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# An Empirical Study on the Role of Emotions in Purchasing Decisions in Turkey

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## Abstract

*In this research, the role of psychological variables on customer purchasing behavior is studied. There is an effort to quantify the impact of psychological elements on the purchasing decisions of customers, who are growing in importance. The Turkish territory may be divided into seven distinct areas. From each area two provinces are picked by random sampling process. A face to face survey was done on 100 persons from each province and in total 1400 people participated in the study. The information acquired from the findings are examined and interpreted by the computer packet programs.*

*Keywords: customer, mental aspects, inspiration, insight, education, faith, and conviction*

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## Introduction

Each and every one of us is a consumer. Every day, we use and acquire a wide variety of items depending on our own requirements, tastes, and financial situations. Products fall into one of four categories: consumables, durables, specialized, and industrial. Companies that produce similar products and services are in a cutthroat, more competitive market, and the customer, who has emerged as the central focus of the contemporary corporate strategy, has assumed an increasingly central role. Therefore, it is essential for businesses to understand their target demographic. This research delves into the three main psychological influences on consumer spending. At first, some high-level explanations are provided. Then, the theoretical aspects of consumer psychology that influence their purchasing decisions are examined. At last, the survey's Turkish-based findings are deciphered and discussed.

## Defining Consumers and Consumer Behavior in Broader Terms

When done properly, marketing should revolve around the demands of the consumer and result in

his complete happiness. The importance of consumer behavior research cannot be overstated in today's service-based economy (Khan, 2007). Customers in today's market are spoiled with choice, making it more important than ever for businesses to successfully persuade them to make a purchase. Marketers need to analyze customer actions if they want to influence buying decisions. Consumers' decisions to make a purchase may be influenced by a number of distinct elements, including those associated with their culture, social circles, identity, and state of mind. The impact of these elements on participants' psyches was the focus of this investigation. A consumer is someone who purchases and uses the products and services that are produced. Therefore, consumers play a crucial role in a country's economic system since the lack of the effective demand that comes from them is almost catastrophic for the economy. Someone who purchases products or services made by another organization is called a customer (Durmaz & Jablonski, 2012). Consumer behavior may be defined as the cognitive, affective, and motor actions consumers do throughout the product discovery, evaluation, purchase, consumption, and disposal phases (Priest, Carter, & Statt, 2013).

## Third, the Impact of Psychological Factors on Consumer Action

The best firms know how to take advantage of consumers' varying motivations for making a purchase ([www.ccsenet.org/ass](http://www.ccsenet.org/ass)). Effective product promotion is essential for businesses Asian Social Science Vol. 10, No. 6; 2014 195. The research indicates that there are four primary elements that influence customer decisions. Cultural, societal, individual, and psychological elements all have a role. Customers' motives, perceptions, learning, and beliefs and attitudes are all subsets of the broader psychological elements that impact their purchasing decisions (Callwood, 2013).

### 3.1.1 Reasons

What drives people to take action toward achieving a goal is an aroused state of internal desire. The term "motive" refers to the "relatively durable, forceful, and persistent" internal sensations that stimulate and lead action toward certain objectives (Trehan, 2009). Realization of need is the first step in the purchase process. To have a need is to be without something that might otherwise be beneficial. A consumer's decision to purchase an item may be driven by the desire to satisfy any one of many different needs: ease of use, appearance, social status, or personal pride (Khan, 2007). Understanding what drives people might help businesses produce ads and campaigns that get people interested in learning more about their products and services (Smoke, 2009).

### A Brief Overview of Maslow's Theory of Motivation

#### 3.1.1 Abraham Maslow proposes a hierarchy of wants, from the most fundamental to the most abstract. Having their most immediate requirements met, individuals will next look for methods to fulfill their more advanced wants and needs. As stated below, Maslow's hierarchy of requirements looks like this: (Jonsson, 2010).



those who need to be convinced. It implies that humans have ties to other people, things, ideas, and events (unit relations) and feelings about them (sentiment relations). Whether or whether the connections are healthy depends on their structure (Gorman, 2004).

### 3.1.3 The Theory of Reducing Drives

The goal of behavior in the drive reduction hypothesis (Hull, 1943) is to alleviate the stress brought on by unpleasant drives, which are the result of requirements stemming from tissue deficits (Lake, 2009).

### Interpretation 3.2

Following a sensory process, perception is the energy that brings our attention to the external world and gives it meaning. One's perspective on the world is unique to him or her. Many individuals have the same opinion regarding that happening. No one has the ability to perceive or experience all there is to be aware of. Do you ever ponder why consumers make specific purchases? What matters is how you frame things in your mind. To put it simply, consumer perception is the way in which people interpret sensory data to generate an opinion about the world. Consumers make choices on what to focus on, how to categorize the information they get, and how to interpret it all based on a series of subconscious evaluations of their own wants, values, and expectations in response to various stimuli (Connolly, 2010). The general public's impression of a brand or sector is crucial, which is why major corporations exert so much effort to promote a favorable public image. Companies like Gillette will thus pay David Beckham to "model" their razors. If consumers associate nice feelings with Beckham, then maybe they will also associate pleasant feelings with the Gillette brand (Taylor, 2006). The term "learning" refers to the process through which one modifies his or her behavior as a result of exposure to new information. We always have a preexisting set of expectations and a mental framework into which we try to fit new inputs, thus our past experiences shape our perception no matter what the situation. It's as if we take what we've learned from the past and use it to guide how we understand and respond to new information about the world around us (Blythe, 2008). Marketers can increase demand for a product by connecting it to powerful drives through the use of motivating cues, and to the same drives as competitors through the provision of similar cues; this is because consumers are more likely to transfer loyalty to similarly branded products than to those of dissimilar products (Lamb, 2010). One may either study formally or informally (Lee, 2007) One kind of learning is known as

"experiential learning," and it happens when a person's behavior is altered as a result of an event.

2. Conceptual Learning: Conceptual learning is not based on firsthand experience. Assumptions and Attitudes 3.4 According to Kotler, one's belief is their "descriptive thinking that they hold about anything," while one's attitude is their "enduring positive or negative cognitive assessments, emotional sentiments, and behavioral inclinations toward some object or idea." People's opinions and views on certain goods and services might vary widely (Sarangapani, 2009). When consumers have strong opinions about a product or service, they create product and brand images that influence their purchasing decisions. The marketer must undertake a campaign to rectify the misconceptions if they are preventing sales. Sony's Cyber-shot camera is popular due to its reputation for high-quality video recording, user-friendliness, and competitive pricing. Such convictions may stem from personal experience, religious fervor, or casual observation. People's opinions of a product are shaped by their experiences with the product and their subsequent impressions of the product's qualities, which in turn shape their opinions of the brand (Lee, 2007). People have opinions on a wide range of topics, including their faith, politics, favorite bands, cuisine, and more. Consumers' perspectives also play a role in shaping their buying habits. When people have a favourable impression of a product, they are more likely to buy it. The marketing department finds out the general public's opinion of the product and works to change it, or keeps it favorable, depending on the results (Hoyer & Deborah, 2008).

## Application

### Meaning and Range of the Study

The authors hope that by illuminating the marketing departments of both existing and future businesses, they may contribute to national progress by increasing their customers' familiarity with and appreciation for their brands and products. The term "contemporary (modern) marketing idea" was used in the 1950s to characterize the consumer-focused enterprises of the era. About 40 years ago, the initial "what, when, where, at what price, and why desires customers" questions were posed. In other words, it's more crucial than ever to make an effort to meet new individuals.

## Systems Analysis and Data Sampling

The questionnaire used in this research was chosen as the data collecting technique because it allowed for the gathering of objective data and the interpretation of first-order, i.e., from the

perspective of the source. The 'funnel' method, in which information is presented in a progressive narrowing of scope, was used to develop this questionnaire. If this method works as expected, then surveys won't need to include the targeted questions in the first place. Researchers in Turkey used a multiple-choice questionnaire to collect data from a representative sample of the country's consumers.

## Constrained Research

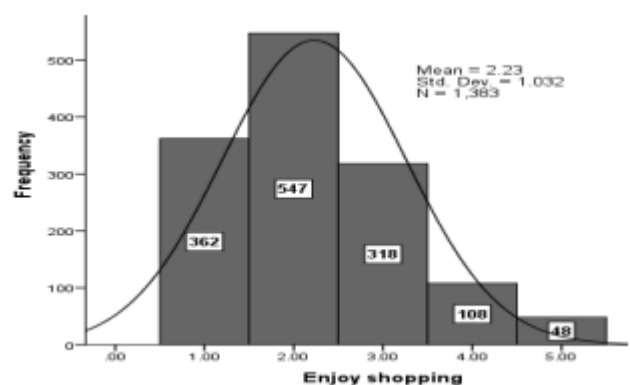
Using a random selection approach, the survey selects two provinces from each area. One hundred residents from each province were interviewed in-person for a total of fourteen hundred respondents. While more than 1400 persons were included in the sample, this survey has limitations due to factors such as time constraints, money constraints, and the challenge of doing research in a foreign country.

Section 4.4: Analysis and Interpretation of Results

The "frequency" computer software package was used to examine the data, and the findings were interpreted in light of this analysis. Do you like shopping in general? 1)

**Table 1. Enjoy shopping**

	Frequency	Valid Percent
Extremely satisfied	362	26.2
Satisfied	547	39.6
Neutral	318	26.2
Dissatisfied	108	7.8
Extremely dissatisfied	48	3.5
Total	1383	100.0
Missing	17	
Total	1400	

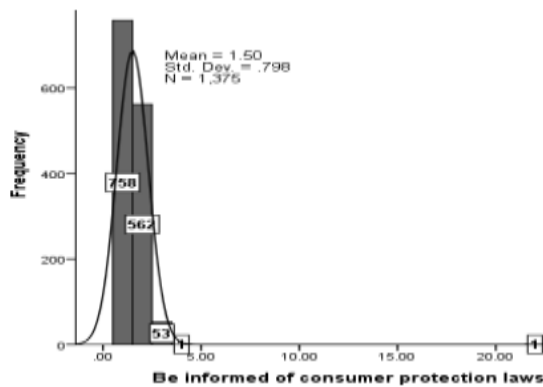


The purpose of this inquiry is to identify respondents with a similarly high interest in shopping. Table 1 and Figure 2 reveal that out of a total of 1383 respondents, 318 were not at all likely to recommend this store, 362 were very likely to recommend this store, and 547 were happy with

their shopping experiences. But there were 108 people (7.8%) who didn't care for it, and 48 (3.5% of the total) who said they didn't care for it at all. These results suggest that 65.8% of respondents value shopping as a leisure activity. Second, do you know anything about consumer rights and protections under the law?

**Table 2.** Be informed of consumer protection laws

	Frequency	Valid Percent
Yes	758	55.1
No	562	40.9
Other	57	4.0
Total	1377	100,0
Missing	23	
General total	1400	



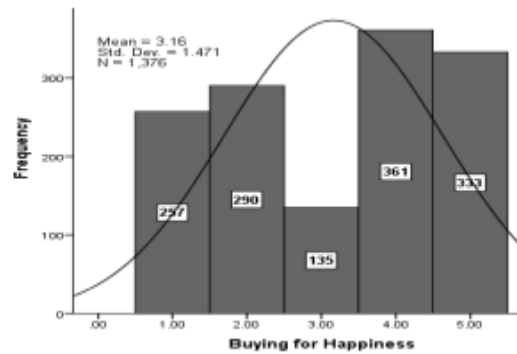
**Figure 3.** Be informed of consumer protection laws

We wanted to find out whether customers are aware of their protections, and although 562 individuals (40.9%) claimed they were unaware of consumer protection legislation and their rights, 758 (55.1% of respondents) were not. The findings demonstrate that customers know their rights under the law and are aware of consumer protection measures.

3) For my own mental health, I indulge in a little retail therapy. In other words, I couldn't care less what other people think.

**Table 3.** Buying for happiness

	Frequency	Valid Percent
Certainly no agreed	257	18.7
No agreed	290	21.1
Undecided	135	9.8
Agreed	361	26.2
Certainly agreed	333	24.2
Total	1376	100.0
Missing	24	
General Total	1400	

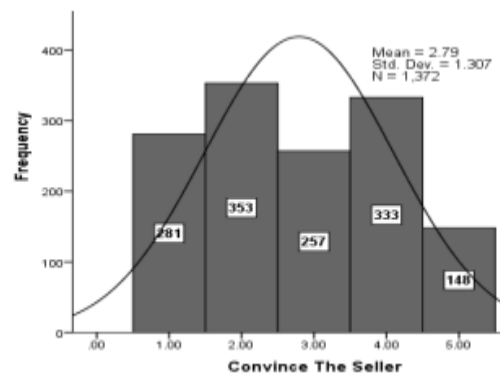


**Figure 4.** Buying for happiness

The goal of this inquiry is to ascertain whether shoppers go out of their way to buy things that will make them happy, regardless of the opinions of others. Table 4 shows that 361.2% of shoppers do so in an effort to boost their own mood, followed by 334.2% who are quite certain that this is the case, 290.18% who are not confident that this is the case, and 257.1% who are positive that this is not the case. This finding suggests that most respondents purchase for items that will make them happy regardless of the opinions of others. 4) The single most critical factor in my decision to purchase a product or service is the level of confidence I have in the seller's ability to persuade me to do so.

**Table 4.** Convince the seller

	Frequency	Valid Percent
Certainly no agreed	281	20.5
No agreed	353	25.7
Undecided	257	18.7
Agreed	333	24.3
Certainly agreed	148	10.8
Total	1372	100.0
Missing	28	
General Total	1400	



We want to find out if being persuaded by sellers is a priority for our participants. As can be seen in Table 5, 352 respondents (25.8%) disagreed, 334

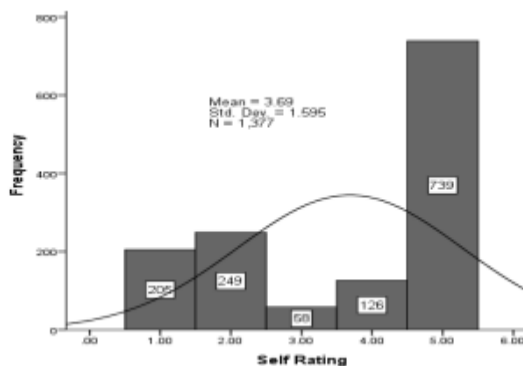
(24.3%), agreed, 148 (10.8%), and 281 (20.5%) flat-out disagreed.

Therefore, it may be concluded that participants value the products and services themselves and place little stock in the salespeople' ability to persuade them.

5) Having fun while making purchases is the single most important factor for me.

**Table 5.** The importance of self-rating

	Frequency	Valid Percent
Certainly no agreed	205	14.9
No agreed	249	18.1
Undecided	58	4.2
Agreed	126	9.2
Certainly agreed	739	53.7
Total	1377	100.0
Missing	30	
General Total	1400	

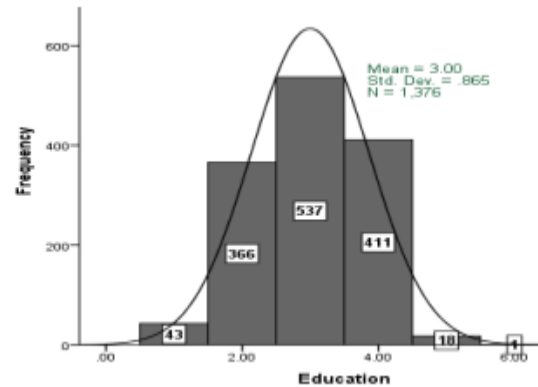


*Figure 6. The importance of self-rating*

Our goal is to increase our understanding of the significance of pleasure in the consumption of products and services. Table 5 and Figure 6 show that the vast majority (53.7% to be exact) of respondents agreed that having fun is the top priority, while just 9.2% of respondents disagreed. In contrast, 18.1% of respondents neither agreed nor disagreed. We may extrapolate from these data that respondents value enjoyment above all other considerations.

6) Your education level?

	Frequency	Valid Percent
Illiterate	43	3.1
Primary school	366	26.6
High school	537	39.0
University	411	29.9
Postgraduate	18	1.3
Total	1375	100.0
Missing	25	
General Total	1400	



The purpose of this inquiry was to ascertain the degree of education held by the respondents. Table 7 shows that of the total population, 537 (41.48%) have completed high school, 411 (29.9%) have completed college, 366 (26.6%) have completed elementary school, 43 (3.1%) have not completed high school, 18 (1.3%) have completed graduate school.

7) Your occupation?

**Table 7.** Professional impact

	Frequency	Valid Percent
Teacher	106	7.7
Officer	198	14.4
Worker	259	18.8
Free occupation	242	17.5
Unemployed	104	7.5
Other	470	34.1
Missing	21	100.0
General Total	1400	

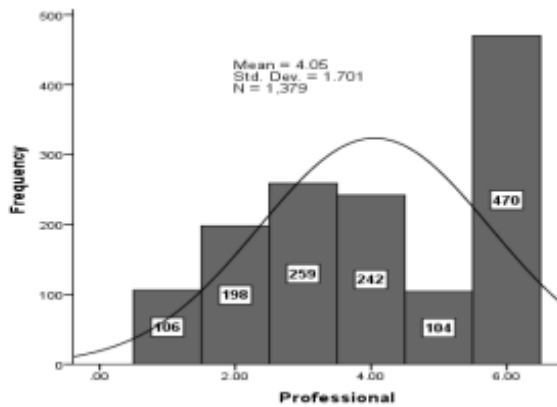


Figure 8. Professional impact

The purpose of this inquiry is to ascertain respondents' respective areas of expertise. Table 5 shows that out of the total workforce, 346 (34%) do not fall into any of the above categories, whereas 259 (18.8%) work, 242 (17.5%) are self-employed, 198 (14.4%) are officers, 106 (7.7%) are educators, and 104 (7.5%) are jobless. The eighth question is: "In what age bracket do you fall?"

	Frequency	Valid Percent
Between 18-25	406	29.5
Between 26-35	420	30.5
Between 36-45	352	25.6
Between 46-55	137	10.0
56 and above	57	4.1
Total	1372	100.0
Missing	28	
General Total	1400	

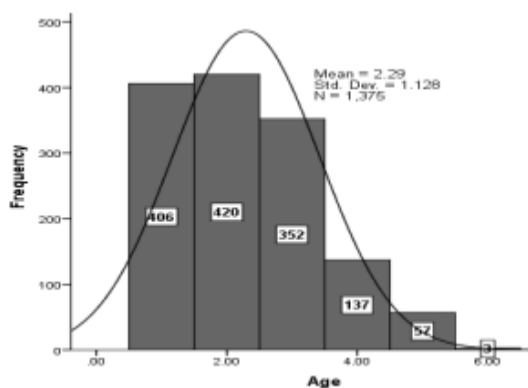


Figure 9. Effect of age

This inquiry is used to elicit age information from responses. Table 9 shows that of the total population, 406 (29.5%) are young adults (18-25), 420 (30.5%) are adults (26-35), 352 (25.6%) are middle-aged (36-45), 137 (10%) are middle-aged (46-55), and 57 (4.1%) are senior citizens (55+). A large proportion of responders are under 35 years old, the survey found.

## 9) Marital status?

Table 9. Marital status

	Frequency	Valid Percent
Single	558	40.6
Married	759	55.3
Widow	56	4.1
Total	1372	100.0
Missing	28	
General Total	1400	

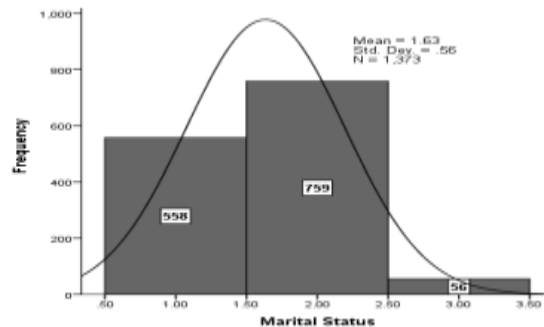


Figure 10. Marital status

By asking this, we aimed to get insight into the marital status of the survey takers. Table 10 shows that 40.6% of the population is made up of singles, 55.3% of the population is married, and 4.1% of the population is a widow. More over half of the responders are single, as can be observed.

## 10) Gender?

By asking this, we aimed to get insight into the marital status of the survey takers. Table 10 shows that 40.6% of the population is made up of singles, 55.3% of the population is married, and 4.1% of the population is a widow. More over half of the responders are single, as can be observed. Ten) Sex?

	Frequency	Valid Percent
Female	590	40.6
Male	781	55.3
Other	1	4.1
Total	1372	100.0
Missing	28	
General Total	1400	

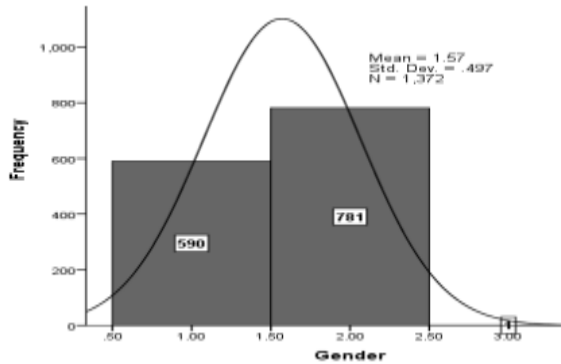


Figure 11. Gender effect

The purpose of this inquiry is to establish the genders of those who reply. Table 11 shows that the majority of respondents are male, at 55.3%, with just 40.6% of the sample being female.

## Conclusion

A total of 700 interviews were conducted throughout seven regions in Turkey, with 100 participants interviewed in each city.

- a) The majority of Turks like going shopping.
- b) Approximately more than 50% of customers are aware of their rights under consumer law.
- c) Shoppers prioritize satisfying their own emotional needs rather than worrying about the opinions of others around them.
- d) Merchants do not exert considerable influence over customers during the purchasing of products and services.
- e) Customers' personal feelings about a product should be the primary consideration when making a purchase. (about 62 percent of them) The participation breakdown is as follows:
- f) The vast majority of those taking part are college-educated adults.
- g) There is a huge variety of participants' professions.
- h) Participants between the ages of 26 and 35 rank top. c)
- i) Most of the members are married (d).

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