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BRAND LOYALTY TO GAS STATION BRANDS IN TURKEY  
AMONG GENERATION Y CONSUMERS

İlker ARKUN  
116686063

Doç. Dr. Serap ATAKAN

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Ilker ARKUN

116686063

Tez Danışmanı: Doç. Dr. Serap ATAKAN  
İstanbul Bilgi Üniversitesi

(İMZA)



Jüri Üyesi: Dr. Öğr. Üyesi Esra ARIKAN  
İstanbul Bilgi Üniversitesi

(İMZA)



Jüri Üyesi: Prof. Dr. Beril DURMUŞ  
Marmara Üniversitesi

(İMZA)



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3) Generation Y

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4) Frequency of Purchase

5) Akaryakıt İstasyonu

5) Gas Station

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## **ABSTRACT**

In this dissertation, the Millennials' brand loyalty towards gas stations in Turkey is examined. In a very competitive industry like oil and petroleum industry, where products and services are similar, increasing brand loyalty is very significant for companies. This study aims to investigate Oliver's (2010) four-phase loyalty model by examining relationship among phases, and to understand their influences on gas station preferences of car owners in Turkey who are members of generation Y, and to determine the interaction between loyalty and trust.

A survey is conducted within this study in order to gather data. Moreover, the data is analyzed quantitatively by descriptive statistics and correlations. Furthermore, an open-ended question added to the questionnaire in order to collect insights from the people who complete questionnaire regarding their loyalty towards fuel distribution brands in Turkey. According to TÜİK (Turkish Statistical Institute), in 2019 Turkey's population is more than 82 million. There are approximately 100 active fuel distribution brands and three of these brands have the 52% of the market share such as SHELL & TURCAS PETROL A.Ş. (14,21%), OPET PETROLÇÜLÜK A.Ş. (16,85%) and PETROL OFİSİ A.Ş. (21,93%), respectively according to Energy Market Regulatory Authority (EPDK, 2018). This research aims to compare these three brands. In order to measure participants' loyalty towards fuel distribution brands, the multi item scale was used which is generated by El-Manstrly and Harrison (2013). Data is gathered from the people who belong to generation Y who are citizens of Republic of Turkey and active car drivers.

The population of this study consists of individuals who are between 19 – 39 years old, have vehicles in various models and brands and prefer at least one of the gas stations that are named as Petrol Ofisi, OPET and Shell, frequently. 271 participants are addressed certain questions and statements with the purpose of collecting data to examine the hypotheses of the study. Convenience sampling is used as the sampling

method.

The model-oriented independent variables which are compatible with the purpose of this dissertation consist of demographic factors such as gender, age, education status and individuals preferences related to the vehicles and gas stations (vehicle specifications, gas station specifications, purchase preferences), such as most frequently preferred gas station, type of vehicle, type of oil, status of the preferred gas station in terms of having national or foreign capital, the gas station brand preferred by parents, the closest gas station brand to their home or workplace, frequency of purchasing gas.

In the process of resulting the study IBM SPSS 20 programme is used in order to analyze the data of consumers who belong to Generation Y. The distributions of Generation Y consumers due to their socio-demographic characteristics are indicated as the frequencies and the percentages. Since it is detected that the consumers in the scale and the subscales showed normal distribution, the differences between the groups are T-tests and one way variance analysis (ANOVA) that are the parametrical tests for independent samples. If the subscales and the scale scores of 3 or more than 3 groups show differantiation, Scheffe test is used among post-hoc tests due to homogeneous disribution of group variance. The factors that affect the consumers' gas station preference is examined by using Chi-Square analysis. The findings obtained as the results of the conducted study are taken into consideration with 95% reliability level.

As a result, it is found that Generation Y member consumers are generally unstable regarding their loyalty to gas station brands and are not fully determined to be cognitively loyal, affectively loya, conatively and action oriented loyalty. On the other hand, it is found that the participants have a high degree of trust towards the gas stations. In this dissertation, it is determined that the loyalty levels of Generation Y consumers to the gas stations have a significant effect on the trust levels of the gas stations and one and only loyalty level which has no contribution to this effect is

cognitive loyalty. In addition, there is significant positive correlation between Generation Y consumers' trust and loyalty levels within gas stations.

## ÖZET

Bu arařtırmada, Y kuřađının Trkiye’deki akaryakıt istasyonlarına olan marka sadakati incelenmiřtir. Akaryakıt sektr gibi, markaların sunduđu rn ve hizmetlerin oldukça benzer olduđu son derece rekabetçi bir sektrde, marka sadakatini arttırmak akaryakıt markaları iin son derece önemlidir. Bu arařtırmanın amacı, Y kuřađında yer alan otomobil sahiplerinin akaryakıt istasyonlarına olan sadakatlerinin Oliver (2010)'ın drt ařamalı sadakat modeli ile belirlemek, akaryakıt tketicilerinin akaryakıt istasyonu tercihlerine etki eden faktrleri tespit etmek ve akaryakıt istasyonlarına olan sadakat ile gven arasındaki etkileřimin derecesini saptamaktır.

Arařtırma dahilinde veri toplamak iin anket kullanılmıřtır. Ayrıca, ilgili veriler betimleyici istatistikler ve korelasyonlarla kantitatif olarak analiz edilmiřtir. Bunun yanında, anket katılımcılarından Trkiye’deki akaryakıt sektrnde olan sadakat igrleri hakkında bilgi alabilmek amacıyla bir aık ulu soruyu yanıtlamaları talep edilmiřtir. TK (Trkiye İstatistik Kurumu) verilerine gre, 2019 yılında Trkiye nfusu 82 milyondur. Bununla birlikte, EPDK (Enerji Piyasası Dzenleme Kurumu) verilerine gre Trkiye’de yaklařık 100 adet aktif akaryakıt dađıtım řirketi bulunmaktadır ve pazar payının %52’sine sırasıyla SHELL & TURCAS PETROL A.ř. (%14,21), OPET PETROLCLK A.ř. (%16,85) ve PETROL OFİSİ A.ř. (%21,93) sahiptir. Bu arařtırmada, katılımcılara bu  řirkete ait sorular, ncelikle hangi řirketin mřterileri oldukları sorusunu yanıtlamaları istenerek, yneltilmiřtir. Katılımcıların akaryakıt markalarına olan sadakatini lmlemek amacıyla El-Manstrly ve Harrison’un (2013) geliřtirdiđi oklu madde leđi kullanılmıřtır. Veriler, aktif ara kullanıcısı olan Y kuřađına mensup Trkiye Cumhuriyeti vatandařlarından toplanmıřtır.

Arařtırmanın evrenini eřitli model ve markada binek araca sahip olup, Petrol Ofisi, OPET veya Shell isimli akaryakıt istasyonlarından en az birini sıklıkla tercih eden, 19-39 yař arasındaki bireyler oluřturmaktadır. Arařtırmanın hipotezlerinin test edilmesi

için 271 bireye arařtırmada veri toplama amacıyla kullanılan soru ve ifadeler yneltirmiřtir. rnekleme yntemi olarak kolayda rnekleme yntemi kullanılmıřtır.

Arařtırmada amaca ve modele ynelik olarak yer alan bağımsız deęiřkenleri cinsiyet, yař, eęitim durumu gibi demografik zelliklerle en sık tercih edilen akaryakıt istasyonu, sahip olunan aracın tipi, kullanılan yakıtın tr, tercih edilen yakıt istasyonunun yerli/yabancı sermayeye ait olma durumu, ebeveynlerin tercih ettięi yakıt istasyonu markası, eve ya da iř yerine en yakın akaryakıt istasyonu markası gibi bireyin araç ve akaryakıt istasyonu ile ilgili zellikleri oluřturmaktadır.

Arařtırma sonucu Y kuřaęı akaryakıt tketicilerine ait verilerin analizinde IBM SPSS 20 programı kullanılmıřtır. Y kuřaęı akaryakıt tketicilerine sosyo-demografik zelliklerine gre daęılımları frekans ve yzde olarak belirtilmiřtir. Tketicilerin lçek ve alt boyutları puanlarının normal daęılım gsterdięi tespit edildięinden gruplar arası farklılıklar parametrik testler olan bağımsız rneklemler iin t-testi ve tek ynl varyans analizi (ANOVA) dir.  ve ten fazla olan grupların alt boyut ve lçek puanlarının farklılařma gsterdięi grupların tespiti iin post-hoc testlerinden grup varyansları homojen daęıldıęından Scheffe testi kullanılmıřtır. Y-kuřaęı araç sahiplerinin yakıt istasyonu tercihlerine etkide bulunan faktrlerin incelenmesinde Chi-Square analizi kullanılmıřtır. Arařtırma sonucunda elde edilen bulgular %95 gvenilirlik dzeyinde dikkate alınmıřtır.

Sonuç olarak Y kuřaęı araç sahiplerinin akaryakıt istasyonlarına olan sadakatlerinde genel olarak kararsızlık iinde oldukları biliřsel, duygusal, konvansiyonel ve eylemsel olarak tam anlamıyla bir baęlılık ierisinde olmadıkları belirlenmiřtir. Buna karřın katılımcıların akaryakıt istasyonlarına yksek oranda gven duydukları tespit edilmiřtir. alıřmada Y kuřaęı akaryakıt tketicilerinin akaryakıt istasyonlarına olan sadakat dzeylerinin yine akaryakıt istasyonlarına olan gven dzeyleri zerinde anlamlı bir etkisinin olduęu, bu etkiye katkı saęlamayan sadakat fazının ise Biliřsel Sadakat olduęu belirlenmiřtir. Ayrıca Y kuřaęı akaryakıt tketicilerinin akaryakıt

istasyonlarına duydukları güven ile sadakat biçimleri arasında yüksek derecede pozitif yönlü ilişki bulunmuştur.

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## 1. INTRODUCTION

This dissertation aims to describe the Millennials' loyalty toward gas stations in Turkey and focuses on three brands which are dominating the market, Petrol Ofisi, OPET and Shell, respectively. Nowadays in business world, competition is rising and customer loyalty is becoming very crucial day by day. Due to gas stations submitting almost similar services and products, enhancing brand loyalty and retention management is quite crucial for the brands in order to increase their sales and keep their market share within the highly competitive industry. Nowadays, customers have a lot of choices from different brands, among a range of different products and services, customers will measure product attributes, its nominal values and best type of service according to their expectations (Roe et al., 2001) and main focus of a company why having loyal customers are important is that loyal customers cost less (Duffy, 2003). New customer acquisition within the energy sector costs five to six times more expensive when it is compared to retain the current customers (Nesbit, 2000; Pesce, 2002). In the light of such information, comprehending the factors that affects creating loyal customers is quite crucial for the companies in order to constitute powerful connections with consumers in the long-run. In addition to this, since customers have various alternatives for the sectors that they intend to shop, it is very difficult to establish powerful connections between the brand and the customer. Moreover, nowadays customers have another tool in order to collect data about the brands, products and services, such as Internet and social media; which makes them try or choose another brand.

Generation Y, also known as Millennials, is described as people who were born between 1980 and 2000 (Weingarton, 2009). According to the research of PwC, it is projected that generation Y will constitute 50% of the economically active population by 2020 (PwC, 2011). Therefore, to find out how Millennials decide what they buy, what are their preferences while they are experiencing a product or service is very

significant. When the companies decide to constitute long-reaching relationship with the members of generation Y, it is advantageous to comprehend their morals, attitudes and expectations. Generation Y is described as tech-savvy, egocentric and has high self complacency and communal conscious (Gurau, 2012). Furthermore, Millennials have powerful affects on the buying decisions of their friends and family, hence they control buying decisions of their social sphere (Grant and Waite, 2003; Akturan et al., 2011; Tang and Chan, 2017). Moreover, it is envisaged that the members of Generation Y have weak connections to brand loyalty (Reisenwitz & Iyer, 2009), and this makes more difficult for companies to create loyalty among them.

In order to comprehend the concept of brand loyalty, it is very important to identify a customer's decision-making process because the loyalty approach starts when a customer chooses a definite brand. Although, there are same products that different brands offer, it is obvious that there are special elements that brands provide which makes customers intend to prefer a specific brand instead of its competitors. Therefore, comprehending cognitive and affective motivations and their effects on judgement and actions of people is very significant. Furthermore, identifying these motivations are essential to comprehend the notion of emotional attachment, why the favorable effect of emotional attachment on loyalty is important. The arguments that were mentioned above will be discussed in the literature review section within the scope of Oliver's (2010) four phase model that involves cognitive, affective, conative and action loyalty.

The aim of the study is to investigate the stages of Oliver's (2010) four-phase loyalty model and how they affect the brand choices of Generation Y in Turkey. Since three fuel distribution companies are dominating the gas station industry in Turkey, it is more important to compare these brands. In spite of the large number of studies completed regarding members of Generation Y and their brand choices in different industries, gas station brands were not covered within these researches. Taking into consideration 65 billion TL turnover that is recognized by fuel distribution companies in 2016 and with

7% growth annually within the last five years in Turkey (PwC, 2017), it is principal to concentrate on this influential industry.

The study utilizes Oliver's (2010) four-phase loyalty model in order to evaluate the loyalty towards fuel distribution brands among the members of Generation Y by utilizing a questionnaire based survey method. Whole stages within the model will be examined with the attendants' gas station choices in order to analyze connection between the stages and brand choices. Moreover, the connections between the stages will be investigated to determine the most influential bond among them.

## **2. LITERATURE REVIEW**

### **2.1. CONSUMER BEHAVIOR**

Mankind was born as consumers and keep purchasing and using up products and services during their lifetime. There are numerous motivations that underlie the consuming behavior. This is all to say, there are particular reasons that determine the consumers' preference of a specific brand rather than other brands, despite the goods or experiences are offered which are quite similar (Statt, 1997). Comprehending the attitude of consumers is quite significant for brands and companies due to the need to establish or enhance brand loyalty and retain the customers. A consumer prefers a specific product to buy rather than others, and brand loyalty begins with this purchasing decision. When the modern economy is considered, producers keep their businesses by creating information systems and composing dividend to their shareholders. Companies sustain their profitability by interesting and retaining their clientele (Arnould et.al, 2005). In order to capture competitive advantage, businesses should be

cognizant of consumer decision-making, especially for the marketers of modern and competitive business world (Foxall et.al, 1998). American Marketing Association explains the consumer behavior as “the driving interaction of affect and cognition, behavior, and the environment by which people direct the exchange aspects of their lives” (AMA, 2019). This aspect contains conviction and reflection of customer experience and the activities that they indicate within purchasing execution. Consumers desire new and various needs and wants everyday, and they are changing these needs constantly depending on developments in the world, and this is making for marketing professionals to understand and define their customers more difficult. Therefore, it is more systematic and easier that discovering the consumers within the generation that they represent is giving the marketing professionals a different perspective and let them develop more consistent marketing strategies. There are significant events and milestones occurring in the world within time and these changes influences deeply the beliefs, behaviors and characteristics of the people who belong to particular generations. Consumers in the future will have specific identities and these identities will be suitable in every situation, beyond the standard identities. Within time, consumers construct their own reality, virtual and real interface, real personalities and real values leave their places to images and symbols and in that rapidly changing world, it is more difficult to comprehend these puzzled consumers for marketing professionals. However, marketing professionals have the recipes in order to persuade and retain their customers who belong to the whole generations. For instance, green marketing, sustainable marketing for environmental sensitive consumers; social responsibility marketing for the customers who observe ethical values; nostalgia marketing or retro marketing for the customers who care about old values and memories; luxury marketing for elitist customers could be referred. Furthermore, these recipes could penetrate most consumers rapidly and catalyze the spread of consumption globally via Internet (Altuntuğ, 2012).

Consumer behavior is interested with relationships among customers’ convictions, emotions and practices and environmental factors. Thus, companies should figure out

the perception of the brands within the image of consumers and the factors that drive them to consume and shop from the specific brand. When the companies identify more clearly their target markets and elaborate the definition of their customers, they could charm the need of their customers and generate more value for them (Peter & Olsun, 2010).

Consumer behavior is a sophisticated, miscellaneous and trending topic. Three fundamental methods to practice consumer behavior could be emphasized, that are traditional, interpretive and marketing science methods. Whole methods could be used in order to study a marketing problem separately. For instance, traditional method that is utilized within this study is grounded on models and procedures from logical, behavioral and social psychology. Traditional method monitorizes to enhance theories and procedures in order to comprehend consumer decision-making phases and attitude. The other method, interpretive method is grounded on approaches and theories from cultural anthropology. Interpretive method experiences to obtain intimate comprehension of consumption and its values by utilizing focus groups and long interviews. Theories and procedures from statistics and economics are utilized within marketing science method. Broadly, marketing science method contains developing and analysis of mathematical technics to predict the impact of marketing strategies on customers' preferences and behaviors (Peter & Olsun, 2010).

### **2.1.1. Consumer Decision-Making**

The sophistication of consumer behavior has motivated the researchers to constitute new forms of the decision-making attitude that indicates the stages that customer experience. There are stages that affect a consumer's behavior within the period of purchasing that are basically psychological and social factors. Consuming is a period that begins with the planning phase of buying a good or experiencing a service. The

fundamental 5 stages of consuming action could be sorted as the development of a need or want, pre-purchasing planning and decision-making, the purchase behavior, post-purchase behavior (Kaya, 2016). For instance, consumer starts identifying the needs and wants to a service or a product. After the awareness of the potential customer starts towards a product or need, the tendency to fulfill the need begins. Later on, the potential customers start to appraise the goods, services and brands in order to satisfy the needs occurring within the market. Consumers usually have deficient or no knowledge regarding the market, thus the market learning occurs before the need realization as emotions and behaviors are improved through informal contingence to the sources of knowledge (Jacoby et.al, 1980, cited in Foxall et.al, 1998). Interpersonal effects have a crucial part on decision-making process within this stage. Consumers' knowledge research starts with their first circle, such as family and friends. Furthermore, in order to develop customers' ideas, word of mouth effect plays a significant role, even more effective than the traditional advertising models. Moreover, the rise of the new media and the Internet, it is pretty easy way to reach any other consumers' comments and feedbacks regarding a specific product or service. Obviously, the decision of a consumer could change after the pre-purchase planning and decision-making stage. For instance, a successful salesperson or an impressive on site commercial could shift the decision of a consumer before the purchasing activity occurs. However, when the purchasing phase was realized, brands consider the online or offline reaction and evaluation of the consumers in order to create repeated buying actions, develop loyal customers and reduce retention of the customers. When those stages are followed by the consumers, it is possible that their actions could be improved or shaped by attitudes, personality, self-concept, social class, general motivation etc. (Foxall et.al, 1998).

### **2.1.2. Consumer Affect and Cognition**

There are some clusters of mental information processing which motivate consumer behavior. Consumer behavior is primarily designated by the thoughts of the customers and the way of running the information that they gather. Prelusively, all the customers are cognitively connected to the marketing mix (characteristically within the advertisements) and they could evolve their opinions when they need to. Consumer's belief could change after involving in marketing mix. Second, the consumer reacts affectively to each alternative that satisfies his need or want. Thus, the consumer creates positive or negative attitudes towards each brand prior to the conative reaction (buy or reject) (Foxall et.al, 1998). The reason processing of information involves the search for any related stored data to explain the new inputs, the assessment of other brands, and the prejudices in past experience and its consequences, beliefs and attitudes, and contradictory behavioural intentions. These intentions have to pass through the environmental and situational filters before the product could be purchased (Foxall et.al, 1998).

According to Peter and Olson (2010), there are three elements for consumer analysis, which are consumer affect and cognition, consumer behaviour and consumer environment. Behaviour signifies to the consumers' physical actions, which can be observed directly and measured. It can be also called as *overt behaviour* to differentiate it from psychological activities like thinking, which cannot be measured or observed directly. Everything that affects what consumers think, feel and do could be referred as the consumer environment. It includes lots of factors like stores, advertisements, cultures, social classes, web sites etc. Lastly, consumer affect and cognition refer to two types of mental responses that people show toward an occasion and stimuli in their environment. Affect is about feelings of an individual toward stimuli and events such as liking or disliking a product. On the other hand cognition is about thinking, understanding and interpreting stimuli and events, such as consumers' beliefs about a

service. Cognition involves the information, meanings and beliefs that people have deduced from their previous experiences and stored in their memories. The three elements of consumer analysis are connected with each other and any of them might be either a cause or effect of a change in one or more of the elements. For instance, a consumer tries a free sample of a new shampoo in the magazine, tries it out and likes it, then buys the shampoo. A change in the consumer's environment, which is a free sample, triggered a change in behaviour, which is using the shampoo and buying it, which led to a modification in the consumer's cognition and affect (liking the new product). So the authors argue that although consumer processes involve interactive and dynamic system, they also signify reciprocal system, which is about any elements could be either a cause or an effect (Peter & Olson, 2010).

The affective and cognitive systems are in different sections of the brain, but they are still linked with each other by neural pathways.

**Figure 2.1** Relationship Between the Affective and Cognitive System (Peter & Olson, 2010)

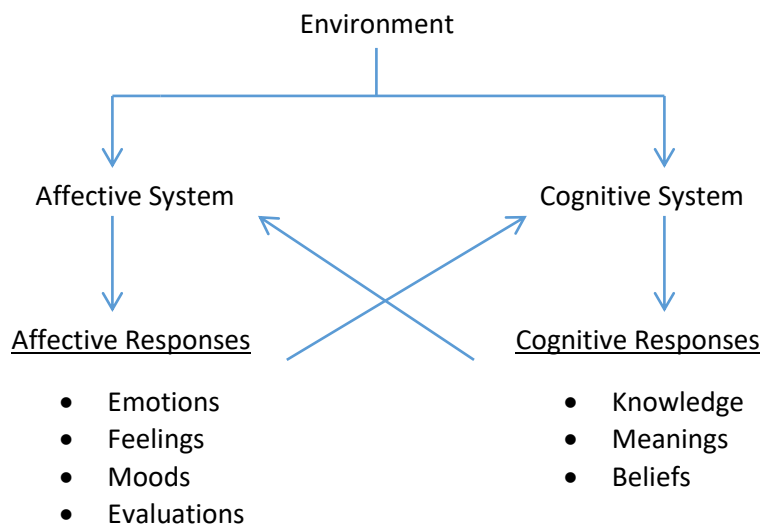
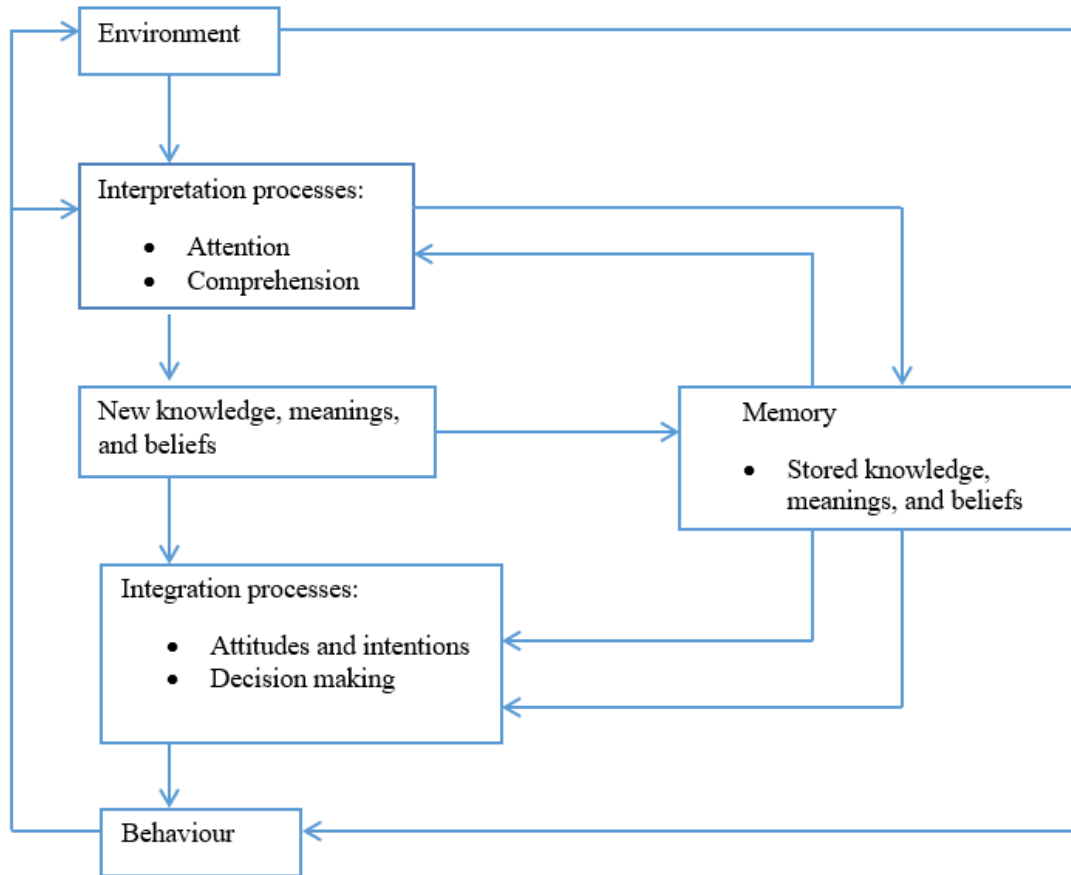


Figure 2.1 shows how the two systems are linked. Each system might react separately to factors of the environment, and each system can react to the other system's outcome. For example, the emotions, feelings or moods that are produced by affective system in response to the environment could be interpreted by the cognitive system (I don't like the estate agent because he is too rude). Thus, these interpretations may turn into actions (I won't buy a house from this agent) (Peter & Olson, 2010). Consumer decision-making includes three significant cognitive procedures. In the interpretation process, consumers are exposed to information in the environment, and they start to create personal meaning or information. Then, consumers combine this information to assess products and make decision among alternative actions. Both processes are affected by product knowledge, meanings and beliefs, which are stored in memory. Figure 2.2 shows the overall cognitive processes in consumer decision-making starting from environment to the end of the decision-making process finishing with behaviour.

**Figure 1.2** *Cognitive Processes in Consumer Decision-Making (Peter & Olson, 2010)*



## 2.2. GENERATION Y

### 2.2.1. Definition of Generation Y

As the main purpose of the study, it is significant to comprehend the generations, where they stem from and how they are classified. Generational cohort is identified as “people

who are gathered together and cast in common experiences which were reflected as a group of collective self-giveness” (Eastman & Liu, 2012). Despite the specific time period of the Millennials is not explicit, Generation Y is generally identified as men and women who were born between 1980 and 2000 (Aruna & Santhi, 2015; Gurău, 2012, Melancon et.al, 2015). According to a study of PwC, half of the Indian workforce and over quarter of the USA workforce consist of Millennials, thus comprehending the significance of Generation Y is crucial for both economic and political aspects. Furthermore, another prediction is Millennials will form almost half of the global workforce until 2020 (PwC, 2011).

Member of Generation Y has particular self-giveness, attitudes and values comparing to other generations. Especially, technological improvements, rising of mobile and Internet formed the Millennials’ attributes (Gurau, 2012; PwC, 2011; Solka et al, 2011; Valentine & Powers, 2013). The revolution which is happening in technology area and the new methods of communication such as new media has come to exist and it caused elevation of changing characteristic of the generation (Bucuta, 2015). When members of Generation Y were born, there were emerging technological improvements and they grew up with this. Therefore their interaction with each other is shaped by the technology. Previous generations such as Generation X (1965-1980) and Baby Boomers (1946-1964) perceive the new methods of communication is only helpful, but according to Millennials it is fundamental. It is observed that, Millennials’ relationship with technology is as essential as their relationship with dressing or eating (Bucuta, 2015). Another crucial purport for the members of Generation Y is connection to the world and each other, because of their perception of time. Time is passing faster for Millennials since the Internet, telecommunication and instant messaging services transformed the perceived time value for Millennials. They can solve the issues faster and they can find the answers to their questions, immediately. As a matter of fact, this progress influences their character and lead them to have poor attention span deficiency of timing (Howe and Strauss, 2000 cited in Bucuta, 2015). Nonetheless, the connection perception of Generation Y stirs up other specific personality traits such as their

powerful relevance with the groups which they feel themselves a part of them that is quite strong comparing to Generation X or Baby Boomers (Nimon, 2007)

When it is observed in the researches, compared to Baby Boomers and Generation X, the members of Generation Y intend to spend more (Gurau 2012; Bucuta, 2015) and their disposable income is higher in the world (Tomkins, 1999 cited in Solka et.al. 2011). Furthermore, according to the Millennials, purchasing is a way to express themselves and shopping is an evidence of their purchasing power (Kim and Jang, 2014). There are some specific brands and goods that they perceive as status symbols, rather than needs such as some fashion or smartphone brands (Parment, 2013). Further to that, literature indicates that when Millennials have more energy, emotion and interest to buy some specific goods such as smart phones, cars, etc which are high involvement purchases, they have less energy, emotion and interest to buy some specific goods such food, detergent, etc which are low involvement purchases. Because, they perceive these high involvement purchases as a way to express themselves and status symbols (Parment, 2013). Besides that, social media and peer influence have strong influence that direct Millennials' purchasing decisions (Gurau, 2012). For Millennials, their social sphere is very significant because they are quite au fait with each other's choices and acclaims, therefore it is conferred that an emotional attachment occurs among the members of Generation Y and they rely on the comments of their group members (Noble at.el, 2009). These results infer that peer referral is extremely crucial in terms of consumer decision making for the members of Generation Y. A recent study reveals that word of mouth effect ise extremely efficient for Generation Y consumers for their food & beverage and entertainment selections (Shamhuyenzva, 2016). In consideration of this data, similar results are being expected within oil and gas industry for the members of Generation Y in Turkey.

### **2.2.2. Generation Y Decision-Making**

The purchasing decision of Generation Y can be described as a shape of self-expression. Moreover, Millennials utilize brands to reach out and describe their norms and opinions (Gurau, 2012). The members of Generation Y at college age have various points under the buyout impetus (Noble et.al, 2009). Within the literature it is argued that behind the socializing instinct there are two significant motivations that are “finding yourself” and “freedom”. Generation Y consumers decide and buy products under the influence of perceiving freedom from the family look out. Furthermore, Millennials’ purchasing decision especially for some specific goods and brands characterizes the freedom notice of family impression. When “finding yourself”, which is another significant motivation, is investigated it is revealed that Millennials at college age prefer brands to express their self-respect and what they value to within their existence (Noble, et.al, 2009). According to a study of Gurau (2012), the members of Generation Y are sensitive to the environmental effects and they are disposed to purchase from brands that are sharing same values regarding environmental sensitivity, even if these purchases are related to low value activities. The members of Generation Y tend to pursue value such as quality and price (Noble et.al, 2009). Furthermore, because of trust factor is a crucial notion for the members of Generation Y, goods with the particular brands are evaluated as riskless and minimize the uncertainty with the perception of commodiousness. Over and above, due to the Millennials are conceived as sensitive and attached to the social events, the companies which share the same sensitivity and values become prominent within the perception of the consumers (Valentine & Powers, 2013; Gurau, 2012).

From the perspective of Millennials, purchasing practice is a form of hedonism and an entertainment action (Bucuta, 2015). The members of Generation Y are not strict about their buying decisions even the products are expensive or cheap. Hence, the perception in their minds about a brand or a good should be jaunty in the first place (Parment,

2003).

Furthermore, Generation Y is not as loyal as to the brands comparing to Generation X or Baby Boomers. For this reason, this generation is named as “brand switchers” (Viswanathan & Jain, 2013). Nevertheless, because of the influence of market concept, the brand loyalty of Generation X and Baby Boomers diminished in the process of time (McCrinkle Research, 2008). According to a study of Bucuta (2015), Generation Y is defined as the most compelling target market for brands in order to create loyal consumers. There are some studies that indicate that Millennials are brand switchers since they are reacting to price promotions, other studies purport that Millennials desire goods that comply with their character and perceptions, independently from the brand names (Gurau, 2012). Generation Y shows low level of brand loyalty for the retailer brands which stems from the location motive (Parment, 2013). Additionally, another study reveals that the members of Generation Y set out high level of brand loyalty towards smartphones or car brands, in despite of low level of brand loyalty towards cheap goods such as foods & beverages (Lodes & Buff, cited in Gurau, 2012). Generation Y has more brand loyalty attribute towards the brands specifically in automotive, textile or personal grooming industry, since those brands provide fancy and charming products relatively. It is expected that the brands that they intend to purchase should inspire them in line with their characteristic and values, and those brands make them feel more convenient (Bucuta, 2015). Another study revealed that, constituting a trust consciousness within the perception of Millennials has a significant effect on their loyalty towards the brands. In spite of their pursuation of the fashion and particular brands, the members of Generation Y do not show alteration of their loyalty towards the brands (Noble, et.al, 2009). Therefore, in order to establish long-run relationship with the consumers of Generation Y, brands should be persuasive within the notion of trust (Gilmore & Pine, 2002). On the other hand, researches indicate that negative practices of shopping affect adversely Millennials that causes misplace of trust factor (Gurau, 2012). The members of Generation Y are impressed with the brands that establish powerful interaction and implement personalized communication methods.

These connections should be constituted via the new media tools such as social media and other Internet instruments. Over and above, Generation Y perceives the shopping experience as a recreation activity, thus in order to attract Millennials the emporiums should provide other entertaining services (Bucuta, 2015).

### **2.3. EMOTIONAL BRAND ATTACHMENT**

Similar to interpersonal attachments, consumers may develop emotional attachments towards marketplace objects, including products or brands. Consumers are in interaction with lots of products and brands in their lives, however they develop strong emotional attachments to only a small subgroup of these targets (Thomson et.al, 2005). An affective connection with a product/brand and a consumer is called as an “attachment” (Jang et.al, 2015). The literature resulted that consumers who have high level of emotional attachment to a target (brand, product or store) show strong promise and favourable attitude, and it is more likely that firm-consumer relationship is maintained in the long-term. Consumers develop attitudes towards an object, and reflect their evaluations that could be developed without any direct contact with the object. Moreover, they may develop favourable attitudes towards any amount of brands whether these products have small significance to their lives (Thomson et.al, 2005). It is suggested that both cognitive and affective systems are included in the development of attachment (Chaplin & John, 2005, cited in Yao et.al, 2015). Consumer develops a sense of cohesion with the brand, founding cognitive relations, which attaches the brand with the self (Park et.al, 2010).

Brand personalities could be involved in consumers’ self-concept expression and give a sense of comfort to them who matched their self-concepts with the brand (Aaker, 1999; Yao et.al, 2015). Brand personality is the reflection of personal characteristics to a brand (Yao et.al, 2015). Brand personalities rise, because people bond with brands

like connecting to a friend, and they see brands as reflection or extension of themselves (Chaplin & John, 2005, cited in Yao et.al, 2015).

Although the brand-self relation appears cognitive, fundamentally it is emotional (Thomson et.al, 2005). Companies who establish emotional bonds and solid relationships with consumers help them to characteristically express their self-identities or values. For instance, a firm's effort to implement environment friendly practices could be recognized as quality attributes, which could create connects with consumers (Vlachos, 2012, cited in Jang et.al, 2015). Apart from the sense of oneness, consumers may grow emotional attachment with a brand, because the brand may have a contributory value. The brand may fulfil a consumer's entertainment or work-linked goals (Park et.al, 2010).

“The self-concept is defined as the cognitive and affective understanding of who and what we are and can take two forms: the actual self and the ideal self” (Malar et.al, 2011:36). The actual self is about who I think I am now, which is a perceived (observed) actuality of one's self. On the contrary, the ideal self is formed by goals and aspirations linked to who I think I would like to be. Either way, a consumer could achieve self-congruence by consuming a brand similar with his/her actual or ideal self. For instance, most of the cosmetics companies try to achieve customer retainision by creating an emotional attachments with consumers, and for many years, cosmetics brands target their consumers' actual self by offering that using their products will make consumers more beautiful. If the consumer's ideal self matches with the brand's perceived fit of personality, then self-congruence could be achieved. In contrast to ideal self, Unilever's Dove brand used models who are more similar to an average person in appearance considering establishing an attachment with consumer's actual self. This campaign influenced many consumers resulting in powerful emotional connection with the brand. However, the ideal self is still important, because many consumers may like brands that do not have similar attributes to their actual self, but signify desire. Therefore, both strategies could be useful for marketers based on situation (Malar et.al,

2011). Academics argue that brand attachment is related to the level to which consumers see the brand as being part of themselves and expressing who they are (Park et.al, 2010). So, the more the consumer achieves self-congruence, the consumer's emotional attachment to the brand would be stronger (Malar et.al, 2011).

Self-advancement is described as people's motivating tendency to search information for increasing their self-esteem (Ditto & Lopez, 1992, cited in Malar et.al, 2011). A brand with a perceived fit of personality, which mirrors consumer's ideal self may be helpful to him/her by providing the emotion of achieving his/her ideal self (Grubb & Grathwohl, 1967). Consequently, the consumer may be attracted by brand's personality, which he/she admires and become emotionally connected to it. Although both actual and ideal-self strategies are significant for marketers, consumers could achieve self-congruence on both forms, however the researches found that the actual self-congruence has a stronger influence on emotional brand attachment than ideal self-congruence (Malar et.al, 2011).

Product involvement affects the relationship between self-congruence and emotional attachment. Actual self-congruence intensifies emotional brand connection since it supports a consumer's self-verification. Self-verification theory suggests that humans are inspired to confirm, validate and maintain their present self-concepts. They seek for experiences that confirm their sense of self and evade experiences that risk their sense of self (Swan, 1983, cited in Malar et.al, 2011). Self-verification needs considerable cognitive effort and tend to occur when people are motivated to process deeply. Therefore, when consumers engage in high product involvement, they will be more interested to invest the cognitive effort required for self-verification (Petty & Cacioppo, 1986, cited in Malar et.al, 2011). Based on interpersonal relationships, it is found that people are more likely to prefer self-verifying partners, when they think the outcomes of preferring an interaction partner to be significant. Selecting self-verifying partner needs clear amount of self-reflection, so more cognitive effort is required for this process and comparison process. Since brands often undertake the characteristics

of interpersonal relationships (Fournier, 1998), consumers will be more likely to choose self-verifying brands when there is a high involvement. Moreover, augmented cognitive effort causes greater integration of the brand into the consumer's self-concept. So, consumer's self could establish stronger personal connection with the brand, which results in stronger emotional attachment. On the other hand, when product involvement is low, consumers do not want to process deeply and do not engage in the cognitive effort required to achieve self-verification. Thus, the product is not significant enough for consumers to put the effort of preferring the brand as a self-verifying brand relationship partner. Therefore, consumers are less likely to establish relation between the brand and the actual self, so they may not form an emotional attachment (Malar et.al, 2011).

Emotional attachments could be established between a consumer and a store. Attachment to a store may cause a consumer to continue familiarity to the store, so positive emotional bonds with the place may influence the consumer's loyalty to the store (Jang et.al, 2015). The academics found that emotional connection with a place that is developed through experiences, encouragingly effect a consumer's evaluations (Yuksel et.al, 2010, cited in Jang et.al, 2015). Thus, the store environment is also important to establish emotional attachment with consumers.

A consumer who is emotionally attached to a brand tends to be satisfied. However, satisfaction is not the only factor for a consumer emotionally attached to a brand. Two consumers with same satisfaction towards a brand may not be emotionally attached at equal degree. Although satisfaction may occur directly after the consumption, emotional attachments are more likely to develop over time (Thomson et.al, 2005).

## **2.4. CUSTOMER LOYALTY AND TRUST**

Early studies about customer loyalty focus on in terms of behavioural view (El-Manstrly & Harrison, 2013) but according to the researchers these studies are limited in a number of ways, and based on no solid conceptual foundation (Dick & Basu, 1994). Behavioural definitions refer to proportions of purchasing (such as share of wallet and share of visit) and form of buying (possibility of buying frequency) (Baron et.al, 2010). However, Jacoby and Chestnut (1978) suggest that these measures are not enough to deeply understand loyalty because of lacking on theoretical base and considering only statistical consequences of a dynamic process (Jacoby & Chestnut, 1978 cited in Dick & Basu, 1994). It could be more beneficial to understand the inspirations underlying the repeat purchase rather than only interpreting behavioural measures. Therefore, behavioural definitions are not enough to give insights about why and how customer loyalty is developed (Dick & Basu, 1994).

Oliver (2010) indicates that earlier structures do not deliver a unitary definition without requirement on two or three components that are cognition, affect and behavioural intention. Customer loyalty is defined as “a deeply held commitment to rebuy or repatronize a preferred product or service consistently in the future, despite situational influences and marketing efforts having the potential to cause switching behaviour” (Oliver, 2010:432). Moreover, other researchers describe very loyal customers as who think their choice of brands could best express their needs and that any other brands barely need to be considered (Shoemaker & Lewis, 1999, cited in Baron et.al, 2010). Considering these views, attitudes are clearly participated in the concept of loyalty. The attitudinal aspect of loyalty is linked with future usage and helpful word of mouth to peers. The literature argues that neither behavioural nor attitudinal loyalty measures are not enough by themselves to deeply understand and justify brand loyalty (Baron et.al, 2010).

Dick and Basu (1994) establish a conceptual structure of customer loyalty by combining two variables of behaviour.

**Figure 2.3** *Types of Loyalty (Dick & Basu, 1994)*

		Relative attitude	
		High	Low
Repeat purchase	High	Loyalty	Spurious Loyalty
	Low	Latent Loyalty	No Loyalty

According to the researchers, there are four kinds of loyalty, which are loyalty, spurious loyalty, latent loyalty and no loyalty. Between these four types of loyalty, the most preferred one by brands would be loyalty, which happens when both repeat purchase and relative attitude are high. Spurious loyalty occurs when a consumer's relative attitude is low, but repeat purchase is high. For this type of consumers, the differentiation among brands is perceived as minor (Dick & Basu, 1994). In the spurious loyalty, consumers could demonstrate behavioural loyalty in short term mainly due to price promotions or special offers. These consumers are weak to better offers from other firms, so companies require sustaining their promotions towards spurious loyal customers in order to create long-term relationship (Baron et.al, 2010). When repeat purchase is low and relative attitude is high, latent loyalty occurs. In this type of loyalty, even though a consumer wants to purchase a product/service from a particular company, because of the non-attitudinal factors such as subjective norms or situational effects, it is hard for consumer to exhibit repeat buying (Dick & Basu, 1994). Situational influences may include inconvenient location of the brand or opening times of the store. Firms need to eliminate such barriers for their customers with the purpose of shifting them from latent to true loyalty (Baron et.al, 2010; Dick & Basu, 1994). Lastly, no loyalty occurs when both relative attitude and repeat purchase are low. In

this type of loyalty, consumers think that the competitor companies as indistinguishable. However, firms could shift the position of non-loyal consumers to spurious loyal customers by offering them promotions or special offers (Dick & Basu, 1994).

Oliver (2010) argues that loyalty follows four phases that are cognitive loyalty, affective loyalty, conative loyalty and action loyalty respectively. Firstly, consumers exhibit loyalty in a cognitive sense, after in an affective sense, later in a conative sense and lastly in a behavioural sense. However, consumers might be following each phases or stay in at each of these phases (Oliver, 2010). At the first phase of loyalty, consumers choose a brand based on the brand's accessible attributes. This phase is grounded on beliefs of consumers about a particular brand. Cognition is developed from previous knowledge or past experiences of a consumer. Consumer's past experiences and knowledge guides the consumer to the company, but loyalty at this stage is not very powerful. If the process is common, so that the satisfaction is not considered, then the strength of loyalty is similar to an ordinary performance, which is difficult for the customer to continue to the next phase. If satisfaction is processed, the purchase becomes a part of customer's experience, thus the customer could progress to the following phase that is affective loyalty phase (Oliver, 2010). At the second phase of loyalty, positive attitude towards the brand or company increases based on satisfying experience with the event. Loyalty at this level is expected to be stronger than cognitive loyalty, because it is shaped by cognition and satisfaction, and emotional sense is difficult to be separated. The loyalty exhibited by customer is linked with the degree of liking for the company (Oliver, 2010). The next stage is called as conative loyalty that refers customer's behavioural intents to maintain choosing the brand and it is connected with a greater level of promise to purchase (Harris & Goode, 2004). Although customer shows a great level of commitment to buy, this commitment might be limited with the aim to re-purchase the product without presenting the action (Oliver, 2010). The last phase of the series is action loyalty, which signifies actions that are

shifted from motivated intents in the preceding phase. If this action is recurrent an “action-inertia” occurs while enabling repeated patronage. Thus, the model, which has started with attitude based loyalty transforms into behavioural concept, which is the action state of inertial rebuying (Oliver, 2010).

Although Oliver’s (2010) four-stage loyalty model is hypothetical, it is convincing. There are few experiential studies that test the validity of this framework. A study conducted by El-Manstrly and Harrison (2013) found that their test results confirm the validity of this framework in the setting of UK retail bank sector. In addition, the researchers analysed the strength between each phase and found that the most powerful connections are between affective-conative and conative-action loyalty, whereas the weakest link is between cognitive-affective phases (El-Manstrly & Harrison, 2013). Also, Harris and Goode’s (2004) study on online customers indicated that the relations among four loyalty phases are positive and statistically significant. They stated that the hypothesized loyalty series gives the best fit rather than the other possible series.

Trust has an essential role on driving loyalty either directly or indirectly (Harris & Goode, 2004). The literature suggests that there is a positive link between consumers’ trust in a brand and their brand loyalty (Lau & Lee, 1999). The results of Harris and Goode’s (2004) study indicate that trust is a vital key and central aspect throughout exchange. Moreover Lau and Lee (1999) argue that similarities between two parties could provide a feeling of trust. A study also found that perceived similarities in traits between a buyer and a salesperson affect the buyer’s trust in the salesperson. Thus, Lau and Lee (1999) argue that similarity between a consumer’s self-concept and a brand’s personality is positively linked to the consumer’s trust in that brand. So, achieving a high degree of congruence with brand could increase emotional attachment and trust in the brand, which eventually influence the loyalty to that brand.

## **2.5. PETROLEUM INDUSTRY IN TURKEY**

### **2.5.1. Brief Information about Petroleum Industry in Turkey**

Businesses are needed to become distinct within the industries where there is extreme competition to survive and keep themselves profitable. Particularly, when we consider the industries where the products are quite alike oil and gas industry, brands required to offer competitive offers and obtain their customers and keep them as loyal consumers. It is crucial to better positioning of the companies because of growing competition in the market, and companies focus on being aware of their customers expectations. Customers have a lot of options among different product and services and they assess prices, product features and select the best services as they wish (Roe, et al., 2001).

In Turkey, there is a crucial government agency which regulates energy market; such as petroleum, natural gas, electricity, called as Energy Market Regulatory Authority (EMRA). This authority gathers data from whole companies within the market and publishes all results and transaction data to the public. Thus, oil and petroleum industry is a transparent industry and whole activities are accessible. Furthermore, besides Energy Market Regulatory Authority, Turkish Statistical Institute publishes the sector reports publicly. Over and above, Petroleum Industry Association (PETDER) and PricewaterhouseCoopers Turkey (PwC) release sector reports annually, with all details regarding Turkish oil and gas industry.

In Turkey, according to Petroleum Industry Association (PETDER) and PricewaterhouseCoopers' petroleum industry contributes Turkish economy with more than a hundred distribution company, 102 storage facilities and more than 13.000 gas stations which are operating seven days and 24 hours. The industry has the third biggest gas station network in Europe, after Germany and Italy, respectively. Within the industry, it is serving 4 million vehicles and 8 million consumers. Within the past 5

years, petroleum industry achieved 7% growth annually with 35 million tons of fuel sales, Turkey is the sixth largest market in Europe. Total sales of petroleum industry is 65 billion Turkish Liras without indirect taxes. When these taxes are included, the size of the sector reaches 140 billion Turkish Liras (PETDER, 2017).

In 2016, total imports within the industry reached approximately 15,4 million tons, while total exports reached approximately 6 million tons. Accordingly, approximately 18 billions Turkish Liras imports and 9 billions Turkish Liras exports were realized in 2016. The industry provides employment opportunity to 150.000 employees directly that are 95.000 gas pump attendants, 45.000 shipping and other station staff, and 10.000 employees of gas distribution company. International investors that show an interest to the industry for many years, actualise approximately half of the sales within the sector in 2016. 280 million transactions occurred in 2016, and approximately 47 billion Turkish Liras of them are realized by credit card. Fuel distribution industry influences directly more than 30 industries including construction, production, energy, engineering, logistics, real estate and agriculture (PwC, 2017).

Within the industry, there are more than 100 fuel distribution company, and five biggest companies have the 66% of the market share; PETROL OFİSİ A.Ş. (21,93%), OPET PETROLCÜLÜK A.Ş. (16,85%), SHELL & TURCAS PETROL A.Ş. (14,21%), BP PETROLLERİ A.Ş. (8,56%), and TOTAL OIL TÜRKİYE A.Ş. (5,23%), respectively (EPDK, 2018). Shell, OPET and Petrol Ofisi come to the forefront with more than 50% market share within the industry for years.

### **2.5.2. Petrol Ofisi, OPET and Shell**

Petrol Ofisi was founded in 1941 by the government with 9 personnel in order to purchase and import petroleum and petroleum products for the needs of public and

private sector and end consumer, to create and market inventories for the entire country. The symbol of the brand is a female wolf that a flame comes out of its mouth, and this icon is based on the female wolf Asena, one of the main figures of Turkish mythology. The company became a joint stock company structure in 1983 and privatized in 2000. Petrol Ofisi, as a leading fuel and LPG distribution and lubricants company, has more than 1.700 gas stations, one lubricant plant, nine fuel terminals, three LPG terminals, twenty airport supply units and about a million cubic meters of storage capacity (Petrol Ofisi, 2019).

According to Capital 500's 2017 data, Petrol Ofisi is the third largest company in Turkey with its 38.5 billion TL turnover (Capital 500, 2017). Petrol Ofisi, as the market leader company, has 21,93 market share (EPDK, 2018) and owned by Vitol which is a Rotterdam based Dutch energy and commodities company with \$231 billion in revenues in 2018. Vitol was founded in 1966 and company has 40 offices worldwide, particularly stands out with its great operations in Rotterdam, London, Houston, Geneva, Singapore and Bahrain (Vitol, 2019). Vitol purchased the company from OMV Group which is Austria based energy company.

Today, Petrol Ofisi is the market leader company in Turkey with approximately 1.750 gas stations (EPDK, 2019).

OPET was founded in 1982 by Fikret Öztürk who was a former teacher, and current Chairman of the executive board. Fikret Öztürk, who established Öztürkler Limited Company, acquired a large number of dealerships of lubricant and fuel brand in a short period of time. The company became the largest distributor of international fuel and lubricant companies which operate in Turkey and became the owner of 16 gas stations. The company moved to İstanbul in 1992, and Öztürk family officially founded OPET. At the end of 2002, Koç Holding Energy Group acquired 50% of the company, and the company is still fast growing energy company with great infrastructure investments and over 1 million cubic meters storage capacity. OPET has started to provide 98 octane unleaded gasoline and Ultra Euro Diesel first time in Turkey. The company

creates pioneering projects to its consumers such as Clean Toilet, Green Road, Sample Village, Respect for History, Traffic Detectives and Women Power projects. OPET is second largest fuel distribution company in Turkey, with its 16,85% market share and has over 1.400 gas stations along with its flanker sub-brand SUNPET (OPET, 2019). OPET is the only 100% domestic capital company among these three sector leader companies.

Shell is a global energy and petrochemical company specializing in the exploration, production, refining and marketing of petroleum and natural gas, and production and marketing of chemicals. Shell has more than 86.000 employees and operates in more than 70 countries (Shell, 2019). Marcus Samuel, founder of Shell, was in antique sales business and made a decision to extend his business from London market and started to import oriental shells from Asia to London. This business gives the name of one of the biggest petroleum company in the world. After Marcus Samuel died in 1870, his two sons diversified the businesses to oil exporting business. The Samuel brothers named the company as Shell Transport and Trading Company in 1897 and their first refinery started to operate at Balikpapan in Dutch Borneo. In 1907, the company merged with one of its competitors, Royal Dutch and the Royal Dutch Shell Group was established. 2005 was a milestone for the company because of ending the great partnership between Shell Transport and Trading and Royal Dutch Petroleum. Afterwards, Shell identified its new organizational structure as a single brand-new holding; Royal Dutch Shell plc.(Shell, 2019).

Today, Royal Dutch Shell pursues the occasion to have a share in cleaner energy solutions, and Shell's strategy, portfolio and financial framework transform to global transition of lower-carbon energy system (Shell, 2019).

Shell has been operating in Turkey since 1923 and today operates in the fields of retail sales, lubricants production and marketing, commercial fleet, fuel wholesale, natural gas and oil exploration, aviation sales, chemical sales and marine sales. Shell, including

Shell Turcas Petrol A.Ş. employees, provide employment opportunities to 800 personnel directly, and over 15.000 personnel within its gas stations (Shell Türkiye, 2019).

In 2006, in order to drum up its business and enlarge the gas station network, Shell merged with the white shoe firm in the industry; Turcas Petrol. After the merge, with Shell's 70% ownership Shell & Turcas Petrol A.Ş. was established. Shell & Turcas Petrol A.Ş. operates in the fields of retail, commercial fuel and autogas sales, lubricant production and export (Shell Türkiye, 2019). Shell is the third largest fuel distribution company in Turkey, with its 14,21% market share and approximately 1.050 gas stations (EPDK, 2019).

### **3. RESEARCH METHODOLOGY**

#### **3.1. RESEARCH OBJECTIVE AND DESIGN**

Research design is the overall strategy of the researcher for answering the research questions. Research design involves a research methodology and a number of research methods (Ng & Coakes, 2014). Quantitative and qualitative methodologies can be interpreted through their relationships with research stance and also with research approaches and strategies. Quantitative researches are usually linked with positivism, particularly when used with highly organized data gathering methods. Additionally, quantitative researches are generally related with a deductive approach, where the aim is to test hypotheses. Furthermore, quantitative study tries to analyse the connection between variables that are measured mathematically and examined by operating statistical techniques (Saunders et.al, 2012). Since the purpose of this study is to find

causal relations between loyalty phases and brand preferences, the nature of this research is explanatory. The collected data will be analysed by statistical tests like correlation in order to better understand the relationships (Saunders et.al, 2012). Research methods include a gathering of tools from which the researcher makes an assortment for the aim of collecting and analysing the data (Ng & Coakes, 2014). In this study, the aim of the research methods is to collect as much (quantitative) as data possible in order to test the hypotheses and answer the research questions.

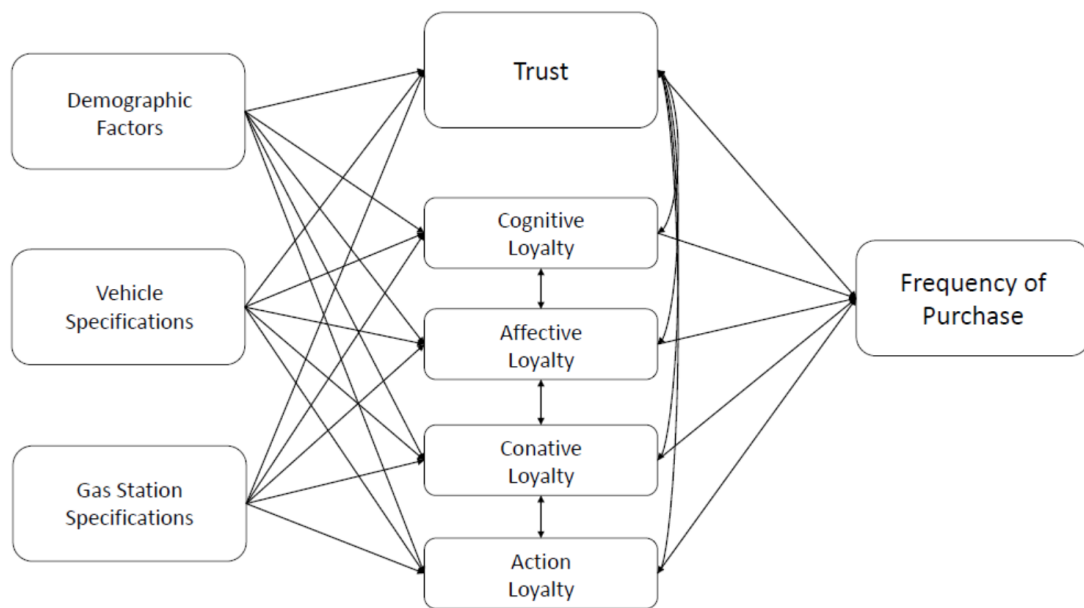
Survey strategy is generally related with deductive research approach. Questionnaires are popular in survey strategy since they help to collect standardized data from a population in an economical way, which allows researcher to analyse data easily. The survey strategy allows researcher to collect quantitative data, which he/she can examine quantitatively by using descriptive statistics (Saunders et.al, 2012). This research adopts survey strategy and within the survey strategy questionnaire is used as data collection technique. The advantages and disadvantages of fully structured questionnaires can be found below in the Table 3.1.

**Table 3.1** *Advantages and Disadvantages of Questionnaires (Saunders et.al, 2012; Bryman & Bell, 2015)*

Advantages	Disadvantages
<ul style="list-style-type: none"> <li>• Standardized, cheaper and quicker to administer</li> <li>• Absence of interviewer effect</li> <li>• The results can be easily quantified</li> <li>• Convenience for respondents</li> <li>• Can be examined more scientifically and objectively compared to other types of research</li> </ul>	<ul style="list-style-type: none"> <li>• Respondents may not be telling the truth</li> <li>• Respondents can response based on their own interpretation of the question</li> <li>• Difficult to ask a lot of questions because of respondent fatigue</li> <li>• High risk of missing data and lower response rates</li> </ul>

The study aims to determine the loyalty of car owners in Generation Y towards gas stations by Oliver’s (2010) four-phase loyalty model, to identify the factors affecting the gas station preferences of car owners and to designate the degree of interaction between loyalty and trust towards gas stations. In this study, descriptive survey model and non-probability convenience sampling model are used for the purposes of the study (Karasar, 2005; Büyüköztürk et al., 2008). The descriptive screening model aims to define an existing situation without intervening in it, and within the convenience sampling model, the severity and direction of the relationship between the determined variables of the research is investigated. The model of the research is shown in Figure 3.

**Figure 3.1** *Research Model*



### **3.2. STUDY CONTEXT**

The context of this study includes gas stations in Turkey and members of Generation Y. According to TÜİK (Turkish Statistical Institute), in 2019 Turkey's population is more than 82 million. There are approximately 100 active fuel distribution brands and three of these brands have the 52% of the market share such as SHELL & TURCAS PETROL A.Ş. (14,21%), OPET PETROLCÜLÜK A.Ş. (16,85%) and PETROL OFİSİ A.Ş. (21,93%), respectively according to Energy Market Regulatory Authority (EPDK, 2018). This research aims to compare these three brands, which makes the context useful for analysis . Data is gathered from the people who belong to generation Y who are citizen of Republic of Turkey and active car drivers. Although the research encountered a limitation on response rate, the sample could represent the population because of the low variation in the population, resulting in more convincing findings.

### **3.3. SAMPLE DESIGN**

Sample design techniques could be separated into two groups, which are probability sampling and non-probability sampling. Probability sample is “a sample that has been selected using random selection so that each unit in the population has a known chance of being selected” (Bryman & Bell, 2015:187). On the other hand, in non-probability sample, a sample has not been selected randomly. Some units in the population are unable to be chosen; therefore the researcher may not know the size and effect of sampling error. When probability sampling is used, the researcher may generalize the results to an entire population, whereas in non-probability sampling technique, the researcher cannot generalize the results to the entire population with a high degree of confidence. However, probability sampling can be time consuming and more

expensive, so convenience sampling could be more appropriate choice for this study considering given time and resources. Although the data will not allow conclusive findings to be made because of the problem of generalization, this study could provide a catalyst for further research (Bryman & Bell, 2015).

### **3.4. QUESTIONNAIRE DESIGN**

The main focus of this questionnaire is to test the theory of four-phase loyalty model, investigate the factors which affects car drivers' purchasing decisions and find connections between loyalty and trust. By measuring each phases, this study can examine the relationship between loyalty phases and brand choice. The multi-item scale that is developed by El-Manstrly and Harrison (2013) is used for this study (Appendix 1). The multi-item scales are more likely to capture factors better compared to single question since a single question might be misleading or lacking in context (El-Manstrly & Harrison, 2013). First, 100 items were generated by the researchers and then they are reduced to 28 with the help of expert panel. Principal component factor analyses with varimax rotation were conducted for each factor to test the scales' unidimensionality and to check convergent validity. The scales are arranged by removing items with cross loading and low-item to scale correlations, which resulted in an 18-item scale including five items both for cognitive, and affective loyalty, and four items each for conative and action loyalty. The improved scales are validated by survey based on a random sample. High response rate of 83% is achieved by the researchers that meant there was no need to test non-response bias (El-Manstrly & Harrison, 2013).

There are 18 items, which are categorized under four factors: cognitive, affective, conative and action loyalty, and there are 5 items related to trust factor. However,

considering these items have to be asked for each gas stations (Petrol Ofisi, OPET and Shell), so it may raise an issue regarding to respondent fatigue. The questionnaire that is used for this research can be found in Appendix 2 in English, and in Appendix 3 in Turkish. Basic information questions are added at the end of the questionnaire such as age, gender, education, type of car, the product of the car consumes, national or international brand choice, family preferences, location factor and purchasing frequency. Since participants' age needs to be between 19 and 39 considering the context of study, age question is added in order to avoid participants over 39 years old. Before the items are asked to a respondent, it is asked whether the participant is familiar with the products and services of gas station X, since it would be difficult and misleading to answer for respondents if they are not familiar to the products and services of that particular gas station. The questionnaire is designed at surveymonkey.com, which allows adding logic to the familiarity question. In other words, if a participant gives the "No" answer to the familiarity question, then the scale-items for that gas station is not showed, allowing the participant move on following questions. The items are clearly defined for members of generation Y to comprehend. The 23 items are measured by using 5 point Likert type scales from strongly agree (5) to strongly disagree (1). Although the main concern of the questionnaire is to test the theory, one optional qualitative question is added to the questionnaire to triangulate, which allows participants to comment about the reasons of their gas station preference in Turkey. By adding this question the reasons and motives behind the gas station preference of participants could be collected, and insights could be gained to help understanding relationships between the phases and trust.

Within the research, according to the study of brand loyalty model of Oliver (2010), the multi-item scale that is developed by El-Manstrly and Harrison (2013) which is formed after factor and reliability analyzes completed, is used. These scale expressions which are appropriate with the study of El-Manstrly and Harrison (2013), are shown at Table 3.2.

*Table 3.1 Scale Expressions Used in Research*

		<b>Expressions</b>	<b>References</b>
<b>Cognitive Loyalty</b>	CGL1	I believe X brand has more offers and services than others.	El-Manstrly ve Harrison (2013)
	CGL2	The service and product quality of X brand is better than the other gas station brands.	
	CGL3	I believe X brand is cheaper than others when I need to buy gas.	
	CGL4	I consider X brand my first choice when I need to buy gas.	
	CGL5	X brand provides me with superior service quality compared to other gas station brands.	
<b>Affective Loyalty</b>	AFL1	I have grown to like X brand more than other gas stations.	
	AFL2	I like the products and services offered by X brand more than other gas station brands.	
	AFL3	To me, X brand is the one whose market, car wash, toilet and food&beverage I enjoy using the most.	
	AFL4	Compared with other gas station brands, I am happy with the products and services X brand provides.	
	AFL5	I am usually pleased with my purchase decisions from X brand.	
<b>Conative Loyalty</b>	CNL1	I am likely to say positive things about X brand to other people.	

	CNL2	I would recommend X brand to someone who seeks my advice.
	CNL3	I intend to continue to shop from X brand if its prices increase somewhat.
	CNL4	I am likely to spend more money at X brand (such as market, car wash, etc.) than at other service providers.
<b>Action Loyalty</b>	ACL1	I say positive things about X brand to other people.
	ACL2	I encourage my friends and relatives to shop from X brand.
	ACL3	I have spent more money at X brand than at other gas station brands.
	ACL4	I have bought more products and services from X brand than from other service providers.
<b>Trust</b>	TR1	X brand can be trusted at all times as a gas station.
	TR2	X brand can be counted on to do what is right in oil & gas industry.
	TR3	X brand is very dependable with its products.
	TR4	X brand has high integrity.
	TR5	X brand is very competent.

There is no reverse coded item in the scale expressions. The scale expressions are 5-point Likert-type scale, "Strongly Disagree (1,00-1,79)", "Disagree (1,80-2,59)", "Unstable (2,60-3,39)", "Agree (3,40-4,19)" and "Completely agree (4,20-5,00)"

### **3.5. HYPOTHESES**

The hypotheses according to the purpose of the research and the model are listed below;

H<sub>1</sub>: Relationship between Generation Y consumers' cognitive loyalty levels and other factors;

H<sub>1a</sub>: Generation Y consumers' cognitive loyalty levels to gas stations differ by gender.

H<sub>1b</sub>: Generation Y consumers' cognitive loyalty levels to gas stations differ by age.

H<sub>1c</sub>: Generation Y consumers' cognitive loyalty levels to gas stations differ by education level.

H<sub>1d</sub>: Generation Y consumers' cognitive loyalty levels to gas stations differ by type of car.

H<sub>1e</sub>: Generation Y consumers' cognitive loyalty levels to gas stations differ by type of fuel.

H<sub>1f</sub>: Generation Y consumers' cognitive loyalty levels to gas stations differ whether gas stations are national or foreign brands.

H<sub>1g</sub>: Generation Y consumers' cognitive loyalty levels to gas stations differ according to the reference from the family.

H<sub>1h</sub>: Generation Y consumers' cognitive loyalty levels to gas stations differ according to the location of the gas station.

H<sub>1i</sub>: Generation Y consumers' cognitive loyalty levels to gas stations differ according to the frequency of purchase.

H<sub>2</sub>: Relationship between Generation Y consumers' affective loyalty levels and other factors;

H<sub>2a</sub>: Generation Y consumers' affective loyalty levels to gas stations differ by gender.

H<sub>2b</sub>: Generation Y consumers' affective loyalty levels to gas stations differ by age.

H<sub>2c</sub>: Generation Y consumers' affective loyalty levels to gas stations differ by education level.

H<sub>2d</sub>: Generation Y consumers' affective loyalty levels to gas stations differ by type of car.

H<sub>2e</sub>: Generation Y consumers' affective loyalty levels to gas stations differ by type of fuel.

H<sub>2f</sub>: Generation Y consumers' affective loyalty levels to gas stations differ whether gas stations are national or foreign brands.

H<sub>2g</sub>: Generation Y consumers' affective loyalty levels to gas stations differ according to the reference from the family.

H<sub>2h</sub>: Generation Y consumers' affective loyalty levels to gas stations differ according to the location of the gas station.

H<sub>2i</sub>: Generation Y consumers' affective loyalty levels to gas stations differ according to the frequency of purchase.

H<sub>3</sub>: Relationship between Generation Y consumers' conative loyalty levels and other factors;

H<sub>3a</sub>: Generation Y consumers' conative loyalty levels to gas stations differ by gender.

H<sub>3b</sub>: Generation Y consumers' conative loyalty levels to gas stations differ by age.

H<sub>3c</sub>: Generation Y consumers' conative loyalty levels to gas stations differ by education level.

H<sub>3d</sub>: Generation Y consumers' conative loyalty levels to gas stations differ by type of car.

H<sub>3e</sub>: Generation Y consumers' conative loyalty levels to gas stations differ by type of fuel.

H<sub>3f</sub>: Generation Y consumers' conative loyalty levels to gas stations differ whether gas stations are national or foreign brands.

H<sub>3g</sub>: Generation Y consumers' conative loyalty levels to gas stations differ according to the reference from the family.

H<sub>3h</sub>: Generation Y consumers' conative loyalty levels to gas stations differ according to the location of the gas station.

H<sub>3i</sub>: Generation Y consumers' conative loyalty levels to gas stations differ according to the frequency of purchase.

H<sub>4</sub>: Relationship between Generation Y consumers' action loyalty levels and other factors;

H<sub>4a</sub>: Generation Y consumers and action loyalty levels to gas stations differ by gender.

H<sub>4b</sub>: Generation Y consumers and action loyalty levels to gas stations differ by age.

H<sub>4c</sub>: Generation Y consumers and action loyalty levels to gas stations differ by education level.

H<sub>4d</sub>: Generation Y consumers and action loyalty levels to gas stations differ by type of car.

H<sub>4e</sub>: Generation Y consumers and action loyalty levels to gas stations differ by type of fuel.

H<sub>4f</sub>: Generation Y consumers and action loyalty levels to gas stations differ whether gas stations are national or foreign brands.

H<sub>4g</sub>: Generation Y consumers and action loyalty levels to gas stations differ according to the reference from the family.

H<sub>4h</sub>: Generation Y consumers and action loyalty levels to gas stations differ according to the location of the gas station.

H<sub>4i</sub>: Generation Y consumers and action loyalty levels to gas stations differ according to the frequency of purchase.

H<sub>5</sub>: Relationship between Generation Y consumers' trust levels and other factors;

H<sub>5a</sub>: Generation Y consumers' trust levels to gas stations differ by gender.

H<sub>5b</sub>: Generation Y consumers' trust levels to gas stations differ by age.

H<sub>5c</sub>: Generation Y consumers' trust levels to gas stations differ by education level.

H<sub>5d</sub>: Generation Y consumers' trust levels to gas stations differ by type of car.

H<sub>5e</sub>: Generation Y consumers' trust levels to gas stations differ by type of fuel.

H<sub>5f</sub>: Generation Y consumers' trust levels to gas stations differ whether gas stations are national or foreign brands.

H<sub>5g</sub>: Generation Y consumers' trust levels to gas stations differ according to the reference from the family.

H<sub>5h</sub>: Generation Y consumers' trust levels to gas stations differ according to the location of the gas station.

H<sub>5i</sub>: Generation Y consumers' trust levels to gas stations differ according to the frequency of purchase.

H<sub>6</sub>: Following hypotheses are generated in order to test their validity. Hypotheses that are related with four-phases and trust;

H<sub>6a</sub>: There is a significant relationship between Generation Y consumers' trust levels and cognitive loyalty levels to gas stations.

H<sub>6b</sub>: There is a significant relationship between Generation Y consumers' trust levels and affective loyalty levels to gas stations.

H<sub>6c</sub>: There is a significant relationship between Generation Y consumers' trust levels and conative loyalty levels to gas stations.

H<sub>6d</sub>: There is a significant relationship between Generation Y consumers' trust levels and action loyalty levels to gas stations.

H<sub>7</sub>: Following hypotheses are generated in order to test their validity. Hypotheses that are related with relationships among four-phases;

H<sub>7a</sub>: There is a significant relationship between Generation Y consumers' cognitive loyalty levels and affective loyalty levels to gas stations.

H<sub>7b</sub>: There is a significant relationship between Generation Y consumers' affective loyalty levels and conative loyalty levels to gas stations.

H<sub>7c</sub>: There is a significant relationship between Generation Y consumers' conative loyalty levels and action loyalty levels to gas stations.

### **3.6. DATA COLLECTION AND ANALYSIS**

The population of the research consists of individuals between 19 – 39 years old who prefer at least one of the gas stations named Petrol Ofisi, OPET or Shell and drive at least a car of various models and brands. In order to test the hypotheses of the study, 271 individuals were asked questions and expressions used for data collection.

Convenience sampling method was used as sampling method. Convenience sampling involves the selection of units to be included in the sampling by non-random methods (Robson, 2002).

This study is based on primary data that is collected by survey method. The target respondents are people who are citizens of Republic of Turkey and members of Generation Y. The tools that are used within this dissertation are social media (Facebook and LinkedIn) and physical environment (crowded coffee shops where people gathered together and the university campus). Thus, after the completion of the questionnaire on 15<sup>th</sup> of April, first it was posted on LinkedIn which is a professional social network and a lot of surveys were completed from the network. After 4 days, the survey link was posted again on Facebook which is another social network. However, low response rate was the main issue that this research encountered. After a meeting with the study's supervisor on how to improve response rate, she gave the permission to conduct survey by approaching people on university site in person. Also, a Starbucks branch in Istanbul was used in order to complete more surveys in person. The survey link was closed on 6<sup>th</sup> of May, resulting with 303 responses, but 32 of them is partially answered. According to Ng and Coakes (2014), for quantitative studies 50 responses to a small survey may produce a minimum amount of data, which can be analysed to generate findings. As a result, 271 surveys were properly answered and used in order to analyse.

The data will be analysed by using SPSS software, which enables to interpret data by using statistical analyses. Since the aim of the research is to find relationships and patterns, correlation will be used to understand connections between four-phases and brand preferences.

### **3.7. MEASUREMENT OF INDEPENDENT AND DEPENDENT VARIABLES**

According to the research model, compatible with the purpose of this dissertation, the independent variables consist of demographic factors (gender, age, education level and reference from the family), vehicle specifications (individuals preferences related to the vehicles such as type of card and type of fuel) and gas station specifications (location of the gas station and national or foreign brand status). The dependent variables of the research are cognitive loyalty, affective loyalty, conative loyalty, action aoyalty, trust level and finally frequency of purchase.

As a result of the research, IBM SPSS 20 program is used in the analysis of Generation Y consumers data. The distribution of Generation Y car owners according to their socio-demographic characteristics is stated as frequency and percentage.

The control of whether the scores obtained from the scale and subscales used in the study conform to normal distribution is determined by considering the kurtosis and skewness values. The values that skewness and kurtosis coefficients can take vary between  $-\infty$  and  $+\infty$  and normal distribution ranges of these values are between -3 and +3 according to some studies; According to some -2 and +2 between (Ak, 2009). Since the scale and subscales of the consumers showed normal distribution, the differences between the groups are T-test and One-Way analysis of variance (ANOVA) for independent samples which are parametric tests. Scheffe test is used in order to determine the groups that perform 3 or more subscale and scale scores differentiation. Chi-Square analysis is used to examine the factors affecting the gas station preferences of Generation Y consumers.

The findings obtained at the end of the study are taken into account at 95% reliability level.

The degree and direction of the relationship between loyalty and trust and subscales of

Generation Y consumers are analyzed by Pearson correlation coefficient. The dimensions of the correlations of the subscale scores between each other are evaluated according to the following ranges (Kalaycı, 2006):

<b><u>r</u></b>	<b><u>relationship</u></b>
0,00-0,25	Very weak
0,26-0,49	Weak
0,50-0,69	Medium
0,70-0,89	High
0,90-1,00	Very high

Cronbach's alpha coefficient is used to calculate the internal consistency of the subscales. The following ranges are taken into consideration in determining the reliability level of Cronbach Alpha coefficient (Özdamar, 2004):

If  $0,00 \leq \alpha < 0,40$ , the scale is not reliable.

The scale has low reliability if  $0,40 \leq \alpha < 0,60$ .

The scale is very reliable if  $0,60 \leq \alpha < 0,80$ .

If  $0,80 \leq \alpha < 1,00$ , the scale is a highly reliable scale.

Exploratory factor analysis is used in order to determine the factor structure of the scales, and in order to examine effect states t multiple regression analysis is used.

### 3.8. ETHICAL ISSUES

The study includes human interaction either in person or online when gathering primary data, so it is important to establish trust with respondents. The research ensures to protect privacy and anonymity of the participants.

## 4. RESEARCH FINDINGS

### 4.1. DESCRIPTIVE STATISTICS FOR DEMOGRAPHIC VARIABLES

The distribution of demographic characteristics of Generation Y car owners are shown in Table 4.1.

*Table 4.1 Distribution of Demographic Characteristics*

Characteristics		N	%
<b>Gender</b>	Female	120	44,3
	Male	151	55,7
<b>Age</b>	19-23 years old	19	7,0
	24-29 years old	101	37,3
	30-34 years old	116	42,8
	35-39 years old	35	12,9
<b>Education Level</b>	High School	12	4,4
	Associate Degree	14	5,2
	Bachelor's Degree	141	52,0
	Postgraduate	98	36,2
	Other	6	2,2

When the participants' gender distribution is examined, it is determined that 55,7% are

male and 44,3% are female.

When the participants' age distribution is examined, it is determined that 42,8% between 30-34 years old, 37,3% between 24-29 years old, 12,9% between 35-39 years old and 7,0% between 19 -23 years old.

When the participants' education level is examined, it is determined that 52,0% of them Bachelor's Degree, 36,2% of them Postgraduate, 5,2% of them Associate Degree, 4,4% of them High School and 2,2% of them are graduated from other institutions.

#### **4.2. DESCRIPTIVE STATISTICS OF GENERATION Y CONSUMERS REGARDING TYPE OF FUEL AND TYPE OF CAR**

The distributions regarding the type of fuel and vehicle-related characteristics of Generation Y members are shown in Table 4.2.

*Table 4.2 Distribution of Fuel Type and Car Type Characteristics*

<b>Characteristics</b>		<b>N</b>	<b>%</b>
<b>Most frequently preferred gas stations</b>	Petrol Ofisi	71	26,2
	OPET	99	36,5
	Shell	101	37,3
<b>Type of Car</b>	Sedan	88	32,5
	Hatchback	128	47,2
	SUV	18	6,6
	Diğer	37	13,7
<b>Type of Fuel</b>	Dizel	139	51,3
	Benzin	113	41,7
	Otogaz	19	7,0

<b>National or Foreign Brand</b>	National	30	11,1
	Foreign	23	8,5
	Both	218	80,4
<b>Reference from the Family</b>	Petrol Ofisi	59	21,8
	OPET	113	41,7
	Shell	43	15,9
	Other	56	20,7
<b>The Closest Gas Station to Home or Workplace</b>	Petrol Ofisi	73	26,9
	OPET	84	31,0
	Shell	66	24,4
	Other	48	17,7
<b>Frequency of Purchase</b>	Once a week or more	121	44,6
	Biweekly	99	36,5
	Once a month	40	14,8
	Longer than once a month	11	4,1

When the distribution of the participants according to their preferred gas stations is examined, it is determined that the ranking is 37,3% Shell, 36,5% OPET and 26,2% Petrol Ofisi respectively.

When the distribution of the participants according to their type of car is examined, it is determined that 47,2% of the participants have Hatchback, 32,5% have Sedan, 13,7% have other type of cars and 6,6% have SUV type.

When the distribution of the participants according to the type of fuel used is examined, it is found that 51,3% of the participants use diesel, 41,7% use gasoline and 7,0% use autogas.

When the distribution of the participants according to their national or foreign brand preference is examined, it is determined that 80,4% of them prefer both national and foreign brands, 11,1% of them prefer national brands and 8,5% of them prefer foreign gas station brands.

When the distribution of the participants according to the reference from the family is

examined, it is found that 41,7% of their families prefer OPET, 21,8% prefer Petrol Ofisi, 20,7% other brands and 15,9% prefer Shell brand.

When the distribution of the participants according to location of the gas station is examined, 31,0% of the participants declare that OPET is the closest gas station to their home or workplace, 26,9% Petrol Ofisi, 24,4% Shell. Moreover, 17,7% of the participants declare that Other brand is the closest gas station to their home or workplace.

When the distribution of the participants according to the frequency of purchase is examined, it is identified that 44,6% of them purchase once or more in a week, 36,5% purchase biweekly, 14,8% once in a month and 4,1% purchase more than a month time period.

### **4.3. FACTOR ANALYSIS AND RELIABILITY ANALYSIS OF DATA COLLECTION TOOLS**

In this part of this dissertation, factor and reliability analyzes of the variables are included.

Factor analysis is used to create new scale structures in the conceptual structure by combining the scale factor expressions in certain groups and to provide integrity in the data analysis. The analysis is carried on by obtaining a smaller number of conceptual structures by distributing a large number of scale expressions into groups according to the factor loads obtained from the analysis.

Before starting factor analysis, it is examined whether the available data is suitable for factor analysis and the adequacy of the sample. While the adequacy test of the sample

is determined by KMO test value for applying factor analysis to the data, Bartlett p value is used to determine whether it is appropriate to use factor analysis. A KMO test value greater than 0,60 indicates that the sample is sufficient for factor analysis, whereas Bartlett test p value less than 0.05 indicates that factor analysis is correct (Durmuş et al., 2013).

When factor analysis is applied, it is stated that expressions with factor load less than 0,40 should be excluded from the analysis for factor loads of expressions (Kalaycı, 2005). In addition, scale expressions with a factor load difference between two dimensions of less than 0,10 are also excluded from the analysis. It is accepted that construct validity is obtained by removing expressions whose factor load difference between two dimensions is less than 0,10.

#### **4.3.1. Loyalty Scale Factor Analysis and Reliability Analysis**

To test the validity of Loyalty Scale; firstly, Bartlett's test is performed ( $p=0,000 < 0,05$ ). Factor analysis is performed because the sample size ( $KMO=0,918 > 0,60$ ) is also sufficient. As a result of the first factor analysis, it is decided to exclude two expressions (CGL2 and ACL4) that are evaluated under multiple factors with a difference of less than 0,1. In order to test the validity of the item-excluded Loyalty Scale, Bartlett's test is performed ( $p = 0.000 < 0.05$ ). Factor analysis is performed because the sample size ( $KMO=0,905 > 0,60$ ) is also sufficient. Table 4.3 shows the factor structure after the items have been removed.

**Table 4.3** *The Factor Structure of Loyalty Scale*

Factor Name	Indicator	Factor Loading	Explained Variance (%)	Cronbach's alpha
<b>Cognitive Loyalty</b>	<b>CGL5</b>	0,881	25,951	0,676
	<b>CGL3</b>	0,817		
	<b>CGL1</b>	0,709		
	<b>CGL4</b>	0,666		
<b>Affective Loyalty</b>	<b>AFL2</b>	0,828	15,940	0,783
	<b>AFL4</b>	0,810		
	<b>AFL5</b>	0,785		
	<b>AFL1</b>	0,643		
	<b>AFL3</b>	0,626		
<b>Conative Loyalty</b>	<b>CNL4</b>	0,840	15,506	0,694
	<b>CNL1</b>	0,712		
	<b>CNL3</b>	0,662		
	<b>CNL2</b>	0,551		
<b>Action Loyalty</b>	<b>ACL1</b>	0,719	10,308	0,792
	<b>ACL2</b>	0,713		
	<b>ACL3</b>	0,571		
	<b>Total Variance</b>		67,705 %	0,915
		KMO	0,905	
		Bartlet Sphericity Test Chi-Square	2376,028	
		sd	120	
		p value	0,000	

As a result of factor analysis, it is found that the total explained variance of the scale is 67,705% and 4 factors are valid. Accordingly, it is decided that CGL2 and ACL4 items should be subtracted from the scale items at least in two factors because they differed less than 0,1 factor load value. The Cronbach's Alpha reliability coefficients of the scale and its subscales are found as greater than 0,6, and the scale and its subscales are found as reliable.

### 4.3.2. Trust Scale Factor Analysis and Reliability Analysis

In order to test the validity of trust scale; firstly, Bartlett's test is performed ( $p = 0,000 < 0,05$ ). Factor analysis is performed because the sample size ( $KMO=0,841 > 0,60$ ) is also sufficient. Table 4.4 shows the factor structure after the items have been removed.

*Table 4.4 The Factor Structure of Trust Scale*

Factor Name	Indicator	Factor Loading	Explained Variance (%)	Cronbach's alpha
Trust	TR2	0,885	67,427	0,878
	TR3	0,871		
	TR4	0,829		
	TR5	0,828		
	TR1	0,675		
	<b>Total variance</b>		67,427 %	0,878
		KMO	0,841	
		Bartlett Sphericity Test Chi-Square	722,032	
		sd	10	
		p value	0,000	

As a result of the factor analysis, it is found that the total variance of the scale is 67,427% and it is shown as one and only factor, thus it is identified as valid. The Cronbach's Alpha reliability coefficients of the scale are found as greater than 0,6, and the scale and its subscales are found as reliable.

#### 4.4. DISTRIBUTION OF SCORES FROM SCALES

The average, standard deviation, kurtosis and skewness of the Generation Y consumers' scores from Loyalty Scale are shown in Table 4.5.

*Table 4.5* Distribution of Generation Y Consumers' Scores From Loyalty Scale, Skewness and Kurtosis

Subscales	N	Mean	Standart Deviation	Skewness	Kurtosis
<b>Cognitive Loyalty</b>	271	3,06	0,84	0,058	-0,678
<b>Affective Loyalty</b>	271	3,34	0,85	-0,197	-0,637
<b>Conative Loyalty</b>	271	3,08	0,85	-0,057	-0,579
<b>Action Loyalty</b>	271	3,27	0,94	-0,321	-0,551

The average score of Generation Y consumers' from Cognitive Loyalty subscale is  $X=3,06$  ( $ss=0,84$ ; undecided); Affective Loyalty subscale  $X=3,34$  ( $ss=0,85$ ; undecided); The average score of Conative Loyalty subscale  $X=3,08$  ( $ss=0,85$ ; undecided); The average score of Action Loyalty subscale is  $X=3,27$  ( $ss=0,84$ ; undecided).

Since the loyalty and skewness values of the subscales of Loyalty Scale are between -3 and +3 (Ak, 2009), it is determined that the scores obtained from the subscales are in accordance with the normal distribution.

Standard deviation, kurtosis and skewness, average values of Generation Y consumers' Trust Scale scores are shown in Table 4.6.

**Table 4.6** *Distribution of Generation Y Consumers' Scores From Loyalty Scale, Kurtosis and Skewness*

Subscales	N	Mean	Standart Deviation	Skewness	Kurtosis
<b>Trust</b>	271	3,52	0,80	-0,370	-0,537

The average of Generation Y consumers' scores obtained from Trust Scale is determined as  $X=3,52$  ( $ss=0,80$ ; agree).

As the scores obtained from Trust Scale has Kurtosis and Skewness values between -3 and +3 (Ak, 2009), it is determined that the scores obtained from the scale fit the normal distribution.

#### 4.5. REGRESSION ANALYSIS

The results of the multiple linear regression analysis conducted to examine the effect of the loyalty of Generation Y consumers towards gas stations on their trust towards gas stations are shown in Table 4.7.

**Table 4.7** *The Effect of Generation Y Consumers' Loyalty towards Gas Stations on Their Trust towards Gas Stations*

Dependent Variable	Independent Variable	B	$\beta$	t	p	F	Model (p)	Adjusted R <sup>2</sup>
<b>Trust</b>	<b>Invariant</b>	0,720		6,442	<b>0,000</b>	169,931	<b>0,000</b>	0,715
	<b>Cognitive Loyalty</b>	0,098	0,103	1,943	0,053			
	<b>Affective Loyalty</b>	0,373	0,396	7,003	<b>0,000</b>			
	<b>Conative Loyalty</b>	0,254	0,270	4,664	<b>0,000</b>			

	<b>Action Loyalty</b>	0,144	0,169	3,241	<b>0,001</b>			
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Multiple linear regression analysis is conducted to investigate the effects of Generation Y consumers' loyalty levels towards gas stations' trust levels (F=169,931; p=0,000). It could be stated that loyalty to gas stations has a high effect on trust (R<sup>2</sup>=0,715; 71,5%). In addition, while cognitive loyalty has no effect on this effect (p>0,05), it is found that other loyalty phases have significant effects (p <0,05).

#### 4.6. CORRELATION ANALYSIS

The results of Pearson Correlation test conducted to examine the relationship between Generation Y consumers' trust and loyalty towards gas stations are shown in Table 4.8.

*Table 4.8 Results of Correlation Analysis*

Subscales		Trust	Cognitive Loyalty	Affective Loyalty	Conative Loyalty	Action Loyalty
<b>Trust</b>	r	<b>1,000</b>	<b>0,702</b>	<b>0,799</b>	<b>0,770</b>	<b>0,722</b>
	p		<b>0,000</b>	<b>0,000</b>	<b>0,000</b>	<b>0,000</b>
<b>Cognitive Loyalty</b>	r		<b>1,000</b>	<b>0,712</b>	<b>0,742</b>	<b>0,687</b>
	p			<b>0,000</b>	<b>0,000</b>	<b>0,000</b>
<b>Affective Loyalty</b>	r			<b>1,000</b>	<b>0,764</b>	<b>0,727</b>
	p				<b>0,000</b>	<b>0,000</b>
<b>Conative Loyalty</b>	r				<b>1,000</b>	<b>0,717</b>
	p					<b>0,000</b>
<b>Action Loyalty</b>	r					<b>1,000</b>
	p					

Generation Y consumers' trust towards gas stations and;

Cognitive loyalty has positive, high level and significant value ( $r=0,702$   $p=0,000$ ), affective loyalty has positive, high level and significant ( $r=0,799$   $p=0,000$ ), conative loyalty has positive, high level and significant ( $r=0,770$   $p=0,000$ ) and action loyalty has positive, high level and significant ( $r=0,722$   $p=0,000$ ) relationships.

Generation Y consumers' cognitive loyalty towards gas stations and;

Affective loyalty has positive, high level and significant ( $r=0,712$   $p=0,000$ ), conative loyalty has positive, high level and significant ( $r=0,742$   $p=0,000$ ), action loyalty has positive, high level and significant ( $r=0,687$   $p=0,000$ ) relationships.

Generation Y consumers' affective loyalty towards gas stations and;

Conative loyalty has positive, high level and significant ( $r=0,764$   $p=0,000$ ), action loyalty has positive, high level and significant ( $r=0,727$   $p=0,000$ ) relationships.

There is a positive, high level and significant relationship ( $r=0,717$   $p=0,000$ ) between Generation Y consumers' conative loyalty towards gas stations and Generation Y consumers' action loyalty towards gas stations.

#### **4.7. INDEPENDENT SAMPLES T TEST AND ONE-WAY ANOVA ANALYSIS**

The t-test results of the independent samples conducted to examine the loyalty and trust levels of the Generation Y consumers' to gas stations according to gender are shown in Table 4.9.

**Table 4.9** Differentiation of Loyalty and Trust Levels of Generation Y Consumers to Gas Station Brands by Gender

Subscales	Gender	N	X	ss	t	p
<b>Cognitive Loyalty</b>	Female	120	3,10	0,83	0,536	0,593
	Male	151	3,04	0,85		
<b>Affective Loyalty</b>	Female	120	3,33	0,83	-0,245	0,807
	Male	151	3,36	0,88		
<b>Conative Loyalty</b>	Female	120	3,07	0,84	-0,245	0,807
	Male	151	3,09	0,87		
<b>Action Loyalty</b>	Female	120	3,31	0,93	0,541	0,589
	Male	151	3,24	0,96		
<b>Trust</b>	Female	120	3,51	0,76	-0,399	0,680
	Male	151	3,54	0,84		

According to the t-test results, there is no statistically significant difference between 95% reliability level according to the results of t-test for the independent samples conducted to examine the differentiation status of Generation Y consumers' Loyalty and Trust Scales according to gender ( $p > 0,05$ ).

The results of one-way analysis of variance (ANOVA) to investigate the differentiation between loyalty and trust levels of Generation Y consumers' to gas stations by age are shown in Table 4.10.

**Table 4.10** Differentiation of Loyalty and Trust levels of Generation Y Consumers to Gas Station Brands by Age

Subscales	Age	N	X	ss	F	p	Levene p	Variance
<b>Cognitive Loyalty</b>	19-23	19	2,84	0,86	1,324	0,267	0,968	
	24-29	101	3,12	0,83				
	30-34	116	3,12	0,83				
	35-39	35	2,88	0,89				

<b>Affective Loyalty</b>	19-23	19	3,22	0,92	1,353	0,258	0,179	
	24-29	101	3,46	0,84				
	30-34	116	3,32	0,89				
	35,39	35	3,16	0,69				
<b>Conative Loyalty</b>	19-23	19	2,89	0,78	0,702	0,552	0,749	
	24-29	101	3,16	0,88				
	30-34	116	3,07	0,86				
	35,39	35	3,00	0,82				
<b>Action Loyalty</b>	19-23	19	2,89	0,90	1,502	0,214	0,816	
	24-29	101	3,37	0,96				
	30-34	116	3,27	0,96				
	35,39	35	3,18	0,88				
<b>Trust</b>	19-23	19	3,26	0,90	1,761	0,155	0,304	
	24-29	101	3,65	0,78				
	30-34	116	3,50	0,83				
	35,39	35	3,41	0,72				

According to the results of the one-way analysis of variance (ANOVA) to examine the differentiation status of Generation Y consumers' Loyalty and Trust Scales, there is no statistically significant difference within 95% reliability level from the scores obtained by age ( $p > 0,05$ ).

The results of one-way analysis of variance (ANOVA) to examine the differentiation of loyalty and trust levels of Generation Y consumers' towards gas stations according to their education level are shown in Table 4.11.

**Table 4.11** Differentiation of Loyalty and Trust Levels of Generation Y Consumers to Gas Station Brands by Education Level

Subscales	Education Level	N	X	ss	F	p	Levene P	Variance
<b>Cognitive Loyalty</b>	High School	12	3,21	0,84	1,956	0,121	0,896	
	Associate degree	14	2,61	1,01				
	Bachelor's degree	141	3,04	0,81				
	Postgraduate	98	3,16	0,84				
	Other*	6	-	-				
<b>Affective Loyalty</b>	High School	12	3,37	0,73	0,717	0,542	0,423	
	Associate degree	14	3,09	0,81				
	Bachelor's degree	141	3,33	0,86				
	Postgraduate	98	3,42	0,86				
	Other*	6	-	-				
<b>Conative Loyalty</b>	High School	12	3,02	0,73	1,250	0,292	0,422	
	Associate degree	14	2,77	0,83				
	Bachelor's degree	141	3,05	0,86				
	Postgraduate	98	3,19	0,87				
	Other*	6	-	-				
<b>Action Loyalty</b>	High School	12	3,19	0,83	2,855	0,058	0,670	
	Associate degree	14	2,74	0,99				
	Bachelor's degree	141	3,23	0,94				
	Postgraduate	98	3,45	0,93				
	Other*	6	-	-				
<b>Trust</b>	High School	12	3,47	0,68	0,816	0,486	0,457	
	Associate degree	14	3,46	0,74				
	Bachelor's degree	141	3,47	0,83				
	Postgraduate	98	3,63	0,77				
	Other*	6	-	-				

\* The marked groups were not included in the analysis since there were not enough samples (n <10).

According to the results of the one-way analysis of variance (ANOVA) to examine the differentiation status of Generation Y consumers' Loyalty and Trust Scales, there is no statistically significant difference within 95% reliability level from the scores obtained

by education level ( $p > 0,05$ ).

The results of one-way analysis of variance (ANOVA) to examine the differentiation of loyalty and trust levels of Generation Y consumers' towards gas stations according to the types of car are shown in Table 4.12.

**Table 4.12** Differentiation of Loyalty and Trust Levels of Generation Y Consumers to Gas Station Brands by Type of Car

Subscales	Car Type	N	X	ss	F	p	Levene p	Variance
<b>Cognitive Loyalty</b>	Sedan	88	3,15	0,87	0,521	0,668	0,164	
	Hatchback	128	3,02	0,79				
	SUV	18	3,14	1,05				
	Diğer	37	3,00	0,85				
<b>Affective Loyalty</b>	Sedan	88	3,33	0,88	0,228	0,877	0,830	
	Hatchback	128	3,37	0,85				
	SUV	18	3,46	0,86				
	Diğer	37	3,28	0,84				
<b>Conative Loyalty</b>	Sedan	88	3,15	0,85	0,386	0,763	0,445	
	Hatchback	128	3,04	0,85				
	SUV	18	3,01	1,02				
	Diğer	37	3,11	0,83				
<b>Action Loyalty</b>	Sedan	88	3,29	0,93	0,219	0,883	0,913	
	Hatchback	128	3,26	0,94				
	SUV	18	3,13	1,04				
	Diğer	37	3,34	0,99				
<b>Trust</b>	Sedan	88	3,60	0,77	0,434	0,728	0,410	
	Hatchback	128	3,48	0,84				
	SUV	18	3,51	0,81				
	Diğer	37	3,54	0,79				

According to the results of the one-way analysis of variance (ANOVA) to examine the differentiation of Generation Y consumers' Loyalty and Trust scales according to the type of car, 95% reliability level is not differentiated from the scores obtained according to the type of car ( $p > 0,05$ ).

The results of the one-way analysis of variance (ANOVA) to investigate the differentiation of Loyalty and Trust levels of Generation Y consumers towards gas stations according to the type of fuel used are shown in Table 4.13.

**Table 4.13** *Differentiation of Loyalty and Trust Levels of Generation Y Consumers to Gas Station Brands by Type of Fuel*

Subscales	Type of Fuel	N	X	ss	F	p	Levene p	Variance
<b>Cognitive Loyalty</b>	Diesel	139	3,16	0,83	1,876	0,155	0,807	
	Gasoline	113	2,96	0,85				
	Autogas	19	3,07	0,84				
<b>Affective Loyalty</b>	Diesel	139	3,45	0,80	2,148	0,119	0,055	
	Gasoline	113	3,23	0,92				
	Autogas	19	3,26	0,77				
<b>Conative Loyalty</b>	Diesel <sup>(1)</sup>	139	3,22	0,81	3,613	<b>0,028</b>	0,895	1-2
	Gasoline <sup>(2)</sup>	113	2,94	0,88				
	Autogas <sup>(3)</sup>	19	2,92	0,90				
<b>Action Loyalty</b>	Diesel	139	3,37	0,92	1,800	0,167	0,354	
	Gasoline	113	3,15	0,99				
	Autogas	19	3,25	0,85				
<b>Trust</b>	Diesel	139	3,62	0,76	2,241	0,108	0,395	
	Gasoline	113	3,44	0,83				
	Autogas	19	3,34	0,90				

According to the results of one-way analysis of variance (ANOVA) to examine the differentiation of Generation Y consumers' Loyalty and Trust Scales according to the type of fuel used, it is found that Conative Loyalty subscale scores differed statistically at 95% reliability level ( $F=3,613$   $p<0,05$ ). According to the results of Scheffe post-hoc test to determine the groups where the participants' Conative Loyalty subscale scores differ, the Conventional Loyalty subscale scores of the diesel users ( $X=3,22$ ) are found as higher than the ones who use the gasoline as fuel ( $X=2,94$ ).

The results of the one-way analysis of variance (ANOVA) to investigate the differentiation of Loyalty and Trust levels of Generation Y consumers towards gas

stations according to the preference of national or foreign gas station brands are shown in Table 4.14.

**Table 4.14** *Differentiation of Loyalty and Trust Levels of Generation Y Consumers to Gas Station Brands by National or Foreign Brand Preference*

Subscales	National/ Foreign	N	X	ss	F	p	Levene p	Variance
<b>Cognitive Loyalty</b>	National <sup>(1)</sup>	30	2,81	0,88	3,374	<b>0,036</b>	0,737	2-3
	Foreign <sup>(2)</sup>	23	2,79	0,82				
	Both <sup>(3)</sup>	218	3,13	0,83				
<b>Affective Loyalty</b>	National <sup>(1)</sup>	30	3,21	0,70	0,446	0,641	0,029	
	Foreign <sup>(2)</sup>	23	3,32	0,71				
	Both <sup>(3)</sup>	218	3,37	0,89				
<b>Conative Loyalty</b>	National <sup>(1)</sup>	30	2,93	0,78	0,599	0,550	0,658	
	Foreign <sup>(2)</sup>	23	3,07	0,89				
	Both <sup>(3)</sup>	218	3,11	0,86				
<b>Action Loyalty</b>	National <sup>(1)</sup>	30	2,89	0,91	2,776	0,064	0,775	
	Foreign <sup>(2)</sup>	23	3,30	0,83				
	Both <sup>(3)</sup>	218	3,32	0,96				
<b>Trust</b>	National <sup>(1)</sup>	30	3,25	0,75	2,060	0,129	0,708	
	Foreign <sup>(2)</sup>	23	3,55	0,78				
	Both <sup>(3)</sup>	218	3,56	0,81				

According to the results of one-way analysis of variance (ANOVA), which is conducted to investigate the differentiation of Generation Y consumers' Loyalty and Trust scales according to the preference of national or foreign gas station brands, Cognitive Loyalty subscale scores differed statistically at 95% reliability level. (F=3,374 p<0,05). According to Scheffe post-hoc test conducted in order to determine the groups in which the Cognitive Loyalty subscale scores of the participants differ, only those who prefer foreign gas station brands (X=2,79) are those who prefer both national and foreign gas station brands (X=3,13) lower.

The results of the one-way analysis of variance (ANOVA) to investigate the differentiation of Loyalty and Trust levels of Generation Y consumers towards gas

stations according to the reference from the family are shown in Table 4.15.

**Table 4.15** Differentiation of Loyalty and Trust Levels of Generation Y Consumers to Gas Station Brands by Reference from the Family

Subscales	Brand Preference	N	X	ss	F	P	Levene p	Variance
<b>Cognitive Loyalty</b>	Petrol Ofisi <sup>(1)</sup>	59	3,01	0,89	1,331	0,265	0,606	
	OPET <sup>(2)</sup>	113	3,18	0,86				
	Shell <sup>(3)</sup>	43	3,04	0,78				
	Diğer <sup>(4)</sup>	56	2,92	0,80				
<b>Affective Loyalty</b>	Petrol Ofisi <sup>(1)</sup>	59	3,27	0,91	0,937	0,423	0,183	
	OPET <sup>(2)</sup>	113	3,36	0,89				
	Shell <sup>(3)</sup>	43	3,52	0,76				
	Diğer <sup>(4)</sup>	56	3,26	0,79				
<b>Conative Loyalty</b>	Petrol Ofisi <sup>(1)</sup>	59	2,99	0,89	2,866	<b>0,037</b>	0,745	3-4
	OPET <sup>(2)</sup>	113	3,09	0,85				
	Shell <sup>(3)</sup>	43	3,40	0,83				
	Diğer <sup>(4)</sup>	56	2,93	0,80				
<b>Action Loyalty</b>	Petrol Ofisi <sup>(1)</sup>	59	3,20	0,91	3,347	<b>0,020</b>	0,730	3-4
	OPET <sup>(2)</sup>	113	3,30	0,92				
	Shell <sup>(3)</sup>	43	3,61	0,98				
	Diğer <sup>(4)</sup>	56	3,02	0,97				
<b>Trust</b>	Petrol Ofisi <sup>(1)</sup>	59	3,51	0,82	0,509	0,677	0,925	
	OPET <sup>(2)</sup>	113	3,51	0,80				
	Shell <sup>(3)</sup>	43	3,66	0,83				
	Diğer <sup>(4)</sup>	56	3,47	0,79				

According to the results of one-way analysis of variance (ANOVA) in order to examine the differentiation of Generation Y consumers' Loyalty and Trust Scales according to the reference from their family, Conventional and Action Loyalty subscale scores differed statistically at 95% reliability level (F=2,866 p<0,05; F=3,347 p<0,05). According to the results of Scheffe post-hoc test to determine the groups in which participants' Conventional and Action subscale scores differ, Conventional Loyalty subscale scores of their parents prefer Shell gas station (X=3,40) is higher; Action

Loyalty subscale scores of their parents who preferred Shell gas station ( $X=3,61$ ) are higher than those whose parents prefer other gas stations ( $X=3,02$ ).

The results of one-way analysis of variance (ANOVA) to investigate the differentiation of Loyalty and Trust levels of Generation Y consumers towards gas stations relative to the closest gas station to their home or workplace are shown in Table 4.16.

**Table 4.16** Differentiation of Loyalty and Trust Levels of Generation Y Consumers to Gas Station Brands by Location

Subscales	Brand Preference	N	X	ss	F	p	Levene p	Variance
<b>Cognitive Loyalty</b>	Petrol Ofisi <sup>(1)</sup>	73	3,12	0,90	0,772	0,511	0,491	
	OPET <sup>(2)</sup>	84	3,14	0,88				
	Shell <sup>(3)</sup>	66	3,02	0,79				
	Diğer <sup>(4)</sup>	48	2,93	0,76				
<b>Affective Loyalty</b>	Petrol Ofisi <sup>(1)</sup>	73	3,43	0,81	1,271	0,285	0,530	
	OPET <sup>(2)</sup>	84	3,39	0,85				
	Shell <sup>(3)</sup>	66	3,36	0,84				
	Diğer <sup>(4)</sup>	48	3,14	0,94				
<b>Conative Loyalty</b>	Petrol Ofisi <sup>(1)</sup>	73	3,12	0,89	0,453	0,716	0,739	
	OPET <sup>(2)</sup>	84	3,13	0,81				
	Shell <sup>(3)</sup>	66	3,08	0,86				
	Diğer <sup>(4)</sup>	48	2,96	0,88				
<b>Action Loyalty</b>	Petrol Ofisi <sup>(1)</sup>	73	3,37	0,91	1,477	0,221	0,157	
	OPET <sup>(2)</sup>	84	3,37	0,88				
	Shell <sup>(3)</sup>	66	3,19	0,97				
	Diğer <sup>(4)</sup>	48	3,06	1,07				
<b>Trust</b>	Petrol Ofisi <sup>(1)</sup>	73	3,51	0,81	0,759	0,518	0,535	
	OPET <sup>(2)</sup>	84	3,55	0,82				
	Shell <sup>(3)</sup>	66	3,61	0,73				
	Diğer <sup>(4)</sup>	48	3,39	0,89				

According to the results of one-way analysis of variance (ANOVA), to examine the differentiation of Generation Y consumers' Loyalty and Trust Scales according to the location of the gas stations, 95% reliability level is not differentiated from the scores

obtained according to the location of the gas station ( $p > 0,05$ ).

According to the results of one-way analysis of variance (ANOVA) to investigate the differentiation of Loyalty and Trust levels of Generation Y consumers towards gas stations relative to the frequency of purchase are shown in Table 4.17.

**Table 4.17** Differentiation of Loyalty and Trust Levels of Generation Y Consumers to Gas Station Brands by Frequency of Purchase

Subscales	Frequency of Purchase	N	X	ss	F	p	Levene p	Variance
<b>Cognitive Loyalty</b>	Once a week or more <sup>(1)</sup>	121	3,20	0,95	1,952	0,122	0,004	
	Biweekly <sup>(2)</sup>	99	2,93	0,75				
	Once a month <sup>(3)</sup>	40	3,01	0,74				
	Longer than once a month <sup>(4)</sup>	11	3,09	0,48				
<b>Affective Loyalty</b>	Once a week or more <sup>(1)</sup>	121	3,52	0,90	4,178	<b>0,007</b>	0,067	2-4 3-4
	Biweekly <sup>(2)</sup>	99	3,21	0,78				
	Once a month <sup>(3)</sup>	40	3,09	0,90				
	Longer than once a month <sup>(4)</sup>	11	3,60	0,38				
<b>Conative Loyalty</b>	Once a week or more <sup>(1)</sup>	121	3,12	0,94	0,443	0,723	0,013	
	Biweekly <sup>(2)</sup>	99	3,08	0,78				
	Once a month <sup>(3)</sup>	40	2,95	0,84				
	Longer than once a month <sup>(4)</sup>	11	3,16	0,54				
<b>Action Loyalty</b>	Once a week or more <sup>(1)</sup>	121	3,34	1,00	0,520	0,669	0,634	
	Biweekly <sup>(2)</sup>	99	3,25	0,89				
	Once a month <sup>(3)</sup>	40	3,13	0,99				
	Longer than once a month <sup>(4)</sup>	11	3,24	0,79				
<b>Trust</b>	Once a week or more <sup>(1)</sup>	121	3,59	0,88	2,075	0,104	0,003	
	Biweekly <sup>(2)</sup>	99	3,43	0,74				
	Once a month <sup>(3)</sup>	40	3,46	0,79				

	Longer than once a month <sup>(4)</sup>	11	3,98	0,32				
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According to the results of one-way analysis of variance (ANOVA) in order to examine the differentiation of Generation Y consumers' Loyalty and Trust Scales according to the frequency of purchase, Affective Loyalty subscale scores differed statistically at 95% reliability level ( $F=4,178$   $p<0,05$ ). According to the results of Scheffe post-hoc test to determine the groups in which participants' Affective Loyalty subscale scores differ, participants who purchase longer than once a month ( $X=3,60$ ) is higher than Affective Loyalty subscale scores of the participants who purchase biweekly ( $X=3,21$ ) and the participants who purchase once a month ( $X=3,09$ ).

#### **4.8. CHI-SQUARE ANALYSIS**

The results of Chi-square analysis to examine the differentiation status of gas station preferences according to type of car, type of fuel, location, national or foreign brands, reference from the family and frequency of purchase characteristics of Generation Y consumers are shown in Table 4.18.

*Table 4.18 Differentiation Status of Type of Car, Type of Fuel, National or Foreign Brand Preference, Reference from the Family, Location and Frequency of Purchase Characteristics*

Subscales		Gas Stations			X <sup>2</sup>	p
		Petrol Ofisi	OPET	Shell		
<b>Type of Car</b>	<b>Sedan</b>	21 (23,9%)	29 (33,0%)	38 (43,2%)	5,985	0,425
	<b>Hatchback</b>	31 (24,2%)	54 (42,2%)	43 (33,6%)		
	<b>SUV</b>	7 (38,9%)	4 (22,2%)	7 (38,9%)		
	<b>Other</b>	12 (32,4%)	12 (32,4%)	13 (35,1%)		
<b>Type of Fuel</b>	<b>Diesel</b>	32 (23,0%)	48 (34,5%)	59 (42,4%)	8,452	0,076
	<b>Gasoline</b>	33 (29,2%)	40 (35,4%)	40 (35,4%)		
	<b>Autogas</b>	6 (31,6%)	11 (57,9%)	2 (10,5%)		
<b>National or Foreign Brand Preference</b>	<b>National</b>	10 (33,3%)	10 (33,3%)	10 (33,3%)	12,283	<b>0,015</b>
	<b>Foreign</b>	0 (0,0%)	8 (34,8%)	15 (65,2%)		
	<b>Both</b>	61 (28,0%)	81 (37,2%)	76 (34,9%)		
<b>Reference from the Family</b>	<b>Petrol Ofisi</b>	26 (44,4%)	17 (28,8%)	16 (27,1%)	33,806	<b>0,000</b>
	<b>OPET</b>	29 (25,7%)	54 (47,8%)	30 (26,5%)		
	<b>Shell</b>	10 (23,3%)	10 (23,3%)	23 (53,5%)		
	<b>Other</b>	6 (10,7%)	18 (32,1%)	32 (57,1%)		
<b>Location of the Gas Staion</b>	<b>Petrol Ofisi</b>	31 (42,5%)	16 (21,9%)	26 (35,6%)	35,879	<b>0,000</b>
	<b>OPET</b>	17 (20,2%)	47 (56,0%)	20 (23,8%)		
	<b>Shell</b>	12 (18,2%)	17 (25,8%)	37 (56,1%)		

	<b>Other</b>	11 (22,9%)	19 (39,6%)	18 (37,5%)		
<b>Frequency of Purchase</b>	<b>Once a week or more <sup>(1)</sup></b>	35 (28,9%)	49 (40,5%)	37 (30,6%)	9,725	<b>0,045</b>
	<b>Biweekly <sup>(2)</sup></b>	27 (27,3%)	25 (25,3%)	47 (47,5%)		
	<b>Once a month <sup>(3)</sup></b>	9 (22,5%)	18 (45,0%)	13 (32,5%)		
	<b>Longer than once a month <sup>(4)</sup></b>	*	*	*		

As a result of Chi-Square analysis conducted to examine the differentiation status of gas station preferences according to type of car, type of fuel, location, national or foreign brands, reference from the family and frequency of purchase characteristics of Generation Y consumers, it is determined that they do not differ according to the type of car and type of fuel used.

As a result of Chi-Square analysis, according to the national or foreign brand preference of the participants, the difference is found as statistically significant at 95% reliability level ( $\chi^2=12,283$ ;  $p < 0,05$ ). Accordingly, it could be stated that only those who prefer foreign gas stations brands prefer Shell brand.

Another result of Chi-square analysis conducted to examine the differentiation status of gas station preferences according to the reference from the family of Generation Y consumers, the difference is found as statistically significant at 95% reliability level ( $\chi^2=33,806$ ;  $p < 0,05$ ). Accordingly, it could be stated that Generation Y consumers prefer the specific gas stations which are preferred by their parents.

Another result of Chi-Square analysis conducted to investigate the differentiation status of gas station preferences of Generation Y consumers according to the closest gas

station brand to their home or workplace, the difference is found as statistically significant at 95% reliability level ( $X^2=35,879$ ;  $p<0,05$ ). Accordingly, it could be stated that Generation Y consumers prefer the gas stations which are the closest to their home or workplace.

Finally, as a result of Chi-Square analysis conducted to examine the differentiation status of gas station preferences according to frequency of purchase of Generation Y consumers, the difference is found as statistically significant at 95% reliability level ( $X^2=9,725$ ;  $p<0,05$ ). According to this findings, it could be stated that Generation Y consumers who purchase biweekly prefer Shell brand and Generation Y consumers who purchase once a week or more and once a month prefer OPET brand.

#### **4.9. SUMMARY OF HYPOTHESES RESULTS**

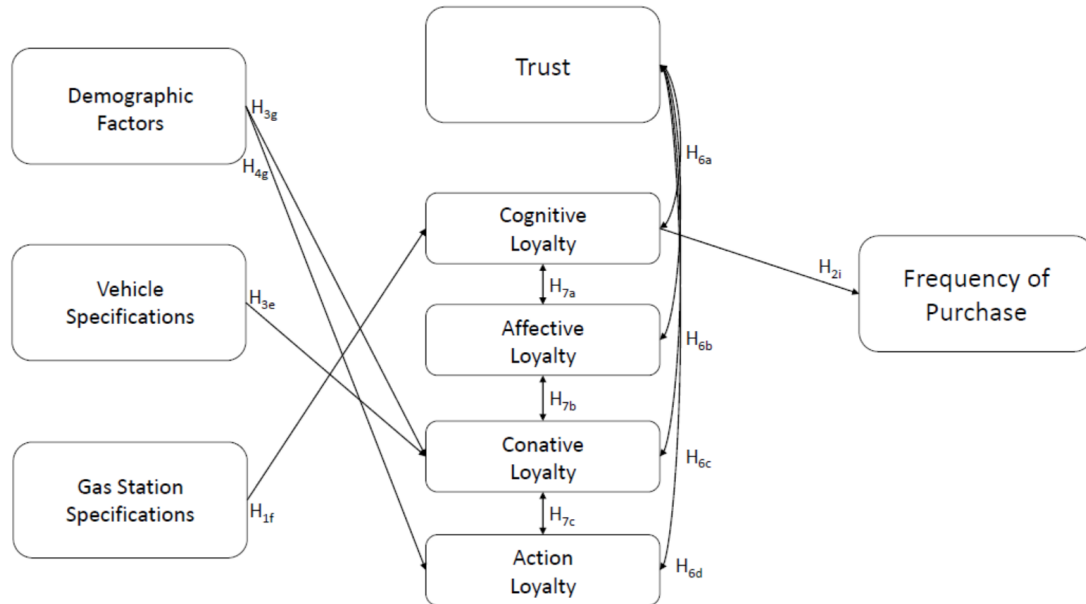
Based on the findings of the research, the supported and not supported status of the research hypotheses are shown in Table 4.19.

**Table 4.19** *Research Hypotheses Results*

<b>Hypotheses</b>	<b>Results</b>
<p>H<sub>1a</sub>: Generation Y consumers' cognitive loyalty levels to gas stations differ by gender.                      H<sub>1b</sub>: Generation Y consumers' cognitive loyalty levels to gas stations differ by age.                      H<sub>1c</sub>: Generation Y consumers' cognitive loyalty levels to gas stations differ by education level.                      H<sub>1d</sub>: Generation Y consumers' cognitive loyalty levels to gas stations differ by type of car.                      H<sub>1e</sub>: Generation Y consumers' cognitive loyalty levels to gas stations differ by type of fuel.                      H<sub>1f</sub>: Generation Y consumers' cognitive loyalty levels to gas stations differ whether gas stations are national or foreign brands.                      H<sub>1g</sub>: Generation Y consumers' cognitive loyalty levels to gas stations differ according to the reference from the family.                      H<sub>1h</sub>: Generation Y consumers' cognitive loyalty levels to gas stations differ according to the location of the gas station.                      H<sub>1i</sub>: Generation Y consumers' cognitive loyalty levels to gas stations differ according to the frequency of purchase.</p>	<p>Not Supported                      Not Supported                      Not Supported                      Not Supported                      Not Supported                      Supported                      Not Supported                      Not Supported                      Not Supported</p>
<p>H<sub>2a</sub>: Generation Y consumers' affective loyalty levels to gas stations differ by gender.                      H<sub>2b</sub>: Generation Y consumers' affective loyalty levels to gas stations differ by age.                      H<sub>2c</sub>: Generation Y consumers' affective loyalty levels to gas stations differ by education level.                      H<sub>2d</sub>: Generation Y consumers' affective loyalty levels to gas stations differ by type of car.                      H<sub>2e</sub>: Generation Y consumers' affective loyalty levels to gas stations differ by type of fuel.                      H<sub>2f</sub>: Generation Y consumers' affective loyalty levels to gas stations differ whether gas stations are national or foreign brands.                      H<sub>2g</sub>: Generation Y consumers' affective loyalty levels to gas stations differ according to the reference from the family.                      H<sub>2h</sub>: Generation Y consumers' affective loyalty levels to gas stations differ according to the location of the gas station.                      H<sub>2i</sub>: Generation Y consumers' affective loyalty levels to gas stations differ according to the frequency of purchase.</p>	<p>Not Supported                      Not Supported                      Not Supported                      Not Supported                      Not Supported                      Not Supported                      Not Supported                      Not Supported                      Supported</p>
<p>H<sub>3a</sub>: Generation Y consumers' conative loyalty levels to gas stations differ by gender.                      H<sub>3b</sub>: Generation Y consumers' conative loyalty levels to gas stations differ by age.                      H<sub>3c</sub>: Generation Y consumers' conative loyalty levels to gas stations differ by education level.                      H<sub>3d</sub>: Generation Y consumers' conative loyalty levels to gas stations differ by type of car.                      H<sub>3e</sub>: Generation Y consumers' conative loyalty levels to gas stations differ by type of fuel.                      H<sub>3f</sub>: Generation Y consumers' conative loyalty levels to gas stations differ whether gas stations are national or foreign brands.                      H<sub>3g</sub>: Generation Y consumers' conative loyalty levels to gas stations differ according to the reference from the family.                      H<sub>3h</sub>: Generation Y consumers' conative loyalty levels to gas stations differ according to the location of the gas station.                      H<sub>3i</sub>: Generation Y consumers' conative loyalty levels to gas stations differ according to the frequency of purchase.</p>	<p>Not Supported                      Not Supported                      Not Supported                      Not Supported                      Supported                      Not Supported                      Supported                      Not Supported                      Not Supported</p>

<p>H<sub>4a</sub>: Generation Y consumers' action loyalty levels to gas stations differ by gender.  H<sub>4b</sub>: Generation Y consumers' action loyalty levels to gas stations differ by age.  H<sub>4c</sub>: Generation Y consumers' action loyalty levels to gas stations differ by education level.  H<sub>4d</sub>: Generation Y consumers' action loyalty levels to gas stations differ by type of car.  H<sub>4e</sub>: Generation Y consumers' action loyalty levels to gas stations differ by type of fuel.  H<sub>4f</sub>: Generation Y consumers' action loyalty levels to gas stations differ whether gas stations are national or foreign brands.  H<sub>4g</sub>: Generation Y consumers' action loyalty levels to gas stations differ according to the reference from the family.  H<sub>4h</sub>: Generation Y consumers' action loyalty levels to gas stations differ according to the location of the gas station.  H<sub>4i</sub>: Generation Y consumers' action loyalty levels to gas stations differ according to the frequency of purchase.</p>	<p>Not Supported  Not Supported  Not Supported  Not Supported  Not Supported  Not Supported  Supported  Not Supported  Not Supported</p>
<p>H<sub>5a</sub>: Generation Y consumers' trust levels to gas stations differ by gender.  H<sub>5b</sub>: Generation Y consumers' trust levels to gas stations differ by age.  H<sub>5c</sub>: Generation Y consumers' trust levels to gas stations differ by education level.  H<sub>5d</sub>: Generation Y consumers' trust levels to gas stations differ by type of car.  H<sub>5e</sub>: Generation Y consumers' trust levels to gas stations differ by type of fuel.  H<sub>5f</sub>: Generation Y consumers' trust levels to gas stations differ whether gas stations are national or foreign brands.  H<sub>5g</sub>: Generation Y consumers' trust levels to gas stations differ according to the reference from the family.  H<sub>5h</sub>: Generation Y consumers' trust levels to gas stations differ according to the location of the gas station.  H<sub>5i</sub>: Generation Y consumers' trust levels to gas stations differ according to the frequency of purchase.</p>	<p>Not Supported  Not Supported  Not Supported  Not Supported  Not Supported  Not Supported  Not Supported  Not Supported  Not Supported</p>
<p>H<sub>6a</sub>: There is a significant relationship between Generation Y consumers' trust levels and cognitive loyalty levels to gas stations.  H<sub>6b</sub>: There is a significant relationship between Generation Y consumers' trust levels and affective loyalty levels to gas stations.  H<sub>6c</sub>: There is a significant relationship between Generation Y consumers' trust levels and conative loyalty levels to gas stations.  H<sub>6d</sub>: There is a significant relationship between Generation Y consumers' trust levels and action loyalty levels to gas stations.</p>	<p>Supported  Supported  Supported  Supported</p>
<p>H<sub>7a</sub>: There is a significant relationship between Generation Y consumers' cognitive loyalty levels and affective loyalty levels to gas stations.  H<sub>7b</sub>: There is a significant relationship between Generation Y consumers' affective loyalty levels and conative loyalty levels to gas stations.  H<sub>7c</sub>: There is a significant relationship between Generation Y consumers' conative loyalty levels and action loyalty levels to gas stations.</p>	<p>Supported  Supported  Supported</p>

**Figure 4.1** Revised Model



## 5. CONCLUSION

In this study, it is aimed to determine the degree of loyalty and trust among Generation Y consumers to gas stations, to determine the factors affecting loyalty and trust factors, and the findings obtained as a result of the analysis of data obtained from individuals who provide the conditions of the research are stated in this section.

It is determined that 55,7% of the participants are male, 42,8% are between the ages of 30-34 and 52,0% are undergraduate. In addition, it is designated that the most preferred gas station of the participants is Shell (37,3%), followed by OPET (36,5%) and Petrol Ofisi (26,2%) respectively. According to the study, 47,2% of the participants have Hatchback type of cars, 51,3% use diesel as fuel, 80,4% choose both domestic and foreign gas station brands. 41,7% of the participants declare that their parents prefer

OPET, 31% of the participants declares that the closest gas station brand to their house or work is OPET. Furthermore, 44,6% of the participants are visiting a gas station once in a week or more.

According to the findings of the study, Generation Y car owners are not sure from their loyalties under the four-phases (cognitive, affective, conative and action loyalties). However, participants have a significant degree of trust to the gas stations.

In the dissertation, it is specified that Generation Y consumers' loyalty levels to gas stations have significant relationship on trust levels to gas stations. However, cognitive loyalty has no contribution to this relationship.

Generation Y consumers' loyalty and trust levels to gas stations do not differ according to the gender, age and education level and they do not differ according to the type of vehicle and the location of the gas station from home or workplace. On the other hand, consumers using diesel fuel have higher levels of conative loyalty than gasoline users. Generation Y consumers who prefer only foreign gas station brands have lower cognitive loyalty comparing to Generation Y consumers who prefer both national and foreign gas station brands. In addition, Generation Y consumers whose parents prefer Shell brand have more conative and action loyalty comparing to Generation Y consumers whose parents prefer other gas station brands. Finally, Generation Y consumers who purchase longer than once a month has more affective loyalty than Generation Y consumers who purchase biweekly or once a month.

It is determined that Generation Y consumers' gas station preferences do not differ according to the type of car and the type of fuel used. However, consumers who prefer foreign gas station brands declared that they prefer Shell brand. Moreover, they prefer gas stations that their parents purchase, prefer the closest stations to their home or workplace and consumers who purchase biweekly prefer Shell and who purchase once in a week or more and once in a month prefer OPET brand.

Trust has an essential role on driving loyalty either directly or indirectly (Harris & Goode, 2004). The literature suggests that there is a positive link between consumers' trust in a brand and their brand loyalty (Lau & Lee, 1999). The results of Harris and Goode's (2004) study indicate that trust is a vital key and central aspect throughout exchange. Moreover Lau and Lee (1999) argue that similarities between two parties could provide a feeling of trust. Lau and Lee (1999) argue that similarity between a consumer's self-concept and a brand's personality is positively linked to the consumer's trust in that brand. So, achieving a high degree of congruence with brand could increase emotional attachment and trust in the brand, which eventually influence the loyalty to that brand. The connection between loyalty and trust is strong as it is mentioned in literature.

Furthermore, Millennials perform powerful effects on the buying decisions of their friends and family, hence they control buying decisions of their social sphere (Grant and Waite, 2003; Akturan et al., 2011; Tang and Chan, 2017). Family factor is important for the members of Generation Y as it is mentioned in literature. Millennials are more loyal to the brands that their families shop.

Moreover, it is envisaged that the members of Generation Y indicates weak connections to brand loyalty (Reisenwitz & Iyer, 2009), and this makes more difficult for companies to create loyalty among them. There are some studies that indicate that Millennials are brand switchers since they are reacting to price promotions, other studies purport that Millennials desire goods that comply with their character and perceptions, independently from the brand names (Gurau, 2012). Millennials' brand loyalty is poor and it is more difficult for companies to create loyalty among them, as it is mentioned in literature.

There are approximately 100 active fuel distribution brands, and three of these brands have 52% of the market share; SHELL & TURCAS PETROL A.Ş. (14,21%), OPET PETROLÇÜLÜK A.Ş. (16,85%) and PETROL OFİSİ A.Ş. (21,93%), respectively

according to Energy Market Regulatory Authority (EPDK, 2018). As it is mentioned in literature, Petrol Ofisi is current market leader. However, Petrol Ofisi is the least preferred brand among Generation Y according to the results.

## **6. MANAGERIAL IMPLICATIONS**

In this dissertation, there are significant results which could be beneficial for the professionals who are working in related industries and who would like to aim to focus on Generation Y consumers.

Brands should give importance to their loyalty program in the sector, because Generation Y has no powerful brand loyalty towards gas station brands.

According to this dissertation, because of loyalty towards gas stations has an effect on trust, it is necessary to consider creating trust for gas stations in order to provide loyalty between Generation Y consumers and gas stations.

Family factor is significant for Generation Y. Thus, in order to have loyal customers from upcoming generations, companies should diverse their marketing activities or physical evidences on families.

Diesel engine users are more loyal customers comparing to gasoline and autogas users, companies could target this group.

Gasoline and autogas customers are less loyal, companies could investigate the reason behind of this fact in order to have competitive advantage.

Because of the strong correlation between trust and loyalty, companies should provide

their customers reliability either with their physical environment or marketing activities.

Generation Y consumers who purchase longer than once a month has more affective loyalty than Generation Y consumers who purchase biweekly or once a month. Companies could investigate and make investment on this group, because it may be easier to make them loyal customers to the brand and their frequency of purchase is open to increase.

OPET has the 40,5% of the consumers who purchase fuel once a week or more, which are the most valuable group. The other companies should examine the OPET's gas stations, activities and campaigns in order to understand how they attract those frequent buyers.

11,1% of the participants tend to choose only national brands, and 80,4% of the participants tend to purchase from both national and foreign brands. Hence, companies should not spend their time and money with local and national brand commercials and related marketing activities. Because Generation Y does not give any importance to that.

Generation Y car owners are looking for the closest gas stations to their home or work. Because of the costs of opening new gas stations, companies should look forward to figure out the ways to attract the potential customers who are the members of Generation Y to drive their existing gas stations.

## **7. LIMITATIONS AND RECOMMENDATIONS FOR FUTURE RESEARCH**

According to the findings of the study, Generation Y car owners are not sure from their loyalties under the four-phases (cognitive, affective, conative and action loyalties). The reasons of this fact could be studied by researchers. The weak brand loyalty stems from the gas stations, brands or are there any other reasons, could be investigated.

Another result according to the findings of the study, Generation Y car owners are affected by their families in terms of preferred gas stations and brands. This result could be investigated in detail.

As a result of the study it is determined that diesel engine users have high loyalty towards the brands they purchase their fuel. Thus, the difference between the customers who purchase diesel and other fuels (gasoline and autogas) could be identified with future researches.

Another result according to this study is, reference from the family has an effect on Generation Y consumers. This result could be another crucial output in order to further thought for researchers.

According to this research, diesel engine users among Generation Y have more loyalty to gas stations, it could be studied the link between product (diesel, gasoline, autogas) and loyalty for further researches.

This research is based on Brand Loyalty to Gas Station Brands Among Generation Y Consumers and loyalty and trust factors were examined. However, this study could be extended to the whole car drivers regardless of generation, or could be focused on the next generation "Generation Z".

This research is limited with the investigation of loyalty levels and trust factor of the members of Generation Y. The investigations made under the demographic factors,

vehicle specifications, gas station specifications and purchasing preferences. However, for the future researches it is recommended that other factors could be affected the loyalty levels and trust such as quality of the fuel or promotional activities of the brands could be investigated in detail. These studies could be investigated particularly under the 7Ps of service marketing.

Participants of the research is selected among Generation Y consumers. Thus, in order to eliminate people who do not belong to Generation Y, an age question is also asked to the participants. However, this question helped the researcher to identify the specific range of age of the participants such as; 19 – 23, 24 – 29, 30 – 34 and 35 – 39, and further analyzes were conducted in relation to this data.

In this dissertation, relationship between trust and loyalty is investigated in terms of causality, and their correlation relationships are examined, too. Because of this study took form according to descriptive survey model, this relationships conducted without any extrinsic intervention and the conditions are described as are.

The results of this research are thought as a contributon to the literature, it could be considered as an improvable study for furher similar researches.

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## **APPENDICES**

### **Appendix 1**

#### *Cognitive loyalty*

CGL1: I believe X has more offers than others.

CGL2: The service of X is better than others of its class.

CGL3: I believe X is cheaper than others when I need to buy a service of this type.

CGL4: I consider X my first choice when I need a service of this type.

CGL5: X provides me with superior service quality compared to others in its category.

#### *Affective loyalty*

AFL1: I have grown to like X more than other service providers.

AFL2: I like the products and services offered by X more than others

AFL3: To me, X is the one whose services I enjoy using the most.

AFL4: Compared with other service providers, I am happy with the services X provides.

AFL5: I am usually pleased with my purchase decisions from X.

#### *Conative loyalty*

CNL1: I am likely to say positive things about X to other people.

CNL2: I would recommend X to someone who seeks my advice.

CNL3: I intend to continue to use X if its prices increase somewhat.

CNL4: I am likely to spend more money at X than at other service providers.

#### *Action loyalty*

ACL1: I say positive things about X to other people.

ACL2: I encourage friends and relatives to use X.

ACL3: I have spent more money at X than at other service providers.

ACL4: I have bought more products and services from X than from other service providers.

#### *Trust*

TR1: X can be trusted at all times.

TR2: X can be counted on to do what is right.

TR3: X is very dependable.

TR4: X has high integrity.

TR5: X is very competent.

Source: El-Manstrly & Harrison, 2013

## Appendix 2

**1) Please choose your favorite Gas Station brand in Turkey based on your overall preference. (where 1 is your most preferred gas station and 3 is your least preferred.)\***

\_\_\_\_\_ Petrol Ofisi  
\_\_\_\_\_ OPET  
\_\_\_\_\_ Shell

## QUESTIONNAIRE

**2) Are you familiar with the products and services at Petrol Ofisi?\*** (If no please proceed to Question 3)

Yes  No

**I believe Petrol Ofisi has more offers and services than others.**

Strongly disagree  Disagree  Neutral  Agree  Strongly agree

**The service and product quality of Petrol Ofisi is better than the other gas station brands.**

Strongly disagree  Disagree  Neutral  Agree  Strongly agree

**I believe Petrol Ofisi is cheaper than others when I need to buy gas.**

Strongly disagree  Disagree  Neutral  Agree  Strongly agree

**I consider Petrol Ofisi my first choice when I need to buy gas.**

Strongly disagree  Disagree  Neutral  Agree  Strongly agree

**Petrol Ofisi provides me with superior service quality compared to other gas station brands.**

Strongly disagree  Disagree  Neutral  Agree  Strongly agree

**I have grown to like Petrol Ofisi more than other gas stations..**

Strongly disagree  Disagree  Neutral  Agree  Strongly agree

**I like the products and services offered by Petrol Ofisi more than other gas station brands.**

Strongly disagree  Disagree  Neutral  Agree  Strongly agree

**To me, Petrol Ofisi is the one whose market, car wash, toilet and food&beverage I enjoy using the most.**

Strongly disagree  Disagree  Neutral  Agree  Strongly agree

**Compared with other gas station brands, I am happy with the products and services Petrol Ofisi provides.**

Strongly disagree  Disagree  Neutral  Agree  Strongly agree

**I am usually pleased with my purchase decisions from Petrol Ofisi.**

Strongly disagree  Disagree  Neutral  Agree  Strongly agree

**I am likely to say positive things about Petrol Ofisi to other people.**

Strongly disagree  Disagree  Neutral  Agree  Strongly agree

**I would recommend Petrol Ofisi to someone who seeks my advice.**

Strongly disagree  Disagree  Neutral  Agree  Strongly agree

**I intend to continue to shop from Petrol Ofisi if its prices increase somewhat.**

Strongly disagree  Disagree  Neutral  Agree  Strongly agree

**I am likely to spend more money at Petrol Ofisi (such as market, car wash, etc.) than at other service providers.**

Strongly disagree  Disagree  Neutral  Agree  Strongly agree

**I say positive things about Petrol Ofisi to other people.**

Strongly disagree  Disagree  Neutral  Agree  Strongly agree

**I encourage my friends and relatives to shop from Petrol Ofisi.**

Strongly disagree  Disagree  Neutral  Agree  Strongly agree

**I have spent more money at Petrol Ofisi than at other gas station brands.**

Strongly disagree  Disagree  Neutral  Agree  Strongly agree

**I have bought more products and services from Petrol Ofisi than from other service providers.**

Strongly disagree  Disagree  Neutral  Agree  Strongly agree

**Petrol Ofisi can be trusted at all times as a gas station.**

Strongly disagree  Disagree  Neutral  Agree  Strongly agree

**Petrol Ofisi can be counted on to do what is right in oil & gas industry.**

Strongly disagree  Disagree  Neutral  Agree  Strongly agree

**Petrol Ofisi is very dependable with its products.**

Strongly disagree  Disagree  Neutral  Agree  Strongly agree

**Petrol Ofisi has high integrity.**

Strongly disagree  Disagree  Neutral  Agree  Strongly agree

**Petrol Ofisi is very competent.**

Strongly disagree  Disagree  Neutral  Agree  Strongly agree

**3) Are you familiar with the products and services at OPET?\*( If no please proceed to Question 4)**

Yes  No

**I believe OPET has more offers and services than others.**

Strongly disagree  Disagree  Neutral  Agree  Strongly agree

**The service and product quality of OPET is better than the other gas station brands.**

Strongly disagree  Disagree  Neutral  Agree  Strongly agree

**I believe OPET is cheaper than others when I need to buy gas.**

Strongly disagree  Disagree  Neutral  Agree  Strongly agree

**I consider OPET my first choice when I need to buy gas.**

Strongly disagree  Disagree  Neutral  Agree  Strongly agree

**OPET provides me with superior service quality compared to other gas station brands.**

Strongly disagree  Disagree  Neutral  Agree  Strongly agree

**I have grown to like OPET more than other gas stations.**

Strongly disagree  Disagree  Neutral  Agree  Strongly agree

**I like the products and services offered by OPET more than other gas station brands.**

Strongly disagree  Disagree  Neutral  Agree  Strongly agree

**To me, OPET is the one whose market, car wash, toilet and food&beverage I enjoy using the most.**

Strongly disagree  Disagree  Neutral  Agree  Strongly agree

**Compared with other gas station brands, I am happy with the products and services OPET provides.**

Strongly disagree  Disagree  Neutral  Agree  Strongly agree

**I am usually pleased with my purchase decisions from OPET.**

Strongly disagree  Disagree  Neutral  Agree  Strongly agree

**I am likely to say positive things about OPET to other people.**

Strongly disagree  Disagree  Neutral  Agree  Strongly agree

**I would recommend OPET to someone who seeks my advice.**

Strongly disagree  Disagree  Neutral  Agree  Strongly agree

**I intend to continue to shop from OPET if its prices increase somewhat.**

Strongly disagree  Disagree  Neutral  Agree  Strongly agree

**I am likely to spend more money at OPET (such as market, car wash, etc.) than at other service providers.**

Strongly disagree  Disagree  Neutral  Agree  Strongly agree

**I say positive things about OPET to other people.**

Strongly disagree  Disagree  Neutral  Agree  Strongly agree

**I encourage my friends and relatives to shop from OPET.**

Strongly disagree  Disagree  Neutral  Agree  Strongly agree

**I have spent more money at OPET than at other gas station brands.**

Strongly disagree  Disagree  Neutral  Agree  Strongly agree

**I have bought more products and services from OPET than from other service providers.**

Strongly disagree  Disagree  Neutral  Agree  Strongly agree

**OPET can be trusted at all times as a gas station.**

Strongly disagree  Disagree  Neutral  Agree  Strongly agree

**OPET can be counted on to do what is right in oil & gas industry.**

Strongly disagree  Disagree  Neutral  Agree  Strongly agree

**OPET is very dependable with its products.**

Strongly disagree  Disagree  Neutral  Agree  Strongly agree

**OPET has high integrity.**

Strongly disagree  Disagree  Neutral  Agree  Strongly agree

**OPET is very competent.**

Strongly disagree  Disagree  Neutral  Agree  Strongly agree

**4) Are you familiar with the products and services at Shell?\*** (If no please proceed to Question 5)

Yes  No

**I believe Shell has more offers and services than others.**

Strongly disagree  Disagree  Neutral  Agree  Strongly agree

**The service and product quality of Shell is better than the other gas station brands.**

Strongly disagree  Disagree  Neutral  Agree  Strongly agree

**I believe Shell is cheaper than others when I need to buy gas.**

Strongly disagree  Disagree  Neutral  Agree  Strongly agree

**I consider Shell my first choice when I need to buy gas.**

Strongly disagree  Disagree  Neutral  Agree  Strongly agree

**Shell provides me with superior service quality compared to other gas station brands.**

Strongly disagree  Disagree  Neutral  Agree  Strongly agree

**I have grown to like Shell more than other gas stations.**

Strongly disagree  Disagree  Neutral  Agree  Strongly agree

**I like the products and services offered by Shell more than other gas station brands.**

Strongly disagree  Disagree  Neutral  Agree  Strongly agree

**To me, Shell is the one whose market, car wash, toilet and food&beverage I enjoy using the most.**

Strongly disagree  Disagree  Neutral  Agree  Strongly agree

**Compared with other gas station brands, I am happy with the products and services Shell provides.**

Strongly disagree  Disagree  Neutral  Agree  Strongly agree

**I am usually pleased with my purchase decisions from Shell.**

Strongly disagree  Disagree  Neutral  Agree  Strongly agree

**I am likely to say positive things about Shell to other people.**

Strongly disagree  Disagree  Neutral  Agree  Strongly agree

**I would recommend Shell to someone who seeks my advice.**

Strongly disagree  Disagree  Neutral  Agree  Strongly agree

**I intend to continue to shop from Shell if its prices increase somewhat.**

Strongly disagree  Disagree  Neutral  Agree  Strongly agree

**I am likely to spend more money at Shell (such as market, car wash, etc.) than at other service providers.**

Strongly disagree  Disagree  Neutral  Agree  Strongly agree

**I say positive things about Shell to other people.**

Strongly disagree  Disagree  Neutral  Agree  Strongly agree

**I encourage my friends and relatives to shop from Shell.**

Strongly disagree  Disagree  Neutral  Agree  Strongly agree

**I have spent more money at Shell than at other gas station brands.**

Strongly disagree  Disagree  Neutral  Agree  Strongly agree

**I have bought more products and services from Shell than from other service providers.**

Strongly disagree  Disagree  Neutral  Agree  Strongly agree

**Shell can be trusted at all times as a gas station.**

Strongly disagree  Disagree  Neutral  Agree  Strongly agree

**Shell can be counted on to do what is right in oil & gas industry.**

Strongly disagree  Disagree  Neutral  Agree  Strongly agree

**Shell is very dependable with its products.**

Strongly disagree  Disagree  Neutral  Agree  Strongly agree

**Shell has high integrity.**

Strongly disagree  Disagree  Neutral  Agree  Strongly agree

**Shell is very competent.**

Strongly disagree  Disagree  Neutral  Agree  Strongly agree

## **BASIC INFORMATION**

**5) Age\***

19 - 23    24 - 29    30 - 34    35 - 39

**6) Gender\***

Female    Male

**7) Education\***

High School    Associate Degree    Undergraduate    Postgraduate    Other

**8) Type of Car\***

Hatchback    Sedan    MPV    SUV    Crossover    Coupe    Convertible  
 Compact    Station Wagon    Super Sport    LCV    Van    Pickup  
 Hybrid    Other

**9) The product that I buy is\***

Gasoline    Diesel    Autogas

**10) When my car needs gas, I prefer to buy from\***

National brands    Foreign brands    Both national and foreign brands

**11) My family used to buy from\***

Petrol Ofisi    OPET    Shell    Other

**12) The closest gas station to my home/workplace is\***

Petrol Ofisi    OPET    Shell    Other

**13) I visit a gas station\***

Once a week or more    Biweekly    Once a month    Longer than once a month

**14) Please use the space below to comment further on the reasons for your preferences for Oil and Gas Stations in Turkey. (Optional)**

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### Appendix 3

1) Lütfen Türkiye’de en çok tercih ettiğiniz akaryakıt istasyonu markasını seçiniz. (En çok tercih ettiğiniz markayı 1, en az tercih ettiğiniz markayı 3 olarak işaretleyebilirsiniz.)

\_\_\_\_\_ Petrol Ofisi

\_\_\_\_\_ OPET

\_\_\_\_\_ Shell

### ANKET

2) Petrol Ofisi ürün ve hizmetlerinden haberdar mısınız? (Eğer değilseniz, 3. soru ile devam ediniz)

Evet  Hayır

**Petrol Ofisi’nin diğer markalardan daha fazla teklif ve hizmeti olduğuna inanıyorum.**

- Kesinlikle katılmıyorum  
 Katılmıyorum  
 Ne katılıyorum ne de katılmıyorum  
 Katılmıyorum  
 Kesinlikle katılıyorum

**Petrol Ofisi’nin hizmet ve ürün kalitesi diğer akaryakıt istasyonlarından daha iyidir.**

- Kesinlikle katılmıyorum  
 Katılmıyorum  
 Ne katılıyorum ne de katılmıyorum  
 Katılmıyorum  
 Kesinlikle katılıyorum

**Akaryakıt alacağım zaman, Petrol Ofisi’nin ürünlerinin diğerlerinden daha ucuz olduğuna inanıyorum.**

- Kesinlikle katılmıyorum  
 Katılmıyorum  
 Ne katılıyorum ne de katılmıyorum  
 Katılmıyorum  
 Kesinlikle katılıyorum

**Akaryakıt alacağım zaman, Petrol Ofisi’ni ilk tercihim olarak değerlendiririm.**

- Kesinlikle katılmıyorum  
 Katılmıyorum

- Ne katılıyorum ne de katılmıyorum
- Katılmıyorum
- Kesinlikle katılıyorum

**Petrol Ofisi, diğer akaryakıt istasyonlarına kıyasla, bana daha üstün bir hizmet kalitesi sunar.**

- Kesinlikle katılmıyorum
- Katılmıyorum
- Ne katılıyorum ne de katılmıyorum
- Katılmıyorum
- Kesinlikle katılıyorum

**Petrol Ofisi'ni diğer akaryakıt istasyonlarına oranla daha çok beğenirim.**

- Kesinlikle katılmıyorum
- Katılmıyorum
- Ne katılıyorum ne de katılmıyorum
- Katılmıyorum
- Kesinlikle katılıyorum

**Petrol Ofisi tarafından sunulan ürün ve hizmetleri diğer akaryakıt istasyonu markalarından daha çok beğenirim.**

- Kesinlikle katılmıyorum
- Katılmıyorum
- Ne katılıyorum ne de katılmıyorum
- Katılmıyorum
- Kesinlikle katılıyorum

**Bana göre Petrol Ofisi, market, araç yıkama, tuvalet ve yeme içme gibi hizmetlerinden faydalanma noktasında en keyif aldığım markadır.**

- Kesinlikle katılmıyorum
- Katılmıyorum
- Ne katılıyorum ne de katılmıyorum
- Katılmıyorum
- Kesinlikle katılıyorum

**Diğer akaryakıt istasyonu markalarına kıyasla, Petrol Ofisi'nin sunduğu ürün ve hizmetlerden memnunum.**

- Kesinlikle katılmıyorum
- Katılmıyorum
- Ne katılıyorum ne de katılmıyorum
- Katılmıyorum
- Kesinlikle katılıyorum

**Petrol Ofisi'nden yaptığım alışveriş tercihlerimden dolayı genel olarak memnunum.**

- Kesinlikle katılmıyorum
- Katılmıyorum
- Ne katılıyorum ne de katılmıyorum
- Katılmıyorum
- Kesinlikle katılıyorum

**Petrol Ofisi hakkında diğer insanlara olumlu şeyler söylerim.**

- Kesinlikle katılmıyorum
- Katılmıyorum
- Ne katılıyorum ne de katılmıyorum
- Katılmıyorum
- Kesinlikle katılıyorum

**Benim tavsiyemi isteyen birine Petrol Ofisi'ni öneririm.**

- Kesinlikle katılmıyorum
- Katılmıyorum
- Ne katılıyorum ne de katılmıyorum
- Katılmıyorum
- Kesinlikle katılıyorum

**Fiyatları bir miktar artsa dahi Petrol Ofisi'nden alışveriş yapmaya devam etmek isterim.**

- Kesinlikle katılmıyorum
- Katılmıyorum
- Ne katılıyorum ne de katılmıyorum
- Katılmıyorum
- Kesinlikle katılıyorum

**Petrol Ofisi'nde, diğer akaryakıt istasyonu markalarına oranla, daha fazla para harcamam (market, araç yıkama, vs.) muhtemeldir.**

- Kesinlikle katılmıyorum
- Katılmıyorum
- Ne katılıyorum ne de katılmıyorum
- Katılmıyorum
- Kesinlikle katılıyorum

**Petrol Ofisi hakkında dięer insanlara olumlu Őeyler Őoylerim.**

- Kesinlikle katılmıyorum
- Katılmıyorum
- Ne katılıyorum ne de katılmıyorum
- Katılmıyorum
- Kesinlikle katılıyorum

**ArkadaŐlarım ve akrabalarımı Petrol Ofisi'nden alıŐveriŐ yapmaya teŐvik ederim.**

- Kesinlikle katılmıyorum
- Katılmıyorum
- Ne katılıyorum ne de katılmıyorum
- Katılmıyorum
- Kesinlikle katılıyorum

**Petrol Ofisi'nde, dięer akaryakıt istasyonu markalarına oranla, daha fazla para harcadım.**

- Kesinlikle katılmıyorum
- Katılmıyorum
- Ne katılıyorum ne de katılmıyorum
- Katılmıyorum
- Kesinlikle katılıyorum

**Petrol Ofisi'nden, dięer akaryakıt istasyonu markalarına oranla, daha fazla ũrũn ve hizmet satın aldım.**

- Kesinlikle katılmıyorum
- Katılmıyorum
- Ne katılıyorum ne de katılmıyorum
- Katılmıyorum
- Kesinlikle katılıyorum

**Petrol Ofisi bir akaryakıt istasyonu olarak her zaman gũvenilirdir.**

- Kesinlikle katılmıyorum
- Katılmıyorum
- Ne katılıyorum ne de katılmıyorum
- Katılmıyorum
- Kesinlikle katılıyorum

**Petrol Ofisi kendi sektöründe ne yaparsa en doğru ve en güvenilir olanı yapar.**

- Kesinlikle katılmıyorum
- Katılmıyorum
- Ne katılıyorum ne de katılmıyorum
- Katılmıyorum
- Kesinlikle katılıyorum

**Petrol Ofisi ürünleri ile en çok güven telkin eden markadır.**

- Kesinlikle katılmıyorum
- Katılmıyorum
- Ne katılıyorum ne de katılmıyorum
- Katılmıyorum
- Kesinlikle katılıyorum

**Petrol Ofisi en yüksek seviyede doğruluk ve dürüstlüğe sahiptir.**

- Kesinlikle katılmıyorum
- Katılmıyorum
- Ne katılıyorum ne de katılmıyorum
- Katılmıyorum
- Kesinlikle katılıyorum

**Petrol Ofisi alanında en yetkin markadır.**

- Kesinlikle katılmıyorum
- Katılmıyorum
- Ne katılıyorum ne de katılmıyorum
- Katılmıyorum
- Kesinlikle katılıyorum

**3) OPET ürün ve hizmetlerinden haberdar mısınız? (Eğer değilseniz, 4. soru ile devam ediniz)**

- Evet  Hayır

**OPET'in diğer markalardan daha fazla teklif ve hizmeti olduğuna inanıyorum.**

- Kesinlikle katılmıyorum
- Katılmıyorum
- Ne katılıyorum ne de katılmıyorum
- Katılmıyorum
- Kesinlikle katılıyorum

**OPET'in hizmet ve ürün kalitesi diğer akaryakıt istasyonlarından daha iyidir.**

- Kesinlikle katılmıyorum
- Katılmıyorum
- Ne katılıyorum ne de katılmıyorum
- Katılmıyorum
- Kesinlikle katılıyorum

**Akaryakıt alacağım zaman, OPET'in ürünlerinin diğerlerinden daha ucuz olduğuna inanıyorum.**

- Kesinlikle katılmıyorum
- Katılmıyorum
- Ne katılıyorum ne de katılmıyorum
- Katılmıyorum
- Kesinlikle katılıyorum

**Akaryakıt alacağım zaman, OPET'i ilk tercihim olarak değerlendiririm.**

- Kesinlikle katılmıyorum
- Katılmıyorum
- Ne katılıyorum ne de katılmıyorum
- Katılmıyorum
- Kesinlikle katılıyorum

**OPET, diğer akaryakıt istasyonlarına kıyasla, bana daha üstün bir hizmet kalitesi sunar.**

- Kesinlikle katılmıyorum
- Katılmıyorum
- Ne katılıyorum ne de katılmıyorum
- Katılmıyorum
- Kesinlikle katılıyorum

**OPET'i diğer akaryakıt istasyonlarına oranla daha çok beğenirim.**

- Kesinlikle katılmıyorum
- Katılmıyorum
- Ne katılıyorum ne de katılmıyorum
- Katılmıyorum
- Kesinlikle katılıyorum

**OPET tarafından sunulan ürün ve hizmetleri diğer akaryakıt istasyonu markalarından daha çok beğenirim.**

- Kesinlikle katılmıyorum
- Katılmıyorum
- Ne katılıyorum ne de katılmıyorum
- Katılmıyorum
- Kesinlikle katılıyorum

**Bana göre OPET, market, araç yıkama, tuvalet ve yeme içme gibi hizmetlerinden faydalanma noktasında en keyif aldığım markadır.**

- Kesinlikle katılmıyorum
- Katılmıyorum
- Ne katılıyorum ne de katılmıyorum
- Katılmıyorum
- Kesinlikle katılıyorum

**Diğer akaryakıt istasyonu markalarına kıyasla, OPET'in sunduğu ürün ve hizmetlerden memnunum.**

- Kesinlikle katılmıyorum
- Katılmıyorum
- Ne katılıyorum ne de katılmıyorum
- Katılmıyorum
- Kesinlikle katılıyorum

**OPET'ten yaptığım alışveriş tercihlerimden dolayı genel olarak memnunum.**

- Kesinlikle katılmıyorum
- Katılmıyorum
- Ne katılıyorum ne de katılmıyorum
- Katılmıyorum
- Kesinlikle katılıyorum

**OPET hakkında diğer insanlara olumlu şeyler söylerim.**

- Kesinlikle katılmıyorum
- Katılmıyorum
- Ne katılıyorum ne de katılmıyorum
- Katılmıyorum
- Kesinlikle katılıyorum

**Benim tavsiyemi isteyen birine OPET’i öneririm.**

- Kesinlikle katılmıyorum
- Katılmıyorum
- Ne katılıyorum ne de katılmıyorum
- Katılmıyorum
- Kesinlikle katılıyorum

**Fiyatları bir miktar artsa dahi OPET’ten alışveriş yapmaya devam etmek isterim.**

- Kesinlikle katılmıyorum
- Katılmıyorum
- Ne katılıyorum ne de katılmıyorum
- Katılmıyorum
- Kesinlikle katılıyorum

**OPET’te, diğer akaryakıt istasyonu markalarına oranla, daha fazla para harcamam (market, araç yıkama, vs.) muhtemeldir.**

- Kesinlikle katılmıyorum
- Katılmıyorum
- Ne katılıyorum ne de katılmıyorum
- Katılmıyorum
- Kesinlikle katılıyorum

**OPET hakkında diğer insanlara olumlu şeyler söylerim.**

- Kesinlikle katılmıyorum
- Katılmıyorum
- Ne katılıyorum ne de katılmıyorum
- Katılmıyorum
- Kesinlikle katılıyorum

**Arkadaşlarım ve akrabalarımı OPET’ten alışveriş yapmaya teşvik ederim.**

- Kesinlikle katılmıyorum
- Katılmıyorum
- Ne katılıyorum ne de katılmıyorum
- Katılmıyorum
- Kesinlikle katılıyorum

**OPET’te, diğer akaryakıt istasyonu markalarına oranla, daha fazla para harcadım.**

- Kesinlikle katılmıyorum
- Katılmıyorum
- Ne katılıyorum ne de katılmıyorum
- Katılmıyorum
- Kesinlikle katılıyorum

**OPET’ten, diğer akaryakıt istasyonu markalarına oranla, daha fazla ürün ve hizmet satın aldım.**

- Kesinlikle katılmıyorum
- Katılmıyorum
- Ne katılıyorum ne de katılmıyorum
- Katılmıyorum
- Kesinlikle katılıyorum

**OPET bir akaryakıt istasyonu olarak her zaman güvenilirdir.**

- Kesinlikle katılmıyorum
- Katılmıyorum
- Ne katılıyorum ne de katılmıyorum
- Katılmıyorum
- Kesinlikle katılıyorum

**OPET kendi sektöründe ne yaparsa en doğru ve en güvenilir olanı yapar.**

- Kesinlikle katılmıyorum
- Katılmıyorum
- Ne katılıyorum ne de katılmıyorum
- Katılmıyorum
- Kesinlikle katılıyorum

**OPET ürünleri ile en çok güven telkin eden markadır.**

- Kesinlikle katılmıyorum
- Katılmıyorum
- Ne katılıyorum ne de katılmıyorum
- Katılmıyorum
- Kesinlikle katılıyorum

**OPET en yüksek seviyede doğruluk ve dürüstlüğe sahiptir.**

- Kesinlikle katılmıyorum
- Katılmıyorum
- Ne katılıyorum ne de katılmıyorum
- Katılmıyorum
- Kesinlikle katılıyorum

**OPET alanında en yetkin markadır.**

- Kesinlikle katılmıyorum
- Katılmıyorum
- Ne katılıyorum ne de katılmıyorum
- Katılmıyorum
- Kesinlikle katılıyorum

**4) Shell ürün ve hizmetlerinden haberdar mısınız? (Eğer değilseniz, 5. soru ile devam ediniz)**

- Evet  Hayır

**Shell'in diğer markalardan daha fazla teklif ve hizmeti olduğuna inanıyorum.**

- Kesinlikle katılmıyorum
- Katılmıyorum
- Ne katılıyorum ne de katılmıyorum
- Katılmıyorum
- Kesinlikle katılıyorum

**Shell'in hizmet ve ürün kalitesi diğer akaryakıt istasyonlarından daha iyidir.**

- Kesinlikle katılmıyorum
- Katılmıyorum
- Ne katılıyorum ne de katılmıyorum
- Katılmıyorum
- Kesinlikle katılıyorum

**Akaryakıt alacağım zaman, Shell'in ürünlerinin diğerlerinden daha ucuz olduğuna inanıyorum.**

- Kesinlikle katılmıyorum
- Katılmıyorum
- Ne katılıyorum ne de katılmıyorum
- Katılmıyorum
- Kesinlikle katılıyorum

**Akaryakıt alacağım zaman, Shell'i ilk tercihim olarak değerlendiririm.**

- Kesinlikle katılmıyorum
- Katılmıyorum
- Ne katılıyorum ne de katılmıyorum
- Katılmıyorum
- Kesinlikle katılıyorum

**Shell, diğer akaryakıt istasyonlarına kıyasla, bana daha üstün bir hizmet kalitesi sunar.**

- Kesinlikle katılmıyorum
- Katılmıyorum
- Ne katılıyorum ne de katılmıyorum
- Katılmıyorum
- Kesinlikle katılıyorum

**Shell'i diğer akaryakıt istasyonlarına oranla daha çok beğenirim.**

- Kesinlikle katılmıyorum
- Katılmıyorum
- Ne katılıyorum ne de katılmıyorum
- Katılmıyorum
- Kesinlikle katılıyorum

**Shell tarafından sunulan ürün ve hizmetleri diğer akaryakıt istasyonu markalarından daha çok beğenirim.**

- Kesinlikle katılmıyorum
- Katılmıyorum
- Ne katılıyorum ne de katılmıyorum
- Katılmıyorum
- Kesinlikle katılıyorum

**Bana göre Shell, market, araç yıkama, tuvalet ve yeme içme gibi hizmetlerinden faydalanma noktasında en keyif aldığım markadır.**

- Kesinlikle katılmıyorum
- Katılmıyorum
- Ne katılıyorum ne de katılmıyorum
- Katılmıyorum
- Kesinlikle katılıyorum

**Diğer akaryakıt istasyonu markalarına kıyasla, Shell'in sunduğu ürün ve hizmetlerden memnunum.**

- Kesinlikle katılmıyorum
- Katılmıyorum
- Ne katılıyorum ne de katılmıyorum
- Katılmıyorum
- Kesinlikle katılıyorum

**Shell'den yaptığım alışveriş tercihlerimden dolayı genel olarak memnunum.**

- Kesinlikle katılmıyorum
- Katılmıyorum
- Ne katılıyorum ne de katılmıyorum
- Katılmıyorum
- Kesinlikle katılıyorum

**Shell hakkında diğer insanlara olumlu şeyler söylerim.**

- Kesinlikle katılmıyorum
- Katılmıyorum
- Ne katılıyorum ne de katılmıyorum
- Katılmıyorum
- Kesinlikle katılıyorum

**Benim tavsiyemi isteyen birine Shell'i öneririm.**

- Kesinlikle katılmıyorum
- Katılmıyorum
- Ne katılıyorum ne de katılmıyorum
- Katılmıyorum
- Kesinlikle katılıyorum

**Fiyatları bir miktar artsa dahi Shell'den alışveriş yapmaya devam etmek isterim.**

- Kesinlikle katılmıyorum
- Katılmıyorum
- Ne katılıyorum ne de katılmıyorum
- Katılmıyorum
- Kesinlikle katılıyorum

**Shell'de, diğer akaryakıt istasyonu markalarına oranla, daha fazla para harcamam (market, araç yıkama, vs.) muhtemeldir.**

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**Shell hakkında diğer insanlara olumlu şeyler söylerim.**

- Kesinlikle katılmıyorum
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- Ne katılıyorum ne de katılmıyorum
- Katılmıyorum
- Kesinlikle katılıyorum

**Arkadaşlarım ve akrabalarımı Shell'den alışveriş yapmaya teşvik ederim.**

- Kesinlikle katılmıyorum
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- Ne katılıyorum ne de katılmıyorum
- Katılmıyorum
- Kesinlikle katılıyorum

**Shell'de, diğer akaryakıt istasyonu markalarına oranla, daha fazla para harcadım.**

- Kesinlikle katılmıyorum
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- Ne katılıyorum ne de katılmıyorum
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- Kesinlikle katılıyorum

**Shell'den, diğer akaryakıt istasyonu markalarına oranla, daha fazla ürün ve hizmet satın aldım.**

- Kesinlikle katılmıyorum
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- Kesinlikle katılıyorum

**Shell bir akaryakıt istasyonu olarak her zaman güvenilirdir.**

- Kesinlikle katılmıyorum
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**Shell kendi sektöründe ne yaparsa en doğru ve en güvenilir olanı yapar.**

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- Kesinlikle katılıyorum

**Shell ürünleri ile en çok güven telkin eden markadır.**

- Kesinlikle katılmıyorum
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- Kesinlikle katılıyorum

**Shell en yüksek seviyede doğruluk ve dürüstlüğe sahiptir.**

- Kesinlikle katılmıyorum  
 Katılmıyorum  
 Ne katılıyorum ne de katılmıyorum  
 Katılmıyorum  
 Kesinlikle katılıyorum

**Shell alanında en yetkin markadır.**

- Kesinlikle katılmıyorum  
 Katılmıyorum  
 Ne katılıyorum ne de katılmıyorum  
 Katılmıyorum  
 Kesinlikle katılıyorum

## **TEMEL BİLGİLER**

**5) Yaşınız**

- 19 - 23    24 - 29    30 - 34    35 - 39

**6) Cinsiyetiniz**

- Female    Male

**7) Eğitim Durumunuz**

- Lise    Ön Lisans    Lisans    Yüksek Lisans    Diğer

**8) Kullandığınız Araç Tipi**

- Hatchback    Sedan    MPV    SUV    Crossover    Coupe     
Convertible  
 Compact    Station Wagon    Super Sport    LCV    Van    Pickup  
 Hibrit    Diğer

**9) Aldığınız Ürün Tipi**

- Benzin  
 Motorin  
 Otogaz

**10) Aracınıza akaryakıt alacağınız zaman, aşağıdakilerden hangisini tercih edersiniz?**

- Yerli ve milli markalar
- Yabancı markalar
- Hem yerli ve milli hem de yabancı markalar

**11) Aileniz aşağıdaki markaların hangisinden akaryakıt alır?**

- Petrol Ofisi
- OPET
- Shell
- Diğer

**12) Evinize ya da iş yerinize en yakın akaryakıt istasyonu aşağıdakilerden hangisidir?**

- Petrol Ofisi
- OPET
- Shell
- Diğer

**13) Akaryakıt alım sıklığınız aşağıdakilerden hangisidir?**

- Haftada bir veya daha fazla
- İki haftada bir kez
- Ayda bir kez
- Ayda bir kezden daha uzun

**14) Türkiye'deki akaryakıt istasyonu tercihlerinizin nedenleri üzerine yorumlarınızı aşağıda belirtebilirsiniz. (Opsiyonel)**

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**ETİK KURUL DEĞERLENDİRME SONUCU/RESULT OF EVALUATION BY  
THE ETHICS COMMITTEE**

(Bu bölüm İstanbul Bilgi Üniversitesi İnsan Araştırmaları Etik Kurul tarafından  
doldurulacaktır /This section to be completed by the Committee on Ethics in research  
on Humans)


**Başvuru Sahibi / Applicant:** İlker Arkun

**Proje Başlığı / Project Title:** Brand Loyalty to Gas Stations in Turkey Among  
Generation Y

**Proje No. / Project Number:** 2019-20671-98

1.	Herhangi bir değişikliğe gerek yoktur / There is no need for revision	XX
2.	Ret/ Application Rejected Reddin gerekçesi / Reason for Rejection	

Değerlendirme Tarihi / Date of Evaluation: 10 Mayıs 2019

  
Kurul Başkanı / Committee Chair

Doç. Dr. İtir Erhart

  
Üye / Committee Member

Prof. Dr. Aslı Tunç

  
Üye / Committee Member

Prof. Dr. Turgut Tarhanlı

  
Üye / Committee Member

Prof. Dr. Hale Bolak Boratav

  
Üye / Committee Member

Prof. Dr. Koray Akay