

Factors Affecting Retail Purchase Decisions for Retailer Products Women Consumers, A Field Study in Turkey

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Abstract

This study aims to determine whether the purchasing behavior and attitudes of customers in the study differ according to their demographic characteristics. At the same time, consumers' demographics, market sensibilities, quality and quality of trust have been tried to determine the effect of their emotions on attitudes towards retailer branded products. The study was conducted with 385 female consumers by using the face-to-face survey method in Kilis city center. The results were given in tabular form and tested by Chaid analysis to see whether the various variables are independent of each other. Consumers prefer retailer-branded products in this study, which aims to support the strategies that retailers need to develop about this issue by showing that some of the demographics and perceptual dimensions of consumer attitudes towards private label products are influential and the attitudes of consumers towards retailer branded products and the factors that can affect these attitudes price, quality, reliability and recognition are important. Factors that could affect consumers' attitudes towards retailer branded products are price, quality, reliability and recognition. Retailers 'involvement of these important elements in their strategies will affect consumers' preferences. This research was carried out on a pavilion which has not been investigated before.

Keywords: Retailer brand; Attitudes; Consumer behavior.

Jel Classification: M2; M3; M31.

1. Introduction

As a fact of increasing competition, which is the result of internationalization and globalization, businesses need to be able to continue their lives. Retail sector is among the most affected by this situation. At this point it is obvious that a major change in this sector is necessary.

As in the retail sector has been increasing world competition in Turkey and many factors influence the purchase decisions of consumers. These factors lead to an increase in the prevalence of consumer behavior.

The increasing competition in the globalization process, the rapid development of retailing, the differentiation and diversification of goods and services, the change in personal trends have turned consumers into more individual market segments. Moreover, when considering the differences in socio-economic structures, it is known that the consumers have decided to buy with different perceptions and motivations. These developments have led both manufacturers and sellers to increase their efforts to identify new marketing strategies and develop sales (Albayrak *et al.*, 2006).

Nowadays, it is possible to compete in the market conditions determined by the consumer and to provide the consumer's dependency on the product by taking the relationship between the product and the consumer in the marketing strategy. For this reason, the concept of the brand has become increasingly more strategic in recent years, and the concept of private label or market brand / private label has emerged together with the manufacturer brand. It is called product production under brand and design which is associated with retailers in the direction of customer requests which are mentioned in different literatures (market / retailer or distributor brand). Market brands do not take a risk by creating a new product line, they are in existing product lines (Albayrak *et al.*, 2006; Briz and Felipe, 1997).

1.1. Brand Concept

A brand is a name, a concept, a word, an icon, a design, a mark, a shape, a color or a combination of them (İslamoğlu, 2000) which distinguishes and distinguishes the goods and services of one or a group of producers or sellers from its competitors.

According to DeChernatony and McDonald, a successful brand (Blythe and Jim, 2001): "It is identifiable, perceived as customer value added, that best meets the needs of the customer; product, service, person or place. The reason for this success is that it can sustain these values in competition. "

Brand; It is a promise that producers and sellers will constantly present certain features, benefits and services to consumers and also expresses quality guarantee and has different meanings for consumers towards products. These are Kotler and Philip (2000): Quality, Utility, Value and Personality. Benefits of Brand Use in Terms of Buyers (Yılmaz, 2009)

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- Brand names provide insight and assurance about the quality of the product to the buyer, the convenience of the branded product.
- Increase efficiency in shopping, ease of product recognition and selection.
- Previously used brands influence attitudes and beliefs in subsequent acquisitions
- Branded products are considered to be of better quality than branded ones.
- In terms of buyers, the benefit of the brand is perceived as a reward in the psychological sense given by having the brand that determines the status.
- The ease of providing the possibility to easily recognize and distinguish recipient products.

Usefulness of Brand Usage in Terms of Sellers (Yılmaz, 2009);

- The brand is more influential than the name of the business and the quality of the product in creating demand.
- It provides convenience before and after orders.
- It provides legal protection against unfair competition such as imitation, copy, and entry of new competitors into the market.
- The advertised brand is easily remembered
- Manufacturers, which are recognized branded products, are not forced to present their new products to the market.
- It has a positive impact on price stability and reduces price comparison.
- It gives the product prestige.

Benefits of Using a Brand in terms of Consumers (Aktuğlu and Temel, 2006);

- The brand easily finds the goods that consumers want.
- The brand protects consumers.
- The brand reduces consumer research activities.
- The brand satisfies the consumer.
- Brand creates value
- Brand creates cooperation with the consumer.

Brand, a brand new product, attractive brand name, has an important influence on the product's eclipse. A new brand name can help in getting a new place in the product market. The product allows you to keep control of the market one step ahead of the market, which in turn controls the price on the market. It also provides the advantage of sales (Kahveci, 2007).

1.2. Retail Or Retailing

Retailing is "all activities related to the sale of goods and services for personal or family use," or "all activities related to the sale of goods and services directly to the final consumer for personal use (Kotler and Gary, 1993; Mucuk, 2012; Stanton *et al.*, 1994).

Retail; consumers are the whole of activities that create value by selling goods or services, or both, for individual or familial needs. Many people think that retailing is just selling products in the store. However, activities such as lodging in the hotel, haircuts, doctor's examination or ordering pizza at home are some of the activities that retailing does. In addition, retailing is not only carried out in stores. Sales via catalogs or online sales are also in retail (Levy and Weitz, 2004)

In the world, large scale merchandising first appeared in the 1870s. Although the first major store in retailing appeared in France in 1852, such stores completed their development in the US (Kahveci, 2007; Silverstein and Hirschohn, 1994).

Many products over the centuries; either sold at market places or sold by mobile vendors. Milestone in China A few hundred years ago, in the 16th and 17th centuries, retail chains in some European cities are known. In 1670 Hudson's Bay Company store chains were established in Canada. The birth of modern chain stores; It was founded in New York in 1859 by Great Atlantic & Pasific Tea Company. Towards the mid - 1800s, it became a department store in Bon Marché of Paris. Shopping centers towards the end of the 20th century; (Kahveci, 2007: 24) to meet all the needs of a single customer in a single shopping mall.

1.3. Retail Brand

Fierce competition in the retail industry forces firms to find alternative ways to gain advantage over their competitors. One of the alternatives is private label products that are sold by the wholesaler or the retailer's own label in general and are different from the brand name of the national manufacturer. These products, which are referred to as "private label brands", "store brands", "own brands", "retailer brands", "house brands" and "distributor brands" in foreign literature, brands "," retailer brands "or" vehicle brand "(Büyükküpcü, 2008).

Branding in Retail; quality, better service and confidence. It is possible to be different among many companies and the customer is to provide a sense of difference. It means ensuring the customer's commitment by ensuring that the customer can easily access the product while purchasing the product, pay attention to quality, assurance, store environment and service provided and create store image.

Factors affecting the consumer's brand preference and buying behavior are grouped under three headings. These;

Psychological Factors: Individuals exhibit behaviors that are not alike, even though they have similar economic conditions, influenced by their different personality structure, lifestyle, attitudes and beliefs, needs, motivation, perceptions and learning (Skinner, 1990).

Socio-Cultural Factors: Factors such as family, social class, individual influence, socio-cultural factors. The fact that the family is an effective reference group and the group in which the person is taught directly and effectively in purchasing behavior has increased its importance in marketing. The tendency towards market-branded products is defended by different researches in the world where family size and structure are significantly affected (Kahveci, 2007).

Demographic and Economic Factors: Demographic characteristics; age, education, profession, income, marital status (Ailawadi *et al.*, 2001; Kahveci, 2007).

The benefits and challenges of branding for retailers are shown (Table 1)

Table-1. Market Branding Benefits and Challenges

Benefits	Challenges
Be able to control market and marketing activities	Time consuming
Buying more products from independent producers	Costly
Creating store image	Commitment to national brand
Increasing store traffic	Defining and protecting product quality level
Creating store loyalty	
Providing product range	
Lower cost	
High profit margin	
Having enough stock	
Product return is easier to buy	
Monitoring and evaluating consumer reactions	
It is easier	

Source: (Albayrak and Dölekoğlu, 2006: 208)

1.4. Consumer Attitude

Retailer brand attitude means that consumers are really inclined to take these brands. Retrieval of consumers' attitudes towards retailer brands helps retailers identify the profiles of consumers who prefer these brands, and the improvement of retailer brands' position within the store at the same time helps to determine why these brands perform poorly in the past (Büyükküpcü, 2008)

Attitude generally refers to the individual's positive or negative feelings and tendencies regarding a particular object or symbol. Attitude also affects beliefs at the same time. It has been determined as a result of many researches that are influenced by the attitudes of the individual in purchasing decisions and in brand selection (Mucuk, 2006).

2. Materials and Methods

The purpose of the study is to identify the factors that are effective in the process that results in purchasing behavior while retailer branded products are preferred. Demographical characteristics of consumers and their views on retailer branded products, factors that affect their attitudes are revealed.

The scope of the survey will cover the demographics of consumers, as well as their distribution of which retailers usually choose which brands of retailers they prefer. In addition, whether there is a relationship between different demographic characteristics of consumers and retailer branded product preferences is statistically analyzed. The model of the research; The relationship between demographic characteristics of consumers and attitudes towards retailer branded products and the relationship between consumers' demographic characteristics and retailer branded product buying preferences will be examined.

2.1. Research Hypotheses

H1: There is a meaningful relationship between the level of income and the knowledge that retailers have their own (retailer branded) products.

H2,1: There is a meaningful relationship between retailer brand buying behavior and product usefulness.

H2,2: There is a meaningful relationship between the retailer brand buying behavior and the cheaper price of the product.

H3,1: There is a significant relationship between the professions of consumers and the trust in the quality of retailer branded products.

H3,2: There is a significant relationship between the marital status of the consumers and the trust in the quality of retailer branded products.

H4: There is a significant relationship between the price of retailer branded products is cheap compared to other brands and the education level of consumers.

2.2. Method of Study

The research population consists of female consumers residing in Kilis city center. It has been chosen considering that women are playing an active role in shopping. For the sample of the study, a sample of the following personality was determined for representation of the population with a 5% error margin in the 95% confidence interval. The following formula is used to determine the sample size.

$$n = \frac{NZ^2 pq}{d^2 (N-1) + Z^2 pq} \quad \text{Here,}$$

N = Number of mainstream population Z = 0.95 confidence interval Z table value
P = Positive probability q = Negative probability d = Fault share

According to the results of the population registration system of Kilis Province in 2015, the population of Kilis central women is 153.305 persons. That is, N = 153.305. According to this;

$$n = \frac{(153.305) (1,96)^2 (0,50) (0,50)}{(0,50)^2 (153.305) + (1,96)^2 (0,50) (0,50)} = 385 \text{ were found.}$$

According to the calculated form, the sample size should be 385; 450 questionnaires were distributed considering the problems such as the possibility of nonresponses, the mistakes and the lack of return. The total number of questionnaires returned was 405. The sample size is set at 405. Among the most common non-random sampling types, the sampling method of convenience is used. A face-to-face survey was conducted between November 7th and November 25th, 2016 with female consumers who have a buying consciousness with the aim of taking the individuals who can easily gather information and data.

2.3. Data Collection Method

Face to face survey method was used as data collection method in the research. In the research, a questionnaire prepared by Yılmaz (2009) was used. Questionnaires used for collecting data in the survey were applied by the interviewer himself and the answers were taken. Within the scope of the survey, 5-Likert-scale participation questions, yes-no questions, multiple choice questions, simple ranking scale and open-ended questions are included.

2.4. Method of Analysis of Data

SPSS for Windows 18.0 (Statistical Package For Social Sciences) statistical computer package program was used to evaluate the survey forms. Before analysis, data is coded, data is cleaned, and statistical analysis is made available. Questionnaires were asked on the nominal and ordinal scale in the survey and the responses were presented with frequency distributions and standard deviation values.

In order to investigate in detail the factors affecting consumers' preferences of retailer branded products, demographic variables and factors other than these variables were analyzed separately. In this context, our variables are categorical and

CHAID Analysis has been applied so that the variables can be categorized appropriately for the purpose of automatic analysis (Albar, 2014). CHAID (Chi-Squared Automatic Interaction Detector) Method In 1980, G.V. The algorithm developed by Kass is a very effective statistical method for partitioning or tree building. CHAID uses a statistical test as a branching criterion, evaluating all the independent variables. The first branch of the tree is formed with the variable having the smallest p value (Albar, 2014; Atılgan, 2011).

The most striking difference between Chaid analysis and other decision trees is that while other methods derive from binary trees, Chaid's analysis yields multiple trees (Albar, 2014; Türe *et al.*, 2009). With this analysis, continuous and categorical data can be included at the same time (Albar, 2014; Kayri and Boysan, 2007; Koyuncugil and Özgülbaş, 2008). In other words, it is not necessary that all dependent and independent variables are measured with the same type of scale (Albar, 2014; Koyuncugil and Özgülbaş, 2008). For this reason, Chaid analysis removes the parametric and nonparametric distinction and has a statistically semi- parametric feature in the method algorithm (Albar, 2014; Kayri and Boysan, 2007).

3. Research Findings

The reliability of a scale is an indication of how clean your scale is from a random error. One of the two commonly used indicators for the reliability of the scale is internal consistency.

Internal consistency is the measure of the same targeted characteristic at each measurement of scales. Internal consistency can be measured in a number of ways. The most used statistic is Cronbach's Alpha Coefficient (Cronbach's Alpha Coefficient). The Cronbach alpha coefficient is an indication of the average correlation between all the items forming the scale. The value ranges from 0 to 1 and the high value is the high reliability indicator.

The Cronbach's alpha coefficient was used in evaluating the reliability (internal consistency) of all the scales used in this study, and all the questions were analyzed separately and the coefficients were found to be **0.825** on average.

The sample of the research is female consumers living in the province of Kilis, consisting of a total of 385 people, as stated in the previous sections. Socio-demographic characteristics of female consumers are shown in Table 2.

Table-2. Socio-Demographic Distributions

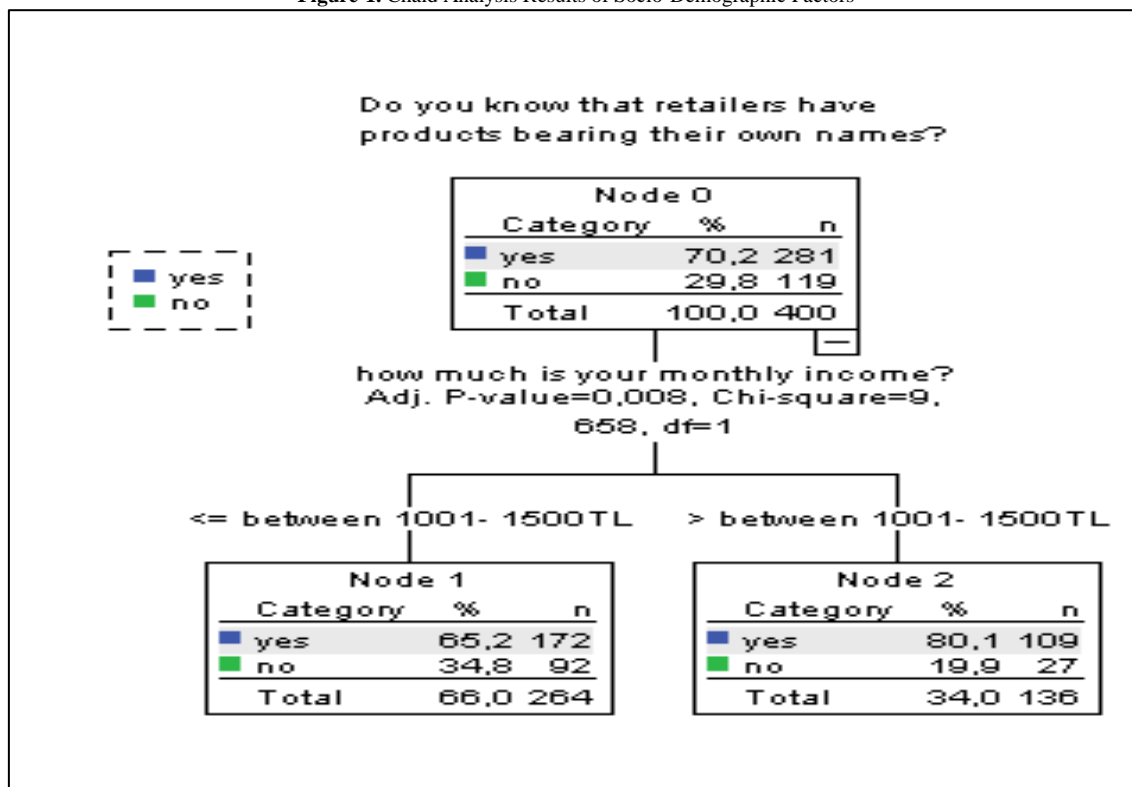
Age	Frequency	%	Occupation	Frequency	%
19 and below	67	16,5	Self-Employment	10	2,5
20-25 years	115	28,4	Officer	89	22
26-35 years	81	20	Worker	27	6,7
36-45 years	77	19	Retired	8	2
46-55 years	47	11,6	Student	111	27,4
56 and over	17	4,2	Shopkeepers / Traders	9	2,2
Education	Frequency	%	Not Working	Frequency	%
Primary Education	117	28,9	Housewife	122	30,1
High School	76	18,8	Other	7	1,7
University	185	45,7	Income	Frequency	%
Graduate-Doctorate	16	4	500 TL and below	122	30,1
Other	10	2,5	Between 501TL and 1000TL	48	11,9
Marital status	Frequency	%	Between 1001 - 1500TL	94	23,2
The Married	205	50,6	Between 1501 - 2000TL	52	12,8
Single	182	44,9	2001TL and above	84	20,7
Widow	16	4			

When the table is examined, it is found out that the majority of female consumers are between 20-25 years old, married, housewife, education level is less than 500 TL for university and income levels. The socio-demographic characteristics of the participants were interpreted taking into account the frequency values in Table 1.

In the study, the effects of the factors other than demographic and socio - demographic characteristics which are effective in the preference of the private branded products with the Chaid analysis were investigated by considering the hypothesis of the effect of private brand usage.

H₁: There is a significant relationship between the level of income and the knowledge that retailers have their own (retailer branded) products.

Figure-1. Chaid Analysis Results of Socio-Demographic Factors

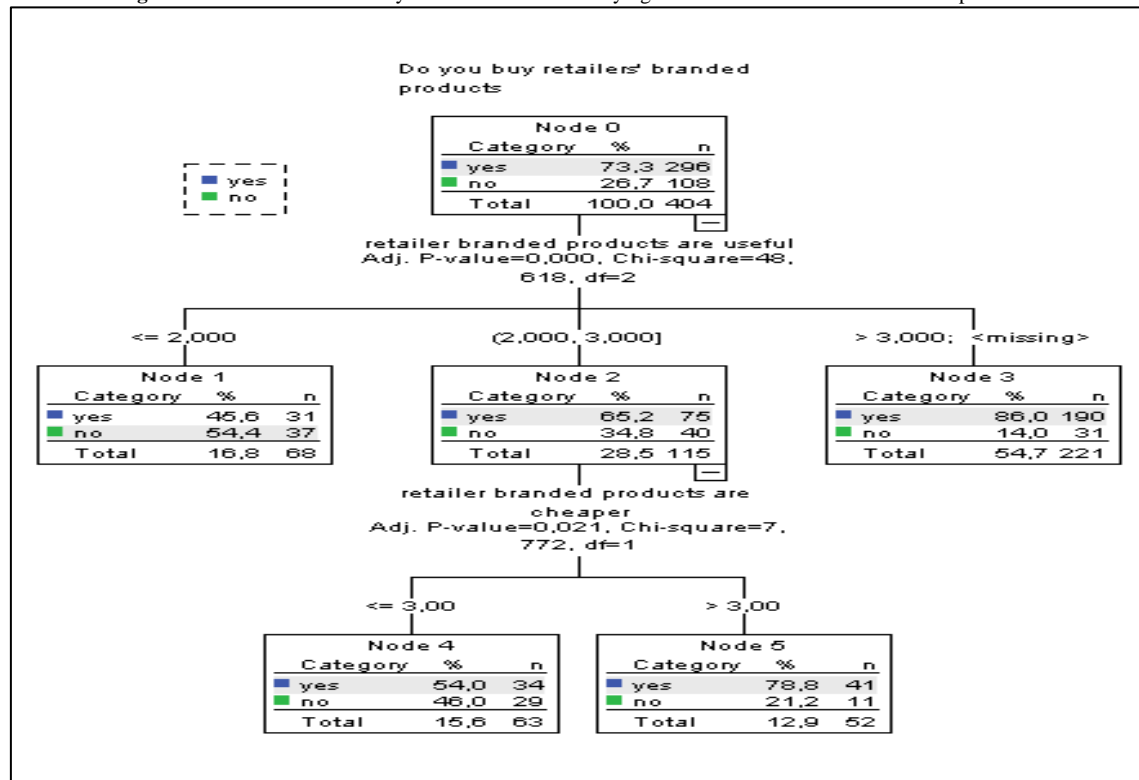


As a result of the analysis made, 285 people from 404 people knew that women consumers had branded products bearing the name of retailers. So 70% of the participants said yes. Among all participants, 113 people with a monthly income of 1001-1500 TL and less than 172 persons and a monthly income higher than 1001 - 1500 TL, stated that retailers knew that their products had their own names. In this context, the hypothesis is accepted that "There is a significant relationship between the level of income and the knowledge that retailers have their own (retailer branded) products."

H_{2,1}: There is a meaningful relationship between retailer brand buying behavior and product usefulness.

H_{2,2}: There is a significant relationship between the retailer brand buying behavior and the cheaper price of the product.

Figure-2. Results of Chaid Analysis of Retailer Brand Buying Behavior and Convenience of Cheap Factors



As seen in Figure 2, 73.3% of the participants said that they bought retailers' branded products. It amounts to 73%, or 296 people, and allows us to reach the final result of retailer-branded products close to the participants.

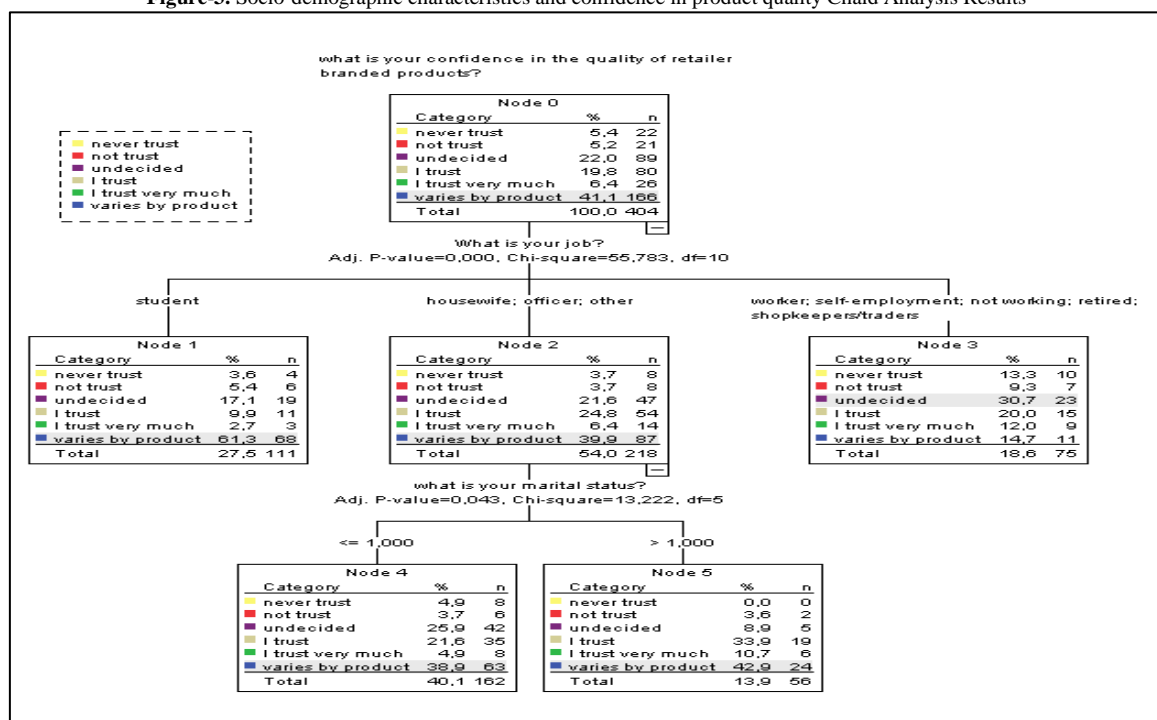
In addition, 190 of the 296 people who bought retailer branded products, or 86% of them, indicated that retailer branded products are useful. Only 31 of the participants stated that they did not find these products useful. In this case, the hypothesis was accepted that "There is a significant relationship between retailer brand buying behavior and product usefulness".

It seems that the bifurcation is continuing. 78% of the participants who expressed the cheaper brand names of retailers stated that they bought these products. Thus, the hypothesis was accepted that "there is a significant relationship between the retailer brand buying behavior and the cheaper price of the product".

H3,1: There is a significant relationship between the professions of consumers and the trust in the quality of retailer branded products.

H3,2: There is a significant relationship between the marital status of the consumers and the trust in the quality of retailer branded products.

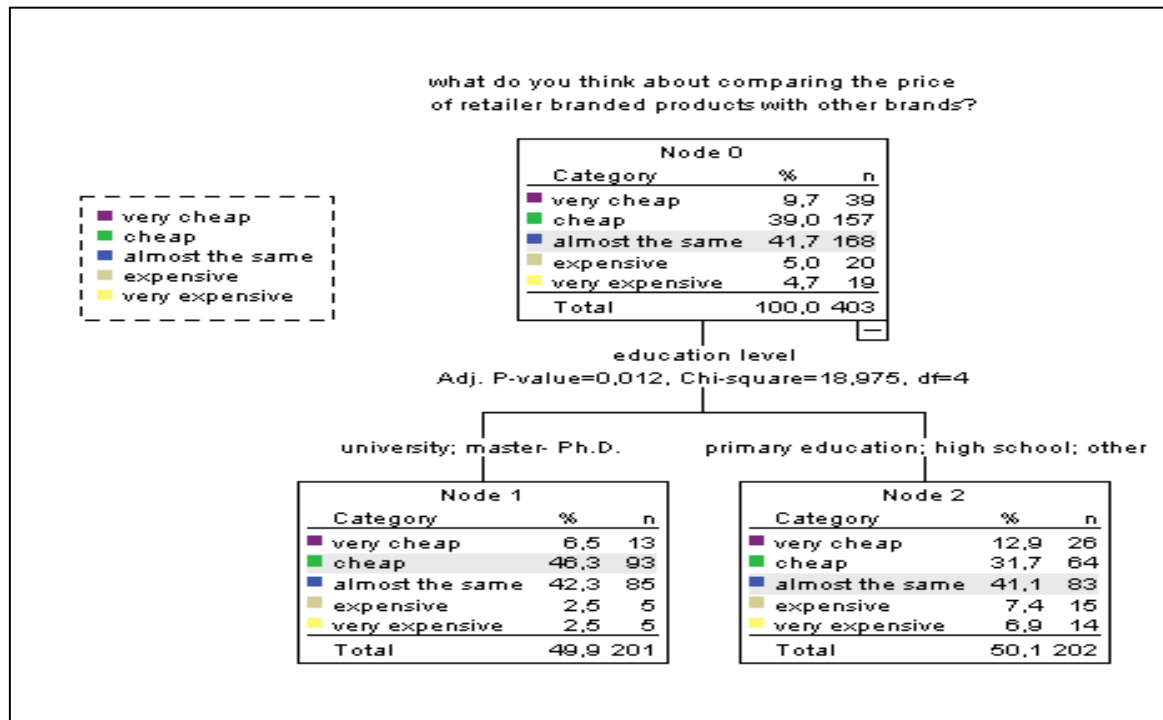
Figure-3. Socio-demographic characteristics and confidence in product quality Chaid Analysis Results



Taking into account Figure 3, they have stated that they are confident of the quality of retailers' brands that are close to the participants. However, when examining the demographic characteristics of occupational and marital status factors, the majority of female consumers have stated that they differ according to the product of the quality of the product. Examining Figure 3, the hypotheses H3,1 and H3,2 are accepted.

H4: There is a significant relationship between the price of retailer branded products is cheap compared to other brands and the education level of consumers.

Figure-4. Chaid Analysis Results of the relationship between the price of retailer branded products cheaper than other brands and the education level of consumers



When the Chaid analysis results of the relation between the price of the retailer branded products are cheaper than the other brands and the education level of the consumers are examined, it is stated that approximately 42% of the participants are almost the same as the other brands, and 196 of the investors are cheaper. Compared to the educational levels of female consumers, 46% of the university graduates and doctoral students were found to be inexpensive, while 7.4% of the primary education, high school and other participants were expensive and 6.9% were very expensive. In this context, the majority of participants were accepted by confirming the H4 hypothesis, indicating that the price of retailer branded products is cheaper than other brands.

4. Discussion and Conclusion

A total of 385 female consumers residing in the city center of Kilis were employed in the study that investigated the strategies of consumers to hold retailer branded products and other factors. It has been determined that the majority of the consumers who are participating in the survey are women between the ages of 20-25, married and housewives, and the education levels are 500 TL or less in the university and income levels. According to these results, it is revealed that retailer branded products are known by consumers who have every level of income group.

In the first hypothesis of the research, it was concluded that the analysis is influenced only by the gender, marital status, age, education level, income status, occupation group variables and consumers' knowledge that the income situation is products bearing the name of retailers as compared to other variables.

Dick *et al.* (1995) found a link between perceived service quality and perceived quality of retailer brand / store in their work (Türkyilmaz *et al.*, 2016).

Awareness and confidence have a positive effect on consumers' tendency to shop at the same store (Man *et al.*, 2005; Türkyilmaz *et al.*, 2016). In this case, it is possible to say that the increase of the awareness level of the retailer's store influenced positively the consumers' tendency to shop at that store. On the other hand, the literature on the subject shows; there is a link between awareness and quality (Richardson *et al.*, 1994; Türkyilmaz *et al.*, 2016).

Grewal *et al.* Ise argued that the expansion of the brand name would increase the brand value of private label products and thus the store image would be positively associated with the store name. With the expansion of the store's name, the perceived image of the store will increase (Grewal *et al.*, 1998).

Hardesty and Bearden, on the other hand, looked at the level of utility created by the sales promotion efforts for price reductions and the advantages of advantageous packages on the consumer's perception. As a result, consumers are more likely to perceive the benefits of price reductions (Hardesty and Bearden, 2003), when consumers consider consumers' benefits at a comparable level, when considering that these applications are beneficial at low or moderate levels.

The second of the research hypotheses determined for the purposes of the study is to reach the conclusion that retailers' branded products are close to the participants. The retailer branded products of the women consumers who bought retailer branded products are handy and the prices are cheap

According to Herstein and Jaffe; price reductions and promotional activities made by national brand producers, especially among consumers who are sensitive to fiasms, cause them to lose their position and gain the power of private label products. However, when competitions are made by carrying out similar promotional activities with private label products, the sales of national branded products increased. They point out that promotional activities and price reductions cause consumers to perceive private label products as lower quality than national branded products (Albar, 2014; Herstein and Jaffe, 2007).

Grewal et al. use price reductions and promotional activities to attract consumers to private label products and increase the level of store traffic. Stores that use price discounts want to attract consumers to their stores, increase their profit margins and continue. However, while price reductions increase store traffic, the quality of the brand also affects the negative direction. Price reductions can damage the entire image of the store (Albar, 2014; Grewal et al., 1998)

The third hypothesis of the survey indicated that, as a result of the analysis, they were confident in the quality of the retailers' brands that were close to the participants. However, when examining the demographic characteristics of occupational and marital status factors, the majority of female consumers indicated that the quality of the product differs according to the product of trust.

In this context, Kim and Jihyun have drawn attention to the importance of the sense of trust they feel when they buy products they are familiar with in their work.

When the Chaid analysis results of the relationship between the price of retailer branded products are cheaper than other brands and the education level of consumers are examined, it is stated that the prices of the products of the majority of the participants are almost the same and the other participants are cheaper. Compared to the education levels of female consumers, about half of the university graduate and doctoral level are cheaper, while education is higher in primary education, high school and other participants.

Srinivasan and Till have studied the influence of brand name on perceived quality in their work and found that brand recognition is a positive influence on quality perception (Srinivasan et al., 2002).

Batra and Sinha in their work; price trends, price-quality relationship, perceived risk, perceived quality, experience, demographic characteristics (age, gender, income level, family size, education level etc.), perceived value, consumer awareness received. They found that the price directly increased the purchasing behavior of private label products and was the strongest determinant. They found that there was a positive relationship between purchase behavior and price for private label products (Batra and Sinha, 2000).

It turns out that the work done in this context reached similar conclusions to the slang. This study aims to provide retailers with support for the strategies that retailers need to develop by putting forward the attitudes of consumers towards retail branded products and the factors that may affect those attitudes. It has been found that price, quality, reliability and recognition factors are important for consumers to choose retail branded products.

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