

Covid-19 and Consumer Behavior

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Abstract: Consumer behavior is one of the topics that companies, especially Sundays, should focus on, learn by analyzing. The best understanding of the process of consumers buying and receiving interest in a product has an important role at the stage of developing marketing and sales strategies. There are many different criteria that affect consumers' decisions in the shopping process. Human-oriented and ongoing scientific research on human behavior reveals that individual behavior is not only governed by the mind, it is also governed by emotions. In this study, factors affecting consumer and consumer behavior in a positive and negative way were analyzed, and at the same time, the extent to which advertising and social media affect consumer behavior and the effect of shopping malls on consumer behavior were tried to be explained.

Keywords: Consumer, Social Media, Consumer Behavior, Purchasing, Marketing.

1. Introduction

The subject of consumer behavior emerged as a relatively new field of study in the late 1960s; it was fed by many different disciplines due to the lack of any infrastructure or history it had. Psychology (individual reviews), sociology (group studies), social psychology (to manage examines how individuals in groups), anthropology (individuals, Society examines the impact), and gradually began to exploit emerging concepts in other disciplines such as economics.

Nowadays, when competition is increasing rapidly, consumer behavior can vary depending on Sunday conditions that differ from environmental factors. Sunday's acceleration that began in the 2000s, the proliferation of information flow along with the development of transportation and communication facilitated the access of goods and services produced by companies to consumer markets, while the requirements of those who act in accordance with their needs for different factors also caused consumer markets to mix. Consumers in the process of purchasing a certain product or service, directing them to purchase that product or service consumers to buy this product or service elements or they feel all of the emotions and impulses that determine consumer behavior directs you to buy them. The needs, problems, feelings, material or social situations of consumers directly affect the purchasing process. Consumer behavior is focused on how consumers make decisions to spend their available resources (time, money and effort) on consumer-related items. These behaviors are shaped by the characteristics of consumers and their decision-making processes.

Consumer behavior is a complex phenomenon that occurs under the influence of many personal, social and psychological variables. This complex phenomenon is such that the Sunday it is known, the better it is recognized, the higher the chances of enterprises succeeding in the marketplace. Consumer behavior involves much more than a simple purchase. Despite the fact that the way consumers buy is a very important issue for marketers, it is not the only activity that needs to be taken care of.

Modern marketing decisions are based on the information obtained about the behavior of consumers and assumptions about their behavior. Now, nowadays, it is almost impossible to think of a marketing decision that does not contain information about consumer behavior. All decisions made on marketing components are actually very closely related to consumer behavior. From product decisions; product design, product differentiation, brand and brand perception, packaging, labeling, etc. Sunday the decisions related to price, the strategy of skimming the market, penetrating the market, the elasticity of demand, psychological pricing, package pricing, and so on.

Deployment-related decisions; all marketing channels and logistics management decisions; promotion, advertising, personal selling, sales promotion, catalog marketing, public relations, digital marketing, etc. all decisions are decisions that have a very close relationship directly with consumer behavior. In short, the identification of consumer behavior is the most basic elements necessary for the success of marketing studies. There is always a consumer in the focus and at every step of marketing decisions.

To the extent that the consumer can understand, it will be possible to succeed on Sunday. Consumer behavior is a must of marketing. The more understandable the consumer's behavior, which has a complex structure, the more accurate the decisions made will be. Consumer behavior individuals, groups, or organizations and the leading consumers of these activities emotional, mental, and behavioral responses, including the purchase of goods and services, use, and disposal of all activities related to the study.

2. Concepts of Consumption and Consumer

Consumption, in its simplest form, can be defined as the way people meet their needs. What is the determinant of these needs? These include needs that should be considered mandatory, such as housing, eating and drinking, but also include emotional needs such as being liked, loved, and appreciated. The most obvious reason why we define the concept of consumption with a cultural interpretation is that the way we acquire the goods or services we need varies from society to society or even in the same society depending on different cultural values.

A consumer is a person who buys and consumes products or services to meet the needs of his or her family members. People are consumers, regardless of what kind of business they do or how old they are. A consumer is a person who consumes the product he has received and does not add any value to the product he has received. Consumers look for the products they need and use these products to meet their needs. As can be seen from the definition, the person who buys and consumes the product may not be the same. The main goal here is that the purchase was made for consumption purposes. A consumer is a person who uses products and services not only for the production of other goods and services but also to satisfy his personal or family needs. According to another definition, the consumer is really the one who benefits from the product. It is possible to define a consumer as an individual who performs the consumption, not the production, of products and services. They are people who have different needs in order to live their lives and have the opportunity to meet these needs. In other words, the consumer is the person who has the opportunity to meet their needs (Savaş and Günay, 2016).

Consumers are defined as people who decide to buy marketing components in accordance with the wishes, needs and wishes of their personal and close environment or have the potential to buy (Karabulut, 1989). All living things consume in the field of food and health in order to maintain their lives, and they also consume out of the need for desires and desires other than consumption made in order to maintain their lives (Durmaz *et al.*, 2011).

A person or institution that makes a purchase out of their own needs, desires and desires is called a buyer. Consumer behavior, which is the most dynamic aspect of marketing science, is an important topic that concerns the fields of marketing, psychology, sociology and economics. Consumer behavior is defined as a process that affects decisions such as choosing, buying, using and disposing of products or services that individuals or others think can meet their wants and needs, as well as activities related to them (Kavas, 1995).

3. Consumer and Consumer Behavior

Although the reason is not fully known, every individual realizes consumption as a vital and social necessity from an early age. The justification for consumption is not known for sure, and most often it arises in order to meet two basic needs. These two basic needs are divided into physiological needs for the conduct of vital activities and sociological needs that arise as a necessity of being part of a certain social structure and cultural community. While some people consider the most important reason for consumption to be the necessity to meet physiological needs, on the other hand, its consumption is also defined as an indicator of belonging to a particular community rather than meeting a vital necessity (Koçgar, 2013). Both concrete and psychological desires and needs of consumers are increasing and changing every day. Advertising has a huge impact on consumers in meeting these wants and needs. In this regard, the space occupied by advertising in our lives is increasing day by day. This is because the functions included in the definition of the ad can be listed. These functions are the functions of informing, persuading, reminding and displaying ads, adding value, supporting other company efforts the purchasing decision process for the consumer consists of five stages (Kotler *et al.*, 1999):

The emergence of the need, information research, evaluation of alternatives, purchase decision, post-purchase behavior. Today, when competition is intense, consumer behavior for businesses is seen as the result of components that cannot be ignored in terms of cause-effect or effect-reaction relationships. Advances in technology, improvement of product and service quality have increased the competition in the Sunday. Therefore, as long as consumer behavior is correctly foreseen, it will force the manager to make decisions that will ensure a competitive advantage over competing enterprises (Shimp, 2007).

Psychological, cognitive and economic approaches have been used to explain consumer behavior. Marketers have also added elements that affect these approaches over time. It can be mentioned that psychological factors are largely effective in consumer purchasing behavior. The culture, family structure, age, profession, lifestyle, social status, economic status of the region where the consumer was born and raised are also very effective in consumer behavior. With the introduction of social networks into human life, globalization and acceleration of the exchange of ideas, it can be said that the interactions of consumers on social media are also effective in their purchasing behavior.

3.1. Statements of Thinkers Explaining Consumer and Consumer Behavior

(Bennett, 1995) explained consumer behavior as “The dynamic interaction of cognition, behavior and environmental events changes the direction of human life”.

According to Blackwell *et al.* (2001), human activities are the activities that are obtained, consumed and the result of consumption of goods and services. Consumer behavior is the process of choosing, buying and using goods, services, ideas or experiences of individuals or groups to satisfy needs and desires (Solomon, 1996). Kotler and Armstrong (2012) discussed the cultural, social, personal and psychological dimensions of consumer behavior.

Kotler and Armstrong (2012) considered culture as the most basic reason and determinant of a person's desires. He says that many of human behaviors are learned, that the family in which the individual is born, the community in which he lives are of great importance in shaping the basic values, forming perceptions, desires and behaviors (Kotler and Armstrong, 2012). It covers concrete concepts such as culture, food, clothing, furniture, buildings, as well as abstract concepts such as education, welfare, laws. Cultural factors affect purchasing decisions as they constitute a significant part of daily life (Mucuk, 2010). The social class that is part of the culture consists of six elements. A professional group, individual performance in their profession, interaction with groups, ownership that they see as a symbol, common values of the family or society, and common consciousness are the elements that make up a social class (Yıldız O. and Baş, 2017).

The researchers classified the factors affecting the consumer purchasing decision process as social, psychological and personal factors. It has divided social factors into subcategories such as culture, social class, reference groups, roles and family. Psychological factors motivation, perception, learning, attitudes, personality, and situational factors as demographic and personal factors as divided into sub-categories (Mucuk, 2010; Pride and Ferrell, 1997; Skinner, 1990).

In order to explain the effects of psychological elements such as motivation, learning, perception, beliefs and attitudes on consumer behavior, researchers such as Freud and Pavlov have modeled their approaches trying to explain the basics of human behavior. Motivation is the factor behind a person's behavior, it is the need that leads a person to seek satisfaction, it is the power that is the basis of behavior (Kotler and Armstrong, 2012; Mucuk, 2010; Skinner, 1990).

Freud said that people are unconscious in their behavior and that their behavior is largely shaped by psychological forces (Kotler and Armstrong, 2012). According to Freud, personality consists of id, ego and superego. Of these, the id (primitive self) represents instinctual desires and is identified with the unconscious. According to Freud, instinctive desires are the basis of human behavior. Based on Freud's definitions of id, ego and superego, emerging from the definitions of id, ego and superego suggested by Freud, in the Freudian model, the id refers to the instinctual demands, the superego the effect of social right and wrong, and the ego realistic interpretations indicate the balance between the id and superego. According to this approach, the balance between id, ego and superego is effective in consumer behavior (Akyıldız, 2006).

In the Pavlov model, the consumer is motivated from the outside. The stimulant arouses desire in the consumer. As a result of the request, the purchase takes place and the consolidation is provided along with the satisfaction. It is argued that the consumer makes a decision to buy to the extent that he is satisfied (Çubukçu, 1999). In addition to behavioral approaches to consumer behavior, there are Howard and Sheth, Engel Kollat Blackwell and Nicosia models that step up these behaviors and take into account environmental effects.

In the Engel Kollat Blackwell model, the emergence of a need or desire is approached as a problem. The steps of the process are divided into six steps as the emergence and identification of the problem, the determination of research and alternatives, the evaluation of the choice and results, and decision-making. The satisfaction experienced during the process and after the decision is made, relevant learning takes place, and this satisfaction is effective in subsequent purchase decisions. In this model, the purchasing process and subsequent satisfaction come to the fore. The Nicosia model has input, behavioral processing, output and feedback steps similar to the Howard and Sheth model. The input processing step for the consumer to be aware of the goods and services, the behavioral processing step for having ideas and collecting information, the purchase and non-purchase step for the output step, and the experience that occurs are also called the feedback step. In this approach, it is stated that psychology, social status, social environment and previous experiences are effective at the behavioral processing step. These models have tried to explain the consumer's behavior by adding environmental effects and process elements along with the context of motive, satisfaction. A rational approach based on price-benefit has been determined in the Marshall model, which tries to explain consumer behavior with economic theory (Ersoy, 2016). The consumer is turning to economic options that will bring him the most benefit. Early institutional economists also focused on the importance of the theory of instinct in psychology for analyzing economic behavior and conducted studies on this theory to explain economic phenomena.

Thorstein Veblen spoke about the fact that property structure and technology generally affect behavior, and also focused on the motives of ingenuity, curiosity, parenting and ostentation, and introduced a psychological and socio-psychological approach to economics.

Veblen explained that psychological and sociological factors play a role in economic preferences with the concept of the "ostentation effect" (Eser and Toigonbaeva, 2011). Another name of the Veblen model is ostentation consumption. According to this model, consumption is also carried out in order to gain social status (Tek, 1997). While the Marshall model assumes that the consumer will behave rationally, there is a different approach to consumption here.

Those who tried to explain consumer behavior with psychological phenomena, based on human behavior, focused on the elements of motive, instinct, and satisfaction. Over time, the social environment and social impact have also been added to these factors.

Kotler and Armstrong (2012) also stated that consumer behavior is also affected by social factors. They said that groups of friends, family and the status of the person in these communities directly affect consumer behavior. In the past, customers' being easily influenced by marketing campaigns and seeking authority and expertise about the product to be used and listening to them has lost its effectiveness today. According to the latest cross-industry research, customers are now more focused on the f-factor than marketing communication; It has been observed that they believe in their friends, family, Facebook fans and Twitter followers (Kotler, 2017). Purchasing behavior is the basis of consumer behavior. The purchasing stage is a process of purchasing behavior.

3.2. The Main Features of Consumer Behavior

The main features of consumer behavior are (Erdem, 2018):

- ✚ Having a motivated behavior,
- ✚ Expressing a dynamic process,
- ✚ Interested in different roles,
- ✚ Influence of environmental factors,
- ✚ Showing different behaviors for different consumers,
- ✚ It is listed as having differences in terms of complex timing.

It has a flexible structure since consumer buying behavior can vary depending on time and conditions. Psychological, demographic and socio-cultural factors greatly change consumer buying behavior Marketing has changed and developed throughout history. in the early 1900s, when the supply was less than the demand, the general perception was towards the production approach with the principle that I sell what I produce, while in the 1930s when the supply was equal to the demand, the sales approach developed in the direction of the approach.

As of the 1960s, the marketing approach came to the fore during periods when the supply was greater than the demand. In today's conditions, when the supply is too big than the demand and the competitive environment is too high, the general perception has moved towards a modern marketing approach with the principle that I produce what I can sell. During these periods, when the competitive

environment was very high, consumer behavior gained great value and even affected production planning processes. With the marketing-oriented approach and the period when the customer comes to the fore, consumer behavior has become one of the very important criteria for marketing science (Yürük, 2017).

In all marketing activities to be carried out, product service presentations that will monitor and shape consumer behavior, meet their wishes and needs and value should be performed. Companies have to shape their marketing strategies according to the expectations and wishes of consumers and make a new product or service according to these expectations and wishes again.

4. Factors Affecting Consumer Behavior

4.1. Socio-Cultural Factors

Socio-cultural factors affecting consumer behavior:

a) Family: Family, Serves as a subculture that communicates the cultural values of society to its members. The child acquires his social and cultural values, consumption habits from the family and bears their mark throughout his life. Therefore, it is possible to explain consumption habits by the life curve of the family.

b) Advisory group: Advisory groups are organizations such as friends, neighbors, as well as close environmental and religious organizations, associations, commercial organizations. Members of advisory groups interact not only in terms of information, attitudes and values but also in the purchase of certain brands of products, even during the selection of the store where they will be purchased.

c) Social Class: Social class can be expressed as a relatively homogeneous subdivision of a society that has adopted the same values, the same interests, way of life and way of behavior. A large number of common qualities (type and source of income, profession, value provisions, type and place of residence, professional success, etc.) determine the social class. But there are no decipherable boundaries between social classes. The tastes of each social class, the way they behave and the purchasing decision process differ.

d) Culture: Culture, which is the most basic cause or determinant of a person's desires, is a mixture of the values system created by people, customs, customs, morality, attitude belief, behavior art approaches and other symbols shared in a society. Cultural factors affect purchasing decisions, as they make up an important part of our daily lives. Culture largely determines what is new, what to wear, where to live, where to travel.

4.2. Psychological Factors

a) Motivation: Motive it is the driving force and elements that affect the individual in such a way as to push (prompt) him to make a move or to prefer one path of movement to another. Therefore, every motive has the purpose of providing satisfaction and calming down, and this motive can be exacerbated even more when a motivated behavior does not reach its goal once. The important thing from the point of view of marketing understanding is that these motives can be determined correctly and the real motives affecting the behavior of the individual can be revealed. For example, the motive that buys a person a dress can be caused by the desire to look good.

b) Detection: Contact recognition of various stimuli in the environment by sensory organs is called perception. Perception is a two-way process; both motives and attitudes affect perception, and perception affects motives and attitudes. In addition, apart from these physiological factors, it also includes perception, sensory processes, symbolic processes and emotional processes. Sensory processes are the perception of stimuli by the five senses, while symbolic processes are the creation of an image of the stimulus in the consumer's memory. Emotional processes, on the other hand, are stimuli that determine the corresponding level of liking.

c) Learning: Human learning, which is a cause that affects the perception of learning, can be defined as a change in behavior caused by past experiences. But with learning, behavioral changes caused by physiological conditions such as hunger, fatigue, growth, are not meant. People tend to continue this movement if they win with the movement they make, or if they achieve satisfying results. Otherwise, the

person changes this behavior. For example, buyers learn from sellers, ads, friends, family members, as well as using products (Örücü and Tavşancı, 2001).

d) Attitudes and Beliefs: **Attitude** and beliefs directly affect the perceptions and behavior of the consumer. Attitudes can be defined as a person's ongoing behavioral tendencies, feelings, or assessments of certain objects or ideas. For this reason, attitudes include mental processes as well as emotions, and their intensity becomes different. Attitudes can create distortions in the perception of the message and affect the degree to which it is reminiscent of the message. Beliefs, on the other hand, can be given as information obtained by researching external sources or information that has been proven to be accurate as a result of personal experiences. Beliefs can be expressed as knowledge, opinions and commitment to prove. For example, if we believe that drinking milk is a good product for a growing child, and we know that the benefit of milk has been proven, we will also confirm our belief. These two factors are like a whole with each other, and as a result, beliefs affect attitudes, attitudes also affect beliefs (Örücü and Tavşancı, 2001).

e) Personality: Personality is the sum of the biological and psychological characteristics of a person. According to some marketing practitioners, there is a close relationship between personality and the goods and brands one buys. In other words, various personality traits affect purchasing behavior.

4.3. Demographic Factors

Demographic factors are individual characteristic qualities such as age, gender, marital status, income, education and profession, and they widely affect a person's purchasing decisions. At the very beginning, the person's age and the age period affect which type of goods, which models and styles he will turn to. In addition, the fact that a person is married or single; if he is married, whether he has children; gender; income status; education level; professional status and lifestyle are personal factors that affect purchasing decisions in the widest possible dimensions.

5. The Importance of Culture in the Factors Affecting Consumer Behavior

Culture and Subculture are the values we create for the customs, morality, art, faith, politics, economy, that is, life that we have gained as a result of living in the society in which we grew up. "Latin culture is a word that originated from the Latin verbs "colere" or "Cultura", and in classical Latin it means "mowing a team", "caring" or "raising". Cultural items are gradually transferred from one generation to another. The values we have gained as a heritage also affect our view of art, people, science, that is, life (Kongar, 1997).

Therefore, we can say that our cultural values are the building blocks that shape our lives. "Sociologists define culture as values, beliefs, behaviors and important objects that make up a person's life path. Culture encompasses what we think, how we behave and what we have. But culture as our social heritage is also the bridge that best guides us from the past to the future." (Plummer and Macionis, 2013). According to another definition, culture is "a whole formed by rules and responsibilities that shape the behavior of a society, give each society the ability to be a different environment, and give each society its own shape" (Mutlu, 2008).

In other words, if we pay attention, the goals and values of societies and cultures are close to each other, which are different is the way to achieve these values. In every society, peace, freedom, health, respect, leadership are the goals that are considered important and that are desired to be achieved. Culture is manifested in the methods of achieving these goals. The way to achieve similar values varies from culture to culture, even the meaning of these values will vary from culture to culture. Just as there is no generally accepted definition of culture, its characteristics change depending on cultural diversity. Although the characteristics of the culture vary, it is possible to list some of its features that are generally accepted. These characteristics are listed in seven articles (Koçgar, 2013).

5.1. Features of the Culture

The characteristics of culture can be summarized as follows (Sıgılı and Tıgılı, 2006):

1. *Learned:* Culture is not transmitted biologically or by inheritance, it is gained by learning and gaining experience.
2. *Adaptable:* It is within the natural ability of man to make changes or adaptations to culture.

3. *It is transmitted from generation to generation Dec:* Culture is a multiplying accumulation, it is a link between generations.
4. *Shared:* Culture does not belong to a single individual, but to all individuals of society.
5. *It is Limiting:* Culture limits the society to which it belongs by introducing it into a number of dimensions.
6. *It Is Symbolic:* Culture should be defined, symbolized or used by one phenomenon or another phenomenon.
7. *It Consists of Integrating Elements:* Culture is a structure formed by many interconnected elements.

A change that occurs in one of these elements also affects the others. Each individual takes his place in the cultural circle of society with birth and continues his life.

By identifying with the identity of the society in which the individual lives, he shapes his own culture by acquiring the cultural elements of that society, such as education, language. Although culture is usually defined as the judgments and behaviors that societies create by being influenced by the environment in which they live, it is a well-known fact that the source of culture is people and society. In other words, it is also a person who causes the culture to be born and is affected by the culture that occurs. We can say that while we are exposed to culture in a sense (the family we were born and raised in, the education we received, our friends, our beliefs), we also contribute to the formation and formation of culture in a sense.

5.2. The Relationship of Consumer Behavior with Advertising

Advertising and Internet Advertising Companies have to compete in order to be able to market their own products. Consumers want to get marginal benefits from the product they will receive and do their research accordingly. Companies, on the other hand, make ads to sell their products that take this benefit into account and make that product more attractive to the consumer. For the marginal benefit that the consumer will receive from the products that he will buy, he consciously or unconsciously applies the stages in the purchase process related to the product. In the process of purchasing, the promotion of the product, that is, advertising is one of the sources that provide the consumer with the most information about the purchase behavior. The fact that the consumer is affected by advertising depends on the process of receiving and filtering information that is, perceiving information. "No matter how much you know, what you say is as much as the other person can understand." his words emphasize the importance of people's perception at this point. Perception in its simplest form is to obtain information about the outside world with the help of our sensory organs (Taşyürek, 2010).

According to Young's model, perception is to see, hear, touch, smell, taste, feel or touch any event, object or relationship (Chisnall, 1975). Each person has a field of perception that he creates based on his former life and knowledge and develops it according to his readiness. This area is influenced by the culture, social class, socio-economic situations of the person (Özer, 2009).

Based on this fact, the success of the advertising sector also depends on consumer perceptions. Since the perception of each person is different, the advertising sector is also diverse. It is also an important issue whether the messages that are requested to be given when advertising are perceived by the consumer in the desired way (Özden, 1978).

5.3. Social Media and Consumer Behavior

With the widespread use of the Internet in all parts of society today, people's behavior, habits and shopping patterns as consumers have changed significantly as well as their lives (Turan, 2008). Rapid changes in the information technology age have brought about rapid developments in the use of technology. This development, which affects all areas of life, has led to the fact that the understanding and form of trade of consumers has also been affected (Akçi and GÖV, 2015).

Social Media includes the concepts of 'Social' and 'Media' (Şahin *et al.*, 2017). Social refers to the interaction of individuals with each other in a group or community. Media, on the other hand, means the communication of advertising and ideas or communication through publications and channels. In this context, Social Media are communication and broadcasting platforms dec which interpersonal interaction is created and maintained.

Through social media, businesses, and identity can be created about your products and business and information can be made by establishing relationships with people who are not knowledgeable about the products, and businesses may be more visible to consumers, businesses and other businesses that serve the

same target market can thus be provided to communicate with the needs of consumers can be created of mutual communication and interaction environment. Consumers also use social media as a means of creating an identity, creating a personality for themselves, expressing their ideas and social differentiation. Therefore, consumption behaviors are related to their existence in the virtual environment (Baudrillard, 1997; Bocoock, 1997; Dedeoğlu and Üstündağlı, 2011).

Consumer behavior, “they think of the individuals themselves or others goods and services that can meet the needs assessment, search, purchase, use and disposal, such as physical activities, and decision-making processes that affect these activities covers” (Oiler and Ilarslan, 2010). In parallel with the increasing variety of products every day, consumers have begun to need more information about products. Social Media is a unique platform where consumers can evaluate the products they buy and announce their personal opinions, so that consumer-to-consumer communication can be easily provided (Chen *et al.*, 2011).

The exchange of ideas made by consumers about businesses and products on social media drives the decisions of consumers who are hesitant about whether to buy products or not. Therefore, on the other hand, businesses are benefiting from this powerful effect of social media, Facebook, Youtube or Twitter is heavily used social media tools such as consumer behavior and buying decision process and to direct their use in order to increase profitability (Kaplan and Haenlein, 2010).

Existing social networks have an important role in the lives of their members and serve as a “reference group” (Akar, 2010). Members can share all kinds of issues via these social networks and influence their decisions by interacting with each other (Haciefendioğlu, 2010). As a result, social media is one of the biggest factors affecting consumer behavior.

5.4. An Element of Brand Loyalty that Affects Consumer Behavior

The role of brand loyalty is important for businesses to achieve sustainable competitive advantage. Brand loyalty is defined as the sincere closeness of consumers to the brand, and the number of repeated purchases by customers on Sunday is seen as the most important indicator of sustainability in consumer behavior. Brand loyalty is explained as showing consumers the behavior of buying the brand again after the first choice. The fact that there are many alternatives in the Sunday that have the same characteristics as each other pushes consumers to make a choice. Branded products allow consumers to feel safe before and after purchasing behavior.

Consumers often prefer the brand that can bring them the maximum benefit. Enterprises carry out various promotion practices in convincing the consumer to buy their own brands. In social media applications, it is important that consumers have a commitment to the business, love the goods and services, and market the business viral. As a result of the efforts of enterprises to promote purchasing behavior, brand loyalty is created.

Consumers prefer customer service-oriented businesses that can effectively use advertising, marketing and communication, have original and entertaining oratory, make various gifts and rewards that interact with followers, and are connected consumer audiences. By meeting these requests in enterprises, they affect the behavior of consumers and attract them to themselves.

5.5. Generations in Marketing: Consumer Behavior of Generation Z

The generation is a community that was born in about the same years, has common spiritual values and shares these values. The role of intergenerational interaction in shaping consumer behavior is important. Generations have experienced many evolutions up to the present day. When generations are born, they should be examined as a whole with their experiences and value judgments. It is known that in the studies of generations, a period called the “silent generation” was considered the beginning, representing people living in the period of the world wars.

“Baby boomers” is the name given to the generation that emerged with the increase in birth rates with the sanction of welfare policies after the world war. Baby boomers include consumers born between 1946 and 1964. Baby boomers have an independent and innovative personality. “Generation X”, which comes after baby boomers, includes people born between 1965 and 1980. Generation X is considered a powerful generation as it affects other generations with their experiences. “Generation Y” includes people born between 1981 and 2000.

Generation Y is the generation that grows up playing computer games, experiences the development of the Internet, and uses this technology first and most effectively with the spread of mobile phones in the coming years. The main features of separating the Y generation from the X generation are that there is a freer generation that does not like to be disciplined and does not like to adopt the corporate

communication of the business environment. Generation Z, on the other hand, represents people born in 2000 and later.

Generation Z is also called by the concepts of "Connection Generation, Internet Generation, Rainbow, Digital Generation". Representatives of Generation Z, the belief that everything in life could be possible powerful, insatiable, born and raised many social and workers who don't like traditional and digital communication tools, online socialization, life habits, such as learning, embraces everything to make them feel good about themselves, results-oriented, impatient, and individuals are sensitive to social events. Generation Z consumers see individualism and luxury consumption as needs.

Generation Z is very relevant to social media and they use different platforms for different interests. Generation Z consumers prefer to buy mainly online and instant. They want to make purchases by comparatively learning the characteristics of goods and services without wasting time with online purchases and studying competitors, as well as learning the comments of other consumers. Generation Z consumers are in a position to influence both their environment and the environment in their purchasing behavior. These consumers are consumers who live time fast, adopt functional, personalized, simple and instant consumer products for themselves.

Generation Z consumers prefer products that will provide status and can be influenced by external stimuli and affect other consumers with their decisions. The barrier of consumers' lack or low brand loyalty can be transformed into the desired level of brand loyalty by enabling consumers to be influenced by each other with the help of social media applications.

5.6. The Importance of Spatial Order in Stores in the Context of the Relationship of Spatial Behavior and Consumer Behavior

Researches on "environmental perception" and "environmental informatics" try to decipher the relationship between a person and the physical environment surrounding him. The findings obtained from these studies are also used to create more qualified circles. Theories of "spatial perception and cognition" reveal the process of transformation of environmental data into usable information. Theories about "direction finding" explain the concepts of "we could be perceived", "intelligibility of the architectural order" and "orientation", while talking about the effectiveness of the physical environment in the behavior of direction finding. Theories related to "consumer spatial behavior" describe the phenomena of "space of consumption" and "consumption", explain the "spatial behavior of consumers" within the framework of the studies of "Environmental Behavior". Each store their own needs, objectives, environment, due to the characteristics of different layout plan has a layout that is designed wrong, the involvement of customer traffic in stores, and unusable Dead Space formation (Bearchell, 1975), uncontrolled crowd, causes the absence of store security (Saucier *et al.*, 2001).

The layout of the store plan is studied in the framework of three components, these components are (Berman and Evans, 1979);

- ✚ Spatial distribution,
- ✚ Product categorization
- ✚ It is customer traffic

The store plan layout affects the time spent in the store, large store aisles reduce the time pressure on customers, and especially leads to an increase in unplanned shopping. Turley and Milliman (2000) examined the effect of the store atmosphere on customer behavior, however, they also discussed the layout of the plan, the grouping of products, the dec of departments, the relationships between departments and the traffic flow together. Another important phenomenon that the layout forms is the "customer circulation". In stores, it is tried to ensure that customers can visit the maximum area and see the maximum product (Berman and Evans, 1979; Harley, 1980; Saucier *et al.*, 2001).

Customers create certain circulation traces in order to achieve certain goals and reach the products or the case. These circulation traces have been described as "tracking" or "customer traffic" (Sanoff and Poilevey, 1991). Systematic observation of customer traffic can allow deciphering the relationship between the plan layout and customer circulation. In an early observational study on customer traffic in supermarkets (Havas and Smith, 1960), it was stated that customers were more densely located in the outer corridors, the ends of the inner corridors and the intersections of the corridors

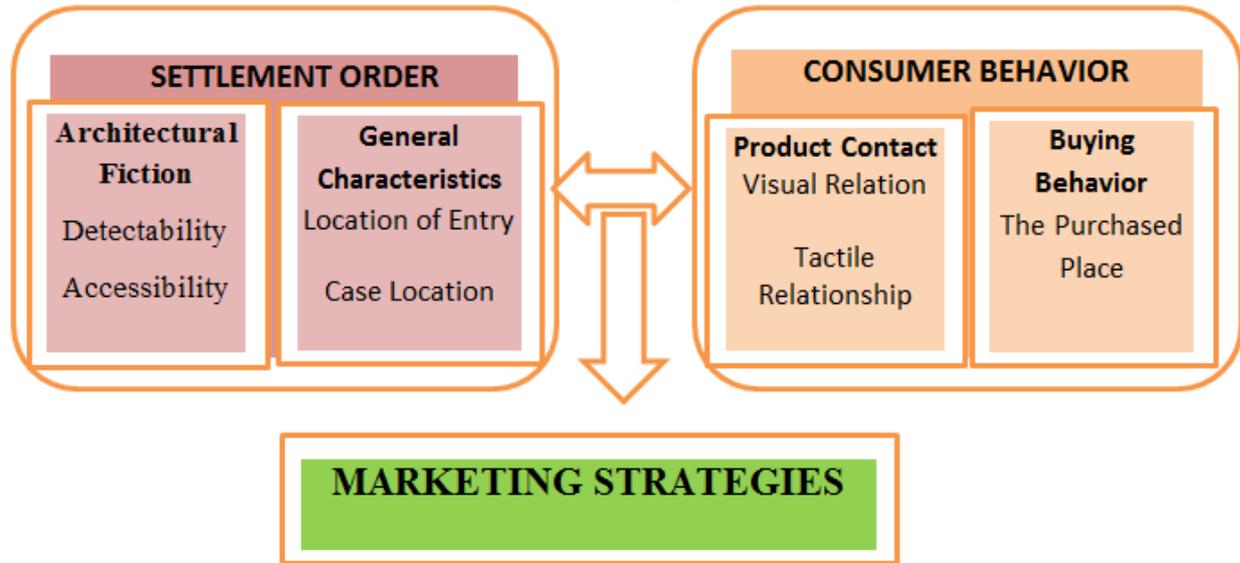
In the conducted research, the deconstructive properties of stores, spatial behavior of consumers and the spatial properties of spaces are determined to have important relationships between them. It has been observed that the deconstructive properties of the space have an effect on the consumer-product

interaction rather than the sequence properties, and there are important relationships between the sequence properties of the spaces and the number of products sold.

Significant relationships were revealed between the integrity value of the spaces and the number of products sold at that point. It is important to be able to perceive the general fiction in stores, proximity to the entrance is an important parameter. The areas near the entrance are suitable for the action of "instant shopping" and "quick browsing on the product". Architectural design and layout in stores have very important effects on store alignments and customer-product interaction.

A model explaining the relationship between layout and consumer behavior

Figure 1. Marketing Strategies



6. Consumption and Consumer Behavior in Shopping Centers

Since the 1980s, the developments in technology, social life and consumption have also led to changes in the behavior of consumers. In line with these developments, it is seen that there are also serious differences in the position of shopping centers in public life and consumer perception. On the other hand, the increasing population, time pressure, and the increase in responsibilities that business life brings to people have also led to the need to meet the products and services that consumers need from one place.

At this point, organized shopping centers, the first examples of which were given in the 1920s, have undergone major changes and provide consumers with socialization, entertainment, etc. it has become a living space that accommodates many possibilities and meets the different needs of consumers (Tuncer and Alkibay, 2007). On the other hand, technological developments and the needs of the consumers they have to offer many different space-time gave me the opportunity to eliminate without limit, although the interest of the consumer's shopping malls, especially in the context of Turkey is undiminished, and a substantial majority of the stores are still visiting, seeing, touching products by the need to explore and experience continued (Kabadayi and Paksoy, 2016).

AVMs consumers to meet their needs has ceased to be only the places visited by consumers besides shopping, entertainment, art, culture and Sports has become a center of activities are offered along with life, such as where it is observed that (Deniz and Erciş, 2008). In this context, the preference of shopping malls offering services by consumers, their characteristics, the motivations of shoppers, etc. such topics have also attracted the attention of researchers both in the world and in our country.

6.1. Elements Related to the Reasons Why Consumers Prefer Shopping Malls

The presentation of many elements together, Applications related to children (Easy shopping with children, where children can be left, Opportunities for fun and leisure, activities, exhibitions, fashion shows, concerts, signature days, panels, etc. like

Brand, store and product range,
Ability to compare prices between stores

Brand quality luxury products include products, trust in the quality of products
Availability (Fast and easy transportation, convenient location, central location, parking, convenient store-
mall hours, many entrances, being out of town, free shuttle service
Convenient navigation in the mall (Escalators, easy to navigate for people with physical disabilities, easy
to find the desired place
The harmony of shopping visitors with me, the arrival of acquaintances
Shopping in the mall should evoke a feeling of respectability, make you feel privileged, provide fun and
satisfaction, make you feel happy, modern, recognition
Security, Payment opportunities, Special discounts (promotion, festivals)
Atmosphere (Heat, light, physical environment is comfortable and attractive)
Weather conditions are not affected
The behavior of the staff (educated, knowledgeable, friendly, polite)
Sales development (gift voucher, discount voucher, presence of sweepstakes
Availability of prices, economic, Price quality compliance /price-quality relationship,
Cleanliness, order, tidy shelves, customer service

There are many types of food and drinks (Restaurants and cafes, recreation areas) Entertainment
(Cultural activities: Cinema and Theater, entertainment and leisure opportunities Socialization
opportunities (Suitable for spending time with family and friends), the presence of mosques and places of
worship, a baby breastfeeding room, the presence of armchairs to wait. Such factors have significantly
affected consumer behavior, prompting them to make more purchases, and also increased customer
occupancy in shopping malls.

In this context, he discussed the reasons that lead consumers to shop under two headings as personal
and social motives. Accordingly, the personal elements play a role, don't follow the newest trends,
physical activity, sensory stimulation, and entertainment rewarding yourself, as social factors, social
experiences, communication, reference groups the charm of authority/status ensure and are ranked as take
pleasure in. (Bellenger and Korgaonkar, 1980).

7. The Halal Food Factor Affecting Consumer Behavior

Consumers perform the act of consumption by exhibiting different behaviors under the influence of
various internal and external factors. Among the factors affecting consumption, the price of the good, the
price of the complementary good, the price of the substitute good, the income level, as well as the
consumer beliefs and preferences, especially in foodstuffs, come to the fore. Every consumer has a
different socio-economic structure, a different culture, a different education and income level, and a
different belief (Onurlubaş and Şener, 2016).

The relationship between religion, consumption and marketing has gained importance day by day.
In this context, the religious, traditional and cultural beliefs of consumers are effective in consumption.
In the globalizing world, consumer goods are not only products produced within that country. They can also
be imported from other countries with different religions. Therefore, Muslims sought halal food and
needed some standards in this regard (Yıldız S. *et al.*, 2014).

A certification system has also been developed to distinguish which foodstuffs are halal to consume.
Halal Food Certification is a certification system that allows Muslims all over the world to consume
foodstuffs comfortably without thinking about the suspicious additives contained in almost every product
(Batu *et al.*, 2012). The concept of halal certification has emerged as a result of the religious sensitivity of
Muslims living in non-Muslim countries such as the United States (USA), Europe, certain parts of Asia
and Pacific countries in order to protect their religious identity (Tekle *et al.*, 2013).

Nowadays, the increase in the working population and therefore the decrease in the time spent on
cooking have led people to consume ready-made food. In order to extend the shelf life of these foods,
which are easy to prepare and ready to be consumed, the use of food additives has also become
mandatory. Food additives are substances that are allowed to be used in foods in order to preserve the
taste, smell, appearance, structure of foodstuffs in the preparation, processing, packaging, storage, and
distribution of food (Onurlubaş and Gürler, 2015).

In order to determine whether these additives are halal or haram, it is necessary to know the exact
source, the vast majority of which are imported and are used in the production process of many foods.
Since these substances are purchased from abroad, there is not much information about their source, and
therefore it leaves question marks in the minds in terms of halality and certification (Sadioğlu *et al.*,
2012).

Today, almost 90% of the halal food market is dominated by non-Muslim countries. The high volumes of halal meat production in non-Muslim countries are partly the result of companies finding it easier and cost-effective to change their production processes to 100% halal. From an economic point of view, it is not difficult to see how important halal food is. Today, the Middle East is an important market for exporters among other Muslim countries, and the development of halal food exports in the Middle East highlights the importance of Muslim customer demands (Hassan and Awang, 2009).

The most widely used of food additive is gelatin. Gelatin is a protein additive produced from the skin and bones of animals. Gelatin, which is used to create a gel appearance in foods, is also a protein used in almost every product for darkening purposes. It is widely used, in particular, in meat products, dairy products and confectionery. Sausage, salami, ham, sausage as meat products; yogurt, ice cream, cheese, margarine as dairy products; jam, halva, marmalade, nut-peanut butter, molasses and gelatin are widely used in confectionery. In addition, gelatin is found in the pharmaceutical industry, cosmetics and many other products. Consumers who pay attention to the halal certificate when buying food products pay attention to the fact that many of the products they choose are certified when shopping.

Consumers pay attention to halal certification mostly for religious reasons. Some consumers prefer halal food because it is healthier, while others prefer it for religious reasons. In addition, some consumers prefer brands they know from where they know. These attitudes of consumers are among the reasons that affect consumer behavior (Shah and Sayuti, 2011).

8. Changing Consumer Behavior with Covid-19

The Covid-19 pandemic, which has affected the whole world, has caused changes around the world and in many areas of life. These changes have also affected and continue to affect consumer behavior. Changing consumer behavior related to the process has led to many studies. Authorized data base with over a million registered members Sunday with Turkey's largest research company, DORinsight by 15-20 people online between the dates of April 2020 over the age of 18 5.007 made with the participation of "outbreak after changing consumer behavior" research on the behaviour of the Turkish people affected purchasing with the results that were obtained.

According to the results of the study, 92% of female participants, 84% of male participants stated that their purchasing behavior has changed, and 60% stated that their monthly expenses have increased during this process. According to purchasing preferences, the food sector was in first place with 69%, while hygiene products were in second place with 60%. In meeting the needs, 60% of the participants cared about hygiene, 15% about price, 12% about accessibility, 92% about quality, and 4% about speed. According to the results of the research, 86% of the participants stated that the use of social media increased during the Covid-19 pandemic.

In this context, it can be predicted that the Covid-19 pandemic will affect consumer habits and consumption patterns not only during the period it is found but also after. Although consumer behavior has partially differed according to regions or cultures, it can be said that it has changed with different accelerations in the same direction. During this period, there has been a serious increase in the grocery and food sector throughout the world. The most common consumer profile in this process has been the rate of spread of the virus, increasing mortality rates, people's concern about catching diseases, curfews, quarantine periods, consumers who take more than they need and store it and thus feel safe "stocking up" (Erdoğan, 2020).

It can be said that the Covid-19 pandemic has taught generations some new concepts and begun to gain experience. According to the research of the new generation research and retail technology company REM People, Generation Z, which quickly reached its needs and consumed them at one time before the Covid-19 pandemic, has begun to learn the concept of stocking, which it has never learned until now. Many consumers chose to shop online instead of going to the grocery store during this period due to the concern of getting infected with the virus, and some of the consumers over the age of 50 have experienced online shopping for the first time.

9. Conscious Consumer

Most experts are of the opinion that the number of conscious consumers is quite small. The mass of consumers who know what they want in the automotive sector and can lead the company does not exceed 5 percent. For some reason, sellers try to take into account the wishes of this 5 percent more. And 95 percent of them ignore it." Clayton Christensen, one of the leading gurus on innovation, says that imagining the future is not something that most customers can do well. Some experts, on the other hand, look at this issue the other way around and think that the conscious consumer offers important

opportunities. Michael Schrage, known for his articles and books on innovation, says that conscious consumers who know what they want help create important innovations.

That is why he cites the importance of listening to this audience. "For example, Procter & Gamble has found that mothers in Japan are more aware of diapers than the rest of the world," he points out. The greatest demand came from them. It was very important for them that the skin of their baby was like the first day and not worn out. This mass of consumers helped P&G to change Pampers branded diapers all over the world and become more successful. Other consumers had not requested that the pampers be changed.

But thanks to the conscious consumers who demanded it, the whole world was more and more satisfied with this product." "If I had asked my clients what they wanted, they would have asked me for a fast horse," Henry Ford adds another dimension to the incident. In fact, many managers today do not consider it very important to develop a specific strategy for the conscious consumer. According to a study published in the *Harvard Business Review* and conducted on 640 managers, 82 percent of managers do not know how to use an informed or fanatical consumer to improve the brand or increase sales.

10. Result

In today's rapidly changing world, it has become increasingly difficult to interpret consumer behavior. In addition to the existing variables, it is necessary to determine marketing strategies by adding lifestyle, value and culture to the analysis. Consumption has become a process in which a person defines himself, rather than satisfying people's needs. The selected products and services provide people's view of life, social personality and communication with others and form their lifestyle. Lifestyles and values are not static. Today's popular products and services will also disappear or change with the change of their lifestyle. The style of clothing, music or even speech that was fashionable a decade ago has now gone out of fashion. Consumers carry out almost all their behavior in accordance with their personal perception, rather than the existing facts. The real perceptions of consumers are formed as a result of their needs, desires, values and personal experiences.

For this reason, it is thought that it would be better for individuals involved in marketing to pay more attention to consumers' perceptions than to the facts. It is becoming important for marketers to understand the concept of "perception" because consumers make decisions and take actions in line with their perception of the truth. Every consumer shares something with his environment about the products he has bought. When making these shares, each consumer can have different effects on other consumers. As a result of these effects, other people and/or groups can be directed.

Consumers are individuals or groups of individuals who identify a need, buy and consume products that satisfy the need, and then dispose of these products. Consumers should not be thought of as individuals who only consume the product. As mentioned before, consumers take initiatives to influence other consumers in line with their experiences about the product. Especially with the development of the internet, social networks and word of mouth marketing, the effect of communication between consumers on the consumption process is much more than in the past.

Consumer behavior analytics provide important information for marketing managers to develop marketing strategies and tactics. Understanding consumer behavior provides useful inputs to marketing strategies such as market segmentation, target market selection and positioning. In addition, such information guides marketing tactics such as product, pricing, distribution and promotion decisions. The consumer is essentially involved in all the decisions that marketers will make. The better the consumer behavior can be analyzed, the more accurate the marketing decisions will be.

Consumer behavior, defined in various ways, can generally be expressed as the behavior that individuals or groups perform when choosing, buying, using and disposing of goods, services, ideas or experiences/activities to satisfy their wants and needs. As can be seen from the definition, consumer behavior is related not only to behavior at the time of purchase but also as a process, to many behaviors that begin before the purchase and continue even after the purchase. Three different actors are involved in consumer behavior. These are consumers, marketers and political/social actors.

The most important of these are consumers. In addition, each of these groups examines consumer behavior in the consumption process from different perspectives. Consumers and marketers are direct participants in the consumption process. Political/social actors, on the other hand, are participants who try to influence consumers, marketers and the environment in which change occurs. An individual or organization can play a variety of roles from these mentioned roles at different times. Consumer behavior; First of all, it is important to examine and research for consumers, then marketers and political social actors.

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