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Integrated Approach to Factors Affecting Consumers Purchase Behavior in Poland and an Empirical Study

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Integrated Approach to Factors Affecting Consumers Purchase Behavior in Poland and an Empirical Study

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Abstract - Nowadays influencing consumer behaviours is very important for companies which aims to be successful in such an intense competitive environment. To cope with intense competition and to influence consumer behaviours is inevitable for companies to consider cultural, social, psychologic and, personal status of consumers. main aim of the companies is to profit. Therefore companies should understand behaviours of their consumers to keep the permanency of the situation, to keep their customers and to keep their customers to buy. In this study, factors affecting the consumers' behaviours such as age and life times, occupation, life style and personality are studied. This study investigates how personal factors affect consumer behaviors in Poland with the participation of 500 people in the provinces through interviews. The obtained data are interpreted quantitatively.

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1. INTRODUCTION

In our globalizing world where economic crisis deepen and competition gets fiercer, consumers are becoming more and more important. Every individual is a consumer. There are rapid changes in demands and desires of the consumers who are considered to be center of the modern marketing. Companies need to increase the rate of their research and development activities in order to be able to learn these changes and improvements.

The idea of Modern Marketing which improved after 1950s and gained speed after 1980s, gives priority to make profit by satisfying the demands and needs of consumers so as to fulfill business targets. Consumer satisfaction, which is widely accepted by developed countries and gaining importance day by day, can only be achieved by perceiving the consumers and consumer behaviors.¹

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¹ Yavuz CÖMERT and Yakup DURMAZ, Tüketicinin Tatmini İle Satın Alma Davranışlarını Etkileyen Faktörlere Bütünleşik Yaklaşım Ve Adıyaman İlinde Bir Alan Çalışması, http://joy.yasar.edu.tr/makale/no4_vol1/04_comert_durmaz.pdf, 16.01.2012.

The aim of this survey is to understand the consumers' behavior better. After the factors affecting the consumer behavior had been explained theoretically, a survey was made with Polish consumers about this subject and results were tried to be construed.

a) Consumption, Consumer And Customer Concepts

i. Consumption

The process in which the substance of a thing is completely destroyed, used up, or incorporated or transformed into something else. Consumption of goods and services is the amount of them used in a particular time period.²

ii. Consumer and Customer

The "consumer" is the one who consumes the goods and services produced. As such, consumers play a vital role in the economic system of a nation because in the absence of the effective demand that emanates from them, the economy virtually collapses.³

Customer is A person, company, or other entity which buys goods and services produced by another person, company, or other entity.⁴

iii. Consumer Behaviour Concept

Consumer behaviour is the study of when, why, how, and where people do or do not buy a product. It blends elements from psychology, sociology, social anthropology and economics.⁵ Consumer behavior is "The study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society." Although it is not necessary to memorize this definition, it brings up some useful points:⁶

- Behavior occurs either for the individual, or in the context of a group (e.g., friends influence what kinds

² <http://www.businessdictionary.com/definition/consumption.html>, 07.09.2011.

³ Consumer, <http://en.wikipedia.org/wiki/Consumer>, 16.01.2012.

⁴ Customer, <http://www.investorwords.com/5877/customer.html>, 16.01.2012.

⁵ Consumer Behaviour, http://en.wikipedia.org/wiki/Consumer_behaviour, 16.01.2012.

⁶ Lars PERNER, Consumer Behavior: The Psychology Of Marketing, <http://www.consumerpsychologist.com/>, 16.01.2012.

of clothes a person wears) or an organization (people on the job make decisions as to which products the firm should use).

- Consumer behavior involves the use and disposal of products as well as the study of how they are purchased. Product use is often of great interest to the marketer, because this may influence how a product is best positioned or how we can encourage increased consumption. Since many environmental problems result from product disposal (e.g., motor oil being sent into sewage systems to save the recycling fee, or garbage piling up at landfills) this is also an area of interest.

- Consumer behavior involves services and ideas as well as tangible products.
- The impact of consumer behavior on society is also of relevance. For example, aggressive marketing of high fat foods, or aggressive marketing of easy credit, may have serious repercussions for the national health and economy.

b) *The Decision Making Process*

Research suggests that customers go through a five-stage decision-making process in any purchase. This is summarised in the diagram below:⁷



Figure 1 : Decision-Making Process.

This model is important for anyone making marketing decisions. It forces the marketer to consider the whole buying process rather than just the purchase decision (when it may be too late for a business to influence the choice!)

When purchasing a product there are several processes, which consumers go through. These will be discussed below.⁸

i. *Problem/Need Recognition*

How do you decide which particular product or service to purchase? It could be that your Blu-Ray DVD player stops working and you now have to look for a new one. All those Blu-Ray DVD films you purchased you can no longer play! So you have a problem or a new need. For high value items like a Blu-Ray player or a car or other low frequency purchased products this is the process we would take. However, for impulse low frequency purchases e.g. chocolate the process is different.

ii. *Information search*

So we have a problem, our Blu-Ray player no longer works and we need to buy a new one. What is the solution? Yes go out and purchase a new one, but which brand? Shall we buy the same brand as the one that blew up? Or stay clear of that? Consumer often go on some form of information search to help them through their purchase decision. Sources of information

could be family, friends, neighbours who may have the product you have in mind, alternatively you may ask the sales people, or dealers, or read specialist magazines like What DVD? to help with the purchase decision. You may even actually examine the product before you decide to purchase it.

iii. *Evaluation of different purchase options.*

So what Blu-Ray DVD player do we purchase? Shall it be Sony, Toshiba or Bush? Consumers allocate factors to certain products, almost like a point scoring system which they work out in their mind over which brand to purchase. so for one customer, brand may be more important than price and another, features and price are just as

This means that consumers know what features from the rivals will benefit them and they attach different degrees of importance to each attribute. For example sound maybe better on the Sony product and picture on the Toshiba, but picture clarity is more important to you than sound. Consumers usually have some sort of brand preference with companies as they may have had a good history with a particular brand or their friends may have had a reliable history with one, but if the decision falls between the Sony DVD or Toshiba then which one shall it be? It could be that the a review the consumer reads on the particular Toshiba product may have tipped the balance and that they will purchase that brand.

iv. *Purchase decision*

Through the evaluation process discussed above, consumers will reach their final purchase decision and they reach the final process of going

⁷ The decision-making process, http://tutor2u.net/business/marketing/buying_decision_process.asp, 11.01.2012.

⁸ Consumer Buyer Behaviour, <http://www.learnmarketing.net/consumer.htm>, 16.01.2012.

through the purchase action. The process of going to the shop to buy the product, which for some consumers can be as just as rewarding as actually purchasing the product. Purchase of the product can either be through the store, the web, or over the phone.

v. *Post Purchase Behaviour*

Ever have doubts about the product after you purchased it? This simply is post purchase behaviour and research shows that it is a common trait amongst purchasers of products. Manufacturers of products clearly want recent consumers to feel proud of their purchase and they want the customer to purchase from them again. It is therefore just as important for manufacturers to advertise for the sake of their recent purchaser so consumers feel comfortable that they own a product from a strong and reputable organisation.

c) *Factors Affecting The Consumer Purchase Behavior*

Markets have to be understood before marketing strategies can be developed. People using consumer markets buy goods and services for personal consumption. Consumers vary tremendously in age, income, education, tastes, and other factors. Consumer

behavior is influenced by the buyer's characteristics and by the buyer's decision process. Buyer characteristics include four major factors: cultural, social, personal, and psychological. We can say that following factors can influence the Buying decision of the buyer: ⁹

- a. Cultural
- b. Social
- c. Personal
- d. Psychological

The task of marketing is to identify consumers' needs and wants accurately, then to develop products and services that will satisfy them. For marketing to be successful, it is not sufficient to merely discover what customers require, but to find out why it is required. Only by gaining a deep and comprehensive understanding of buyer behaviour can marketing's goals be realised. Such an understanding of buyer behaviour works to the mutual advantage of the consumer and marketer, allowing the marketer to become better equipped to satisfy the consumer's needs efficiently and establish a loyal group of customers with positive attitudes towards the company's products.¹⁰

Marketing of goods and services, non-marketing factors that affect individuals to purchase as shown in Figure 2 can be explained.¹¹

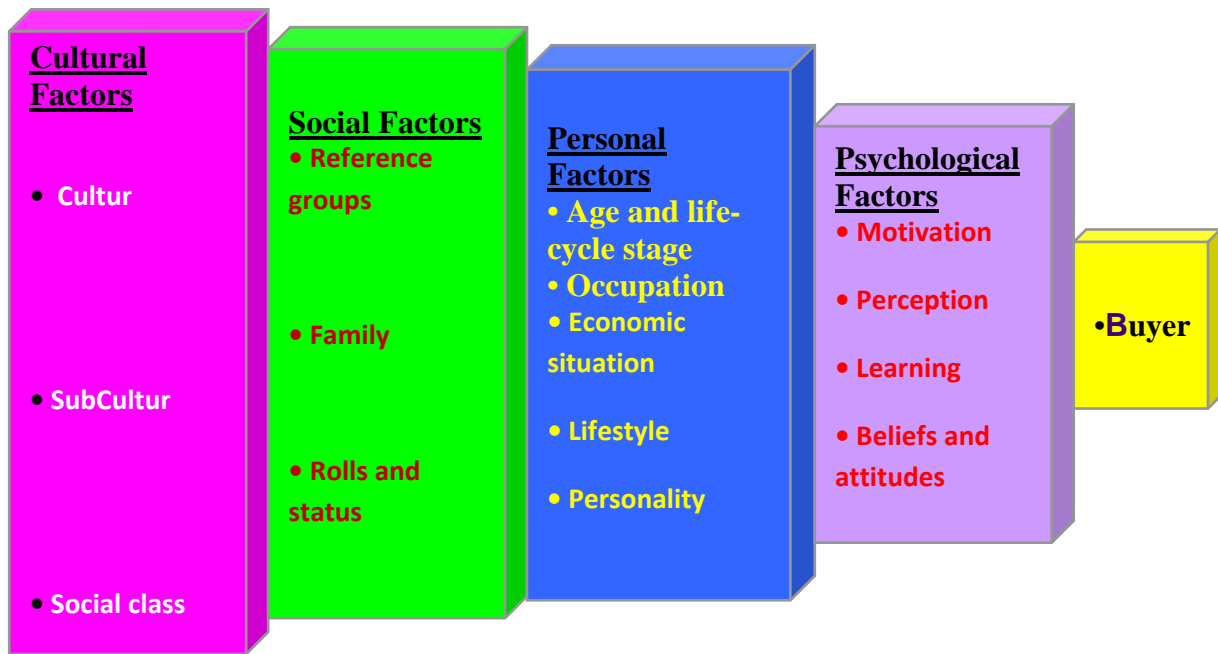


Figure 2 : Factors Affecting The Consumer Purchase Behavior.

⁹ Consumer Buyer Behaviour, http://www.zainbooks.com/books/marketing/principles-of-marketing_15_consumer-buying-behavior.html, 11.01.2012.

¹⁰ Geoff LANCASTER, Buyer Behaviour, <http://www.marketingmasters.co.uk/geoff/Buybeh%20handout.doc>, 06.11.2003.

¹¹ Philip KOTLER and Gary ARMSTRONG, Prnciple of Marketing, Prentice Hall International Edition, 1994, p.137.

i. *Cultural Factors*

Cultural factors have a significant impact on customer behavior. Cultural Factors, culture, subculture and social class to be examined under three headings.

a. *Cultur*

Culture is the complex of beliefs of human societies, their roles, their behavior, their values, traditions, customs and traditions. Culture is an extremely important concept to understand consumer behavior and that needs to be examined.¹² Culture is the sum of a shared purpose among members of society, customs, norms and traditions. Consumer purchasing decisions are often affected by factors that are outside of their control but have direct or indirect impact on how we live and what we consume. One example of this are cultural factors. Culture represents the behavior, beliefs and, in many cases, the way we act learned by interacting or observing other members of society. In this way much of what we do is shared behavior, passed along from one member of society to another. Yet culture is a broad concept that, while of interest to marketers, is not nearly as important as understanding what occurs within smaller groups or Sub-Cultures to which we may also belong.¹³

b. *Sub-cultur*

Each culture contains "sub-cultures" – groups of people with share values. Sub-cultures can include nationalities, religions, racial groups, or groups of people sharing the same geographical location. Sometimes a sub-culture will create a substantial and distinctive market segment of its own. For example, the "youth culture" or "club culture" has quite distinct values and buying characteristics from the much older "gray generation"¹⁴

c. *Social Class*

Every society possesses some form of social class which is important to the marketers because the buying behavior of people in a given social class is similar. In this way marketing activities could be tailored according to different social classes. Here we should note that social class is not only determined by income but there are various other factors as well such as: wealth, education, occupation etc.¹⁵ In the UK's socioeconomic classification scheme, social class is not

just determined by income. It is measured as a combination of occupation, income, education, wealth and other variables.¹⁶

Table 1 : Socioeconomic Classification Scheme.

Class name	Social Status	Occupational Head of Household	% of UK Population
A	Upper middle	Higher managerial, administrative or professional	3
B	Middle	Intermediate managerial, administrative or professional	14
C1	Lower middle	Superiors or clerical, junior managerial, administrative or professional	27
C2	Skilled working	Skilled manual workers	25
D	Working	Semi-skilled and unskilled manual workers	19
E	Those at lowest level of subsistence	State pensioners or widows, casual or lower-grade workers	12

ii. *Social Factors*

A consumer's behaviour also is influenced by social factors, such as the (i) Groups (ii) Family (iii) Roles and status.¹⁷

a. *Reference Groups*

Reference groups have potential in forming a person attitude or behavior. The impact of reference groups varies across products and brands. For example if the product is visible such as dress, shoes, car etc then the influence of reference groups will be high. Reference groups also include opinion leader (a person who influences other because of his special skill, knowledge or other characteristics).¹⁸

b. *Family*

A family is two or more people living together who are related by blood or marriage. It is a part of a household which consists of individuals living singly or together with others in a residential unit. Consumer

¹² Yakup Durmaz and Others, The Impact of Cultural Factors on the Consumer Buying Behaviors Examined through An Impirical Study, [http://www.ijbssnet.com/journals/Vol._2_No._5_\[Special_Issue_-_March_2011\]/13.pdf](http://www.ijbssnet.com/journals/Vol._2_No._5_[Special_Issue_-_March_2011]/13.pdf), 16.01.2012.

¹³ Consumer Buyer Behaviour, <http://www.knowthis.com/principles-of-marketing-tutorials/consumer-buying-behavior/external-influences-culture/>, 08.12.2011

¹⁴ Factors Affecting Consumer Buying Behavior, <http://www.marketing91.com/factors-affecting-consumer-buying-behavior/>, 23.12.2011.

¹⁵ Asifo SHAH, Factors Affecting Consumer Behavior, <http://ezinearticles.com/?Factors-Affecting-Consumer-Behavior&id=4602848>, 16.01.2012.

¹⁶ Types of Cultural; Social Influences, http://tutor2u.net/business/marketing/buying_cultural_factors.asp, 16.01.2012.

¹⁷ Factors influencing consumer behaviour, <http://www.mbanotesworld.in/2008/05/factors-influencing-consumer-behaviour.html>, 16.01.2012.

¹⁸ Asifo SHAH, Factors Affecting Consumer Behavior, <http://ezinearticles.com/?Factors-Affecting-Consumer-Behavior&id=4602848>, 16.01.2012.

behaviour is influenced not only by consumer personalities and motivations, but also by the relationships within families (family is a familiar social unit). In a family, members must satisfy their individual and shared needs by drawing on a common and shared, relatively fixed supply of sources. The individual family is a strong, most immediate and most pervasive influence on decision-making. The husband, wife and children influence each other and are influenced by others.¹⁹

c. Roles and Status

A person belongs to many groups—family, clubs, organizations. The person's position in each group can be defined in terms of both role and status. A role consists of the activities people are expected to perform according to the persons around them. In last Lesson we discussed the Consumer Buying behavior its model and characteristics that can influence the decision for buying process. Today we will be continuing the same topic and will discuss the remaining factors that influence the buying process and decision of consumers.²⁰

iii. Personal Factors

Personal factors, a buyer's decisions are also influenced by personal characteristics such as the buyer's age and life-cycle stage, occupation, economic situation, life style, and personality and self-concept.²¹

a. Age and Life-Cycle State

People change the goods and services they buy over their lifetimes. Buying is also shaped by the stage of the family life cycle—the stages through which families might pass as they mature over time. Marketers often define their target markets in terms of life-cycle stage and develop appropriate products and marketing plans.²²

b. Occupation

Occupation - a person's occupation affects the goods and services bought. Marketers try to identify the occupational groups that have an above-average interest in their products and services. A company can

even specialize in making products needed by a given occupational group.²³

c. Economic Situation

Economic Situation - a person's economic situation will greatly affect product choice. Marketers of income-sensitive goods closely watch trends in personal income, savings, and interest rates. If economic indicators point to a recession, marketers can take steps to redesign, reposition, and reprice their products.²⁴

d. Life Style

Life Style, people coming from the same subculture, social class, and even occupation may have quite different life styles. Life style is a person's pattern of living as expressed in his or her activities, interests, and opinions. Life style captures something more than the person's social class or personality. The life-style concept, when used carefully, can help the marketer gain an understanding of changing consumer values and how they affect buying behavior..²⁵

e. Personality and Self-Concept

Personality and Self-Concept, each person's distinct personality will influence his or her buying behavior. Personality refers to the unique psychological characteristics that lead to relatively consistent and lasting responses to one's own environment. Many marketers use a concept related to personality—a person's self-concept.²⁶

iv. Psychological Factors

There are four factors that affect the consumer buying decision process:²⁷

1. Motivation
2. Perception
3. Learning
4. Beliefs and attitudes

a. Motivation

Motivation is an activated internal need state leading to goal-directed behavior to satisfy that need. Accordingly motives can be defined as relatively

¹⁹ Yakup DURMAZ and Sevil ZENGİN, An Impirical Study on the Effect of Family Factor on Consumer Buying Behaviours, <http://ccsenet.org/journal/index.php/ass/article/view/12453>, 16.01.2012.

²⁰ Consumer Buyer Behavior, http://www.zainbooks.com/books/marketing/principles-of-marketing_15_consumer-buying-behavior.html, 16.01.2012.

²¹ "Buyer Behaviour", http://www.buseco.monash.edu.au/depts/mkt/mtp_online/factors.html, 23.09.2003.

²² Consumer Markets: Influences on Consumer Behavior, <http://referaty-seminarky.sk/consumer-markets-influences-on-consumer-behavior/>, 16.01.2012.

²³ Consumer Markets: Influences on Consumer Behavior, <http://referaty-seminarky.sk/consumer-markets-influences-on-consumer-behavior/>, 16.01.2012.

²⁴ Consumer Markets: Influences on Consumer Behavior, <http://referaty-seminarky.sk/consumer-markets-influences-on-consumer-behavior/>, 16.01.2012.

²⁵ Johanna Fyrbjörk, "Attitudes and Consumer Behaviour", http://hem.passagen.se/fyrbjork/Bachelor_Thesis.pdf, 23.12.2003.

²⁶ James YIP, "Final Revision Notes for Consumer Behaviour Module for ICB", <http://www.icbwin.com/upload/Final%20Revision%20Notes%20for%20Consumer%20Behaviour-PART%20B.doc>, 24.11.2003.

²⁷ Car Sales Training, http://www.ul.ie/techcomm/ELearning/Projects/ELearning%20Projects/ElaineWalsh/CARS/module1_titles.htm, 20.01.2004.

enduring, strong, and persistent internal stimuli that arouse and direct behavior toward certain goals.²⁸ There are five different levels in Maslow's hierarchy of needs:²⁹

- i. *Physiological Needs:* These include the most basic needs that are vital to survival, such as the need for water, air, food and sleep. Maslow believed that these needs are the most basic and instinctive needs in the hierarchy because all needs become secondary until these physiological needs are met.
- ii. *Security Needs:* These include needs for safety and security. Security needs are important for survival, but they are not as demanding as the physiological needs. Examples of security needs include a desire for steady employment, health insurance, safe neighborhoods and shelter from the environment.
- iii. *Social Needs:* These include needs for belonging, love and affection. Maslow considered these needs

- to be less basic than physiological and security needs. Relationships such as friendships, romantic attachments and families help fulfill this need for companionship and acceptance, as does involvement in social, community or religious groups.
- iv. *Esteem Needs:* After the first three needs have been satisfied, esteem needs becomes increasingly important. These include the need for things that reflect on self-esteem, personal worth, social recognition and accomplishment.
- v. *Self-actualizing Needs* .This is the highest level of Maslow's hierarchy of needs. Self-actualizing people are self-aware, concerned with personal growth, less concerned with the opinions of others and interested fulfilling their potential.



Figure 3 : Maslow's hierarchy of needs.³⁰

²⁸ Lantos, GP. (2011). "Consumer Behavior in Action; Real Life Applications for Marketing Managers", M.E. Sharpe, Inc., USA.,

²⁹ Maslow Was Probably Right, <http://bottom-of-the-glass.blogspot.com/2011/05/maslow-was-probably-right.html>, 23.12.2011

³⁰ <http://bottom-of-the-glass.blogspot.com/2011/05/maslow-was-probably-right.html>, 23.12.2011

b. Perception

Perception is called as the energy which makes us aware of the world around us and attaches a meaning to it after a sensing process. Each human being in the world sees his/her surroundings differently. Several people have the same ideas about a specific event. No one can see or feel the % 100 of all things.

Ever wonder why people buy certain products? It is all about perception. Perception is how consumers understand the world around them based on information received through their senses. In response to stimuli, consumers subconsciously evaluate their needs, values and expectations, and then they use that evaluation to select, organize and interpret the stimuli.³¹

The marketplace's perception of a brand or industry is extremely important, which is why big brands work so hard to ensure that the general perception surrounding them and their industry is as positive as possible. As a result, companies like Gillette, will pay David Beckham to 'model' their products. By aligning the way people feel about Beckham, with the Gillette brand, Gillette can improve the perception of their brand or reinforce what's already positive about it.³²

c. Learning

Learning is a change in a person's thought processes caused by prior experience.³³ Consumer learning may result from things that marketers do, or it may result from stimuli that have nothing to do with marketing. Either way, almost all consumer behavior is learned.³⁴

d. Beliefs and Attitudes

Kotler defines belief as "descriptive thought that a person holds about something" and attitude as "a person's enduring favorable or unfavorable cognitive evaluations, emotional feelings, and action tendencies toward some object or idea". Individuals can have specific beliefs and attitudes about specific products and services.³⁵

Marketers are interested in the beliefs that people formulate about specific products and services because these beliefs make up product and brand images that affect buying behavior. If some of the beliefs are wrong and prevent purchase, the marketer has to launch a campaign to correct them²⁰. A consumer may believe that Sony's Cyber-shot camera takes the best HD video, is easiest to use, and is the most reasonably

priced. These beliefs may be based on knowledge, faith, or hearsay. Consumers tend to develop a set of beliefs about a product's attributes and then, through these beliefs, form a brand image—a set of beliefs about a particular brand.³⁶

People have attitudes regarding religion, politics, clothes, music, food, etc. Attitude of consumer also influences the consumer behavior. If consumer's attitude towards a product is favorable, then it will have positive effect on consumer behavior. The marketers discover prevailing attitude towards their product and try to make it positive, and if it is already positive, then try to maintain it.³⁷

II. APPLICATION

a) Purpose And Scope Of Research

The purpose of this study is by shedding light to the managers of founded and will be set up business and especially to the marketing department, which provides to development of country and which leads that the consumers are better known by them and better quality goods, services and ideas will be presented

In the 1950s, "contemporary (modern) marketing concept" expresses the consumer-oriented businesses. What, when, where and at what price and why wants consumers, these questions were asked firstly about forty years ago. In other words, get to know people has become more important.

b) Methods And Sample

In this study as data collection method questionnaire was preferred to obtain objective data and to interpret the first order, that person is the source or first hand. Questionnaire has been prepared according to the 'funnel' technique, that means from general to special. . Assumption of this technique, wenn the special questions are asked at first place to the surveys, they will be probably avoided.

Research data, by sampling the group of Poland consumers , consist of multiple choice questions for the questionnaire.

c) Limiting Of Investigation

In the survey, although it was aimed 1000 people, reasons like limited time, financial problems and difficulty of doing research in an other country are the limits of this survey.

d) Results Analysis And Interpretation

The data obtained were analyzed through computer program package "frequency" and the results were interpreted according to this method.

³¹ Lake, L. (2009). "Consumer Behavior for Dummies", Wiley Publishing Inc., Indianapolis.

³² Connolly, J. (2010), [http:// jimsmarketingblog.com](http://jimsmarketingblog.com) ,2010.01.22.

³³ Michael R. Solomon, Consumer Behavior 2nd edition Allyn and Bacon, 1994, p. 137.

³⁴ William D. PERREAULT and E. Jerome McCARTHY, Basic Marketing, McGraw-Hill, New York, 2002, p.161.

³⁵ Lee, S. (2007). Motivation Study Based on Expectancy Theory ,The Florida State University College of Information Academic Library Service, the Florida State University.

³⁶ Lamb, CW., Hair, JF., MacDaniel, C. (2010) "MKTD 5", Cengage Learning, Mason

³⁷ Trehan, M, Trehan R. (2009). "Advertising and Sales Management" , V.K. India Enterprises, New Delhi.

e) *An Analyse With Of The Factors Which Affects Satisfaction And Buying*

Representing the main mass of the population of Poland in the random sampling method was chosen as 500 people

i. *Do you generally like shopping?*

Table 2 : Distribution of consumer shopping satisfaction Breakdown.

	Frequency	Percent	Valid Percent	Cumulative Percent
Exteremely satisfied	110	22,0	22,1	22,1
Satisfied	198	39,6	39,8	61,8
Nuetral	130	26,0	26,1	88,0
Dissatisfied	37	7,4	7,4	95,4
Exteremely dissatisfied	23	4,6	4,6	100,0
Total	498	99,6	100,0	
Missing	2	,4		
Total	500	100,0		

With this question, it is intended to detect the like degree of consumer shopping. As shown in Table 2, 500 people responded to this question, 198 people (39.76%) had enjoyed shopping satisfied, 130 people (26.10%) extremely satisfied, 110 people (22.09%) is neutral While, 37 persons (7.4%) did not like, and 23

persons (4.6%) stated they did not like at all. According to these data, it could be said that the vast majority of those who surveyed (61,8 %) enjoy shopping.

ii. *Where do you generally do your shopping?*

Table 3 : Place of Purchase-data as of Consumer Distribution.

	Frequency	Percent	Valid Percent	Cumulative Percent
Super market	300	60,0	60,4	60,4
Grocer and greengrocer	56	11,2	11,3	71,6
Bazaar	48	9,6	9,7	81,3
Related store	61	12,2	12,3	93,6
Other	31	6,2	6,2	99,8
Total	497	99,4	100,0	
Missing	3	,6		
Genel toplam	500	100,0		

In this question it's aimed to learn what kind of retailers consumers prefer. As it is seen in Table 3, 497 people responded to this question and 300 (%60.36) of them do their shopping from super markets, 61 (%12,27) people from related store, 56 (% 11,27) people from grocer and greengrocer, 45 (%9,66) people form bazaar, 31 (%6,2) people prefer other places to do their shopping.

We can list some of the reasons why of super markets being preferred ;

1. Cheaper prices
2. Their being cool in summer and being warm in winter
3. Opportunities of credit card and receipts (compared to the grocers)
4. Car park areas and play grounds for children

5. Variety of products
6. Fresh products

It is stated that the super markets are the least affected from economic crisis in the world.(Hiper markets are in the same category with super markets)

iii. *Who do you generally do your shopping?*

Table 4 : Who makes the buying-data.

	Frequency	Percent	Valid Percent	Cumulative Percent
Mother	132	26,4	26,5	26,5
Father	49	9,8	9,8	36,3
Children	30	6,0	6,0	42,4
With parents	55	11,0	11,0	53,4
The whole family	108	21,6	21,7	75,1
Other	124	24,8	24,9	100,0
Total	498	99,6	100,0	
Missing	2	,4		
Total	500	100,0		

We aimed to investigate with this question in general who does shopping. The number of surveys who answered as the father of the number is 49 (9,8%) individuals, all families in those 108 (21.6%), parents with the score of 55 (11%), the mother 132 (26,4%) in those 30 children (6%), and who said others consist of 124 (24.5%) people.

According to these results, it seems to take the first place that the Mothers do the shopping exchange of Mothers in Poland.

iv. *How do you want shopkeep or sellers behave you when you go to buy product you need*

Table 5 : What consumers expect from the seller.

	Frequency	Percent	Valid Percent	Cumulative Percent
The thing which is important for me is the product that I need	119	23,8	24,1	24,1
I want sellers to be cheerful, sincere and be interested in me	249	49,8	50,5	74,6
I like them to serve tea and coffee	26	5,2	5,3	79,9
I'm affected them by making sell with credit cart	16	3,2	3,2	83,2
I desire them to give receipt or bill after sales	4	,8	,8	84,0
I want them to sent me off with sincere, without being angry when I leave the store without finding the product I need	72	14,4	14,6	98,6
Diğer	7	1,4	1,4	100,0
Toplam	493	98,6	100,0	
Cevapsız	7	1,4		
Genel toplam	500	100,0		

With this question we aimed to learn what kind of expectations consumers have from shopkeepers and sellers and we wanted them to sign 3 choices in order. While 249 (50,51%) of 493 respondents wanted the seller to be sincere,cheerful, 119 (24,14%) of them said that the thing which is important is the product they need,72 (14,6%) people wanted the seller to be sincere when they laeve the store without finding the product they need, 26 (5.3%) of them wantedto be served tea or coffee; 4 people wanted to be given receipt or bill after

sales; 16(3,2%) of them wanted to do shopping with credit cards.

From these results we can conclude that as result of his nature a person wants the shopkeepers or sellers to be cheerful,sincere, honest.

v. *If you find a product or service in suitable condition, will you buy it even if you don't need it?*

Table 6 : Purchase Of Suitable Conditions, The Product Found.

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes, I buy it	119	23,8	25,0	25,0
No, I don't buy it	231	46,2	48,5	73,5
Other	126	25,2	26,5	100,0
Total	476	95,2	100,0	
Missing	24	4,8		
General total	500	100,0		

With this question we aimed to learn whether a consumer buys a product or service which is suitable in various aspects even if he/she doesn't need it. As it is seen from the table 6 ; while 231 (46,2%) people said "no,i don't want to buy it"; 119 (23,8%) people said

"yes, i buy it".As a result we can say that the consumers are conscious.

vi. *Do you do research and make a comparison before you buy expensive goods (for price, quality and brand?*

Table 7 : Compare Before You Buy Making.

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	370	74,0	76,9	76,9
No	87	17,4	18,1	95,0
Other	24	4,8	5,0	100,0
Total	481	96,2	100,0	
Missing	19	3,8		
General total	500	100,0		

Its aimed to learn whether consumers do research or make comparison before they buy expensive products. While 370 (76,92%) people said yes; 87 (18,09%) of them said no. It can be seen that the consumers who answer this question are sensible about doing research before buying expensive goods.

vii. *Do you have any information about the consumer protection law and consumer right*

Table 8 : As Information About Consumer Law Consumer Distribution.

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	258	51,6	53,6	53,6
No	192	38,4	39,9	93,5
Other	31	6,2	6,4	100,0
Total	481	96,2	100,0	
Missing	19	3,8		
General total	500	100,0		

We aimed to learn whether consumers have a knowledge about their rights and while 192 (39,92%) people said that they knew consumer protection law and consumer rights; 258 (53,64%) people said they

didn't know about it . It can be seen from the results that consumers should to be informed.

viii. *When you bring the product that you have paid much to the house, if it is out of order how would be your behaviour?*

Table 9 : Attitudes To The Emergence Of The Product Defective.

	Frequency	Percent	Valid Percent	Cumulative Percent
I accuse myself for not buying more qualified product paying a lot of money	78	15,6	16,3	16,3
I seek solutions with going to the store	274	54,8	57,1	73,3
I decide not to do shopping from there and I stay silent	42	8,4	8,8	82,1
I don't mind; I think thing like this happens	56	11,2	11,7	93,8
Other	30	6,0	6,2	100,0
Total	480	96,0	100,0	
Missing	20	4,0		
General total	500	100,0		

The aim of this question is to learn consumers senseability about what to do when the product they bought is out of order.274 (57,1%) people said they would seek solutions by going the store; 42 (8,75%) people said they would stay silent and decide not to do shopping from there; 56 (11,67%) people said they wouldn't mind and would think that things like that happen; 78(16,3%) people said they would accuse himself for not buying more qualified product.

When we look at the results we can see that the majority of people want to seek solutions to the problem and it can be said that this is a good improvement.

ix. *Which of the following are your reasons for not buying a product that you haven't got in your house?*

Table 10 : Reasons for not existing as of the product at home, the Consumer Distribution.

	Frequency	Percent	Valid Percent	Cumulative Percent
Higher price of product	163	32,6	34,2	34,2
Absence of product options in market to meet my necessity in full	70	14,0	14,7	48,9
Nsufficient income	86	17,2	18,1	67,0
Don't need	133	26,6	27,9	95,0
Other	24	4,8	5,0	100,0
Total	476	95,2	100,0	
Missing	24	4,8		
General total	500	100,0		

The aim of this question is to learn the reason for not buying the products that the consumers haven't got at home .As it can be seen from the table 10; 86 (18,1%) people said the reason is insufficient income; 133 (27,94%) people said they didnt need; 163 (34,2%) people said because of the higher price of products ; 70 (14,7%) people said because of absence of product obtions in market.

As a result we can say that majority of the consumers can't buy the product they havent got because of Higher price of product.

x. Which income zone is your parents' montly income included?

Table 11 : As of the Family of Monthly Income, Consumer Distribution.

	Frequency	Percent	Valid Percent	Cumulative Percent
600 PLN and below	32	6,4	7,0	7,0
Between 600- 1000 PLN	67	13,4	14,6	21,6
Between 1000- 2000 PLN	94	18,8	20,5	42,1
Between 2000- 3000 PLN	84	16,8	18,3	60,5
3000 and above	181	36,2	39,5	100,0
Total	458	91,6	100,0	
Missing	42	8,4		
General total	500	100,0		

The aim of this question is to determine the incomes of families. As you can see from the table 11, 181 (39.52%) peoples income is 3000 PLN and above, 94 (20.52%) people between 1000 – 2000 PLN ; 84 (18.34%) people between 2000 – 3000 PLN; 67 (14.63%) people between 600 – 1000 PLN; 40 (9.17%) people missing. According to this result it can be said

that salary of the majority of respondents are 3000 PLN and above.

- xi. What percentage of your montly income do you seperate to the following expense item?
 - a. What percentage of your montly income do you seperate to Food (Jedzenie)

Table 12 : As of Food expenditure in monthly income, Consumer Distribution.

	Frequency	Percent	Valid Percent	Cumulative Percent
% 10 - % 20	56	11,2	11,7	11,7
% 20 - %30	151	30,2	31,5	43,1
% 30 - % 40	128	25,6	26,7	69,8
% 40 - % 50	96	19,2	20,0	89,8
% 50 ve üzeri	49	9,8	10,2	100,0
Total	480	96,0	100,0	
Missing	20	4,0		
General total	500	100,0		

The aim of this question is to determine the percentage of income which participants spend on food. As shown in Table 12 ; 128 people (26,67%) spend 30%-40%; 151 people (31.46%) spend 20%-30% ; 96 people (20%) spend 40%-50%; 56 people (11.67%) spend 10%-20% and 49 (10.2 %) people spend %50 and above of their income on food.

As a result it can be said that most of the respondents spend their great part of income on food.

- b. What percentage of your montly income do you seperate to Clothing.

Table 13 : As of Clothing expenditure in monthly income, Consumer Distribution.

	Frequency	Percent	Valid Percent	Cumulative Percent
% 10 - % 20	217	43,4	48,2	48,2
% 20 - %30	134	26,8	29,8	78,0
% 30 - % 40	68	13,6	15,1	93,1
% 40 - % 50	20	4,0	4,4	97,6

% 50 ve üzeri	11	2,2	2,4	100,0
Total	450	90,0	100,0	
Missing	50	10,0		
General total	500	100,0		

The aim of this question is to determine the percentage of income which participants spend on clothing. As seen in Table 13 ; 217 people (48,22) spend %10-20 ; 134 people (29,8%) spend 20-30% ; 68 (15.11%) people spend % 30-40; 20 (4.4%) people spend 40%-50% and 11 people spend %50 and above of their income on clothing.

According to this result it can be said that respondents spend less money on clothing than they spend on food.

c. What percentage of your montly income do you seperate to health service.

Table 14 : As of Health expenditure in monthly income, Consumer Distribution.

	Frequency	Percent	Valid Percent	Cumulative Percent
% 10 - % 20	235	47,0	57,2	57,2
% 20 - %30	109	21,8	26,5	83,7
% 30 - % 40	44	8,8	10,7	94,4
% 40 - % 50	13	2,6	3,2	97,6
% 50 ve üzeri	10	2,0	2,4	100,0
Total	411	82,2	100,0	
Missing	89	17,8		
General total	500	100,0		

With this question we wanted to learn the percentage of income spent on health. As we can see in Table 14 ; 235 (57.18%) people spend %10-20 ; 109 (26.52%) people spend 20%-30%; 44 (10.7%) people spend 30%-40%; 13 (3.2%) people spend %40-%50 and 10 (2.4%) people spend 50% and above of their income on health service.

As a result we can say that respondents spend less money on health service than they spend on food and clothing.

d. What percentage of your montly income do you seperate to education?

Table 15 : As of Education expenditure in monthly income, Consumer Distribution.

	Frequency	Percent	Valid Percent	Cumulative Percent
% 10 - % 20	184	36,8	45,0	45,0
% 20 - %30	126	25,2	30,8	75,8
% 30 - % 40	52	10,4	12,7	88,5
% 40 - % 50	29	5,8	7,1	95,6
% 50 ve üzeri	18	3,6	4,4	100,0
Total	409	81,8	100,0	
Missing	91	18,2		
General total	500	100,0		

In this question we aimed to learn the percentage of spending on education. As seen in Table 15 ; 184 (45%) people spend 10%-20% ; 126 (30.8%) people spend 20%-30% ; 52 (12,7%) people spend 30%-40% ; 29 (7%) people spend 40%-50% and 18

(4,4%) people spend %50 and above of their monthly income on education.

According to this result we can say that respondents spend less money on education than they spend on food and clothing.

e. *What percentage of your montly income do you seperate to furniture?*

Table 16 : As of White Goods and Furniture expenditure in monthly income, Consumer Distribution.

	Frequency	Percent	Valid Percent	Cumulative Percent
% 10 - % 20	222	44,4	67,9	67,9
% 20 - %30	71	14,2	21,7	89,6
% 30 - % 40	20	4,0	6,1	95,7
% 40 - % 50	9	1,8	2,8	98,5
% 50 ve üzeri	5	1,0	1,5	100,0
Total	327	65,4	100,0	
Missing	173	34,6		
General total	500	100,0		

The aim of this question is to determine the percentage of spending on furniture. As we can see in Table 16 ; while 173 people didnt answer for not spending Money on furniture, 222 (67.89%) people spend 10%-20% ; 71 (21.71%) people spend 20%-30% ; 20 (6%) people spend 30%-40% and 5 people spend 50% and above of their monthly income on furniture.

As a result we can see that respondents spend much less money on furniture than they spend on food and clothing.

f. *What percentage of your montly income do you seperate to saving money?*

Table 17 : As of Saving expenditure in monthly income, Consumer Distribution.

	Frequency	Percent	Valid Percent	Cumulative Percent
% 10 - % 20	200	40,0	55,6	55,6
% 20 - %30	78	15,6	21,7	77,2
% 30 - % 40	43	8,6	11,9	89,2
% 40 - % 50	22	4,4	6,1	95,3
% 50 ve üzeri	17	3,4	4,7	100,0
Total	360	72,0	100,0	
Missing	140	28,0		
General total	500	100,0		

We aimed to learn the percentage which respondents seperate for saving Money. As seen in Table 17, while 140 people didn't answer to this question; 200 (55.56%) people save 10%-20% ; 78 (21,67) people save 20%-30% ; 43 (11%) people save 30%-40% ; 22 people save 40-50% and 17 (4,7%) people save 50% and above of their Money.

According to this result it can be said that respondents save a verry little part of their monthly income.



xii. *I spend a lot of Money to shopping and I like it very much.*

Table 18 : According to their Spending Money for the shopping behavior of consumers.

	Frequency	Percent	Valid Percent	Cumulative Percent
Certainly no agreed	94	18,8	20,6	20,6
No agreed	128	25,6	28,1	48,7
Undecided	121	24,2	26,5	75,2
Agreed	91	18,2	20,0	95,2
Certainly agreed	22	4,4	4,8	100,0
Toplam	456	91,2	100,0	
Missing	44	8,8		
General total	500	100,0		

In this question we wanted to learn whether consumers spend much money on shopping and whether they like shopping or not. As seen in Table 18; 94 (20,6%) people said they certainly didn't like shopping and didn't spend much Money on it; 128 (28%) people said they didn't like shopping and didn't

spend much Money on it ; 91 (20%) people said they certainly liked shopping and spend much Money on it; 22 (4,8%) people said

xiii. *I do shopping to make myself happy. I don't care what other people think.*

Table 19 : According to Instructions to Be Happy Shopping Behavior Of Consumers.

	Frequency	Percent	Valid Percent	Cumulative Percent
Certainly no agreed	87	17,4	18,7	18,7
No agreed	99	19,8	21,3	40,0
Undecided	110	22,0	23,7	63,7
Agreed	138	27,6	29,7	93,3
Certainly agreed	31	6,2	6,7	100,0
Toplam	465	93,0	100,0	
Missing	35	7,0		
General total	500	100,0		

In this question the purpose is to learn whether consumers do shopping to make themselves happy without thinking other peoples opinion.As seen in Table 19 ; 138 (29,7%) people do their shopping to make themselves happy ; 110 people (23,7%) undecided; 99 (21,3%) people dont do shopping to make themselves happy; 31 (6,7%) people certainly agreed ;87(18,71%) people certainly didn't agree.

According to this result it can be said that majority of the respondents do their shopping to make themselves happy without thinking others opinion.

xiv. *The most important thing for me is brand of the services and goods i will take.*

Table 20 : As those who accept the Brand Important Consumer Distribution.

	Frequency	Percent	Valid Percent	Cumulative Percent
Certainly no agreed	57	11,4	12,2	12,2
No agreed	93	18,6	20,0	32,2
Undecided	136	27,2	29,2	61,4
Agreed	137	27,4	29,4	90,8
Certainly agreed	43	8,6	9,2	100,0

	Toplam	466	93,2	100,0	
	Missing	34	6,8		
	General total	500	100,0		

We wanted to learn whether the most important thing for consumers is the brand of goods and services. As seen in Table 20 ; 137 (29,4%) people agreed; 93 (20%) people no agreed; 43 (9,2%) people certainly agreed and 57 (12,2%) people certainly no agreed; 136 people (29,2%) were undecided..

It can be concluded from this result that brand is an important on services and goods (36%).

xv. *The important thing for me is quality of the goods and services i will take.*

Table 21 : As those who accept the Quality Important Consumer Distribution..

	Frequency	Percent	Valid Percent	Cumulative Percent
Certainly no agreed	59	11,8	12,1	12,1
No agreed	47	9,4	9,7	21,8
Undecided	57	11,4	11,7	33,5
Agreed	200	40,0	41,2	74,7
Certainly agreed	123	24,6	25,3	100,0
Toplam	486	97,2	100,0	
Missing	14	2,8		
General total	1000	100,0		

The purpose of this question is to learn if the important thing for consumers is quality of goods and services. As we can see in Table 21; 200 (41,2%) people agreed; 123 (25,3%) people certainly agreed ; 57 (11,7%) people undecided; 59 (12,1%) people certainly no agreed and 47 people (9,7%) no agreed.

According to this result we can say that the quality is very important factor for consumers when shopping (66,5%).

xvi. *The important thing for me is price of the goods and services that i will take.*

Table 22 : As those who accept the Price Important Consumer Distribution.

	Frequency	Percent	Valid Percent	Cumulative Percent
Certainly no agreed	38	7,6	7,9	7,9
No agreed	72	14,4	14,9	22,7
Undecided	116	23,2	24,0	46,7
Agreed	161	32,2	33,3	80,0
Certainly agreed	97	19,4	20,0	100,0
Toplam	484	96,8	100,0	
Missing	16	3,2		
General total	500	100,0		

Bu sonuca göre; ankete cevap verenlerin büyük çoğunluğunun (yaklaşık % 70'inin) fiyatın en önemli faktör olduğuna inandıkları söylenebilir.

As a result of this, majority of the respondents think that the price is really important for them.

The aim of this question is to learn whether the most important thing for consumers is price . As shown in Table 22; 161 (33,3%) people agreed; 97 (20%) people certainly agreed; 38 (7,9%) people no agreed; 72 (14,9%) people certainly no agreed.

xvii. *The important thing for me is guarantee period of goods and services.*

Table 23 : As those who accept the Quarantee Important Consumer Distribution.

	Frequency	Percent	Valid Percent	Cumulative Percent
Certainly no agreed	37	7,4	7,7	7,7
No agreed	67	13,4	14,0	21,8
Undecided	142	28,4	29,7	51,5
Agreed	173	34,6	36,2	87,7
Certainly agreed	59	11,8	12,3	100,0
Toplam	478	95,6	100,0	
Missing	22	4,4		
General total	500	100,0		

We aimed to learn whether the guarantee period is important for consumers. As seen in Table 23; 173 (36,2%) people agreed; 59(12,3%) people certainly agreed; 67 (14%) people no agreed; 37(7,7%) people certainly no agreed.

We can conclude that guarantee period is really important for majority of the participants.

xviii. *The most important thing for me is that sellers convince me in every case on the goods and services that i will take.*

Table 24 : As those who accept the Sellers Convince Important Consumer Distribution.

	Frequency	Percent	Valid Percent	Cumulative Percent
Certainly no agreed	70	14,0	15,4	15,4
No agreed	107	21,4	23,6	39,0
Undecided	184	36,8	40,5	79,5
Agreed	73	14,6	16,1	95,6
Certainly agreed	20	4,0	4,4	100,0
Toplam	454	90,8	100,0	
Missing	46	9,2		
General total	500	100,0		

The aim is to learn whether sellers convince is important for participants. Table 24 shows that ; 107 (23,6%) people no agreed; 70 (15,4%) people certainlt no agreed; 73 (16,1%) people agreed and 20 (4,4%) people certainly agreed.

As a result it can be said that participants think that sellers convince is not important fort them on the goods and services they will take.

xix. *The most important thing for me is the spare part and technique service on the goods and services that i will take.*

Table 25 : As those who accept the Spare Part Important Consumer Distribution.

	Frequency	Percent	Valid Percent	Cumulative Percent
Certainly no agreed	49	9,8	10,6	10,6
No agreed	71	14,2	15,4	26,0
Undecided	146	29,2	31,6	57,6
Agreed	152	30,4	32,9	90,5
Certainly agreed	44	8,8	9,5	100,0
Toplam	462	92,4	100,0	

Missing	38	7,6		
General total	500	100,0		

With this question we wanted to learn whether the spare parts and technique service is important for respondents. In Table 25 it can be seen ; 152 (32,9%) people agreed; 44 (9,5%) people certainly agreed; 71 (15,4%) people no agreed and 49 (10,6%) people certainly no agreed.

We can conclude that most of the respondents believe that the spare part and technique service is important when taking goods and services.

xx. *The most important thing for me is my economic condition on goods and services that i will take.*

Table 26 : As those who accept the Economic Condition Important Consumer Distribution.

	Frequency	Percent	Valid Percent	Cumulative Percent
Certainly no agreed	46	9,2	10,3	10,3
No agreed	68	13,6	15,2	25,4
Undecided	163	32,6	36,4	61,8
Agreed	151	30,2	33,7	95,5
Certainly agreed	20	4,0	4,5	100,0
Toplam	448	89,6	100,0	
Missing	52	10,4		
General total	500	100,0		

The purpose of this question is to learn whether their economic condition is important for participants when shopping. As seen in Table 26, 20 (4,5%) people certainly agreed; 151 (33,7%) people agreed; 68 (15,2%) people no agreed and 46 (10,3%) people certainly no agreed.

According to this result most of the reespondents believe thath economic condition is really important for them.

xxi. *The most important thing for me is the effective advertisement on the goods and service that i will take.*

Table 27 : As those who accept the Effective Advertisement Important Consumer Distribution.

	Frequency	Percent	Valid Percent	Cumulative Percent
Certainly no agreed	81	16,2	18,0	18,0
No agreed	106	21,2	23,6	41,6
Undecided	186	37,2	41,4	83,1
Agreed	57	11,4	12,7	95,8
Certainly agreed	19	3,8	4,2	100,0
Toplam	449	89,8	100,0	
Missing	51	10,2		
General total	500	100,0		

The aim of this question is to learn whether effective advertisement on the goods and services that they will take is important for participants. Table 27 show that 106 (23,6%) people didn't agree, 57 (12,7%) people agreed; 81 (18%) people certainly didn't agree and 19 (4,2%) people certainly agreed.

We can say that effective advertisement is not an important factor.

xxii. *The most important thing for me is the product usage rate of the goods and services that i will take.*

Table 28 : As those who accept the Product Usage Rate Important Consumer Distribution.

	Frequency	Percent	Valid Percent	Cumulative Percent
Certainly no agreed	22	4,4	4,7	4,7
No agreed	56	11,2	11,9	16,6
Undecided	97	19,4	20,6	37,2
Agreed	171	34,2	36,4	73,6
Certainly agreed	124	24,8	26,4	100,0
Toplam	470	94,0	100,0	
Missing	30	6,0		
General total	500	100,0		

Figure 30: As those who accept the Product Usage Rate Important Consumer Distribution.

The aim is to learn whether the product usage rate is the most important thing for paarticipants. In Table 28 , 171 (36,4%) people seemed to agree; 124 (26,4%) people certainly agreed, 56 (11,9%) people no

agreed and 22 (4,7%) people certainly no agreed.

The product usage rate is an important factor for most of the participants approximetly (62,8%) .

xxiii. *The most important thing for me is to be given gifts in buying goods and services.*

Table 29 : As those who accept Givin Gift Important Consumer Distribution.

	Frequency	Percent	Valid Percent	Cumulative Percent
Certainly no agreed	52	10,4	11,5	11,5
No agreed	108	21,6	23,9	35,4
Undecided	189	37,8	41,8	77,2
Agreed	87	17,4	19,2	96,5
Certainly agreed	16	3,2	3,5	100,0
Toplam	452	90,4	100,0	
Missing	48	9,6		
General total	500	100,0		

Bu sorudaki amaç; ankete katılanların, mal ve hizmet alımlarındaki en önemli faktörün ürünün yanında hediye verilmesi olup-olmadığını öğrenmektir. Tablo 29' da görüldüğü gibi, 189 kişi (41,8%) undecided; 108 kişi (23,9%) no agreed; 87 kişi (19,2%) agreed; 52 kişi (11,5%) certainly no agreed and 16 kişi (3,5%) certainly no agreed.

Bu sonuca göre; ankete cevap verenlerin çoğunun ürünün yanında hediye verilmesinin en önemli faktör olduğuna inandıkları söylenebilir.

The aim of this question is to learn whether being given gifts is important for participants in buying goods and services. As it can be seen in Table 29; 189(41,8%) people were undecided; 108 (23,9%) people didn't agree; 87(19,2%) people agreed; 52(11,5%) peple certainly didn't agree and 16(3,5%) people certainly agreed.?????

According to this result; we can say that being given gifts is not an important factor for he majority of the participants.

xxiv. *The most important thing for me is the image of store and shop in buying goods and services.*

Table 30 : As those who accept the image of store Important Consumer Distribution.

	Frequency	Percent	Valid Percent	Cumulative Percent
Certainly no agreed	62	12,4	13,7	13,7
No agreed	78	15,6	17,2	30,9
Undecided	184	36,8	40,6	71,5
Agreed	109	21,8	24,1	95,6
Certainly agreed	20	4,0	4,4	100,0
Toplam	453	90,6	100,0	
Missing	47	9,4		
General total	500	100,0		

We wanted to learn how important the image of stores and shops for participants in buying goods and services. Table 30 shows that ; 184 (40,6%) people undecided; 109 (21,8%) people agreed ; 78 (17,2%) people no agreed; 62 (13,7%) people certainly no agreed and 20 (4,4%) people certainly agreed.

We can say that don't think that the image of store and shop seemed to be the most important thing for participants.

xxv. *The most important thing for me is fashion and widespread usage of goods and services.*

Table 31 : As those Who Accept The Fashion Important Consumer Distribution.

	Frequency	Percent	Valid Percent	Cumulative Percent
Certainly no agreed	77	15,4	17,0	17,0
No agreed	97	19,4	21,4	38,4
Undecided	165	33,0	36,4	74,8
Agreed	90	18,0	19,9	94,7
Certainly agreed	24	4,8	5,3	100,0
Toplam	453	90,6	100,0	
Missing	47	9,4		
General total	500	100,0		

The purpose of this question is to learn how important fashion and widespread usage for participants. In Table 31 ; 97 (21,4%) people no agreed; 90 (19,9%) people agreed; 77 (17%) people certainly no agreed and 24 (5,3%) people certainly agreed.

It can be said that fashion and wide spread usage is not an important factor for more than half of the participants.

xxvi. *The most important thing form e is enjoying myself in buuying goods and services.*

Table 32 : As those who Accept The Enjoying Myself Important Consumer Distribution.

	Frequency	Percent	Valid Percent	Cumulative Percent
Certainly no agreed	58	11,6	12,4	12,4
No agreed	55	11,0	11,7	24,1
Undecided	76	15,2	16,2	40,3
Agreed	192	38,4	40,9	81,2

Certainly agreed	88	17,6	18,8	100,0
Toplam	469	93,8	100,0	
Missing	31	6,2		
General total	500	100,0		

Our aim is to learn how enjoying is important for participants in buying goods and services. As seen in Table 32; 192 (40,9%) people agreed by saying that enjoying themselves is the most important thing; 88 (18,8%) people certainly agreed; 58 (12,4%) people certainly no agreed and 55 (11,7%) people no agreed.

It can be concluded from these results that enjoying is the most important criteria for most of the respondents.

xxvii. *The most important thing for me is approval of my family in buying goods and services.*

Table 33 : As Those Who Accept Approval Of My Family Important Consumer Distribution.

	Frequency	Percent	Valid Percent	Cumulative Percent
Certainly no agreed	94	18,8	20,7	20,7
No agreed	120	24,0	26,4	47,1
Undecided	159	31,8	35,0	82,2
Agreed	59	11,8	13,0	95,2
Certainly agreed	22	4,4	4,8	100,0
Toplam	454	90,8	100,0	
Missing	46	9,2		
General total	500	100,0		

We aimed to learn how important approval of family is for participants in buying goods and services. In Table 33; 120 (26,4%) people seemed to no agreed; 94 (20,7%) people certainly no agreed; 59 (13%) people agreed and 22 (4,8%) people certainly agreed.

xxviii. *The most important thing form e is approval of my environment or friends in buying goods and services.*

As a result, approval of family isn't an important factor for majority of the participants in buying goods and services.

Table 34 : As Those Who Accept Approval Of My Environment Or Friends Important Consumer Distribution.

	Frequency	Percent	Valid Percent	Cumulative Percent
Certainly no agreed	92	18,4	20,2	20,2
No agreed	127	25,4	27,9	48,1
Undecided	159	31,8	34,9	83,1
Agreed	58	11,6	12,7	95,8
Certainly agreed	19	3,8	4,2	100,0
Toplam	455	91,0	100,0	
Missing	45	9,0		
General total	500	100,0		

The purpose of these question is to learn how important the enviroment and friends in buying goods and services of the survey participants. As shown in table 34, 127 people (27,9%) no agreed; 92 people (20.2%) certainly no agreed; 58 (12.7 %) agreed and 19 people (% 4,2) certainly agreed.

According to these results, it can be said that the majority didn't believe that the most important factor in buying goods and services are enviroment and friends.

xxix. *The most important thing for me is approval of the group of the goods and services that i will take.*

Table 35 : As Those Who Accept Approval Of Group Important Consumer Distribution.

	Frequency	Percent	Valid Percent	Cumulative Percent
Certainly no agreed	95	19,0	21,0	21,0
No agreed	122	24,4	26,9	47,9
Undecided	157	31,4	34,7	82,6
Agreed	63	12,6	13,9	96,5
Certainly agreed	16	3,2	3,5	100,0
Toplam	453	90,6	100,0	
Missing	47	9,4		
General total	500	100,0		

The purpose of this question is to learn whether approval of the reference group is the most important thing for participants. As seen in Table 35 ; 157 (34,7%) people undecided; 122 (26,9%) people no agreed; 95 (21%) people certainly no agreed; 63 (13,9%) people agreed and 16 (3,5%) people certainly agreed about this.

According to this result approval of the reference group is the most important factor for more than half of the respondents.

xxx. *The most important thing form e is suitability to my culture, belief, tradition and custom on the goods and services that i will take.*

Table 36 : As Those Who Accept Tradition and Custom Important Consumer Distribution.

	Frequency	Percent	Valid Percent	Cumulative Percent
Certainly no agreed	74	14,8	16,2	16,2
No agreed	102	20,4	22,4	38,6
Undecided	147	29,4	32,2	70,8
Agreed	104	20,8	22,8	93,6
Certainly agreed	29	5,8	6,4	100,0
Toplam	456	91,2	100,0	
Missing	44	8,8		
General total	500	100,0		

The purpose of this question is to learn if culture, beliefs and traditions are the most important criterias of the survey participants in buying goods and services. As seen in Table 36 ; 147 (32,2%) people undecided; for 104 people (22,8%) faith, culture and tradition are the most important criteria in buying goods and services. That for 102 people (22,4%) is the most important no criteria when you say; for 74 people (16,2%) certainly no agreed , 29 persons (6,4%) had mentioned certainly agreed.

According to these results that can be said that for the majority of survey respondents (approximately 38,6%), belief, culture and tradition are not the most important factor.



xxxi. *The most important thing for me is suitability to my age on the goods and services that i will take.*

Table 37 : As Those Who Accept Suitable To My Age Important Consumer Distribution.

	Frequency	Percent	Valid Percent	Cumulative Percent
Certainly no agreed	58	11,6	12,5	12,5
No agreed	77	15,4	16,6	29,2
Undecided	113	22,6	24,4	53,6
Agreed	171	34,2	36,9	90,5
Certainly agreed	44	8,8	9,5	100,0
Toplam	463	92,6	100,0	
Missing	37	7,4		
General total	500	100,0		

The aim of this question is to learn whether suitability to their age is the most important thing for participants. In Table 37 we can see that 44 (9,5%) people certainly agreed; 171 (36,9%) people agreed; 77 (16,6%) people no agreed and 58 (12,5%) people no agreed.

As a result we can say that suitability to their age is the most important thing to them.

xxxii. *The most important thing for me is suitability to my job of the goods and services that i will take.*

Table 38 : As Those Who Accept Suitable To My Job Important Consumer Distribution.

	Frequency	Percent	Valid Percent	Cumulative Percent
Certainly no agreed	40	8,0	8,7	8,7
No agreed	76	15,2	16,5	25,2
Undecided	136	27,2	29,5	54,7
Agreed	170	34,0	36,9	91,5
Certainly agreed	39	7,8	8,5	100,0
Toplam	461	92,2	100,0	
Missing	39	7,8		
General total	500	100,0		

Our aim is to learn whether the most important thing for consumers is suitability for their job . Table 38 shows that 170 (36,9%) people agreed; 39 (8,5%) people certainly agreed ; 76 (16,5%) people no agreed and 40 (8,7%) people certainly no agreed .

Majority of the respondents believe that suitability to their job isn't the most important thing.

xxxiii. *The most important thing for me is the colour or model of the goods and services that i will take.*

Table 39 : As Those Who Accept Suitable To colour or model Important Consumer Distribution.

	Frequency	Percent	Valid Percent	Cumulative Percent
Certainly no agreed	50	10,0	11,0	11,0
No agreed	79	15,8	17,4	28,4
Undecided	138	27,6	30,3	58,7
Agreed	135	27,0	29,7	88,4

Certainly agreed	53	10,6	11,6	100,0
Toplam	455	91,0	100,0	
Missing	45	9,0		
General total	500	100,0		

The aim of this question is to learn the most important thing for costumers is whether colour or model. As we can see in Table 39 ; 138 (30,33%) people are undecided; 135 (29,7%) people agreed ; 79 (17,4%) no agreed; 53 (11,6%) people certainly agreed; 50 people (11%) certainly no agreed.

It can be concluded that most of the respondents think that colour and model are important for them.

xxxiv. *Your education level?*

Table 40 : As Those Who Accept Suitable To Education Important Consumer Distribution.

	Frequency	Percent	Valid Percent	Cumulative Percent
Illiterate	14	2,8	2,9	2,9
Primary school	28	5,6	5,7	8,6
High school	123	24,6	25,3	33,9
University (Varational school or Faculty)	202	40,4	41,5	75,4
Postgraduate (Master and Doctorate)	120	24,0	24,6	100,0
Total	487	97,4	100,0	
Missing	13	2,6		
General total	500	100,0		

With this question we wanted to learn participants education level. As seen in Table 40 , 202 (41,5%) people are undergraduate; 123 (25,3%) people are high school students; 120 (24,64%) people are

postgraduate; 28(5,7%) people are primary school students and 14 (2,9%) people are illitrete.

xxxv. *Your occupation?*

Table 41 : As Those Who Accept Suitable To Occupation Important Consumer Distribution.

	Frequency	Percent	Valid Percent	Cumulative Percent
Teacher	17	3,4	3,5	3,5
Officer	162	32,4	33,7	37,2
Worker	93	18,6	19,3	56,5
Free occupation	28	5,6	5,8	62,4
Unoccupation	40	8,0	8,3	70,7
Other	141	28,2	29,3	100,0
Total	481	96,2	100,0	
Missing	19	3,8		
General total	500	100,0		

In this question the aim is to learn the occupations of participants. As shown in Table 41; 162 (32,4%) people are officer, 93 (19,33%) people are worker; 40 (8,3%) people are unemployed ; 17 (3,5%) people are teacher and 141 (29,31%) people have other jobs than these.

xxxvi. *In which group does your age take place?*

Table 42 : As Those Who Accept Suitable To Age Important Consumer Distribution.

	Frequency	Percent	Valid Percent	Cumulative Percent
Between 18 - 25	221	44,2	45,0	45,0
Between 25 - 35	135	27,0	27,5	72,5
Between 35 - 45	70	14,0	14,3	86,8
Between 45 - 55	38	7,6	7,7	94,5
55 and above	27	5,4	5,5	100,0
Total	491	98,2	100,0	
Missing	9	1,8		
General total	500	100,0		

The aim of this question is to learn ages of respondents. As seen in Table 42 ; 221 (45 %) people are between 18-25; 135 (27,5%) people are between 25-35; 70 (14,3%) people are between 35-45; 38 (7,7%)

people are between 45-55 and 27 (5,5%) people are 55 and above.

According to this result majority of the respondents are young who are between 18-25.

xxxvii. *Marital status?*

Table 43 : As Those Who Accept Suitable To Marital Status Important Consumer Distribution.

	Frequency	Percent	Valid Percent	Cumulative Percent
Single	302	60,4	63,0	63,0
Married	159	31,8	33,2	96,2
Widow	18	3,6	3,8	100,0
Total	479	95,8	100,0	
Missing	21	4,2		
General total	500	100,0		

We wanted to learn marital status of respondents with this question. As seen in Table 43; 302 (63%) people are single; 159 (33,2%) people are

married and 18 (3,8%) people are widow. It can be seen that more than half of the respondents are single.

xxxviii. *Gender?*

Table 44 : As Those Who Accept Suitable To Gender Important Consumer Distribution.

	Frequency	Percent	Valid Percent	Cumulative Percent
Total Female	228	45,6	48,1	48,1
Total Male	246	49,2	51,9	100,0
Total Toplam	474	94,8	100,0	
Missing	26	5,2		
General total	500	100,0		

The aim of this question is to determine sexes of respondents. As seen in Table 44; 228 (48,1%) people are female; 246 (51,9%) people are male, As a result majority of the respondents are male.

III. CONCLUSION AND EVALUATION

Out of 500, 208 (approximately 62%) Polish participants stated that generally they like shopping. Business enterprises in Poland can attract consumers by increasing their level of satisfaction and this can be possible by knowing consumers and consumers' demands and desires very well.

300 people who participated in the survey said that they go supermarkets for shopping and this number forms the highest amount (60%)

Some reasons for such a choice are as follows;

1. *Lower prices*
2. *They are cool in summer and warm in winter*
3. *Opportunities of credit cards and getting a receipt (compared to the grocers)*
4. *Car parking lots and playgrounds for children*
5. *Variety of products*
6. *Fresh products*

It is stated that the supermarkets are the least affected from economic crisis in the world. (Hypermarkets and supermarkets are in the same category)

It is found out that mostly mothers go to shopping in Poland. The rate of shopping by the mentioned mothers is 26,51% and this is the highest percentage.

The results of the grading question that we asked to figure out the consumers' satisfaction level also give us the expected results.

In the first grading, 246 people (50,51%) want the shop assistants or shop owners reply the demand "I want sellers to be cheerful, sincere and be interested in me"

The repliers stated that even though they are in the suitable circumstance, they are not going to buy the products that they do not need (48,5%), they compare when they buy expensive (but liked) ones (76,92%), in a condition that the products that they bought are defective majority of them (57,1%) are going to go to the shop where they bought them and try to sort out a solution to their problem. When we look from the point that the consuming habits has changed in a positive way, this is pleasing.

They stressed that they could not buy the products in their house because of high prices. We can see that they spend their revenue on food, clothing, health, education, home furniture, saving and other needs, respectively.

The percentage of the answers of the questions that we asked separately to figure out the factors that affect the ones who attended the survey to buy are given as follows, from the higher to the lower;

As purchasing a good or a service;

1. The brand of the good is important (66,5%),
2. The customer chooses his/her own good (59,7%),

3. The usage tariff of the good (59%),
4. The price of it (53,3%),
5. The colour and model of it (51,3%),
6. The guarantee date of it (48,5%),
7. The suitability of the good to the consumer's age (46,4%),
8. The suitability of the good to the consumer's job(45,4%),
9. The spare part(s) availability of it (42,4%),
10. The seller's convincing ability. (39%),

Out of the topics and their rates mentioned above, it is figured out that these rates are important, the rest of the questions in the survey have none of importance.

The rate of the repliers is as follows;

University graduates: (41,48%)

Officers: (33,68%)

18-25 years old singles: (63%)

We can see that men attended the survey a bit more than women did.

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