



Paint Marketing and Factors Affecting the Consumers' Paint Purchase Preference from the Viewpoint of Paint Industry Members in Turkey

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Abstract

The aim of this research was to examine the consumers' preference of paint purchase from the viewpoint of individuals employed in the Turkish paint industry. It was aimed to reach at least 278 individuals with a sampling error of 5%. Within this scope, 350 questionnaire forms were distributed and 330 were received back in the year of 2017. Since 4 of the returned questionnaires had a missing question, study was conducted with 326 questionnaires. The questionnaire form was used as the data collection tool. It included 5 questions about demographic characteristics, 17 questions concerning purchasing and using behaviors, and 29 questions regarding consumers' preferences of paints. Data analysis of the study was done using the SPSS 16 package program. Through the analysis of data, descriptive statistics such as frequency, percentage, mean and standard error were presented. In addition, t test and ANOVA test were applied to test the relationship among variables. Based on research findings, the most important factors for the preference of paint purchase in Turkey were determined as the aging of existing wall painting, marriage and cleaning issues. Moreover, it was found out that the experiences of consumers were also effective for the paint purchase decision and preference. Within the scope of the study, it was determined that elder individuals, married and high income people were influenced by many factors in their preference for painting. On the other hand; young, single and low-income individuals were considering less factors in their paint preferences. In addition, it was detected that men were considering properties (features) such as the price and quality more than women in their purchasing preferences. Furthermore, the most important factor affecting the purchasing choice of consumers was determined as previous knowledge and experience. It was also found out that consumers did not frequently conduct market research before choosing the paint. Educational status of individuals was not an effective factor concerning paint preferences.

Keywords: Marketing, Consumer, Paint, Preference, Turkey



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I. Introduction

With the developing markets, the product range has expanded. Today, many products with different features that can meet consumer needs are available in the market. However, the purchasing preferences of consumers differ. Every consumer acts in line with their own needs and expectations, and makes their purchasing decision in this direction. This situation requires businesses to develop their marketing strategies in accordance with consumer needs and expectations.

Many factors can be effective in the purchasing preferences of consumers. The determination of these factors is important in defining the marketing strategies of the enterprises. Consumer preferences are gaining importance for businesses in every sector. In this research, the paint sector was the subject of study and analyses were carried out.

The paint industry is a sector in which durable goods are produced that appeal to all segments of society. Individuals demand paint at certain periods of their lives for various reasons. It is important for individuals to determine their preferences in the best way due to the fact that paint is seen as a durable good and individuals' desire to purchase paint for long-term use exists. However, there are many factors that affect people's paint preferences. In this study, the factors affecting the purchasing preferences of consumers in the paint industry were examined in the eye of paint industry professionals in Turkey for the year of 2017.

II. The Marketing Concept

Marketing has an indispensable position for businesses to hold on to the market in today's competitive conditions. Businesses using effective marketing techniques can maintain their existence and increase their profitability. However, the understanding of marketing changes changed with the modern world. In this part of the study, the definition of marketing, the birth of marketing science, the developments in the concept and understanding of marketing are examined in a conceptual framework.

Definition of Marketing

Marketing is a concept that emerged as a result of the efforts of parties who wanted to make purchases and sales to communicate with each other. The process of exchanging goods, services, ideas or various other values demanded between individuals and institutions is called as the marketing (Mucuk, 2007). Many marketing concepts have been adopted and implemented until the transition period to the modern marketing concept. Changes in the understanding of marketing have been shaped according to the wishes and desires of consumers or sellers. Although the definition of marketing differs, it basically works on the same principle. Marketing is a process that is used to establish communication between the buyer and the seller (Sheth and Sisodia, 2015).

Today, effective marketing techniques have started to gain importance in markets where intense competition is experienced. Businesses that are successful in marketing can meet customer demands and needs. They can also increase their sales and profitability by providing customer satisfaction (Odabaşı, 2014). There are some elements in marketing that businesses need to determine and develop strategies in this direction.

Nowadays, the most important input of marketing is customer satisfaction. The main purpose of marketing is to appeal to most customers. Satisfying the addressed customers is seen as a requirement of modern marketing. The main features of the marketing approach are listed below (Mucuk, 2007):

- Marketing is seen as a whole of various activities.
- Marketing can be developed with different strategies for separate products, services, ideas or various values in distinct markets.
- Marketing is a strategy designed to meet individual needs.
- Marketing is used for goods, services, ideas or other values.
- Marketing is not only related to the sale of the product, but also covers all the processes from the formation, distribution and promotion of the product.

Birth of the Marketing Science

Until today's information society, the understanding of marketing has changed in various stages of human history. The change in human needs in the process from the primitive society to the agricultural society, from the agricultural society to the industrial society has led to a constant change in the understanding of marketing. However, in every period, the understanding of marketing has been tried to be developed and the main goal has been to reach more people. Along with the changes in the social structure, the wishes and needs of the individuals have begun to differ and the understanding of marketing has constantly changed in order to meet the demands (İslamoğlu, 2006).

Along with the transition to the industrial age, the understanding of marketing has also improved. Manufacturers aim to reach more people and earn more by producing larger quantities. However, not only the people in manufacturers' own countries were enough, but

manufacturers also aimed to reach people all over the world. Especially after the Second World War, the adoption of the understanding of strengthening the borders of countries with trade, not weapons, has led to further development of trade. Businesses have taken the advantage of borders that have been shielded with trade and try to sell their goods all over the world. The exit from the war economy and the desire to meet customer demands have led to the development of marketing understanding (Kotler, 2005).

After the Second World War, the purchasing power of individuals decreased significantly and the production lowered sharply. Realizing this, the governments aimed to develop their countries not with weapons, but with trade. After the 1950s, trade has become an important issue for all countries of the world. The main goals of countries have been economic development. Economic agreements began to be made among the countries. The economic agreements made between the two countries that were enemies ensured the reconciliation of the countries. The new economic order in the world has begun to be built on trade. However, it is a known fact that one of the most important keys to success in business is marketing (Meyerson, 2005).

Development of the Marketing Science

The understanding of marketing differed within the scope of time and place phenomena. Although many marketing understandings have developed from the past to the present, their transition periods have differed according to the location and conditions of the enterprises. While a marketing approach was adopted for a long time in one region, this understanding was abandoned in a short time in another region.

In the 1850s, very limited goods were produced to meet the needs of consumers, and consumers were buying regardless of the quality of goods. Since the needs of consumers could not be met in this period, consumers demanded to buy only by looking at the price. For this reason, businesses were developing strategies to reduce costs and attaching importance to marketing. The sole purpose of the enterprises was to produce more at a lower cost. Because every product manufactured in this period could be sold. This is true not only in this period, but also in every period when the supply is below the demand. Today, this does not apply to all market conditions, but only to specific products. In some products, the producer can sell his/her product regardless of its quality and price (Kotler et al., 2010).

In the 1900s, mass production was initiated. During this period, there was no problem in finding customers. Demand was greater than supply, and producers could sell any good they produced. In this period, businesses worked to produce and sell more. They developed mass production methods in order to produce more. With the mass production approach, more goods could be produced in a shorter time span and offered to the customer. In this period, when demand was higher than supply, consumers were able to choose a substitute for a good to meet their needs. For this reason, businesses had directed all their organizational talents to produce goods with higher volumes and more varieties. Since businesses were aware that manufacturers would demand every product, they had tried to develop production and distribution channels in order to reach the customers. Consumers bought the product only because they found it

and did not attach importance to its quality. Everything that was affordable became available for sale. For this reason, business finance was mostly devoted to production and distribution (Jackson and Shaw, 2009).

The fact that some countries are closed to outside and not import goods causes consumers to be content with the products they find. This situation causes the businesses in the country to grow (Kotler, 2009). However, there is no doubt that this issue brings with it some negativities in closed countries.

The understanding of production has left itself to the understanding of product over time. The product is seen as a tool to promote the business. The consumer qualifies the offered good or service, in other words, the product as a business. The naturally supplied product acts as a bridge between the business and the consumers. Since the product is critical in promoting the business, the image loaded on the product gains importance. The image of the product is seen as the image of the business and the business sells it within the framework of this image (Ehren, 2009).

In product understanding, the image loaded on the product acts as the building block. The differences that can be attached to the products of enterprises that have adopted the product understanding can be classified as follows (Kotler, 2005: 38):

- Physical Differences: Product packaging, quality, appearance, suitability, durability, style, etc. features may differ.
- Easy Access Differences: Accessibility to stores, abundance of stores or ordering opportunities, etc. features may differ.
- Service Differences: Consulting, maintenance, repair, delivery, suggestion, complaint etc. features may differ.
- Price Differences: Very low, low, medium, high or very high price options can be preferred.
- Image Differences: Symbols, media, environment, events, cultures, etc. features may differ.

The main purpose of the sales concept is to increase the sales volume and increase the profitability. The fundamental factor that businesses take into account is the product. In this understanding, the focus is not on the customer. In this understanding, the basic assumption of businesses is the sale of their goods. Businesses think that goods are sold, not bought by customers. The leading goal is to subdue demand to supply. Essentially, the understanding that each supply creates its own demand has been adopted. Quality conditions are not sought for the products released in this period, there are no return options, substitute goods are limited, consumers are not informed about the product or very limited information is given. Consumers cannot receive consultancy services regarding the goods (Ehren, 2009). The understanding (approach) of sales and the understanding (approach) of marketing differ from each other. In Table 1, there is a comparison based on various factors related to the sales understanding (approach) and the marketing understanding (approach).

Table 1: Comparison of the Sales Understanding (Approach) and the Marketing Understanding (Approach)

| | Sales Understanding (Approach) | Marketing Understanding (Approach) |
|-----------------------|---------------------------------------|---|
| Starting Point | Factory | Market |
| Focus Point | Products | Consumer Expectations |
| Tools | Promotion Efforts | Integrated Marketing Efforts |
| Outcome | Sales Volume and Profit | Consumer Satisfaction and Profit |

Source: Ebrén, F. (2009) Tüketim, Tüketici ve Pazarlama İletişimi Üzerine, Detay Anatolia Akademik Yayıncılık, Ankara.

At the stage of sales understanding (approach), consumers have decreased and production has increased. With the developing technologies, the products of the enterprises have increased and the competition has become stronger. With mass production, there is an abundance of products. Consumer reception began to weaken. With this period, businesses have started to develop marketing techniques in order to sell their goods. The demands of customers have started to be taken into consideration and various strategies have been developed in order to reach the customer (Bilgin et al., 2006).

In the sales concept stage, consumers no longer necessarily buy goods just because they need it. Consumers consider the quality and other characteristics of the goods when purchasing goods. With the diversification of goods, the selection preferences of the producers also change. Businesses have started to develop various marketing techniques in order to respond to the demands of consumers. Businesses now take into account the demands of customers and carry out production as well as sales with a customer focus (Güreş, 2004). At this stage, promotion is also important as sales. Creating loyal customers and constantly adding new ones is an advantage for businesses. Businesses give more importance to the distribution and promotion channels to reach more customers. For this reason, they started to shift their organizational talents to the marketing department and strengthened the marketing area (Klein, 2014).

The focus of modern marketing is the customer. The era of simply manufacturing and selling products is over. In order to stay in the market, businesses develop production, distribution and promotion channels in line with customer requests and demands. In the modern marketing approach, consumers can reach more markets and determine their product preferences. For businesses, customer satisfaction is important, not the product sales. In this understanding, where there is an intense competitive environment, it is important for the profitability of the business to satisfy the customers and make the sales in this direction. Various facts such as producing goods for customers' requests and needs, providing after-sales service, and availability of returns and replacements are critical for customers. Therefore, the

expression adopted by this understanding can be summarized as "The customer is always right" (Şahin and Demir, 2014).

With the increase in competition, the modern marketing concept has developed. In the modern marketing approach, the aim is to reach the end user. Product and marketing understanding are used as tools to reach the end user. Businesses produce their products in order to reach the customer and determine the distribution as well as the promotion channels in this direction (Jackson and Shaw, 2009).

Success of businesses in an intensely competitive environment is only possible with a modern marketing approach. In environments and markets where the competition is weak, businesses may adopt a production or sales approach. However, in environments and markets where the competition is intense, businesses develop marketing strategies in order to be superior than their competitors. The marketing understanding of businesses is important in determining their position in the market. Businesses that adopt a modern marketing approach, supply products in line with the wishes and needs of consumers, provide after-sales consultancy services, transmit information about the product to the customer, have return and replacement options, and most importantly, observe customer satisfaction, can achieve success in the market and increase their profits by highering their sales (Klein, 2014). Leading elements of the marketing understanding (approach) are presented below in Table 2.

Table 2: Leading Elements of the Marketing Understanding (Approach)

| Marketing Element | Feature (Characteristics) |
|---------------------------------------|---|
| Buyer Centered | Businesses need to determine what customers are demanding. Businesses should detect the desires and needs of consumers as well as presenting their products in this direction. |
| Integrated Marketing Effors | All activities of the business and marketing channels must act in harmony. It is important that the product, price, promotion and place (distribution channels) are organized in harmony with the marketing phenomenon. |
| Ensuring Customer Satisfaction | It is important to ensure customer satisfaction with the product and sales processes. Customer satisfaction must be ensured before, during and after the sale. In this way, more customers can be reached and loyal customers can increase. |

Source: Kotler, P. Çev. Bakkal, A. (2005) A' dan Z' ye Pazarlama, Mediacat, İstanbul.

Businesses need to use marketing talents effectively in order to increase their share in the sector. The more the goods put on the market by the business meet the demands of customers and the more customers are satisfied, the more successful the business has been (Islamoglu, 2005). The quality of the product put on the market by the enterprise, its ability to meet consumer needs, its competitiveness in the market, its clarity and suitability for sale are important in determining the marketing strategy. However, in today's global world, it is important for business success not to depend only on local markets. It is also important to improve the ability of selling goods and services all over the world. Within the scope of modern marketing understanding, it is significant for businesses to determine their marketing strategies according to the characteristics of the market in which they will launch their products (Bilge et al., 2009).

The important issue in modern marketing understanding (approach) is the repetition of the purchase. For this fact, businesses determine the consumption habits of individuals within the framework of this understanding (approach), segment the target audience, determine market conditions and integrate all their activities with marketing (Eroglu and Erdoğan, 2014). The starting point in the modern marketing approach is the market and process, which is initiated with the research of wishes as well as needs of consumers. Here, there is an integrated marketing understanding (approach) and the profit obtained in line with consumer satisfaction is targeted (Tekin et al., 2014). In addition, the issues that businesses consider about products and sales in the modern marketing understanding (approach) are listed as follows (Kotler, 2005):

- Determination of product/service types and planning of production organizations related to product types
- Determination of product/service features (characteristics)
- Determination of quality
- Making decisions to comply with national and international standards
- Warranty decisions
- Detection of accessories related to the product (for example, options such as air conditioning and sunroof in automobiles)
- Details of the packaging decision
- Determination of the labeling system
- Determination of product usage instructions
- Undertaking maintenance, repair and correction operations
- Determination of product technical features (characteristics)
- Organization of service issues (sales return acceptance, customer service, etc.)

It is significant in terms of customer satisfaction that businesses take into account the above-mentioned product and sales issues in addition to determining their marketing activities accordingly. It can be observed as a pre-marketing stage that businesses determine all the details about the product and inform the consumer about these details. The best approach towards customer during sales and the strengthening of after-sales services will increase customer satisfaction by ensuring that all marketing processes are carried out effectively (Güres, 2004).

In today's information society era, effective use of resources has become a necessity. A world perception has begun to emerge, in which environmental problems

are not ignored and depleting resources are drawn attention to. While this situation caused a change in the perception of consumers in the first step, the marketing understanding of the enterprises started to change as well (Güler, 2014:).

Businesses need to adapt to today's conditions in order to be successful. It is important to adapt to the environment in meeting consumer demands. The realization of production, sales and promotion activities within the framework of a sustainable environmental understanding is a requirement for a society-oriented marketing approach. Businesses need to use resources effectively, perform efficient production in line with consumer demands, and continue their activities in harmony with the environment. Carrying out activities in harmony with the environment and observing the benefit of society will increase the prestige of enterprise in the society. This situation will increase the recognition of the business by gaining the appreciation of the society (Garda, 2016).

It is important for businesses to carry out their activities in a society-oriented manner in terms of marketing understanding (approach). Especially today, businesses prefer to do marketing within the scope of social responsibility projects. Marketing activities carried out within the scope of social responsibility projects create awareness in the society. Such marketing activities both benefit the society and increase awareness of the businesses (Soysal, 201).

Marketing Mix in Business

The factors that make up the marketing mix have been classified in different ways by separate authors. The elements that are important in this marketing mix are expressed with 4Ps (Odabaşı, 2014). The components that make up the marketing mix are indicated as follows (Kotler, 2005):

- Product: The basic components that make up the product are expressed as quality, features, style, durability, brand image, warranty and packaging. Businesses have to determine their marketing strategies for each product they produce in the best way. Determining the general features of the product and detecting the market conditions where the product will be sold and conducting marketing activities accordingly are important for the marketing success.
- Price: Price is seen as a monetary expression of the value of goods or services. The sum that consumers have to bear in order to purchase the good or service is defined as the price of good or service. Price of the good or service is important in the effectiveness of marketing activities. Price is one of the most important components that consumers evaluate in their perceptions before purchasing a good or service. Whether the price is low or high is an important factor in consumers' purchase intentions. In market conditions where consumers can compare prices for the same product, price determination can be seen as a marketing strategy.
- Place: It is among the duties of distribution channels to deliver the produced goods to another producer or consumer. The efficient operation of distribution channels provides faster and more reliable transportation from producer to consumer. Reducing distribution costs within the framework of marketing activities is important for business profitability. For this reason, it is important for

marketing activities and distribution channels to carry out their activities in an integrated manner.

- Promotion: The reasons why promotional activities are so important in today's conditions are the increase in physical distance between customers and businesses, population density, expansion of markets as a result of income increase, more intense competition, greater distribution organizations, proliferation of intermediary institutions, differences in consumer needs and demands, raising the level of consciousness of the consumers, increasing the awareness of the clients, the consumer's search for superior quality and features, and the ability to compare prices on the same products.

The marketing mixes determined within the framework of marketing concept have changed formation as customer-oriented with the adoption of modern marketing concept. With the modern marketing understanding (approach), 4P has turned into 4C. Within the scope of modern marketing understanding (approach), customer satisfaction is prioritized and the components of marketing mix are determined according to customer perceptions. The equivalents of 4P elements in the 4C are as follows: (Garda, 2016:245).

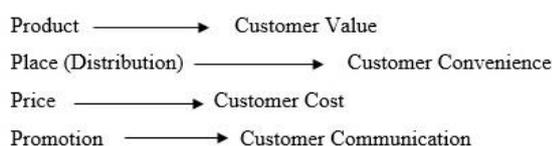


Figure 1. The Equivalents of 4P Elements in the 4C

Source: Garda, B. (2016). Bütünleşik Pazarlama İletişimi: Konya İli Örneği. Selçuk Üniversitesi Sosyal Bilimler Meslek Yüksek Okulu Dergisi, 19, 243-260.

The main point in the modern marketing approach is customer focus. Therefore, marketing mixes have also undergone this transformation. The product, which is at the beginning of the marketing mix, has gained qualification as the value offered to the customer with the modern marketing approach. Distribution channels, expressed as places, are transformed on the basis of being convenient to the customer and providing comfort to the client. The convenience of providing the customer with easy access to products and services and placing an order are evaluated within this scope. Price is defined as the cost of product to the customer. In the old marketing approach, the price determined by the enterprise in line with its costs and profit targets has been customer-oriented together with the modern marketing approach. The price is now determined by the customer, not the manufacturer. At the end of the marketing mix is the promotion. With the modern marketing approach, promotion is considered as a tool to maintain customer communication. In order to survive in an intensely competitive environment, businesses need to effectively continue their relations with customers. Advertising operations and campaigns will keep the opinions of customers towards the business dynamically.

III. Customer Purchase Process and the Effective Factors

The Consumer Concept

The individual who buys the goods or services produced by the enterprises in return for a price is called the customer. The consumer, on the other hand, is the person who consumes the product or benefits from the product, even though he/he does not pay the price of products manufactured by the enterprises. According to modern marketing, the customer is defined as the person who buys the goods or services or the person who has the potential to purchase the goods and services (Yağcı and İlarıslan, 2011).

The consumer is seen as an individual who consumes the product or benefits from the product, determines the position of products or services in the market conditions, and provides significant support to the enterprises in reaching their targets, whether or not they buy the goods or services that the enterprises have put on the market. The history of the concept of consumer begins with commerce. With the beginning of trade in history, the concept of consumer has emerged as a natural outcome of buying and selling activities (Solomon, 2014).

Consumer Purchasing Process

Consumers are affected by many factors before and during the purchase of goods or services. Thus, the consumer buying process is quite critical. In this section of the research, the factors affecting the purchasing process of consumers are discussed. There are many factors that affect the structure of the decision-making process of consumers. However, the most important ones are listed as follows (Dal and Erođlu, 2005):

- Situational Effects
- Levels of Consumer Decision Making
- High and Low Level of Interest

Consumers' purchase intentions can be affected by the current situation they are in. The decision-making processes of consumers in a certain environment at a certain time period may differ. Situational effects are listed in Table 3 below.

Table 3: Situational Effects

| Effects | Qualification (Characteristics) |
|------------------------------|--|
| Physical Factors | These are the factors that affect human senses. Sound, odor, noise level and lighting can be shown as examples. In particular, the physical characteristics of the store environment are effective in the purchasing process of individuals. |
| Social Environment | Individuals are affected by their social environment in the purchasing process. Consumption decisions may change in order to be part of a group or to adapt to the circle of friends. |
| Time | Important times such as the month and week that the consumers are in are effective in the consumption processes. |
| Aim | It is important why the product to be gathered is purchased. Personal or gift purchase processes differ. |
| Emotional State | The emotional state of the person is effective in the purchasing process. |
| Facilitating Elements | Facilitating factors can play an important role in the purchase decision of consumer. For example, the availability of price, time or place may be effective. |

Source: Kabakçı, S., 2001. Tüketici Davranışlarını Etkileyen Bir Faktör Olarak Yaşam Tarzı: Çukurova Üniversitesi'nde Okuyan Kız Öğrencilerin Yaşam Tarzı Tiplerinin Belirlenmesine Yönelik Bir Araştırma, Çukurova Üniversitesi Sosyal Bilimler Enstitüsü İşletme Anabilim Dalı, Yüksek Lisans Tezi, Adana.

Individuals do not always act in the same way concerning their purchasing decisions. There may be many factors that affect the purchasing decisions of consumers (Odabaşı and Barış, 2003). Consumers' purchasing decisions may be due to their current situation, time or old habits. A period when consumers are under the influence of their decision-making levels can be effective (Dal and Eroğlu, 2005). Concerning the decision-making levels; routine-problem solving behavior, limited problem-solving behavior and intense problem solving behavior are significant.

In regards to routine problem-solving behavior, consumers cannot give up their habits, especially in their purchasing behavior. It is very difficult to choose a new product instead of a product that is constantly bought and whose price is known. Here, the level of consumer decision making is highly affected by habits (Çabuk and Yagcı, 2003). For limited problem-solving behavior, the selection criteria for the consumer have begun to emerge. In particular, the consumer's dissatisfaction with the current product leads him to other products (Eryılmaz & Zengin, 2014). Concerning the intense problem-solving behavior, consumer shows the mentioned behavior especially for products that have a long and expensive lifespan. Consumer needs more information about the

product. At the same time, he/she tries to choose the most suitable and highest quality product by making intensive product comparisons (Taşkın, 2016).

Consumers may be at a high or low level of interest in their purchasing decisions. Low level of interest is when individuals have enough information about the product and make the purchase decision quickly. At the high level of interest, the consumer does not have enough information about the product. Consumers demand high information about the product they encounter. In line with the information obtained, he/she can perform a screening by comparing the product with others. Thus, the purchasing behavior is determined (Odabaşı and Barış, 2003).

Consumers can buy products to express themselves. The effects of various products on different individuals are not parallel. A product related to a person's culture, life or past may evoke the perception of a personal symbolic message. This will affect the person's purchasing preference (Kardeş et al., 2014). Some symbolic products purchased by consumers are provided in Table 4 below.

Table 4: The Leading Symbolic Messages provided by the Products Purchased

| | |
|--------------------------------------|---|
| Wealth, Power and Superiority | Many consumers may prefer expensive brands in the name of wealth and power. Especially as a part of popular culture, many consumers can choose a product just because it is expensive. |
| Youth | The purchasing behavior of consumers may differ due to youth. Young people may choose to shop by emulating the elderly or old people by emulating the young. |
| Sexual Attraction | Objects also have a sexual language. A pen, motorcycle, or a bed sheet can be feminine or masculine. |
| Creativity and Pleasure | Consumers can combine products according to their own tastes, especially in order to keep up with fashion. The choice of bags or shoes suitable for the outfit affects the purchasing preferences of the consumers. |
| Love (Liking) | The goods that consumers prefer in line with their living conditions can be a part of their love (liking). For example, according to the house planned by the individual, the choice of household goods may differ. |
| Loyalty | The purchased product may have caused the same feeling in the person since the past. For example, the perfume used by the person since childhood can be given as an example. |

Source: Orhan, İ. (2002). Satın Alınan Ürünlere İlişkin Duyguların Cinsiyet ve Cinsiyet Rollerini Bakımından İncelenmesi, Ankara Üniversitesi Sosyal Bilimler Enstitüsü Psikoloji Anabilim Dalı, Yüksek Lisans Tezi, Ankara.

Industrialists who want to respond to the unlimited demands of individuals in the globalizing world are constantly increasing. However, consumers consume most of the products manufactured. There is currently a state of excessive consumption in the world (Acar, 2000). Manufacturers have to appeal to consumers in order to sell the goods they produce. For this reason, marketing activities gain importance at the stage of determining the wishes and demands of consumers. In particular, determining when and how the consumer will buy goods and conducting marketing activities according to the psychology of the consumers are important for the success of business (Avçılar, 2008: 12).

Mandatory consumption occurs in two ways. These are basic and selective necessities. The basic necessities are the purchases that consumers make without giving importance to the brand. The consumer makes the purchase to meet his/her needs regardless of the brand. In selective necessities, the consumer can choose a brand (Xiang et al., 2015). Since the consumer does not make a choice in the basic necessities, the advertisements are also meaningless. For example, a consumer who wants to drink can buy the drink regardless of the brand. This situation causes the advertisements and marketing activities to lose their functionality. Advertisements take a more active role in selective necessities (Erdil and Uzun, 2009).

Consumption intention is the decision to buy. After the consumer's need and motivation, he/she makes the consumption decision. The factors affecting the consumption intention are as follows (Öztürk, 2002)

- Intensity of Needs
- Ensuring the Standards of Future Life
- Irreversibility in Consumption Intention
- Relationships in Personal Consumption Functions

Concerning intensity of needs, individuals make their final decisions for the products they want to buy. These needs may stem from basic needs or personal characteristics (Blain et. al., 200). In regards to ensuring the standards of future life, consumers can limit their consumption by considering their future expenditures. For example, when a civil servant receives his/her salary, he/she does not spend it all immediately. Some of the salary are kept for the future. This situation also has an effect on the supply-demand balance of the market. For irreversibility in consumption intention, consumers sometimes cannot give up their past habits. An individual who prefers a product due to the necessity of his/her economic and socio-cultural environment in the past may not give up on the current product even if his/her economic and socio-cultural environment changes over time. As an example for the relationships in personal consumption functions, when a new model or emerging fashion of a product comes out, an individual may want to buy a new product (Armağan and Gürsoy, 2011).

In the consumption culture, the party that dominates the market is the consumers. Consumers, as the rulers and directors of the market, guide the producers. Manufacturers focus on the goods that consumers desire and determine their competition methods accordingly. Competition conditions are determined entirely by the preferences of consumers (Akın et. al., 2009).

In the consumption culture, marketing activities are carried out especially through the mass media. In other words, consumption culture is further fueled by the mass media and advertisements. Manufacturers can sell some products by popularizing them in the media even if

individuals do not need them. Manufacturers reach masses through the mass media and advertisements, and can provide information about their products. Each information provided has an impact on the purchase intention of consumer. This situation can be shown among the most important features of consumption culture. Especially in the globalizing world, consumption culture is spreading rapidly (Öztürk, 2002).

Factors Affecting the Consumer Behaviors

There are many factors that affect the purchasing behavior of consumers. However, the factors that are thought to have the most impact on consumer purchase intention are categorized under three factors. These can be listed as personal, socio-cultural, economic and psychological factors (Levy, 2005).

Personal factors are very important in the consumer purchase intention. The most important factors affecting the purchasing status of consumers are classified under six factors. These are age, gender, job, education level, marital status and income level (Köseoğlu, 2002).

Age is one of the important factors affecting purchase intention. Ages of individuals have an impact on their purchasing decisions. While age is effective on the purchasing decision, it also makes a difference in the use of purchased product. Usage of consumption products such as clothes, food and furniture are directly proportional to the age of individuals (Köseoğlu, 2002). Manufacturers should well determine the age of customer base they are addressing. Changing socio-economic status depending on the age also has an effect on people's purchasing preferences (Çakmak, 2004). The fact that individuals in the same generation have similar cultural perceptions causes their consumption habits to be similar. The consumption demands of children, young or old individuals are different. Today, producers are aware of the different needs and demands of these masses and carry out their marketing activities accordingly (Back and Parks, 2003).

Gender is an important factor in the purchase intention. The product preferences of women and men are different from each other. Gender is also a significant purchasing criterion in all cultures. Many cultures have feminine and masculine expressions. This situation becomes important in consumption preferences (Orhan, 2002). Along with the changing world conditions, there have been changes in the consumer roles of men and women. The fact that woman, who was only perceived as a housewife formerly, but now started to take part in the business life has also caused a significant change in consumption habits. The fact that women in industrialized societies started to work and had economic power increased their expectations from the market. Women have started to make various demands from the market for their special needs. In addition, the fact that both men and women started to make joint decisions in home life also caused changes in consumption (Tek and Özgül, 2005). Due to the fact that home life is shared by men and women, household shopping has also begun to be done jointly. The basic needs of the home and needs for childcare are now taken not only by women, but also by men. This situation causes the consumed products to differentiate (Tosun, 2010). Product preferences of men and women also differ. While women approach with more emotional feelings when buying products, men seek ease of use. While

women focus more on brands or expensiveness, men tend to focus more on cheap and useful products (Ural and Perk, 2012).

Occupation (job) of individuals has an impact on their purchasing preferences as well. Occupation can increase or decrease individuals' interest in certain products. For example, purchasing preferences of managers and workers (employees) in an enterprise may differ from each other (Marangoz, 2007). Today, intense industrialization has led the white-collar group to come to the fore. The fact that white-collar class is more educated and their economic situation is good causes marketers to shift their focus in this direction. In today's consumption culture, creating and selling products that can meet the needs of white-collar individuals is seen as the main goal for producers (Özcan, 2010).

Education level also has an impact on consumers' purchase intentions too. As the level of education increases, the products demanded by people also increase. Today, the level of education is constantly increasing, and as a natural consequence of this, the variety of goods demanded increases (Atilgan et al., 2005). Depending on the level of education, consumers' purchasing and product-related knowledge levels also go up. The consumer has become more conscious. This affects the purchasing decision. Consumers determine their purchasing preferences by paying more attention to the features, quality, usefulness and price of the goods and via comparing them with other products in the market. The education level of consumers can also encourage them to learn more. This situation leads to more conscious consumers and has an impact on people's purchasing preferences (Köseoglu, 2002).

Marital status is effective on people's purchasing preferences as well. Whether people are married or single affects their purchasing intentions. The needs of single individuals and those of married are different from each other. Married individuals have more necessities and needs for the house. In addition, the consumption expenditures of people who have children are considerably higher than other individuals (Konecnik and Gartner, 2007). Today, the age of marriage is still advancing. Women's career goals also delay their marriage status. In addition, women are having children at a later age. This situation causes marketers to change their strategies. In today's business world, marketers have increased the advertisements for women who are married, have children and are career oriented (Köseoglu, 2002).

Income level is among the most important factors in consumer's purchase intention. Consumers determine their purchasing intentions based on their current income. Consumption expenditures of low-income individuals and high-income individuals are different from each other (Ural, 2009).

According to Engel's laws, there is a relationship between income and expenditure. According to this law, as the income level increases, the shares for all expenditures increase. Also, as the income level increases, the amount spent on food decreases proportionally compared to other expenditures (Kavas, 2004).

Socio-cultural factors are also important in consumers' purchase intentions. Socio-cultural factors affecting the consumer behavior are family, social class, groups and the culture. The family is influential on consumption preferences. The region where the family lives, the authoritarian structure of the family, the working status of the women in the family, family relations or the

people in the family affect the consumption preference. In addition, the roles assumed by family members are effective in purchasing preferences. The purchasing behavior of each individual in the family differs according to their position in the family (Öztürk et al., 2014). The purchasing behaviors of families may also differ according to the dominance of family members. Consumption expenditures according to the dominance of family members are non-accountability of family members in their purchasing preferences, presence of the dominant male, presence of the dominant woman and families where the purchasing decision is made jointly (Karafakıoğlu, 2005). Families have a certain position in the society. The position of the family in the society has an effect on consumption expenditures. The characteristics of the environment in which the family lives affect their expenditures. The position of family in the society can be determined by where they live, ownership of assets, contribution to the society, structure, fame and livelihood (Mert, 2001). The external environment is also important in the consumption expenditures of the family. Various stimuli from the external environment are effective in the family's purchasing preference. For example, several factors from the external environment can affect the decision of a family willing to buy a car. The social structure of the family is also effective on the purchase intention (Ural, 2009).

Social class also has an impact on people's purchasing preferences. Various factors such as the socio-cultural situation of individuals, income level, education level, value judgments, beliefs and traditional structures cause the society to be divided into classes. The classes of people are important in terms of consumption expenditures (Villerejo & Sanchez, 2005). The consumption habits of individuals belonging to different social classes are also different from each other. The various qualities that the social class brings to the person also change the nature of consumption expenditures. The fact that each social class has its own characteristics causes consumption to be determined in this direction. However, people who want to make changes in their social class primarily change their consumption expenditures. An individual who wants to rise from the lower class to the upper class tends to luxury consumption expenditures (Van Rier et al., 2005). Various factors are considered in order to determine social classes. These are the source and level of income, profession group, type and location of the individual's house and education level (Pappu, Quester and Cooksey, 2005). Marketers need to run advertising campaigns that will appeal to which social class they plan to sell their products to (Keller, 2008).

People take part in various groups throughout their lives. Various groups such as the family, school and work are effective in human life. Family is the first group of individual. Following this, there are groups of friends in the school and business life. The group of people in individuals' consumption preferences is important (Kwun and Oh, 2004). Individuals are especially interested in the brand preferred by the group. The person who buys the preferred brand of group sees himself/herself as a part of that group. This situation is important in the product preference of person (Köseoglu, 2002).

Culture also has an important place on the consumption habits of individuals. Individuals from different cultures may have separate consumption habits. Purchasing needs of people may vary according to the

society and culture they live in (Webster, 2000; Akin et. al., 2009).

Moreover, individuals want to make the best consumption with the assets they have. At the same time, individuals try to meet their needs by using their assets rationally. Budget can be seen as the most important factor affecting the purchasing behavior of individuals. Need-based or luxury consumption expenditures are closely related to individual's budget (Atılğan et. al., 2005). In post-modern societies, the need for commodities is psychological. Individuals buy commodities to satisfy themselves. However, the cost of the goods to be purchased becomes important for the person. The person considers psychological satisfaction and economic status. In addition to all these, the quality, durability and properties of the goods are also included in the evaluation process of consumer (Köseoglu, 2002).

Psychological factors are important in the purchasing behavior of consumers. These can be listed as motivation, perception, learning, beliefs and attitudes. If the consumer is constantly procuring a good from the same place, this indicates that the consumer is motivated (Karabacak, 1993). Customers attach importance to concepts such as sincerity and honesty where they buy. In addition, the diversity and quality of goods are important. Individuals want their needs to be fully met. For this reason, they prefer places that they have experienced before and that fully meet their needs. Consumers also want to be satisfied with the goods and services. This causes consumers to be motivated (Sağlam and Sağlam, 2016).

Perception is expressed as the individual's understanding of his/her environment through sense organs. It also shows the degree of emotional and cognitive perspective of the person (Odabaşı and Barış, 2003). Consumers try to detect signals from products. Features such as the characteristics, quality, durability and prestige of the products create a stimulating effect on the consumer. Consumers make the purchasing decision in line with the stimuli emitted by goods (Çabuk et al., 2014). Individuals are in an effort to learn about the product they want to buy. By learning about the various features of the product, they determine their purchasing behavior accordingly. Individuals can make comparisons between products by learning (Güney, 2000). The consumer, who wants to choose between products, first collects information about various products and evaluates this information in line with his/her own needs. The individual makes an evaluation via considering various criteria and as a result makes the purchase decision (Öztürk and Savaş, 2014).

The society and environment in which individuals live and the various information they have learned throughout their lives have an impact on their beliefs and attitudes. In other words, various situations and events that people are affected by throughout their lives affect their beliefs and attitudes (Orhan, 2002). Beliefs and attitudes of consumers enable the establishment of relationship between the goods and brands. Individuals determine their needs according to their beliefs and attitudes, and make the purchasing decision accordingly (Bülbül and Özoğlu, 2014).

Individuals are affected by many different factors such as the sound, smell and light throughout their lives. However, individuals make their decisions based on some factors, not all factors. People's perceptions focus

only on specific factors (Erdem, 2006). The concept of selectivity is a constantly evolving process of perception. With selectivity, individuals respond to some factors by acting selectively, rather than responding to all factors. This situation also affects the purchasing decisions of consumers. Various factors such as the sound, color, light and texture can cause different stimulating effects on each person. Some products attract people's attention and direct them to these products. Each product can be preferred by different people and can be effective on the purchasing decisions (Kara, 2015).

Media plays an important role in promoting products and services. Advertisements attract people's attention and direct people to these products. Particularly striking advertisement designs ensure the success of sellers (Bülbül et al., 2016). Target audience selection is also important in the advertisement design. Determining the target audience and preparing advertisements accordingly is a critical issue. Individuals perceive the advertisements directed to them and give their reactions accordingly. Good and remarkable advertising has an impact on consumers' purchasing intentions (Tosun, 2010).

The main purpose of advertising activities is to generate profit. However, making advertisements only for profit will weaken the success of advertisement. Here, it is especially important to create a brand perception in the mind of the consumer (Güney, 2000). Brand-based advertisements are especially important in terms of promotion. Highlighting brands in advertisements has an impact on consumers' purchasing decisions (Kara, 2015).

IV. The Paint Industry

Paint Industry Overview

The paint industry is basically divided into two groups. These are industrial paints and construction paints. Although definition and distinction are difficult in the paint industry, definitions are made based on the surface on which the paint will be applied. If it is necessary to control various parameters that will affect the current quality of work, as well as health, safety and environmental risks, this paint application is referred to as industrial paint in the literature. In industrial paint applications, the product to be painted is transported to the location where the paint will be made. However, if there is no inspection requirement in paint production and the paint is made at the location where the surface is, this is considered as the construction paint. In construction paint, the paint is delivered to the location where the surface to be painted is made (Tunçenç, 2015:26).

While construction paints are handled within a single section in the sector, industrial paints are divided into various sub-sectors. Explanations on these sectors are summarized below (Tunçenç, 2015):

- Vehicle paints are used for painting vehicles such as automobiles, commercial vehicles, motorcycles, trains, bicycles and airplanes. It is used both in the original painting process of vehicles, as well as in the assembly of various parts and painting of parts.
- General industrial paints, on the other hand, are applied on motorized agricultural vehicles, work and office equipment, durable consumer goods, machines, transformers, various metal goods, but generally metal products.

- Protective paints are generally used to perform the protection process. It is frequently applied to products that are exposed to various external environmental factors, especially on the exterior.

- Powder paints are used as paints brought to micron size. The production of micron paints is divided into a different branch from the paint industry. However, powder paints are often preferred in the industrial field. They are also demanded in the automobile industry, especially for exterior paints of automobiles.

- Auto repair paints are generally made for renewal purposes. Auto repair paints are preferred for cars that have been damaged or have a paint problem. These paints can preferably be used for the entire car or locally.

- Wood paints are generally classified as construction paints. Such paints are often used in building structures such as the wooden furniture and doors. In addition, wooden products are usually delivered to the location where the paint will be made.

- Marine paints are used to paint watercraft. Marine paints have more durable properties, especially because of the excessive wear caused by sea water.

- Coil paints are applied to flat metal products that are wrapped in bobbins after they are produced.

The World Paint Industry

When the world paint sector is analyzed, it is seen that industrial paints are consumed more than construction paints. However, the fact that industrial and construction paints are intertwined in many areas prevents a full distinction from being made. In addition to all these, industrial paints seem to have taken the largest share, as industrial paints are divided into various sub-sections. (Tuncgenç, 2015). Also, five of the world's top ten paint manufacturers are based in the United States (USA). Thus, it is possible to say that the USA has an important share in terms of production in the world paint industry.

Turkish Paint Industry

Actually, there is a lack of data due to the limited number of studies on the structure and size of Turkish paint industry. It is not possible to reach precise data about the real size of the paint industry in Turkey. On the other hand, in a study published in 2015, detailed data about the Turkish paint industry were presented by combining various sources (Tunçgenç, 2015). The mentioned data are presented below in Table 5. In Table 5, quantities and values of the Turkish paint market segments are presented for the year of 2015.

Table 5: Quantities and Values of the Turkish Paint Market Segments (Year 2015)

| Market Segment | Quantity (1.000 Tons) | % | Value (Million €) | % |
|---------------------------|-----------------------|--------------|-------------------|--------------|
| Construction Paints | 500 | 62,0 | 650 | 45,8 |
| Wood Paints | 100 | 12,4 | 150 | 10,6 |
| Powder Paints | 52 | 6,4 | 150 | 10,6 |
| Vehicle Paints | 34 | 4,2 | 105 | 7,4 |
| General Industrial Paints | 38 | 4,7 | 90 | 6,3 |
| Protective Paints | 25 | 3,1 | 70 | 4,9 |
| Auto Repair Paints | 15 | 1,9 | 68 | 4,8 |
| Coil Paints | 18 | 2,2 | 50 | 3,5 |
| Marine Paints | 15 | 1,9 | 65 | 4,6 |
| Other | 10 | 1,2 | 22 | 1,5 |
| Total | 807 | 100,0 | 1.420 | 100,0 |

Source: Tunçgenç, M. (2015). Türk Boya Sanayisi. AkzoNobel Kemipol AŞ Yayını, İzmir.

Paint Suppliers in Turkey

It was determined that approximately 600 companies were engaging in paint production in Turkey for the year of 2013. Also, 200.000 individuals were employed in these firms, while 20 of these corporations had been large-scaled. The rest of enterprises were mostly small-scaled companies with few employees. Information about the ten big paint companies producing in Turkey is provided below. As of 2013, the net sales of these companies were over 100 million TL (ISO, 2014).

- AkzoNobel Boya
- AkzoNobel Kemipol
- Axalta Boya Sistemleri
- BASF Boya
- Betek Boya
- DYO
- Frimpeks
- İBA Kimya
- Jotun Boya
- Kansai Altan Boya
- Kayalar Kimya
- Marshall Boya
- Polisan Boya
- PPG

Construction Paints Consumption in Turkey

The sector in which paint is used the most in Turkey is the construction industry. Especially in the last few years, after urban transformation implementations have gained momentum, paint consumption has a rapid increase. The continuous construction of new buildings due to urban transformation implementations in big cities increases the need for paint. In addition, paint consumption related to the renovation and repair of buildings is quite high. Furthermore, the arrival of several immigrants to Turkey and the increase in the need for housing higher the demand for paint at the same rate. Although the highest paint consumption in Turkish paint industry is in the construction industry, 85-90% of this consumption is used for building renovation and repair.

However, paint consumption in new buildings constitutes 10-15% of the share in construction paint (Bitlisli, 2014; Tunçgenç, 2015).

V. Data and Methodology

The aim of this research was to examine the consumers' preference of paint purchase from the viewpoint of individuals employed in the paint industry. The universe of the research consisted of personnel working in two different businesses operating in the paint sector. The total number of employees in the two enterprises was approximately 1.000. The sample calculation table of Yazıcıoğlu and Erdoğan (2004) was used to determine the required sample size.

Table 6: Sample Sizes for $\alpha= 0.05$

| Universe Size | ± 0,03 sampling error | | | ± 0,05 sampling error | | | ± 0,10 sampling error | | |
|---------------|-----------------------|----------------|----------------|-----------------------|----------------|----------------|-----------------------|----------------|----------------|
| | (d) | | | (d) | | | (d) | | |
| | p=0.5 q=0.5 | p=0.8 q=0.2 | p=0.3 q=0.7 | p=0.5 q=0.5 | p=0.8 q=0.2 | p=0.3 q=0.7 | p=0.5 q=0.5 | p=0.8 q=0.2 | p=0.3 q=0.7 |
| 100 | 92 | 87 | 90 | 80 | 71 | 77 | 49 | 38 | 45 |
| 500 | 341 | 289 | 321 | 217 | 165 | 196 | 81 | 55 | 70 |
| 750 | 441 | 358 | 409 | 254 | 185 | 226 | 85 | 57 | 73 |
| 1.000 | 516 | 406 | 473 | 278 | 198 | 244 | 88 | 58 | 75 |
| 2.500 | 748 | 537 | 660 | 333 | 224 | 286 | 93 | 60 | 78 |
| 5.000 | 880 | 601 | 760 | 357 | 234 | 303 | 94 | 61 | 79 |
| 10.000 | 964 | 639 | 823 | 370 | 240 | 313 | 95 | 61 | 80 |
| 25.000 | 1.023 | 665 | 865 | 378 | 244 | 319 | 96 | 61 | 80 |
| 50.000 | 1.045 | 674 | 881 | 381 | 245 | 321 | 96 | 61 | 81 |
| 100.000 | 1.056 | 678 | 888 | 383 | 245 | 322 | 96 | 61 | 81 |
| 1.000.000 | 1.066 | 682 | 896 | 384 | 246 | 323 | 96 | 61 | 81 |
| 100.000.000 | 1.067 | 683 | 896 | 384 | 245 | 323 | 96 | 61 | 81 |

Source: Yazıcıoğlu, Y. ve Erdoğan, S. (2004). Spss uygulamalı bilimsel araştırma yöntemleri. Ankara: Detay Yayıncılık, 50.

Based on the sample calculation table of Yazıcıoğlu and Erdoğan (2004), it was aimed to reach at least 278 individuals with a sampling error of 5%. In this context, the research questionnaire was distributed to 350 individuals and 330 responses were received. Since missing questions were observed and detected in 4 of the returned questionnaires, the study was carried out with 326 questionnaires. Thus, the final sample size of this study was 326.

Questionnaire form was used as the data collection tool. In the questionnaire, there were 5 questions about demographic characteristics, 17 questions about purchasing and usage behavior, and 29 questions about consumers' preferences for paint. The questions about purchasing and usage behaviors were gathered under 2 sub-titles and the 5-point Likert scale was preferred. The factors causing the need for paint consisted of 9 questions and the most frequently applied and most affected factors in the stage of collecting and evaluating information about paint before purchasing it consisted of 8 questions. The questions regarding the preferences of consumers concerning the paint were gathered under 4 sub-titles and again 5-point Likert scale was preferred. These sub-headings were considered as sub-dimensions of the scale. The scale was created by making use of Obuz's (2012) master's thesis. The validity and reliability tests of the scale was conducted by Obuz (2012). The results obtained regarding the reliability of the scale and factor analysis in this study are provided in Table 7 below.

Table 7: Reliability of the Scale and Factor Analysis

| | | Factor Loadings | Cronbach's Alpha |
|-------------------------------------|--|-----------------|------------------|
| Purchase Features Preference | 1. The paint being a known brand | 0,605 | 0,763 |
| | 2. The paint being purchased by order | 0,684 | |
| | 3. Quality of paint | 0,725 | |
| | 4. The paint being the product of a well-known company | 0,752 | |
| | 5. The paint having a warranty period | 0,741 | |
| | 6. The paint having an economical price | 0,731 | |
| | 7. Ease of purchasing and payment of the paint | 0,765 | |
| | 8. Sufficient after-sales delivery and service of the paint | 0,715 | |
| | 9. Making market research before purchasing the paint | 0,681 | |
| | 10. Paint having a quality certificate | 0,705 | |
| Usage Features Preference | 1. The paint is suitable for its intended use | 0,654 | 0,805 |
| | 2. The paint being compatible with the room in which it will be used | 0,685 | |
| | 3. The paint being a necessity | 0,684 | |
| | 4. The paint being suitable for human taste | 0,756 | |
| | 5. The paint being useful and durable | 0,715 | |
| | 6. The paint being made of easy-to-clean material | 0,763 | |

| | | | |
|--------------------------------------|---|-------|-------|
| | 7. The paint being made of durable material | 0,685 | |
| | 8. The paint bringing freshness to the room | 0,741 | |
| Choice of Decoration Features | 1. The paint having a nice color | 0,684 | 0,796 |
| | 2. The paint being fashionable | 0,752 | |
| | 3. The paint model (classic, modern) | 0,789 | |
| | 4. The paint being suitable for the style/model of its location and other items | 0,753 | |
| | 5. The paint matching the color of place and other items | 0,763 | |
| User Expectations | 1. The paint being suitable for the status of consumer and family | 0,685 | 0,791 |
| | 2. The paint being a favorable and liked one | 0,687 | |
| | 3. The paint being appropriate to the needs of family and members of the family | 0,691 | |
| | 4. The paint suiting the tastes of family and members of the family | 0,742 | |
| | 5. The paint bringing freshness and light to the room | 0,756 | |
| | 6. The paint not disturbing the consumer and harming his/her comfort | 0,732 | |

Source: SPSS 16 Software Output

When Cronbach's Alpha coefficients are examined, it is possible to say that the scale meets the reliability conditions. Because Cronbach's Alpha is expected to be at least 0,7. (Nunnally,1978). Data analysis of this research was run using the SPSS 16 package program. Descriptive statistics such as frequency, percentage, mean and standard error were presented for

the analysis of data. In addition, t test and ANOVA test were applied to test the relationships among the variables.

VI. Findings

The findings obtained within the scope of this research are provided in tables presented below.

Findings on Demographic Characteristics

Table 8: Findings on Gender

| | Frequency | % |
|---------------|-----------|-------|
| Female | 122 | 37,4 |
| Male | 204 | 62,6 |
| Total | 326 | 100,0 |

Source: SPSS 16 Software Output

37,4% of the participants were female and 62,6% were male.

Table 9: Findings on Age

| | Frequency | % |
|---------------------|-----------|-------|
| 20-29 | 61 | 18,7 |
| 30-39 | 143 | 43,9 |
| 40-49 | 102 | 31,3 |
| 50 and above | 20 | 6,1 |
| Total | 326 | 100,0 |

Source: SPSS 16 Software Output

18,7% of the participants were between the ages of 20-29, 43,9% were between the ages of 30-39, 31,3% were between the ages of 40-49 and 6,1% were 50 and over.

Table 10: Findings on Education Level

| | Frequency | % |
|-------------------------|-----------|-------|
| Associate Degree | 144 | 44,2 |
| Bachelor Degree | 162 | 49,7 |
| Graduate Degree | 20 | 6,1 |
| Total | 326 | 100,0 |

Source: SPSS 16 Software Output

44,2% of the participants had an associate degree, 49,7% had a bachelor degree and 6,1% had a graduate degree.

Table 11: Findings on Marital Status

| | Frequency | % |
|----------------|-----------|-------|
| Single | 102 | 31,3 |
| Married | 224 | 68,7 |
| Total | 326 | 100,0 |

Source: SPSS 16 Software Output

31.3% of the respondents were single and 68,7% were married.

Table 12: Findings on Income Level

| | Frequency | % |
|----------------------|-----------|-------|
| Minimum wage-3.000TL | 123 | 37,7 |
| 3.001TL-5.000TL | 182 | 55,8 |
| 5.001TL and above | 21 | 6,4 |
| Total | 326 | 100,0 |

Source: SPSS 16 Software Output

37,7% of the participants had an income level up to the minimum wage of 3.000TL, 55.8% had an income level between 3.001TL-5.000TL and 6.4% had an income level of 5.001TL or more.

Findings Regarding Purchasing and Usage Behaviors

Table 13: Findings Regarding Purchasing and Usage Behaviors

| | N | Minimum | Maximum | Mean | Standard Deviation |
|---|-----|---------|---------|------|--------------------|
| Factors affecting the need for paint | | | | | |
| 1. Aging of existing wall paint | 326 | 1 | 5 | 3,50 | ,934 |
| 2. To be out of date | | 1 | 5 | 2,30 | 1,042 |
| 3. Children's growth | 326 | 1 | 5 | 2,36 | ,991 |
| 4. Expansion of space | 326 | 1 | 5 | 2,99 | 1,064 |
| 5. Marriage | 326 | 1 | 5 | 3,75 | 1,026 |
| 6. Family | 326 | 1 | 5 | 2,07 | 1,156 |
| 7. Income increase | 326 | 1 | 5 | 2,50 | 1,013 |
| 8. Advertisements | 326 | 1 | 5 | 2,69 | 1,052 |
| 9. Cleaning | 326 | 1 | 5 | 3,74 | 1,042 |
| The most frequently used and most affected factors in the stage of collecting information and evaluating the paint before purchasing | | | | | |
| 1. Previous knowledge and experience | 326 | 2 | 5 | 4,01 | ,706 |
| 2. Related catalogs and brochures | 326 | 1 | 5 | 3,31 | 1,109 |
| 3. Advertisements | 326 | 1 | 5 | 3,50 | ,937 |
| 4. Written and visual media | 326 | 1 | 5 | 3,44 | 1,056 |
| 5. Friends/neighbors | 326 | 1 | 5 | 2,94 | ,975 |
| 6. Family | 326 | 1 | 5 | 3,31 | ,927 |
| 7. Internet | 326 | 1 | 5 | 2,87 | 1,061 |
| 8. Shop window | 326 | 1 | 5 | 3,06 | 1,038 |

Source: SPSS 16 Software Output

When the opinions of participants about the consumers' purchasing and usage behaviors were examined, it had been determined that the aging of

existing wall paint, marriage and cleaning factors were the most important factors in the emergence of need for paint. However, the most important factor affecting the purchasing preference of consumers had been determined as previous knowledge and experience.

Findings on Consumers' Preferences for Paint

Table 14: Findings on Consumers' Preferences for Paint

| | N | Minimum | Maximum | Mean | Standard Deviation |
|--|-----|---------|---------|------|--------------------|
| 1. Preference for purchasing properties in paint | | | | | |
| 1. The paint being a known brand | 326 | 1 | 5 | 3,34 | ,721 |
| 2. The paint being purchased by order | 326 | 1 | 5 | 3,35 | ,587 |
| 3. Quality of paint | 326 | 1 | 5 | 3,34 | ,734 |
| 4. The paint being the product of a well-known company | 326 | 1 | 5 | 3,44 | ,497 |
| 5. The paint having a warranty period | 326 | 1 | 5 | 3,19 | ,873 |
| 6. The paint having an economical price | 326 | 1 | 5 | 3,33 | ,471 |
| 7. Ease of purchasing and payment of the paint | 326 | 1 | 5 | 3,33 | ,571 |
| 8. Sufficient after-sales delivery and service of the paint | 326 | 1 | 5 | 3,06 | ,991 |
| 9. Making market research before purchasing the paint | 326 | 1 | 5 | 2,93 | ,996 |
| 10. Paint having a quality certificate | 326 | 1 | 5 | 3,23 | ,823 |
| 2. Preference for use properties in paint | | | | | |
| 1. The paint is suitable for its intended use | 326 | 1 | 5 | 3,22 | ,882 |
| 2. The paint being compatible with the room in which it will be used | 326 | 1 | 5 | 3,28 | ,881 |
| 3. The paint being a necessity | 326 | 1 | 5 | 3,25 | ,885 |
| 4. The paint being suitable for human taste | 326 | 1 | 5 | 3,20 | ,897 |
| 5. The paint being useful and durable | 326 | 1 | 5 | 3,33 | ,867 |
| 6. The paint being made of easy-to-clean material | 326 | 1 | 5 | 3,22 | ,864 |
| 7. The paint being made of durable material | 326 | 1 | 5 | 3,06 | ,915 |
| 8. The paint bringing freshness to the room | 326 | 1 | 5 | 3,19 | ,821 |
| 3. Preference for decoration properties in paint | | | | | |
| 1. The paint having a nice color | 326 | 1 | 5 | 3,31 | ,749 |

| | | | | | |
|---|-----|---|---|------|------|
| 2. The paint being fashionable | 326 | 1 | 5 | 3,23 | ,787 |
| 3. The paint model (classic, modern) | 326 | 1 | 5 | 3,20 | ,778 |
| 4. The paint being suitable for the style/model of its location and other items | 326 | 1 | 5 | 3,31 | ,749 |
| 5. The paint matching the color of place and other items | 326 | 1 | 5 | 3,45 | ,860 |
| 4. User expectations | | | | | |
| 1. The paint being suitable for the status of consumer and family | 326 | 1 | 5 | 3,31 | ,856 |
| 2. The paint being a favorable and liked one | 326 | 1 | 5 | 3,24 | ,896 |
| 3. The paint being appropriate to the needs of family and members of the family | 326 | 1 | 5 | 3,18 | ,813 |
| 4. The paint suiting the tastes of family and members of the family | 326 | 1 | 5 | 3,31 | ,796 |
| 5. The paint bringing freshness and light to the room | 326 | 1 | 5 | 3,34 | ,686 |
| 6. The paint not disturbing the consumer and harming his/her comfort | 326 | 1 | 5 | 3,43 | ,520 |

Source: SPSS 16 Software Output

When the factors affecting the paint preferences of consumers were examined, it was observed that the averages had been generally above 3. On the other hand, the average of "Making market research before purchasing the paint" was below 3. This showed that consumers did not frequently make market research before purchasing the paint.

Table 15: t-test on Consumers' Preferences for Paint by Gender

| | | Average | t | p |
|--|--------|---------|-------|-------|
| Preference for purchasing properties in paint | Female | 3,17 | 2,152 | 0,032 |
| | Male | 3,92 | | |
| Preference for use properties in paint | Female | 3,17 | 1,123 | 0,262 |
| | Male | 3,24 | | |
| Preference for decoration properties in paint | Female | 3,23 | 1,768 | 0,078 |
| | Male | 3,25 | | |
| User expectations | Female | 3,23 | 1,917 | 0,056 |
| | Male | 3,34 | | |

Source: SPSS 16 Software Output

When the relationship between gender and consumers' paint preferences was examined, it had been observed that there was no significant difference among the preference for use properties in paint, decoration properties in paint, user expectations and gender ($p > 0.05$), while there was a significant relationship between gender and preference for purchasing properties in paint ($p < 0.05$). Men's perception of purchasing preference in paint was found to be higher than that of women. Men gave more importance to purchasing properties (characteristics) in their paint preferences than women based on the research.

Table 16: ANOVA Test on Consumers' Preferences for Paint by Age

| | | Average | F | p |
|--|--------------|---------|-------|-------|
| Preference for purchasing properties in paint | 20-29 | 2,90 | 4,660 | 0,000 |
| | 30-39 | 3,23 | | |
| | 40-49 | 3,39 | | |
| | 50 and above | 3,73 | | |
| Preference for use properties in paint | 20-29 | 2,94 | 5,432 | 0,000 |
| | 30-39 | 3,18 | | |
| | 40-49 | 3,33 | | |
| | 50 and above | 3,70 | | |
| Preference for decoration properties in paint | 20-29 | 3,00 | 4,840 | 0,000 |
| | 30-39 | 3,28 | | |
| | 40-49 | 3,43 | | |
| | 50 and above | 3,62 | | |
| User expectations | 20-29 | 3,00 | 5,344 | 0,000 |
| | 30-39 | 3,28 | | |
| | 40-49 | 3,42 | | |
| | 50 and above | 3,75 | | |

Source: SPSS 16 Software Output

When the relationship between age and consumers' paint preferences was examined, it is found that there had been a significant difference between preference for use properties in paint, preference for decoration properties in paint and user expectations ($p < 0.05$). According to the Tukey test result, which is one of the Post Hoc tests, the perceptions of 50 and older individuals' preference for purchasing properties in paint,

preference for use properties in paint, preference for decoration properties in paint and user expectations perceptions were higher than those of younger individuals. This shows that older people considered more factors in their paint preferences.

Table 17: ANOVA Test on Consumers' Preferences for Paint by Education Level

| | | Average | F | p |
|---|------------------|---------|-------|-------|
| Preference for purchasing properties in paint | Associate Degree | 3,02 | 1,521 | 0,190 |
| | Bachelor Degree | 3,12 | | |
| | Graduate Degree | 2,95 | | |
| Preference for use properties in paint | Associate Degree | 3,23 | 1,746 | 0,176 |
| | Bachelor Degree | 3,24 | | |
| | Graduate Degree | 2,98 | | |
| Preference for decoration properties in paint | Associate Degree | 3,27 | 1,432 | 0,221 |
| | Bachelor Degree | 3,36 | | |
| | Graduate Degree | 3,13 | | |
| User expectations | Associate Degree | 3,30 | 1,308 | 0,292 |
| | Bachelor Degree | 3,35 | | |
| | Graduate Degree | 3,04 | | |

Source: SPSS 16 Software Output

When the relationship between education level and consumers' preferences for paint was examined, it had been detected that there was no significant difference between the preference for purchasing properties (features) in paint, preference for use properties in paint, preference for decoration properties in paint, and user expectations based on the education level ($p > 0.05$). In other words, educational status of individuals was not an effective factor on paint preferences.

Table 18: t-test on Consumers' Preferences for Paint by Marital Status

| | | Average | t | p |
|---|---------|---------|-------|-------|
| Preference for purchasing properties in paint | Single | 2,89 | 8,085 | 0,000 |
| | Married | 3,31 | | |
| Preference for use properties in paint | Single | 2,93 | 6,399 | 0,000 |
| | Married | 3,35 | | |
| Preference for decoration properties in paint | Single | 2,98 | 7,979 | 0,000 |
| | Married | 3,45 | | |
| User expectations | Single | 2,97 | 6,031 | 0,000 |
| | Married | 3,45 | | |

Source: SPSS 16 Software Output

When the relationship between marital status and consumers' paint preferences was examined, it had been observed that there was a significant difference in preference for purchasing properties in paint, preference of use properties in paint, preference for decoration properties in paint and user expectations according to marital status ($p < 0.05$). Married individuals' preference for purchasing properties in paint, preference for use properties in paint, preference for decoration properties in paint, and user expectations perceptions were higher than those of single individuals. Married individuals considered more factors in their paint preferences than single individuals.

Table 19: ANOVA Test on Consumers' Preferences for Paint by Income Level

| | | Average | F | p |
|---|----------------------|---------|-------|-------|
| Preference for purchasing properties in paint | minimum wage-3.000TL | 3,16 | 6,129 | 0,000 |
| | 3.001TL-5.000TL | 3,25 | | |
| | 5.001TL and above | 3,70 | | |
| Preference for use properties in paint | minimum wage-3.000TL | 3,14 | 6,231 | 0,000 |
| | 3.001TL-5.000TL | 3,23 | | |
| | 5.001TL and above | 3,62 | | |
| Preference for decoration properties in paint | minimum wage-3.000TL | 3,24 | 7,598 | 0,000 |
| | 3.001TL-5.000TL | 3,29 | | |
| | 5.001TL and above | 3,72 | | |
| User expectations | minimum wage-3.000TL | 3,22 | 5,631 | 0,000 |
| | 3.001TL-5.000TL | 3,31 | | |
| | 5.001TL and above | 3,71 | | |

Source: SPSS 16 Software Output

When the relationship between income level (status) and consumers' paint preferences was examined, it had been found that there was a significant difference in preference for purchasing properties in paint, preference for use properties in paint, preference for decoration properties in paint and user expectations according to income level (status) ($p < 0.05$). According to the results of Tukey test, one of the Post Hoc tests, individuals with an income of 5.001TL or more had higher perceptions of purchasing properties in paint, use properties in paint, decoration properties in paint, and user expectations compared to other individuals. This showed that, individuals with a higher income considered more factors in their paint preferences.

VII. Conclusion and Recommendations

With the development of technologies and globalization, there are more businesses and product types in the market. This situation both obliges businesses to develop their marketing strategies and affects the purchasing behavior of consumers. The fact that there are many products in the market that will meet the same need makes it necessary for consumers to make choices. Consumers consider many factors in their purchasing

preferences. It is important to determine the factors that affect the purchasing preferences of consumers and to develop marketing strategies based on these factors. In this research, the purchasing preferences of consumers in the Turkish paint industry were examined for the year of 2017.

Based on research findings, 37,4% of the respondents were female and 62,6% were male. 18,7% of the participants were between the ages of 20-29, 43,9% were between the ages of 30-39, 31,3% were between the ages of 40-49 and 6,1% were 50 and over. 44,2% of the participants had an associate degree, 49,7% had an undergraduate degree and 6,1% had a graduate degree. 31,3% of the respondents were single and 68,7% were married. 37,7% of the participants had an income up to the minimum wage of 3.000TL, 55,8% between 3.001TL-5.000TL and 6,4% had an income of 5.001TL or more.

When the opinions of the participants about the purchasing and usage behaviors of the consumers were examined, it was determined that the aging of existing wall paint, marriage and cleaning factors were the most important factors in the emergence of the need for paint. However, the most important factor affecting the purchasing choice of consumers was determined as previous knowledge and experience. It was also determined that consumers do not frequently conduct market research before choosing the paint.

Examining the relationship between gender and consumers' paint preferences, it was observed that there had been no significant difference among the preference for use properties in paint, decoration properties in paint, user expectations and gender ($p > 0.05$), while there had been a significant relationship between gender and preference for purchasing properties in paint ($p < 0.05$). Men's perception of purchasing preference in paint was found to be higher than that of women. Men were giving more importance to purchasing properties (characteristics) in their paint preferences than women based on the research.

Investigating the relationship between age and consumers' paint preferences, it was found that there had been a significant difference between preference for use properties in paint, preference for decoration properties in paint and user expectations ($p < 0.05$). According to the Tukey test result, which is one of the Post Hoc tests, the perceptions of 50 and older individuals' preference for purchasing properties in paint, preference for use properties in paint, preference for decoration properties in paint and user expectations perceptions had been higher than those of younger individuals. This showed that older people considered more factors in their paint preferences.

Analyzing the relationship between education level and consumers' preferences for paint, it was found that there been no significant difference between the preference for purchasing properties (features) in paint, preference for use properties in paint, preference for decoration properties in paint, and user expectations based on the education level ($p > 0.05$). In other words, educational status of individuals had not been an effective factor on paint preferences.

Monitoring the relationship between marital status and consumers' paint preferences, it was observed that there had been a significant difference in preference for purchasing properties in paint, preference for use properties in paint, preference for decoration properties in paint and user expectations according to marital status ($p < 0.05$). Married individuals' preference for purchasing properties in paint, preference for use properties in paint,

preference for decoration properties in paint, and user expectations perceptions had been higher than those of single individuals. Married individuals were considering more factors in their paint preferences than single individuals.

Concentrating on the relationship between income level (status) and consumers' paint preferences, it was found that there had been a significant difference in preference for purchasing properties in paint, preference for use properties in paint, preference for decoration properties in paint and user expectations according to income level (status) ($p < 0.05$). According to the results of Tukey test, one of the Post Hoc tests, individuals with an income of 5.001TL or more had higher perceptions of purchasing properties in paint, use properties in paint, decoration properties in paint, and user expectations compared to other individuals. This showed that, individuals with a higher income were considering more factors in their paint preferences.

The research presented critical findings. It had been determined that many factors were effective in the paint preferences of older, married and high income individuals. On the other hand; young, single and low-income individuals were considering less factors in their paint preferences. In addition, it was found that men were considering features such as the price and quality more than women in their purchasing preferences.

Finally, this study provides some recommendations for future studies. Paint advertisements can be prepared by concentrating on the factors mentioned in research that are effective in paint preferences of consumers. Also, businesses can prioritize cleanliness and innovation in their paint marketing strategies. This research was run only on paint industry employees. In future studies, comparisons can be made by running the research on paint consumers. Plus, only the questionnaire methodology (technique) was utilized in this study. Future studies can take advantage of both the quantitative and qualitative methods (techniques).

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