling the brand close to oneself	----- ----- ----- -----		
Product's flavor	----- ----- ----- -----		
Product having a well-known brand name	----- ----- ----- -----		
Product having long-life	----- ----- ----- -----		
Hearing favorable news about the product	----- ----- ----- -----		
Product having a lower price	----- ----- ----- -----		
Product being available at any place	----- ----- ----- -----		
Product being fresh	----- ----- ----- -----		
Product being recommended by friends	----- ----- ----- -----		
Product having different package sizes (Mini / Family Size)	----- ----- ----- -----		
Product offering sales promotions (Such as Premiums / Discounts)	----- ----- ----- -----		

9. Have YOU bought yogurt recently?

- Yes⁴
- No

10. (ANSWER THIS QUESTION ONLY IF YOU HAVE RESPONDED AS “YES” TO QUESTION 9. OTHERWISE PASS TO QUESTION 13.)

What was the brand of the yogurt that you have bought. Please state

- I don't remember the brand.

11. I bought this yogurt because:

- It was the only product in the store.
- It was the first product that caught my attention.
- I evaluated the alternatives and chose this.

12. Check the appropriate statement regarding this product you have bought.

THIS YOGURT I HAVE BOUGHT

Was recommended by my friends. Yes No I don't know/I don't remember

Is produced under hygiene condititons. Yes No I don't know/I don't remember

Has a well-known brand name. Yes No I don't know/I don't remember

Was offering sales promotions when I bought Yes No I don't know/I don't remember

Has a very favorable advertisement. Yes No I don't know/I don't remember

Is a long-life product. Yes No I don't know/I don't remember

Is always fresh. Yes No I don't know/I don't remember

I was exposed to favorable news in media. Yes No I don't know/I don't remember

Is available nearly everywhere. Yes No I don't know/I don't remember

I feel its brand close to myself Yes No I don't know/I don't remember

Has a good taste. Yes No I don't know/I don't remember

Has lower price than the competitors. Yes No I don't know/I don't remember

Its producer has good reputation in the sector. Yes No I don't know/I don't remember

Has different package sizes. Yes No I don't know/I don't remember

QUESTIONS REGARDING PASTA

8. Assume that you wanted to buy PASTA as you are shopping. Please state the importance of below stated factors REGARDING THE OTHER FACTORS on the scale. Before you begin to answer, please read all the factors stated.

In the statements, importance levels regarding the other factors increase towards right and decreases toward left.

	Totally unimportant regarding the other factors	Have the same importance regarding the other factors	Totally important regarding the other factors
Producer having a good reputation in sector	----- ----- ----- -----	----- ----- ----- -----	----- ----- ----- -----
Being produced under hygiene conditions	----- ----- ----- -----	----- ----- ----- -----	----- ----- ----- -----
Being exposed to a favorable advertisement recently	----- ----- ----- -----	----- ----- ----- -----	----- ----- ----- -----
Feeling the brand close to oneself	----- ----- ----- -----	----- ----- ----- -----	----- ----- ----- -----
Product's flavor	----- ----- ----- -----	----- ----- ----- -----	----- ----- ----- -----
Product having a well-known brand name	----- ----- ----- -----	----- ----- ----- -----	----- ----- ----- -----
Ease of Use (Being cooked without problems)	----- ----- ----- -----	----- ----- ----- -----	----- ----- ----- -----
Hearing favorable news about the product	----- ----- ----- -----	----- ----- ----- -----	----- ----- ----- -----
Product having a lower price	----- ----- ----- -----	----- ----- ----- -----	----- ----- ----- -----
Product being available at any place	----- ----- ----- -----	----- ----- ----- -----	----- ----- ----- -----
Product having variety (Light, lasagne, etc.)	----- ----- ----- -----	----- ----- ----- -----	----- ----- ----- -----
Product being recommended by friends	----- ----- ----- -----	----- ----- ----- -----	----- ----- ----- -----
Product having different package sizes (Mini / Family Size)	----- ----- ----- -----	----- ----- ----- -----	----- ----- ----- -----
Product offering sales promotions	----- ----- ----- -----	----- ----- ----- -----	----- ----- ----- -----

9. Have YOU bought pasta recently?

- Yes
- No

10. (ANSWER THIS QUESTION ONLY IF YOU HAVE RESPONDED AS “YES” TO QUESTION 9. OTHERWISE PASS TO QUESTION 13.)

What was the brand of the pasta that you have bought. Please state.....

- I don't remember the brand.

11. I bought this pasta because:

- It was the only product in the store.
- It was the first product that caught my attention.
- I evaluated the alternatives and chose this.

12. Check the appropriate statement regarding this product you have bought.

THIS PASTA I HAVE BOUGHT:

- Was recommended by my friends. Yes No I don't know/I don't remember
- remember.
- Is produced under hygiene condiritons. Yes No I don't know/I don't remember
- Has a well-known brand name. Yes No I don't know/I don't remember
- Was offering sales promotions when I bought Yes No I don't know/I don't remember
- Has a very favorable advertisement. Yes No I don't know/I don't remember
- Is easy to cook. Yes No I don't know/I don't remember
- Has variety. Yes No I don't know/I don't remember
- I was exposed to favorable news in the media Yes No I don't know/I don't remember
- Is available nearly everywhere. Yes No I don't know/I don't remember
- I feel its brand close to myself Yes No I don't know/I don't remember
- Has a good taste. Yes No I don't know/I don't remember
- Has lower price than the competitors. Yes No I don't know/I don't remember
- Its producer has good reputation in the sector Yes No I don't know/I don't remember
- Has different package sizes. Yes No I don't know/I don't remember

QUESTIONS REGARDING MOBILE PHONES

13. Assume that you wanted to buy A MOBILE PHONE. Please state the importance of below stated factors REGARDING THE OTHER FACTORS on the scale. Before you begin to answer, please read all the factors stated.

In the statements, importance levels regarding the other factors increase towards right and decreases toward left.

	Totally unimportant regarding the other factors	Have the same importance regarding the other factors	Totally important regarding the other factors
Product having a lower price.	----- ----- ----- ----- -----		
Producer offering a trustable warranty	----- ----- ----- ----- -----		
Product being recommended by friends	----- ----- ----- ----- -----		
Product possessing a technological advancement	----- ----- ----- ----- -----		
Being a frequently preferred brand	----- ----- ----- ----- -----		
Product having a favorable design	----- ----- ----- ----- -----		
Product being sold via installment	----- ----- ----- ----- -----		
Product possessing extra features such as digital camera	----- ----- ----- ----- -----		
Product being sold in prestigious stores	----- ----- ----- ----- -----		
Product being durable	----- ----- ----- ----- -----		
Producer having a good reputation	----- ----- ----- ----- -----		
Hearing favorable news about the product in the media	----- ----- ----- ----- -----		
Product having a very favorable advertisement	----- ----- ----- ----- -----		
Product offering sales promotions (Discounts/Premiums etc.)	----- ----- ----- ----- -----		
Having a friend that uses the product where the product is first seen and liked	----- ----- ----- ----- -----		

14. Have YOU bought a mobile phone in the last 1.5 years?

- Yes
- No

15. (ANSWER THIS QUESTION ONLY IF YOU HAVE RESPONDED AS “YES” TO QUESTION 9. OTHERWISE PASS TO QUESTION 18.)

What was the brand of the mobile phone that you have bought. Please state

- I don't remember the brand.

16. I bought this mobile phone because:

- It was the only product that I wanted to buy.
- I evaluated the alternatives and chose this.



17. Check the appropriate statement regarding this product you have bought.

THIS MOBILE PHONE I HAVE BOUGHT

Has a technological advancement. Yes No I don't know/I don't remember

Is the brand I frequently prefer. Yes No I don't know/I don't remember

Is sold in a prestigious store. Yes No I don't know/I don't remember

I like its advertisement better than the competitors. Yes No I don't know/I don't remember

It was offering sales promotions when I bought it Yes No I don't know/I don't remember

Has a favorable design. Yes No I don't know/I don't remember

Is more durable compared to other brands. Yes No I don't know/I don't remember

Was recommended by my friends. Yes No I don't know/I don't remember

Has extra features such as digital camera and video recorder. Yes No I don't know/I don't remember

Has a lower price compared to others. Yes No I don't know/I don't remember

I was exposed to favorable news in media. Yes No I don't know/I don't remember

If I have a problem with this product the producer will solve it. Yes No I don't know/I don't remember

I have a friend who uses this product Yes No I don't know/I don't remember

I bought this product via installment. Yes No I don't know/I don't remember

Its producer has a good reputation in the sector Yes No I don't know/I don't remember

18. THE SURVEY HAS ENDED. THANK YOU FOR YOUR COOPERATION.

QUESTIONS REGARDING TV SETS

13. Assume that you wanted to buy A TELEVISION SET. Please state the importance of below stated factors REGARDING THE OTHER FACTORS on the scale. Before you begin to answer, please read all the factors stated.

In the statements, importance levels regarding the other factors increase towards right and decreases toward left.

	Totally unimportant regarding the other factors	Have the same importance regarding the other factors	Totally important regarding the other factors
Product having a lower price	----- ----- ----- -----		
Producer offering a trustable warranty	----- ----- ----- -----		
Product being recommended by friends	----- ----- ----- -----		
Product possessing a technological advancement	----- ----- ----- -----		
Being a frequently preferred brand	----- ----- ----- -----		
Product having a favorable design	----- ----- ----- -----		
Product being sold via installment	----- ----- ----- -----		
Product possessing extra features such as integrated DVD	----- ----- ----- -----		
Product being sold in prestigious stores	----- ----- ----- -----		
Product having superior audio / visual quality	----- ----- ----- -----		
Producer having a good reputation	----- ----- ----- -----		
Hearing favorable news about the product in the media	----- ----- ----- -----		
Product having a very favorable advertisement	----- ----- ----- -----		
Product offering sales promotions (Discounts/Premiums etc.)	----- ----- ----- -----		
Producer having a wide store chain	----- ----- ----- -----		

14. Have YOU bought a TV set in the last 1.5 years?

- Yes
- No

15. (ANSWER THIS QUESTION ONLY IF YOU HAVE RESPONDED AS “YES” TO QUESTION 9. OTHERWISE PASS TO QUESTION 18.)

What was the brand of the TV set that you have bought. Please state

- I don't remember the brand.

16. I bought this TV set because:

- It was the only product that I wanted to buy.
- I evaluated the alternatives and chose this.

17. Check the appropriate statement regarding this product you have bought.

THIS TV SET I HAVE BOUGHT

- Has a technological advancement. Yes No I don't know/I don't remember
- Is the brand I frequently prefer. Yes No I don't know/I don't remember
- Is sold in a prestigious store. Yes No I don't know/I don't remember
- I like its advertisement better than the competitors. Yes No I don't know/I don't remember
- It was offering sales promotions when I bought it Yes No I don't know/I don't remember
- Has a favorable design. Yes No I don't know/I don't remember
- Has superior audio / visual quality. Yes No I don't know/I don't remember
- Was recommended by my friends. Yes No I don't know/I don't remember
- Has extra features such as integrated DVD player. Yes No I don't know/I don't remember
- Has a lower price compared to others. Yes No I don't know/I don't remember
- I was exposed to favorable news in media. Yes No I don't know/I don't remember
- If I have a problem with this product the producer will solve it. Yes No I don't know/I don't remember
- Its producer has a wide store chain Yes No I don't know/I don't remember
- I bought this product via installment. Yes No I don't know/I don't remember
- Its producer has a good reputation in the sector Yes No I don't know/I don't remember

18. THE SURVEY HAS ENDED. THANK YOU FOR YOUR COOPERATION.

APPENDIX B: CORE STUDY QUESTIONNAIRES (TURKISH VERSION)

Sayın Katılımcı,

Halen İzmir Ekonomi Üniversitesi Sosyal Bilimler Enstitüsü'nde pazarlama alanındaki yüksek lisans tez çalışmamı Prof.Dr. Tunçdan BALTACIOĞLU danışmanlığında sürdürmekteyim. Bu araştırmanın amacı, tüketici davranışları konusunda öngörüler sağlamaktır. Burada önemli olan kişilerin bireysel cevapları değil, örneklemden elde edilecek toplu sonuçlardır. Bu nedenle soru formuna adınızı veya kimliğinizi ifade eden herhangi bir şey yazmanıza gerek yoktur.

Soruları cevaplarken soru başlarında yapılmış olan AÇIKLAMA ve YÖNERGELERİ LÜTFEN DİKKATLE OKUYUNUZ.

Anket toplam 5 sayfadaki 18 sorudan oluşmaktadır. Tüm soruların cevaplanması yaklaşık 10 dakika almaktadır.

Çalışmanın başarısı işbirliğinize bağlıdır. Araştırmaya yaptığımız katkıdan dolayı şimdiden teşekkür ederim.

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1. Yaşınız:

2. Medeni Durumunuz: Evli Bekar

3. Eğitim Durumunuz

- İlkokul
- Ortaokul
- Lise
- Üniversite
- Yüksek Lisans ve Üstü

4. Gelir durumunuz

- Düşük gelir grubu
- Ortanın altı gelir grubu
- Orta gelir grubu
- Ortanın üstü gelir grubu
- Yüksek gelir grubu

5. İkamet etmekte olduğunuz şehir / ilçe : /

6. Genel ev ihtiyalarınıızı (gıda, temizlik vb.) çoęunlukla nereden satın alırsınız?

Bakkal Süpermarket Hipermarket (KİPA vs.) Pazar Dięer

7. Elektronik eřya, beyaz eřya gibi ürünleri nereden satın alıyorsunuz?

Markanın Bayiinden Spotulardan Hipermarket (KİPA vs.) Dięer



YOĞURDA İLİŞKİN SORULAR

8. Alışverişte **yoğurt** almak istediğinizi düşününüz. Belli bir yoğurdu seçerken aşağıda belirtilen faktörlerden her birinin, **DİĞER FAKTÖRLERE KIYASLA** önem derecesini, bunların yanında verilen ölçek üzerinde belirtiniz. Soruyu cevaplamaya başlamadan önce, soruda yer alan tüm faktörlere bir göz atınız.

İfadelerde, **diğer faktörlere göre** önemlilik derecesi sağa doğru artmakta, sola doğru ise azalmaktadır.

	Diğer faktörlere göre çok önemsiz	Diğer faktörlere göre aynı oranda önemli	Diğer faktörlere göre çok önemli
Üreticinin bu sektörde iyi tanınmıyor olması	----- ----- ----- ----- -----		
Hijyen şartlarda üretilmesi / Sağlıklı olması	----- ----- ----- ----- -----		
Yakın zamanda ilgi çekici bir reklamına rastlanmış olması	----- ----- ----- ----- -----		
Markayı kendinize yakın / kendinizle özdeşleşmiş hissediyor olmanız	----- ----- ----- ----- -----		
Tadı	----- ----- ----- ----- -----		
Bilinen marka olması	----- ----- ----- ----- -----		
Dayanıklı / Uzun ömürlü olması	----- ----- ----- ----- -----		
Basında hakkında olumlu haberler çıkması	----- ----- ----- ----- -----		
Fiyatının diğer yoğurtlara göre düşük olması	----- ----- ----- ----- -----		
Aranılan her yerde kolaylıkla bulunabilir olması	----- ----- ----- ----- -----		
Taze olması	----- ----- ----- ----- -----		
Tanıdıklarımızca tavsiye edilmesi	----- ----- ----- ----- -----		
Farklı boyutta paketlerde satılması (Küçük boy / Büyük Boy gibi)	----- ----- ----- ----- -----		
Ürünün promosyonda olması (İndirim/aynı fiyata daha çok ürün gibi)	----- ----- ----- ----- -----		

9. Yakın zamanda **KENDİNİZ** yoğurt satın aldınız mı?

- Evet
 Hayır

10. (BU SORUYU 9. SORUYU **EVET OLARAK İŞARETLEDİYSENİZ CEVAPLAYINIZ. AKSİ TAKDİRDE 13 NUMARALI SORUYA GEÇİNİZ**)

Aldığınız yoğurdun markası neydi? Lütfen yazınız.

- Markasını hatırlamıyorum.

11. Bu yoğurdu satın aldım çünkü:

- Marketteki tek ürünü buydu.
 Gözüme ilk çarpan ürün buydu.
 Diğer yoğurtlar arasından tercih yaptım ve en uygununun bu olduğuna karar verdim.



12. Satın almış olduğunuz bu ürün ile ilgili belirtilen durumlara en çok uyan seçeneği işaretleyiniz.

SATIN ALDIĞIM BU YOĞURT / YOĞURDUN

- Tanıdıklarım tarafından tavsiye edilmişti. Evet Hayır Bilmiyorum/Hatırlamıyorum
- Son derece sağlıklı ve hijyen şartlarda üretilir Evet Hayır Bilmiyorum/Hatırlamıyorum
- Çok iyi bilinen bir markadır. Evet Hayır Bilmiyorum/Hatırlamıyorum
- Ürünü promosyonda olduğu için satın aldım. Evet Hayır Bilmiyorum/Hatırlamıyorum
- Yakın zamanda çok ilgi çekici bir reklamını görmüştüm. Evet Hayır Bilmiyorum/Hatırlamıyorum
- Dayanıklı ve uzun ömürlüdür. Evet Hayır Bilmiyorum/Hatırlamıyorum
- Her zaman tazedir. Evet Hayır Bilmiyorum/Hatırlamıyorum
- Hakkında basında olumlu haberler görmüştüm Evet Hayır Bilmiyorum/Hatırlamıyorum
- Aranılan her yerde kolaylıkla bulunabilir. Evet Hayır Bilmiyorum/Hatırlamıyorum
- Markasını kendime son derece yakın hissediyorum. Evet Hayır Bilmiyorum/Hatırlamıyorum
- Tadı güzeldir. Evet Hayır Bilmiyorum/Hatırlamıyorum
- Fiyatı diğer yoğurtlara göre düşüktür. Evet Hayır Bilmiyorum/Hatırlamıyorum
- Üreticisi sektörde iyi tanınır. Evet Hayır Bilmiyorum/Hatırlamıyorum
- Dilediğim boyutta paketleri vardır. Evet Hayır Bilmiyorum/Hatırlamıyorum

MAKARNAYA İLİŞKİN SORULAR

8. Alışverişte makarna almak istediğinizi düşününüz. Belli bir makarnayı seçerken aşağıda belirtilen faktörlerden her birinin, **DİĞER FAKTÖRLERE KIYASLA** önem derecesini, bunların yanında verilen ölçek üzerinde belirtiniz. Soruyu cevaplamaya başlamadan önce, soruda yer alan tüm faktörlere bir göz atınız.

İfadelerde, **diğer faktörlere göre** önemlilik derecesi sağa doğru artmakta, sola doğru ise azalmaktadır.

	Diğer faktörlere göre çok önemsiz					Diğer faktörlere göre aynı oranda önemli					Diğer faktörlere göre çok önemli
Üreticinin bu sektörde iyi tanınıyor olması											
Hijyen şartlarında üretilmesi / Sağlıklı olması											
Yakın zamanda ilgi çekici reklamına rastlanmış olması											
Markayı kendinize yakın / kendinizle özdeşleşmiş hissediyor olmanız											
Tadı											
Bilinen marka olması											
Pişirme kolaylığı (Erimemesi / topaklanmaması)											
Basında hakkında olumlu haberler çıkması											
Fiyatının diğer ürünlere göre düşük olması											
Aranılan her yerde kolaylıkla bulunabilir olması											
Çeşidinin bol olması (Light, lazanya, ıspanaklı, domatesli vs.)											
Tanıdıklarınızca tavsiye edilmesi											
Farklı boyutta paketlerde satılması (Küçük boy / büyük boy gibi)											
Ürünün promosyonda olması (İndirim / aynı fiyata daha çok ürün gibi)											

9. Yakın zamanda **KENDİNİZ** makarna satın aldınız mı?

- Evet
 Hayır

10. (BU SORUYU 9. SORUYU **EVET OLARAK İŞARETLEDİYSENİZ CEVAPLAYINIZ. AKSİ TAKDİRDE 13 NUMARALI SORUYA GEÇİNİZ**)

Aldığınız makarnanın markası neydi? Lütfen yazınız.

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- Markasını hatırlamıyorum.

11. Bu makarnayı satın aldım çünkü:

- Marketteki tek ürün buydu.
 Gözüme ilk çarpan ürün buydu.
 Diğer makarnalar arasından tercih yaptım ve en uygununun bu olduğuna karar verdim.

12. Satın almış olduğunuz bu ürün ile ilgili belirtilen durumlara en çok uyan seçeneği işaretleyiniz.

SATIN ALDIĞIM BU MAKARNA / MAKARNANIN

Tanıdıklarım tarafından tavsiye edilmişti. Evet Hayır Bilmiyorum/Hatırlamıyorum

Son derece sağlıklı ve hijyen şartlarda üretilir. Evet Hayır Bilmiyorum/Hatırlamıyorum

Çok iyi bilinen bir markadır. Evet Hayır Bilmiyorum/Hatırlamıyorum

Ürünü promosyonda olduğu için satın aldım. Evet Hayır Bilmiyorum/Hatırlamıyorum

Yakın zamanda çok ilgi çekici bir reklamını Evet Hayır Bilmiyorum/Hatırlamıyorum
görmüştüm.

Pişirmesi kolaydır. Evet Hayır Bilmiyorum/Hatırlamıyorum

Çeşidi boldur. Evet Hayır Bilmiyorum/Hatırlamıyorum

Hakkında basında olumlu haberler görmüştüm. Evet Hayır Bilmiyorum/Hatırlamıyorum

Aranılan her yerde kolaylıkla bulunabilir. Evet Hayır Bilmiyorum/Hatırlamıyorum

Markasını kendime son derece yakın Evet Hayır Bilmiyorum/Hatırlamıyorum
hissediyorum.

Tadı güzeldir. Evet Hayır Bilmiyorum/Hatırlamıyorum

Fiyatı diğer makarnalara göre düşüktür. Evet Hayır Bilmiyorum/Hatırlamıyorum

Üreticisi sektörde iyi tanınır. Evet Hayır Bilmiyorum/Hatırlamıyorum

Dilediğim boyutta paketleri vardır. Evet Hayır Bilmiyorum/Hatırlamıyorum

CEP TELEFONUNA İLİŞKİN SORULAR

13. **Cep Telefonu** satın almak istediğinizi düşününüz. Belli bir cep telefonunu seçerken aşağıda belirtilen faktörlerden her birinin, **DİĞER FAKTÖRLERE KIYASLA** önem derecesini, bunların yanında verilen ölçek üzerinde belirtiniz. Soruyu cevaplamaya başlamadan önce, soruda yer alan tüm faktörlere bir göz atınız.

İfadelerde, diğer faktörlere göre önemlilik derecesi sağa doğru artmakta, sola doğru ise azalmaktadır.

	Diğer faktörlere göre çok önemsiz	Diğer faktörlere göre aynı oranda önemli	Diğer faktörlere göre çok önemli
Fiyatının benzerlerine göre düşük olması	----- ----- ----- ----- -----	----- ----- ----- ----- -----	----- ----- ----- ----- -----
Ürünle ilgili sorun yaşarsanız, bu problemin çözüleceğine inanmanız	----- ----- ----- ----- -----	----- ----- ----- ----- -----	----- ----- ----- ----- -----
Ürünün tanıdıklarınızca tavsiye edilmesi	----- ----- ----- ----- -----	----- ----- ----- ----- -----	----- ----- ----- ----- -----
Renkli ekran olması	----- ----- ----- ----- -----	----- ----- ----- ----- -----	----- ----- ----- ----- -----
Sürekli tercih ettiğiniz marka olması	----- ----- ----- ----- -----	----- ----- ----- ----- -----	----- ----- ----- ----- -----
Görünüşünün şık / göz alıcı olması	----- ----- ----- ----- -----	----- ----- ----- ----- -----	----- ----- ----- ----- -----
Taksitle satış imkanının olması	----- ----- ----- ----- -----	----- ----- ----- ----- -----	----- ----- ----- ----- -----
Kamera / Fotoğraf makinesi gibi ekstra özellikler barındırması	----- ----- ----- ----- -----	----- ----- ----- ----- -----	----- ----- ----- ----- -----
Satış noktasının prestijli olması	----- ----- ----- ----- -----	----- ----- ----- ----- -----	----- ----- ----- ----- -----
Diğer markalara oranla dayanıklı olması	----- ----- ----- ----- -----	----- ----- ----- ----- -----	----- ----- ----- ----- -----
Üretici firmanın bu sektörde iyi tanınıyor olması	----- ----- ----- ----- -----	----- ----- ----- ----- -----	----- ----- ----- ----- -----
Markasıyla ilgili olarak basında hakkında olumlu haberler çıkması	----- ----- ----- ----- -----	----- ----- ----- ----- -----	----- ----- ----- ----- -----
Reklamını diğer benzer ürünlere göre daha fazla beğenmeniz	----- ----- ----- ----- -----	----- ----- ----- ----- -----	----- ----- ----- ----- -----
Ürünün promosyonda olması (İndirim / hediyeli ürün gibi)	----- ----- ----- ----- -----	----- ----- ----- ----- -----	----- ----- ----- ----- -----
Ürünün benzerini arkadaşınızda görmüş-beğenmiş olmanız	----- ----- ----- ----- -----	----- ----- ----- ----- -----	----- ----- ----- ----- -----

14. Son 1,5 yıl içinde **KENDİNİZ** cep telefonu satın aldınız mı / satın alma kararında etkili oldunuz mu?

- Evet
 Hayır

15. (BU SORUYU 14. SORUYU EVET OLARAK İŞARETLEDİYSENİZ CEVAPLAYINIZ. AKSİ TAKDİRDE 18. SORUYA GEÇİNİZ.)

Aldığımız cep telefonunun markası neydi? Lütfen yazınız.

- Markasını hatırlamıyorum.

16. Bu cep telefonunu satın aldım çünkü:

- Aklımdaki tek ürün buydu / Başka hiç bir ürüne bakmadım.
 Diğer cep telefonları arasından tercih yaptım ve en uygununun bu olduğuna karar verdim.

17. Satın almış olduğunuz bu ürün ile ilgili belirtilen durumlara en çok uyan seçeneği işaretleyiniz.

SATIN ALDIĞIM BU CEP TELEFONU / CEP TELEFONUNUN

- Renkli ekrana sahiptir. Evet Hayır Bilmiyorum/Hatırlamıyorum
- Sürekli tercih ettiğim markadır. Evet Hayır Bilmiyorum/Hatırlamıyorum
- Satış noktası son derece prestijlidir. Evet Hayır Bilmiyorum/Hatırlamıyorum
- Reklamını diğer benzer ürünlere göre çok daha fazla beğeniyorum. Evet Hayır Bilmiyorum/Hatırlamıyorum
- Ürünü aldığımda promosyondaydı. Evet Hayır Bilmiyorum/Hatırlamıyorum
- Görünüşü sık ve göz alıcıdır. Evet Hayır Bilmiyorum/Hatırlamıyorum
- Diğer markalara oranla daha dayanıklıdır. Evet Hayır Bilmiyorum/Hatırlamıyorum
- Tanıdıklarımca tavsiye edilmişti. Evet Hayır Bilmiyorum/Hatırlamıyorum
- Kamera / Fotoğraf makinesi gibi ekstra özellikleri vardır. Evet Hayır Bilmiyorum/Hatırlamıyorum
- Fiyatı benzerlerine göre düşüktür. Evet Hayır Bilmiyorum/Hatırlamıyorum
- Basında hakkında olumlu haberler duydum. Evet Hayır Bilmiyorum/Hatırlamıyorum
- Bu ürünle ilgili sorun olduğunda üretici problemi çözer. Evet Hayır Bilmiyorum/Hatırlamıyorum
- Ürünün benzerini arkadaşımda görüp beğenmişim. Evet Hayır Bilmiyorum/Hatırlamıyorum
- Ürünü taksitle aldım. Evet Hayır Bilmiyorum/Hatırlamıyorum
- Üretici firma bu sektörde iyi tanınmaktadır. Evet Hayır Bilmiyorum/Hatırlamıyorum

18. ANKET SONA ERMİŞTİR. YARDIMLARINIZ VE İLGİNİZ İÇİN TEŞEKKÜR EDERİZ.

TELEVİZYONA İLİŞKİN SORULAR

13. Televizyon satın almak istediğinizi düşününüz. Belli bir televizyonu seçerken aşağıda belirtilen faktörlerden her birinin, **DİĞER FAKTÖRLERE KIYASLA** önem derecesini, bunların yanında verilen ölçek üzerinde belirtiniz. Soruyu cevaplamaya başlamadan önce, soruda yer alan tüm faktörlere bir göz atınız.

İfadelerde, diğer faktörlere göre önemlilik derecesi sağa doğru artmakta, sola doğru ise azalmaktadır.

	DİĞER FAKTÖRLERE GÖRE ÇOK ÖNEMSİZ	DİĞER FAKTÖRLERE GÖRE AYNI ORANDA ÖNEMLİ	DİĞER FAKTÖRLERE GÖRE ÇOK ÖNEMLİ
Fiyatının benzerlerine göre düşük olması	----- ----- ----- ----- -----		
Ürünle ilgili sorun yaşarsanız, bu problemin çözüleceğine inanmanız	----- ----- ----- ----- -----		
Ürünün tanıdıklarınızca tavsiye edilmesi	----- ----- ----- ----- -----		
Son teknolojiye göre imal edilmiş olması (örneğin, Flat TV olması)	----- ----- ----- ----- -----		
Sürekli tercih ettiğiniz marka olması	----- ----- ----- ----- -----		
Görünüşünün şık / göz alıcı olması	----- ----- ----- ----- -----		
Taksitle satış imkanının olması	----- ----- ----- ----- -----		
Çift Scart girişi / Entegre DVD gibi ekstra özellikleri olması	----- ----- ----- ----- -----		
Satış noktasının prestijli olması	----- ----- ----- ----- -----		
Ses ve görüntü kalitesinin yüksek olması	----- ----- ----- ----- -----		
Üretici firmanın bu sektörde iyi tanınıyor olması	----- ----- ----- ----- -----		
Markasıyla ilgili olarak basında hakkında olumlu haberler çıkması	----- ----- ----- ----- -----		
Reklamını diğer benzer ürünlere göre daha fazla beğenmeniz	----- ----- ----- ----- -----		
Ürünün promosyonda olması (İndirim / hediyeli ürün gibi)	----- ----- ----- ----- -----		
Geniş bir bayi ağının bulunması	----- ----- ----- ----- -----		

14. Son 1,5 yıl içinde **KENDİNİZ** televizyon satın aldınız mı / satın alma kararında etkili oldunuz mu?

- Evet
 Hayır

15. (BU SORUYU 14. SORUYU EVET OLARAK İŞARETLEDİYSENİZ CEVAPLAYINIZ. AKSİ TAKDİRDE 18. SORUYA GEÇİNİZ.)

Aldığınız televizyonun markası neydi? Lütfen yazınız.

- Markasını hatırlamıyorum.

16. Bu televizyonu satın aldım çünkü:

- Aklımdaki tek ürün buydu / Başka hiç bir ürüne bakmadım.
 Diğer televizyonlar arasından tercih yaptım ve en uygununun bu olduğuna karar verdim.

17. Satın almış olduğunuz bu ürün ile ilgili belirtilen durumlara en çok uyan seçeneği işaretleyiniz.

SATIN ALDIĞIM BU TELEVİZYON / TELEVİZYONUN

- Son teknolojiye göre imal edilmiştir. Evet Hayır Bilmiyorum/Hatırlamıyorum
- Sürekli tercih ettiğim markadır. Evet Hayır Bilmiyorum/Hatırlamıyorum
- Satış noktası son derece prestijlidir. Evet Hayır Bilmiyorum/Hatırlamıyorum
- Reklamını diğer benzer ürünlere göre çok daha fazla beğeniyorum. Evet Hayır Bilmiyorum/Hatırlamıyorum
- Ürünü aldığım da promosyondaydı. Evet Hayır Bilmiyorum/Hatırlamıyorum
- Görünüşü şık ve göz alıcıdır. Evet Hayır Bilmiyorum/Hatırlamıyorum
- Ses ve görüntü kalitesi yüksektir. Evet Hayır Bilmiyorum/Hatırlamıyorum
- Tanıdıklarımca tavsiye edilmişti. Evet Hayır Bilmiyorum/Hatırlamıyorum
- Çift Scart girişi / Entegre DVD gibi ekstra özellikleri vardır. Evet Hayır Bilmiyorum/Hatırlamıyorum
- Fiyatı benzerlerine göre düşüktü. Evet Hayır Bilmiyorum/Hatırlamıyorum
- Basında hakkında olumlu haberler duymuştum Evet Hayır Bilmiyorum/Hatırlamıyorum
- Bu ürünle ilgili sorun olduğunda üretici problemi çözer. Evet Hayır Bilmiyorum/Hatırlamıyorum
- Geniş bir bayi ağı bulunmaktadır. Evet Hayır Bilmiyorum/Hatırlamıyorum
- Ürünü taksitle aldım. Evet Hayır Bilmiyorum/Hatırlamıyorum
- Üretici firma bu sektörde iyi tanınmaktadır. Evet Hayır Bilmiyorum/Hatırlamıyorum

18. ANKET SONA ERMİŞTİR. YARDIMLARINIZ VE İLGİNİZ İÇİN TEŞEKKÜR EDERİZ.



APPENDIX C: HYPOTHESES AND RESPECTIVE FINDINGS

H 1) Significance of factors within product types

For each product type, some factors are much more effective on choice decision than the others.

Hypothesis 1a: For yogurt, some factors are much more effective on choice decision than the other factors.

Null hypothesis cannot be rejected as $F = 115.079$ ($df = 4.0$, $p = 0.0$ for $\alpha = .05$).

Descriptive Statistics for Yogurt

	N	Minimum	Maximum	Mean	Std. Deviation
OBATYOG	106	3,40	7,00	5,8890	,6401
SUATYOG	106	1,00	6,80	4,4061	1,0056
PRIYOG	106	1,00	7,00	3,4198	1,6806
MCYOG	105	1,00	6,50	3,9056	1,0297
PLAYOG	104	1,00	7,00	4,4423	1,8477
Valid N (listwise)	103				

Hypothesis 1b: For pasta, some factors are much more effective on choice decision than the other factors.

Null hypothesis cannot be rejected as $F = 32.426$ ($df = 4.0$, $p = 0.0$ for $\alpha = .05$)

Descriptive Statistics for Pasta

	N	Minimum	Maximum	Mean	Std. Deviation
OBATPAS	80	2,80	7,00	5,0362	,9128
SUATPAS	80	1,80	6,20	4,0342	,9964
PRIPAS	80	1,00	7,00	3,8563	1,7140
MCPAS	80	1,50	6,00	3,5844	1,0570
PLAPAS	80	1,00	7,00	4,3750	1,8784
Valid N (listwise)	80				

Hypothesis 1c: For TV sets, some factors are much more effective on choice decision than the other factors.

Null hypothesis cannot be rejected as $F = 63.148$ ($df = 4.0$, $p = 0.0$ for $\alpha = .05$)

Descriptive Statistics for TV Sets

	N	Minimum	Maximum	Mean	Std. Deviation
OBATTV	100	1,80	7,00	5,7405	,8913
SUATTV	100	1,00	7,00	4,8867	1,2582
PRITV	100	1,00	7,00	4,7983	1,4267
MCTV	100	1,00	7,00	4,2567	1,2436
PLATV	99	1,00	7,00	4,7424	1,4185
Valid N (listwise)	99				

Hypothesis 1d: For mobile phones, some factors are much more effective on choice decision than the other factors.

Null hypothesis cannot be rejected as $F = 39.825$ ($df = 4.0$, $p = 0.0$ for $\alpha = .05$)

Descriptive Statistics for Mobile Phones

	N	Minimum	Maximum	Mean	Std. Deviation
OBATMOB	83	2,20	7,00	4,9203	1,1081
SUATMOB	82	1,20	7,00	4,5417	1,0824
PRIMOB	83	1,00	7,00	4,4659	1,5675
MCMOB	81	1,25	6,00	4,0113	1,0408
PLAMOB	81	1,00	7,00	2,9506	1,7600
Valid N (listwise)	81				

H 2) Significance of factors within product classes

For each product class, some factors are much more effective on choice decision than the other factors.

Hypothesis 2a: For convenience class, some factors are much more effective on choice decision than the other factors.

Null hypothesis cannot be rejected as $F = 124.735$ ($df = 4.0$, $p = 0.0$ for $\alpha = .05$)

Descriptive Statistics for Convenience Class

	N	Minimum	Maximum	Mean	Std. Deviation
OBATCON	186	2,80	7,00	5,5222	,8761
SUATCON	186	1,00	6,80	4,2461	1,0159
PRICON	186	1,00	7,00	3,6075	1,7043
MCCON	185	1,00	6,50	3,7667	1,0509
PLACON	184	1,00	7,00	4,4130	1,8563
Valid N (listwise)	183				

Hypothesis 2b: For shopping class, some factors are much more effective on choice decision than the other factors.

Null hypothesis cannot be rejected as $F = 110.942$ ($df = 4.0$, $p = 0.0$ for $\alpha = .05$)

Descriptive Statistics for Shopping Class

	N	Minimum	Maximum	Mean	Std. Deviation
OBATSHO	183	1,80	7,00	5,3685	1,0738
SUATSHO	181	1,00	7,00	4,7785	1,1680
PRISHO	183	1,00	7,00	4,6475	1,4973
MCSHO	181	1,00	7,00	4,1469	1,1606
PLASHO	177	1,00	7,00	3,4972	1,8893
Valid N (listwise)	177				

H 3) Effectiveness of product related factors within product types

For each product type, effectiveness of product related factors on choice (including both objective and subjective attributes), is significantly higher than the other factors.

Hypothesis 3a: For yogurt, effectiveness of product related factors on choice (including both objective and subjective attributes), is significantly higher than the other factors.

Null hypothesis cannot be rejected as:

$t = 10.803$ ($df = 105$, $p = .000$ for $\alpha = .05$) for paired samples test between PROYOG and PRIYOG (Satisfied).

$t = 18.673$ ($df = 104$, $p = .000$ for $\alpha = .05$) for paired samples test between PROYOG and MCYOG (Satisfied).

$t = 4.232$ ($df = 103$, $p = .000$ for $\alpha = .05$) for paired samples test between PROYOG and PLAYOG (Satisfied).

Descriptive Statistics

	<i>Mean</i>	<i>Std. Deviation</i>	<i>N</i>
PROYOG	5,1734	,6648	103
PRIYOG	3,4660	1,6822	103
MCYOG	3,9523	,9801	103
PLAYOG	4,4757	1,8249	103

Hypothesis 3b: For pasta, effectiveness of product related factors on choice (including both objective and subjective attributes), is significantly higher than the other factors.

Null hypothesis is rejected as:

$t = 3.404$ ($df = 79$, $p = .001$ for $\alpha = .05$) for paired samples test between PROPAS and PRIPAS. (Satisfied)

$t = 11.308$ ($df = 79$, $p = .000$ for $\alpha = .05$) for paired samples test between PROPAS and MCPAS. (Satisfied)

$t = .828$ ($df = 79$, $p = .410$ for $\alpha = .05$) for paired samples test between PROPAS and PLAPAS. (NOT Satisfied)

Descriptive Statistics

	Mean	Std. Deviation	N
PROPAS	4,5403	,7654	80
PRIPAS	3,8563	1,7140	80
MCPAS	3,5844	1,0570	80
PLAPAS	4,3750	1,8784	80

Hypothesis 3c: For TV sets, effectiveness of product related factors on choice (including both objective and subjective attributes), is significantly higher than the other factors.

Null hypothesis cannot be rejected as:

$t = 4.010$ ($df = 99$, $p = .000$ for $\alpha = .05$) for paired samples test between PROTV and PRITV. (Satisfied)

$t = 15.161$ ($df = 99$, $p = .000$ for $\alpha = .05$) for paired samples test between PROTV and MCTV. (Satisfied)

$t = 4.321$ ($df = 98$, $p = .000$ for $\alpha = .05$) for paired samples test between PROTV and PLATV. (Satisfied)

Descriptive Statistics

	Mean	Std. Deviation	N
PROTV	5,3864	,8839	99
PRITV	4,7963	1,4338	99
MCTV	4,2896	1,2054	99
PLATV	4,7424	1,4185	99

Hypothesis 3d: For mobile phones, effectiveness of product related factors on choice (including both objective and subjective attributes), is significantly higher than the other factors.

Null hypothesis is rejected as:

$t = 1.408$ ($df = 82$, $p = .163$ for $\alpha = .05$) for paired samples test between PROMOB and PRIMOB. (NOT Satisfied)

$t = 7.954$ ($df = 80$, $p = .000$ for $\alpha = .05$) for paired samples test between PROMOB and MCMOB. (Satisfied)

$t = 10.039$ ($df = 80$, $p = .000$ for $\alpha = .05$) for paired samples test between PROMOB and PLAMOB. (Satisfied)

Descriptive Statistics

	Mean	Std. Deviation	N
PROMOB	4,7048	,8682	81
PRIMOB	4,4156	1,5512	81
MCMOB	4,0113	1,0408	81
PLAMOB	2,9506	1,7600	81

H 4) Effectiveness of product related factors within product classes

For each product class, effectiveness of product related factors on choice (including both objective and subjective attributes), is significantly higher than the others.

Hypothesis 4a: For convenience class, effectiveness of product related factors on choice (including both objective and subjective attributes), is significantly higher than the others.

Null hypothesis cannot be rejected as:

$t = 9.789$ ($df = 185$, $p = .000$ for $\alpha = .05$) for paired samples test between PROCON and PRICON. (Satisfied)

$t = 20.893$ ($df = 184$, $p = .000$ for $\alpha = .05$) for paired samples test between PROCON and MCCON. (Satisfied)

$t = 3.678$ ($df = 183$, $p = .000$ for $\alpha = .05$) for paired samples test between PROCON and PLACON. (Satisfied)

Descriptive Statistics

	Mean	Std. Deviation	N
PROCON	4,8966	,7753	183
PRICON	3,6366	1,7026	183
MCCON	3,7914	1,0280	183
PLACON	4,4317	1,8441	183

Hypothesis 4b: For shopping class, effectiveness of product related factors on choice (including both objective and subjective attributes), is significantly higher than the others.

Null hypothesis cannot be rejected as:

$t = 3.986$ ($df = 182$, $p = .000$ for $\alpha = .05$) for paired samples test between PROSHO and PRISHO. (Satisfied)

$t = 16.308$ ($df = 180$, $p = .000$ for $\alpha = .05$) for paired samples test between PROSHO and MCSHO. (Satisfied)

$t = 12.345$ ($df = 176$, $p = .000$ for $\alpha = .05$) for paired samples test between PROSHO and PLASHO. (Satisfied)

Descriptive Statistics

	Mean	Std. Deviation	N
PROSHO	5,1068	,9316	177
PRISHO	4,6186	1,5059	177
MCSHO	4,1577	1,1404	177
PLASHO	3,4972	1,8893	177

H 5) Effectiveness of objective product attributes within product types

For each product type, effectiveness of objective product attributes on choice is significantly higher than the others.

Hypothesis 5a: For yogurt, effectiveness of objective product attributes on choice is significantly higher than the others.

Null hypothesis cannot be rejected as:

$t = 15.326$ ($df = 105$, $p = .000$ for $\alpha = .05$) for paired samples test between OBATYOG and SUATYOG. (Satisfied)

$t = 14.272$ ($df = 105$, $p = .000$ for $\alpha = .05$) for paired samples test between OBATYOG and PRIYOG. (Satisfied)

$t = 19.967$ ($df = 104$, $p = .000$ for $\alpha = .05$) for paired samples test between OBATYOG and MCYOG. (Satisfied)

$t = 8.342$ ($df = 103$, $p = .000$ for $\alpha = .05$) for paired samples test between OBATYOG and PLAYOG. (Satisfied)

Descriptive Statistics

	Mean	Std. Deviation	N
OBATYOG	5.8896	.6468	103
SUATYOG	4.4568	.9506	103
PRIYOG	3.4660	1.6822	103
MCYOG	3.9523	.9801	103
PLAYOG	4.4757	1.8249	103

Hypothesis 5b: For pasta, effectiveness of objective product attributes on choice is significantly higher than the others.

Null hypothesis cannot be rejected as:

$t = 7.904$ ($df = 79$, $p = .000$ for $\alpha = .05$) for paired samples test between OBATPAS and SUATPAS. (Satisfied)

$t = 5.657$ ($df = 79$, $p = .000$ for $\alpha = .05$) for paired samples test between OBATPAS and PRIPAS. (Satisfied)

$t = 10.888$ ($df = 79$, $p = .000$ for $\alpha = .05$) for paired samples test between OBATPAS and MCPAS. (Satisfied)

$t = 3.316$ ($df = 79$, $p = .001$ for $\alpha = .05$) for paired samples test between OBATPAS and PLAPAS. (Satisfied)

Descriptive Statistics

	Mean	Std. Deviation	N
OBATPAS	5.0362	.9128	80
SUATPAS	4.0342	.9964	80
PRIPAS	3.8563	1.7140	80
MCPAS	3.5844	1.0570	80
PLAPAS	4.3750	1.8784	80

Hypothesis 5c: For TV sets, effectiveness of objective product attributes on choice is significantly higher than the others.

Null hypothesis cannot be rejected as:

$t = 7.620$ ($df = 99$, $p = .000$ for $\alpha = .05$) for paired samples test between OBATTV and SUATTV. (Satisfied)

$t = 6.317$ ($df = 99$, $p = .000$ for $\alpha = .05$) for paired samples test between OBATTV and PRITV. (Satisfied)

$t = 13.290$ ($df = 99$, $p = .000$ for $\alpha = .05$) for paired samples test between OBATTV and MCTV. (Satisfied)

$t = 6.543$ ($df = 98$, $p = .000$ for $\alpha = .05$) for paired samples test between OBATTV and PLATV. (Satisfied)

Descriptive Statistics

	Mean	Std. Deviation	N
OBATTV	5.7530	.8869	99
SUATTV	4.9259	1.2015	99
PRITV	4.7963	1.4338	99
MCTV	4.2896	1.2054	99
PLATV	4.7424	1.4185	99

Hypothesis 5d: For mobile phones, effectiveness of objective product attributes on choice is significantly higher than the others.

Null hypothesis cannot be rejected as:

$t = 2.629$ ($df = 81$, $p = .010$ for $\alpha = .05$) for paired samples test between OBATMOB and SUATMOB. (Satisfied)

$t = 2.110$ ($df = 82$, $p = .032$ for $\alpha = .05$) for paired samples test between OBATMOB and PRIMOB. (Satisfied)

$t = 6.258$ ($df = 80$, $p = .000$ for $\alpha = .05$) for paired samples test between OBATMOB and MCMOB. (Satisfied)

$t = 10.519$ ($df = 80$, $p = .000$ for $\alpha = .05$) for paired samples test between OBATMOB and PLAMOB. (Satisfied)

Descriptive Statistics

	Mean	Std. Deviation	N
OBATMOB	4.8969	1.1091	81
SUATMOB	4.5113	1.0534	81
PRIMOB	4.4156	1.5512	81
MCMOB	4.0113	1.0408	81
PLAMOB	2.9506	1.7600	81

H 6) Effectiveness of objective product attributes within product classes

For each product class, effectiveness of objective product attributes on choice is significantly higher than the others.

Hypothesis 6a: For convenience class, effectiveness of objective product attributes on choice is significantly higher than the others.

Null hypothesis cannot be rejected as:

$t = 16.094$ ($df = 185$, $p = .000$ for $\alpha = .05$) for paired samples test between OBATCON and SUATCON. (Satisfied)

$t = 13.581$ ($df = 185$, $p = .000$ for $\alpha = .05$) for paired samples test between OBATCON and PRICON. (Satisfied)

$t = 21.198$ ($df = 184$, $p = .000$ for $\alpha = .05$) for paired samples test between OBATCON and MCCON. (Satisfied)

$t = 8.271$ ($df = 183$, $p = .000$ for $\alpha = .05$) for paired samples test between OBATCON and PLACON. (Satisfied)

Descriptive Statistics

	Mean	Std. Deviation	N
OBATCON	5.5166	.8811	183
SUATCON	4.2720	.9908	183
PRICON	3.6366	1.7026	183
MCCON	3.7914	1.0280	183
PLACON	4.4317	1.8441	183

Hypothesis 6b: For shopping class, effectiveness of objective product attributes on choice is significantly higher than the others.

Null hypothesis cannot be rejected as:

$t = 6.467$ ($df = 180$, $p = .000$ for $\alpha = .05$) for paired samples test between OBATSHO and SUATSHO. (Satisfied)

$t = 5.627$ ($df = 182$, $p = .000$ for $\alpha = .05$) for paired samples test between OBATSHO and PRISHO. (Satisfied)

$t = 13.378$ ($df = 180$, $p = .000$ for $\alpha = .05$) for paired samples test between OBATSHO and MCSHO. (Satisfied)

$t = 13.665$ ($df = 176$, $p = .000$ for $\alpha = .05$) for paired samples test between OBATSHO and PLASHO. (Satisfied)

Descriptive Statistics

	Mean	Std. Deviation	N
OBATSHO	5.3599	1.0840	177
SUATSHO	4.7872	1.1357	177
PRISHO	4.6186	1.5059	177
MCSHO	4.1577	1.1404	177
PLASHO	3.4972	1.8893	177

H 7) Effectiveness of subjective product attributes within product types

For each product type, effectiveness of subjective product attributes on choice is significantly higher than price, place and marketing communications related factors.

Hypothesis 7a: For yogurt, effectiveness of subjective product attributes on choice is significantly higher than price, place and marketing communications related factors.

Null hypothesis is rejected as:

$t = 6.083$ ($df = 105$, $p = .000$ for $\alpha = .05$) for paired samples test between SUATYOG and PRIYOG. (Satisfied)

$t = 9.954$ ($df = 104$, $p = .000$ for $\alpha = .05$) for paired samples test between SUATYOG and MCYOG. (Satisfied)

$t = 0.003$ ($df = 103$, $p = .998$ for $\alpha = .05$) for paired samples test between SUATYOG and PLAYOG. (Not Satisfied)

Hypothesis 7b: For pasta, effectiveness of subjective product attributes on choice is significantly higher than price, place and marketing communications related factors.

Null hypothesis is rejected as:

$t = 0.838$ ($df = 79$, $p = .405$ for $\alpha = .05$) for paired samples test between SUATPAS and PRIPAS. (Not Satisfied)

$t = 6.790$ ($df = 79$, $p = .000$ for $\alpha = .05$) for paired samples test between SUATPAS and MCPAS. (Satisfied)

$t = -1.565$ ($df = 103$, $p = .122$ for $\alpha = .05$) for paired samples test between SUATPAS and PLAPAS. (Not Satisfied)

Hypothesis 7c: For TV sets, effectiveness of subjective product attributes on choice is significantly higher than price, place and marketing communications related factors.

Null hypothesis is rejected as:

$t = 0.551$ ($df = 99$, $p = .583$ for $\alpha = .05$) for paired samples test between SUATTV and PRITV. (Not Satisfied)

$t = 11.423$ ($df = 99$, $p = .000$ for $\alpha = .05$) for paired samples test between SUATTV and MCTV. (Satisfied)

$t = 1.118$ ($df = 98$, $p = .266$ for $\alpha = .05$) for paired samples test between SUATTV and PLATV. (Not Satisfied)

***Hypothesis 7d:** For mobile phones, effectiveness of subjective product attributes on choice is significantly higher than price, place and marketing communications related factors.*

Null hypothesis is rejected as:

$t = 0.490$ ($df = 81$, $p = .625$ for $\alpha = .05$) for paired samples test between SUATMOB and PRIMOB. (Not Satisfied)

$t = 6.886$ ($df = 80$, $p = .000$ for $\alpha = .05$) for paired samples test between SUATMOB and MCMOB. (Satisfied)

$t = 8.127$ ($df = 80$, $p = .000$ for $\alpha = .05$) for paired samples test between SUATMOB and PLAMOB. (Satisfied)

H 8) Effectiveness of subjective product attributes within product classes

For each product class, effectiveness of subjective product attributes on choice is significantly higher than price, place and marketing communications related factors.

***Hypothesis 8a:** For convenience class, effectiveness of subjective product attributes on choice is significantly higher than price, place and marketing communications related factors.*

Null hypothesis is rejected as:

$t = 4.807$ ($df = 185$, $p = .000$ for $\alpha = .05$) for paired samples test between SUATCON and PRICON. (Satisfied)

$t = 11.878$ ($df = 184$, $p = .000$ for $\alpha = .05$) for paired samples test between SUATCON and MCCON. (Satisfied)

$t = -1.056$ ($df = 183$, $p = .292$ for $\alpha = .05$) for paired samples test between SUATCON and PLACON. (Not Satisfied)

***Hypothesis 8b:** For shopping class, effectiveness of subjective product attributes on choice is significantly higher than price, place and marketing communications related factors.*

Null hypothesis is rejected as:

$t = 1.208$ ($df = 180$, $p = .229$ for $\alpha = .05$) for paired samples test between SUATSHO and PRISHO. (Not Satisfied)

$t = 14.642$ ($df = 180$, $p = .000$ for $\alpha = .05$) for paired samples test between SUATSHO and MCSHO. (Satisfied)

$t = 9.239$ ($df = 176$, $p = .00$ for $\alpha = .05$) for paired samples test between SUATSHO and PLASHO. (Satisfied)

H 9) Effectiveness of product related attributes between product classes

Effectiveness of product related attributes on choice (including both objective and subjective attributes), is the same for both convenience class and shopping class.

Null hypothesis cannot be rejected as:

$t = -3.172$ ($df = 182$, $p = .002$ for $\alpha = .05$) for paired samples test between PROCON and PROSHO.

Paired Samples Statistics

	Mean	N	Std. Deviation
PROCON	4,9042	183	,7618
PROSHO	5,1177	183	,9312

H 10) Effectiveness of objective product attributes between product classes

Effectiveness of objective product attributes on choice is the same for both convenience class and shopping class.

Alternative hypothesis is rejected as:

$t = 1.829$ ($df = 182$, $p = .069$ for $\alpha = .05$) for paired samples test between OBATCON and OBATSHO. Therefore, effectiveness of objective product attributes on choice is the same for both convenience class and shopping class.

Paired Samples Statistics

	Mean	N	Std. Deviation
OBATCON	5.5275	183	.8639
OBATSHO	5.3685	183	1.0738

H 11) Effectiveness of subjective product attributes between product classes

For shopping class, effectiveness of subjective product attributes on choice is higher than those of the convenience class.

Null hypothesis cannot be rejected as:

$t = -6.603$ ($df = 180$, $p = .000$ for $\alpha = .05$) for paired samples test between SUATCON and SUATSHO.

Paired Samples Statistics

	Mean	N	Std. Deviation
SUATCON	4.2695	181	.9926
SUATSHO	4.7785	181	1.1680

H 12) Effectiveness of price related attributes between product classes

For convenience class, effectiveness of price related attributes on choice is higher than those of the shopping class.

Null hypothesis is rejected as:

$t = -8.205$ ($df = 182$, $p = .000$ for $\alpha = .05$) for paired samples test between PRICON and PRISHO. The effectiveness of price related attributes on choice is significantly higher in favor of shopping class.

Paired Samples Statistics

	Mean	N	Std. Deviation
PRICON	3.6421	183	1.6957
PRISHO	4.6475	183	1.4973

H 13) Effectiveness of marketing communications related factors between product classes

For shopping class, effectiveness of marketing communications related factors on choice is higher than those of the convenience class.

Null hypothesis cannot be rejected as:

$t = -4.462$ ($df = 179$, $p = .000$ for $\alpha = .05$) for paired samples test between MCCON and MCSHO. The effectiveness of marketing communications related factors on choice is significantly higher in favor of shopping class.

Paired Samples Statistics

	Mean	N	Std. Deviation
MCCON	3.7880	180	1.0433
MCSHO	4.1644	180	1.1397

H 14) Effectiveness of place related factors between product classes

For shopping class, effectiveness of place related factors on choice is higher than those of the convenience class.

Null hypothesis is rejected as:

$t = 5.111$ ($df = 175$, $p = .000$ for $\alpha = .05$) for paired samples test between PLACON and PLASHO. The effectiveness of place related attributes on choice is significantly higher in favor of convenience class.

Paired Samples Statistics

	Mean	N	Std. Deviation
PLACON	4.4318	176	1.8286
PLASHO	3.5114	176	1.8852

H 15) Effectiveness of price related factors for different income levels

Effectiveness of price related factors on choice is higher for those consumers who have lower level of incomes.

Hypothesis 15a: For convenience class, effectiveness of price related factors on choice is higher for those consumers who have lower level of incomes.

Null hypothesis is rejected as:

$t = -0.317$ ($df = 181$, $p = .751$ for $\alpha = .05$) for independent samples test between lower income groups and higher income groups. For convenience class, effectiveness of price related factors on choice does not significantly differ within income groups.

Group Statistics

	INCOME*	N	Mean	Std. Deviation
PRICON	Lower	110	3,5682	1,6006
	Upper	73	3,6507	1,8906

Hypothesis 15b: For shopping class, effectiveness of price related factors on choice is higher for those consumers who have lower level of incomes.

Null hypothesis is rejected as:

$t = 1.961$ ($df = 178$, $p = .051$ for $\alpha = .05$) for independent samples test between lower income groups and higher income groups. For shopping class, effectiveness of price related factors on choice only slightly differs within income groups.

Group Statistics

	INCOME*	N	Mean	Std. Deviation
PRISHO	Lower	108	4,8040	1,4175
	Upper	72	4,3611	1,5794

H 16) Effectiveness of subjective product attributes for different income levels

Effectiveness of subjective product attributes on choice is higher for those consumers who have higher level of incomes.

Hypothesis 16a: For convenience class, effectiveness of subjective product attributes on choice is higher for those consumers who have higher level of incomes.

Null hypothesis is rejected as:

$t = 0.401$ ($df = 181$, $p = .689$ for $\alpha = .05$) for independent samples test between lower income groups and higher income groups. For convenience class,

effectiveness of subjective product attributes on choice does not significantly differ within income groups.

Group Statistics

	INCOME*	N	Mean	Std. Deviation
SUATCON	Lower	110	4,2730	1,0000
	Upper	73	4,2110	1,0608

Hypothesis 16b: For shopping class, effectiveness of subjective product attributes on choice is higher for those consumers who have higher level of incomes.

Null hypothesis is rejected as:

$t = -0.872$ ($df = 176$, $p = .384$ for $\alpha = .05$) for independent samples test between lower income groups and higher income groups. For shopping class, effectiveness of subjective product attributes on choice does not significantly differ within income groups.

Group Statistics

	INCOME*	N	Mean	Std. Deviation
SUATSHO	Lower	106	4,7060	1,2581
	Upper	72	4,8623	1,0353

H 17) Effectiveness of subjective product attributes for different education levels

Effectiveness of subjective product attributes on choice is higher for those consumers who have higher education levels.

Hypothesis 17a: For convenience class, effectiveness of subjective product attributes on choice is higher for those consumers who have higher education levels.

Null hypothesis is rejected as:

$t = 1.049$ ($df = 184$, $p = .295$ for $\alpha = .05$) for independent samples test between lower education groups and higher education groups. For convenience class, effectiveness of subjective product attributes on choice does not significantly differ within education groups.

Group Statistics

	EDUCATION*	N	Mean	Std. Deviation
SUATCON	Lower	40	4,3954	1,0398
	Upper	146	4,2053	1,0090

Hypothesis 17b: For shopping class, effectiveness of subjective product attributes on choice is higher for those consumers who have higher education levels.

Null hypothesis is rejected as:

$t = -0.069$ ($df = 179$, $p = .945$ for $\alpha = .05$) for independent samples test between lower education groups and higher education groups. For shopping class, effectiveness of subjective product attributes on choice does not significantly differ within education groups.

Group Statistics

	EDUCATION*	N	Mean	Std. Deviation
SUATSHO	Lower	39	4,7671	1,0416
	Upper	142	4,7817	1,2038

H 18) Brand Recall

For shopping class, consumers have a higher brand recall than they have for convenience goods.

Null hypothesis is rejected as:

$t = -1.350$ ($df = 64$, $p = .182$ for $\alpha = .05$) for paired samples test between brand recall rates of convenience class and shopping class, where 1 indicated brand recall and 0 indicated no brand recall.

Paired Samples Statistics

	Mean	N	Std. Deviation
RECCON	,9385	65	,2422
RECSHO	,9846	65	,1240

H 19) Consistency of actual characteristics of the product with the intended behavior

For each product class, actual characteristics of the product bought are consistent with the intended behavior.

Hypothesis 19a: For convenience class, actual characteristics of the product bought are consistent with the intended behavior.

Null hypothesis is rejected, as some factors shown in the correlation table are not correlated with the actual situation. The correlation results show that hypothetical effectiveness of 10 out of a 14 attributes is somewhat correlated with actual situations and/or features of the product. In addition, for the majority of the factors, the correlations are not as high as expected.

The correlation table is depicted below. Those factors, which are not correlated with the actual situation, are shown in bold.

Hypothesis 19b: For shopping class, actual characteristics of the product bought are consistent with the intended behavior.

Null hypothesis is rejected, as some factors shown in the correlation table are not correlated with the actual situation. The correlation results show that hypothetical effectiveness of 12 out of a 15 attributes is somewhat correlated with actual situations and/or features of the product.

The correlation table is depicted below. Those factors, which are not correlated with the actual situation, are shown in bold.

Correlations Between Hypothetically Stated Factors and Actual Occurrences for Convenience Goods

Hypothetically Stated Factors Influencing Choice of Convenience Goods	Correlation Between Actual Occurrences
Producer having a good reputation in the sector	$r = .188$ $p = .03$
Product being produced under hygiene conditions	$r = .158$ $p = .062$
Being exposed to a favorable advertisement recently	$r = .138$ $p = .107$
Feeling the brand close to oneself	$r = .522$ $p = .000$
Product's flavor	$r = .108$ $p = .202$
Product having a well-known brand name	$r = .315$ $p = .000$
Product having ease of use (Only for pasta)	$r = .23$ $p = .007$
Product having long-life (Only for yogurt)	
Being exposed to favorable news about the product in the media	$r = .32$ $p = .000$
Product having a lower price compared to competitors	$r = .406$ $p = .000$
Product being available at any place	$r = .14$ $p = .101$
Product having variety (Only for pasta)	$r = .243$ $p = .004$
Product being fresh (Only for yogurt)	
Product being recommended by friends	$r = .199$ $p = .018$
Product having different package sizes	$r = .202$ $p = .018$
Product offering sales promotions	$r = .379$ $p = .000$

Correlations Between Hypothetically Stated Factors and Actual Occurrences for Shopping Goods

Hypothetically Stated Factors Influencing Choice of Shopping Goods	Correlation Between Actual Occurrences
Product having a lower price compared to competitors	r = .331 p = .002
Producer offering a trustable warranty	r = .272 p = .010
Product being recommended by friends	r = .371 p = .000
Product possessing a technological advancement	r = .372 p = .000
Product having a frequently preferred brand	r = .459 p = .000
Product having a favorable appearance and design	r = .434 p = .000
Product being sold by installment	r = .506 p = .000
Product possessing extra features	r = .693 p = .000
Product being sold in prestigious stores	r = .428 p = .000
Product having superior audio / visual quality (Only for TV sets)	r = .135 p = .206
Product being durable (Only for mobile phones)	
Producer having a good reputation in the sector	r = .146 p = .176
Being exposed to favorable news about the product in the media	r = .209 p = .054
Being exposed to a favorable advertisement recently	r = .130 p = .228
Product offering sales promotions	r = .414 p = .000
Producer having a wide store chain (Only for TV sets)	r = .556 p = .000
Having a friend that uses the product where the product is first seen and liked (Only for Mobile Phones)	

APPENDIX D: FREQUENCY ANALYSES OF CORE STUDY QUESTIONS

FOR YOGURT AND PASTA, IMPORTANCE OF THE FACTORS REGARDING THE OTHER FACTORS.

Q8A – Producer having a good reputation in sector

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	4	2,2	2,2	2,2
	2,00	8	4,3	4,5	6,7
	3,00	24	12,9	13,5	20,2
	4,00	32	17,2	18,0	38,2
	5,00	28	15,1	15,7	53,9
	6,00	40	21,5	22,5	76,4
	7,00	42	22,6	23,6	100,0
	Total	178	95,7	100,0	
Missing	9,00	8	4,3		
Total		186	100,0		

Q8B- Being produced under hygiene conditions

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	1	,5	,5	,5
	3,00	5	2,7	2,7	3,2
	4,00	6	3,2	3,2	6,5
	5,00	10	5,4	5,4	11,8
	6,00	34	18,3	18,3	30,1
	7,00	130	69,9	69,9	100,0
	Total	186	100,0	100,0	

Q8C- Being exposed to a favorable advertisement recently

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	83	44,6	45,6	45,6
	2,00	40	21,5	22,0	67,6
	3,00	29	15,6	15,9	83,5
	4,00	14	7,5	7,7	91,2
	5,00	13	7,0	7,1	98,4
	6,00	3	1,6	1,6	100,0
	Total	182	97,8	100,0	
Missing	9,00	4	2,2		
Total		186	100,0		

Q8D- Feeling the brand close to oneself

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	48	25,8	26,5	26,5
	2,00	23	12,4	12,7	39,2
	3,00	24	12,9	13,3	52,5
	4,00	28	15,1	15,5	68,0
	5,00	32	17,2	17,7	85,6
	6,00	12	6,5	6,6	92,3
	7,00	14	7,5	7,7	100,0
	Total	181	97,3	100,0	
Missing	9,00	5	2,7		
Total		186	100,0		

Q8E- Product's flavor

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	1	,5	,5	,5
	3,00	4	2,2	2,2	2,7
	4,00	9	4,8	4,9	7,6
	5,00	10	5,4	5,4	13,0
	6,00	44	23,7	23,8	36,8
	7,00	117	62,9	63,2	100,0
	Total	185	99,5	100,0	
Missing	9,00	1	,5		
Total		186	100,0		

Q8F- Product having a well-known brand name

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	2	1,1	1,1	1,1
	2,00	7	3,8	3,8	4,9
	3,00	15	8,1	8,2	13,2
	4,00	18	9,7	9,9	23,1
	5,00	44	23,7	24,2	47,3
	6,00	43	23,1	23,6	70,9
	7,00	53	28,5	29,1	100,0
	Total	182	97,8	100,0	
Missing	9,00	4	2,2		
Total		186	100,0		

Q8G- Product having long-life

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	4	2,2	2,2	2,2
	2,00	2	1,1	1,1	3,3
	3,00	18	9,7	9,8	13,1
	4,00	19	10,2	10,4	23,5
	5,00	35	18,8	19,1	42,6
	6,00	45	24,2	24,6	67,2
	7,00	60	32,3	32,8	100,0
	Total	183	98,4	100,0	
Missing	9,00	3	1,6		
Total		186	100,0		

Q8H- Hearing favorable news about the product

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	22	11,8	12,2	12,2
	2,00	23	12,4	12,8	25,0
	3,00	29	15,6	16,1	41,1
	4,00	28	15,1	15,6	56,7
	5,00	41	22,0	22,8	79,4
	6,00	24	12,9	13,3	92,8
	7,00	13	7,0	7,2	100,0
	Total	180	96,8	100,0	
Missing	9,00	6	3,2		
Total		186	100,0		

Q8I – Product having a lower price

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	41	22,0	22,2	22,2
	2,00	33	17,7	17,8	40,0
	3,00	26	14,0	14,1	54,1
	4,00	25	13,4	13,5	67,6
	5,00	29	15,6	15,7	83,2
	6,00	18	9,7	9,7	93,0
	7,00	13	7,0	7,0	100,0
	Total	185	99,5	100,0	
Missing	9,00	1	,5		
Total		186	100,0		

Q8J- Product being available at any place

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	21	11,3	11,4	11,4
	2,00	11	5,9	6,0	17,4
	3,00	25	13,4	13,6	31,0
	4,00	28	15,1	15,2	46,2
	5,00	34	18,3	18,5	64,7
	6,00	43	23,1	23,4	88,0
	7,00	22	11,8	12,0	100,0
	Total	184	98,9	100,0	
Missing	9,00	2	1,1		
Total		186	100,0		

Q8K- Product being fresh

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	8	4,3	4,3	4,3
	2,00	7	3,8	3,8	8,1
	3,00	16	8,6	8,6	16,7
	4,00	8	4,3	4,3	21,0
	5,00	24	12,9	12,9	33,9
	6,00	30	16,1	16,1	50,0
	7,00	93	50,0	50,0	100,0
	Total	186	100,0	100,0	

Q8L-Product being recommended by friends

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	38	20,4	20,7	20,7
	2,00	22	11,8	12,0	32,6
	3,00	27	14,5	14,7	47,3
	4,00	22	11,8	12,0	59,2
	5,00	42	22,6	22,8	82,1
	6,00	26	14,0	14,1	96,2
	7,00	7	3,8	3,8	100,0
	Total	184	98,9	100,0	
Missing	9,00	2	1,1		
Total		186	100,0		

Q8M- Product having different package sizes

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	43	23,1	23,6	23,6
	2,00	30	16,1	16,5	40,1
	3,00	18	9,7	9,9	50,0
	4,00	18	9,7	9,9	59,9
	5,00	32	17,2	17,6	77,5
	6,00	32	17,2	17,6	95,1
	7,00	9	4,8	4,9	100,0
	Total	182	97,8	100,0	
Missing	9,00	4	2,2		
Total		186	100,0		

Q8N- Product offering sales promotions

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	,00	1	,5	,5	,5
	1,00	38	20,4	20,5	21,1
	2,00	17	9,1	9,2	30,3
	3,00	28	15,1	15,1	45,4
	4,00	21	11,3	11,4	56,8
	5,00	32	17,2	17,3	74,1
	6,00	28	15,1	15,1	89,2
	7,00	20	10,8	10,8	100,0
	Total	185	99,5	100,0	
Missing	9,00	1	,5		
Total		186	100,0		

FOR MOBILE PHONES AND TV SETS, IMPORTANCE OF THE FACTORS REGARDING THE OTHER FACTORS.

Q13A- Product having a lower price

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	17	9,1	9,7	9,7
	2,00	10	5,4	5,7	15,3
	3,00	17	9,1	9,7	25,0
	4,00	29	15,6	16,5	41,5
	5,00	49	26,3	27,8	69,3
	6,00	25	13,4	14,2	83,5
	7,00	29	15,6	16,5	100,0
	Total	176	94,6	100,0	
Missing	9,00	10	5,4		
Total		186	100,0		

Q13B- Producer offering a trustable warranty

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	2	1,1	1,1	1,1
	3,00	7	3,8	3,8	4,9
	4,00	11	5,9	6,0	11,0
	5,00	18	9,7	9,9	20,9
	6,00	45	24,2	24,7	45,6
	7,00	99	53,2	54,4	100,0
	Total	182	97,8	100,0	
Missing	9,00	4	2,2		
Total		186	100,0		

Q13C- Product being recommended by friends

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	22	11,8	12,4	12,4
	2,00	17	9,1	9,6	22,0
	3,00	24	12,9	13,6	35,6
	4,00	30	16,1	16,9	52,5
	5,00	37	19,9	20,9	73,4
	6,00	29	15,6	16,4	89,8
	7,00	18	9,7	10,2	100,0
Total	177	95,2	100,0		
Missing	9,00	9	4,8		
Total		186	100,0		

Q13D- Product possessing a technological advancement

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	16	8,6	8,9	8,9
	2,00	9	4,8	5,0	13,9
	3,00	16	8,6	8,9	22,8
	4,00	21	11,3	11,7	34,4
	5,00	31	16,7	17,2	51,7
	6,00	34	18,3	18,9	70,6
	7,00	53	28,5	29,4	100,0
Total	180	96,8	100,0		
Missing	9,00	6	3,2		
Total		186	100,0		

Q13E- Being a frequently preferred brand

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	14	7,5	7,8	7,8
	2,00	10	5,4	5,6	13,4
	3,00	15	8,1	8,4	21,8
	4,00	24	12,9	13,4	35,2
	5,00	26	14,0	14,5	49,7
	6,00	42	22,6	23,5	73,2
	7,00	48	25,8	26,8	100,0
	Total	179	96,2	100,0	
Missing	9,00	7	3,8		
Total		186	100,0		

Q13F- Product having a favorable design

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	13	7,0	7,3	7,3
	2,00	15	8,1	8,4	15,6
	3,00	20	10,8	11,2	26,8
	4,00	21	11,3	11,7	38,5
	5,00	38	20,4	21,2	59,8
	6,00	39	21,0	21,8	81,6
	7,00	33	17,7	18,4	100,0
	Total	179	96,2	100,0	
Missing	9,00	7	3,8		
Total		186	100,0		

Q13G- Product being sold via installment

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	14	7,5	7,8	7,8
	2,00	12	6,5	6,7	14,5
	3,00	19	10,2	10,6	25,1
	4,00	14	7,5	7,8	33,0
	5,00	22	11,8	12,3	45,3
	6,00	39	21,0	21,8	67,0
	7,00	59	31,7	33,0	100,0
	Total	179	96,2	100,0	
Missing	9,00	7	3,8		
Total		186	100,0		

Q13H-Product possessing extra features

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	23	12,4	12,7	12,7
	2,00	16	8,6	8,8	21,5
	3,00	13	7,0	7,2	28,7
	4,00	17	9,1	9,4	38,1
	5,00	18	9,7	9,9	48,1
	6,00	42	22,6	23,2	71,3
	7,00	52	28,0	28,7	100,0
	Total	181	97,3	100,0	
Missing	9,00	5	2,7		
Total		186	100,0		

Q13I- Product being sold in prestigious stores

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	36	19,4	20,3	20,3
	2,00	23	12,4	13,0	33,3
	3,00	37	19,9	20,9	54,2
	4,00	24	12,9	13,6	67,8
	5,00	26	14,0	14,7	82,5
	6,00	17	9,1	9,6	92,1
	7,00	14	7,5	7,9	100,0
	Total	177	95,2	100,0	
Missing	9,00	9	4,8		
Total		186	100,0		

Q13J- Product being durable

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	4	2,2	2,2	2,2
	2,00	1	,5	,5	2,7
	3,00	2	1,1	1,1	3,8
	4,00	6	3,2	3,3	7,1
	5,00	19	10,2	10,4	17,5
	6,00	54	29,0	29,5	47,0
	7,00	97	52,2	53,0	100,0
	Total	183	98,4	100,0	
Missing	9,00	3	1,6		
Total		186	100,0		

Q13K- Producer having a good reputation in the sector

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	1	,5	,6	,6
	2,00	3	1,6	1,7	2,3
	3,00	6	3,2	3,4	5,6
	4,00	14	7,5	7,9	13,6
	5,00	24	12,9	13,6	27,1
	6,00	57	30,6	32,2	59,3
	7,00	72	38,7	40,7	100,0
	Total	177	95,2	100,0	
Missing	9,00	9	4,8		
Total		186	100,0		

Q13L-Hearing favorable news about the product in the media

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	18	9,7	10,2	10,2
	2,00	20	10,8	11,3	21,5
	3,00	30	16,1	16,9	38,4
	4,00	22	11,8	12,4	50,8
	5,00	39	21,0	22,0	72,9
	6,00	34	18,3	19,2	92,1
	7,00	14	7,5	7,9	100,0
	Total	177	95,2	100,0	
Missing	9,00	9	4,8		
Total		186	100,0		

Q13M-Product having a very favorable advertisement

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	73	39,2	40,6	40,6
	2,00	36	19,4	20,0	60,6
	3,00	22	11,8	12,2	72,8
	4,00	19	10,2	10,6	83,3
	5,00	19	10,2	10,6	93,9
	6,00	8	4,3	4,4	98,3
	7,00	3	1,6	1,7	100,0
	Total	180	96,8	100,0	
Missing	9,00	6	3,2		
Total		186	100,0		

Q13N- Product offering sales promotions (Discounts/Premiums etc.)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	27	14,5	15,0	15,0
	2,00	18	9,7	10,0	25,0
	3,00	16	8,6	8,9	33,9
	4,00	20	10,8	11,1	45,0
	5,00	35	18,8	19,4	64,4
	6,00	38	20,4	21,1	85,6
	7,00	26	14,0	14,4	100,0
	Total	180	96,8	100,0	
Missing	9,00	6	3,2		
Total		186	100,0		

Q13O- Having a friend that uses the product where the product is first seen and liked

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	16	8,6	8,9	8,9
	2,00	13	7,0	7,2	16,1
	3,00	19	10,2	10,6	26,7
	4,00	21	11,3	11,7	38,3
	5,00	30	16,1	16,7	55,0
	6,00	34	18,3	18,9	73,9
	7,00	47	25,3	26,1	100,0
	Total	180	96,8	100,0	
Missing	9,00	6	3,2		
Total		186	100,0		