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UNDERSTANDING THE FACTORS EFFECTING IMPULSE PURCHASE
DECISION: AN INVESTIGATION IN FOOD MARKET

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DÜRTÜSEL SATIN ALMA KARARINI ETKİLEYEN FAKTÖRLERİ ANLAMAK:
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ABSTRACT

All the development in technology leads marketers into a dense competition, especially in the fast-moving consumer goods sector. Thus, marketers noticed the importance of understanding the consumer and their buying behaviors. The purpose of this study is to determine the factors impacting impulse purchase decisions. Our proposed model shows the relation between impulse buying intention and impulse purchase decision but also combines the effecting factors which are elements of packaging (color, design, typography), self-control (impulsivity, simple tasks, risk-seeking, physical activities, self-centered, temper) consumer susceptibility to interpersonal influence (normative and informational) and impulse buying tendency. More, our model shows their effect on impulse buying intention.

For testing the proposed model, we asked participants to answer the survey considering the package that we have designed according to the literature and we asked participants to answer the questionnaire according to the comments they found closest to themselves. Survey data gathered from 308 participants within one month. The findings showed that: impulse purchase intention influences impulse purchase decision strongly. Also, simple-task and typography, and the impression have an impact on impulse purchase intention.

Keywords: Impulse purchase decision, elements of packaging, consumer susceptibility, self-control, impulse purchase tendency.

ÖZET

Teknolojideki tüm gelişmeler, pazarlamacıları özellikle hızlı tüketim malları sektöründe yoğun bir rekabete sürüklüyor. Bu nedenle, pazarlamacılar tüketiciyi ve satın alma davranışlarını anlamanın önemini fark ettiler. Bu çalışmanın amacı, dürtüsel satın alma kararını etkileyen faktörleri belirlemektir. Önerdiğimiz model, dürtüsel satın alma niyeti ve dürtüsel satın alma kararı arasındaki ilişkiyi gösterir. Aynı zamanda ambalaj unsurlarının (renk, dizayn, yazı tipleri), öz-kontrolün (dürtüsellik, basit-görevler, risk-arama, fiziksel-aktiviteler, benmerkezcilik, öfke) tüketicinin hassasiyetinin (normatif veya bilgilendirici) ve dürtüsel satın alma davranışına eğiliminin de dürtüsel satın alma niyetine olan etkisini incelemektedir.

Önerilen modeli test etmek için katılımcılardan literatüre göre tasarladığımız ambalajı dikkate alarak ankete cevap vermelerini istedik ve katılımcılardan kendilerine en yakın buldukları yorumlara göre anketi cevaplamalarını istedik. Anket datası 308 katılımcıdan bir ay içinde toplandı. Bulgular, anlık satın alma niyetinin anlık satın alma kararını güçlü bir şekilde etkilediğini göstermiştir. Ayrıca, basit-görev, yazı tipi ve izlenim, anlık satın alma niyeti üzerinde etkilidir.

Anahtar Kelimeler: Dürtüsel satın alma kararı, paketleme unsurları, tüketici hassasiyeti, öz kontrol, dürtüsel satın alma eğilimi.

CHAPTER ONE

INTRODUCTION

Marketing is defined as a type of art that generates communication with consumers or customers, setting activities to influence them, and most importantly, proposes an answer for their needs and wants. Even though marketers set a bunch of activities for consumers or customers, it is not enough to communicate with them. Interaction with customers is the key point to understand the need or wants of the target market. However, marketers should aware that, needs and wants of consumers or customers are changing rapidly and constantly. In today's world, besides consumer's wants or needs, each factor is changing even rivalry in the market is changing. Marketers should adopt and react according to these changes by understanding consumer's behaviors (Bagozzi, 1978).

There are two types of marketing: digital marketing and traditional marketing. Digital marketing has been developing in parallel with the endless development of technology. Traditional marketing is using since 4000 BC so far and even new types of marketing have been formed recently, traditional marketing still holds its place, and sometimes both types of marketing act together (Durmaz & Efendioglu, 2016).

Retail marketing is the type of marketing that is developing in parallel with technology. Although retails are perceiving as a tool for logistical and operational purposes, they are a great tool for marketing purposes. Retail marketing also was born and developed by improvements in technology. Retail marketing also facilitates operational concerns such as distribution, location (Mulhern, 1997). Retails have been an important point since they offer an opportunity to contact customers while they are making their buying decisions. As in every area, changes lead to how marketers manage in retails (Mulhern, 1997).

(McNair & May, 1976) described the changes in retail store after that, (Hollander & Omura, 1989) had overviews about changes in the retail environment through time. Lifestyle changes, buying behavior forced retailers to understand more about

these changes such as; store location choice, price, and quality, assortment, brands, store image, repositioning, service, promotion and especially its relations with consumer unplanned purchases (Mulhern, 1997).

Retailing in Turkey has been developed especially after 1980 the development increased (Yarimoglu, 2013). Between 1920 and 1950, the retailing system that we can call modern, did not develop because of the lack of relations with other countries especially in food market. In 1913 consumption cooperatives were established as an attempt in Istanbul. However, the government was dominant to control consumption goods (Bocutoglu & Atasoy, 2001). With the Encouragement of Foreign Investment Law - No. 6224 in 1954, Migros had entered the Turkish market. Thus, Migros offered the first modern retail with hygienic packaging, labels, and shelf applications (Erdogan, 2003). After the 60's, private companies began to raise in the retail sector (Bocutoglu & Atasoy, 2001). In 1973, Tansas established in İzmir thus supermarket technology was included in retailing (Ozkan & Akpinar, 2003). After '80s with policy of Privatization and Internationalization retailing continued to improve.

To sum up everything that has been stated so far, according to (Hundekar, Appannaiah, & Reddy, 2009) with the industrial revolution, how to run a business also developed. There are five concepts of marketing (Kotler P. , 2000).

- The Product Concept
- The Production Concept
- The Sales Concept
- Marketing Concept
- The Societal Marketing Concept

In the product orientation age, organizations believe that only features of the product would be essential. In the production orientation step, organizations focused on selling what they have and as much as they can produce. The only aim of the packaging was about logistics and storage concerns. With the sales orientation era, the importance of the sales has understood. However, they are only

concerned about selling the product aggressively. Moreover, with the modern customer-oriented marketing concept, firms have understood the importance of marketing. According to this concept, customer is the center of business. Lastly, the societal marketing concept offers to marketers to determine the needs and wants of the consumers. This orientation type is the core of marketing orientation (Kotler P. , 2000).

To wrap up, marketing is a consumer-oriented process. Business exists for humans thus marketers should try to understand consumer behaviors (Hundekar, Appannaiah, & Reddy, 2009). Consumer behavior is basically defined as a process of disposing products or services to meet their needs (Solomon, Bamossy, Askegaard, & Hogg, 2006). For appraising consumer behavior, basic marketing and advertising strategies are not enough. Understanding consumer behavior, it is important to also understand consumer's social and physical environment, needs and perceptions (Vani, Babu, & Panchanatham, 2011).

It is essential to predict “inside the mind of consumer's”. Generally, during buying decision, there are three risks which are social, personal, and economic risks that consumer takes. According to this, there are four types of consumer buying behavior (Jones,2014).

- Routine response: Consumer purchase without any significant thought.
- Limited decision making: This especially happens when purchasing a new product or brand. Consumer evaluates the alternatives.
- Extensive decision making: This is a decision-making type when consumers need to think deeply about a big purchase or investment.
- Impulsive buying: Impulse buying happens unconsciously and suddenly. When a consumer enters the store, he/she has no decision to buy the specific product. However, they end up with buying.

Understanding impulse purchase in retail marketing is important and it has been investigating for a long time (Clover, 1950). Impulse purchasing generates the

majority of the purchasing in a broad range of product categories (Rook & Fisher, 1995), (Hausman, 2000).

1.1.SCOPE AND SIGNIFICANCE OF THE STUDY

According to (Applebaum, 1951) impulse buying is not predictable before entering the store, even so, stimulus in-store has an effect on impulse purchase possibility. However, this suggestion was only limited to store elements. As time progresses, researchers have started to realize consumer characteristics also have an important role in the impulse purchasing process (Graa & Dani-elKebir, 2012), (Rook, The Buying Impulse, 1987). After that, hedonic elements became important (Rook, The Buying Impulse, 1987).

Consumer characteristics are important to understand impulse purchase decisions thus, we can give self-control level as an example for it. (Baumeister, Heatherton, & Tice, 1994) and (Tangney, Baumeister, & Boone, 2004) studied the self-control effect on impulse purchase intention. More, according to (Dey & Srivastava, 2017) and (Luo, 2005), consumer susceptibility has a vital impact. Moreover, according to (Rook & Fisher, 1995) and (Weun, Jones, & Beatty, 1998) impulse buying is a type of behavior that leads consumers to intention for buying. (Hoch & Loewenstein, 1991) investigated this element also. Besides characteristics external variables such as store environment etc. are important but we examined only packaging elements. According to (Silayoi & Speece, 2007) and (Speece, 1998) elements of packaging has a significant impact on impulse purchase intention.

To sum up everything that has been stated so far, this study is important because, our study melts early studies on package, characteristics, decision, and intention in one pot.

1.2.ORGANIZATION OF THE DISSERTATION

The rest of the dissertation is organized as below; the next section which is Chapter Two consists of an academic literature review on related fields. Chapter Three gives us a detailed explanation of each variable which are self-control, consumer susceptibility to interpersonal influence, impulse buying tendency, elements of packaging, impulse purchase intention, and impulse purchase decision with each hypothesis. In Chapter Four, design and methodology are explained. Sample, analysis methods, research objectives, and scales are stated in this chapter. In Chapter Five, the findings of the study are stated. Lastly, in Chapter Six findings of the study are discussed, theoretical and managerial implications are stated, and limitations of the study are mentioned.

CHAPTER TWO

LITERATURE REVIEW

This chapter reviews the existing literature that has influence on impulse purchasing. This chapter generally tries to give background for the study according to the literature. This chapter consists of three sections. The first section starts with a brief on food sector. The next chapter generates information about purchasing and impulse purchasing. In the third chapter, you can find earlier theoretical models.

2.1. FOOD SECTOR

Consumers' attitudes for high involvement products are not influencing images of the package on the other hand, for low involvement decisions, there is a strong relation need for images and packaging which has a strong effect on decisions for low involvement products (Kupiec & Revell, 2001).

Most FMCG sectors include low involvement products which mean consumers don't seek detailed information about the product or brand that they buy. The reason behind is in this sector, product is not very important, they don't require much evaluate of alternatives or gathering information from sources (Chaudhuri, 2000), (Mitchell & Papavassiliou, 1999).

Generally, impulse buying occurs when the product is a convenience product. Convenience products are low-cost and easy to access products (Stern, 1962). Thus, snack foods can refer to convenience products. This means understanding impulse buying is important especially for snack products.

Brand loyalty is stronger when the involvement level is high and our product generally does not requires high involvement (Speece, 1998).

2.2. PURCHASE DECISION

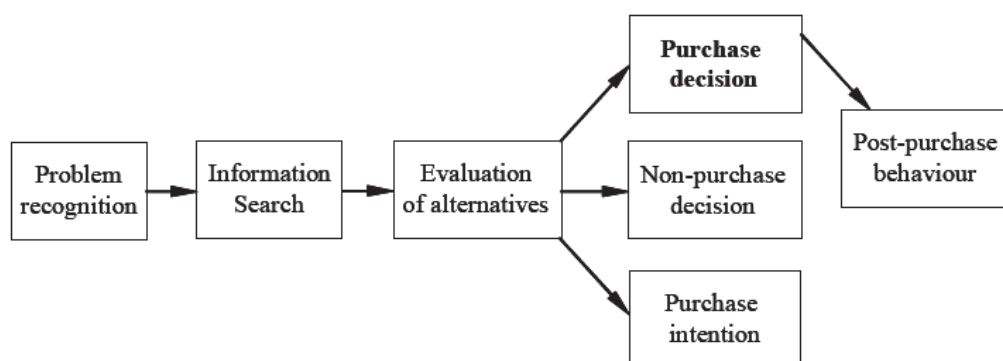
In fast-moving consumer goods (FMCG) sector, marketers have to consider the elements of packaging in order to achieve their communication goals (Nancarrow, Wright, & Brace, 1998).

Marketers give attention to the purchasing process and try to understand each step deeply (Kotler & Keller, 2006). In literature accepted buying decision process occurs from five stages: problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior (Munthiu, 2009).

In today's retail environment, which is highly competitive, consumers are exposing lots of messages during shopping (Nancarrow, Wright, & Brace, 1998).

Consumer Buying decision-making process developed by (Churchill & Peter, 1998) to clarify the process during decision-making inside consumer's minds. All process starts with recognition of the problem, the need or want. After that, the consumer starts to search for information to satisfy the need or meet the want. Afterward, the consumer starts to evaluate the alternatives that s/he has been gathered and finally makes the purchase decision. After the purchase, the consumer evaluates the satisfaction level (Schiffman & Kanuk, 2007).

Figure 2.1. The Buying Decision Process



Source: (Churchill & Peter, 1998)

2.2.1 Impulse Buying

There are some differences between planned purchase and impulse purchasing. As stated above planned purchase has steps that follow each other and include evaluation. Reversely, impulse purchase is spontaneous and immediate (Rook & Fisher, 1995). An impulse purchase is more psychological and has more relation with emotions (Lejoyeux, Ades, Tassain, & Solomon, 1996).

Impulse purchasing defined as a consumer's unplanned purchase by (Willet & Kollat, 1968) which has an important part of consumer buying behavior (Luo, 2005). In other words, impulse purchase is a type of purchase that occurs suddenly and with lesser evaluation process (Rook, 1987), (Zhang, Prybutok, & Strutton, 2007). Generally, more than 50% of consumers may be impulse purchasers (Rook & Fisher, 1995). Some of the consumers tend to purchase impulsively than other consumers. For certain consumers, it may be hard to resist the urge (Zhang, Prybutok, & Strutton, 2007).

(Stern, 1962) suggested, there are four types of impulse buying:

- Pure Impulse Purchasing
- Reminder Impulse Purchasing
- Suggestion Impulse Purchasing
- Planned Impulse Purchasing

Pure impulse buying is defined as occurred purchases for the need of escape or freshness. Reminder impulse buying occurs when a buyer sees an item and recalls that stock at home is low. Suggestion impulse buying occurs when a consumer sees a product for the first time and feel the need for it. Lastly, planned impulse purchase occurs when a shopper makes sudden purchase decisions when s/he sees a discount or coupon. (Stern, 1962)'s study is very important. Even today this study is a starting point according to (Beatty & Ferrell, 1998) and (Rook, 1987).

Nowadays consumers haven't enough time to think about what they are buying. Evaluating, researching, gathering information is kind of a waste of time in the eye

of modern consumers so, impulse purchasing is increasing day by day (Silayoi & Speece, 2004).

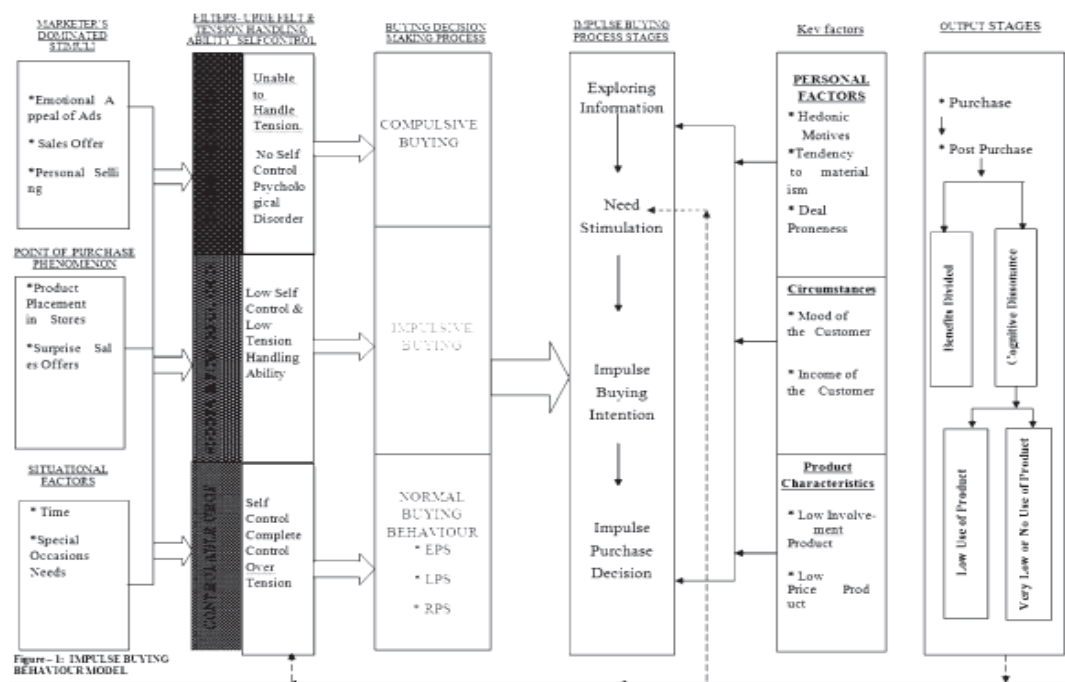
2.3. EARLY THEORITICAL MODELS

There are several studies that have been examined for the impulse purchase decisions.

2.3.1. Model of Impulse Buying Behavior

(Iram & Chacharkar, 2017)'s Model of Impulse Buying Behavior is one of the recent studies that has been using to understand the impulse purchasing process and its precursors. The motive of this study lies beneath the increase of impulse buying's among consumers and it became vital to investigate impulsive behavior. Most of the studies that have been examined only focused on the purchasing part. (Iram & Chacharkar, 2017) also examined factors influencing the purchasing. Their model includes the consumer buying behavior model, felt/tension, self-control, hedonic motives, impulse buying process, and decision making.

Figure 2.2. Model of Impulse Buying Behavior



Source: (Iram & Chacharkar, 2017)

In today's world, the impulse buying decision is one of the important factors because people are much more attached to materialistic concerns. Being self-centered, low self-control, tendency to have things to show of people are some of the characteristics of consumers who have the tendency to buy impulse. All these characteristics lead consumers to purchase impulsively (Iram & Chacharkar, 2017). This model based on, hedonistic goals because “consumers are not only interested in purchasing but also enjoying it” (Iram & Chacharkar, 2017).

Basic characteristics about consumers can list as a tendency to acquire, tendency to have things, and show off what they have, being self-centered, being happy or satisfy for acquiring things whether useful or not. All these tendencies lead consumers to impulse buying (Iram & Chacharkar, 2017).

According to (Iram & Chacharkar, 2017), factors of human characteristics have an impact on impulse purchasing. These factors can categorize externally, internally, demographic factors, exposure to technology. According to the model, Marketer' stimulus (emotional appeal of ads, sales offers, personal selling), point of purchase

phenomenon (product placement in stores, surprise sales offers), situational factors (time, special occasions needs) can influence tension handling and self-control. This title is divided according to self-control level and tension handling ability. According to 's model there are 3 types of buying behavior as a result: compulsive buying, impulsive buying, and normal buying. Also, the impulse buying process has been stated (Iram & Chacharkar, 2017).

Impulse buying process:

- Exploring Information
- Need Stimulation
- Impulse Buying Intention
- Impulse Purchase Decision

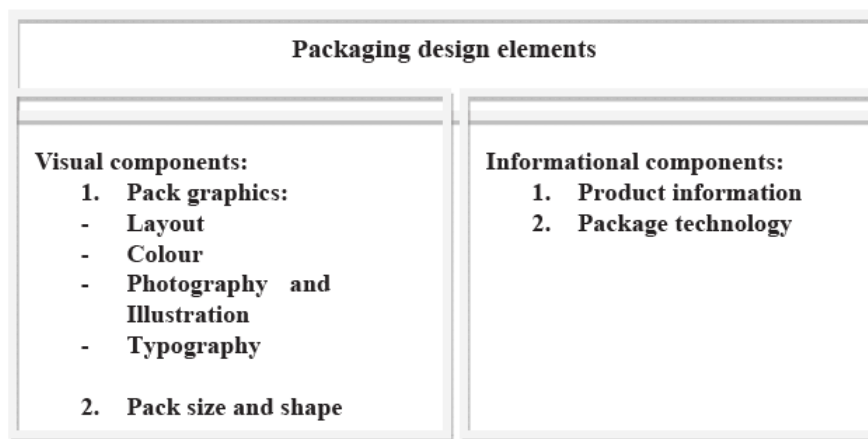
2.3.2. Packaging and Purchase Decision

There are two main functions of packaging. One is logistic function another one is a marketing function. The core aim of the logistics function is the protect the product while carrying or storing. Good and durable packaging depending on the type of the product. It has a vital effect during storing and transferring. Marketing which is the second main function is not interested in the issues of storing or carrying the product. However, the marketing function is interested in the communication between consumer/customer and product. This actively demonstrates that; the marketing function of packing is interested in selling packaging. Marketers interested in make packages attract attention. This also means that, it is important to have an attractive package in a competitive area during the point of sales (Prendergast & Pitt, 1996).

The purpose of (Speece, 1998) was to understand the importance of packaging design on consumers since the packaging is the element that has a vital role in communicating with consumers. They have examined a conjoint study in the competitive market. They found out that, packaging has the most important role in consumer buying.

According to (Silayoi & Speece, 2004), (Speece, 1998) elements of packaging consist of into two components: Visual and informational components. There are two types of visual components, pack size and shape and pack graphics which is consist of layout, color, photography and illustration, and typography. Also, there are two dimensions under the informational component: which are product information and package technology.

Figure 2.3. Packaging design elements



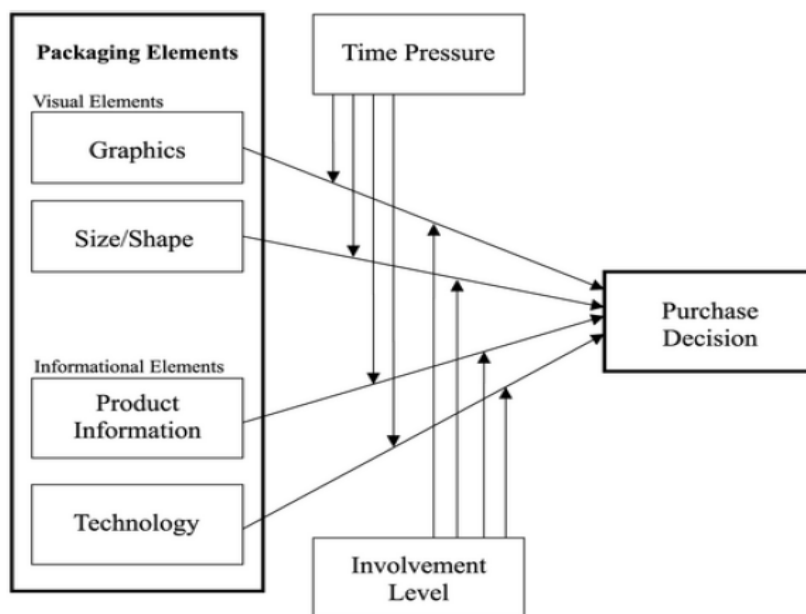
Source: (Silayoi & Speece, 2004)

Graphics (layout and typography) and color create a general image towards consumers at the point of purchase (Herrington & Capella, 1995). According to (Rettie & Brewer, 2000) human brain is better to perceive and recall asymmetric images. This means the placement of visuals has an important role in buying intention. The recall is better when verbal elements are on the right-hand side and the visual on the left-hand side. Color is also an important component, marketers use color as a cue for consumers (Grossman & Wisenblit, 1999). Size and shape of the packaging effects consumer's decision with volume perception (Raghubir & Krishna, 1999). Informational concepts considered important by many consumers. Consumer's especially with high involvement would like to consider the ingredients to understand whether the product is healthy or not (Coulson, 2000),

(Speece, 1998). Besides the information, the technology of packaging has importance. The technology of packaging includes how to use the package or the technological history of the package. For instance, if the consumer would use a microwave s/he should know whether the package contains plastic materials or not (Speece, 1998).

At that point evaluating alternatives is not critical for low involvement products (Grossman & Wisenblit, 1999). More, time pressure is an important element for decisions. Attractive packages grab consumer’s attention easily and accelerate the buying decision (Hausman, 2000).

Figure 2.4. Conceptual model of packaging elements and product choice



Source: (Speece, 1998)

2.3.3 Consumer Susceptibility to Interpersonal Influence

Consumer susceptibility to interpersonal influence is defined as a trait that changes consumer to consumer and it is directly related to the influence of other consumers (McGuire, 1968). The effect of consumer susceptibility on purchase intention has

always been a controversial factor. Consumer susceptibility to interpersonal influence is one's willingness to strengthen his/her image on others' minds and willingness to accept other's opinions about a product and make purchases (Bearden, Netemeyer, & Teel, 1989), (Bearden & Etzel, 1982).

Group members affect the decision that consumers made about a brand. Thus, there is an orientation between effecting from other and purchasing (Moschis, 1976). One of the important determinants of one's behavior is others' influence. This is the reason most of the brands using attractive endorsements to influence consumer's behavior (Bearden, Netemeyer, & Teel, 1989).

Term of influenceability developed according to individuals alter their behavior according to social influence. Susceptibility to interpersonal influence is a kind of trait that varies from person to person (Bearden, Netemeyer, & Teel, 1989).

Even though consumers are shopping alone, they can pretend unconsciously as they are shopping with others (Ratner & Kahn, 2002), (Aribarg, Arora, & Bodur, 2002). According to people with low self-esteem are more open to influence from other people (Janis, 1954). Also, people who have low confidence also more open to influence from others (Berkowitz & Lundy, 1957).

More, consumers may shape their intentions or decisions imagining social pressure even there was no one else (Dahl, Manchanda, & Argo, 2001).

According to (Luo, 2005) impact groups can increase impulse buying intention. Thus, I also add Consumer susceptibility to interpersonal influence as a variable to the proposed model.

CHAPTER THREE

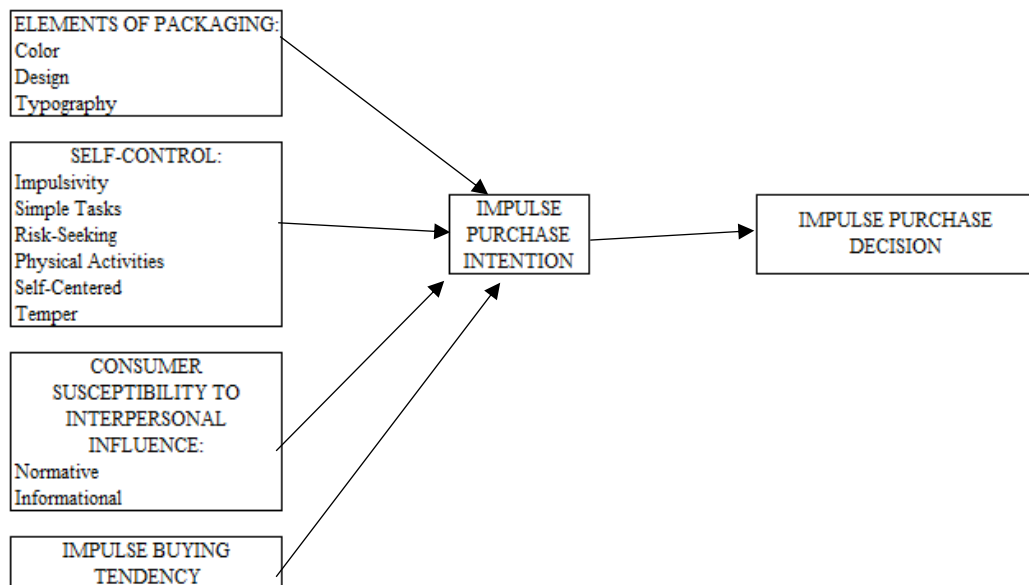
PROPOSED MODEL

Based on the literature that has been discussing in previous chapters, the proposed model is presented. Also, this chapter includes a detailed discussion of each variable. First of all, the proposed model stated after that, each factor and hypothesis stated.

3.1. MODEL

Understanding the impulse purchase decision well, different models were combined. Relation between intention and decision included to model. Besides the existing model's consumer susceptibility to interpersonal influence also added to the proposed model. The proposed model is stated below in Figure 3.1

Figure 3.1 Proposed Model



Firstly (Iram & Chacharkar, 2017)'s model used for investigating relation between intention and decision also relation between tendency and intention, self-control and intention. In the model of (Iram & Chacharkar, 2017), the relation between impulse buying intention and decision stated. Also, we can see the importance of self-control as a variable. However, this model does not include extrinsic factors such as the packaging of the product.

On the other hand, the (Speece, 1998)'s model was used to investigate the impact of packaging on impulse buying intention. Visual elements of packaging are effective when the product requires low involvement (Vakratsas & Ambler, 1999), (Speece, 1998). Since our product is a chocolate coated wafer, we are expecting this variable to be effective. Time pressure is a moderator that decreases when the packaging is attractive. Besides, time pressure is excluded from our proposed model.

Lastly, consumer susceptibility included in the model, since according to the literature susceptibility has an impact on intention (Dey & Srivastava, 2017), (Luo, 2005).

3.2. ELEMENTS OF PACKAGING

The package of the product became an important factor during the decision-making process for purchasing. Especially in-store environment, packaging becomes more important since the consumer may found a chance to meet with the product physically (Silayoi & Speece, 2007).

During the design process of the product package marketers and designers should work corporately considering the needs, wants, experiences, or points that consumers noticed. Thus, the effectiveness of a package may increase (Silayoi & Speece, 2007).

Generally, a package has many functions that are stated briefly as below according to (Nancarrow, Wright, & Brace, 1998).

- Helps what is needed to protect with required amounts.
- Helps display on the shelf under certain circumstances.
- Helps point of sale communication and branding requirements.
- Helps to carry.

Besides all the above packaging also helps (Nancarrow, Wright, & Brace, 1998):

- Launch of new product.
- Repositioning the product, changing target market.
- Cost reductions or increases.
- Legal or regulative requirements.
- When the new technology for packaging available.

The visual imagery of the package has an important role. In shopping retail getting noticed by consumers is the main objective. In order to achieve being noticed, differentiation is the way to do that using visual elements. Because pictures are strong stimuli compared to words. More, they are much more effective when the product requires low involvement (Underwood, Klein, & Burke, 2001) such as our new chocolate wafer brand.

(Grossman & Wisenblit, 1999) says that, decision-making attitudes can change according to low and high involvement situations. If a consumer believes the product requires high involvement, consumers tend to make more careful purchasing. However, consumers make purchase decisions easily when the product requires low involvement. For high involvement required products color, graphics or design may seem unimportant. Conversely, with low involvement products high noticeable factors such as color, design may play an important role.

According to the literature, there are mainly 4 types of attributes of packaging these attributes mainly separated into two groups: Visual elements (graphics and color,

placement of visual elements, packaging size, and shape) and informational elements (product information and technology image) (Silayoi & Speece, 2007).

In this study, the shape was excluded since our products generally have the same rectangular shape. Also, informational elements were excluded since we are studying impulse behavior and these elements are stating the pack of the package.

In the food market, visual cues are very important because consumers have to buy what they see on the package during shopping and experience the product. Thus, cues especially visual cues such as labeling, color, shape, texture, graphics has a vital role as an element of packing in the food industry (Imram, 1999). Among these elements according to (Imram, 1999) color is the most striking element and consumer's perception of color is associating with the perception of quality. It means that it is possible to change the quality perception by changing the color.

The package of the product reflects the quality perception to consumers. If the package of the product is designed according to giving high-quality perception then, consumers will assume the product has high quality. Reversely, If the packing of the product designed with low-quality elements, consumers will assume the product as low quality (Underwood, Klein, & Burke, 2001).

Packaging includes graphics, layout, color, typography, and product photography. These images all together communicate one image to the consumer (Nancarrow, Wright, & Brace, 1998). However, for our model, we gathered design elements such as placement of visuals and graphics under one factor which is design. (Waheed, Khan, & Ahmad, 2018).

3.2.1. Color

Most of the marketers/firms consult color consultants for help because they believe that, color attracts consumers. In human history, lots of studies examined color associations. During history dark and blue colors associated with night which means being passive and yellow and bright colors associated with sun and daylight.

Nowadays, green and blue are associated with nature, calm, or intelligence, and warm colors such as red, orange is associated with being aroused. Red is generally associated with danger. White color is related to science but also, emotionless, and plainness. The black color means authority and mystery while green gives ease. Red color reflects passion and brown is a symbol of masculinity and white color means purity (Aslam, 2006). However, consumers generally judge products according to quality perception (Becker, Van-Rompay, Schifferstein, & Galetzka, 2011). Besides all the meanings that we give to colors, even consumer has a favorite color. However, it does not affect the preference of buying much. The fit of the brand and product between color affect the choice of buying. (Grossman & Wisenblit, 1999).

Also, according to (Becker, Van-Rompay, Schifferstein, & Galetzka, 2011) color plays a very important role in purchase intention. Color of the packaging helps the consumer to choose between lots of variability in the marketplace. Color helps to differentiate packages among other brands (Aydin & Özer, 2005). Studies have shown that consumers are tending the purchase the product which has a catchy color (Aslam, 2006).

Also, according to (Becker, van Rompay, Schifferstein, & Galetzka, 2010) color saturation has an impact on product expectations. High saturated colors increase the intensity of stimulus, reversely low saturated colors decrease the intensity perception.

We can sum up everything that has been stated so far as pale colors give low quality effect while, vivid colors give quality effect (Kovač, Kovačević, Bota, & Brozović, 2019). Marketers can create a brand image using color using the theory of associations (Grossman & Wisenblit, 1999).

3.2.2. Typography

Generally, we can divide typography into two types like text and display typefaces. Since we are not measuring display in this study, we are using straight color for the background to measure the color effect easily, we will focus on text typography. According to (Ampuero & Vila, 2006) we can say that Roman upper and bold

typefaces give the quality perception to the consumer whilst, serif and sans serif typefaces give a reasonable price and accessible product perceptions. We used these 2 different typefaces to prepare our package. One of them has Comic Sans MS brand and text and the other one prepared using Times New Roman brand and text.

We are expecting typography has an impact on the choice of the product. Typeface as a variable has an impact on purchase decision (Kovač, Kovačević, Bota, & Brozović, 2019).

3.2.3. Design

According to (Rettie & Brewer, 2000) non-verbal stimuli mean images elements should be placed left-hand side and verbal stimuli mean texture should be placed the right-hand side of the package. Thus, the recall will increase especially when a quick decision is needed. More, (Silayoi & Speece, 2007) and (Kovač, Kovačević, Bota, & Brozović, 2019) examined the same study on different packages aimed at the non-verbal stimulus on the left-hand side and verbal stimulus on the right-hand side increase the recall and attention.

For the exact purpose of defining the images on the package according to (Ampuero & Vila, 2006) illustrations should use by low-quality or affordable product brands while, pictures with high resolution, more realistic should use by high ended, quality product brands. When consumers are unfamiliar with product packaging especially the picture serves as an extrinsic cue for a product. Since we define our product as new to market, we are expecting using realistic pictures would be much more effective than using low-quality illustrations.

In conclusion, 2 types of a package were designed using the Adobe Photoshop CS06 program. We designed our own package with reference to the packages of popular chocolate wafer brands already in the market packages. Also, we took care to choose a brand name that is not in the market. One of the designs has vivid color, realistic picture, a typeface with Times New Roman and images stated on left site, textures on the right side. On the other hand, we designed the second package by

changing the saturation of the color and making the package paler. We used the typography with Comic Sans and we use illustration rather than realistic pictures, and we placed the texture on the left side of the package and image on the right side of the package. (Ampuero & Vila, 2006) (Kovač, Kovačević, Bota, & Brozović, 2019)

Figure 3.2. Packaging one



Figure 3.3. Packaging two



The design of the package has an influence on consumer purchase intentions. (Javed & Javed, 2015), (Grossman & Wisenblit, 1999), (Agariya, Johari, Sharma, Chandraul, & Singh, 2012). In the light of the above, we are expecting the first package in figure 3.2. has the features that enhance impulse purchase intention. Reversely, we are expecting from the second one which is figure 3.3 to decrease the intention regarding impulse purchase intention. Thus we hypothesized that:

H1: Elements of packaging have an impact on impulse buying intention.

3.3. SELF-CONTROL

As general description self-control, is the capability to change or adapt himself/herself and as a result of being fit with the outside (Rothbaum, Weisz, & Snyder, 1982). From this point of view, self-control should bring positivity to one's life such as task performance being successful in school/workplace (Zimmerman & Martinez-Pons, 1988) and (Feldman, Martinez-Pons, & Shaham, 1995). More, self-control is also related to impulsivity (Baumeister, Heatherton, & Tice, 1994). (Heatherton & Baumeister, 1991) and (Heatherton, 1993) indicated that alcohol and eating disorders are the most common symptoms of low self-control.

According to (Gottfredson & Hirschi, 1990) crimes and imprudent behaviors mainly occurs because of personality as self-control. If a person's self-control is low, then he or she tends to behave imprudently. On the other hand, if self-control is high, we are not expecting much imprudent behavior from a person. By the way, in literature self-control and self-regulation are used interchangeably since both are meaning capability to hold himself or herself (Baumeister, 2002).

On the other hand, (Tangney, Baumeister, & Boone, 2004) studied self-control on a more individual basis. They claimed that higher self-control brings higher grades at school, healthy eating less alcohol usage, and better relationships. (Rothbaum, Weisz, & Snyder, 1982) studied that, when the gap between the self and surrounding, people are healthier and happier. (Baumeister, Heatherton, & Tice, 1994) developed four major titles to explain self-control: controlling thoughts, emotions, impulses, and performance. Firstly a questionnaire was designed to measure self-control by (Brandon, Oescher, & Loftin, 1990) but, the questionnaire was mostly designed on eating disorders because eating is one of the most common symptoms of low self-control. This was a great effort but did not enough self-control truly (Tangney, Baumeister, & Boone, 2004). The self-control schedule was also developed by (Rosenbaum, 1980) and their study focused on self-distraction and behavioral problems. Also (Richards, 1985) studied the self-control among people with clinical problems. (Gough, 1987) developed a scale that includes,

responsibility, dominance, tolerance, flexibility. However, CPI was still at the primary level (Tangney, Baumeister, & Boone, 2004). (Carver & Scheier, 1982) was one of the first researchers who investigated the self-regulation term. Their study was built on the feedback and their study bring the term of self-awareness to the surface which is an effective term according to (Fenigstein, Scheier, & Buss, 1975) and (Tangney, Baumeister, & Boone, 2004). According to (Tangney, Baumeister, & Boone, 2004) self-discipline, being able to resist temptation and urges, and being able to break habits are signs of self-control. However, according to (Gottfredson & Hirschi, 1990) self-control includes a tangible stimulus and includes her and know orientation in the environment. Current results suggested that depletion of self-control also influence the behavior when consumers are uncertain about behavior and results of the behavior (Freeman & Muraven, 2010).

Besides all that has been stated above, most of the psychological disorders involve self-regulation failure at some point (Tangney, Baumeister, & Boone, 2004). According to (Baumeister, Heatherton, & Tice, 1994) and (Carver & Scheier, 1981), psychological disorders may result from too little or too much control. Under DSM-IV there is a cluster called Impulse Control Disorders, and they are essentially defined as problems with regulation of thought (Tangney, Baumeister, & Boone, 2004).

When the budget is limited but the desires to buy is unlimited in the end, the shopper buys the product. The gap between these two situations measures self-control level (Baumeister, 2002). There is a conflict between self-control and desired product (Hoch & Loewenstein, 1991). More, according to (Baumeister, 2002) it is certain that the intensity of conflict between self-control and desired product depends on how strong the desire is.

Self-control has been investigated in many fields by psychologists but when it comes to spending money we can say that, people who as low self-control tend to spend money flawlessly compared to ones with high self-control (Roberts & Manolis, 2012). (Baumeister R. F., 2002) point out self-control and impulse buying are two sides of the same coin.

Shortly, (Tangney, Baumeister, & Boone, 2004) people who have the ability to hold their temper, prevent urges and impulse behaviors or save money have high self-control. To sum up everything that has been stated about self-control; low self-control leads to increase buying especially impulse purchase (Baumeister, Heatherton, & Tice, 1994), (Roberts & Manolis, 2012). Also, according to (Iram & Chacharkar, 2017) self-control is one of the pioneer variables of impulse purchase intention.

According to (Arneklev, Grasmick, Tittle, & Bursik, 1993) there are six subdimensions that we use to measure self-control which are Simple Task, Self-Centered, Risk Seeking, Physical Activities, Temper, Impulsivity.

3.3.1. Impulsivity

According to (Arneklev, Grasmick, Tittle, & Bursik, 1993) is one of the subfactors that effect self-control. Low self-control occurs from impulsivity trait which is want to “provide immediate action for desires”.

Again, according to (Baumeister, 2002) self-control may change behavior such as behaving impulse to resist urge and act impulse. For instance, if a hungry person sees food and feels an instant urge to eat it. We can understand that impulse behavior is unplanned and sudden. It means, this impulse urge can lead to someone buy some food suddenly to satisfy the hunger need. Impulse behavior is interesting when examined in the long term. (Baumeister, 2002) asserted that impulses are irresistible, it is impossible to hold them such as breathing but, shopping impulses are not irresistible. However, resisting to impulse purchase depending on the ability of self-control. There are 3 concepts that alter behavior; standards, monitoring process, and operational capacity (Baumeister, 2002) standards are goals ideas and norms.

Shoppers who know exactly what they want are less open to the influences of impulse buying. Besides if there is a conflict between two different goals, this situation may fray out the self-control. (Baumeister, 2002) assist of (Maphet &

Miller, 1982) in developmental psychology, if two caregiver gives different rules to follow, child's self-control decreases. In another study (Baumeister, 2002) and (Bushman & Baumeister, 2001) found out the relation between stress or being upset and self-control. If the mode of the participant is low, then he/she tends to change its priority and give less importance to control the self. Normally in a day people control their behaviors and do not act impulse much, however when they are emotionally upset, give up the control and follow the urges such as binge eating to feel better.

3.3.2. Simple Tasks

There is a relation between self-control and task performance. People with high self-control as higher task responsibility (Tangney, Baumeister, & Boone, 2004). People with low self-control delays their task, this leads to poor performance (Tice & Baumeister, 1997).

According to (Arneklev, Grasmick, Tittle, & Bursik, 1993) and (Gottfredson & Hirschi, 1990), if person desires to simple, easy tasks, her/his self-control may be low. People with low self-control tend to avoid hard tasks.

3.3.3. Risk Seeking

People with the low level of self-control tend to take a risk more than people with high self-control according to (Gottfredson & Hirschi, 1990) and (Arneklev, Grasmick, Tittle, & Bursik, 1993).

(Freeman & Muraven, 2010) asserted that the level of self-control is also related to the level of risk. Also, they found out that, self-control directly causes risk-taking. Moreover, self-control is a necessity to avoid risk, lack of self-control means an increase of risk-taking level.

3.3.4. Physical Activities

According to (Arneklev, Grasmick, Tittle, & Bursik, 1993) and (Gottfredson & Hirschi, 1990) people who are more physically active and adventuresome tend to behave imprudently which means their self-control level is lower compared to people who are more verbal, likes to think and knowledge.

3.3.5. Self-Centered

There is a relation between self-control and reaction with others (Tangney, Baumeister, & Boone, 2004).

According to (Arneklev, Grasmick, Tittle, & Bursik, 1993) and (Gottfredson & Hirschi, 1990) people who has low self-control also tend to be self-centered. They tend to be relatively selfish, giving less care to the external world and insensitive to other people.

3.3.6. Temper

According to (Arneklev, Grasmick, Tittle, & Bursik, 1993) and (Gottfredson & Hirschi, 1990) temper is the last element that has an effect on self-control. People with low self-control are not able to tolerate even little things and they get frustrated easily. And their ability to respond calmly and verbally is very low in a problematic situation.

Self-control helps people to control their temper and arrange their relations with others and self-control retains them in saying hurtful words to others. Low self-control may lead to aggressive behavior (Tangney, Baumeister, & Boone, 2004) and (Nigg, Quamma, Greenberg, & Kusche, 1999) .

Based on these studies we hypothesized that:

H2: Self-control has an impact on impulse purchase intention.

H2a: Impulsivity has an impact on impulse purchase intention.

H2b: Simple task has an impact on impulse purchase intention.

H2c: Risk-seeking has an impact on impulse purchase intention.

H2d: Physical activities have an impact on impulse purchase intention.

H2e: Self-centered has an impact on impulse purchase intention.

H2f: Temper has an impact on impulse purchase intention.

3.4. CONSUMER SUSCEPTIBILITY TO INTERPERSONAL INFLUENCE

There is a lot of studies have been investigated susceptibility to interpersonal influence. However, a few of them mentioned the decision process (Bearden, Netemeyer, & Teel, 1989). After that, (Deutsch & Gerard, 1955) assessed the normative informational influence on susceptibility. Generally, there are two types of sub-influence of normative influence which are utilitarian and value-expressive influences. Utilitarian influence occurs from obeying the expectations of others to avoid punishment (Burnkrant & Cousineau, 1975). Utilitarian influence is likely to happen when there is an audience. Value-expression influence occurs when consumers are attempted to associate themselves with a positive group (Bearden & Etzel, 1982), (Park & Parker, 1977).

Susceptibility to the interpersonal influence of friends has an effect on behaviors in retailing (Mangleburg, Doney, & Bristol, 2004).

Social influence on consumer behaviors has been investigating for a long time. Reference groups are affecting consumers in various different ways. Normative influence occurs before purchasing (Mangleburg, Doney, & Bristol, 2004). Normative influence is briefly defined as the necessity to follow expectations from other consumers. (Deutsch & Gerard, 1955). Informational social influence is a type of influence that brings acceptance when information is perceived as truth by others. (Deutsch & Gerard, 1955). Internalization helps informational influence to impact on consumers (Bearden, Netemeyer, & Teel, 1989), (Park & Parker, 1977).

To sum up everything that has been stated so far, influence may occur in two ways, normative and informational (Bearden, Netemeyer, & Teel, 1989).

There are a lot of studies that examined the effect of other consumers on impulse buying intention (Dey & Srivastava, 2017). According to (Luo, 2005) peer groups increase impulse buying intention.

3.4.1. Normative

Normative influence is defined as a tendency to seek other's expectations (Burnkrant & Cousineau, 1975) . (Bearden & Etzel, 1982) has separated the term normative into two: value expressive and utilitarian influences.

Value expression influences the behavior because, it occurs when the consumer adapts or assimilates one's behavior or opinion (Bearden, Netemeyer, & Teel, 1989).

According to the researches that has been developed so far shows that the presence of other people at the purchasing point influences the decision. The type of this influence is normative, and it depends on decision-making process (Luo, 2005). Basically, peers and family are the two main groups that influence purchase intention (Luo, 2005).

3.4.2. Informational

Defined informational influence as a tendency to get information from others (Deutsch & Gerard, 1955). This information acceptance may occur in two ways; the first one is observing other's behaviors or consumers may search for information from a trustable source (Park & Parker, 1977). During decision making to purchase a product, the consumer may think other's opinions are important, thus they may terminate their purchasing by buying the product that has been suggested from others who has valuable ideas (Luo, 2005).

As a result of the above information, we can hypothesize that;

H3: Consumer susceptibility has an impact on impulse purchase intention.

H3a: Normative consumer susceptibility has an impact on impulse purchase intention.

H3b: Informational consumer susceptibility has an impact on impulse purchase intention.

3.5. IMPULSE BUYING TENDENCY

According to (Rook & Fisher, 1995) impulsivity is only significant when a consumer thinks it's inappropriate. Impulsivity has always been a researched concept throughout history. (Freud, 1896), (Mill, 1848) described impulse behavior as immature, foolish, primitivism. According to (Kollat & Willett, 1969) impulse occurs due to weakness of will. After that impulse behavior has been detected as kind of a thinking that occurs myopia during certain behavior (Ainslie, 1975), (Strotz, 1956). Until impulsive behavior has been characterized as bad behavior which has negative consequences (Rook, 1987), However, impulse behavior may conceive as neutral even positive behavior. Purchasing a spontaneous gift for a friend, a sudden decision to grab a meal for the family may consider as thoughtful, kind, or generous behaviors according to (Rook & Fisher, 1995), (Rook, 1987). Impulse buying tendency is defined as a variable by (Beatty & Ferrell, 1998), (Rook & Fisher, 1995) that affects consumer's decisions.

The trait of impulsiveness or impulsivity has been studying by psychologists. (Hilgard, 1962) Psychologists found out that we can conceptualize the impulse buying tendency of consumers as a trait named buying impulsiveness. To sum up, everything that has been stated for the development of the term, we can define buying impulsively as consumer's tendency to buy spontaneously or immediately (Rook & Fisher, 1995). The finding showed that impulsivity is a basic human trait. And this behavior affects the impulsive buying tendency of consumers. Basically, the term of impulsive buying is conceptualized as the gap between desired product

and the power of resisting (Mishra, Sinha, & Koul, 2014), (Hoch & Loewenstein, 1991).

As a negative outcome impulse buying may be linked with financial problems, cognitive dissonance, feeling guilty (Rook, 1987). Impulse buying is perceiving relatively. If you are spending 50\$ for a lottery it is harmless but if you are pending your rent fund for another impulse purpose then, it can be defined as crazy, immature, foolish (Rook & Fisher, 1995).

High impulsive buyers are more tend to buy spontaneously, their shopping lists are less defined and theirs buying behavior is directly related to the physical proximity of the product (Hoch & Loewenstein, 1991). Impulse consumers tend to experience sudden buying more than other consumers (Rook & Fisher, 1995). Finally, according to (Chen & Wang, 2016), (Weun, Jones, & Beatty, 1998) impulse buying tendency has an impact on impulse buying intention.

Based on the earlier researches it can be hypothesized that:

H4: Impulse buying tendency has an impact on impulse purchase intention.

3.6. IMPULSE PURCHASE INTENTION

As we discussed above there are many factors that has impact on purchase intention such as product, design, quality, interpersonal influence etc. (Shafiq, Raza, & Zia ur Rehman, 2011). Purchase intention has become complicated, all the ads, packages, promotions make choosing harder for consumers to decide according to (Madahi & Sukati, 2012). According to (Younus, Rasheed, & Zia, 2015) product packaging and purchase intention has significant relation.

The Theory of Planned Behavior (TPB) was developed by (Ajzen, 1991). This theory is derived from the Theory of Reasoned Action (TRA) (Fishbein & Ajzen, 1977). This theory explains the relationship between an individual's behavior or intention and decision. These psychological theories are widely using in the

marketing area to understand consumers since they are explaining human behavior (Han & Yoon, 2015).

(Rook & Fisher, 1995) described impulse buying as a tendency to shop impulsively. The term of purchase intention has been studying by researchers for a long time. Recent studies are focused on attraction (Chen & Lu, 2015) and emotional attraction (Harris & Dennis, 2011).

Purchase intention is actually a preference to buy a product or service. The decision of buying depends on the intention (Keller, 2001). Studies have shown that consumer behavior have an impact on purchase decision and intention of buying as the impact of decision (Dholakia, 2000), (Puri, 1996).

Based on the earlier researches it can be hypothesized that:

H5: Impulse purchase intention has an impact on impulse purchase decision.

CHAPTER FOUR

RESEARCH DESIGN AND METHODOLOGY

In this chapter research design and methodology applied for this study are described. First of all, the objective of the research is explained. Secondly, the research design is explained. After the research design was explained, the operationalization of variables was stated in detail. After variables are explained, questionnaire administration, data collection, and analysis methods are clarified.

4.1. RESEARCH OBJECTIVE

The core objective of this research is to demonstrate the main factors that affect impulse purchase intention. The factors that affect impulse purchase intention determined as; self-control, impulse buying tendency, elements of packaging, and consumer susceptibility to interpersonal influence. We are expecting, variables that are self-control, impulse buying tendency, elements of packaging, and consumer susceptibility to interpersonal influence has positive impact on impulse purchase intention. According to our proposed model, the effect of self-control, impulse buying tendency, elements of packaging, and consumer susceptibility to interpersonal influence has a positive impact on impulse purchase intention hypothesized separately. More, we are investigating the effect of the impulse purchase intention on impulse purchase decisions. We are expecting to find impulse purchase intention has a positive impact on impulse buying decisions and, the impact of impulse purchase intention on impulse purchase decisions hypothesized separately. To sum up everything that has been stated so far, the objective of this research is to find impact of these independent variables which are self-control, impulse buying tendency, elements of packaging, and consumer susceptibility to interpersonal influence on impulse purchase decisions through impulse buying intention according to our proposed model.

4.2. RESEARCH DESIGN

This is a descriptive study since we are questioning and trying to describe the relationship between impulse buying tendency, elements of packaging, self-control, consumer susceptibility to impulse buying tendency. Further, we are trying to describe the relation between impulse buying intention and impulse purchase decision. An online survey method has been chosen in order to reach the sample easier and make the survey easy to fill for participants.

4.3. OPERATIONALIZATION OF VARIABLES

The variables of the proposed model are measured according to the perception of participants. All variables measured using seven-point Likert scale except demographic questions. All variables and items provided from previous studies in the literature. In this section measures and variables are explained by their scales.

4.3.1. Elements of Packaging

For the exact purpose of measuring the impact of packaging elements, participants were asked to rate how strongly they are agreeing or disagreeing with each item considering the package they have been saw. The Likert scale has been applied by (Waheed, Khan, & Ahmad, 2018) to measure the color, design (includes placement of visuals and graphics) and, typography elements. Five items Likert scale has been expanded to seven items Likert scale to get exact data. 7=" totally disagree", 6=" mostly disagree", 5=" partially agree", 4=" neither agree or disagree", 3=" partially agree", 2=" mostly agree", 1=" totally agree" .

More, one item regarding measure paleness/vividness of the package was created and asked using 7 items Likert to get clearer info from participants. 1=" very pale",

2=" pale", 3=not stated, 4=" neither pale nor vivid", 5=not stated, 6=" vivid", 7=" very vivid".

Moreover, another item created and added regarding measure the quality perception of the product using seven items Likert scale S7="totally disagree", 6="mostly disagree", 5="partially agree", 4="neither agree or disagree", 3="partially agree", 2="mostly agree", 1="totally agree".All the items are provided in the table below.

Table 4.1. Elements of Packaging

Statement	Source
I think, color of this product is vivid/pale.	
I like the color of packaging of this product / brand.	(Waheed,Khan, & Ahmad, 2018)
Color of packaging of this product/brand matters to me in purchasing it.	(Waheed,Khan, & Ahmad, 2018)
I can recall this brand when the similar color is viewed.	(Waheed,Khan, & Ahmad, 2018)
I can associate color of this product/brand with brand image.	(Waheed,Khan, & Ahmad, 2018)
I think, this product has good quality.	
Wrapper design of this product/brand is important in packaging.	(Waheed,Khan, & Ahmad, 2018)
Design of this product/brand's wrapper inspires me to purchase.	(Waheed,Khan, & Ahmad, 2018)
Wrapper design builds a perception in my mind about this product.	(Waheed,Khan, & Ahmad, 2018)
Font styles used on the packet of this product/brand are attractive.	(Waheed,Khan, & Ahmad, 2018)
I like the creative font style on packets of this product/brand.	(Waheed,Khan, & Ahmad, 2018)
Font size used helps me remember this product/ brand.	(Waheed,Khan, & Ahmad, 2018)

4.3.2. Self-Control

For the exact purpose of measuring the impact of self-control, participants were asked to rate how strongly they are agreeing or disagreeing with each item. The Likert scale has been applied by (Arneklev, Grasmick, Tittle, & Bursik, 1993) to measure the impact of self-control on impulse purchase intention. Four items Likert scale has been expanded to seven items Likert scale to get exact data. 7= "totally disagree", 6= "mostly disagree", 5= "partially agree", 4= "neither agree or disagree", 3= "partially agree", 2= "mostly agree", 1= "totally agree" .

Table 4.2. Self-Control

Statement	Source
Impulsivity component	
I often act on the spur of the moment.	(Arneklev, Grasmick, Tittle, & Bursik, 1993)
I don't devote much thought and effort to preparing for the future.	(Arneklev, Grasmick, Tittle, & Bursik, 1993)
I often do whatever brings me pleasure here and now, even at the cost of some distant goal.	(Arneklev, Grasmick, Tittle, & Bursik, 1993)
I'm more concerned with what happens to me in the short run than in the long run.	(Arneklev, Grasmick, Tittle, & Bursik, 1993)
Simple Tasks component	
I frequently try to avoid things that I know will be difficult.	(Arneklev, Grasmick, Tittle, & Bursik, 1993)
When things get complicated, I tend to quit or withdraw.	(Arneklev, Grasmick, Tittle, & Bursik, 1993)
The things in life that are easiest to do bring me the most pleasure.	(Arneklev, Grasmick, Tittle, & Bursik, 1993)
I dislike really hard tasks that stretch my abilities to the limit.	(Arneklev, Grasmick, Tittle, & Bursik, 1993)
Risk-Seeking component	

I like to test myself every now and then by doing something a little risky.	(Arneklev, Grasmick, Tittle, & Bursik, 1993)
Sometimes I will take a risk just for the fun of it.	(Arneklev, Grasmick, Tittle, & Bursik, 1993)
I sometimes find it exciting to do things for which I might get in trouble.	(Arneklev, Grasmick, Tittle, & Bursik, 1993)
Excitement and adventure are more important to me than security.	(Arneklev, Grasmick, Tittle, & Bursik, 1993)
Physical Activities component	
If I had a choice, I would almost always rather do something physical than something mental.	(Arneklev, Grasmick, Tittle, & Bursik, 1993)
I almost always feel better when I am on the move than when I am sitting and thinking.	(Arneklev, Grasmick, Tittle, & Bursik, 1993)
I like to get out and do things more than I like to read or contemplate ideas.	(Arneklev, Grasmick, Tittle, & Bursik, 1993)
I seem to have more energy and a greater need for activity than most other people my age.	(Arneklev, Grasmick, Tittle, & Bursik, 1993)
Self-Centered component	
I try to look out for myself first, even if it means making things difficult for other people.	(Arneklev, Grasmick, Tittle, & Bursik, 1993)
I'm not very sympathetic to other people when they are having problems.	(Arneklev, Grasmick, Tittle, & Bursik, 1993)
If things I do upset people, it's their problem, not mine.	(Arneklev, Grasmick, Tittle, & Bursik, 1993)
I will try to get the things I want even when I know it's causing problems for other people.	(Arneklev, Grasmick, Tittle, & Bursik, 1993)
Temper component	
I lose my temper pretty easily.	(Arneklev, Grasmick, Tittle, & Bursik, 1993)
Often, when I'm angry at people I feel more like hurting them than talking to them about why I am angry.	(Arneklev, Grasmick, Tittle, & Bursik, 1993)
When I am really angry, other people better stay away from me.	(Arneklev, Grasmick, Tittle, & Bursik, 1993)

When I have a serious disagreement with someone, it's usually hard for me to talk about it without getting upset. (Arneklev, Grasmick, Tittle, & Bursik, 1993)
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4.3.3. Consumer Susceptibility to Interpersonal Influence

For the exact purpose of measuring the impact of Consumer Susceptibility, participants were asked to rate how strongly they are agreeing or disagreeing with each item. The Likert scale has been applied by (Bearden, Netemeyer, & Teel, 1989) to measure the impact of consumer susceptibility on impulse purchase intention. 7="totally disagree", 6="mostly disagree", 5="partially agree", 4="neither agree or disagree", 3="partially agree", 2="mostly agree", 1="totally agree"

Table 4.3. Consumer Susceptibility to Interpersonal Influence

Statement	Source
Normative Component	
I rarely purchase the latest fashion styles until I am sure my friends approve of them.	(Bearden, Netemeyer, & Teel, 1989)
It is important that others like the products and brands I buy.	(Bearden, Netemeyer, & Teel, 1989)
When buying products, I generally purchase those brands that I think others will approve of.	(Bearden, Netemeyer, & Teel, 1989)
If other people can see me using a product, I often purchase the brand they expect me to buy	(Bearden, Netemeyer, & Teel, 1989)
I like to know what brands and products make good impressions on others.	(Bearden, Netemeyer, & Teel, 1989)
I achieve a sense of belonging by purchasing the same products and brands that others purchase.	(Bearden, Netemeyer, & Teel, 1989)
If I want to be like someone, I often try to buy the same brands that they buy.	(Bearden, Netemeyer, & Teel, 1989)

I often identify with other people by purchasing the same products and brands they purchase	(Bearden, Netemeyer, & Teel, 1989)
Informational Component	
To make sure I buy the right product or brand, I often observe what others are buying and using.	(Bearden, Netemeyer, & Teel, 1989)
If I have little experience with a product, I often ask my friends about the product.	(Bearden, Netemeyer, & Teel, 1989)
I often consult other people to help choose the best alternative available from a product class.	(Bearden, Netemeyer, & Teel, 1989)
I frequently gather information from friends or family about a product before I buy.	(Bearden, Netemeyer, & Teel, 1989)

4.3.3. Impulse Buying Tendency

For the exact purpose of measuring the impact of Impulse Buying Tendency, participants were asked to rate how strongly they are agreeing or disagreeing with each item. The Five Likert scales has been expanded to seven Likert scale and applied by (Rook & Fisher, 1995) to measure the impact of impulse buying behavior on impulse purchase intention. 7="totally disagree", 6="mostly disagree", 5="partially agree", 4="neither agree or disagree", 3="partially agree", 2="mostly agree", 1="totally agree"

Table 4.4. Impulse Buying Tendency

Statement	Source
I often buy things spontaneously.	(Rook & Fisher, 1995)
Just do it describes the way I buy things.	(Rook & Fisher, 1995)
I often buy things without thinking.	(Rook & Fisher, 1995)
I see it, I buy it describes me.	(Rook & Fisher, 1995)
Buy now, think about it later describes me.	(Rook & Fisher, 1995)
Sometimes I feel like buying things on the spur-of-the-moment.	(Rook & Fisher, 1995)

I buy things according to how I feel at the moment.	(Rook & Fisher, 1995)
I carefully plan most of my purchases.	(Rook & Fisher, 1995)
Sometimes I am a bit reckless about what I buy.	(Rook & Fisher, 1995)

4.3.4. Impulse Purchase Intention

For the exact purpose of measuring the impact of Impulse Purchase Intention, participants were asked to rate how strongly they are agreeing or disagreeing with each item. The Five Likert scales has been expanded to seven Likert scale and applied by (Waheed, Khan, & Ahmad, 2018) to measure the impact of impulse buying behavior on impulse purchase intention. 7=”totally disagree”, 6=”mostly disagree”, 5=”partially agree”, 4=”neither agree or disagree”, 3=”partially agree”, 2=”mostly agree”, 1=”totally agree”

Table 4.5. Impulse Purchase Intention

Statement	Source
It is very likely that I will buy this product/ brand.	(Waheed,Khan, & Ahmad, 2018)
I would purchase this product/brand next time.	(Waheed,Khan, & Ahmad, 2018)
I think about this product/brand of chocolate as a choice when buying chocolate.	(Waheed,Khan, & Ahmad, 2018)
I think of buying this product /brand of chocolate.	(Waheed,Khan, & Ahmad, 2018)
I will recommend my friends and relatives to buy this product/brand of chocolate.	(Waheed,Khan, & Ahmad, 2018)

4.3.5. Impulse Purchase Decision

For the exact purpose of measuring the impact of Impulse Purchase Decision, participants were asked to rate how strongly they are agreeing or disagreeing with

each item. The Seven Likert scales has been modified for our research from (Kim & Choi, 2005) to measure the impulse purchase decision. 7="totally disagree", 6="mostly disagree", 5="partially agree", 4="neither agree or disagree", 3="partially agree", 2="mostly agree", 1="totally agree"

Table 4.6. Impulse Purchase Decision

Statement	Source
I buy this product.	(Kim & Choi, 2005)
I would buy this product in the future.	(Kim & Choi, 2005)
This product will be among my chocolate wafer alternatives in the future.	(Kim & Choi, 2005)
If I like the taste of this product, I will not look for another alternative.	(Kim & Choi, 2005)
Even if I come across a product similar to this product, I still prefer to buy this product.	(Kim & Choi, 2005)

4.4. QUESTIONNAIRE DEVELOPMENT AND DESIGN

First of all, the literature reviewed for this study. Needed information gathered and a questionnaire formed accordingly. The questionnaire that we used for this study has only one structure. One type of questionnaire was applied for all participants. Our questionnaire includes total of 73 questions which are all close-ended and fixed-alternative questions.

The questionnaire mainly has 3 parts. The first part to inform participants about the survey and study also eliminate the participants whose age is under 18. The second part is the main part that our questions stated regarding variables. In this part of the questionnaire, we aimed to measure participants' self-control, consumer susceptibility, and impulse buying tendency. After that within the same section with a pack visual that has randomly appointed to a participant with the A/B testing

method, we are trying to measure the elements of packaging. According to the statistics, 142 of the participants saw the package in Figure 3.2. 46.11% of the participants answered questions according to the first package. 166 of the participants saw the package in Figure 3.3. 53.89% of the participants answered the questions according to the second package. At the end of the same part we have questions regarding purchase intention and decision. The third part, consists of demographic questions, placed at the end of the survey. In general, participants are not allowed to skip questions, thus no missing or unanswered questions expected.

Because we are applying the questionnaire in Turkey, the questionnaire was prepared in English according to scaled already existed in literature and then, translated into Turkish. The final versions of surveys are provided in appendix B and appendix C. English version is stated under appendix B and the Turkish version is stated under appendix C.

4.5. QUESTIONNAIRE ADMINISTRATION AND DATA COLLECTION

This study was conducted on the basis of the results obtained with participant's answers to the questionnaire prepared. The form of a questionnaire was prepared via a famous survey website and distributed via social media accounts and e-mail.

At the very beginning of the questionnaire, participants were informed that the answers would not be shared with any institution or organization. Also, an email address is provided in the case, participants questions about the study or survey. Participants were informed about the questionnaire would take nearly 10 minutes. Data collected in 4 weeks.

4.6. SAMPLING

For data collection, convenience sampling method was used. The questionnaire is prepared at an online platform and distributed via online communication channels such as social media, and email.

Maxwell claims that proper sample size should be wide. According to (Maxwell, 2000) a wider sample size means more accurate prediction. Also, (Cook, Hepworth, Wall, & Warr, 1981) and (McQuitty, 2004) referred to larger sample size are more appropriate for non-normality. Considering all these recommendations, we tried to reach the highest proper sample size.

465 participants started the survey but only 311 participants out of the 465 participants completed it. 3 of the participants were under 18 years old. Out of the 308 responses, no questionnaire was missing.

4.7. DATA ANALYSIS METHOD

The statistical analysis methods for the study are factor analyses, reliability analyses, correlation analyses, and regression analyses since the study is a descriptive study. In order to describe the demographic profile sample, the descriptive analysis was applied. Factor and reliability analysis applied to understand whether the data is reliable or not. More, correlation analysis is applied to understand whether there is a relationship between variables or not. Lastly, multiple regression analysis was applied to understand the impact of independent variables on the dependent variable. For the exact purpose of analyzing data 20.0 version of the SPSS (Statistical Package for Social Sciences) computer program used. Fort of all data transformed into an excel file after that, file transferred to SPSS 20.0 for analyzing.

CHAPTER FIVE

DATA ANALYSIS AND RESULTS

In this chapter, we are analyzing the data that we've collected via the famous survey application detailly. The chapter begins with a demographic profile analysis and is followed by factor analysis. Following section analysis correlation between variables and at the final chapter regression analysis stated and explained.

5.1. DEMOGRAPHIC PROFILE

The demographic profile of consumers who has been attended to the questionnaire is stated in the below table.

Table 5.1. Demographic Profile of Respondents

Chracteristics	Frequency	Sample %
Gender		
Female	194	63%
Male	114	37%
Other	0	0 %
Marital Status		
Married	131	43%
Single	177	57%
Age(in years)		
18-25	78	25.30%

26-35	110	35.70%
36-45	13	4.20%
46-55	46	14.90%
56-65	59	19.20%
66 and above	2	0.60%
Education		
Primary School	1	0.30%
Secondary School	0	0%
Vocational School	39	12.70%
High School	28	9.10%
University	183	59.40%
Master	49	12.90%
Doktorate	8	2.60%
Income		
less than 2500 TRY	45	14.60%
2051-3999 TRY	59	19.20%
4000-5999 TRY	97	31.50%
6000-7999 TRY	34	11.00%
8000-9999 TRY	23	7.50%
More than 10000 TRY	50	16.20%

Out of the 308 participants, 63% of them are females and 37% of them are males. The marital status of participants varies. Out of the 308 participants 43% of participants, are married and 57% of participants are single.

Generally, the age of the participants varies between 18 and 66 and above. 23.30 % of participants are between eighteen and twenty-five years old. 35.70% of the participants which is the major percentage are between twenty-six and thirty-five years old. 4.20% percentage of the participants are between thirty-six and forty-two years old. 14.90% of the participants are between forty-six and fifty-five years old. 19.20% of participants are between fifty-six and sixty-five years old. 0.6 % the least percentage of the participants are sixty-six and above.

The education level of participants varies between primary school to a doctorate degree. 0.30% of the participants (1 participant) have a primary school degree. There are not any participants that have secondary school degree. 12.70 % of participants have vocational school degree. 9.10 % of participants have a high school degree. 59.40 % of the participants with the majority have a university degree. 12.90% of participants have a master degrees and finally, 2.60% of participants have a doctorate degree.

The montly personal income level of participants varies from less than 2500 TRY and more than 10000 TRY. 14.60% of participants have less than 2500 TRY. 19.20 % of participants has between 2051 TRY and 3999 TRY. 31.50% of participants have between 4000 TRY and 5999 TRY. 11% of the participants have between 6000 TRY and 7999 TRY. 7.5 % of the participants have between 8000 TRY and 9999 TRY. Lastly, 16.20% of the participants have more than 10000 TRY monthly.

5.2. FACTOR ANALYSES

Factor analysis was applied for this data set for the exact purpose of finding the factors. These factors gather variable groups which are related (Hair, Black, & Babin, 2010). Generally, factor analysis is using for determining whether the same

constructs are used more than one or not. This analysis helps intensify the data (Hair, Black, & Babin, 2010).

Keiser- Meyer-Olkin (KMO) and Bartlett’s tests are used to understand for each variable whether the data is appropriate to proceed or not for further analysis. Keiser- Meyer-Olkin (KMO) tests show that, whether the data is homogenous or not. The lower limit of KMO claimed as 0.5 according to (Hair, Black, & Babin, 2010), and the upper limit for Barlett’s test s 0.05 according to (Hair, Black, & Babin, 2010)

Also, according to (Hair, Black, & Babin, 2010), unidimensionality is important if the model consists of more than one variable. For measuring unidimensionality according to (Hattie, 1985) factor load should be at least 0.50. After measuring unidimensionality, reliability analysis can examine. Even though there is opposite opinions most common method for measuring reliability is Cronbach’s alpha. The general limit for Cronbach’s alpha is at least 0.70 (Nunnally & Bernstein, 1994).

In our study Keiser- Meyer-Olkin (KMO) and Bartlett’s tests found satisfactory and results with factor and reliability analysis stated below.

5.2.1. Factor and Reliability Analysis for Impulse Buying Tendency

KMO and Bartlett tests were used to measure data for factor analysis. Results were satisfactory with KMO= 0.885, χ^2 Bartlett test = 1046.632 and $p = 0.000$.

Table 5.2. KMO and Bartlett’s Test Results for Impulse Buying Tendency

KMO and Bartlett's Test		Results
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.885
Bartlett's Test of Sphericity	Approx. Chi-Square	1046.632
	df	36
	Sig.	0.000

Anti-image correlation matrix diagonals are exceeding 0.50 which means all items for factor analysis are supported, no items are excluded. After that, principal component analysis and varimax rotation were performed to the data set. More, reliability analysis was applied, and Cronbach's alpha value was found as 0.808 for feel, 0.808 for think. Hereby, factor analysis results for Impulse Buying Tendency have stated in the below Table 5.3. Two dimensions found and the total variance calculated as 30.414 for Feel, 30.06 for Think.

Table 5.3. Factor Analyses Results for Impulse Buying Tendency

Factor Name	Factor Items	Factor Loadings	% variance	Reliability
Feel	ibb6	0.809	30.414	0.808
	ibb7	0.790		
	ibb1	0.787		
	ibb2	0.646		
Think	ibb4	0.778	30.06	0.808
	ibb5	0.769		
	ibb8	0.718		
	ibb9	0.647		
	ibb3	0.603		

5.2.2. Factor and Reliability Analysis for Elements of Packaging

KMO and Bartlett tests were used to measure data for factor analysis. Results were satisfactory with KMO=0.749, χ^2 Bartlett test =1085.243 and $p = 0.000$

Table 5.4. KMO and Bartlett's Test Results for Elements of Packaging

KMO and Bartlett's Test		Results
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.749
Bartlett's Test of Sphericity	Approx. Chi-Square	1085.24
	df	3
		66
	Sig.	0

Anti-image correlation matrix diagonals are exceeding 0.50 which means all items for factor analysis are supported, no items are excluded. After that, principal component analysis and varimax rotation were performed to the data set. Typo 1 could not pass the analysis, so we excluded it and apply factor analysis again.

Table 5.5. Component Matrix for Elements of Packaging

Component		
1	2	3
0.801	0.065	0.11
0.78	0.08	0.07
0.683	0.183	0.027
0.53	0.039	0.328
0.076	0.795	-0.029
0.273	0.752	-0.157
0.111	0.654	-0.05
-0.044	0.636	-0.099
0.406	0.435	0.092
0.262	-0.111	0.838
0.126	-0.203	0.832
0.02	0.012	0.824

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.^a

a. Rotation converged in 5 iterations.

Results were satisfactory with KMO=0.741, χ^2 Bartlett test =987.421 and p = 0.000

Table 5.6. Second KMO and Bartlett's Test Results for Elements of Packaging

KMO and Bartlett's Test		Results
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.741
Bartlett's Test of Sphericity	Approx. Chi-Square	987.42
	df	1
		55
	Sig.	0

Anti-image correlation matrix diagonals are exceeding 0.50 which means all items for factor analysis are supported, no items are excluded. After that, principal component analysis and varimax rotation were performed to the data set.

Table 5.7. Second Component Matrix for Elements of Packaging

	Component		
	1	2	3
design4	0.835	0.26	-0.125
design3	0.827	0.123	-0.218
design2	0.826	0.025	0.01
color4	0.113	0.803	0.065
color5	0.079	0.798	0.105
typo3	0.022	0.681	0.164
color3	0.332	0.542	0.05
color2	-0.012	0.099	0.825
typo2	-0.154	0.272	0.74
color1	-0.086	-0.036	0.654
design1	-0.047	0.118	0.648

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.a

a. Rotation converged in 5 iterations.

However, as you can see above, when the factor analysis conducted factors are not scattering properly still, reliability analyses were applied, and Cronbach's alpha value was found as 0.617 for typography 0.595 for color and 0.568 for design. Color

and design are not reliable according to Cronbach's alpha value. Therefore, only typography and design are used for further analysis.

Table 5.8. Reliability Analysis Results for Elements of Packaging

Factor Name	Factor Items	Reliability
Color	Color 1	0.595
	Color 2	
	Color 3	
	Color 4	
	Color 5	
Design	Design 1	0.568
	Design 2	
	Design 3	
	Design 4	
Typography	Typo 1	0.617
	Typo 2	
	Typo 3	

5.2.3. Factor and Reliability Analysis for Self-Control

KMO and Bartlett tests were used to measure data for factor analysis. Results were satisfactory with KMO= 0.779, χ^2 Bartlett test = 2089.348 and $p = 0.000$

Table 5.9. KMO and Bartlett's Test Results for Self-Control

KMO and Bartlett's Test		Results
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.779
Bartlett's Test of Sphericity	Approx. Chi-Square	2418.10
	df	6
		276
	Sig.	0

Anti-image correlation matrix diagonals are exceeding 0.50 which means all items for factor analysis are supported, no items are excluded. After that, principal

component analysis and varimax rotation were performed to the data set. The last item Self_risk1 could not pass the analysis, so it is removed.

Table 5.10. Component Matrix for Self-Control

	Component						
	1	2	3	4	5	6	7
self_smpl2	0.818	0.07	-0.029	0.132	-0.076	0.058	0.013
self_smpl4	0.805	-0.124	0.024	0.07	0.025	0.124	0.068
self_smpl1	0.789	-0.032	-0.018	0.148	-0.064	0.119	0.071
self_smpl3	0.579	0.009	0.244	-0.019	0.145	0.198	0.309
self_risk3	-0.062	0.864	0.106	0.163	0.019	0.082	-0.091
self_risk4	-0.114	0.833	0.102	0.118	0.141	0.185	-0.05
self_risk2	0.008	0.754	0.1	0.154	0.107	0.104	0.326
self_phy1	0.223	0.443	0.063	-0.11	0.239	0.18	0.188
self_scent3	-0.039	0.03	0.789	0.131	-0.047	0.002	0.199
self_scent4	-0.108	0.076	0.771	0.1	-0.068	-0.029	0.297
self_scent1	0.134	0.066	0.75	0.125	0.112	0.16	-0.123
self_scent2	0.153	0.21	0.665	0.06	-0.118	0.072	-0.229
self_temper2	0.152	0.071	0.207	0.763	0.037	0.038	-0.104
self_temper3	-0.105	0.044	0.094	0.712	0.073	0.197	0.219
self_temper1	0.328	0.318	0.107	0.564	-0.095	0.081	-0.024
self_temper4	0.4	0.099	0.035	0.542	0.12	0.029	-0.07
self_phy3	0.175	0.061	0.036	0.13	0.76	0.036	-0.138
self_phy2	-0.006	0.067	-0.056	0.076	0.742	-0.003	0.26
self_phy4	-0.192	0.168	-0.074	-0.069	0.735	0.007	-0.022
self_imp3	0.202	0.149	0.146	0.144	0.045	0.7	0.074
self_imp2	0.202	0.132	-0.146	-0.037	-0.108	0.692	-0.028
self_imp4	0.41	0.132	0.132	0.07	0.095	0.599	-0.123
self_imp1	-0.247	0.098	0.17	0.275	0.086	0.554	0.121
self_risk1	0.237	0.127	0.081	0.013	0.042	0.013	0.793

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.a

a Rotation converged in 7 iterations.

After that, analysis applied again. Results were satisfactory with KMO= 0.775, χ^2 Bartlett test = 2347.394 and p = 0.000.

Table 5.11. Second KMO and Bartlett's Test Results for Self-Control

KMO and Bartlett's Test		Results
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.775
Bartlett's Test of Sphericity	Approx. Chi-Square	2347.39
	df	4
		253
	Sig.	0

Anti-image correlation matrix diagonals are exceeding 0.50 which means all items for factor analysis are supported, no items are excluded. After that, principal component analysis and varimax rotation were performed to the data set. The 8. item self_phy1 could not pass the analysis, so it is removed.

Table 5.12. Second Component Matrix for Self-Control

	Component					
	1	2	3	4	5	6
self_smpl2	0.819	0.072	-0.039	0.15	-0.085	0.053
self_smpl4	0.81	-0.12	0.02	0.084	0.023	0.121
self_smpl1	0.785	-0.033	-0.023	0.167	-0.066	0.121
self_smpl3	0.619	0.034	0.284	-0.045	0.184	0.182
self_risk3	-0.077	0.854	0.084	0.184	-0.008	0.089
self_risk4	-0.123	0.828	0.087	0.132	0.121	0.189
self_risk2	0.033	0.771	0.148	0.126	0.149	0.098
self_phy1	0.267	0.472	0.094	-0.142	0.263	0.15
self_scent4	-0.067	0.096	0.821	0.058	-0.021	-0.041
self_scent3	-0.01	0.044	0.819	0.104	-0.018	-0.006
self_scent1	0.117	0.05	0.708	0.16	0.074	0.175
self_scent2	0.128	0.189	0.608	0.105	-0.172	0.085
self_temper2	0.119	0.056	0.189	0.782	0.019	0.052
self_temper3	-0.091	0.061	0.148	0.666	0.122	0.187
self_temper1	0.308	0.311	0.099	0.579	-0.105	0.086
self_temper4	0.381	0.093	0.019	0.56	0.103	0.032
self_phy2	0.03	0.093	-0.016	0.041	0.78	-0.018
self_phy4	-0.191	0.169	-0.089	-0.061	0.721	0.01
self_phy3	0.151	0.046	-0.012	0.173	0.716	0.054

self_imp3	0.199	0.148	0.148	0.145	0.049	0.708
self_imp2	0.198	0.132	-0.152	-0.035	-0.114	0.691
self_imp4	0.391	0.119	0.094	0.103	0.061	0.611
self_imp1	-0.229	0.113	0.204	0.236	0.116	0.542

Extraction Method: Principal Component Analysis.

After that, the analysis was applied again. Results were satisfactory with KMO=0.772, χ^2 Bartlett test = 22453.482 and $p = 0.000$.

Table 5.13. Third KMO and Bartlett's Test Results for Self-Control

KMO and Bartlett's Test	Results
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	0.772
Bartlett's Test of Sphericity	Approx. Chi-Square df Sig.
	2253.48 2 231 0

Anti-image correlation matrix diagonals are exceeding 0.50 which means all items for factor analysis are supported, no items are excluded. After that, principal component analysis and varimax rotation were performed to the data set. More, reliability analysis applied for each factor and Cronbach's alpha value found as 0.807 for simple task, 0.765 for self-centered, 0.844 risk-seeking, for 0.652 physical activities, 0.633 for temper and impulsivity could not pass the reliability analysis. As you can see from the below table after deleting the first item self_imp1 our reliability will raise 0.659. Thus self_imp1 deleted and factor analysis applied again.

Table 5.14. Item-Total Statistics for Impulsivity Dimension

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
self_imp1	10.675	18.989	0.255	0.659
self_imp2	12.055	16.86	0.376	0.58
self_imp3	11.679	14.382	0.534	0.456
self_imp4	11.76	15.975	0.478	0.507

Results were satisfactory with KMO= 0.767, χ^2 Bartlett test = 2189.997 and p = 0.000.

Table 5.15. Fourth KMO and Bartlett's Test Results for Self-Control

KMO and Bartlett's Test	Results	
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	0.767	
Bartlett's Test of Sphericity	Approx. Chi-Square	2189.97
	df	7
		210
	Sig.	0

Anti-image correlation matrix diagonals are exceeding 0.50 which means all items for factor analysis are supported, no items are excluded again. After that, principal component analysis and varimax rotation were performed to the data set. The item self_temper4 could not pass the analysis and the item deleted, factor analysis was applied again.

Table 5.16. Third Component Matrix for Self-Control

	Component					
	1	2	3	4	5	6
self_smpl2	0.831	-0.049	0.064	0.16	-0.094	0.069

self_smpl4	0.821	0.014	-0.124	0.091	0.017	0.129
self_smpl1	0.78	-0.026	-0.044	0.18	-0.066	0.157
self_smpl3	0.637	0.282	0.031	-0.036	0.179	0.166
self_scent4	-0.068	0.821	0.093	0.061	-0.02	-0.061
self_scent3	-0.01	0.814	0.031	0.121	-0.028	-0.049
self_scent1	0.129	0.72	0.069	0.137	0.088	0.145
self_scent2	0.098	0.613	0.16	0.129	-0.167	0.118
self_risk3	-0.041	0.092	0.887	0.145	0.017	0.08
self_risk4	-0.117	0.097	0.826	0.129	0.137	0.186
self_risk2	0.087	0.151	0.809	0.088	0.166	0.057
self_temper2	0.121	0.195	0.081	0.759	0.031	0.012
self_temper3	-0.115	0.155	0.058	0.69	0.122	0.129
self_temper1	0.253	0.098	0.259	0.635	-0.108	0.122
self_temper4	0.343	0.019	0.062	0.589	0.105	0.065
self_phy2	0.035	-0.019	0.074	0.052	0.775	-0.042
self_phy4	-0.186	-0.082	0.165	-0.074	0.732	0.009
self_phy3	0.143	-0.002	0.037	0.162	0.73	0.072
self_imp2	0.101	-0.121	0.069	0.048	-0.093	0.781
self_imp3	0.147	0.188	0.14	0.166	0.084	0.745
self_imp4	0.384	0.125	0.139	0.094	0.087	0.611

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.a

a. Rotation converged in 6 iterations.

a. Rotation converged in 7 iterations.

After deleting self_imp1 and self_temper4 KMO and Bartlett tests were used to measure data for factor analysis. Results were satisfactory with KMO= 0.757, χ^2 Bartlett test = 2089.348 and $p = 0.000$.

Table 5.17. Last KMO and Bartlett's Test Results for Self-Control

KMO and Bartlett's Test	Results	
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	0.757	
Bartlett's Test of Sphericity	Approx. Chi-Square	2089.34
	df	8
		190
	Sig.	0

Anti-image correlation matrix diagonals are exceeding 0.50 which means all items for factor analysis are supported, no items are excluded. After that, principal component analysis and varimax rotation were performed to the data set. More, reliability analysis applied, and Cronbach's alpha value was found as 0.659. Hereby, factor analysis results for self-control are stated in below table 5.18, six dimensions found, and total variance calculated for simple task is 14.100, self-centered is 12.479, risk-seeking is 11.741, physical activities is 9.274, temper is 8.736 and impulsivity is 8.728

Table 5.18. Factor Analyses Results for Self-Control

Factor Name	Factor Items	Factor Loadings	% variance	Reliability
Simple Task	self_smpl2	0.843	14.100	0.807
	self_smpl4	0.822		
	self_smpl1	0.791		
	self_smpl3	0.630		
Self Centered	self_scent4	0.818	12.479	0.765
	self_scent3	0.809		
	self_scent1	0.722		
	self_scent2	0.619		
Risk Seeking	self_risk3	0.886	11.741	0.844
	self_risk4	0.829		
	self_risk2	0.810		
Physical Activities	self_phy2	0.778	9.274	0.652
	self_phy3	0.736		
	self_phy4	0.727		
Temper	self_temper2	0.781	8.736	0.633
	self_temper3	0.696		
	self_temper1	0.653		
Impulsivity	self_imp2	0.782	8.728	0.659
	self_imp3	0.743		
	self_imp4	0.612		

5.2.4. Factor and Reliability Analysis for Consumer Susceptibility to Interpersonal Influence

KMO and Bartlett tests were used to measure data for factor analysis. Results were satisfactory with KMO= 0.835, χ^2 Bartlett test = 1686.693 and $p = 0.000$.

Table 5.19. KMO and Bartlett's Test Results for Consumer Susceptibility to Interpersonal Influence

KMO and Bartlett's Test		Results
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.835
Bartlett's Test of Sphericity	Approx. Chi-Square	1686.693
	df	66
	Sig.	0.000

Anti-image correlation matrix diagonals are exceeding 0.50 which means all items for factor analysis are supported, no items are excluded. After that, principal component analysis and varimax rotation were performed to the data set. More, reliability analysis was applied, and Cronbach's alpha value was found as 0.848 for impression, 0.794 for informational and 0.718 for approval. Hereby, factor analysis results for Consumer Susceptibility to Interpersonal Influence are stated in below Table 5.20. Three dimensions found and the total variance was calculated as 26.548 for Impression, 21.118 for Informational and 18.318 for Approval.

Table 5.20. Factor Analyses Results for Consumer Susceptibility to Interpersonal Influence

Factor Name	Factor Items	Factor Loadings	% variance	Reliability
Impression	suscept_nor8	0.895	26.548	0.848
	suscept_nor7	0.880		

	suscept_nor6	0.798		
	suscept_nor4	0.580		
	suscept_nor5	0.556		
Informational	suscept_info2	0.867	21.118	0.794
	suscept_info4	0.801		
	suscept_info3	0.716		
	suscept_info1	0.664		
Approval	suscept_nor3	0.776	18.318	0.718
	suscept_nor2	0.744		
	suscept_nor1	0.684		

5.2.5. Factor and Reliability Analysis for Impulse Purchase Intention

KMO and Bartlett tests were used to measure data for factor analysis. Results were satisfactory with KMO= 0.87, χ^2 Bartlett test = 1538.535 and $p = 0.000$.

Table 5.21. KMO and Bartlett's Test Results for Impulse Purchase Intention

KMO and Bartlett's Test		Results
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.870
Bartlett's Test of Sphericity	Approx. Chi-Square	1538.535
	df	10
	Sig.	0

Anti-image correlation matrix diagonals are exceeding 0.50 which means all items for factor analysis are supported, no items are excluded. After that, principal component analysis and varimax rotation were performed to data set. More, reliability analysis was applied, and Cronbach's alpha value was found as 0.945. Hereby, factor analysis results for impulse purchase intention are stated in below

Table 5.22. Only one dimension was found, and total variance calculated as 0.82118 %.

Table 5.22. Factor Analyses Results for Impulse Purchase Intention

Factor Name	Factor Items	Factor Loadings	% variance	Reliability
Impulsive Purchase Intention	intent4	0.944	0.82118	0.945
	intent3	0.927		
	intent2	0.920		
	intent1	0.877		
	intent5	0.860		

5.2.6. Factor and Reliability Analysis for Impulse Purchase Decision

KMO and Bartlett tests were used to measure data for factor analysis. Results were satisfactory with KMO= 0.814, χ^2 Bartlett test = 1064.833 and p = 0.000

Table 5.23. KMO and Bartlett's Test Results for Impulse Purchase Decision

KMO and Bartlett's Test	Results
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	0.814
Bartlett's Test of Sphericity	Approx. Chi-Square 1064.833 df 10 Sig. 0.000

Anti-image correlation matrix diagonals are exceeding 0.50 which means all items for factor analysis are supported, no items are excluded. After that, principal component analysis and varimax rotation were performed to data set. More, reliability analysis was applied, and Cronbach's alpha value was found as 0.869. Hereby, factor analysis results for impulse purchase decision are stated in below

Table 5.24. Only one dimension was found, and total variance calculated as 67.524%.

Table 5.24. Factor Analyses Results for Impulse Purchase Decision

Factor Name	Factor Items	Factor Loadings	% variance	Reliability
Impulsive Purchase Decision	decision3	0.923	67.524	0.869
	decision2	0.902		
	decision1	0.876		
	decision5	0.784		
	decision4	0.572		

5.3. CORRELATION ANALYSIS

Correlation analysis is applied in order to find whether there are correlations between variables or not. Our aim is not to find any correlation to be able to proceed with regression analysis. In the literature correlation between variables should not exceed 0.85 (Kline, 2005). According to (Hair, Black, & Babin, 2010) correlations with a higher value than 0.85 can be accepted if there is a distinction with different analyses. In Table 5.25. you can find Pearson correlation analysis.

In Table 5.25. below, the relationship between dependent and independent variables examined and there is a strong relationship between decision and intention with $r=0.832$. However, p equals zero. Also, there is a relationship between intent and simple tasks with $r=0.155$. However, p is equal to 0.12. More, there is a relationship between temper and intention with 0.142. However, p is equal to 0.13. There is a relationship between impression and intention with $r=0.142$. However, p equals 0.46. Moreover, there is a relationship between typology and intention with $r=0.621$. However, $p=0$. Lastly, there is a relation between intention and decision with $r=0.557$. However, $p=0$. According to, (Kalaycı, 2011) if the correlation

between dependent and independent variables is less than 0.80, multicollinearity can be avoided. As a result of the analysis, there was no Multicollinearity problem to proceed with regression analysis.

Table 5.25. Correlation Analysis Results

	Intent	Decision	Self_smp l	self_scent	Self_risk	Self_phy	self_temper	self_imp	impression	Informational	Approval	Feel	Think	Design	Typology
Intent	1														
Decision	.832**	1													
Self_smp l	.144*	.123*	1												
self_scent	0.036	0.002	.128*	1											
Self_risk	-0.03	-0.086	0.009	.245**	1										
Self_phy	0.047	0.055	0.011	-0.027	.226**	1									
self_temper	.142*	0.071	.268**	.334**	.328**	0.094	1								
self_imp	0.044	0.002	.421**	.163**	.283**	0.07	.299**	1							
impression	.114*	0.067	.318**	.222**	.179**	0.056	.202**	0.079	1						
Informational	0.044	.122*	.182**	0.056	-0.042	-0.003	0.085	-0.001	.329**	1					
Approval	0.094	0.07	.345**	0.081	0.076	0.037	.140*	0.062	.522**	.410**	1				
Feel	0.059	0.057	.114*	.201**	.323**	0.037	.265**	.210**	.219**	.134*	.137*	1			
Think	0.047	-0.031	.124*	.189**	.336**	-0.002	.392**	.350**	.220**	0.042	0.058	.604**	1		
Design	-0.06	-0.043	0.034	0.054	0.018	0.043	0.021	-0.045	0.073	.293**	0.064	.121*	0.107	1	
Typology	.621**	.557**	0.045	0.03	0.085	.114*	0.078	0.048	0.081	0.059	0.083	0.003	-0.03	0.028	1
** Correlation is significant at the 0.01 level (2-tailed).															
* Correlation is significant at the 0.05 level (2-tailed).															

5.4. REGRESSION ANALYSES

Regression analyses were examined to understand the effect of independent variables on the dependent variables. For this study, linear regression analysis was examined for testing the hypothesis of the proposed model. We examined regression firstly separating the data according to our package visuals. First of all, we divided our data according to pack visuals. We analyzed regression separately for figure 3.2 visual and then figure 3.3 visuals. In the end, we performed regression analysis to the all data without separating the volume according to packaging visuals. You can find all results in following sections.

5.4.1. Multiple Regression Analysis for All Data

5.4.1.1. Simple Regression Analysis for Elements of Packaging and Impulse Purchase Intention

Elements of packaging were an independent variable. After factor and reliability analyses design and typography passed the analysis. Decision and typography examined as independent variable and impulse purchase intention is a dependent variable.

The coefficient determination (R square) value can be found in model summary Table 5.26. R square shows to what extent the independent variable explains the dependent variable for Simple Regression Analysis which is 38.6 % of impulsive purchase intention explained by typography.

Table 5.26. Model Summary of Regression Analysis Between Elements of Packaging and Impulse Purchase Intention

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.621 ^a	0.386	0.384	1.15523

a. Predictors: (Constant), typography

Also, ANOVA results are shown in below Table 5.26. Anova applies to understand whether the model is significant or not (Kalaycı, 2011).

This overall explanatory power of the model is % 38.4 of data. (R=0.621, R²=0.386, F=192.124, p=0.000)

Table 5.27. Anova Results of Regression Analysis Between Elements of Packaging and Impulse Purchase Intention

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	256.402	1	256.402	192.124	.000 ^b
	Residual	408.377	306	1.335		
	Total	664.779	307			

a. Dependent Variable: Impulse_Purchase_Intention

b. Predictors: (Constant), Typography

Coefficients are stated in below Table 5.28. In this table, B value represents the tendency of variables while, the Beta value represents the importance of the independent variable on the dependent variable. When the Beta value is higher it means that, the impact of the independent variable on the dependent variable is higher. Besides, the T value shows the significance of each variable. If the value is below 0.05, it means statistical significance (Kalaycı, 2011).

In our proposed model for typography Beta=0.621 is found statistically significant (sig values below 0.05) on impulsive purchase intention.

Table 5.28. Coefficients of Regression Analysis Between Elements of Packaging and Impulse Purchase Intention

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.716	0.189		3.781	0
	Typography	0.683	0.049	0.621	13.861	0

a. Dependent Variable: Impulse_Purchase_Intention

According to results, H1: Elements of packaging have an impact on impulse purchase intention not supported. However, we found out that typography has a significant and positive impact on impulse purchase intention.

5.4.1.2. Multiple Linear Regression Analysis for Self-Control and Impulse Purchase Intention

Self-control was an independent variable and impulse purchase intention is a dependent variable. Multiple regression analysis was examined.

The Coefficient determination (R square) value can be found in model summary Table 5.29. Adjusted R square shows to what extent the independent variable explains the dependent variable. 0.17 % of impulsive purchase intention explained by the simple task.

Table 5.29. Model Summary of Regression Analysis Between Self-control and Impulse Purchase Intention

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.144a	0.021	0.017	1.45863

a. Predictors: (Constant), Simple_task

ANOVA results are found in below table Table 5.30. This overall explanatory power of the model is % 0.17 of the data. ($R=0.144$, $R^2=0.021$, $F=6.455$, $p=0.12$)

Table 5.30. Anova Results of Regression Analysis Between Self-control and Impulse Purchase Intention

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	13.733	1	13.733	6.455	.012b
	Residual	651.046	306	2.128		
	Total	664.779	307			

a. Dependent Variable: Impulse_Purchase_Intention

b. Predictors: (Constant), Simple_task

In our proposed model for simple task Beta=0.144 is and it is significant with $p=0.012$ (sig values below 0.05) on impulse purchase intention.

Table 5.31. Coefficients of Regression Analysis Between Self-Control and Impulse Purchase Intention

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		

1	(Constant)	2.674	0.215		12.417	0
	Simple_task	0.153	0.06	0.144	2.541	0.012

a. Dependent Variable: Impulse_Purchase_Intention

According to the results, H2, H2a, H2c, H2d, H2f, H2e not supported. However, we found out that H2b: Simple task has an impact on impulse purchase intention supported.

5.4.1.3. Multiple Regression Analysis for Consumer Susceptibility and Impulse Purchase Intention

Consumer susceptibility was an independent variable and impulse purchase intention is the dependent variable. After, factor and reliability analyses we found 3 reliable factors which are: Impression, Informational, and Approval.

The Coefficient determination (R square) value can be found in model summary Table 5.32. Adjusted R square shows to what extent the independent variable explains the dependent variable. 0.10 % of impulsive purchase intention explained by consumer susceptibility.

Table 5.32. Model Summary of Regression Analysis Consumer Susceptibility and Impulse Purchase Intention

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.114a	0.013	0.01	1.46434

a. Predictors: (Constant), impression

Also, ANOVA results are shown in below Table 5.33. This overall explanatory power of the model is % 0.10 of data. (R=0.144, R²=0.13, F=4.021, p=0.046)

Table 5.33. Anova Results of Regression Analysis Between Consumer Susceptibility and Impulse Purchase Intention

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8.621	1	8.621	4.021	.046b
	Residual	656.157	306	2.144		
	Total	664.779	307			

a. Dependent Variable: Impulse_Purchase_Intention

b. Predictors: (Constant), impression

In our proposed model for Consumer susceptibility, Beta=0.114 is found and it is statistically significant with $p = 0.046$ (sig values below 0.05) on impulse purchase intention.

Table 5.34. Coefficients of Regression Analysis Between Consumer Susceptibility and Impulse Purchase Intention

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.862	0.179		16.032	0
	impression	0.13	0.065	0.114	2.005	0.046

a. Dependent Variable: Impulse_Purchase_Intention

According to the results, H3, H3a, H3b not supported. However, we found out that Impression has an impact on impulse purchase intention .

5.4.1.4. Multiple Regression Analysis for Impulse Buying Tendency and Impulse Purchase Intention

We have conducted regression analysis for H4 but there is no variable entered into the equation so, we cannot support H4.

5.4.1.5. Multiple Regression Analysis for Impulse Purchase Intention and Impulse Purchase Decision

Impulse purchase intention was an independent variable and impulse purchase decision is the dependent variable.

The Coefficient determination (R square) value can be found in model summary Table 5.35. Adjusted R square shows what extent independent variable explains the dependent variable 69.1% of impulsive purchase decision explained by impulse purchase intention.

Table 5.35. Model Summary of Regression Analysis Between Impulse Purchase Intention and Impulse Purchase Decision

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.832a	0.692	0.691	0.75719

a. Predictors: (Constant),
Impulsive_Purchase_Intention

Also, ANOVA results are shown in below Table 5.36. This overall explanatory power of the model is % 69.1 of data. (R=0.832, R²=0.692, F=686.986, p=0.000)

Table 5.36. Anova Results of Regression Analysis Between Impulse Purchase Intention and Impulse Purchase Decision

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	393.877	1	393.877	686.986	.000b
	Residual	175.442	306	0.573		
	Total	569.32	307			

- a. Dependent Variable: Impulsive_Purchase_Decision
b. Predictors: (Constant), Impulsive_Purchase_Intention

In our proposed model for Impulse purchase intention Beta=0.832 is found and it is statistically significant with $p= 0.000$ (sig values below 0.05) on impulse purchase decision.

Table 5.37. Coefficients of Regression Analysis Between Impulse Purchase Intention and Impulse Purchase Decision

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.054	0.103		10.249	0
	Impulse Purchase Intention	0.77	0.029	0.832	26.21	0

- a. Dependent Variable: Impulse_Purchase_Decision

According to results, H5: Impulse purchase intention has an impact on impulse purchase decision supported.

5.4.2. Multiple Regression Analysis for Pack 1

5.4.2.1. Simple Regression Analysis for Elements of Packaging and Impulse Purchase Intention

Elements of packaging were an independent variable. After factor and reliability analyses design and typology passed the analysis. Decision and typology examined as independent variable and impulse purchase intention is the dependent variable.

The Coefficient determination (R square) value can be found in model summary Table 5.38. R square shows to what extent the independent variable explains the dependent variable 35.5% of impulsive purchase intention explained by typography.

Table 5.38. Model Summary of Regression Analysis Between elements of packaging and Impulse Purchase Intention

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.596b	0.355	0.35	1.23371

a. pack_visual = 1.0

b. Predictors: (Constant), typography

Also, ANOVA results are shown in below Table 5.39. This overall explanatory power of the model is % 35 of data. (R=0.596, R²=0.355, F=77.036, p=0.000)

Table 5.39. Anova Results of Regression Analysis Between Elements of Packaging and Impulse Purchase Intention

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	117.253	1	117.253	77.036	.000c
	Residual	213.087	140	1.522		
	Total	330.339	141			

a. pack_visual = 1.0

b. Dependent Variable: Impulsive_Purchase_Intention

c. Predictors: (Constant), Typography

The Coefficients are stated in below Table 5.40. In our proposed model for typology Beta=0.596 and it is found statistically significant with $p=0.000$ (sig values below 0.05) on impulsive purchase intention.

Table 5.40. Coefficients of Regression Analysis Between Elements of Packaging and Impulse Purchase Intention

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.585	0.324		1.803	0.073
	Typography	0.71	0.081	0.596	8.777	0

a. pack_visual = 1.0

b. Dependent Variable: Impulsive_Purchase_Intention

According to results, H1: Elements of packaging have an impact on impulse buying intention not supported. However, we found out that typography has an impact on impulse purchase intention.

5.4.2.2. Multiple Regression Analysis for Self-Control and Impulse Purchase Intention

Self-control was an independent variable and impulse purchase intention is a dependent variable. Multiple regression analysis was examined.

The Coefficient determination (R square) value can be found in model summary Table 5.41.

R square shows to what extent the independent variable explains the dependent variable. 0.31 % of impulsive purchase intention explained by a simple task.

Table 5.41. Model Summary of Regression Analysis Between Self-control and Impulse Purchase Intention

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.194b	0.038	0.031	1.50681

a. pack_visual = 1.0

b. Predictors: (Constant), Simple_task

ANOVA results are found in below table Table 5.42. This overall explanatory power of the model is % 0.31 of the data. (R=0.194, R²=0.038, F=5.494, p=0.20)

Table 5.42. Anova Results of Regression Analysis Between Self-control and Impulse Purchase Intention

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	12.474	1	12.474	5.494	.020c
	Residual	317.866	140	2.27		
	Total	330.339	141			

a. pack_visual = 1.0

b. Dependent Variable: Impulsive_Purchase_Intention

c. Predictors: (Constant), Simple_task

In our proposed model for simple task Beta=0.194 is found statistically significant (sig values below 0.05) on impulsive purchase intention.

Table 5.43. Coefficients of Regression Analysis Between Self-control and Impulse Purchase Intention

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.607	0.315		8.273	0
	Simple_task	0.204	0.087	0.194	2.344	0.02

a. pack_visual = 1.0

b. Dependent Variable: Impulsive_Purchase_Intention

According to the results, H2, H2a, H2c, H2d, H2f, H2e not supported. However, we found out that H2b: Simple task has an impact on impulse purchase intention supported.

5.4.2.3. Multiple Regression Analysis for Consumer Susceptibility and Impulse Purchase Intention

We have conducted regression analysis for H3, H3a, H3b but there is no variable entered into the equation so, we cannot support H3, H3a, H3b

Accordingly, H3, H3a, H3b hypotheses not supported.

5.4.2.4. Multiple Regression Analysis for Impulse Buying Tendency and Impulse Purchase Intention

We have conducted regression analysis for H4, but there is no variable entered into the equation so, we cannot support H4.

According to the results H4 Impulse buying has an impact on impulse purchase intention not supported.

5.4.2.5. Multiple Regression Analysis for Impulse Purchase Intention and Impulse Purchase Decision

Impulse purchase intention was an independent variable and impulse purchase decision is the dependent variable.

The Coefficient determination (R square) value can be found on model summary Table 5.44 Adjusted R square shows what extent independent variable explains the dependent variable 74.5% of impulsive purchase decision explained by impulse purchase intention.

Table 5.44. Model Summary of Regression Analysis Between Impulse Purchase Intention and Impulse Purchase Decision

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.864b	0.747	0.745	0.71123

a. pack_visual = 1.0

b. Predictors: (Constant), Impulse_Purchase_Intention

Also, ANOVA results are shown in below Table 5.45. This overall explanatory power of the model is % 74.5 of data. (R=0.864, R²=0.747, F=412.749, p=0.000)

Table 5.45. Anova Results of Regression Analysis Between Impulse Purchase Intention and Impulse Purchase Decision

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	208.787	1	208.787	412.749	.000c
	Residual	70.818	140	0.506		
	Total	279.606	141			

- a. pack_visual = 1.0
- b. Dependent Variable: Impulse_Purchase_Decision
- c. Predictors: (Constant), Impulsive_Purchase_Intention

In our proposed model for Impulse purchase intention Beta=0.864 is found and it is statistically significant with p= 0.000 (sig values below 0.05) on impulsive purchase decision.

Table 5.46. Coefficients of Regression Analysis Between Impulse Purchase Intention and Impulse Purchase Decision

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.974	0.142		6.879	0
	Impulse Purchase Intention	0.795	0.039	0.864	20.316	0

- a. pack_visual = 1.0
- b. Dependent Variable: Impulsive_Purchase_Decision

According to results, H5: Impulse purchase intention has an impact on impulse purchase decision supported.

5.4.3. Multiple Regression Analysis for Pack 2

5.4.3.1. Simple Regression Analysis for Elements of Packaging and Impulse Purchase Intention

Elements of packaging were an independent variable. After factor and reliability analyses design and typology passed the analysis. Decision and typology examined as independent variable and impulse purchase intention is the dependent variable.

The Coefficient determination (R square) value can be found in model summary Table 5.47. R square shows to what extent the independent variable explains the dependent variable. 41.2 % of impulsive purchase intention explained by typography.

Table 5.47. Model Summary of Regression Analysis Between Elements of Packaging and Impulse Purchase Intention

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.642b	0.412	0.409	1.0899

a. pack_visual = 2.0

b. Predictors: (Constant), Typography

Also, ANOVA results are shown in below table 5.48. This overall explanatory power of the model is % 41.2 of data. (R=0.642, R²=0.412, F=115.120, p=0.000)

Table 5.48. Anova Results of Regression Analysis Between Elements of Packaging and Impulse Purchase Intention

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	136.749	1	136.749	115.12	.000c
	Residual	194.812	164	1.188		
	Total	331.56	165			

a. pack_visual = 2.0

b. Dependent Variable: Impulsive_Purchase_Intention

c. Predictors: (Constant), Typography

The Coefficients are stated in the below Table 5.49. In our proposed model for typography Beta=0.642 and it is found statistically significant with p=0.000 (sig values below 0.05) on impulsive purchase intention.

Table 5.49. Coefficients of Regression Analysis Between Elements of Packaging and Impulse Purchase Intention

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.794	0.23		3.45	0.001
	Typography	0.668	0.062	0.642	10.729	0

a. pack_visual = 2.0

b. Dependent Variable: Impulsive_Purchase_Intention

According to results, H1: Elements of packaging have an impact on impulse buying intention not supported. However, we found out that typography has an impact on impulse purchase intention.

5.4.3.2. Multiple Regression Analysis for Self-Control and Impulse Purchase Intention

We have conducted regression analysis for H2, H2a,H2b,H2c,H2d,H2f,H2e but there is no variable entered to the equation so, we cannot support H2, H2a,H2b,H2c,H2d,H2f,H2e.

According to results H2, H2a,H2b,H2c,H2d,H2f,H2e hypotheses not supported for pack 2.

5.4.3.3. Multiple Regression Analysis for Consumer Susceptibility and Impulse Purchase Intention

We have conducted regression analysis for H3, H3a, H3b but there is inno variable entered to the equation so, we cannot support H3, H3a, H3b

According to results H3, H3a, H3b hypotheses not supported for pack 2.

5.4.3.4. Multiple Regression Analysis for Impulse Buying Tendency and Impulse Purchase Intention

We have conducted regression analysis for H4 but there is inno variable entered to the equation so, we cannot support H4.

According to the results H4 Impulse buying has an impact on impulse purchase intention not supported.

5.4.3.5. Multiple Regression Analysis for Impulse Purchase Intention and Impulse Purchase Decision

Impulse purchase intention was an independent variable and impulse purchase decision is the dependent variable.

The Coefficient determination (R square) value can be found in model summary Table 5.50. Adjusted R square shows what extent independent variable explains the dependent variable 63.6 % of impulsive purchase decision explained by impulse purchase intention.

Table 5.50. Model Summary of Regression Analysis Between Purchase Intention and Impulse Purchase Decision

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.799b	0.638	0.636	0.79708

a. pack_visual = 2.0

b. Predictors: (Constant), Impulse_Purchahse_Intention

Also, ANOVA results are shown in below table Table 5.51. This overall explanatory power of the model is % 63.6 of data. (R=0.799, R²=0.638, F=289.085, p=0.000)

Table 5.51. Anova Results of Regression Analysis Between Purchase Intention and Impulse Purchase Decision

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	183.666	1	183.666	289.085	.000c
	Residual	104.195	164	0.635		
	Total	287.861	165			

a. pack_visual = 2.0

b. Dependent Variable: Impulsive_Purchase_Decision

c. Predictors: (Constant), Impulsive_Purchase_Intention

In our proposed model for Impulse purchase intention Beta=0.799 is found and it is statistically significant with $p=0.000$ (sig values below 0.05) on impulse purchase decision.

Table 5.52. Coefficients of Regression Analysis Between Purchase Intention and Impulse Purchase Decision

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.13	0.149		7.597	0
	Impulsive Purchase Intention	0.744	0.044	0.799	17.003	0

a. pack_visual = 2.0

b. Dependent Variable: Impulsive_Purchase_Decision

According to results, H5: Impulse purchase intention has an impact on impulse purchase decision supported.

5.4.4. Summary of Regression Analyses

Considering all analyses that have been applied we can say that, H5 is the ultimate hypothesis that has been accepted in all three analysis. First analysis with all data H5 found a significant and important factor that has an impact on impulse purchase decision with Beta=0.832. Only with first package figure one, Intention also has significant and important an impact on decision with Beta=0.864. only with looking at the second figure intention has also a significant and important effect on decision with Beta=0.799. Considering all these regression analyses for H5, we can say that if that packaging with pleasing-looking increases the impact of intention on the decision.

Although the studies in literature in our sample H4 have been rejected for all the analysis.

H3, H3a, H3b have been rejected in all types of regression analysis except impression with all data. We can say that the impression has an impact on intention with Beta=0.114

H2, H2a, H2c, H2d, H2e, H2f, rejected. However, H2b accepted analyzing with all data with Beta=0.144 also H2b accepted analyzing with only pack visual one Beta=0.194. Thus, we can say that simple tasks have an impact on intention if the packaging has more pleasant looking.

H1 is generally rejected except the typography factor. Typeface has an impact on impulse purchase intention Beta=0.621 using all data. Also, with pack visual one. The typography has an impact on impulse purchase intention Beta=0.596 and typography has an impact on impulse purchase intention Beta=0.642. Thus, we can say that typography has more impact on impulse purchase intention if the package has pleasant looking.

You can find the summary table of hypotheses that has been examined.

Table 5.53. Test Results of the Hypotheses

	All data	Pack 1	Pack 2
Hypotheses	Results	Results	Results
H1: Elements of packaging has impact on impulse buying intention.	typography Supported	typography Supported	typography Supported
H2: Self-control has an impact on impulse purchase intention	Not Supported	Not Supported	Not Supported
H2a: Impulsivity has an impact on impulse purchase intention	Not Supported	Not Supported	Not Supported
H2b: Simple task has an impact on impulse purchase intention	Supported	Supported	Not Supported
H2c: Risk-seeking has an impact on impulse purchase intention	Not Supported	Not Supported	Not Supported
H2d: Physical activities has an impact on impulse purchase intention	Not Supported	Not Supported	Not Supported
H2e: Self-centered has an impact on impulse purchase intention	Not Supported	Not Supported	Not Supported
H2f: Temper has an impact on impulse purchase intention	Not Supported	Not Supported	Not Supported
H3: Consumer susceptibility has an impact on impulse purchase intention.	Not Supported	Not Supported	Not Supported

H3a: Normative consumer susceptibility has an impact on impulse purchase intention.	Impression Supported	Not Supported	Not Supported
H3b: Informational consumer susceptibility has an impact on impulse purchase intention.	Not Supported	Not Supported	Not Supported
H4: Impulse buying has an impact on impulse purchase intention	Not Supported	Not Supported	Not Supported
H5: Impulse purchase intention has an impact on impulse purchase decision	Supported	Supported	Supported

CHAPTER SIX

DISCUSSION AND CONCLUSION

This is the last chapter that includes findings, implications, limitations, and discussion. The chapter firstly starts with the discussion part follows by theoretical and managerial implications and ends with limitations and suggestions for the future.

6.1. DISCUSSION

The main objective of this dissertation was to determine both external (packaging) and internal (self-control, susceptibility, impulse buying behavior) elements that effect impulsive purchase decision through impulse purchase intention. The aim was synthesizing all variables according to literature that affect impulse purchasing as much as we can. The findings of this study lead us understanding whether which factors have an impact on impulse purchase decisions and which factors not, with different type of packaging design. We tested our model with two types of package design. The first one has pleasant looking according to the literature and the second one has less unpleasant looking.

Results showed that impulse purchase intention on the impulse purchase decision is the most significant for both types of packages (Chen & Lu, 2015), (Harris & Dennis, 2011), (Han & Yoon, 2015) as mentioned in literature. However, with the first design impact of intention is stronger according to the second one. The model explains 74.5% of the variation in impulse purchase intention

Although the literature (Arneklev, Grasmick, Tittle, & Bursik, 1993) , (Tangney, Baumeister, & Boone, 2004) claims different, we couldn't find a significant impact of self-control, impulsivity, risk-seeking, physical activities, self-centered and temper on impulse purchase intention separately according to package design. These hypotheses are not supported however, simple task factor has an impact on

impulse purchase intention aligning with studies (Arneklev, Grasmick, Tittle, & Bursik, 1993) , (Tangney, Baumeister, & Boone, 2004) when we tested all data together without separating data according to package. The model explains 0.17% of the variation in impulse purchase intention.

Despite the literature with (Bearden & Etzel, 1982), (Burnkrant & Cousineau, 1975), (Bearden & Etzel, 1982) our results did not show a significant impact of consumer susceptibility, and informational on impulse purchase intention. These hypotheses are not supported. However, the factor of normative divided into two and we found impression has impact on impulse purchase intention when we used all data without separating it according to package designs. We found out that only the impression factor has impact on impulse purchase intention it is aligned with (Bearden & Etzel, 1982), (Burnkrant & Cousineau, 1975), (Bearden & Etzel, 1982). The model explains 0.10% of the variation in impulse purchase intention.

More, literature states the significant impact of elements of packaging on impulse purchase intention (Silayoi & Speece, 2007), (Imram, 1999). Only typography supported as in literature (Ampuero & Vila, 2006), (Kovač, Kovačević, Bota, & Brozović, 2019). However, the factor of typography has more impact on intention when the package has relatively less pleasant looking. The model explains 40.9% of the variation in impulse purchase intention.

Lastly, even though impulse buying tendency has an impact on impulse purchase intention in literature (Chen & Wang, 2016), (Rook & Fisher, 1995), (Hoch & Loewenstein, 1991), (Weun, Jones, & Beatty, 1998) our sample, this hypothesis is not supported.

6.2. THEORETICAL IMPLICATIONS

Our research has introduced some implications to the literature. Firstly, our research has helped enrich the impulse purchase field of literature. Our proposed model combines and synthesized different elements from different models. We have

combined elements of packaging as an external factor with consumer susceptibility. Also, we combined self-control and impulse buying tendency. All these factors are used as predecessors of impulse intention. We found a strong impact of the impulse buying intention on impulse purchase decision. Literature already has researches related to this field. However, we have tested our model, with two different types of packages.

According to the first package we have designed, with pleasant high quality looking according to the literature, we found out that, the intention has the highest impact on decision compared to the second package that we have designed with an unsightly appearance. More, according to results, the factor of simple task has more impact on impulse buying intention if the package has pleasant looking compared to the second package. Moreover, contrary to other hypotheses element of typography has more impact if the package gives low-quality perception with unpleasant and looking. Lastly, the factor of impression only has impact when we use all data. This factor is independent of packaging types.

6.3. MANAGERIAL IMPLICATIONS

Our study includes some implications for managers in marketing departments. First of all, this study provides a general picture for understanding consumer behavior and impulse buying which is critical especially for the FMCG sector.

This research gives a brief to managers who try to understand the predecessors of impulse intention and decision. We found out that, impulse purchase intention has a significant and positive impact on impulse purchase decision. This means that to increase purchasing marketers should focus more on creating intention.

To do that, according to our results they should give importance elements of typography on packages. From the company's side, the design of packaging helps to create value and increase the quality perception of the product or brand. (Dileep,2006). As mentioned above we have design 2 different packages.

According to our results, managers should give attention to the factor of simple task especially if product's package has pleasant looking. However, if the package was designed intentionally less pleasant looking to give convenience good perception to the consumer, then typography would have more impact.

6.4. LIMITATIONS AND SUGGESTIONS FOR THE FUTURE RESEARCH

This study presents some managerial and theoretical implications even so, some limitations should be considered. This study presents cross-sectional data with the socio-economic situation in April in Turkey. According to economical fluctuation buying behavior may change in time. Thus, the longitudinal studies may provide more accurate data. More, our study was only conducted on Turkish citizens. In different counties, results may differ. As a future suggestion, this study may conduct in different countries with different groups.

More, participants were asked to answer the questions related to package intention and decision according to package design that they saw randomly. Maybe with different designs with different colors consumers may respond differently. Also, informational elements, shape, and size of the package did not include in to study. As a future suggestion, this study may conduct with different types of package designs.

In this study, we combined two types of models and terms of consumer susceptibility. If we could include different factors such as time, products place on shelf and store, scent, brand value, hedonism, or results may differ.

Lastly, the sample size of this study was 308 due to limited time. More, the distribution of demographics is not balanced. As a future suggestion, with the broader sample size, and balanced demographic profile, we can reach more accurate data

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APPENDICES

APPENDIX A: ABBREVIATIONS AND RESULTS

Constructs &Items	Statement	Results
IMPULSE BUYING TENDENCY (IBT)		
ibt1	I often buy things spontaneously.	Retained
ibt2	Just do it describes the way I buy things.	Retained
ibt3	I often buy things without thinking.	Retained
ibt4	I see it, I buy it describes me.	Retained
ibt5	Buy now, think about it later describes me.	Retained
ibt6	Sometimes I feel like buying things on the spur-of-the-moment.	Retained
ibt7	I buy things according to how I feel at the moment.	Retained
ibt8	I carefully plan most of my purchases.	Retained
ibt9	Sometimes I am a bit reckless about what I buy.	Retained
SELF-CONTROL (SELF)		
self_imp1	I often act on the spur of the moment.	Eliminated
self_imp2	I don't devote much thought and effort to preparing for the future.	Retained
self_imp3	I often do whatever brings me pleasure here and now, even at the cost of some distant goal.	Retained
self_imp4	I'm more concerned with what happens to me in the short run than in the long run.	Retained
self_smp1	I frequently try to avoid things that I know will be difficult.	Retained
self_smp2	When things get complicated, I tend to quit or withdraw.	Retained

self_smpl3	The things in life that are easiest to do bring me the most pleasure.	Retained
self_smpl4	I dislike really hard tasks that stretch my abilities to the limit.	Retained
self_risk1	I like to test myself every now and then by doing something a little risky.	Eliminated
self_risk2	Sometimes I will take a risk just for the fun of it.	Retained
self_risk3	I sometimes find it exciting to do things for which I might get in trouble.	Retained
self_risk4	Excitement and adventure are more important to me than security.	Retained
self_phy1	If I had a choice, I would almost always rather do something physical than something mental.	Eliminated
self_phy2	I almost always feel better when I am on the move than when I am sitting and thinking.	Retained
self_phy3	I like to get out and do things more than I like to read or contemplate ideas.	Retained
self_phy4	I seem to have more energy and a greater need for activity than most other people my age.	Retained
self_scent1	I try to look out for myself first, even if it means making things difficult for other people.	Retained
self_scent2	I'm not very sympathetic to other people when they are having problems.	Retained
self_scent3	If things I do upset people, it's their problem, not mine.	Retained
self_scent4	I will try to get the things I want even when I know it's causing problems for other people.	Retained
self_temper1	I lose my temper pretty easily.	Retained

self_temper2	Often, when I'm angry at people I feel more like hurting them than talking to them about why I am angry.	Retained
self_temper3	When I am really angry, other people better stay away from me.	Retained
self_temper4	When I have a serious disagreement with someone, it's usually hard for me to talk about it without getting upset.	Eliminated
suscept_nor1	I rarely purchase the latest fashion styles until I am sure my friends approve of them.	Retained
suscept_nor2	It is important that others like the products and brands I buy.	Retained
suscept_nor3	When buying products, I generally purchase those brands that I think others will approve of.	Retained
suscept_nor4	If other people can see me using a product, I often purchase the brand they expect me to buy.	Retained
suscept_nor5	I like to know what brands and products make good impressions on others.	Retained
suscept_nor6	I achieve a sense of belonging by purchasing the same products and brands that others purchase.	Retained
suscept_nor7	If I want to be like someone, I often try to buy the same brands that they buy.	Retained
suscept_nor8	I often identify with other people by purchasing the same products and brands they purchase.	Retained
suscept_info1	To make sure I buy the right product or brand, I often observe what others are buying and using.	Retained
suscept_info2	If I have little experience with a product, I often ask my friends about the product.	Retained
suscept_info3	I often consult other people to help choose the best alternative available from a product class.	Retained

suscept_info4	I frequently gather information from friends or family about a product before I buy.	Retained
ELEMENTS OF PACKAGING (PACK)		
color1	I think, color of this product is vivid/pale.	Eliminated
color2	I like the color of packaging of this product / brand.	Eliminated
color3	Color of packaging of this product/brand matters to me in purchasing it.	Eliminated
color4	I can recall this brand when the similar color is viewed.	Eliminated
color5	I can associate color of this product/brand with brand image.	Eliminated
design1	I think, this product has good quality.	Eliminated
design2	Wrapper design of this product/brand is important in packaging.	Eliminated
design3	Design of this product/brand's wrapper inspires me to purchase.	Eliminated
design4	Wrapper design builds a perception in my mind about this product.	Eliminated
typo1	Font styles used on the packet of this product/brand are attractive.	Retained
typo2	I like the creative font style on packets of this product/brand.	Retained
typo3	Font size used helps me remember this product/ brand.	Retained
IMPULSE PURCHASE INTENTION (INTENT)		
intent1	It is very likely that I will buy this product/ brand.	Retained
intent2	I would purchase this product/brand next time	Retained

intent3	I think about this product/brand of chocolate as a choice when buying chocolate	Retained
intent4	I think of buying this product /brand of chocolate	Retained
intent5	I will recommend my friends and relatives to buy this product/brand of chocolate.	Retained
IMPULSE PURCHASE DECISION (DECISION)		
decision1	I buy this product.	Retained
decision2	I would buy this product in the future.	Retained
decision3	This product will be among my chocolate wafer alternatives in the future.	Retained
decision4	If I like the taste of this product, I will not look for another alternative.	Retained
decision5	Even if I come across a product similar to this product, I still prefer to buy this product.	Retained

APPENDIX B: QUESTIONNAIRE IN ENGLISH

CONSUMER BEHAVIOR SURVEY- APRIL 2021

 Istanbul Bilgi Üniversitesi LAUREATE INTERNATIONAL UNIVERSITIES	Survey no	
	Interviewer	
	Date	

Dear participant,

This survey study is carried out within the scope of a thesis prepared in the Department of Marketing at Istanbul Bilgi University. We ask you to contribute to a scientific study by answering this questionnaire. The survey will take an estimated 8 minutes.

Your answers to this questionnaire will be very valuable academically. There is no right or wrong answer to the questionnaire. For this reason, we ask you to answer the questions completely. The information you will share will only be used within the scope of academic study, it will not be shared with any other institution or organization in any way. You can contact the following e-mail address for all your questions about the survey and the points you want to be clarified.

Thank you for your participation and contribution

Yasemin Gülev Bekler

Email: gulev.bekler@bilgiedu.net

Q.1.Are you older than 18?

1>Yes 2>No

Please indicate your level of agreement with the statements below.

	To	M	Par	N	Par	Mo	Totall
	tall	ost	tial	ot	tiall	stly	y
	y	ly	ly	su	y	dis	disagr
	agr	agr	agr	re	dis	agr	ee
	ee	ee	ee		agr	ee	
					ee		
Q.2.I often buy things spontaneously.	7	6	5	4	3	2	1
Just do it describes the way I buy things.	7	6	5	4	3	2	1
Q.3.I often buy things without thinking.	7	6	5	4	3	2	1
Q.4.I see it, I buy it describes me.	7	6	5	4	3	2	1
Q.5.Buy now, think about it later describes me.	7	6	5	4	3	2	1
Q.6.Sometimes I feel like buying things on the spur-of-the-moment.	7	6	5	4	3	2	1
Q.7.I buy things according to how I feel at the moment.	7	6	5	4	3	2	1
Q.8.I carefully plan most of my purchases.	7	6	5	4	3	2	1

Q.9.Sometimes I am a bit reckless 7 6 5 4 3 2 1
about what I buy.

Please indicate your level of agreement with the statements below.

Q.10.I often act on the spur of the 7 6 5 4 3 2 1
moment.

Q.11.I don't devote much thought and 7 6 5 4 3 2 1
effort to preparing for the future.

Q.12.I often do whatever brings me 7 6 5 4 3 2 1
pleasure here and now, even at the cost
of some distant goal.

Q.13.I'm more concerned with what 7 6 5 4 3 2 1
happens to me in the short run than in
the long run.

Please indicate your level of agreement with the statements below.

Q.14.I frequently try to avoid things that 7 6 5 4 3 2 1
I know will be difficult.

Q.15.When things get complicated, I 7 6 5 4 3 2 1
tend to quit or withdraw.

Q.16.The things in life that are easiest to 7 6 5 4 3 2 1
do bring me the most pleasure.

Q.17.I dislike really hard tasks that 7 6 5 4 3 2 1
stretch my abilities to the limit.

Please indicate your level of agreement with the statements below.

Q.18.I like to test myself every now and then by doing something a little risky. 7 6 5 4 3 2 1

Q.19.Sometimes I will take a risk just for the fun of it. 7 6 5 4 3 2 1

Q.20.I sometimes find it exciting to do things for which I might get in trouble. 7 6 5 4 3 2 1

Q.21.Excitement and adventure are more important to me than security. 7 6 5 4 3 2 1

Please indicate your level of agreement with the statements below.

Q.22.If I had a choice, I would almost always rather do something physical than something mental. 7 6 5 4 3 2 1

Q.23.I almost always feel better when I am on the move than when I am sitting and thinking. 7 6 5 4 3 2 1

Q.24.I like to get out and do things more than I like to read or contemplate ideas. 7 6 5 4 3 2 1

Q.25.I seem to have more energy and a greater need for activity than most other people my age. 7 6 5 4 3 2 1

Please indicate your level of agreement with the statements below.

Q.26.I try to look out for myself first, 7 6 5 4 3 2 1
even if it means making things difficult
for other people.

Q.27.I'm not very sympathetic to other 7 6 5 4 3 2 1
people when they are having problems.

Q.28.If things I do upset people, it's their 7 6 5 4 3 2 1
problem, not mine.

Q.29.I will try to get the things I want 7 6 5 4 3 2 1
even when I know it's causing problems
for other people.

Please indicate your level of agreement with the statements below.

Q.30.I lose my temper pretty easily. 7 6 5 4 3 2 1

Q.31.Often, when I'm angry at people I 7 6 5 4 3 2 1
feel more like hurting them than talking
to them about why I am angry.

Q.32.When I am really angry, other 7 6 5 4 3 2 1
people better stay away from me.

Q.33.When I have a serious 7 6 5 4 3 2 1
disagreement with someone, it's usually
hard for me to talk about it without
getting upset.

Please indicate your level of agreement with the statements below.

Q.34.I rarely purchase the latest fashion styles until I am sure my friends approve of them. 7 6 5 4 3 2 1

Q.35.It is important that others like the products and brands I buy. 7 6 5 4 3 2 1

Q.36.When buying products, I generally purchase those brands that I think others will approve of. 7 6 5 4 3 2 1

Q.37.If other people can see me using a product, I often purchase the brand they expect me to buy 7 6 5 4 3 2 1

Q.38.I like to know what brands and products make good impressions on others. 7 6 5 4 3 2 1

Q.39.I achieve a sense of belonging by purchasing the same products and brands that others purchase. 7 6 5 4 3 2 1

Q.40.If I want to be like someone, I often try to buy the same brands that they buy. 7 6 5 4 3 2 1

Q.41.I often identify with other people by purchasing the same products and brands they purchase 7 6 5 4 3 2 1

Please indicate your level of agreement with the statements below.

Q.42.To make sure I buy the right product or brand, I often observe what others are buying and using.

7 6 5 4 3 2 1

Q.43.If I have little experience with a product, I often ask my friends about the product.

7 6 5 4 3 2 1

Q.44.I often consult other people to help choose the best alternative available from a product class.

7 6 5 4 3 2 1

Q.45.I frequently gather information from friends or family about a product before I buy.

7 6 5 4 3 2 1

Please review this product carefully. Answer the following questions according to the product you are viewing.



Q.45.Please answer the following question by considering the packaging you are viewing.

Very	vivi	Not	pal	Ver
vivid	d	sur	e	y
		e		pale

Q.46.I think the packaging of this product.

7 6 5 4 3 2 1

Please indicate your level of agreement with the statements below.

Q.47.I think the packaging of this product. 7 6 5 4 3 2 1

Q.48.I like the color of packaging of this product / brand. 7 6 5 4 3 2 1

Q.49.olor of packaging of this product/brand matters to me in purchasing it. 7 6 5 4 3 2 1

Q.50.I can recall this brand when the similar color is viewed. 7 6 5 4 3 2 1

Q.51.I can associate color of this product/brand with brand image. 7 6 5 4 3 2 1

Please indicate your level of agreement with the statements below.

Q.52.I think this product has good quality. 7 6 5 4 3 2 1

Q.53.Wrapper design of this product/brand is important in packaging. 7 6 5 4 3 2 1

Q.54.Design of this product/brand's wrapper inspires me to purchase. 7 6 5 4 3 2 1

Q.55.Wrapper design builds a perception in my mind about this product. 7 6 5 4 3 2 1

Please indicate your level of agreement with the statements below.

Q.56. Font styles used on the packet of this product/brand are attractive. 7 6 5 4 3 2 1

Q.57. I like the creative font style on packets of this product/brand. 7 6 5 4 3 2 1

Q.58. Font size used helps me remember this product/ brand. 7 6 5 4 3 2 1

Please indicate your level of agreement with the statements below.

Q.59. It is very likely that I will buy this product/ brand. 7 6 5 4 3 2 1

Q.60. I would purchase this product/brand next time. 7 6 5 4 3 2 1

Q.61. I think about this product/brand of chocolate as a choice when buying chocolate. 7 6 5 4 3 2 1

Q.62. I think of buying this product /brand of chocolate. 7 6 5 4 3 2 1

Q.63. I will recommend my friends and relatives to buy this product/brand of chocolate. 7 6 5 4 3 2 1

Please indicate your level of agreement with the statements below.

Q.64. I buy this product. 7 6 5 4 3 2 1

Q.65I would buy this product in 7 6 5 4 3 2 1
the future.

Q.66. This product will be 7 6 5 4 3 2 1
among my chocolate wafer
alternatives in the future.

Q.67. If I like the taste of this 7 6 5 4 3 2 1
product, I will not look for
another alternative.

Q.68. Even if I come across a 7 6 5 4 3 2 1
product similar to this product, I
still prefer to buy this product.

Please indicate your level of agreement with the statements below.

DEMOGRAPHIC INFORMATIONS

Q.69. Please indicate your gender.

1>Female 2>Male 3 >Other

Q.70. Please indicate your marital status.

1>Married 2>Single

Q.71. Please indicate your age.

1>less than 18 2>18-25 3>26-33
4>34-41 5>42-49 6>50 and above

Q.72. Please indicate your education level.

1>Literate 2>Primary 3>Secondary
4>High School 5> University 6>Master

7>Phd/Doctorate

Q.73. Please indicate your monthly income.

1>less than 2000tl 2>2001-3999 tl 3>4000-5999 tl
4>6000-7999 tl 5>8000-9999 tl 6>10000 tl and above

APPENDIX C: QUESTIONNAIRE IN TURKISH

TÜKETİCİ DAVRANIŞ ANKETİ- NİSAN 2021

 İstanbul Bilgi Üniversitesi LAUREATE INTERNATIONAL UNIVERSITIES	Survey no	
	Interviewer	
	Date	

Değerli katılımcı,

Bu anket çalışması İstanbul Bilgi Üniversitesi Pazarlama Yüksek Lisans Bölümünde hazırlanan bir tez kapsamında gerçekleştirilmektedir. Bu ankete cevap vererek bilimsel bir çalışmaya katkıda bulunmanızı rica ediyoruz. Anket tahmini olarak 8 dk sürecektir.

Bu ankete vereceğiniz cevaplar akademik açıdan çok değerli olacaktır. Anket için doğru veya yanlış bir cevap bulunmamaktadır. Bu nedenle soruları eksiksiz yanıtlamanızı rica ediyoruz. Paylaşacağınız bilgiler sadece akademik çalışma kapsamında kullanılacaktır, Başka bir kurum veya kuruluş ile hiç bir şekilde paylaşılmayacaktır. Anket ile ilgili tüm sorularınız ve netleşmesini istediğiniz noktalar için aşağıdaki mail adresinden iletişime geçebilirsiniz.

Katılımınız ve katkılarınız için teşekkür ederiz

Yasemin Gülev Bekler

Email: gulev.bekler@bilgiedu.net

Q.1. 18 yaşından büyük müsünüz?

1>Evet 2>Hayır

Lütfen aşağıdaki ifadelere katılma düzeyinizi belirtiniz.

	Kesi nlikl e Katı lıyor um	Çoğ unlu kla Katıl ıyoru m	Kıs me n Kat ılıy oru m	K ar ar sı zı m	Kıs men Katı lmıy oru m	Çoğu nlukl a Katıl mıyo rum	Kesi nlikl e Katıl mıyo rum
Q.2.Sık sık içimden geldiği gibi alışveriş yaparım.	7	6	5	4	3	2	1
Q.3."Hadi bunu da deneyelim!" cümlesi beni alışveriş yaparkenki halimi tanımlar.	7	6	5	4	3	2	1
Q.4.Markete gittiğimde genelde düşünmeden ufak tefek şeyler alırım	7	6	5	4	3	2	1
Q.5."Gördüğümü alırım" kelimesi beni anlatır.	7	6	5	4	3	2	1
Q.6."Şimdi al, sonra düşün!" alışveriş yaparkenki beni anlatır.	7	6	5	4	3	2	1
Q.7.Bazen durup dururken içimden geldiği gibi birşeyler satın almaktan hoşlanırım.	7	6	5	4	3	2	1

Q.8.O anki hissiyatıma göre alışveriş yaparım. 7 6 5 4 3 2 1

Q.9.Çoğu alışverişimi dikkatlice planlarım. 7 6 5 4 3 2 1

Q.10.Bazen ne aldığım konusunda umursamaz olabilirim. 7 6 5 4 3 2 1

Lütfen aşağıdaki ifadelere katılma düzeyinizi belirtiniz.

Q.11.Sık sık içimden geldiği gibi hareket ederim. 7 6 5 4 3 2 1

Q.12.Geleceğe hazırlanmak için çok çaba sarf etmiyorum. 7 6 5 4 3 2 1

Q.13.Genelde, o anda bana zevk veren şeyi uzun vadeli bir hedefe tercih ederim. 7 6 5 4 3 2 1

Q.14.Uzun vadeli düşünmeksense kısa vadede başıma geleceklerden endişelenirim. 7 6 5 4 3 2 1

Lütfen aşağıdaki ifadelere katılma düzeyinizi belirtiniz.

Q.15.Genellikle zor olduğunu bildiğim şeylerden kaçınırım. 7 6 5 4 3 2 1

Q.16.İşler karmaşıklaşmaya başladığında genelde vaz geçerim.	7	6	5	4	3	2	1
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Q.17.Ulaşılması kolay şeyler bana daha çok keyif verir.	7	6	5	4	3	2	1
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Q.18.Sınırlarımı zorlayacak zor işlerden hiç hoşlanmam.	7	6	5	4	3	2	1
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Lütfen aşağıdaki ifadelere katılma düzeyinizi belirtiniz.

Q.19.Bazen az riskli şeyleri yaparak kendimi test etmeyi seviyorum.	7	6	5	4	3	2	1
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Q.20.Bazen sadece eğlenceli olduğunu düşündüğüm için risk alırım.	7	6	5	4	3	2	1
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Q.21.Bazen sadece eğlenceli olduğu için başımı belaya sokabilecek şeyler yapmayı heyecanlı bulurum.	7	6	5	4	3	2	1
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Q.22.Benim için heyecan ve maceralara atılmak güvende olmaktan daha önemlidir.	7	6	5	4	3	2	1
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Lütfen aşağıdaki ifadelere katılma düzeyinizi belirtiniz.

Q.23.Eğer bir seçim yapacak olsaydım düşünmekten ziyade	7	6	5	4	3	2	1
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fiziksel güç gerektiren bir şeyler
yapmak isterdim.

Q.24.Genelde oturmak ve 7 6 5 4 3 2 1
düşünmekten ziyade hareket
halindeyken kendimi daha iyi
hissederim.

Q.25.Dışarı çıkıp bir şeyler 7 6 5 4 3 2 1
yapmayı kitap okumaktan veya
düşünmekten daha çok severim.

Q.26.Yaşitlarım göre daha 7 6 5 4 3 2 1
enerjiğimdir ve aktivite
yapmayı daha çok severim.

Lütfen aşağıdaki ifadelere katılma düzeyinizi belirtiniz.

Q.27.Başkaları için işleri 7 6 5 4 3 2 1
zorlaştıracak olsa bile öncelikle
kendimi düşünürüm.

Q.28.Başka insanlar sıkıntı 7 6 5 4 3 2 1
yaşıyorken onlarla pek
ilgilenmem.

Q.29.Eğer benim yaptığım bazı 7 6 5 4 3 2 1
şeyler insanları mutsuz ediyorsa
bu onların problemidir.Benim
değil.

Q.30.Başka insanlar için sıkıntı 7 6 5 4 3 2 1
yaratacağımı bilsem bile

istediğim şeyleri elde etmeye
çalışırım.

Lütfen aşağıdaki ifadelere katılma düzeyinizi belirtiniz.

Q.31.Kontrolümü kolay 7 6 5 4 3 2 1
kaybederim.

Q.32.İnsanlara sinirlendiğimde 7 6 5 4 3 2 1
onlarla konuşmak ve neden
kızgın olduğumu anlatmak
yerine onları inciltmek isterim.

Q.33.Eğer gerçekten 7 6 5 4 3 2 1
sinirliyse insanların benden
uzak durması daha iyi olur.

Q.34.Eğer biri ile ciddi görüş 7 6 5 4 3 2 1
ayrılığı yaşarsam,konu
hakkında mutsuz olmadan
konuşmakta zorlanırım.

Lütfen aşağıdaki ifadelere katılma düzeyinizi belirtiniz.

Q.35.Arkadaşlarımın 7 6 5 4 3 2 1
onayladığından emin olana
kadar yeni çıkan ürünleri satın
almam.

Q.36.Aldığım ürünleri başkalarının beğenmesi benim için önemlidir.	7	6	5	4	3	2	1
Q.37.Alişveriş yaparken genelde başkalarının onaylayacağını düşündüğüm ürünleri satın alırım.	7	6	5	4	3	2	1
Q.38.Eğer alacağım ürünü kullanırken diğer insanlar da görecektense, genelde almamı bekledikleri markayı/ürünü satın alırım.	7	6	5	4	3	2	1
Q.39.Hangi markaların veya ürünlerin diğer insanlar üzerinde iyi bir izlenip yaratacağını bilmek hoşuma gider.	7	6	5	4	3	2	1
Q.40.Diğer insanların da tercih ettiği ürünleri satın alarak, onlarla aynı gruba ait olduğumu hissedirim.	7	6	5	4	3	2	1
Q.41.Beğendiğim birine benzemek istediğimde, genelde onun kullandığı marka veya ürünleri satın alırım.	7	6	5	4	3	2	1
Q.42.Onlarında satın aldıkları ürünü veya markaları satın	7	6	5	4	3	2	1

olarak başkaları ile kendimi
özdeşleştirim.

Lütfen aşağıdaki ifadelere katılma düzeyinizi belirtiniz.

Q.43.Doğru ürünü/markayı 7 6 5 4 3 2 1
aldığımdan emin olmak için,
başka insanların kullandığı ve
aldığı ürünleri gözlemlerim.

Q.44.Eğer bir ürün ile ilgili az 7 6 5 4 3 2 1
tecrübem var ise, sık sık
arkadaşlarıma o ürün ile ilgili
sorular sorarım.

Q.45.Sık sık hangi ürünü 7 6 5 4 3 2 1
seçmem konusunda başka
insanlara danışırım.

Q.46.Bir ürünü satın almadan 7 6 5 4 3 2 1
önce arkadaşarımdan/ailemden
o ürün hakkında bilgi toplarım.

Lütfen bu ürünü dikkatlice inceleyiniz. Aşağıdaki soruları incelediğiniz ürüne göre
cevaplayınız.



Lütfen aşağıdaki soruyu incelediğiniz ambalajı dikkate alarak cevaplandırınız.

	Çok canlı	canlı	Emin değilim	soluk	Çok soluk		
Q.47.Bu ürünün ambalajının rengi bence	7	6	5	4	3	2	1

Lütfen aşağıdaki ifadelere katılım düzeyinizi belirtiniz.

Q.48.Bu ürün ambalajının rengini beğendim.	7	6	5	4	3	2	1
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Q.49.Bu ürünün ambalajının rengi benim onu almamda bir etken olabilir.	7	6	5	4	3	2	1
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Q.50.Bu ambalajın rengine benzer bir renk gördüğümde bu ürünü hatırlarım.	7	6	5	4	3	2	1
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Q.51.Markanın imajı ile bu rengi bağdaştırabilirim.	7	6	5	4	3	2	1
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Lütfen aşağıdaki ifadelere katılım düzeyinizi belirtiniz.

Q.52.Bence bu ürün kalitelidir.	7	6	5	4	3	2	1
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Q.53.Bir ürünün ambalajının tasarımı önemlidir.	7	6	5	4	3	2	1
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Q.54.Bu ürünün ambalajının tasarımı onu satın alıp	7	6	5	4	3	2	1
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almamam konusunda beni etkiler.

Q.55.Bu ürünün ambalajının 7 6 5 4 3 2 1
tasarımı ürün ile ilgili zihnimde
bir algı oluşturur.

Lütfen aşağıdaki ifadelere katılım düzeyinizi belirtiniz.

Q.56.Bu ambalaj üzerinde 7 6 5 4 3 2 1
kullanılan yazı stili çekicidir.

Q.57.Bu ürün ambalajı olması 7 6 5 4 3 2 1
gerektiği gibidir.

Q.58.Bu ürünün ambalajındaki 7 6 5 4 3 2 1
yazı stili onu hatırlamama
yardımcı olur.

Lütfen aşağıdaki ifadelere katılım düzeyinizi belirtiniz.

Q.59.Bu ürünü satın alma 7 6 5 4 3 2 1
olasılığım yüksektir.

Q.60.Bir dahaki alışverişimde 7 6 5 4 3 2 1
bu ürünü satın alabilirim.

Q.61.Çikolatalı gofret alırken 7 6 5 4 3 2 1
bu ürünü de seçenekler arasında
düşünebilirim.

Q.62.Bu ürünü satın almayı 7 6 5 4 3 2 1
düşünebilirim.

Q.63.Arkadaşlarıma veya tanıdıklarına bu çikolatalı gofreti satın almalarını tavsiye edebilirim.

Lütfen aşağıdaki ifadelere katılım düzeyinizi belirtiniz.

Q.64.Bu ürünü satın alırım. 7 6 5 4 3 2 1

Q.65.Bu ürünü gelecekte satın alırım. 7 6 5 4 3 2 1

Q.66.Bu ürün gelecekte gofret alternatiflerim arasına girer. 7 6 5 4 3 2 1

Q.67.Bu ürünün tadını beğenirsem başka alternatif aramam. 7 6 5 4 3 2 1

Q.68.Bu ürüne benzeyen bir ürün ile karşılaştıysam bile yine de bu ürünü satın almayı tercih ederim. 7 6 5 4 3 2 1

DEMOGRAFİK BİLGİLER

Q.69.Lütfen cinseyi belirtiniz.

1>Female 2>Male 3>Other

Q.70.Lütfen medeni durumunuzu belirtiniz.

1>Married 2>Single

Q.71.Lütfen yaşınızı belirtiniz.

1>less than 18

2>18-25

3>26-33

4>34-41

5>42-49

6>50 and above

Q.72.Lütfen eğitim seviyenizi belirtiniz.

1>Literate

2>Primary

3>Secondary

4>High School

5> University

6>Master

7>Phd/Doctorate

Q.73.Lütfen aylık gelirinizi belirtiniz.

1>less than 2000tl

2>2001-3999 tl

3>4000-5999 tl

4>6000-7999 tl

5>8000-9999 tl

6>10000 tl and above

APPENDIX D: ETHICS BOARD APPROVAL

Ethics Board Approval is available in the printed version of this dissertation.