

İSTANBUL BİLGİ UNIVERSITY
GRADUATE SCHOOL OF SOCIAL SCIENCES

DETERMINANTS OF PURCHASE INTENSIONS FOR
LUXURY BRANDS

Ecem Yapıcı

İstanbul May 2016

DETERMINANTS OF PURCHASE INTENSIONS FOR LUXURY BRANDS –THE EFFECT OF BRAND POSITIONING

Ecem Yapıcı

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Thesis Approval Date :31.05.2016

Total Page Number :67

Keywords (Turkish): Tüketici Stil Envanteri,
Lüks marka algısı,
Tüketici Kararı,
Lüks Pazarlaması.

Keywords (English):Consumer Style Inventory,
Perception Towards Luxury Brands,
Consumer decision-making,
Luxury Marketing

ÖZET

Yeni pazarlamacılar rekabet ortamında tüketicilerin satın alma kararlarını anlamak için tüketici karar verme stillerine çok büyük oranda ilgi göstermektedirler. Tüketicilerin davranış kalıplarını belirlemek ve pazar ayırımını sağlamak bu noktada çok önemlidir. Önceki araştırmacıların çoğu müşterilerin karar verme stillerini değerlendirmek için ortak bir araç olarak 1986 yılında Sproles ve Kendall tarafından tanıtılan Tüketici Stil Envanteri (CSI)'ni araştırmalarına adapte etmiştir. Araştırmacılar, farklı kültürel ve sosyal bağlamlarda CSI doğrulanmış olmasına rağmen, çok sınırlı çalışmalar lüks markalar karşı tüketicinin karar verme stilleri ve algı arasındaki ilişkiyi araştırmak için yapılmıştır. Bu nedenle, bu çalışmada esas olarak Türk müşterilerin lüks markalar karşı algı tüketici karar verme stilleri etkisini keşfetmeye odaklanıyor. Bu çalışma için örnek olarak İstanbul Bilgi ve Bahçeşehir Üniversitesi'nden bir grup genç müşterilerden çizildi. Toplamda 54 anket dolduruldu. Karar verme stilleri Sproles ve Kendall (1986) CSI modeli kullanılarak ölçüldü. Her bir yapı Cronbach Alfa değerleri verilerle ilişkili bir iyi güvenilirlik olduğunu doğruladı. Ana Bileşen Analizi Türk müşterilerin karar verme stillerini belirlemek amacıyla kullanılmıştır ve tek yönlü ANOVA testi hipotezler için kullanıldı. Sonuç olarak yedi karar verme stilleri Türk müşteriler için yüksek kaliteye önem veren, çeşitliliğe önem veren, alışveriş hazzı odaklı, marka bilincine sahip, yenilikçi (müşterilerinin moda bilinci, fiyat-değer bilinci) arasında mevcut olan lüks markalara karşı algı ile doğrudan bir ilişki gösterdiğini ortaya koymuştur .

Anahtar Kelimeler: Tüketici Stil Envanteri, Lüks marka algısı, Tüketici Kararı, Lüks Pazarlaması.

ABSTRACT

The new marketer shows a growing interest in the research of consumer decision-making styles to understand how an individual makes his/her buying decisions in the competitive environment. This concept is important because it determines the behavioral patterns of consumers and is relevant for market segmentation. Most of the previous researchers have adapted Consumer Style Inventory (CSI) introduced by Sproles and Kendall in 1986 as a common tool for assessing the decision-making styles of customers. Though researchers have verified CSI in different cultural and social contexts, very limited studies were carried out to explore the relationship between consumer decision-making styles and perception towards luxury brands. Therefore, the present study mainly focuses on exploring the impact of consumer decision-making styles on their perception towards luxury brands in Turkish customers. The sample for this study was drawn from young customers who live in Istanbul, a group of students from Bilgi and Bahcesehir University. Altogether 54 questionnaires were filled out. The decision-making styles were measured using Sproles and Kendall's (1986) CSI instrument. Cronbach's Alpha values of each construct confirmed that there is a good interring reliability associated with the data. Principle Component Analysis was employed to determine the decision-making styles of Turkish customers and the one-way ANOVA was used for testing hypotheses. The findings revealed that seven decision-making styles are present among Turkish customers and high quality, confused by overchoice, recreational (hedonistic), brand consciousness, novelty (fashion conscious, price-value conscious) of customers show a direct relationship with the perception towards luxury brands.

Keywords: Consumer Style Inventory, Perception Towards Luxury Brands, Consumer decision-making, Luxury Marketing.

ACKNOWLEDGEMENTS

I would like to thank my thesis supervisor Prof.Dr.Selime SEZGİN for her endless encouragement and support.Throughout the thesis,her positive attitude has been the most encouraging force for me to pursue my thesis with an ambition.I am so grateful for her contribution to my thesis,my marketing knowledge,to my aims and to my life.

I would like to thank my juryman Prof.Dr.Beril DURMUŞ for her endless encouragement and support.I am so grateful for her contribution to my thesis, and my spss knowledge.

I would like to thank my juryman Yrd.Doç.Dr.Esra ARIKAN for her help.

I would like to thank my father M.Sedat YAPICI for his financial support.

Also I would like to my sister H.Ceren YAPICI for everything.

I am thankful to all my best friends Simal ÇALIŞKAN,Özgür BAYER,Duygu ATLIOĞLU,Fatih ÇAMAŞ,Neslihan TAŞKIN,Elvan AYGÜN,Gözde KARAYEL,E.Seçkin SARAL for giving the right advices and being a source of motivation.

The last I would like to huge thank My mother A.İpek YAPICI for her endless support and continuous encouragement through the process of writing this thesis.I love you.

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INTRODUCTION

Today luxury is available not only to the rich and the elites but also to the all customers. Before luxury was connected with smaller things like villa, cars, watches and champagnes. The meaning of luxury has changed a lot. Now people have more discretionary income and they want to buy luxury brands to satisfy their needs and desires. For that reason, luxury can be associated more with emotional and experiential value (Kapferer & Bastien, 2008; Aaker, 2009). People also buy luxury products to display their status in society. Customers in different areas may not buy products for similar reasons. There are many factors that influence consumers' perceived values, motivations and beliefs about products. It is important for luxury researchers to know why consumers buy luxury, what they believe luxury is and how their perceptions of luxury value affects these decision making processes. According to Sproles and Kendall (1986) consumer decision making style is a mental orientation characterizing a consumer's approach to making choices. For that reason examining this concept is important to marketing practices because it determines consumer behaviour and is relevant for market segmentation. The main purpose of the present study is to explore the impact of different factors on the perception towards Luxury Brands of the customers in the context of Istanbul, Turkey. The meaning and expected knowledge contribution of this study will turn into two aspects. In common, this study will draw concentration to the consumer CSI as an important phenomenon for researching different contexts for analyzing consumer decision making styles. It will aim at providing suggestions for further researches as well. In this study, we will first present the literature of luxury marketing, brand equity and consumer decision making with CSI. Then will continue by presenting methodology of the research. Research findings will be presented in section six, followed by managerial implications, limitations and conclusion in the final section.

I. THE IMPORTANCE OF BRAND EQUITY

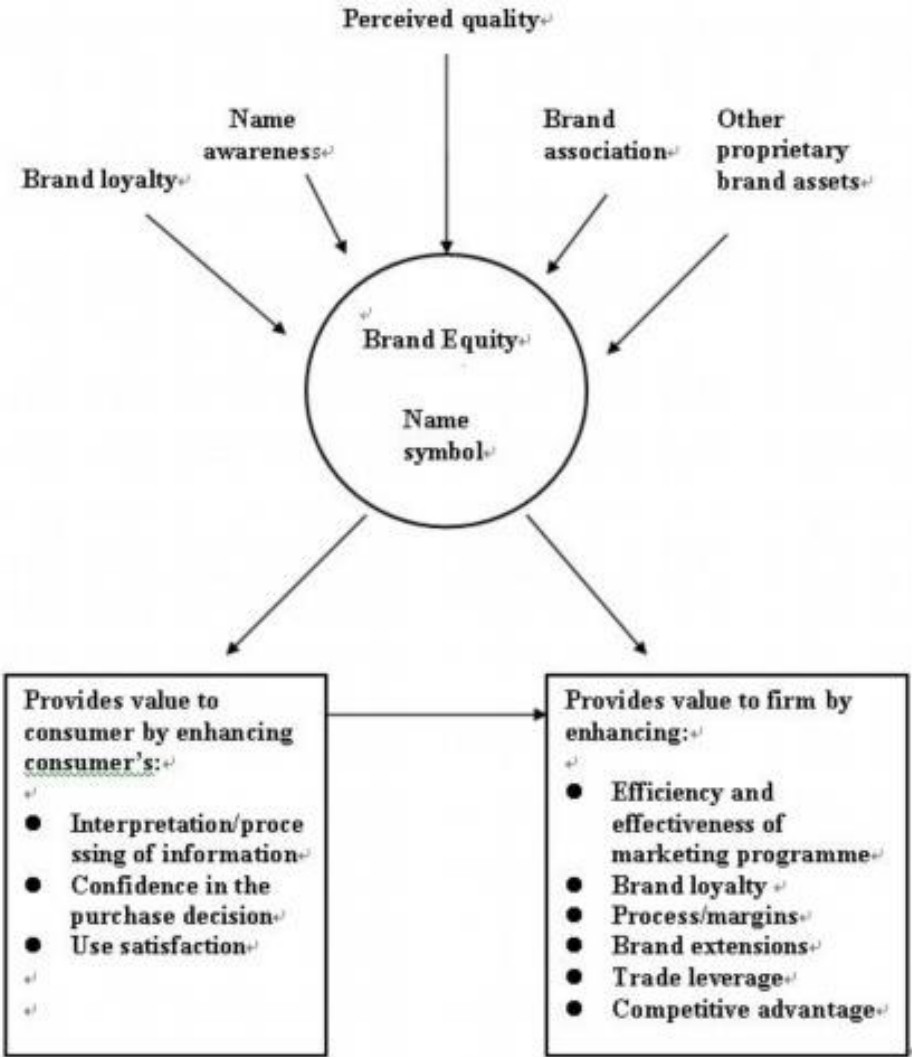
In general brand equity refers to the value premium that a company realizes from a product with a recognizable name as compared to its generic equivalent. Some companies can create brand equity for their products by making them memorable, easily recognizable and superior in quality and reliability. Mass marketing campaigns can also help to create brand equity. Brand equity is an important marketing term for not only the researchers and the marketers, but also the investors and the producers. Investors are interested in the brand equity for strategic reasons. Brand equity results in high sales and high profit margin for the producers, while giving differentiation and protection from competitors. Brand equity can increase the number of customers in shops customers that are looking for the products and lead to a new customers

Brand equity's main source is the customer. What is brand equity? According to Aaker(1991), brand equity is a set of brand assets and liabilities linked to a brand, its name and symbol, that add to or subtract from the value provided by a product or service to a firm and/or to that firm's customers. For assets or liabilities to support brand equity, they must be linked to the name and/or symbol of the brand. If the brand's name or symbol should change, some or all of the assets or liabilities are influenced. For example, assets may diminish. In case of a change in name/symbol, the very best scenario is the maintenance of brand equity despite of the change. Aaker groups brand equity in five categories; brand loyalty, name awareness, perceived quality, brand associations in addition to perceived quality, other proprietary brand assets-patents, trademarks, channel relationships, etc.

Marketers build brand equity by creating brand knowledge structures with the right consumers. According to Keller(1993), there are three main sets of brand equity drivers. First, there are the initial choices for the brand elements or identities making up the brand (brand names, URLs, logos, symbols, characters, spokespeople, slogans, jingles, packages, and signage). Second set of drivers are the product and service and all accompanying

marketing activities and supporting marketing programs. Last set of drivers are other associations indirectly transferred to the brand by linking it to some other entity(a person,place,or thing).

Figure 1.Brand Equity



Brand Equity, David Aaker(1991), Managing Brand Equity-Captilizing on the Value of a Brand Name, The Free Press, New York, p.17

Figure 1.1 summarizes Aaker's definition of brand equity and the relationship between customers and producers. The figure shows that when the companies want to create brand equity, they have to add some value to their brands. Brand loyalty, name awareness, perceived quality and brands associations are the main factors influencing brand equity. If these factors lead to a brand, you will never achieve brand equity. Perceived quality is not the actual quality of a product, but it is the subjective quality from consumers' perspective (Zeithaml, 1988). Therefore, customer base of a brand can create brand awareness. According to Aaker, brand loyalty model is very important. For instance, he says that:

“Brand loyalty to the model was and is still controversial as other conceptualizations position brand loyalty as a result of brand equity, which consists of awareness and associations.

But when you buy a brand or place a value on it, the loyalty of the customer base is often the asset most prized, so it makes financial sense to include it. And when managing a brand, the inclusion of brand loyalty as a part of the brand's equity allows marketers to justify giving it priority in the brand-building budget. The strongest brands have that priority.”

He also argued that brand equity provides value to customers. Brand equity enhances the customer's ability to interpret and process information, improves confidence in the purchase decision and affects the quality of the user experience. The fact that brand equity provides value to customers makes it easier to justify a brand-building budget. This model provides one perspective of brand equity as one of the major components of modern marketing alongside the marketing concept, segmentation, and several others.

Attitude towards a brand can be defined as an evaluation of the brand retained in memory. This attitude towards a brand is the basis of consumer behavior towards the brand. Positive attitude towards a brand is important when it comes to preferring a brand.

Consumer behavior towards a brand refers to consumers turning their attitude towards a brand into action (whether or not to buy). Positive attitude leading to purchase decision leads to consumer loyalty towards a brand, which allows applying a higher price for a brand.

Keller and Hoeffler (2003) argue that brand value can be defined from different angles for different purposes.¹ One of the angles is brand value, which is formed in response to marketing of brand information.

Aaker (1991, 1996) and Keller (1993, 1998) proposed that a brand creates value when the brand provides value to the firm by generating value for the consumers. Therefore, brand equity is the incremental value added to a product by its brand name. Based on Aaker and Keller's conceptualizations of brand equity, Yoo and Donthu (2001) proposed a multidimensional consumer-based brand equity model.

By adopting the brand equity dimensions of brand loyalty, perceived quality and brand awareness/association, Yoo and Donthu enlarged Aaker and Keller's study in two ways. Firstly, the authors placed brand equity as a parted construct. Based on the assumption that brand equity is the value of a brand name, which can be high or low, researchers can better understand how the dimensions of quality, brand loyalty and brand associations contribute to brand equity. Secondly, the researchers added marketing elements as antecedents of brand equity, assuming that these elements had a significant effect on the dimensions of brand equity. In a multistep study, Yoo and Donthu (2001) developed a multidimensional brand equity measure which is comprised of 10 questions (see Table 1.2) forming a composite score based on the score for each question.

Table 1. Multidimensional brand equity scale (Yoo *et al.*, 2000)

1. The likely quality of _____ is extremely high.
2. The likelihood that _____ would be functional is very high.
3. I consider myself to be loyal to _____.
4. _____ would be my first choice.
5. I will not buy other brands if _____ is available in the store.
6. I can recognize _____ among other competing brands.
7. I am aware of _____.
8. Some characteristics of _____ come to mind quickly.
9. I can quickly recall the symbol or logo of _____.
10. I have difficulty in imagining _____ in my mind.

Likert scale to express agreement with each question. 1 = strongly disagree to 5 = strongly agree.

Another factor is customer-based brand equity, researchers study brand equity concerning customer perceived quality and purchases. If customers are satisfied enough with their actions, they repurchase and revisit the stores due to the service provided.

Brand Equity is the value and strength of the brand, which defines its worth. The term can also be defined as the differential impact of brand knowledge on consumer's response to the Brand Marketing. "Brand Equity exists as a function of consumer choice in the market place. The concept of Brand Equity comes into existence when consumer makes a choice of a product or a service. It occurs when the consumer is familiar with the brand and holds some favorable positive strong and distinctive brand associations in the memory."

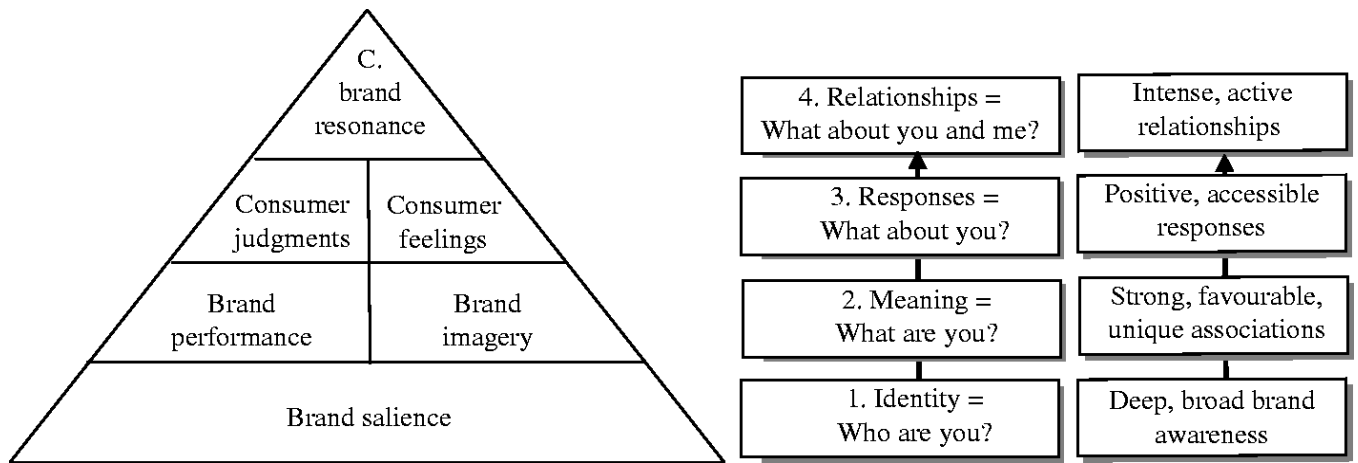
Brand image is the common view of the customers about a brand. It can be defined as a unique bundle of associations in the minds of target customers. Brand image

signifies what the brand presently stands for. Brand image refers to an emotional value not just a mental image. Brand image has been not only considered as the reasoned or emotional perceptions consumers attach to specific brands (Keller, 2003) but also identified as an important source of brand equity (Keller, 2003; Lassar et al., 1995).² In fact, there is a positive relationship between the perceived value of a product's brand and future behavioral intention characterized as repurchase or revisit intention (Tsai, 2005; Kim *et al.*, 2009; Chen & Tsai, 2007). Customer value is positively related with the future behavior, for example purchasing, revisiting and willingness to buying.

In prior literature, there are many studies on brand equity .The common denominator of the studies is the utilization of Aaker model one way or the other. Customers are always important for creating customer based brand equity models. The consumer based brand equity refers to brand equity as an asset with four dimensions, namely, brand awareness, brand associations, perceived quality and brand loyalty. According to the Science Institute, Luthesser(1988) said that the set of associations and behaviours of a brand's consumers, channel members, and parent corporation permits a brand to earn not only a greater volume or greater margins than it would without a brand name, but also a strong, sustainable, and differentiated advantage over competitors.

“The differential effect of brand knowledge on consumer response to the marketing of the brand. Brand knowledge is the full set of brand associations linked to the brand in long-term consumer memory .”said by Keller in 1993.

Figure 2.Keller’s model



Source: Keller (2001b, p.10)

First level is brand salience, which can be described through the question, “Who are we?” This level looks at the brand from the customer point of view and wonders what words buyers associate when they hear a specific brand name. In short, it quantifies both the depth and the breadth of customer awareness of a brand. The second level is brand performance and imagery, separating the second level into two categories allows a business to better assess brand reputation. Performance surrounds factors such as customer service and satisfaction with a product. It also calls product functionality into question, with reliability, durability, and price as factors for customer opinion. Imagery is a little different (but no less important) in creating meaning behind a brand. Imagery is about how customers’ needs are met both socially and psychologically. While imagery can develop due to customer interactions with the product, targeted marketing and word-of-mouth can also generate imagery. The third level of Keller’s model, judgement and feelings, are so closely related that it’s difficult to separate the two. In fact, the third level might be separated into four categories: “

- Either actual or perceived.
- Created through a customer’s measure of trust for a brand and its products.
- A judgement based on the relevancy of a product to each individual’s circumstances.
- Customers deciding where one brand falls in comparison to another.”

Judgement and feelings take into account personal opinions, more specifically how customers think and feel about a brand, and whether their thoughts and feelings are based on actual interactions or perceived reputation. The fourth level, peak of Keller's model), is resonance that refers to the likelihood that a customer remains loyal to one brand. To become loyal customers, buyers determine their relationship and interactions with a brand to decide that it is superior to other brands. Many factors go into creating resonance with customers, including price, products, customer service, and previous experience with the brand. The other researchers have different studies for customer based brand equity.

“The consumer's implicit valuation of the brand in a market with differentiated brands relative to a market with no brand differentiation. Brands act as a signal or cue regarding the nature of product and service quality and reliability and image/status.” said Swait (1993). According to Lassar (1995) a superior consumer perception is formed when a product carrying a specific brand is deemed to have overall superiority compared to products with other brands. Five perceptual dimension of brand equity includes performance, social image, value, trustworthiness and attachment.

2.LUXURY MARKETING(LUXURY BRANDS)

Marketing researchers across all disciplines share a basic comprehension of the meaning of luxury: Luxury is something more than necessary(Bearden&Etzel,1982,).Necessities are virtually available to everyone.Luxuries are exclusively possessed by only a few people who may be rich in monetary or resources power or at least on rare occasions(Bearden&Etzel,1982).According to Maslow(1970),Luxury is anything that is desirable and more than necessary and ordinary.The definition of luxury had been further updated .Luxury is more than satisfying human needs and desires ,it's further associated with “dream”(Serinhaus,2006).

It is very important that luxury researchers to know why consumers buy luxury,what they think luxury is and how their perceptions of luxury value affects their desicion

making steps. It is possible to understand consumers' value perception and create for luxury market segmentation. Widemann (2009) developed a luxury value model existing of four main key dimensions of luxury value perception to tell the difference between value perception and luxury consumption of different consumers. The first dimension is financial dimension, second one is functional dimension, the third one is individual dimension and the fourth one is social dimension. The financial dimension is related to the direct monetary aspects such as price, resale price, discount, investment, etc. The functional dimension refers to the core benefit and basic utilities that drive the consumer based luxury value such as the quality, uniqueness, usability, reliability, and durability of the product (Sheth et al. 1991). The individual dimension focuses on a customer's personal orientation toward luxury consumption and addresses personal matters such as materialism (Richins & Dawson, 1992), hedonism, and self-identity (Vigneron & Johnson, 2004). The social dimension reflects the perceived value of consumers towards the luxury products within a certain social group, which might have a strong force on the evaluation and tendency to consume luxury brands. Such as conspicuousness and prestige value which may significantly affect the evaluation and the inclination to purchase or consume luxury brands.

Individual luxury value perceptions and behaviors can be used to further and segment different types of luxury consumers. Figure 2 shows the proposed conceptual model for finding the strongly correlated but not identical luxury value dimensions. In the framework presented below, several influencing variables and value drivers may be related to the four key dimensions of luxury value perception, such as price, uniqueness, and conspicuousness. Individual consumers' perceptions of a certain luxury brand or a product, comprising their personal careful consideration of the different antecedent constructs that can be combined into collection to the four key luxury value dimensions. For example, the objective and perceived price of a product constitutes the financial value dimension, but may also act as a functional variable with quality or uniqueness or a moderating variable with attention to the perceived prestige value of a certain luxury item. Price value; referring to luxury goods, many authors have

demonstrated and shown that the price of a product may have a positive role in determining the perception of high quality (Erickson and Johansson 1995, Lichtstein et al. 1988, Tellis and Gaeth 1990). It is important to realize that a product or service does not have to be expensive to be a luxury good, nor is it luxurious just because of its price. Luxury consumers force more value among with their luxury. Some items may, for example, be regarded as luxury goods not in terms of a price tag or label, but in terms of their sentimental value (e.g., a wedding ring as a part of personal history) or investment value (paintings, classic pianos). Thus, consumers can and do distinguish between objective price (i.e., the actual price of a product) and perceived price (i.e., the price as judged by the consumer) (Jacoby and Olson, 1977).

Usability value, In common a product or a service is designed to perform a particular function: the core benefit can be seen in the usability of a product to achieve the goal to satisfy consumer needs. The concept of usability has been investigated and understood in terms of ease of use which can be defined by the physical/chemical/technical, concrete and abstract product/service dimensions (e.g., Park, Jaworski, & McInnis, 1986). It has to be stated that usability is based on both the products's properties and the consumers' needs. The core benefit of a product or service can be seen in its usability for satisfying consumer needs. One must differentiate between objective and subjective judgment of usability, which depends on individual evaluation and the specific purpose of use (Wiedmann, 2009). Consumers expect the item they buy to work right, look good, last a long time, and perform as expected and as promised (e.g., Fennel, 1978).

Quality value; Consumers may associate luxury products with superior brand quality and assurance so that they perceive more value from them (Aaker, 1991). One of the reasons consumers buy luxury brand is for the superior quality reflected in the brand name (Gentry, 2001). The literature on luxury consumption often underlines this importance of quality to ensure the perception of and therefore the value of luxury (Quelch 1987; Rao and Monroe 1989; Roux 1995). In accordance, high quality is seen as a fundamental character of a luxury product in terms of sine qua non (Quelch 1987; Garfein 1989; Raux, 1995). Uniqueness value; Exclusivity offered by luxury brands are often well used in marketing promotion and the concept is also well

documented(Pantaliz,1995).Product uniqueness is one of the detracting features in developing a brand characteristics and the image sending to the consumers.Uniqueness is based on the assumption demonstrated in research that the perceived exclusivity and rareness of a limited product enhances the consumer's desire or preference for a brand(Verhallen 1982;Lynn 1991;Pantzalis 1995).In addition,this desire even increases when the brand is also perceived as expensive(Verhallen and Robben,1994),which can be related to the financial evaluation of the luxury item.As a result,the more unique a brand is perceived as and the more expansive it is compared to normal standards,the more valuable the brand becomes(Verhallen and Robben 1994). Self-identity value,self concept can be defined as a "totality of an individual's thought and feelings having reference to him as an object"(Rozenberg,1979).It is individual's subjective perception and beliefs of one's own ability,limitation,appearance and characteristic,including one's own personality (Graeff,1996).Consumer's self concept affects purchasing behaviour in a self-image or product imaged congruity model(Sirgy,1982).Consumers may use luxury items to integrate symbolic meaning into their own identity(Vigneron and Johanson,2004).Or they may use the brands to support and develop that identity(Douglas&Isherwood,1979;Hirschman,1988;Dittmar,1994).Hedonic value;Some consumers may be drawn to luxury products because of a positive emotional experience,which they may perceive resulting from the consumption experience.Emotional responses to luxury have been identified in research on the semiotics of luxury.These include aesthetic beauty,enjoyment and sensory pleasure(Wiedmann et al.,2009).Therefore,hedonism describes the perceived subjective utility and intrinsically attractive properties acquired from the purchase and consumption of a luxury brand as arousing feelings and affective states received from personal rewards and fulfilment(Sheth,Newman&Gross,1991;Westbrook&Oliver,1991).Materialistic value;materialism can be described as the degree which individuals mainly find possessions to play a central role in one's life.The more materialistic a consumer is,the more likely he is to obtain possessions,to have positive attitudes related to

acquisition, and to assign a high priority to material possessions. Richins sees materialism as a system of personal values (Richins, 1994). He divides materialism into three parts: centrality, happiness and success. Centrality is the materialist attachment to general important possessions and the idea that possessions play a central role in their lives. Happiness is the belief that owning the right possessions leads to well-being and that one would be happier with more materialists' things. Materialistic-oriented consumers rely heavily on external cues, favoring those possessions that are worn or consumed in public places (Richins & Dawson, 1992; O'cass & Muller, 1999).

Conspicuousness value; In the early 1980s, a number of researchers carried out studies, based on the original work of Bourne (1957), focusing on the influence of reference groups on luxury brand consumption (Mason, 1981, 1992; Bearden & Etzel, 1982). The findings of these studies revealed that conspicuousness of a product was positively related to its susceptibility to the reference group. For instance; Bearden and Etzel (1982) concluded that luxury goods consumed in public were more likely to be conspicuous goods than privately consumed luxury goods and still, conspicuous consumption plays a significant part in shaping preferences for many products which are purchased or consumed in public contexts (Braun and Wicklund 1989; Hong and Zinkhan 1995; Bagwell and Bernheim 1996; Corneo and Jeanne 1997; Vigneron and Johnson 2004). Hence, luxury brands may be important to individuals in research of social status and representation and means in particular that the ranking in a society associated with the brand plays an important factor in conspicuous consumption. Prestige value in social networks; Much of the existing research has emphasized the role of status that takes place in communicating information about the possessors of goods and social relationships (Hyman, 1942; Barkow, 1975; Douglas & Isherwood, 1979; Dittmar, 1994). This goes along with research that originally demonstrated how people tended to conform to the majority opinion of their membership groups when forming attitudes (Festinger, 1954). Hence, one may use a prestige brand during the week to conform with one's

professional position, then use a modest brand during the weekend to match the social standards of one's neighborhood. Hence, as luxury brands and products often surround prestigious values, social referencing and the construction of one's self appear to be determinants of luxury consumption. People's desire to possess luxury brands will serve as a symbolic sign of group membership. This bandwagon effect influences individuals to conform to affluent lifestyles and/or to distinguish themselves from non-affluent lifestyles (French & Raven, 1959; Sirgy, 1982; Midgley, 1983; Solomon, 1983; Mick, 1986; McCracken, 1986; Belk, 1988; Dittmar, 1994). Finally, the contribution of reference theory in the analysis of luxury consumer behavior appears to be important for the motivation underlying luxury consumption.

3.CONSUMER DECISION MAKING

Consumer decision making style can be defined “as a mental orientation characterizing a consumer’s approach to making choices”(Sproles and Kendall,1986).Studying consumer decision making styles can be categorized into three main approaches:the consumer typology approach,the psychographics/lifestyle approach,and the consumer characteristics approach.Psychographic/lifestyle approach includes many characteristics of consumer behavior.Consumer typology approach identifies customer into several types and consumer characteristics approach aims on different cognitive dimensions of consumer decision making.The consumer characteristics approach seems to be the most powerful and explanatory since it focuses on the mental orientation of consumers in making decisions.For that reason,decision making styles can be found by identifying the general orientation of consumer on the way to shopping and buying.The consumer characteristics approach seems to be the most powerful and explanatory since it focuses on the mental orientation of consumers in making decisions.

Decision-making styles are defined as mental guidelines that determine the way in which consumers make decisions among different products on the market (Sproles; Kendall, 1986, p.80). This procedure is described in the first three stages of the purchase decision process written by Blackwell, Miniard and Engel (2008), which would be the necessity of recognition, information search and evaluation of alternatives pre-purchase. It is important to remember that each consumer deals differently with this context of purchase. Impulsive people or even brand loyalty could skip the evaluative stages. Those who care for quality or reasonable price probably would go through all stages of the decision process.

The identification of characteristics of consumption basic styles allow an organization to better understand its customers and it could serve them in a more appropriate and decisive way. There are at least three models seeking to characterize the style of consumption: the psychographic method, which suggests over 100 features important to the ways of purchasing products (Lastovicka, 1982; Wells, 1974); secondly the

typological method addresses the general types of consumers (Darden; Ashton, 1974; Moschis, 1976) and lastly the method that is guided by the characteristics, in which the cognitive and affective directions involved in the adoption of consumption resolutions are researched (Sproles; Kendall, 1986).

Sproles (1985) was the first researcher who worked on feature approaches, creating a scale of fifty items that assessed the existence of directions of universal consumptions. In 1986, Sproles joined Kendall in an attempt to improve his first study and they ended up excluding ten items, leaving forty consumption patterns, named the Consumer Styles Inventory . In this research , seven main styles of decision making have been used. 1 –Perfectionism,High Quality: Consumer perfectionist or conscious of high quality,high quality conscious customers search carefully and systematically forthe highest or very best quality in products. 2 - Brand: consumer brand conscious people are buying the most expensive and well-known brands.; 3 –Novelty,Fashion concious: consumers like new and innovative products for gaining excitement from researching new things; 4 - Pleasure to buy (Hedonism): consumers that are recreational and hedonistic consider shopping as a pleasant activity and shop just for the fun of it.; 5 - Price: the consumer price-conscious and they are seeking the high value of money; 6 - Impulsivity: consumer who are impulsive or reckless never plan their shopping and tend to buy on the spur of the moment.; 7 - Choices (confused): consumers confused by excess options,they perceive too many brands and stores from which to choose and who are likely to experience information overload in the market.

It is critical to understand that the CSI does not want to create a classification system for decision-making styles. Although references of behavior which were independent from each other have been discovered, it does not disprove that one consumer has several purchasing styles at the same time. However, according to the authors, a large amount of individuals have two dominant styles that drive their purchase decision-making. Thus, the CSI would order the patterns of action and not the consumers themselves.

This research model has used seven main styles of decision making with perception towards luxury brands. After presenting seven decision making styles, many researchers in consumer behaviour had worked CSI as a tool for analyzing shopping behaviour of customers. Few researchers argue that generalizability of CSI instrument has not been established by previous studies, (e.g. Yasin, 2009; Canabal, 2002; Bandara, 2014), most of the previous authors commonly accept CSI as a reliable measurement for analyzing consumer shopping behaviour in different contexts in the world. As a result, it analyzes the adoptability of CSI with perception towards luxury brands for analyzing consumer behaviour in the context of Turkey.

4. RESEARCH MODEL AND METHODOLOGY OF THE RESEARCH

According to literature review, it is expected that Consumer Style Inventory has an effect on Perception towards Luxury Brands. Hence it is hypothesized that:

H₁: Brand Consciousness has an effect on Perception towards Luxury Brands

H₂: Perfectionist, high-quality consciousness has an effect on Perception towards Luxury Brands

H₃: Recreational, hedonistic characteristics have an effect on Perception towards Luxury Brands

H₄: Impulsiveness has an effect on Perception towards Luxury Brands

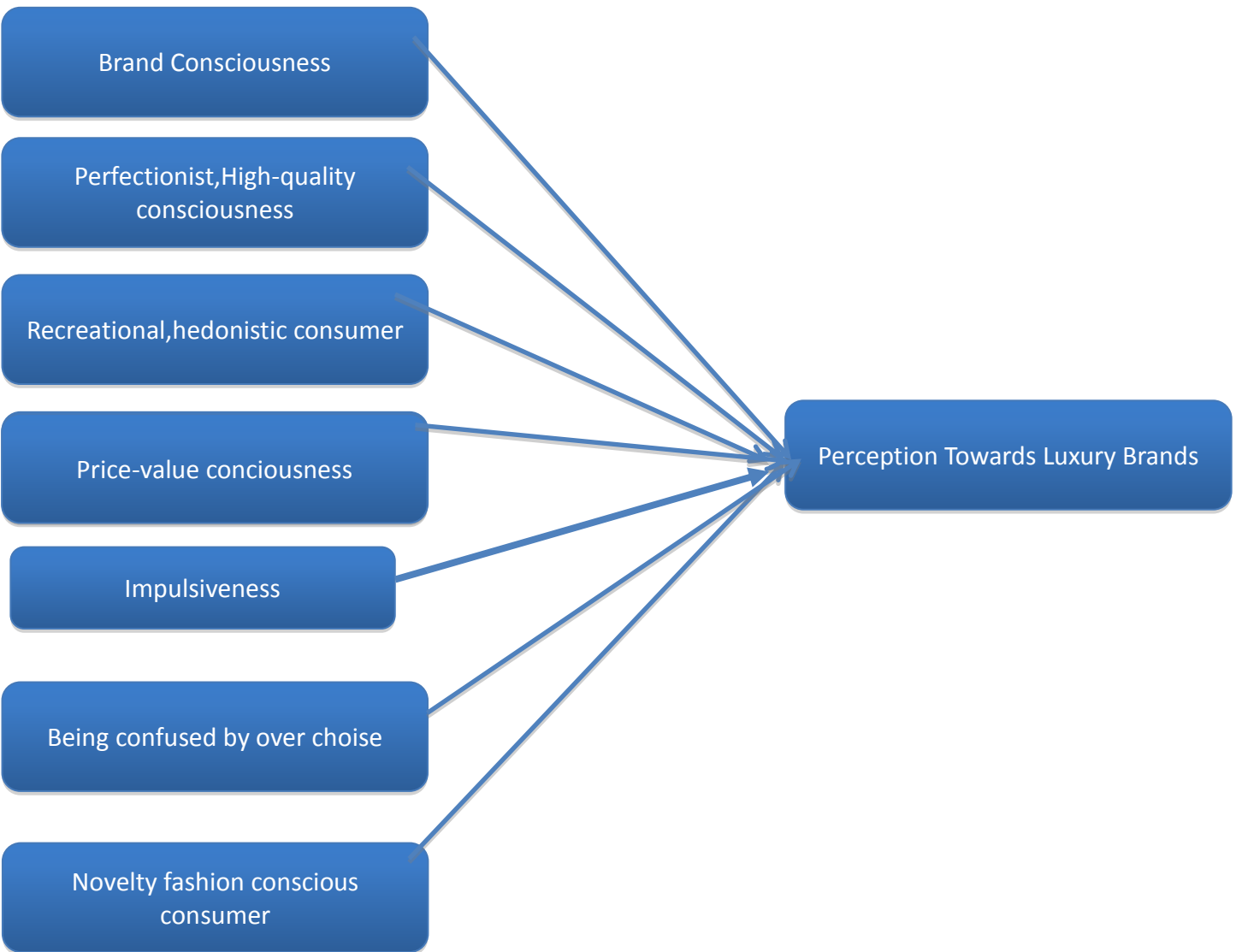
H₅: Price-value consciousness has an effect on Perception towards Luxury Brands

H₆: Being Confused by over choice has an effect on Perception towards Luxury Brands

H₇: Novelty fashion consciousness has an effect on Perception towards Luxury Brands

Figure 3. Theoretical Demographics

CSI



5. METHODOLOGY

5.1. Aim of the research

The aim of the research is to understand the effect of different characteristics; brand consciousness, perfectionist, high-quality consciousness, recreational, hedonistic consumer, impulsiveness, price-value consciousness, being confused by over choice , novelty fashion conscious consumer influence the perception of consumers towards luxury brands .

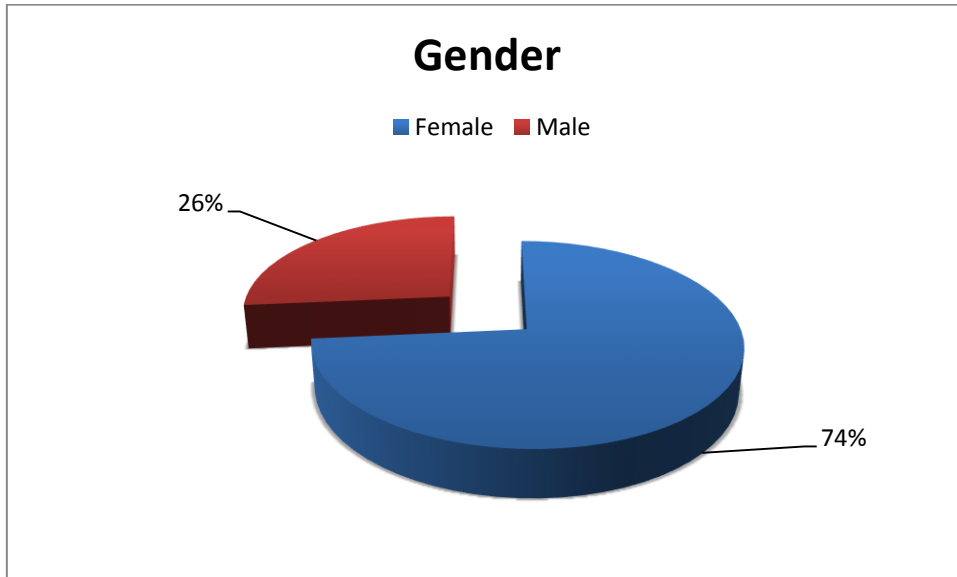
5.2. Sample

Data for this study were collected from a sample of 155 respondents who are graduate students in Bilgi University and Bahcesehir universities and who are also consumers who are using Twitter,Facebook channels.The tables which are below show demographic distribution of the sample .

Table 2. Frequency distribution of Gender

Gender		
	Frequency	Percent
Male	41	26.5
Female	114	73.5
Total	155	100

Figure 4. Gender Frequency Pie Chart

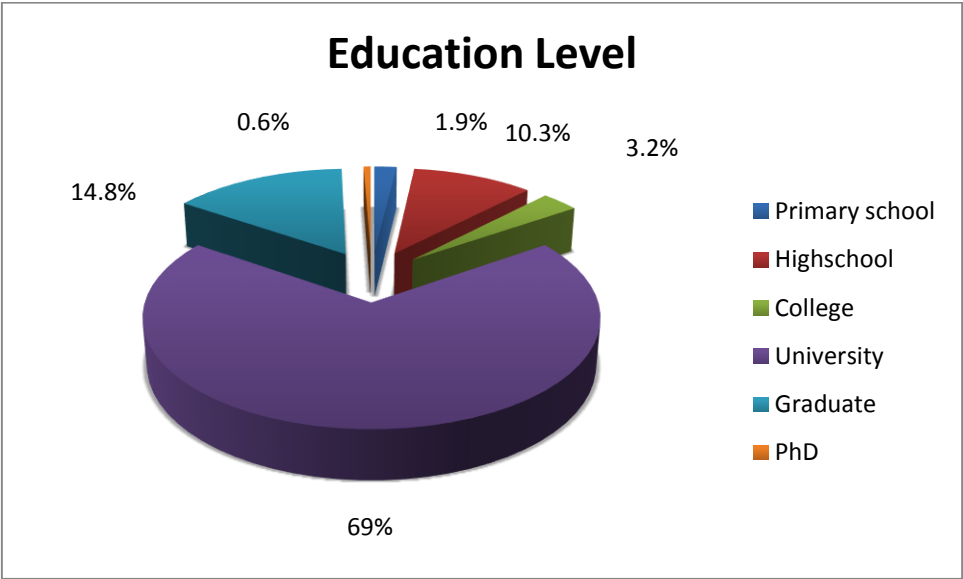


The sample of survey respondents consist of females and males, 26 % of the respondents are males whereas 74% are females.

Table 3. Frequency distribution of Education Level

Education Level		
	Frequency	Percent
Primary school	3	1,9
Highschool	16	10,3
College	5	3,2
University	107	69
Graduate	23	14,8
PhD	1	0,6

Figure 5. Education Level Frequency Pie Chart

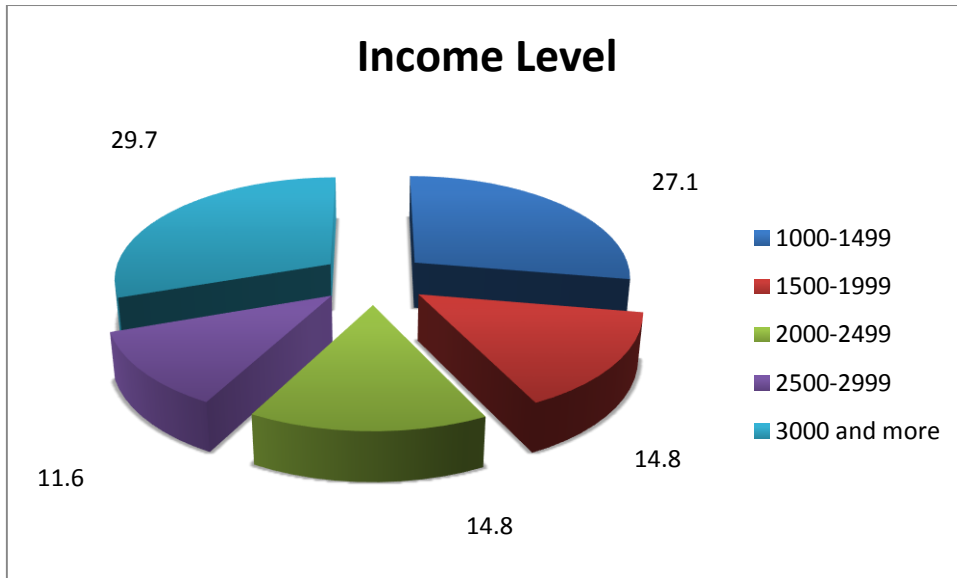


The sample of survey respondents is as follows , 1.9 % of the respondents are educated in primary school,10.3% high school,3.2% college,69% university,14.8% graduatedegree ,and 0.6% PhD.

Table 4. Frequency distribution of Income Level

Income Level		
	Frequency	Percent
1000-1499	42	27,1
1500-1999	23	14,8
2000-2499	23	14,8
2500-2999	18	11,6
3000 and more	46	29,7

Figure 6. Income Level Frequency Pie Chart

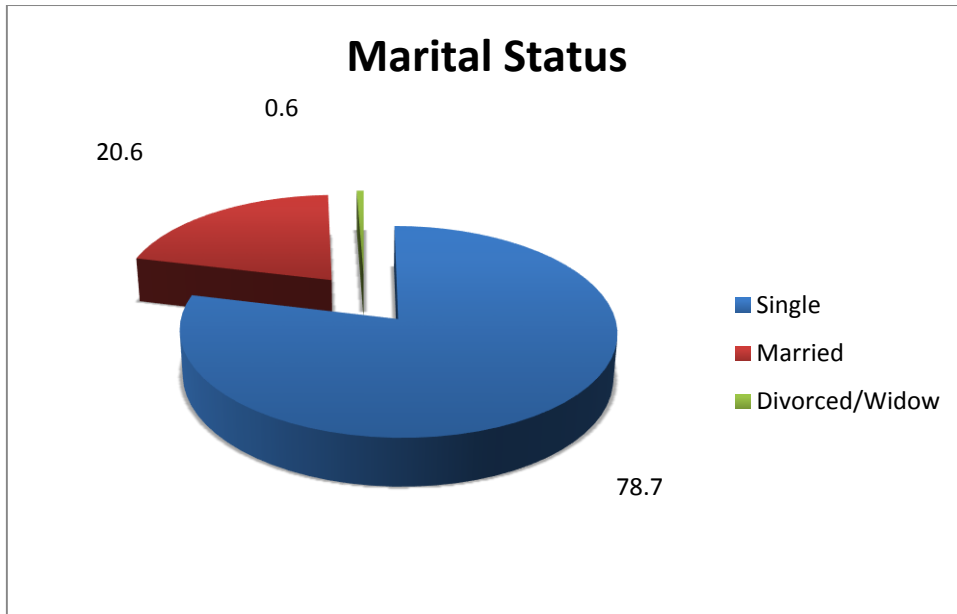


27.1% of the respondents earn 1000-1499,14.8% earn 1500-1999,14.8% earn 2000-2499 ,11.6% earn 2500-2999,and 29.7% earn 3000 and more.

Table 5. Frequency distribution of Marital Status Level

Marital Status		
	Frequency	Percent
Single	122	78,7
Married	32	20,6
Divorced/Widow	1	0,6

Figure 7. Marital Status Frequency Pie Chart

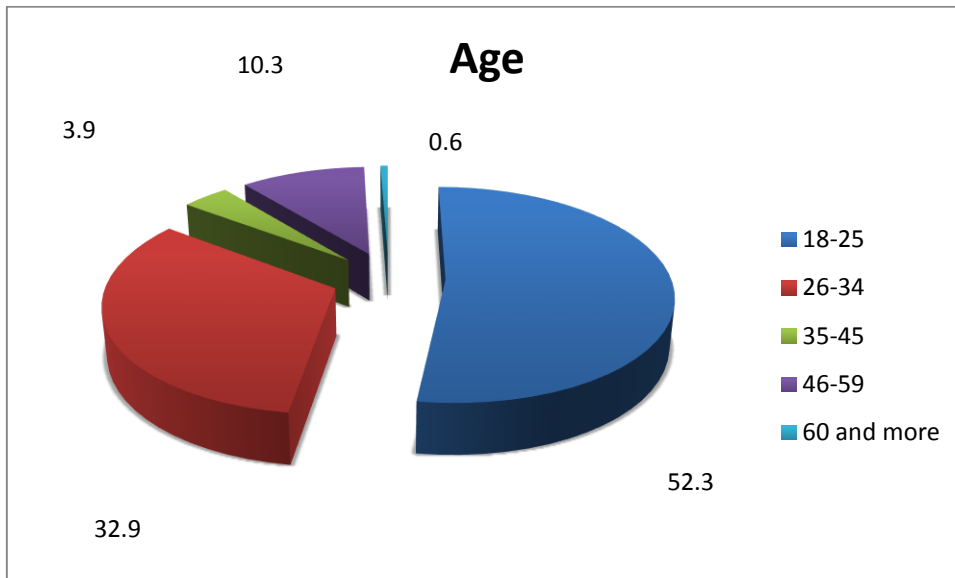


78.7% of the respondents are single, 20.6% are married, and 0.6% are divorced/widow.

Table 6. Frequency distribution of Age Level

Age		
	Frequency	Percent
18-25	81	52,3
26-34	51	32,9
35-45	6	3,9
46-59	16	10,3
60 and more	1	0,6

Figure 8. Age Frequency Pie Chart



52.3% of the respondents are 18-25, 32.9% are 26-34, 3.9% are 35-45,10.3% are 46-59,and 0.6% are 60 and more.

5.3. Scales used in the model

This study's survey instruments were developed based on previous studies. Consumer Style Inventory (CSI) developed by Sproles and Kendall (1986), was used to measure the decision making style of the respondents with some modifications to fit with the Turkish context.

To test the hypotheses, the study uses a structured questionnaire focusing on the Perception towards Luxury Brands. Related to the literature, Perception towards Luxury Brands 15 questions were used. 15 items were measuring Perception towards Luxury Brands with 5 Likert type scale which 1= Strongly Disagree to 5= Strongly Agree.

6. RESEARCH FINDINGS

6.1. Factor Analyses and Reliability

The purpose of the factor analysis is to find out the sets of variables that are highly interrelated, known as factors (Hair et al. 2006). Factor analysis is generally carried out to examine the relationship between the judgmentally developed content categories and the empirically derived constructs' (Gable, 1986, p.87) or to figure out whether with different sets of data, the same constructs derived in the previous studies can be derived too. Therefore, in this study, factor analysis is done to find out how many different dimensions the respondents perceive in the constructs and whether they perceive them the same as in the original data with which the scale was developed and also to see whether the derived constructs in this study confirms the existence of theoretically developed content categories. At the beginning of each factor test, the measure of sampling adequacy is calculated in order to see if the data is appropriate to apply the factor analysis to (Durmuş et al., 2011). Statistics that can represent this adequacy are Keiser- Meyer-Olkin (KMO) and Bartlett's test of sphericity. KMO shows that the data used in the analysis is a homogenous collection of variables and that there are correlations between variables. The lower limit for KMO that is generally agreed upon is 0.50 (Hair et al., 2006, p.115). Bartlett's test on the other hand gives the statistical significance of the inter-correlation between variable (Hair et al., 2006), and the upper limit for the value of p in Social Sciences that is generally agreed upon is 0.05. KMO and Bartlett's tests in this study are found to be satisfactory

for all six constructs in the study and tables for each factor analysis for the studied concepts are exhibited in the following sections.

6.1.1. Factor Analysis of Perceived Forwards Luxury Brands

Before testing the hypothesis, to identify and test the underlying structure of the scale, exploratory factor analyses (EFA) with Principle Component Factoring and Varimax Rotations was conducted to 15 items. Kaiser-Meyer-Olkin measure of sampling adequacy and Bartlett test of sphericity tests were performed to test the appropriateness of data for conducting factor analysis (Sharma, 1996). The result of the factor analysis (KMO=0.793, χ^2 Bartlett test (45)=513.992, $p=0.000$) were satisfactory. The diagonals of the anti-image correlation matrix were all over 0.50, supporting the inclusion of each item in the factor analysis. Factors with eigenvalues over one were retained and items with factor loadings below 0.50 and items with high cross loadings were excluded (Hair et. al., 1998).

Table 7. Factor Analysis result of Perceived Forwards Luxury Brands

Factor Name	Factor Items	Factor Loading	Reliability
Preference of Luxury products	I'm really interested in Luxury products.	0.831	0.772
	The sales time is very important to me for Luxury products.	0.785	
	When I use luxury products,I will be very happy.	0.757	
	If the products have same quality,I always prefer the luxury one.	0.615	

Positive perception from the others	When I use luxury product,I suppose that people think that I'm rich.	0.864	0.722
	When I have a luxury product and its too expensive,I want to known by people.	0.851	
	Luxury brands are generally focus on very segmented customers,and I would like to be in this segment.	0.603	
	I really don't care,when I prefer a luxury brand which is not known by people.(R)	-0.539	
Good quality of service	I believe that the stores which have luxury brands give better quality of service.	0.848	0.707
	I really prefer luxury brands' stores because of the better quality of service.	0.800	

Fifteen items converged into three factors with 65.61 % explained variance. Factors were named as “Preference of Luxury Products”, “Positive Perception from the others”, and “Good quality of Service”. Reliabilities for factors were 0.772, 0.722, and 0.707 respectively.

6.1.2. Factor Analysis of Consumer Style Inventory (CSI)

To identify and test the underlying structure of CSI scale, exploratory factor analyses (EFA) with Principle Component Factoring and Varimax Rotations was conducted to 34 items. Kaiser-Meyer-Olkin measure of sampling adequacy and Bartlett test of sphericity tests were performed to test the appropriateness of data for conducting factor analysis (Sharma, 1996). The result of the factor analysis (KMO=0.706, χ^2 Bartlett test (253)=1286.241, $p=0.000$) were satisfactory. The diagonals of the anti-

image correlation matrix were all over 0.50, supporting the inclusion of each item in the factor analysis. Factors with eigenvalues over one were retained and items with factor loadings below 0.50 and items with high cross loadings were excluded (Hair et. al., 1998).

Table 8. Factor Analysis result of Consumer Style Inventory

Factor Name	Factor Items	Factor Loading	Reliability
High Quality Consciousness,	I make special effort to choose the very best quality products.	0.876	0.827
	In general, I usually try to buy the best overall quality.	0.817	
	My standards and expectations for products I buy are very high.	0.740	
	When it comes to purchasing products, I try to get the very best or the perfect choice.	0.600	
	Getting high quality is very important to me.	0.587	
Confused by Overchoice	Sometimes it is hard to choose which place to shop.	0.832	0.806
	All the information I get on different products confuses me.	0.829	
	The more I learn about products, the harder it seems to choose the best.	0.712	
	There are so many brands to choose from, that often I feel confused.	0.706	
Recreational, Hedonistic Consumer	Shopping is not a pleasant activity to me (R).	0.884	0.759
	Shopping in a shopping centre wastes my time (R).	0.803	
	Going shopping is one of the enjoyable activities of my life.	-0.738	
	I make my shopping trips fast. (R)	0.586	
Brand Consciousness	Once I find a product or brand I like, I buy it	0.756	0.702
	I have favorite brands which I buy over and	0.739	
	The most advertised brands are usually very good choices.	0.660	

	I prefer buying the best-selling brands.	0.651	
Novelty fashion conscious consumer	I keep my wardrobes up to date with the changing fashions.	0.882	0.793
	Fashionable attractive styling is very important to me	0.808	
	I usually have one or more outfits of the very newest style	0.709	
Price-Value Consciousness	I look carefully to find the best value for the	0.793	0.649
	I carefully watch how much I spend.	0.787	
	I buy as much as possible at sale price.	0.712	

34 items converged into six factors with 63.68 % explained variance. Factors were named as “High Quality”, “Confused”, “Recreational”, “Brand Consciousness”, “Novelty”, “Recreational” and “Price Value”. All sub factors are reliable only Price value Cronbach alpha level was 0.649.

As a result of factor analyses items decreasing reliability were eliminated and factors of scales were found. Further new factors were labelled and the theoretical model (see Figure 2) was revised according to those factors (see Figure 8).

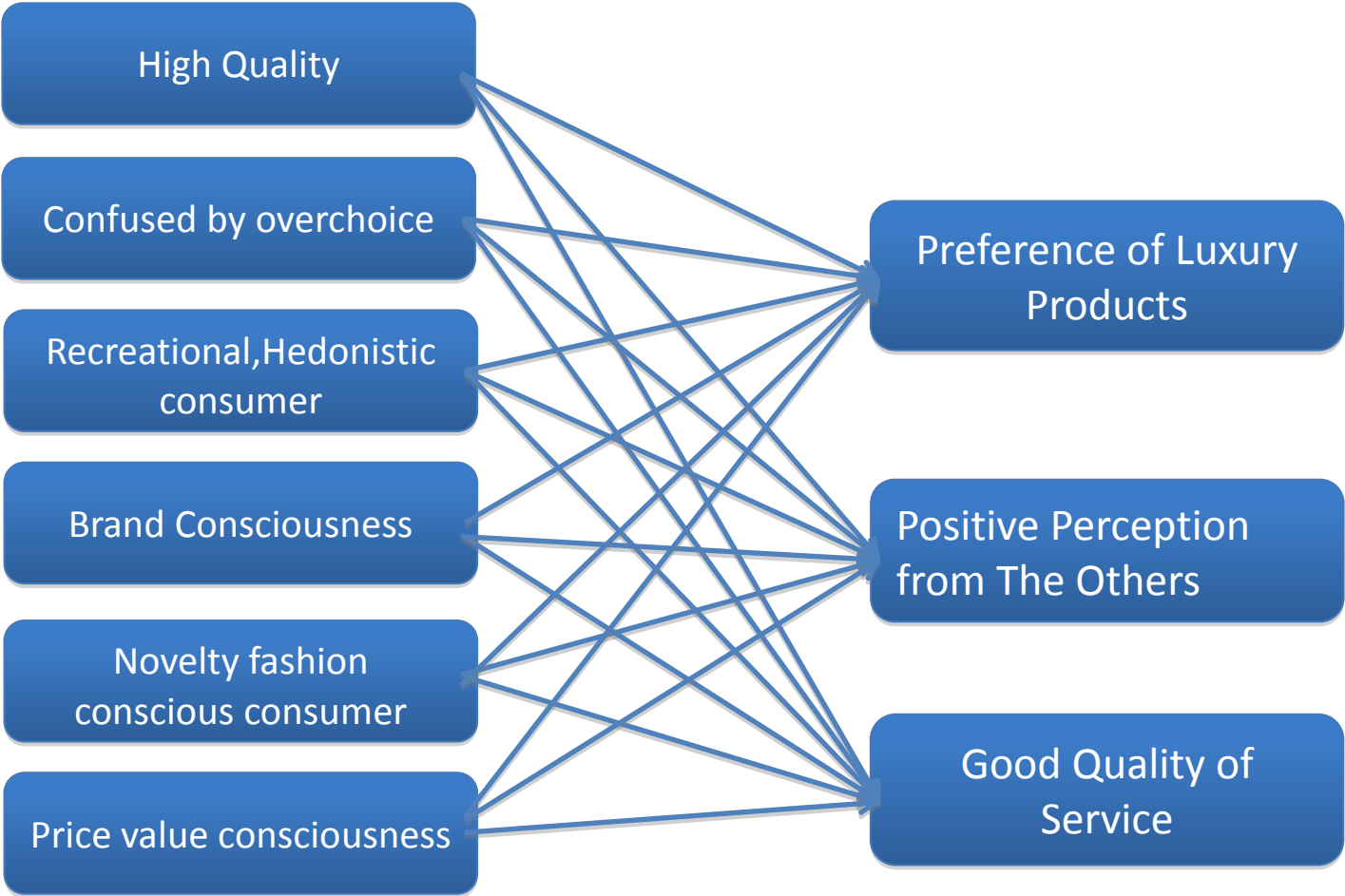
-New factors labelled CSI because H₄. Impulsiveness has an effect on Perception towards Luxury Brands is rejected. Impulsiveness is related to shopping on a spontaneous basis. They don't satisfy the products and they don't want to plan before shopping.

Research model revised because of the factor analysis of CSI and Perception towards Luxury Brands part. Before the regression analysis part, we create three hypothesis these are ;H_{1a}: CSI has an effect on Preference of Luxury Products, H_{2a}: CSI has an

effect on Positive Perception from the others, H_{3a}: CSI has an effect on Good Quality of Service

Figure 9. Research Model

CSI

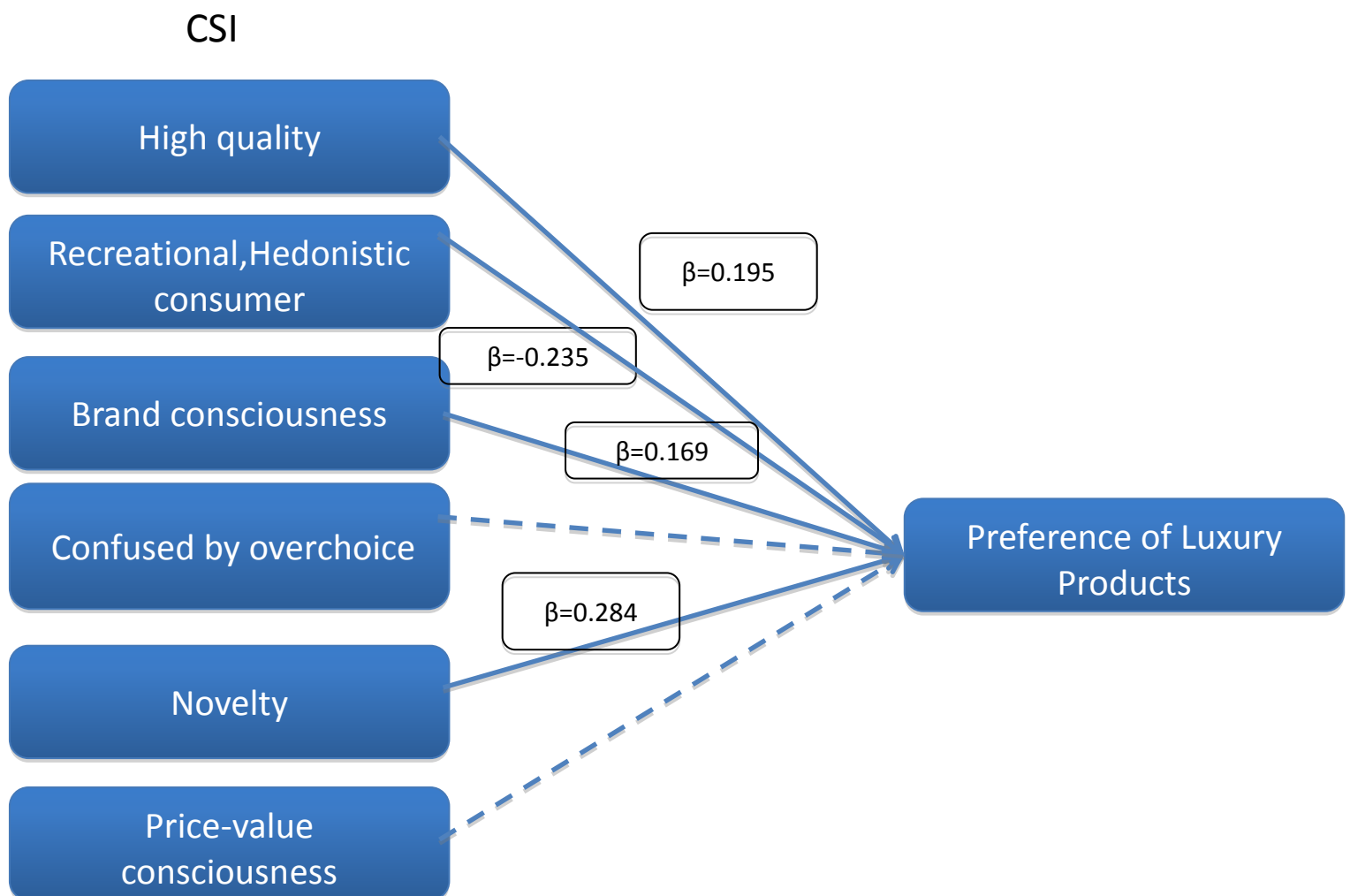


7. MULTIPLE LINEAR REGRESSION ANALYSIS

To test our revised theoretical model we conducted a series of multiple regression analyses.

7.1. Multiple Linear Regression Analysis for Preference of Luxury Products Regression Model

Figure 10. Preference of Luxury Products *Regression Model*



When we conducted multiple regression analyses to understand the relationship between Preference of Luxury Products and CSI factors, we found out that Novelty, High Quality, Recreation and Brand Consciousness explain Preference of Luxury

Products at 99% confidence interval (F=16.256, p=0.000 respectively, R=0.565; R²=0.319).

Table 9. Multiple Regression Analysis result of Preference of Luxury Products

Dependent variable: Preference of Luxury Products			
Independent variables:	Beta	t-value	p-value
Novelty	0.284	3.738	0.000
High Quality	0.195	2.410	0.017
Recreation	- 0.235	-3.272	0.001
Brand Consciousness	0.169	2.198	0.030

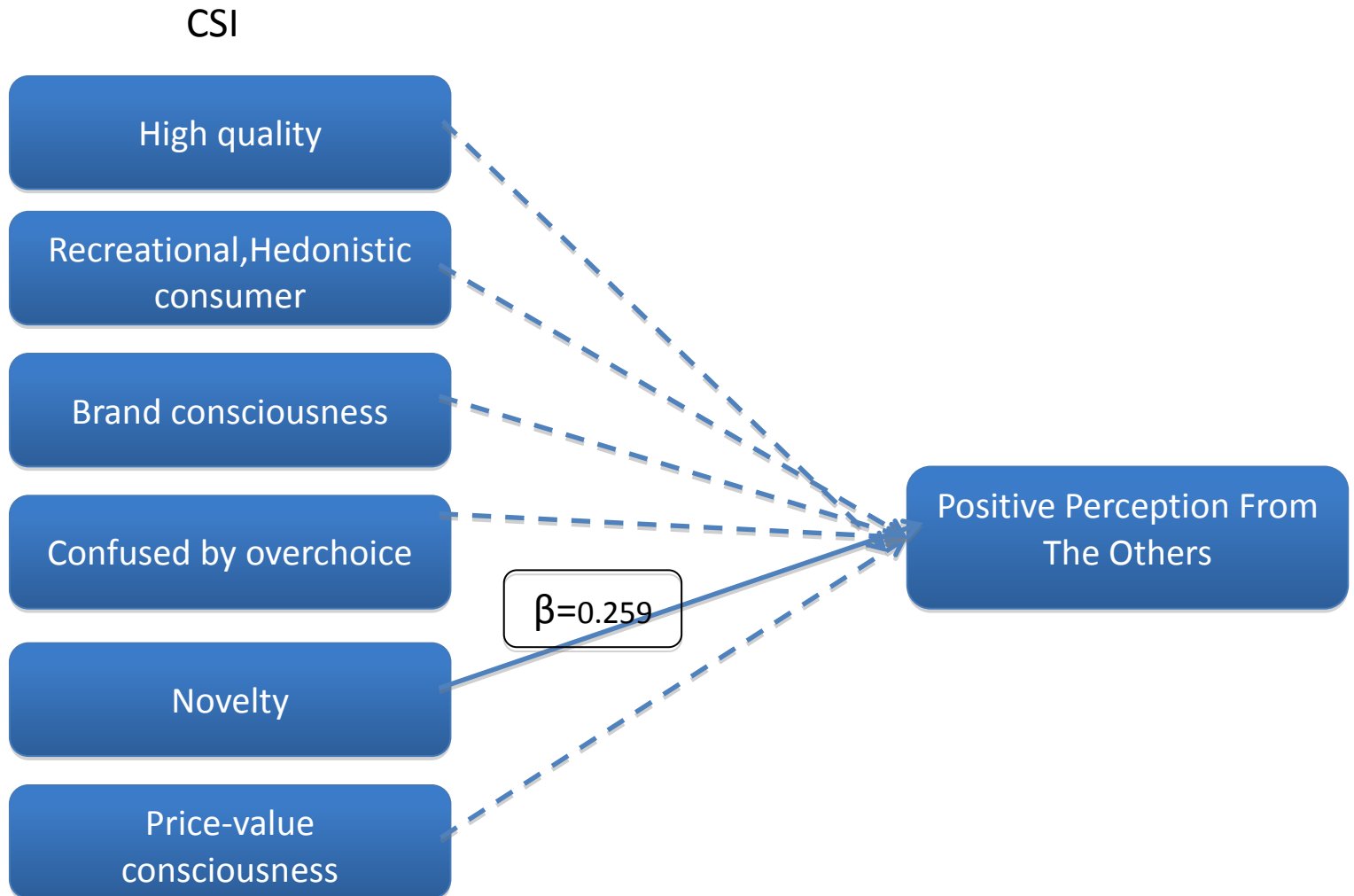
As reflected in Table 8; Preference of Luxury Products was explained by Novelty ($\beta=0.284$), High Quality ($\beta=0.195$), Recreation ($\beta=-0.235$), and Brand Consciousness ($\beta=0.169$).

H_{1a}: CSI has an effect on Preference of Luxury Products is partially accepted.

Consumers who are shopping different stores and follow the fashion, always choose the best quality items. They really enjoy shopping and their expectations from goods very high. These kinds of consumers' preferences are important they don't care about their friends or families opinions about luxury products or services. If they use luxury products, they are happy.

7.2. Multiple Linear Regression Analysis for Positive Perception From the Others Regression Model

Figure 11. Perception From The Others Regression Model



When we conducted multiple regression analyses to understand the relationship between Positive Perception from the others and CSI factors, we found out that Novelty explains Positive Perception the others at 99% confidence interval ($F=10.323$, $p=0.002$ respectively, $R=0.259$; $R^2= 0.067$).

Table 10. Multiple Regression Analysis result of Positive Perception from the others

Dependent variable: Positive Perception from the others			
Independent variables:	Beta	t-value	p-value
Novelty	0.259	3.213	0.002

As reflected in Table 9; Positive Perception from the others was explained only by Novelty with ($\beta=0.259$).

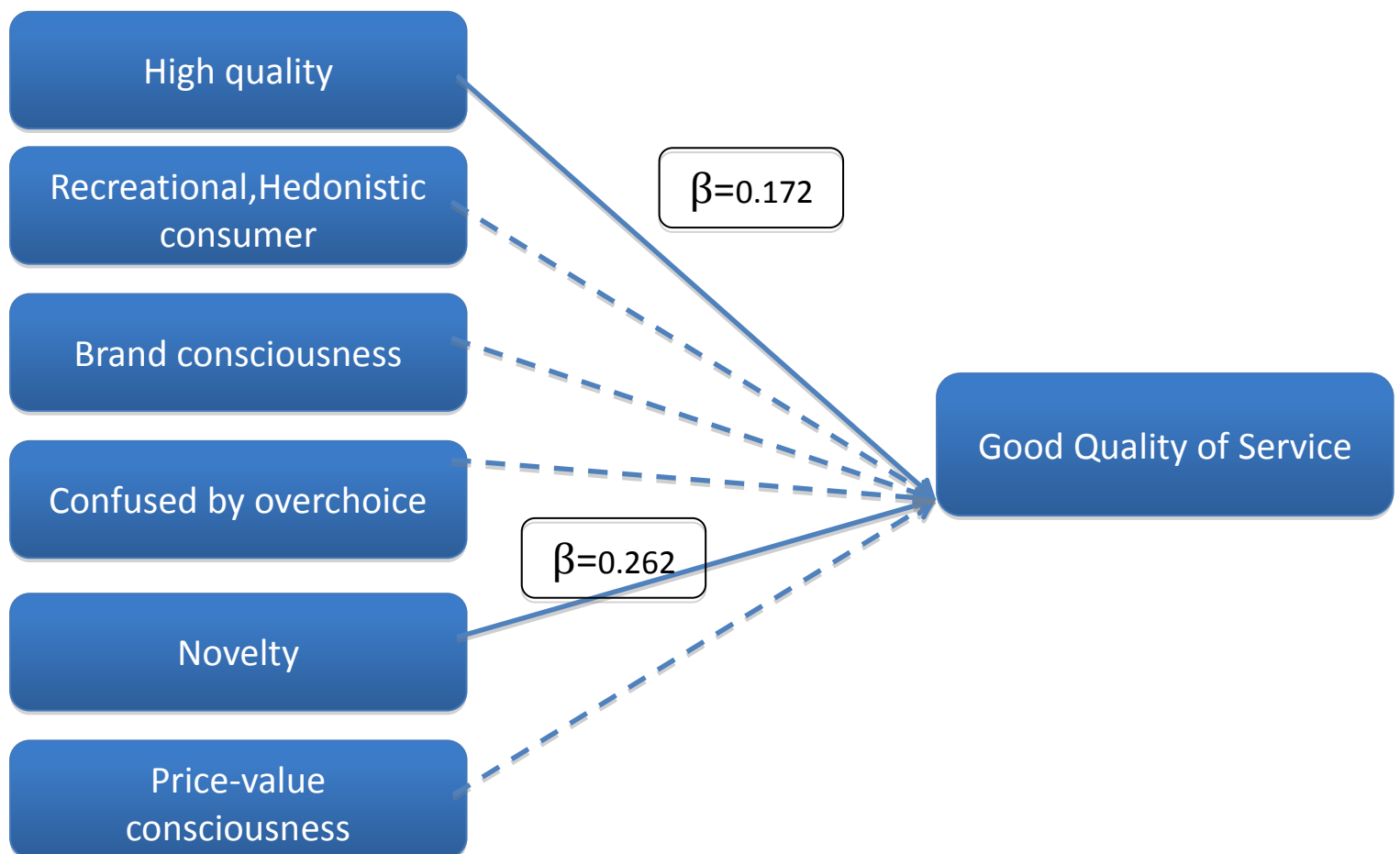
H_{2a}:CSI has an effect on Positive Perception from the others is partially accepted.

Consumers who like novelty;shop from different stores and choose different brands.They follow the most fashionable things and they always update their goods.It is partially accepted because the novelty loving customers want to attract the attention of the other people.

7.3. Multiple Linear Regression Analysis for Good Quality of Service Regression Model

Figure 12. Good Quality of Service Regression Model

CSI



When we conducted multiple regression analyses to understand the relationship between good quality service and CSI factors, we found out that Novelty and High Quality explain good quality service at 99% confidence interval ($F=10.423$, $p=0.000$ respectively, $R=0.359$; $R^2=0.129$).

Table 11. Multiple Regression Analysis result of Good Quality of Service

Dependent variable: Good Quality of Service			
Independent variables:	Beta	t-value	p-value
Novelty	0.172	2.058	0.041
High Quality	0.262	3.142	0.002

As reflected in Table 10; Good Quality of Service was explained by Novelty ($\beta=0.172$) and High Quality ($\beta=0.262$).

H_{3a}:CSI has an effect on Good Quality of Service is partially accepted.

Characteristics of novelty loving and consumers that prefer high quality are expecting high quality from the products and services,they give extra efforts to choose the best quality and their standards are very high.Their characteristics have a relationship to Good Quality of Service,customers really prefer to buy luxury products from the stores which are giving the best services.

8.INDEPENDENT SAMPLE T TEST

8.1. Independent Sample t test for Gender Variable

In order to find out if the constructs showed any differences with regard to gender of the respondents independent sample t-test were conducted.

According to results of the Independent sample t-tests there have been no significant differences found in Preference of Luxury Products,Positive Perception from the others, Good quality of service, five factor which are high quality,brand consciousness,impulsiveness,price-value consciousness,and novelty.Differences were found only in Recreational,hedonistic consumer factor of CSI.

Table 12. Independent Sample T Test Analyses- Gender

	Gender	N	Mean	Std. dev.	t	df	p value
Recreational	Female	114	2.7193	0.975	-2.107	152	0.037
	Male	40	3.0875	0.876			

There is a difference between male and female customers depending on Recreational behavior. Males have lower mean score than females which shows us that Females are more likely to love shopping.

8.2. Age Level One Way ANOVA Results

In order to find out if the constructs showed any differences with regard to age of the respondents One way ANOVA has been conducted as age groups sample size is not sufficient to test the difference. So we can not apply One way ANOVA test.

8.3. Education Level One Way ANOVA Results

In order to find out if the constructs showed any differences with regard to Education Level of the respondents One way ANOVA should be conducted. Hence age groups sample size is not sufficient to test the difference. So we can not apply One way ANOVA test.

8.4. Income Level One Way ANOVA Results

In order to find out if the constructs showed any differences with regard to Income Level of the respondents One way ANOVA should be conducted. Hence age groups

sample size is not sufficient to test the difference. So we can not apply One way ANOVA test.

8.5. Marital Status Level One Way ANOVA Results

In order to find out if the constructs showed any differences with regard to Marital Status of the respondents One way ANOVA should be conducted. Hence age groups sample size is not sufficient to test the difference. So we can not apply One way ANOVA test.

Only Married and Single respondents were tested with Independent Sample t test. Novelty and Brand Consciousness have a difference between two groups.

Table 13. Independent Sample T Test Analyses- Marital Status

	Gender	N	Mean	Std. dev.	t	df	p value
Novelty	Single	120	2.739	0.975	2.342	46	0.024
	Married	31	2.301	0.876			
Brand Consciousness	Single	120	3.020	0.975	2.261	37	0.030
	Married	31	2.604	0.876			

Single respondents care more for Novelty and they have more Brandconsciousness than married ones. Single respondents always update their styles, they follow the fashion and they want to choose the best quality of products.

9. SUMMARY OF HYPOTHESES RESULTS

Table 14. Hypotheses Results

Hypothesis	Result
1. Brand Consciousness has an effect on Perception towards Luxury Brands	Accept
2. : Perfectionist, high-quality consciousness has an effect on Perception towards Luxury Brands	Accept
3. Recreational, hedonistic characteristics have an effect on Perception towards Luxury Brands	Accept
4. Impulsiveness has an effect on Perception towards Luxury Brands	Reject
5. Price-value consciousness has an effect on Perception towards Luxury Brands	Accept
6. Being Confused by over choice has an effect on Perception towards Luxury Brands	Accept
7. Novelty fashion consciousness has an effect on Perception towards Luxury Brands	Accept

Table 15. Hypotheses Results

Hypothesis	Result
1. CSI has an effect on Preference of Luxury Products	Partially Accept
2. : CSI has an effect on Perception from the others	Partially Accept
3. CSI has an effect on Good Quality of Service	Partially Accept

CONCLUSION

The major purpose of present study has been mainly focused on investigating the decision making style of Turkish university students which have access to Twitter or Facebook. In this study, factor analysis is done to find out how many different dimensions the respondents perceive in the constructs and whether they perceive them the same as in the original data with which the scale was developed and also to see whether the derived constructs in this study confirms the existence of theoretically developed content categories. When, we conduct the factor analysis, the factors that influence the perception towards luxury brands are grouped into three; these are preference of luxury products, positive perception from the others, good quality of service. In preference of luxury products part, customers believe that when they use luxury products, they feel happy and they always prefer luxury products and are interested in sales discounts. Related to positive perception from the others; they really want to show their status, they really care what the others think about their preference and shopping. The good quality of service part, they prefer buying luxury products because of the stores service quality. They really want to feel that they are unique and get the best quality of service. According to Sproles and Kendall (1986) there are more than forty characteristics, they are working In CSI factor analysis part, there are six characteristics that effect the model, brand consciousness, perfectionist, recreational, price-value consciousness, confused by overchoice and novelty, impulsiveness was rejected, because impulsiveness is related to shopping on a spontaneous basis. In regression analysis part, we create relation

between CSI and three perception towards luxury brands elements. First, the relation to Preference of Luxury Products; consumers who are shopping from different stores and follow the fashion, always choose the best quality items. They really enjoy shopping and their expectations from goods are very high. These kinds of consumers' preferences are important they don't care about their friends or families opinions about luxury products or services. Secondly, CSI has an effect on Positive Perception from the others only novelty characteristic present the consumers who shop from different stores and choose different brands. They follow the most fashionable things and they always update their goods. It is partially accepted because the novelty customers want to attract the attention from the other consumers. Thirdly, CSI has an effect on Good Quality of Service. Characteristics of novelty and high quality consumers are expecting very high qualities from the products and services, they give extra efforts to choose the best quality and their standards are very high. Their characteristics have a relationship to Good Quality of Service, customers really prefer to buy luxury products from the stores which are giving the best services. In t-test part; there is a difference between male and female customers depending on Recreational, hedonistic consumer behavior. Males have lower mean score than females which shows us that Females are more likely to love shopping. They spend lots of time and time is not important. Males want to make their shopping very quickly. They want to plan and it's not enjoyable for them. Also, we made t-test for marital status; Single respondents care more for Novelty and they have more Brandconsciousness than married ones. Single respondents always update their styles, they follow the fashion and they want to choose the best quality of products. In Anova part, the samples are not sufficient they are under 0.30. So we cannot

make Anova test. In sum, there are six characteristics related to perception towards luxury brands, males show differences to comparing to females. Consumers luxury shopping behaviour shows different characteristics. Luxury can be associated more with emotional and experiential value (Kapferer & Bastien, 2008; Aaker 2009). People buy luxury products to display their status in society.

MANAGERIAL IMPLICATIONS

The result of this research have practical implications for marketers working in the luxury industry. The result suggest that a focus on characterizing optimum products or services together with exclusivity can create positive perceptions. To effectively react to the needs, wants, values and perceptions of purchasers is essential ,especially in an increasingly competitive global marketplace. Luxury market is not homogeneous, product category and situational characteristics play an important role. From a customer perspective, each product can provide certain set of values and may be more appropriate in certain situations than in others. Luxury brand companies can understand how young or adult people of different demographics respond to the different luxury value dimension and how the luxury products can help the requirements of each group. Managers of luxury goods should emphasise the positive, functional, aesthetic and emotional experience of owning and using a luxury product. Understanding of these differences and similarities can help in designing suitable marketing campaigns. Consumers can help marketers to recognise and focus on the specific luxury value dimensions, with special reference to demographic variables. In sum, luxury brands have to surround consumer values if their purchase justified. The luxury market is not homogeneous, situational caharacteristics and product categories play an important role. In consumer perspective, each product can provide a certain set of values. Marketers have to consider individual differences and characteristics in associating with luxury values. These differences can be important start point designing marketing campaigns and strategies.

LIMITATIONS AND SCOPE FOR FURTHER RESEARCH

Firstly, a particular limitation of this study was that the respondents were all from Istanbul, Turkey. Thus, the results might vary if this study was repeated in different cities or regions of Turkey. In terms of further research, therefore, researchers should consider expanding the study focus to different areas and different populations.

Secondly, we have considered the influence of education, other demographic variables like age, occupation, income group, gender and marital status on the different luxury value dimensions and the purchase behaviour of luxury products. Thirdly, only the overall perceptions about luxury value have been tested. We can apply similar analysis for a specified luxury product or service. The last one is, we can apply in the model CSI's all characteristics together to the next researches they can separate all the CSI's characteristics and they can look at the relationship with perception towards luxury brands. To identify consumer segments on a global level, the next research step is a cross-cultural study to identify discriminating drivers of different consumer segments in collaboration with European researchers. If the overall luxury value level of a certain product or brand may be perceived equally across national borders, a differentiated measurement may reveal that the overall luxury value perception is a combination of different evaluations with regard to the subdimensions. Specifically, consumers in different parts of the World buy, wish to buy, luxury products for apparently varied reasons still, they obtain similar values and indifferent of their country of origin, their basic motivational drivers are expected to be the same between the financial, functional, personal, and social dimensions of luxury value perception, only the relative importance of the different dimensions may change (Wiedmann, Hennigs & Siebels, 2007). The primary contribution of this framework to present the CSI effect on the perception towards luxury brands. Perception towards luxury by integrating the dimensions of financial, functional, individual, and social value to identify behavioral patterns and characteristics.

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SURVEY

1. Cinsiyetiniz?

Kadın

Erkek

2. Yaşınız?

18-25 yaş

26-34 yaş

35-45 yaş

46-59 yaş

60 yaş ve üzeri

3. Medeni durumunuz?

Bekar

Evli

Dul/Boşanmış

4. Eğitim düzeyiniz?

İlköğretim

Lise

Ön lisans

Lisans

Yüksek Lisans

Doktora

5. Aylık geliriniz?

1000-1499 TL

1500-1999 TL

2000-2499 TL

2500-2999 TL

3000 TL ve üzeri

6. Lüks markaların ürünlerine gerçekten çok ilgi duyarım.

Kesinlikle katılmıyorum

Katılmıyorum

Kararsızım

Katılıyorum

Kesinlikle katılıyorum

7. Tercih ettiğim lüks markanın insanlar tarafından bilinmesi umurumda bile değildir.

Kesinlikle katılmıyorum

Katılmıyorum

Kararsızım

Katılıyorum

Kesinlikle katılıyorum

8. Lüks markaların indirim zamanları benim için önemlidir.

Kesinlikle katılmıyorum

Katılmıyorum

Kararsızım

Katılıyorum

Kesinlikle katılıyorum

9. Lüks bir markaya ait ürünü kullanmak beni mutlu eder.

Kesinlikle katılmıyorum

Katılmıyorum

Kararsızım

Katılıyorum

Kesinlikle katılıyorum

10. Aynı kalitede olmasına rağmen ben lüks olan bilinen markayı tercih ederim.

Kesinlikle katılmıyorum

Katılmıyorum

Kararsızım

Katılıyorum

Kesinlikle katılıyorum

11. Lüks markanın ürününü aldığımda o ürünün limitli sayıda olması en önemli kriterdir.

Kesinlikle katılmıyorum

Katılmıyorum

Kararsızım

Katılıyorum

Kesinlikle katılıyorum

12. Lüks markanın tercih ettiğim ürünleri benim kişiliğimi yansıtır.

Kesinlikle katılmıyorum

Katılmıyorum

Kararsızım

Katılıyorum

Kesinlikle katılmıyorum

13. Lüks markaların ürünleri daha kaliteli görünür.

Kesinlikle katılmıyorum

Katılmıyorum

Kararsızım

Katılıyorum

Kesinlikle katılıyorum

14. Lüks markaların ürünlerini aldığımda çevremdekilerin dikkatini çekerim.

Kesinlikle katılmıyorum

Katılmıyorum

Kararsızım

Katılıyorum

Kesinlikle katılıyorum

15. Lüks markanın ürünlerine harcadığım tutar benim için önemli değildir.

Kesinlikle katılmıyorum

Katılmıyorum

Kararsızım

Katılıyorum

Kesinlikle katılıyorum

16. İnsanların beni lüks bir ürün ile gördüklerinde, varlıklı olduğumu düşünmelerini umarım.

Kesinlikle katılmıyorum

Katılmıyorum

Kararsızım

Katılıyorum

Kesinlikle katılıyorum

17. Sahip olduğum lüks ürünün pahalı olduğunun insanlar tarafından düşünülmesini isterim.

Kesinlikle katılmıyorum

Katılmıyorum

Kararsızım

Katılıyorum

Kesinlikle katılıyorum

18. Lüks markalar genellikle belli bir kitleye hitap eder ve bende o kitlede olmak isterim.

Kesinlikle katılmıyorum

Katılmıyorum

Kararsızım

Katılıyorum

Kesinlikle katılmıyorum

19. Lüks markaların ürünlerini tercih etmemdeki sebep mağaza içerisinde aldığım

hizmettir.

Kesinlikle katılmıyorum

Katılmıyorum

Kararsızım

Katılıyorum

Kesinlikle katılıyorum

20. Lüks markaların satıldığı mağazalardaki hizmetin daha iyi olduğunu düşünürüm.

Kesinlikle katılmıyorum

Katılmıyorum

Kararsızım

Katılıyorum

Kesinlikle katılıyorum

21. En çok reklamı yapılan ürünler genellikle en çok tercih edilen ürünlerdir.

Kesinlikle katılmıyorum

Katılmıyorum

Kararsızım

Katılıyorum

Kesinlikle katılıyorum

22. Genellikle markaların en çok satılan ürünlerini tercih ederim.

Kesinlikle katılmıyorum

Katılmıyorum

Kararsızım

Katılıyorum

Kesinlikle katılıyorum

23. Benim tercihlerim genellikle daha pahalı olan markalardır.

Kesinlikle katılmıyorum

Katılmıyorum

Kararsızım

Katılıyorum

Kesinlikle katılıyorum

24. Fiyatı daha pahalı olan markaların kaliteleri daha iyidir.

Kesinlikle katılmıyorum

Katılmıyorum

Kararsızım

Katılıyorum

Kesinlikle katılıyorum

25. İlk defa beğendiğim bir ürün ya da marka olursa,o markanın ürünlerini devamlı olarak tercih ederim.

Kesinlikle katılmıyorum

Katılmıyorum

Kararsızım

Katılıyorum

Kesinlikle katılıyorum

26. Eğer bir marka benim favorim ise onun ürünlerini sürekli olarak tercih ederim.

Kesinlikle katılmıyorum

Katılmıyorum

Kararsızım

Katılıyorum

Kesinlikle katılıyorum

27. Devamlı olarak satın aldığım ürünlerde marka değişikliği yaparım.

Kesinlikle katılmıyorum

Katılmıyorum

Kararsızım

Katılıyorum

Kesinlikle katılıyorum

28. Yüksek kaliteli ürünler benim için çok önemlidir.

Kesinlikle katılmıyorum

Katılmıyorum

Kararsızım

Katılıyorum

Kesinlikle katılıyorum

29. Bir ürünü almak istediğim zaman ya en iyisini yada en çok tercih edileni almak isterim.

Kesinlikle katılmıyorum

Katılmıyorum

Kararsızım

Katılıyorum

Kesinlikle katılıyorum

30. En iyi kaliteli ürünü bulup satın almak için özel çaba sarf ederim.

Kesinlikle katılmıyorum

Katılmıyorum

Kararsızım

Katılıyorum

Kesinlikle katılıyorum

31. Genellikle en kaliteli ürün hangisi ise onu araştırıp satın alırım.

Kesinlikle katılmıyorum

Katılmıyorum

Kararsızım

Katılıyorum

Kesinlikle katılıyorum

32. Üründen beklediğim beklenti her zaman çok yüksektir.

Kesinlikle katılmıyorum

Katılmıyorum

Kararsızım

Katılıyorum

Kesinlikle katılıyorum

33. Alışveriş yapmak benim için güzel bir aktivite değildir.

Kesinlikle katılmıyorum

Katılmıyorum

Kararsızım

Katılıyorum

Kesinlikle katılıyorum

34. Alışveriş merkezlerinde alışveriş yapmak benim için zaman kaybıdır.

Kesinlikle katılmıyorum

Katılmıyorum

Kararsızım

Katılıyorum

Kesinlikle katılıyorum

35. Alışverişe gitmek benim için en eğlenceli aktivitelerden biridir.

Kesinlikle katılmıyorum

Katılmıyorum

Kararsızım

Katılıyorum

Kesinlikle katılıyorum

36. Sadece eğlenmek için alışveriş yaparım.

Kesinlikle katılmıyorum

Katılmıyorum

Kararsızım

Katılıyorum

Kesinlikle katılıyorum

37. Alışveriş yaptığım zaman çok hızlıca işimi bitiririm.

Kesinlikle katılmıyorum

Katılmıyorum

Kararsızım

Katılıyorum

Kesinlikle katılıyorum

38. Çok düşünmeden alışveriş yapmayı dilerim ama yapamam.

Kesinlikle katılmıyorum

Katılmıyorum

Kararsızım

Katılıyorum

Kesinlikle katılıyorum

39. İlk kez bir markayı yada ürünü tercih edeceksem iyi olması satın almam için yeterlidir.

Kesinlikle katılmıyorum

Katılmıyorum

Kararsızım

Katılıyorum

Kesinlikle katılıyorum

40. Piyasadaki ürünler ya benim gerçekten istediklerim değildir yada yeterince iyi değildir.

Kesinlikle katılmıyorum

Katılmıyorum

Kararsızım

Katılıyorum

Kesinlikle katılıyorum

41. Satın aldığım ürünler ve markalar için çok az zaman harcarım.

Kesinlikle katılmıyorum

Katılmıyorum

Kararsızım

Katılıyorum

Kesinlikle katılıyorum

42. Alışveriş yapmadan önce detaylı plan yaparım.

Kesinlikle katılmıyorum

Katılmıyorum

Kararsızım

Katılıyorum

Kesinlikle katılıyorum

43. Mümkün olduğunca indirim zamanında alışveriş yaparım.

Kesinlikle katılmıyorum

Katılmıyorum

Kararsızım

Katılıyorum

Kesinlikle katılıyorum

44. Ne kadar harcadığıma dikkat ederim.

Kesinlikle katılmıyorum

Katılmıyorum

Kararsızım

Katılıyorum

Kesinlikle katılıyorum

45. Gerçekten verdiğim paraya değmesi için özen gösteririm.

Kesinlikle katılmıyorum

Katılmıyorum

Kararsızım

Katılıyorum

Kesinlikle katılıyorum

46. Fiyatı ucuz olan ürünleri genellikle tercih ederim.

Kesinlikle katılmıyorum

Katılmıyorum

Kararsızım

Katılıyorum

Kesinlikle katılıyorum

47. Tercih edilen bir sürü marka olduğu için genellikle benim kafam karışır.

Kesinlikle katılmıyorum

Katılmıyorum

Kararsızım

Katılıyorum

Kesinlikle katılıyorum

48. Bazen nereden alışveriş yapacağıma karar vermek bile benim için zordur.

Kesinlikle katılmıyorum

Katılmıyorum

Kararsızım

Katılıyorum

Kesinlikle katılıyorum

49. Ürünler hakkında ne kadar çok bilgim olursa, en iyisini seçmem o kadar zorlaşır.

Kesinlikle katılmıyorum

Katılmıyorum

Kararsızım

Katılıyorum

Kesinlikle katılıyorum

50. Farklı ürünlerden aldığım bilgiler genellikle kafamı karıştırır.

Kesinlikle katılmıyorum

Katılmıyorum

Kararsızım

Katılıyorum

Kesinlikle katılıyorum

51. Değişen moda göre her seferinde gardrobımı yenilerim.

Kesinlikle katılmıyorum

Katılmıyorum

Kararsızım

Katılıyorum

Kesinlikle katılıyorum

52. Modaya uygun, çekici ve stil sahibi olmak benim için çok önemlidir.

Kesinlikle katılmıyorum

Katılmıyorum

Kararsızım

Katılıyorum

Kesinlikle katılıyorum

53. En son moda uygun genellikle bir takım yada birden fazla takım kıyafetlerim vardır.

Kesinlikle katılmıyorum

Katılmıyorum

Kararsızım

Katılıyorum

Kesinlikle katılıyorum

54. Çeşitliliği sevdiğim için birden fazla marka ve birden fazla mağazayı tercih ederim.

Kesinlikle katılmıyorum

Katılmıyorum

Kararsızım

Katılıyorum

Kesinlikle katılıyorum

