



## **Purchasing Behaviors of Consumers Within The Framework of Brand Value Sub-Dimensions: An Application**

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### **Extensive Summary**

Brands allow products and services to be clearly distinguished from competitors and other companies. The brand phenomenon, which has such an important task; nowadays, it is on the agenda of marketers with concepts such as brand value, brand loyalty, brand trust, brand image. The importance of these concepts related to the brand is increasing day by day. The concept of brand value not only expresses the additional value that the brand name adds to the product, but also expresses the financial equity of the brand. In the consumer-based approach, beyond the financial equity of the brand, the added value it offers to the consumer and the attitudes of the consumer are important. One of the concepts that gain importance day by day about the brand; brand loyalty, perceived quality, brand awareness and brand associations are accepted as sub-dimensions of consumer-based brand value. In this study, brand value is discussed in terms of consumer-based approach.

Consumer purchasing behavior, which refers to the purchase of a product or service for household consumption other than for business purposes; it is affected by various factors such as demographic, social, cultural and psychological. The consumer realizes what he needs at the beginning of the purchasing process and collects the necessary information. In the continuation of the process, he evaluates the options, makes the purchase and ends the process with his post-purchase behavior. Since there is a multitude of options for each product segment today, the stage of evaluating the options is the most difficult and at this stage, the factors that affect the consumer's decision come to the fore. It is thought that the loyalty of the consumer towards the brand, the perception of the quality of the brand, the information he has about the brand, the associations of the brand on him also have an effect on the purchasing behavior.

In the light of this information, in this study, the relationships between brand value sub-dimensions and consumer purchasing behavior were examined. Due to its increasing share in the economy, the cosmetics sector and women, who are the primary target group of this sector, were chosen as the framework of the study. Due to its demographic diversity and being one of our big cities, Antalya province was chosen as the target region. In front of four big shopping malls in Antalya, women of various ages, occupations, education and income levels were studied with face-to-face survey technique.

In the research part of the study, the frequency distributions of the demographic characteristics of the participants and the frequency distribution of the answers they gave about the purchasing behavior of cosmetic products were given (the frequency of their purchases, the sales channel they prefer, the factors affecting their purchasing behavior, the information sources they use, their thoughts on the effects of promotional products and celebrities, the factors they consider important in the purchasing process). Reliability analysis, normality test of the data and frequency analysis of the answers given to the statements in the questionnaire form were performed. Finally, the attitudes of the participants towards the sub-dimensions of brand value were examined with ANOVA and T test according to demographic variables. It has been observed that the 26-34 age group has the highest average in the perceived quality dimension and the 26-34 age group has the highest average in the brand associations dimension. According to the findings related to the education level, as the education level increases; it has been deduced that the individual's brand loyalty, quality perception, brand awareness and brand associations also increase. When people's approaches to brand equity sub-dimensions according to their occupations are examined, it has been commented that individuals with regular and good income have higher averages in terms of brand loyalty, quality perception, brand awareness and brand associations. It was seen that the findings obtained in the study were in agreement with similar studies in the literature.