A Research on Consumer Behaviour: Konya Sample

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As one of the important part of our modern management understanding, providing customers' desire and needs and to understand irrational behaviors, attitudes that can adapt changing and developing environmental conditions thoroughly make their existence felt. From this point of view, for a business, it doesn't matter from which sector it exists, concepts that show postmodern quality like consumer behavior became a powerful competitive tool by becoming a essential value. In fact, recently it has been mentioned how much and from which dimension consumers are affected from different factors. In this respect, from the perspective of increasing competition and technologic movements, the study that consumers decisions parameters are tried to be brought to light, the questions like how deciding process occurs, what are the steps of process and according to which factors the reasons in consumers mind during the decision process forms, will try to be answered by analysing the collected data.

Keywords: consumption, consumer, consumer deciding process

Introduction

People who are marketing, to be able to identify the target market, to develop marketing strategies suitable to the target market, to predict the future of market and in the name of giving the right decisions about marketing combination, need to know the needs and behaviors of consumers desires (İslamoğlu, 1999). Consumer behaviors are situations that end up with purchasing or not, as the result of forming the individuals and society's desire and needs by insight or oversight factors. Consumer behavior is identified as a process to supply the needs and desires of individuals or groups, to purchase according to their choice, their decisions to use or give away their goods and other activities related to these (Solomon, 1996). In this regard, in the name of predicting consumer's purchasing behavior, the purchasing moment and after purchase attitudes needed to be observed carefully and rated with environmental factors. There are so many factors that affect consumers' purchasing process. In some cases, even the consumers themselves cannot explain the reason of their behaviors (Mucuk, 2006). In the process, consumer who passes several levels evaluates the choices and is able to decide to buy or leave the product he/she has chosen and passes another one.

Consumers start purchasing process by identifying the desire and need. Consumer, after this stage, will focus on the products that affect perception positively during the collecting data stage, finding it suitable for previous experiences and opinions about the brand, uncomplicated stimulus and enough to supply consumer's

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needs (Asseel, 2004). It is seen that consumers show routine or non-routine behaviors. Some of the consumers will not enter the data collecting process by showing routine behaviors. Consumers who purchase in routine level might have bought the product that they will buy before but to be in tendency to choose from different brands (Kotler & Armstrong, 1996). These consumers will ignore the process and decide fast.

Our study devoted to analyzing consumer's purchasing decision process consists three parts. In the first part, basic concepts related with consumer purchasing behavior and consumer purchasing decision process are explained. In the second part, our area study related with consumers purchasing decision process analysis appears. In the third part, the results of our qualitative study and suggestions appear.

Conceptual Frame

Consumption

Using inadequate resources effectively and fruitfully lies on the base of economy. As the resources are inadequate, people should consume how much they need. For this reason, the answer of the question if our requirements will be supplied fully or not should be given. However, as the consumption concept will be formed by consumer attitude and behavior, because of the consumer's social, cultural, economical, and psychological differences, the consumption fact started to become different. According to Solomon and his friends (1999) who study the consumer behaviors, consumers usually buy goods because of the meanings they have rather than their main features. Consumption fact forms with the meanings that consumer loads before the purchasing behavior occurs, with the purchasing and after it.

Consumer

Individuals who buy "marketing components" to provide their personal requirements, desires, and needs or have the ability to buy are called consumer (Tek & Özgül, 2013). The concept of buying, in modern understanding, is expressed as buying or renting but consumer concept was examined and said that the individual who demands to buy the product, who buys and benefits by using it can be different.

In this regard, consumer is the one who consumes; user is the one who benefits from it; purchaser, on the other side, is the person who is willing to pay for it.

Consumer Behaviors

Consumer behavior deals with basic topics such as why individuals choose a product, which brands they emphasize, what kind of stores they do shopping. Also socio-cultural features like culture, social classes, belief, and attitudes affect the consumer behavior (Karafakıoğlu, 2012a).

Factors Determining Consumer Behaviors

Consumer behaviors are examined under two headlines as personal and interpersonal (Boone & Kurtz, 2013). Personal factors that affect consumer behavior according to Odabaşı and Barış (2014):

- learning and memory;
- motivation and involvement;
- sense and perception;
- attitudes, changing attitudes and emotions;
- personality and individualism;
- values and life style.

Personal factors that identify consumer behaviors in other words occupation, economical conditions, life

style (psychographic) and personality (Tek, 1999; Ünüsan & Sezgin, 2007) are listed like this and psychological factors are separated. Interpersonal factors that affect consumer behaviors are: cultural, social, and family (Boone & Kurtz, 2013), reference groups factors are separated (Karafakıoğlu, 2012b).

The Stages of Consumer Behavior Process

The process of consumer decision forms by the effect of personal and interpersonal factors. When both personal and interpersonal factors are evaluated together, it is seen that this process occurs in six different stages. Consumer, in this regard, is in the position of problem solver and decision giver. In the first step, he/she identifies the problem, in the second step does the research namely collects the data and in the third step evaluates the alternatives. In this stage, consumer is under the effect of “marketing stimulant” and “environmental stimulant”. Information conveys to consumer’s “black box”. According to Akın (1998), this condition is a stimulant-reflection model. The data that are collected in this black box are converted into purchase decision. In the fifth stage, purchasing occurs; the last stage is the evaluating stage that consumer does after buying the product.

Figure 1. The stages of consumer behavior process.

Consumer Purchasing Decision Process

Deciding process is a process to enlighten operationally how consumer buys the product. At the same time, it explains from motivational way why consumer buys.

Consumer Purchasing Decision Process Approaches

When consumer purchasing decision process is examined, it is known that there are quite a lot models and approaches. Some of them are:

- (1) problem solving model;
- (2) AIDA model;
- (3) hierarchy of impressions model;
- (4) accepting the innovations model (Odabaşı & Barış, 2014).

However, when managements are examining consumer behaviors and trying to understand, they benefit from these models (Tek & Özgül, 2013):

- (1) factual or actual model;
- (2) logical model;
- (3) theoretic model.

In implementation part of our study when research questions are formed, these models are explained below.

Factual Model

This model simulates the consumer’s mental and emotional situation who is in purchasing decision process. The other name for this model is phenomenology that means factual science. Phenomenology is a model that looks for the answer of question “what is the reality?” and the base of approach includes personal experiences (Göçer, 2013). In this model, consumer is aware of the problem and actualizes finding out

information. When evaluating, the options intends to buy and buys. After buying, satisfaction or dissatisfaction happens. Satisfaction is the sign of well-directed process. But dissatisfaction creates three models (Day, 1977).

These are being non-reaction, assertion, forming reaction.

Logical Model

This model is to make a chart by asking questions to consumer's possible decisions in the process of purchasing or searching the answers of marketers to these questions. This model doesn't investigate the previous experiences but sees the purchasing individuals as problem solvers. In this regard, consumer who requires the product by his problem solver role is the deciding one about product, price, amount, place, time, seller, implementer, paying type. At the moment of decision and before it, marketing components, socio-cultural factors, and personal motivations are effective.

Theoretic Model

Theoretical model in most of the sources appears as "eclectic approach" or "detailed behavior models". According to Turkish Language Society (www.tdk.gov.tr/index), eclectic means "selecting, namely according to this model consumers get involved in purchasing decision process behave eclectic according to behaviorist features".

There are three theoretic model (Engel, Blackwell, & Miniard, 1990): (1) Nicosia model, (2) Engel, Kollat, and Blackwell model, (3) Howart-Sheth model.

According to Nicosia model, management should have a good communication information and by this ability should send right messages to consumer. Consumer will develop an attitude by commenting these messages with his equipment.

According to Engel, Kollat, and Blackwell model, consumer behavior is based. This model occurs in four parts (Tek & Özgül, 2013). These are: data processing, central control, decision, and outcomes. First stage is to process data that consumer perceives and sources some in control of the management and some are out of control like friends' recommendations. These data make sense in the second stage by consumer. While making sense, it is evaluated by consumer's previous experiences about that product or brand and psychological factors like consumer's behaviors (Khan, 2006). The third stage is decision stage; consumer buys according to data he acquired. In the last stage, environmental factors in decision stage continues.

According to Howard-Steth model, consumer inspires from the "learning model" during purchasing process. This model also occurs from four stages. The first stage is input factors like brand, product, price, quality, availability, service. The second stage is out factors that affect purchasing decision process. The third stage is consumers involvement by required information. The fourth stage is perception, attitude, intention, and purchasing factors.

An Area Study Concerning Consumer Purchasing Decision Process: Getting Car Users Window Filtered Their Vehicles

In our study as a data collecting technique, one of the qualitative techniques "interviewing deeply face to face" was chosen. As our study's application subject is car users putting window film on their cars, choosing managements in Konya running this business is important for availability. When companies in window film business and companies have business with another sector indeed but serve in this field included in our study, rapid results were taken. Firstly about 20 examples were identified on the system. For each business, an

appointment was taken by telephone. Initially, the purpose, the importance, and the content of studying were determined. Later, it was decided how long the meeting would take, how many questions to ask, and what kind of questions to ask. And our meeting demand was met with pleasure by 20 business authorities. Interview happened face to face by questions and answers on the appointed day and hour. Interview was limited at most 40 minutes so corporation of authorities was implemented easily. Interviews were done separately in six by two different groups. Twenty-one questions were asked to authorities to collect data and they were recorded in written form.

The questions asked are below:

- (1) Do you think that your customers who demand window film search about this and have information before?
- (2) From which sources they collect the data?
- (3) Do you ask your customers for what reason they demand window film?
- (4) While your customers who demand window film are deciding to purchase, especially which feature of the product do they concentrate on?
- (5) What is your customer profile?
- (6) How many competitors have you got in your service field?
- (7) Do you offer range of products according to their aim of usage to your customers who demand window film?
- (8) Do you think that your customers who demand window film want it for health reason to protect from intense sunshine? Can you give the rate?
- (9) Do your customers who demand window film want make their vehicle more esthetic? Can you give rate?
- (10) Do your customers who demand window film want it for security reasons? Can you give rate?
- (11) Do your customers who demand window film want it because of wannabe or envy (snobbism)? Can you give rate?
- (12) Do your customers who demand window film want it because they want to use their vehicle for commercial reasons?
- (13) What are your opinions about your customers who demand window film that they choose according to “factual model” namely inner or outer need effects?
- (14) What are your opinions about your customers who demand window film in purchasing decision process that decide according to “logical model” namely product, brand, amount, time, place, seller, and paying conditions?
- (15) What are your opinions about your customers who demand window film in purchasing decision process that prefer according to “theoretic model” namely brochure, advertisement (internet and ads on websites) or friend recommendation effects?
- (16) Is your customers’ reason to demand window film personal or institutional? Can you give rate?
- (17) What are the additional benefits that your customers who demand window film will get from this product?
- (18) How many different brands are there in this product? Local and foreign. Among these which ones do you recommend to your customers?
- (19) Are there differences among brands that will affect your customers’ purchasing decision process?

(20) Can we learn the feedbacks you get from your customers, positive or negative, complaint or thanks?

(21) On some new generation cars, there are three back windows darkened; do your customers who already have standard darkened windows demand window film application? If yes, why?

We get these data after our interviews with 20 different management and their authorities:

There are already several brands in use some of which have low prices but don't guarantee the time mentioned. For this reason to increase customer satisfaction in the name of not compensating from our quality by giving detailed info we ask our customers to search. If their final decision is close to our guidance, we apply the window film on their cars. On the application to the side and back windows, we use window films that will isolate harmful sunlight and keep security. The window films we use are in different tones; lighter or darker options, we apply what our customer prefers. We are more sensitive for the front window; we especially recommend Ray-ban brand that is transparent. However, we live the decision to customers. Whatever its brand is at the moment of crash filmed windows don't scatter but others do. Our customers are not well-informed about the quality and the additional benefits of window film but they are coming us by investigating their price according to their brands.

Customer profile generally includes businessmen, academics, bureaucrats, bankers, represents and employees and their families that their occupation needs to be secret. Our customers who have their windows filmed are people who have normal or above income level and also their educational, social, and cultural levels are quite high. Most of our customers are male but nowadays our female customers' number also increased. We ourselves also investigated its reason. Women drivers don't want to be disturbed in traffic; they don't want to be seen. Mothers want to nurse their babies in their car; women who have skin problems don't want to be exposed to sun light, ones who see it on their friends' cars wannabe...etc. Men, besides, prefer this product because of esthetics, protecting from sun and not to decipher the special life.

Besides the window film is preferred on high-end market cars, it is also preferred on commercial vehicles to keep safe the goods carried in these cars. It is also preferred on tractor and buses to save fuel oil, to save the heat inside the vehicle and to protect from sunlight. Customers who prefer brand new high-end market cars have their vehicles filmed in dealer where they buy but customers who buy second hand car give their final decision by doing detailed market research. Their data are brochures, internet field, friend recommendation and speeches made with sales assistants.

Result and Suggestions

Application of window film on vehicles is an increasing trend. Especially on globalization process as consuming has become consuming society activity rather than an activity that takes place when needed, customers socio-cultural and psychological motivation in this topic is triggered. In our study, the basic reason to investigate deeply is to find out according to which theory consumers decide and to reach extensive data.

In the light of findings, it is discovered that 70% of customers who have window film investigates have the idea from the people who work in this sector, also have information from internet but 30 % buy without investigating.

Although the final decision of buying window film doesn't belong to women, 20% of women were seen to have window film for one or another reason. This percentage among men is 80%. At the same time, it is seen that men are independent on decision process and effective on their wives decision process.

Table 1

Consumers' Investigation Before Purchasing the Products They Demand

Inquisitors	Non inquisitors
70%	30%

Table 2

Rate of Customers Who Demand the Product According to Gender

Female	Male
20%	80%

While it is mostly seen that private cars, for the aim of their usage, are demanded to have window films, it is observed that usage of window film increased on institutional usage because of security, saving and human and product health. Especially after terror events occurred in our country and world, companies started to apply this product to shuttles and transport vehicles.

Table 3

According to Products Usage

Personal	Institutional
70%	30%

When the customers who demand window film socio-economical structure investigated, it is seen that customers who have high-end market, brand new cars demand window film while they are buying it; commercial vehicles demand window film when it is needed.

Table 4

According to Products Usage

Private car		Commercial car	Commercial vehicle	Bus	Tractor
High class	Middle class				
52%	12%	10%	20%	5%	1%

While buying the product, its price, guarantee period, extend, quality and light, medium, dark tones esthetics are effective on purchasing behavior.

Table 5

Decisive Effects Before Consumer's Purchasing Behavior

Price	Guarantee	Quality	Esthetics
52%	12%	15%	21%

The reason why consumers buy window film is classified in six groups. In the first group, there are the ones who buy it for security reasons; these are the people who are afraid of their side and back windows to be broken or crashed, employees whose job needs secrecy, and ones who are bothered with sunlight during their driving. In the second group, there are consumers who use for saving fuel and heat. In the third group, there are consumers who suffer from skin problems and want to be protected from sun light and lead a healthy life. In the fourth group, there are consumers who don't want to decipher their private life, women drivers who want to nurse their babies in the car, and who want to eliminate the disturbance in traffic. In the fifth group, preference is to enrich the outlook of car esthetically and in the sixth group, it is identified that this product is preferred for snobbism and envy.

Table 6

Consumer Purchasing Attitude and Intention

Security	Crash of the window at the time of accident	5%
	Occupational security	2%
	Protection from sun light	Number is increasing because of terror 25%
Saving	Heatsaving	10%
	Saving	Not known
Health		20%
Confidentiality	Private life personel choice	Not said
	Having child	25%
Esthetics		90%
Wannabe		40%

Conclusion

We come to conclusion that window films don't prevent sight but increased the sight seeing quality, prevent windows crashing at the time of accident so it is good to prevent human life, also good for preventing skin diseases, so although it is tried to be limited the usage, it is preferred a lot. We identified that because of increasing terror events despite the laws, consumers prefer it and official institutions also prefer it for the security of their employees. In consumers purchasing behavior, they benefit from the service, product quality, price, guarantee, and reliability. They give their decisions by inside and outside motivations but at the end they decide by their logic. For companies in automotive sector, it is to vary the product range but when you look at the market, their competitors are car washes or garages. In this regard, other institutions see it a business entrepreneurship and it comes to conclusion that they have a serious competing capacity.

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