

EXPLORING THE EFFECTS OF TIME LIMIT AND DISCOUNT SIZE ON
SALES PROMOTION EFFECTIVENESS: THE ROLES OF BRAND EQUITY
AND PERCEIVED LUXURIOUSNESS

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ABSTRACT

EXPLORING THE EFFECTS OF TIME LIMIT AND DISCOUNT SIZE ON SALES PROMOTION EFFECTIVENESS: THE ROLES OF BRAND EQUITY AND PERCEIVED LUXURIOUSNESS

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The aim of this thesis is to explore the effects of time constraint and discount size on the effectiveness of sales promotions and to discuss the role of perceived brand equity and perceived luxuriousness on those effects.

The research data were collected through randomly submitting 12 different offers about laptops to 411 participants who are active computer users. For the analysis of the data, various methods including exploratory factor analysis (EFA), independent t-test, Mann-Whitney U test, Kruskal Wallis test, and Factorial ANOVA were used. As a result of the analyses, it was seen that the discount applied to the same product type of two different brands had different effects, and the difference between products of two brands was analyzed regarding consumers' purchasing behavior in terms of their brand equity and luxury perception. It was also concluded that the time constraint and the size of the discount influenced the consumer's willingness to purchase a product on sale. When those effects are compared in terms of the brands, the effect of discount size varies for two different brands but the effect of time constraint on the customer's willingness to purchase does not change depending on the brand.

Previously, brand equity, perceived luxuriousness, discount size, and time constraint have been discussed in previous marketing researches in terms of the effectiveness of sales promotions. When these factors are taken into consideration as a whole, it can be said that this study offers a new approach.

Keywords: Time-Limited Promotions, Discount Size, Brand Equity, Luxury Perception, Purchase Intention

ÖZ

SATIŞ PROMOSYONLARININ ETKİNLİĞİNİN İNCELENMESİNDE ZAMAN KISITI VE İNDİRİM ORANININ ETKİSİ: MARKA DEĞERİ VE ALGILANAN LÜKSLÜĞÜN ROLÜ

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Bu tezin amacı, zaman kısıtı ve indirim büyüklüğünün satış promosyonlarının etkinliği üzerindeki etkisini keşfetmek ve algılanan marka değeri ile algılanan lükslüğün bu etkiler üzerindeki rolünü tartışmaktır.

Araştırma verisi, indirim uygulanan dizüstü bilgisayarlarla ilgili 12 farklı teklifin anket aracılığıyla aktif bilgisayar kullanıcısı toplamda 411 katılımcıya rasgele sunulmasıyla toplanmıştır. Bu verinin analizi için açımlayıcı faktör analizi (AFA), Mann-Whitney U testi, Kruskal Wallis testi ve faktöriyel varyans analizinin de aralarında bulunduğu çeşitli yöntemler kullanılmıştır. Yapılan analizler sonucunda, iki farklı markanın aynı ürün çeşidine uygulanan indirimin farklı etkiler yarattığı görülmüş, marka değeri ve lükslük algısı açısından aralarında fark bulunan bu iki marka ürüne uygulanan indirimin tüketicinin satın alma isteğinde oluşan fark karşılaştırılmıştır. Ayrıca, zaman kısıtının ve indirim büyüklüğünün tüketicinin indirimdeki bir ürünü satın alma isteğini etkilediği sonucuna ulaşılmıştır. Bu etkiler markalar hesaba katılarak karşılaştırıldığında ise, indirim büyüklüğünün etkisi iki farklı marka için değişiklik gösterirken, zaman kısıtının müşterinin satın alma isteğine olan etkisinde markaya bağlı olarak bir değişiklik ortaya çıkmadığı görülmüştür.

Bu arařtırmanın bugüne kadar yapılmıř benzer alıřmalara bir katkı niteliğinde olduđu ve satıř promosyonlarının etkinliđi konusunda daha nce defalarca ayrı ayrı ele alınmıř faktrlerin birlikte ele alındıđında ne řekilde etkiler oluřacađı konusunda bir yol gsterici niteliğinde olacađı sylenebilir.

Anahtar Kelimeler: Zaman Kısıtlamalı Promosyonlar, İndirim Byklđ, Marka Deđeri, Lks Algısı, Satın Alma Niyeti

To my family

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LIST OF ABBREVIATIONS

ANOVA	Analysis of Variance
df	degrees of freedom
EFA	Exploratory Factor Analysis
FMCG	Fast Moving Consumer Goods
IT	Information Technologies
KMO	Kaiser- Meyer-Olkin
POS	Point-of-Sale
SPSS	Statistical Package for the Social Sciences

CHAPTER 1

INTRODUCTION

The aim of the present thesis is to explore and discuss the effects of the time limit and discount size on sales promotion effectiveness and the role of brand equity and perceived luxuriousness on those effects. Five hypotheses are determined to understand those effects, and it is targeted to contribute to marketing literature by examining the reliability of those hypotheses.

In previous studies, the effects of sales promotions on consumers' purchasing behaviors have been scrutinized many times (Blattberg, Briesch, & Fox, 1995). However, it is aimed to understand whether those effects change when other factors are included and if so, what types of changes occur. For the present study, 12 different cases were designed, and 411 participants were randomly asked to answer the survey questions to find an answer to the research question of the present thesis.

First of all, it is investigated that the brand effect of sales promotions on the customers' purchasing intentions. While the brand effect is examined, the roles of brand equity and perceived luxuriousness are evaluated. The brand equity and perceived luxuriousness of two predetermined different brands are measured separately and the purchasing behavior of consumers after sales promotion is observed. Apple and HP were selected as laptop computer brands since Apple is the most valuable (Brand Finance, 2019) and HP is the most preferred laptop brand (TrendForce, 2018, 2019).

Secondly, the role of the discount size of sales promotion on purchasing behavior is explored. The purchasing behavior of consumers against two different discount sizes

is evaluated individually and their reactions are compared and it is tested whether the difference between those is significant or not.

Thirdly, it is intended to set whether the time limit of the sales promotion, whose effect on purchasing behavior was determined before, is important in the purchasing decisions of consumers. Also, the question whether the application of time limit plays a role in the behaviors of customers is answered.

Lastly, the combinations of three factors aforementioned above, brand, discount size, and time-limit are examined and analyzed in groups consisting of two or three factors. Moreover, the effect level of those factors is ranked according to their magnitude.

The present thesis mainly consists of five main chapters. In the first chapter, Introduction, the purpose of the research is explained in detail while in the second chapter, the previous studies, in which the marketing researchers discussed sales promotions' role in consumers' purchasing behavior is reviewed. The concepts that are used in the thesis are explained in the second chapter by referring to the significant studies of marketing researchers. Briefly, the Literature Review chapter consists of four headings. In the first part of the literature review, the term of sales promotions, how it is defined is shown. The concerns of previous studies and the research questions of researchers are summarized. The focus of the second part of the literature review, as a sub-heading, is time-limited promotions. We intend to define what the time-limited promotions are and the studies with the subject of time-limited promotions are summarized and discussed. Furthermore, in the third chapter, we delve into the term of brand equity and the studies with the concern of measuring techniques of brand equity. In the last part of the literature review of this study, the main focus is on the concept of luxury and its components. It is explored how marketers measured the perceived luxuriousness of costumers within the scope of related literature.

The third chapter of the present study, Research Design and Methodology, starts with the variables of the study after that the research objectives and hypotheses are individually determined. To measure the aforementioned effects, the most preferred research method is quantitative research design (Creswell, 2013). So, we also preferred quantitative research design to answer our research question. Surveying is one of the most preferred quantitative research technique as Babbie (1991), Fink (1995), and Fowler (1992) guided. In the section of survey design, it is explained how the factors are measured and why the measures are used in each part of the questionnaires. The questionnaire types and questions used in the field of marketing are introduced to the reader. Lastly, the profile of the questionnaire participants is clarified and how research has been conducted is told in detail.

The fourth chapter, Analyses and Results, comprises the analyses and results of the thesis. Firstly, the data screening and cleaning phase is conveyed to the reader in detail. The scale of the collected data set and analysis tools are told consequently.

With the help of descriptive statistics, the demographic profile of participants is expressed. Later on, in the phase of pre-analysis, the tests of normality and reliability are applied. In the process of measuring the reliability of each scale, exploratory factor analysis for each is implemented. Furthermore, the reliability of each scale is evaluated with the method of Cronbach's Alpha. By taking into consideration the results of pre-analysis, the accuracy of the definitions in the hypotheses is tested. The results are shared with the readers by implementing the tests such as Independent t-test, Mann-Whitney U Test, Kruskal Wallis Test, and Factorial ANOVA. Their results are summarized in the section of Findings.

In the chapter of Discussion and Conclusion, the limitations confronted during the analysis and the impediments which prevent the present study from being ideal are presented. The results of the analysis are compared with the previous studies. While

evaluating the contributions of the present study to marketing literature, the significance of the thesis for the market players is emphasized. Lastly, the implications which are useful in the field according to the results of the analysis is provided to market actors.

CHAPTER 2

LITERATURE REVIEW

2.1. Sales Promotions

Kotler and Armstrong (2017) defined sales promotions as “short-term incentives to encourage the purchase or sales of a product or a service” (p. 496). They also asserted that sales promotion is a tool of inducement that arouses the interest of the customer to a product or a service in order to make him/her buy it (2017). According to Kotler and Keller (2016), the main three advantages of sales promotions are (1) sales promotions call the attention of the customer to the product, (2) procure encouragement which attributes value to the customer and (3) persuade the customer to attend shopping (p. 254).

It will be good to compare promotions and advertising at this point. Kotler and Keller (2016) claimed that promotion suggests an *incentive* where advertising suggests a *reason* to purchase a product for a customer. In other words, advertising tells the customer why s/he should buy the product, on the other hand, promotion encourages the customer to take action (Kotler & Keller, 2016, p. 265). Similarly, Kotler and Armstrong (2017) stated that “Whereas advertising offers reasons to buy a product or service, sales promotion offers reasons to buy now.” (p. 496).

The effects of sales promotions to purchase intent of customer have been studied over the years. Gupta’s research in 1988 indicated a positive effect of sales promotions to customer actions. After about 30 years from Gupta’s findings, Alvarez and Casielles came to a similar conclusion in their study (2005). Thereafter; Santini, Sampaio, Perin, and Vieira (2015) studied this issue and they found that price discount increases

the purchase intent of the customer. In light of all these researches, it is obvious that one of the essential components to increase the buying intention of customers is sales promotions (Blattberg & Neslin, 1990).

Additionally, if we look at the emotional effects of promotions, it can be seen that the emotions in the customer differ when the customer buys a promoted product. The consumer may have positive or negative feelings such as being satisfied or feeling unhappy due to a product that is on sale at a discount: S/he can feel appreciation and gratitude to the brand and the product, and s/he can feel confident inward. Conversely, there may be negative effects such as feeling angry and insecure against the brand and product, and internally self-doubt (Honea & Dahl, 2005).

In addition to these reactions created by sales promotion in the buying behavior of the consumer, there may be cases where sales promotion has no effect on the purchase intention of the customer. Some customers are not interested in the promotion whatever its type or size if the discounted product is not in the “brand preferred set” (Clow & Baack, 2018).

2.1.1. Promotion Techniques

Monetary sales promotions were defined as promotions providing money-saving advantage for a customer (Sinha & Verma, 2017). Although nonmonetary promotions provide more relational benefits between consumer and brand than monetary promotions (Mussol, Aurier, Lanauze, 2019), the opposite is true when it comes to increasing sales, according to Makienko (2006). Monetary promotions increase the consumer's willingness to purchase even more when the price of the product is first increased and then promoted, compared to the non-promoted normal priced product. Nevertheless, this is not the case when a nonmonetary promotion is applied. The

consumer's intent to purchase does not change due to the promotion and the consumer prefers the normal priced product to the nonmonetary promotional higher-priced product (Makienko, 2006).

Additionally, Eisenbeiss, Wilken, Skiera, and Cornelissen (2015) measured the effect of discount level and time constraint on the intention of buying due to sales promotion in their study by applying the DoD (Deal of the Day) concept. During this research, they carried out several studies on two different product types and obtained different results depending on whether the product type is utilitarian and hedonic. For hedonic products, the time constraint is more effective than discount size to increase willingness to purchase, while it is not the case for utilitarian products. In the case of a discount applied to a utilitarian product, the effect of the discount size was found to be greater than the effect of time constraint in terms of increasing willingness to purchase (Eisenbeiss, Wilken, Skiera, & Cornelissen, 2015).

Another study investigating the effects of monetary and nonmonetary promotions on the willingness to buy was made by Roll and Pfeiffer (2017). This study was conducted on two types of products: utilitarian and hedonic. The cold remedy was chosen as the utilitarian product and a flower bouquet was selected as a hedonic product. The effects of price discounts and free gifts on these two products were compared. Hence, the free gift has been found to be more effective in increasing consumer intention to purchase. Furthermore, Chandon, Wansink, and Laurent (2000) conducted a similar study, in which a third dimension was also discussed compared to the previous studies. In this study, the effects of monetary and nonmonetary promotions applied to utilitarian and hedonic products were examined separately for the high-equity and low-equity brands. Nonmonetary promotions were found to be more effective in hedonic products for both brand equity levels. On the other hand, while monetary promotion significantly increased the sales of hedonic products with low-equity brands, the same was not the case for high-equity brands. When the

promotions were applied for high-equity brands, although monetary promotions considerably increased the purchase intention of the utilitarian product, for the hedonic product, purchase intention reduced (Chandon, Wansink, & Laurent, 2000).

Another research that compares the effects of monetary and nonmonetary promotions through price discounts and free gifts belongs to Manalel, Jose, and Zachairas (2007). When we look at their research, we see that if we compare price discounts with free gifts, a price discount increases the customer's intent to buy the product more than a free gift. All of the above-mentioned studies have shown that price discount is generally preferred over other promotion types. Therefore, the price discount is worth considering specifically.

2.1.2. Price Discount

Shi, Cheung, and Prendergast (2005) studied different sales promotion types and they measured their effects to purchase intent separately. In this research, they asserted price discounts are simple, ordinary, and most understandable techniques (Shi, Cheung & Prendergast, 2005).

In the past, a lot of research on price discounts have been conducted. In those studies, the different ways of applying price discounts were evaluated and the effects of those methods on consumer buying behavior were compared. For example, Woodside and Waddle (1975) conducted a study on the implementation of price promotion as point-of-sale (POS). The results of this study showed that the POS technique has much more positive impact on the customer's intention to purchase, and increased this demand more than twice as compared to other techniques (Woodside & Waddle, 1975).

Moreover, Howell, Lee, and Allenby (2015) compared effects of the price promotion applied in three different conditions in their empirical study: (1) applying an unconditional discount to the product, (2) limiting the number of products that can be utilized from the discounted product, and (3) applying the discount only if the purchase is above a certain number. When the discount is made without any conditions, the sale of the product has increased considerably. In the case where a certain number of discounted products are allowed to be purchased, it has also generated a high purchase intent, similar to the first case. On the other hand, the increase in the purchase intention of the customers who can benefit from the discount after deciding to buy more than a certain amount has not been as high as in other cases (Howell, Lee, & Allenby, 2015).

Similarly, Akaichi, Nayga, and Gil (2015) conducted another study in which the effect of a discount limited to the amount was measured. In this empirical study, when the size of the discount varied according to the quantity of the product, the consumer's response was measured and these two situations were compared. In the first case, a 20% discount was applied to the total amount provided that three products were purchased; in the second case, if three products were purchased, 10% discount for the second product and 20% discount for the third product were applied. The results of the study showed that applying a fixed size of discount for all parts increased the customer's willingness to purchase more, as the number of purchased parts increased, instead of increasing the discount size per piece (Akaichi, Nayga, & Gil, 2015).

Furthermore, Gong, Huang, and Goh (2019), in their study, observed the effect of double discount and measured whether the order of offering discounts made a significant difference in the consumer's willingness to purchase. The results of the study showed that the order of offering discounts made a significant difference on the purchase intention of customers. They applied a 10% and a 40% discount on the product, with ascending (firstly 10% and secondly 40%) and descending order (firstly

40% and secondly 10%) both. As a result, the ascending order was more effective than the descending order. (Gong, Huang, & Goh, 2019).

2.2. Time-Limited Promotions

The time limit was defined by Teng and Huang (2007) as “the time available for a consumer to use a promotion.”, and at the end of the time, a time-limited promotion becomes unavailable. These promotions are beneficial in the provided time interval and because of that, it is worth to search the effects of time-limited promotions on consumer behavior (Teng & Huang, 2007).

Time-limited promotions can be short, long or limitless in terms of their durations, additionally, a promotion may not have a time-limit.

2.2.1. Time-Limited Promotions of Short Duration

Aggarwal and Vaidyanathan defined promotions of short duration as promotions that are usable for a week or less (2002). Online coupons, store coupons, and price cuts can be an example of time-limited promotions of short duration. Aggarwal and Vaidyanathan asserted that these promotions stimulate the customer to buy the product in an instant (2002). Compared to long-term promotions, customers have less time to think and decide about the offer. In fact, it will be much more difficult to decide if the time is limited to a few hours. Customers may see the promotion as an inevitable opportunity due to time constraints and may wish to take advantage of it. Therefore, short-term promotions can put more pressure on the customer than long-term and time-independent promotions.

According to Kotler and Keller (2016), sales promotions are useful for short-terms mainly (p. 246). In addition, Teng and Huang (2007) proclaimed that time constraint allows customers to connect more to promotions and want to use them more. As a result, customers face the "use it or lose it" dilemma. The customer either has chosen to use the discount offered within the specified time period or have missed the opportunity (Teng & Huang, 2007). Therefore, in addition to benefiting from the discount opportunity providing the consumer with monetary savings, the consumer may also want to avoid the bad effect of missing the offered opportunity (Van Putten, Zeelenberg, & Van Dijk, 2013). When one misses the discount, s/he has nothing to do but wait for another opportunity or postpones the purchasing. For this reason, time constraint has a positive effect on the willingness to buy.

2.2.2. Time-Limited Promotions of Long Duration

Considering Aggarwal and Vaidyanathan's (2002) definition of short-term promotions, the promotions longer than a week can be called long-term promotions. This type of promotion gives customers more time to decide to buy or not to buy. Hence, customers who encounter such promotions may be more comfortable. On the other hand, they may have more time to conclude with not benefitting from the promotion. Therefore, these promotions provided for a long time may also diminish the customer's interest in the promotion and product.

2.2.3. Time-Independent Promotions

Aggarwal and Vaidyanathan (2002) coined the term of time-independent promotions for those lasting one month or longer. All promotions are somehow limited since the time eventually ends. Although the name of these promotions is time-independent, they also have a duration that is not needed to be taken into account.

2.2.4. Effects of Time-Limited Promotions to Customer

It is possible that some of the customers who go to the stores for discounts may be visiting these stores for the first time just for the provided discounts. Those who have not tried a product of that brand before can find the opportunity to try it thanks to the promotion. In fact, that store would be a new address for potential customers. As stated in Morrison's article, Chapman says that "Limited-time offers to help the goal of always having news - it keeps a brand at the forefront of the consumers' minds." (Morrison, 2014). Time-limited promotions end up with customer loyalty and new potential customers for companies that use them.

As it can be seen in Figure 2.1, the results of Devlin's (2007) research showed that when a discount is not specified with an offer, the time-limited offers bring higher search intention compared to the non-time-limited offers. On the other hand, when there is a discount with low size, a time-limited offer causes lower search intention compared to an offer with a higher discount. When the research is conducted by applying an offer of discount with a high rate, search intention does not differ depending on the time-limit.

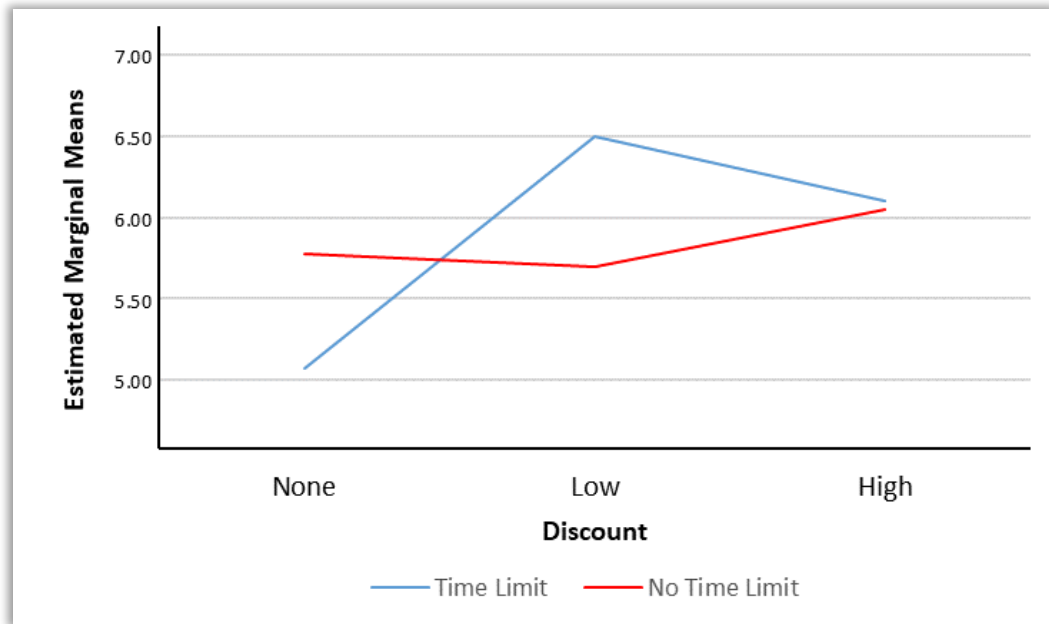


Figure 2.1 Estimated marginal means of search intention

Reprinted from “A Study of Time Limited Price Promotions” by J. Devlin, C. Ennew, S. McKechnie, and A. Smith, 2007, *Journal of Product & Brand Management* 16(4), p. 283.

According to Zamir (2014), promotions with a time limit are more effective than promotions without a time limit. This is related to consumer psychology. People have a tendency to buy scarce products (Lynn, 1991). If there is a limited time that a product can be purchased at a discount, it seems more impressive to buy it (Zamir, 2014). For example, according to the research of Dhal and Nowlis (1999), when there is time pressure, customers tend to accept the offer rather than postponing decision-making.

2.3. Brand Equity

Gilbert (2003) defined brand equity as the amount of money that customer consents to pay for a product or service over its actual value and he termed it as price premium. Similarly, according to Kotler and Keller (2012), brand equity can be defined as the

added value of a product or the service bestowed by customers. On the other hand, Kotler and Armstrong (2017) stated that brand equity is the effect of creating a difference in knowing the customer's reaction in return for a brand's name and its marketing power.

Kotler and Keller (2016) also emphasized that brand equity is constituted by feelings, thoughts, and behaviors of the customer about the brand and it is influenced by price, market share, and profitability of the brand. When somebody approaches the brand equity concept from a customer's point of view, s/he can easily see that brand equity is related to what customers see, read, hear, learn, think and feel about a brand in time (Kotler & Keller, 2016).

Within years, marketers and scientists have approached many different perspectives to brand equity as follows, the effects of brand equity regarding economic principles (Erdem & Swait, 1998); the sociological, anthropological or biological reactions to brand (McCracken, 2005); and the psychological response of customer to brand and its marketing activity (Schmitt, 2012).

In addition to these approaches, Kamakura and Russell (1993) proclaimed that brand equity can be seen in two different perspectives: Company and customer. When we look from a company's perspective, it can be easily seen that brand equity is the financial value of the brand provided for the company (Kamakura & Russell, 1993). Alternatively, on the customer side, brand equity is the value the brand provides to the customer.

Furthermore, Keller (2012) described customer-based brand equity as an awareness that is comprised when a brand is marketed. As stated by him, whether positive or negative customer-based brand equity can be understood by looking how the

marketing of brands affects consumers in similar cases. According to him, if a marketing action implemented to a brand makes that product preferable for customer than another brand at a similar position, then it means that customer-based brand equity of that brand is positively influenced (Keller, 2012). Consequently, customer-based brand equity basically depends on customer response to marketing action about the brand (Keller, 2012).

Customer-based brand equity constitutively consists of three different elements: Firstly, changes in the reaction of consumer to marketing action is one of the predictive factors of brand equity since at the moment when there is a lack of difference in customer reaction to the marketing of the brand, the competition of the product or service must continue at the monetary dimension. Secondly, changes in attention, such as excitements, ideas in mind, acceptances, and judgments, in short, brand knowledge, with reference to the brand are also important factors for brand equity as brand knowledge impresses the forthcoming situation of the brand. Lastly, changes in understandings, choices, and attitudes about the brand and its marketing action affect brand equity of the product (Kotler & Keller, 2016).

According to Gilbert (2003), if prestigious brands, with their higher brand equity, are directed and positioned well, they get feedback from their customers and they provide a competitive advantage for their companies. Ailawadi, Lehmann, and Neslin (2003) also stated that powerful brands earn more.

Kamakura and Russell (1993) regarded brand equity as perceived brand equity with its impalpable constituents in addition to the palpable constituents. They handled brand equity as customer-based brand equity from every specific consumer's viewpoint (Kamakura & Russell, 1993). With the effect of this approach; Lassar, Mittal, and Sharma (1995) asserted that there are five main dimensions to measure brand equity. Firstly, the performance dimension shows the quality perception of the

customer towards the brand and trust in the manufacturing of a product of the brand. Secondly, social image is another important dimension for customer-based brand equity. Whether a brand reflects the personality of the customer or it does not fit him/her enough is a fact about the social image. More precisely, what customers think and more importantly feel about a brand is important. Thirdly, the financial value of the brand as a dimension refers to suitability about the pricing of products of the brand. Are they worth the price they are labeled or are products mispriced (low-priced/overpriced) and how does customer rate brand on his/her mind? It is worth to be measured. Fourthly, trustworthiness as another dimension is more about people and the company behind the brand. The image of a company affects this dimension quietly. Lastly, the dimension of customer's attachment to the brand is about loyalty measurement. It is about the inner world of the customer, for example, personal feelings towards the brand (Lassar, Mittal, & Sharma, 1995).

Furthermore, Clow and Baack (2014) categorized the measuring methods of brand equity into four groups, namely monetary value, stock market value, revenue premium, and customer value. According to their explanations, while calculating the monetary value of a brand, marketers predicate on the net present financial value of future estimated cash flows depending on the power of the brand. Differently, stock market value is determined by stock valuation. On the other hand, revenue premium is generally about the comparison of revenue gained by a particular product which is labeled of a brand with revenue earned from similar products labeled of other brands. Lastly and most importantly, customer value is determined by the interaction of a customer with the brand. In other words, customer's quality perception, intimacy, pleasure, buying action about brand and readiness to search for alternatives are some of the main factors. Financial numbers are not taken into consideration in the approach of customer value (Clow & Baack, 2014). Therefore, we will use the customer value approach to determine brand equity.

According to Lassar, Mittal, and Sharma (1995), measuring brand equity allows companies to review their marketing campaigns. They can determine performance problems with products, advertisements and positioning in the market thanks to their study. Thus, they become aware of some changes that need to be made (Lassar, Mittal, & Sharma).

Moreover, According to Keller (1993), customer-based brand equity can be determined by using direct or indirect methods. Besides that, these two methods can be applied separately or they can be used together. The indirect method is based on measuring brand knowledge of the customer, evaluating a customer's perception of brand image. On the other hand, the direct method generally measures consumer's reactions to the brand and its marketing activities.

Martin and Brown (1990) worked on this issue and designed a scale for perceived brand equity. They also used a 5-dimension scale and measured perceived quality, perceived value, image, trustworthiness, and commitment of customers. A few years later, Park and Srinivasan (1994), used product-based scales to measure brand equity.

In addition to these methods; Lassar, Mittal, and Sharma (1995) used a different method with reference to the customer-based brand equity definition of Kamakura and Russell (1993). Lassar, Mittal, and Sharma (1995), with the aim of improving past studies, developed a new scale by making some changes on the scales used before. They changed the dimension of quality with performance because the unknown products of a brand cannot be precisely known by consumers despite other known products' experienced quality. On the other hand, performance, which is defined as "beliefs about quality", is more predictable for the customers who did not use the product asked about (Brucks & Zeithaml, 1991). In addition, they changed commitment in the Martin and Brown's scale with an attachment and they defined it as "the relative strength of a consumer's positive feelings toward the brand" (Lassar,

Mittal, & Sharma, 1995). To sum up, Lassar, Mittal, and Sharma (1995) handled customer-based brand equity in terms of five main dimensions, namely performance, social image, (monetary) value, trustworthiness, and attachment. They determined these factors after their pilot studies containing open-ended questions. In the first step, they stated 83 items for the scale, after the second and the third turn of the pilot studies, they finally reduced the number of items to 17.

2.4. The Concept of Luxury

Luxuriousness has been examined by many researchers that have been studying in different fields of science over the years. In time, scientists with expertise in the fields of philosophy, economics, sociology or psychology have been interested in the concept of luxury in their researches and luxury has become the focus of the attention of the management researchers (De Barnier, Falcy, & Valette-Florence, 2012).

How a luxury brand can be defined or established, as a question has been an attractive topic over the years. Beverland (2006), for example, stated that luxuriousness consists of six characteristics, namely “heritage and pedigree”, “stylistic consistency”, “quality commitments”, “relationship to place”, “method of production”, and “downplaying commercial motives”.

Many different scales have been developed in the literature in order to measure luxury perception. To illustrate, as can be understood from De Barnier, Falcy, and Valette-Florence’s (2012) study, with reference to Kapferer’s (1998) luxury structure; Vickers, and Renand (2003) suggested a model composed of “creativity”, “renown”, and “elitism” in order to measure luxury perception. Vigneron and Johnson (1999) used a five-factor scale for measuring perceived luxuriousness. They tested “elitism”, “uniqueness”, “quality”, “refinement”, and “power”. In 2001, Dubois, Laurent, and

Czellar discussed the concept of luxury perception over three features: “Distinction”, “elitism”, and “hedonism” (De Barnier, Falcy, & Valette-Florence, 2012). Finally, De Barnier, Falcy, and Valette-Florence brought these three scales together and used 5 types of products chosen from three levels of luxury brands. Those were accessible, intermediate, and inaccessible luxury products. To sum up, it may be evaluated as extensive research because of its range of products and brands.

At this point, it would be good to explain what accessible luxury is. Normally, luxury refers to products that are both scarce and only a few people have the purchasing power of those products (Nueno & Quelch, 1998). Brun and Castelli (2013) stated that in the last century, the concept of the democratization of luxury emerged, and products that were only available for a limited number of elites became available to everyone. As a result, the term accessible luxury has emerged (Okonkwo, 2007; Thomas, 2008). According to Guyon (as cited in Brun & Castelli, 2013), accessible luxury products are relatively low-priced versions of enviable, special, and expensive goods.

CHAPTER 3

RESEARCH DESIGN AND METHODOLOGY

3.1. Variables of the Study

Five variables consisting of four independent and one dependent were used for this study. The independent variables are “perceived brand equity”, “perceived luxuriousness”, “time constraint”, and “discount size” while the dependent variable is “willingness to purchase”.

3.1.1. Independent Variables

There are four independent variables consisting of perceived brand equity, perceived luxuriousness, time constraint, and lastly discount size to measure. Two of these independent variables, perceived brand equity and perceived luxuriousness, were measured separately for the two brands identified at the beginning of the study. These brands were identified based on the results of some reports. Apple was selected because according to Brand Finance Global Forum (2019), Apple is the most valuable laptop brand. On the other hand, HP, which is another selected brand, is the most sold laptop brand in the world in recent years (TrendForce, 2018, 2019).

The other two independent variables were determined at the beginning and presented to the respondents through questionnaires. Three options for time constraint and two options for discount size were designated.

3.1.1.1. Perceived Brand Equity

For perceived brand equity, the scale in section 3.3.2.1 will be used, and the perceived brand equity of two different brands which are Apple MacBook Pro and HP Pavilion will be measured and compared. Then, by using this comparison the effect of this variable on dependent variables will be evaluated and it will be tested whether it is significant or not.

3.1.1.2. Perceived Luxuriousness

For perceived luxuriousness, the scale in section 3.3.2.2 will be used and the consumer's perception of luxury created by two different brands (Apple MacBook Pro and HP Pavilion in our case) will be measured and compared. Then, by using this comparison, the effect of this variable on dependent variables will be evaluated and it will be tested whether its effect is significant or not.

3.1.1.3. Time Constraint

This variable is defined in the beginning of the research and is indicated before the offer is submitted to the consumer via questionnaire. When submitting the offer, the time limit indicating the validity period of the proposal is explained by the sentences such as “The discount is limited to one day only.”, “The discount will last three days.” or the offer does not contain a statement about the duration. In other words, the offers submitted are available for 1 day, available for 3 days or indefinitely. The dependent variables, which are measured according to the answers given against the offers submitted, will be evaluated on the basis of the x independent variable and necessary tests will be performed.

3.1.1.4. Discount Size

The discount size is defined in the beginning of the survey and is indicated before the offer is submitted to participants via questionnaires. Participants received an offer with a discount size of 40% or 10%. The decisions of the participants regarding the offers which are measured through dependent variables will be evaluated and tested to see if the discount size on these decisions creates a significant change.

3.1.2. Dependent Variable

We have only one dependent variable which is the willingness to purchase to measure. The willingness to purchase the product under the conditions presented in an offer submitted to the consumer is measured through the scale in section 3.3.3.1. It is aimed to measure the consumer's willingness to buy in response to the offers and to observe whether significant effects occur as a result of the differences in independent variables.

3.2. Hypotheses

There have been many studies exploring the effects of sales promotions on customer purchasing behavior with different points of view (Alvarez & Casielles, 2005; Schultz & Block, 2014; Soni & Verghese, 2018). In the present study, the effects of sales promotions on willingness to purchase are investigated by considering three factors; brand, time constraint, and discount size, individually and collectively. With such an aim, five hypotheses are formed in the present study.

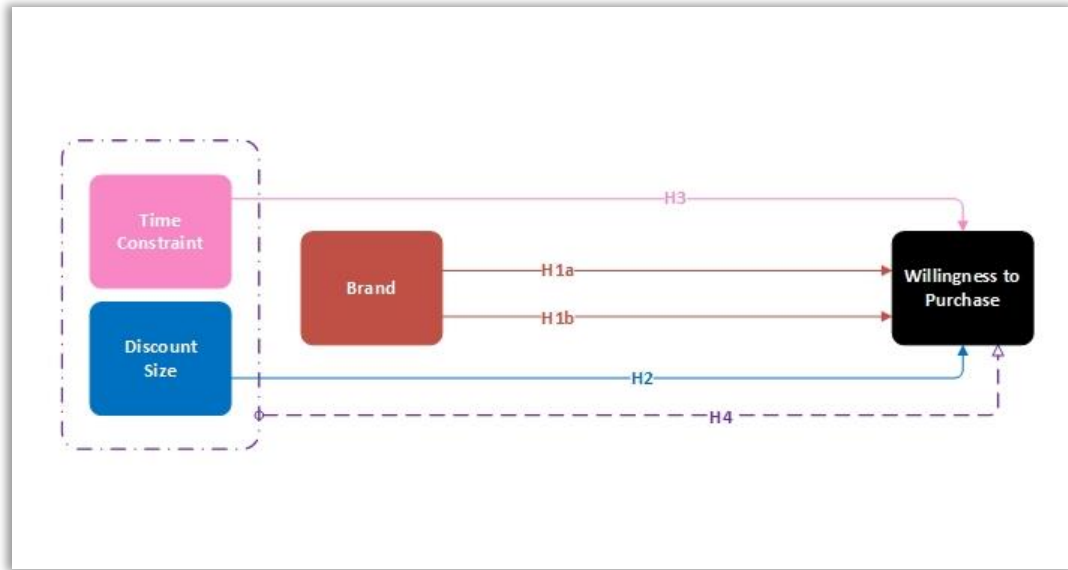


Figure 3.1 Theoretical Framework

3.2.1. Effect of Brand on Purchasing Decision of a Product on Discount

In this section, the role of the brand in evaluating the sales promotions effect on customer purchasing behaviors is shown. In hypothesis H₁, how customer behavior is affected when the same type of sale promotion is applied to two different brands is analyzed. For instance, it is targeted to see the reaction of the customers when they are subject to the same discount for different brands in the same product band.

H_{1a}: A discount applied to a higher-equity brand increases the consumer's intention to buy more compared with another brand.

H_{1b}: A discount applied to a more luxurious brand increases the consumer's intention to buy more compared with another brand.

3.2.2. Effect of Discount Size on Purchasing Decision of a Product on Discount

In this section, we analyzed the effect of the discount size on consumer purchasing behavior. The results of predetermined discount sizes are compared to each other to detect the accuracy of the hypothesis.

H₂: The discount size influences the consumer's purchasing behavior positively.

3.2.3. Effect of Time Constraint on Purchasing Decision of a Product on Discount

In that section, the effect of time constraint on the consumer's purchasing decision of a product on discount is analyzed. We intend to measure whether the time of the provided promotions affects the purchasing decisions of customers. We desire to understand whether time constraint increases or decreases the purchasing intentions of consumers.

H₃: The effect of sales promotion on purchase intention differs with respect to the time-limit of the promotion.

3.2.4. Composite Effect of Time-Limit and Discount Size Factors on Purchasing Decision

In this section, the composite effect of time restriction and discount size on willingness to purchase a product on a sale. We proposed hypothesis H₄ in order to

investigate the effects of two dimensions, which are discount size and time effect, on costumers' purchasing behavior.

H₄: The discount size has different effects on a consumer's purchase intention of a product on time-limited and time-independent discounts.

3.3. Survey Design

We prepared 12 different questionnaires using the same questions. Questionnaires were numbered from 1 to 12 and two brands were used in questionnaires. The questionnaires consist of three parts. The first part contains the demographic information form and the same questions were used for all questionnaires. The second part of the questionnaire was applied for two brands, namely Apple and HP. Besides, questions were prepared for Apple in questionnaires 1, 2, 3, 7, 8, and 9; questionnaires numbered as 4, 5, 6, 10, 11, and 12 were prepared for HP.

On the other hand, the last part of the questionnaire contained 12 different cases for 12 different questionnaires. Again, six of them were about Apple and the remaining ones are about HP. Three of the six questionnaires about Apple were designed for a 40% discount size and the remaining three were for 10%. These three questionnaires designed for Apple in a state of 40% discount were applied for the cases of 1-day, 3-day, and time-independent discounts. In the other questionnaires, a similar way was followed. Detailed information for all questionnaires can be seen in Table 3.1.

Table 3.1 *Questionnaire Types*

Questionnaire Number	Discount Size	Brand Name	Time Constraint
1	40%	Apple	1-day
2	40%	Apple	3-day
3	40%	Apple	time-independent
4	40%	HP	1-day
5	40%	HP	3-day
6	40%	HP	time-independent
7	10%	Apple	1-day
8	10%	Apple	3-day
9	10%	Apple	time-independent
10	10%	HP	1-day
11	10%	HP	3-day
12	10%	HP	time-independent

Questionnaires consist of three parts involving 57 questions in total. In addition, questionnaires comprised two nonobligatory fields that participants can write her/his opinions, suggestions and questions about the survey and their e-mail addresses to get information about the survey results later. These nonobligatory fields were saved on a different table apart from the survey data.

Questionnaires were designed in two different ways: printed questionnaires to apply in the field and online questionnaires to share on online platforms. For more details, Appendix A and Appendix C can be seen.

3.3.1. Demographic Information Form

The first part is about demographic information of attendees and comprises seven questions about age, gender, marital status, education status, working status, and income status depending on working status. The question of income status is a conditional question. While monthly disposable income was asked to students and people who were out of work, monthly household income was asked to working people. In this part, questions about gender, marital status, education status, and working status are multiple-choice. On the other hand, age, monthly disposable income, and monthly household income questions were prepared as open-ended, in order to do analysis more sensitive. Questionnaire samples can be seen in Appendix A and Appendix C.

3.3.2. Measurements for Brands

The second part was designed in order to measure perceived brand equity and perceived luxuriousness of two brands. We asked 22 questions to measure perceived brand equity and 18 questions to measure perceived luxuriousness; totally 40 questions were used in the second part of the questionnaire. Questions in the second part were shuffled while preparing questionnaires in order to increase the sensitivity of measurement and easily establish careless participants.

The Likert scale was developed by a psychologist, Rensis Likert, to satisfy a continuum of choices (Encyclopaedia Britannica, n.d.). Moreover, Albaum (1997) states that “In an analysis-of-variance context the standard Likert scale measures directly the interaction and indirectly, the main effects of direction and intensity.” Because of these reasons, the Likert scale fitted well for the survey. In line with that,

questions were asked in a 1-7 one-stage Likert scale where 1 represents “strongly disagree” and 7 represents “strongly agree”.

3.3.2.1. Perceived Brand Equity Measurement

There are 22 questions in the perceived brand equity scale. Five of them were added to scale by the aim of increasing the reliability of the scale. And for this aim, reversed questions were used in the scale. The remaining 17 questions were used by Lassar, Mittal, and Sharma on their research named “Measuring customer-based brand equity” in 1995. They used this scale for three different brands of television monitors and three different brands of watches. Since the scale got successful for technological devices in this study, we thought that it would also work on a notebook computer brand in order to measure its perceived brand equity. The items used for this scale can be found in Table 3.2.

Table 3.2 *Scale Used in Questionnaires for Perceived Brand Equity*

Variables	N of Items	SPSS code	Items
Performance	7	P1	From this brand of a notebook computer, I can expect superior performance.
		P2	This brand of a notebook computer is useful.
		P3	This brand will work very well.
		P4_R*	This brand of a notebook computer is not good in terms of performance.
		P5_R*	The quality of this brand of a notebook computer is below the average.
		P6	This brand is one of the best notebook computer brands.
		P7	The quality of this brand is stable.
Social Image	4	I1	This brand of notebook computer fits my personality.
		I2	I would be proud to own a notebook computer of this brand.
		I3	This brand of notebook computer will be well regarded by my friends.
		I4	In its status and style, this brand matches my personality.

Table 3.2 Scale Used in Questionnaires for Perceived Brand Equity (Cont'd)

Variables	N of Items	SPSS code	Items
Value	4	V1	This brand is well priced.
		V2	Considering what I would pay for this brand of a notebook computer, I will get much more than my money's worth.
		V3	I consider this brand of a notebook computer to be a bargain because of the benefits I receive.
		V4_R*	Notebook computers of this brand are overpriced.
Trustworthiness	3	T1	I consider the company and the people who stand behind these notebook computers to be very trustworthy.
		T2	In regard to consumer interests, this company seems to be very caring.
		T3	I believe that this company does not take advantage of consumers.
Attachment	4	A1	After watching this brand of a notebook computer, I am very likely to grow fond of it.
		A2	For this brand of a notebook computer, I have positive personal feelings.
		A3	With time, I will develop a warm feeling toward this brand of a notebook computer.
		A4_R*	I do not recommend this brand to others.
Total	22		

*P4_R, P5_R, V4_R and A4_R are reversed questions.

3.3.2.2. Perceived Luxuriousness Measurement

There are 18 questions in the perceived luxuriousness scale. These questions were used by De Barnier, Falcy, and Valette-Florence on their research named “Do consumers perceive three levels of luxury? A comparison of accessible, intermediate and inaccessible luxury brands” in 2012. They used this scale for a wide range of product types comprising of perfumes for women, pens for men, watches, cars for men and jewels for women. In addition, they used brands that can be categorized into three levels of luxury, namely accessible, intermediate and inaccessible luxury (De Barnier, Falcy, & Valette-Florence, 2012). Thus, the brands and the product chosen in our survey are included in both this wide range of brand types in terms of accessibility and product type in terms of market. The items used for this scale can be found in Table 3.3.

Table 3.3 *Scale Used in Questionnaires for Perceived Luxuriousness*

Variables	N of Items	SPSS code	Items
Distinction	7	D1	This is a brand to dream about.
		D2	This is a gratifying brand.
		D3	This brand is for refined people.
		D4	This brand makes life more beautiful.
		D5	Owning this brand lets me differentiate myself from other people.
		D6	This brand is full of sensuality.
		D7	This brand shows who one is.
Elitism	6	E1	This is a select brand.
		E2	This brand represents luxury.
		E3	This is an elitist brand.
		E4	This is a very expensive brand.
		E5	Not many people own this brand.
		E6	This brand is not mass-produced.
Hedonism	5	H1	It's a real pleasure to own this brand.
		H2	This brand is aesthetic.
		H3	People who own this brand have good taste.
		H4	This is an outstanding brand.
		H5	This is a top-quality brand.
Total	18		

3.3.3. Measurement for Offers

The last part of the survey was designed in order to measure customer's purchasing actions in response to the offers. We have 12 different offers for 12 different subsamples. Offers may change with respect to brands, time constraint and the size of the discount being applied for the product.

In this part, there are 10 questions, six questions of which were asked to measure willingness to purchase and the remaining four questions were asked to measure the intent to search further of the participant as a response to offer. For nine questions, we benefitted from the study of Aggarwal and Vaidyanathan's (2002) study. One reversed question was added to the scale by the aim of increasing the reliability of the scale. Finally, 10 questions were shifted in order to eliminate careless participants more easily. All questions were translated to Turkish before applying in the survey.

All items were measured on a one-stage 1-7 Likert scale to satisfy a continuum of choices (Likert, 1932). For five of the questions in this part; one represents "strongly disagree" and seven represents "strongly agree". For the remaining five questions, one represents "very low" where seven represents "very high". For questionnaires, see Appendix A and Appendix C.

Questions used in scale for willingness to purchase can be seen in Table 3.4. Items coded by W1, W2, W3, W4, and W6 were taken from the research of Aggarwal and Vaidyanathan (2002), and W5 was added to scale as a reverse item in order to increase the reliability of the scale.

The following six questions were asked for 12 different offers through 12 different questionnaires. The questionnaires differentiate according to two brands, three time

constraints, and two discount sizes. To illustrate, the following text was used for questionnaire 1:

“You are in a technology store and *Apple MacBook Pro* laptops are available at a 40% discount. *The discount is limited to one day only* . It is said to be an opportunity not to be missed by the seller. So what will you do?”

The offer is for Apple MacBook Pro in questionnaires number of 1, 2, 3, 7, 8, and 9; for HP Pavilion laptops in questionnaires number of 4, 5, 6, 10, 11, and 12.

The discount size was identified as 40% in questionnaires number of 1, 2, 3, 4, 5, and 6; 10% in questionnaires number of 7, 8, 9, 10, 11, and 12.

Time constraints were stated using the sentences “The discount is limited to one day only.” in questionnaires number of 1, 4, 7, and 10; “The discount will last three days.” in questionnaires number of 2, 5, 8, and 11. In questionnaires number of 3, 6, 9, and 12, any statement about time constraint was not used.

Table 3.4 Scale Used in Questionnaires for Willingness to Purchase

Variables	N of Items	SPSS code	Items
Willingness to Purchase	6	W1	My attitude towards the deal offered in the advertisement for the notebook computer is good. <i>strongly agree--strongly disagree</i>
		W2	At the price shown, I would consider buying the advertised product. <i>strongly agree--strongly disagree</i>
		W3	The probability that I would consider buying the advertised notebook computer is... <i>very low--very high</i>
		W4	My willingness to buy this notebook computer at the advertised price is... <i>very low--very high</i>
		W5_R*	This promotion does not affect my willingness to purchase this product. <i>strongly agree--strongly disagree</i>
		W6	The likelihood that I would purchase the advertised product at this price is... <i>very low--very high</i>
Total	6		

*W5_R is a reversed question.

3.4. Participants and Data Collection

Data were collected from 18-year-old individuals living in Ankara. Target groups were (1) university students and (2) people who work or worked in the IT sector before, since the aim was to apply the survey to participants whose information level about the product is required to be as high as possible.

When applying the questionnaires to respondents, whether they recognize the brands was checked firstly and the questionnaires distributed randomly in order to eliminate the occurrence of bias.

Questionnaires were applied to 66 individuals in the field via printed papers and 345 individuals on an online platform. Totally, 411 participants have attended the survey. Consequently, the number of questionnaires in terms of types can be found in Table 3.5 and Table 3.6.

Table 3.5 *Number of Questionnaires Completed for Apple*

Apple MacBook Pro		<u>Time Constraint</u>			Total
		1-day	3-day	Time-independent	
<u>Discount Size</u>	10%	32	28	30	90
	40%	26	81	46	153
Total		58	109	76	243

Table 3.6 *Number of Questionnaires Completed for HP*

HP Pavilion		<u>Time Constraint</u>			Total
		1-day	3-day	Time-independent	
<u>Discount Size</u>	10%	32	28	26	86
	40%	31	25	26	82
Total		63	53	51	168

CHAPTER 4

ANALYSES AND RESULTS

4.1. Data Screening and Cleaning

Data collected from 411 respondents were entered into SPSS 25.0 (IBM Corp., 2017) to be analyzed. Out of 411 respondents whose information was collected via online and paper-printed questionnaires, 391 respondents questionnaires were considered as valid. After an analysis of the comparison between negatively stated questions with others, 11 participants were omitted. These are involved in the same dimension in order to observe the consistency of respondents and some of them were eliminated after exploratory factor analysis.

In addition to this, the highest level of education completed was compared with the age of every single respondent to detect and omit inconsistent data. To analyze that, the minimum ages of respondents at all education degrees were considered (Table 4.1). Therefore, any inconsistent data was detected at that point. Furthermore, nine outliers were determined and eliminated from the data set before the reliability test.

Table 4.1 *The Highest Level of Education Completed * Age*

	Frequency	Age Mean	Age Range
High School Graduate	65	21.14	18 - 45
Associate Degree	6	26.17	20 - 36
Bachelor's Degree	178	27.35	21 - 65
Master's Degree	104	30.51	23 - 50
Doctorate Degree	47	40.83	29 - 77
Total	400	28.73	18 - 77

According to Hair, Black, Babin, and Anderson (2014); missing data under 10 percent can be ignorable. Thus, missing data was ignored, and analyses were done by excluding missing values since the rate of missing data is below 10 percent of all data.

For the purpose of detecting inconsistency, we have 5 reverse coded items in the test: P4, P5, V4, A4, and W4. The values of these items were transformed to reverse value on the 1-7 scale when entering data to SPSS.

4.2. Descriptive Statistics

400 admissible respondents attended the survey with a wide range of ages differing from 18 to 77. Respondents' age average was nearly 29 with a standard deviation of 8.59 (Table 4.2).

Table 4.2 *Age Characteristics of the Participants*

Frequency	Mean	Std. Dev.	Range
400	28.73	8.59	18 – 77

Among 400 respondents, 205 were female with 51.2 percentage while 193 were male with 48.3 percentage. Remaining two respondents, who constitute .5 percent of the sample, were defined themselves as another gender (Table 4.3).

Table 4.3 *Gender Characteristics of the Participants*

	Frequency	Percentage
Female	205	51.25
Male	193	48.25
Other	2	.50
Total	400	100.00

297 respondents who were almost three-quarters of the sample were single with 74.25 percentage while the married 94 respondents constituted 23.5 percent of the sample.

On the other hand, seven divorced, one widowed and one respondent with unknown marital status had attended the survey with 1.75, .25 and .25 percentages respectively (Table 4.4).

Table 4.4 *Marital Status of the Participants*

	Frequency	Percentage
Single	297	74.25
Married	94	23.50
Divorced	7	1.75
Widowed	1	.25
Unknown	1	.25
Total	400	100.00

Frequencies and percentages according to education level will be given in Table 4.5. None of the participants were primary or secondary school graduates. Among 400 respondents, 65 were high school graduates with 16.25 percentage whereas only 6 of them had an associate degree with 1.5 percentage. 178 individuals had a bachelor's degree with 44.5 percentage while 104 participants had a master's, 47 participants had a doctorate degree with 26 and 11.75 percentages, respectively.

Table 4.5 *Education Status of the Participants*

The Highest Level of Education Completed	Frequency	Percentage
High School Graduate	65	16.25
Associate Degree	6	1.50
Bachelor's Degree	178	44.50
Master's Degree	104	26.00
Doctorate Degree	47	11.75
Total	400	100.00

The working status of participants can be seen in Table 4.6. 52.25 percent of all respondents (209 individuals) were working at the time during which the questionnaire was applied. Remaining 47.75 percent of the sample (191 individuals) were not working at that time. If it were needed to investigate the working status of respondents in a more detailed way, the second part of the table would be helpful. The table shows that among 209 working individuals, whereas 129 of whom were public employees, 78 worked for the private sector. Additionally, out of 191 not-working individuals, 162 respondents were university students while 29 participants of the survey were out of work.

Table 4.6 *Working Status of the Participants*

	Frequency	Percentage
Working	209	52.25
Not Working	191	47.75
Total	400	100.00

Working Status of the Participants (More Detailed)

	Frequency	Percentage
Public Employee	129	32.25
Private Sector Employee	78	19.50
Student	162	40.50
Out of work	29	7.25
Unknown	2	.50
Total	400	100.00

Income status was investigated by taking into consideration the respondents' working status. While monthly household income was asked to working individuals, monthly disposable income was asked to students and people who were out of work. Although most of the participants stated their income in Turkish lira, a few of them stated their income as Euro or United States dollars. Other currencies were translated to Turkish Liras by using the exchange rate of that time. The mean monthly household income was calculated ₺8,739 by using inputs of 209 respondents. It was determined that the income level had a wide range from ₺1,000 to ₺40,000. On the other hand, the remaining 191 participants' responses showed that the mean of monthly disposable

income of the respondents was ₦1,658, with the range from ₦0 to ₦12,000. Table 4.7 can be seen for detailed information about the income status of the participants.

Table 4.7 *Income Status of the Participants*

	Frequency	Mean	Std. Dev.	Range
Monthly Household Income	209	₦8,738.71	₦5,864.51	₦1,000 - ₦40,000
Monthly Disposable Income	191	₦1,658.12	₦1,480.02	₦0 - ₦12,000
Total	400			

4.3. Tests of Normality

Normality was checked for all scales. For these tests, Kim's (2013) research was taken as reference. Firstly, skewness and kurtosis values were checked whether they are in the ± 1 interval. Secondly, Z scores were checked for both skewness and kurtosis values. Z score was calculated with Equation (1) and Equation (2). According to Kim (2013), if the sample size is small ($n < 50$), it should be in ± 1.96 interval. If the sample size is medium ($50 \leq n < 300$) then it is required to check whether it is in the interval ± 3.29 (Kim, 2013).

$$Z = \frac{\text{Skew Value}}{SE_{\text{skewness}}} \quad (1) \qquad Z = \frac{\text{Excess Kurtosis}}{SE_{\text{excess kurtosis}}} \quad (2)$$

Finally, Kolmogorov-Smirnova and Shapiro-Wilk significances were checked. For small size samples ($n < 50$), Kolmogorov-Smirnova significance; for the samples whose size is ≥ 50 , Shapiro-Wilk significance was checked.

4.3.1. Perceived Brand Equity Scale

Normality was checked for the perceived brand equity scale to determine the method that will be used for data analysis. skewness and kurtosis values were checked whether they are between -1 and +1. After that, z values of skewness and kurtosis were checked whether they are between -3.29 and 3.29 because the sample is was medium-sized. As a result, these two criteria were met. Finally, Kolmogorov-Smirnova and Shapiro-Wilk normality tests were applied. Since the sample size was greater than 50, the Shapiro-Wilk significance value was taken into consideration and it was seen that it was greater than .05 and it was not significant. This means data is normally distributed for both brands; Apple and HP. It can also be seen in Table 4.8, Figure 4.1 and Figure 4.2 to maintain a piece of detailed information.

Table 4.8 *Test of Normality of Errors for Brands with respect to Perceived Brand Equity*

		Statistic	Std. Error	z-value*			
	Frequency	237					
Apple	Skewness	-.04	.16	-.24			
	Kurtosis	-.22	.32	-.68			
	Frequency	154					
HP	Skewness	.03	.20	.14			
	Kurtosis	-.21	.39	-.55			
		Kolmogorov-Smirnova			Shapiro-Wilk		
Brand Name	Statistic	df	Sig.	Statistic	df	Sig.	
Apple	.05	237	.20	1.00	237	.80	
HP	.04	154	.20	.99	154	.80	

* z-value is calculated with the formula $\text{Statistic} / \text{Std. Error}$ for Skewness and Kurtosis separately in order to check normality.

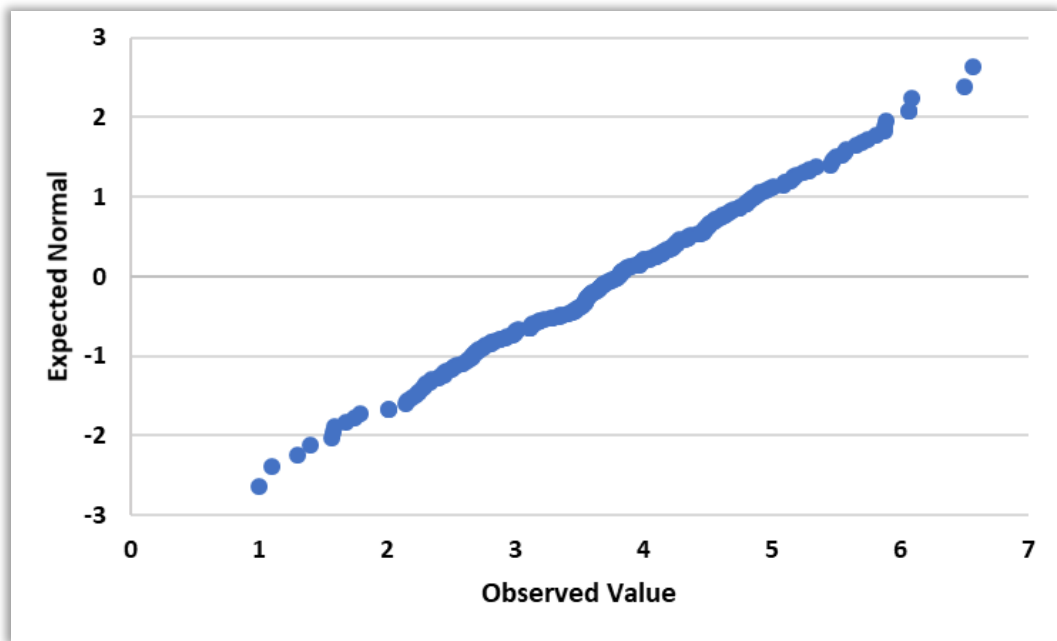


Figure 4.1 Normal Q-Q Plot of Brand Equity for Apple

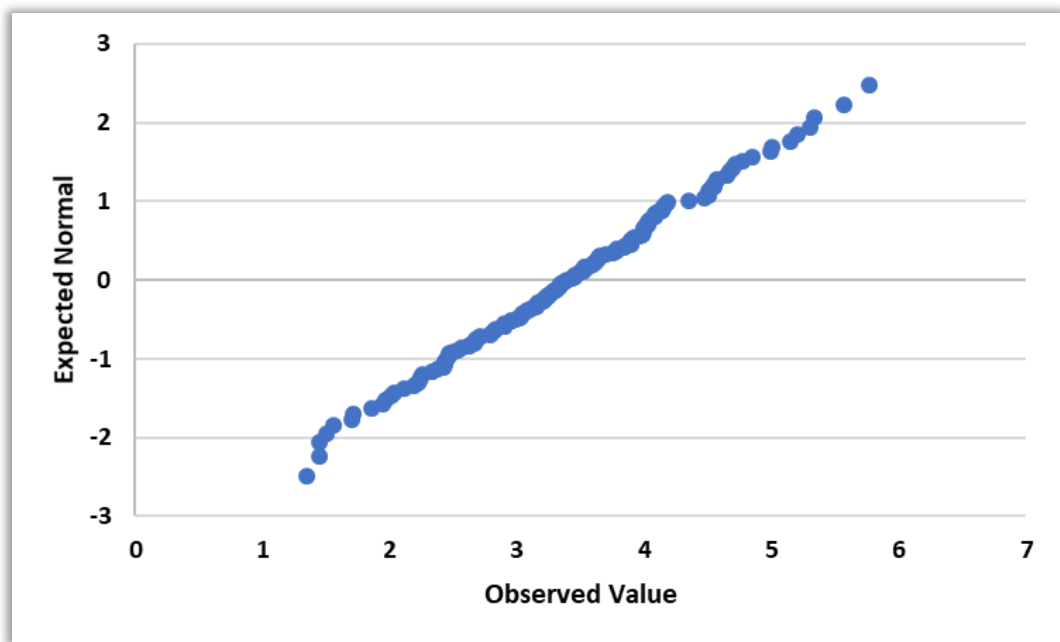


Figure 4.2 Normal Q-Q Plot of Brand Equity for HP

4.3.2. Perceived Luxuriousness Scale

Normality was checked for the perceived luxuriousness scale to determine the method that will be used for data analysis. Skewness and kurtosis values were checked whether they are between -1 and +1, and it was validated. After that, z-value for skewness and kurtosis were checked whether they are between -3.29 and 3.29. It was observed also that these values were almost in the interval. Finally, Kolmogorov-Smirnova and Shapiro-Wilk normality tests were applied. Since the sample size was greater than 50, the Shapiro-Wilk significance value was taken into consideration and it was seen that it was less than .05 and significant. This means data is not normally distributed. It can also be seen in Table 4.9 for detailed information.

Table 4.9 *Test of Normality of Errors for Brands with respect to Perceived Luxuriousness*

		Statistic	Std. Error	z-value*		
Apple	Frequency	237				
	Skewness	-.10	.16	-.62		
	Kurtosis	-.62	.32	-1.97		
HP	Frequency	154				
	Skewness	.13	.20	.68		
	Kurtosis	-.54	.39	-1.40		
Brand Name	Kolmogorov-Smirnova			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Apple	.05	237	.20	.99	237	.02
HP	.07	154	.05	.99	154	.10

* z-value is calculated with the formula $\text{Statistic} / \text{Std. Error}$ for Skewness and Kurtosis separately in order to check normality.

4.3.3. Willingness to Purchase Scale

Firstly, normality was checked for willingness to purchase scale in terms of brands to determine the method that will be used for data analysis. Skewness and kurtosis values were checked whether they are between -1 and +1. After that, z-values for skewness and kurtosis were checked whether they are between -3.29 and 3.29. Both criteria were successfully met. Finally, Kolmogorov-Smirnova and Shapiro-Wilk normality tests were applied. Since the sample size was greater than 50, the Shapiro-Wilk significance value was taken into consideration and it was seen that it was $0 < .05$ and significant. This means data is not normally distributed for both brands; Apple and HP. It can also be seen in Table 4.10 for detailed information.

Table 4.10 *Test of Normality of Errors for Brands with respect to Willingness to Purchase*

		Statistic	Std. Error	z-value*			
Apple	Frequency	237					
	Skewness	-.09	.16	-.54			
	Kurtosis	-.95	.32	-3.01			
HP	Frequency	154					
	Skewness	-.10	.20	-.53			
	Kurtosis	-.83	.39	-2.14			
		Kolmogorov-Smirnova			Shapiro-Wilk		
Brand Name	Statistic	df	Sig.	Statistic	df	Sig.	
Apple	.06	237	.04	.99	240	0	
HP	.09	154	0	.98	160	0	

* z-value is calculated with the formula $\text{Statistic} / \text{Std. Error}$ for Skewness and Kurtosis separately in order to check normality.

Secondly, normality was checked for willingness to purchase scale in terms of discount size to determine the method that will be used for data analysis. Skewness and kurtosis values were checked whether they are between -1 and +1, and it was validated. After that, z-value for skewness and kurtosis were checked whether they are between -3.29 and 3.29 and, it was observed that these values were in the interval. Finally, Kolmogorov-Smirnova and Shapiro-Wilk normality tests were applied. Since the sample size was greater than 50, the Shapiro-Wilk significance value was taken into consideration and it was seen that it is $0 < .05$ and significant. This means data is not normally distributed for both discount size; 10% and 40%. It can also be seen in Table 4.11 for detailed information.

Table 4.11 *Test of Normality of Errors for Discount Size with respect to Willingness to Purchase*

		Statistic	Std. Error	z-value*		
	Frequency	170				
10%	Skewness	.19	.19	1.04		
	Kurtosis	-.92	.37	-2.49		
	Frequency	220				
40%	Skewness	-.38	.16	-2.34		
	Kurtosis	-.44	.33	-1.35		
Discount Size	Kolmogorov-Smirnova			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
10%	.08	170	.01	.96	170	0
40%	.08	221	0	.97	221	0

* z-value is calculated with the formula $\text{Statistic} / \text{Std. Error}$ for Skewness and Kurtosis separately in order to check normality.

Thirdly, normality was checked for willingness to purchase scale in terms of a time constraint to determine the method that will be used for data analysis. Skewness and kurtosis values were checked whether they are between -1 and +1, and it was validated. After that, z-values for skewness and kurtosis were checked whether they are between -3.29 and 3.29 and, it was observed that these values were in the interval. Finally, Kolmogorov-Smirnova and Shapiro-Wilk normality tests were applied. Since the sample size was greater than 50, the Shapiro-Wilk significance value was taken into consideration and it was seen that it is $0 < .05$ and significant. This means data is not normally distributed for all time restrictions. It can also be seen in Table 4.12 for detailed information.

Table 4.12 *Test of Normality of Errors for Time Limitation with respect to Willingness to Purchase*

		Statistic	Std. Error	z-value*			
		Frequency	118				
1-day	Skewness	.16	.22	.70			
	Kurtosis	-.59	.44	- 1.33			
		Frequency	158				
3-day	Skewness	-.02	.19	-.10			
	Kurtosis	-.95	.38	- 2.48			
		Frequency	115				
No Rest.	Skewness	-.17	.23	-.76			
	Kurtosis	-.77	.45	- 1.72			
		Kolmogorov-Smirnova			Shapiro-Wilk		
Time Restriction	Statistic	df	Sig.	Statistic	df	Sig.	
1-day	.08	118	.06	.97	118	.01	
3-day	.06	158	.20	.97	158	0	
No Rest.	.07	115	.20	.98	115	.03	

* z-value is calculated with the formula $\text{Statistic} / \text{Std. Error}$ for Skewness and Kurtosis separately in order to check normality.

Finally, normality was checked for willingness to purchase scale in terms of six cases for Brand Apple separately to determine the method that will be used for data analysis. Skewness and kurtosis values were checked whether they are between -1 and +1, and it was validated. After that, z-values for skewness and kurtosis were checked whether they are between -1.96 and 1.96 because sample sizes were small. As a result, it was observed that these values are in the interval. Finally, Kolmogorov-Smirnova and Shapiro-Wilk normality tests were applied. Since the sample size was less than 50, Kolmogorov-Smirnova significance value was taken into consideration and it was seen that it is over .05 and not significant. This means data is normally distributed for these six cases in terms of willingness to purchase. It can also be seen in Table 4.13 and Table 4.14 for detailed information.

Table 4.13 *Descriptive for Six Cases for Brand Apple Separately with respect to Willingness to Purchase*

Case Number		Statistic	Std. Error	z-value*
1	Skewness	- .30	.46	- .66
	Kurtosis	- .18	.90	- .20
2	Skewness	- .37	.27	- 1.37
	Kurtosis	- .66	.53	- 1.26
3	Skewness	- .70	.37	- 1.92
	Kurtosis	.14	.72	.19
7	Skewness	.33	.41	.80
	Kurtosis	- .81	.81	- 1.00
8	Skewness	- .01	.44	- .02
	Kurtosis	- 1.08	.86	- 1.26
9	Skewness	.23	.43	.52
	Kurtosis	- 1.26	.85	- 1.49

* z-value is calculated with the formula $\text{Statistic} / \text{Std. Error}$ for Skewness and Kurtosis separately in order to check normality.

Table 4.14 *Test of Normality of Errors for 6 Cases for Brand Apple Separately with respect to Willingness to Purchase*

Case Number	Kolmogorov-Smirnova			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
1	.10	25	.20	.96	25	.45
2	.07	81	.20	.97	81	.03
3	.11	42	.20	.95	42	.06
7	.10	32	.20	.95	32	.13
8	.13	28	.20	.95	28	.19
9	.14	29	.18	.94	29	.08

Similarly, normality was checked for willingness to purchase scale in terms of 6 cases for Brand HP separately to determine the method that will be used for data analysis. Skewness and kurtosis values were checked whether they are between -1 and +1, and it was validated. After that, z-values for skewness and kurtosis were checked whether they are between -1.96 and 1.96 because sample sizes were small. As a result, it was observed that these values are in the interval. Finally, Kolmogorov-Smirnova and Shapiro-Wilk normality tests were applied. Since the sample size was less than 50, Kolmogorov-Smirnova significance value was taken into consideration and it was seen that it is over .05 and it is not significant. This means data is normally distributed for these 6 cases in terms of willingness to purchase. It can also be seen in Table 4.15 and Table 4.16 for detailed information.

Table 4.15 *Descriptive for Six Cases for Brand HP Separately with respect to Willingness to Purchase*

Case Number		Statistic	Std. Error	z-value*
4	Skewness	- .41	.43	- .97
	Kurtosis	- .33	.83	- .40
5	Skewness	- .17	.48	- .35
	Kurtosis	- 1.20	.94	- 1.28
6	Skewness	- .47	.49	- .96
	Kurtosis	- .56	.95	- .58
10	Skewness	- .27	.42	- .64
	Kurtosis	- 1.18	.82	- 1.44
11	Skewness	.16	.46	.36
	Kurtosis	- 1.18	.89	- 1.33
12	Skewness	- .04	.49	- .08
	Kurtosis	- 1.09	.95	- 1.14

* z-value is calculated with the formula $\text{Statistic} / \text{Std. Error}$ for Skewness and Kurtosis separately in order to check normality.

Table 4.16 *Test of Normality of Errors for 6 Cases for Brand Apple Separately with respect to Willingness to Purchase*

Case Number	Kolmogorov-Smirnova			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
4	.19	30	.11	.96	30	.07
5	.14	23	.20	.97	23	.13
6	.15	22	.20	.95	22	.26
10	.16	31	.15	.95	31	.02
11	.11	26	.20	.95	26	.15
12	.13	22	.20	.94	22	.31

4.4. Exploratory Factor Analysis

Exploratory factor analysis was used for all measures to determine the power of scale. Hair, Black, Babin, and Anderson (2014) were taken as references while using this method.

4.4.1. Perceived Brand Equity Scale

As mentioned before, the perceived brand equity scale firstly was designed as it comprises five factors, namely performance, social image, value, trustworthiness and attachment, and 22 items were used in the scale. Exploratory factor analysis was applied to these 22 items to affirm the factors. After this analysis, it was determined that the attachment factor could not be measured well with chosen items. The items were loaded for four factors which are performance, social image, value, trustworthiness. Reversed questions, P4 and P5, which were used to measure performance, were also eliminated, since they were misunderstood by the participants. After eliminating P4 and P5 items and items used for the attachment factor; performance, social image, value, and trustworthiness were used to measure perceived brand equity.

Firstly, exploratory factor analysis was applied to scale by using the remaining 16 factors and it was successfully loaded as we had foreseen before. The principal component analysis was conducted and test results in Table 4.17 showed that scale is significant, KMO value is .91 which is greater than .60. As a conclusion, the analysis explains 70 percent of the total variance. In addition, factor loadings of all items are over the threshold level.

Table 4.17 *Exploratory Factor Analysis for Perceived Brand Equity*

Kaiser-Meyer-Olkin Measure of Sampling Adequacy					.91
Significance of Bartlett's Test of Sphericity					.00
Total Variance Explained					.70
Items	Factor Loadings for Component 1	Factor Loadings for Component 2	Factor Loadings for Component 3	Factor Loadings for Component 4	
P1	.746				
P2	.700				
P3	.757				
P6	.498				
P7	.502				
I1		-.884			
I2		-.747			
I3		-.663			
I4		-.872			
V1			.828		
V2			.420		
V3			.529		
V4 (R)			.869		
T1				-.651	
T2				-.778	
T3				-.730	

4.4.2. Perceived Luxuriousness Scale

As perceived luxuriousness comprises three factors, namely distinction, elitism, and hedonism; its scale was firstly designed and 18 items were used in the scale. When exploratory factor analysis was applied to these 18 items, it was seen that many of the items were loaded for only one factor with large values. Because of this matter, perceived luxuriousness was accepted as one factor itself and therefore biggest 10 items were chosen to be used in analyses. As a result, the items consisting of D3, D5, D7, E2, E3, E4, E5, and E6 were eliminated before the reapplication of exploratory factor analysis.

Exploratory factor analysis was applied to scale by using the remaining 10 items again and it was successfully loaded as it was foreseen. Test results in Table 4.18 show that scale is significant, KMO value is .73 which is greater than .60 and the analysis explains 54 percent of the total variance. Last of all, the principal component analysis shows factor loadings of all items are over the threshold level.

Table 4.18 *Exploratory Factor Analysis for Perceived Luxuriousness*

Kaiser-Meyer-Olkin Measure of Sampling Adequacy	.73
Significance of Bartlett's Test of Sphericity	.00
Total Variance Explained	.54
Items	Factor Loadings
D1	.802
D2	.806
D4	.812
D6	.862
E1	.802
H1	.849
H2	.743
H3	.740
H4	.812
H5	.808

4.4.3. Willingness to Purchase Scale

Willingness to purchase scale was designed as it comprised only one factor containing six items. When exploratory factor analysis was applied to these six items, they were successfully loaded. Test results in Table 4.19 show that scale is significant, KMO value is .88 which is greater than .60 and the analysis explains 70 percent of the total variance. In addition, it can be easily seen in the table that factor loadings of all items are over the threshold level.

Table 4.19 *Exploratory Factor Analysis for Willingness to Purchase*

Kaiser-Meyer-Olkin Measure of Sampling Adequacy	.88
Significance of Bartlett's Test of Sphericity	.00
Total Variance Explained	.70
Items	Factor Loadings
W1	.858
W2	.850
W3	.838
W4	.929
W5	.667
W6	.868

4.5. Reliability Analysis

Cronbach's alpha method was applied to all factors for reliability analysis. Hair, Black, Babin, and Anderson (2014) were taken as references while using this method.

4.5.1. Perceived Brand Equity Scale

Cronbach's alpha was calculated for four factors separately (Table 4.20). Firstly, Cronbach's alpha for the Performance factor was founded as .89. This shows that the five items that constitute the factor are adequate to measure the performance of the brands. Secondly, Cronbach's alpha was calculated for social image and it was founded .87. Thus, this shows that the four items of this factor are adequate to measure the social image of the brands. Thirdly, reliability analysis was done for four items of Value factor and Cronbach's alpha was calculated as .72 and it was seen that the components of the Value factor are enough to measure this factor. Finally, Cronbach's alpha method was applied for the trustworthiness factor and the value was founded .73, which is greater than the threshold.

Table 4.20 *Reliability Analysis for Brand Equity Factors*

Factor	Cronbach's Alpha	N of Items
Performance	.889	5
Social Image	.871	4
Value	.715	4
Trustworthiness	.725	3

4.5.2. Perceived Luxuriousness Scale

Perceived luxuriousness scale consists of 10 items in Table 4.18 and Cronbach's alpha was found .94 using those items (Table 4.21). If we think that the lower limit of acceptability is .60 (Hair, Black, Babin, & Anderson, 2014), .94 is a great value and it shows that items can measure the perceived luxuriousness perfectly.

Table 4.21 *Reliability Analysis for Perceived Luxuriousness*

Cronbach's Alpha	N of Items
.939	10

4.5.3. Scale for Willingness to Purchase

We used six items to measure the willingness to purchase of the customer. Reliability analysis was done with these items and Cronbach's alpha was calculated .91 (Table 4.22). This shows the success of the scale.

Table 4.22 *Reliability Analysis for Willingness to Purchase Factor*

Cronbach's Alpha	N of Items
.910	6

4.6. Analyses

As stated before, a 1-7 one-stage Likert scale was used on the second and the last parts of the questionnaires. Likert scale items were evaluated by calculating the mean values of related Likert-type items for each participant separately and they were analyzed at the interval measurement scale. Mean values were calculated to test the central tendency and standard deviation to test the variability of the data (Boone & Boone, 2012).

The following methods were used in the analysis in this section:

- Independent t-test
- Mann-Whitney U Test
- Kruskal Wallis Test
- Factorial ANOVA

4.6.1. Perceived Brand Equity

After applying normality check, factor analysis, and reliability analysis consecutively; parametric analysis was used for the perceived brand equity scale. Since the sample was normally distributed (Section 4.3), an independent t-test was applied for brands' effect on perceived brand equity on SPSS.

Firstly, the average values of all items' results were calculated for each participant and for 4 factors of the scale separately. Then, the average values of these four factors were calculated in order to find the perceived brand equity rate of each participant.

After that, an independent t-test was applied to data. It can be seen in Table 4.23, significance was found 0 as the result of this analysis. It means there is a significant difference between Apple and HP in terms of perceived brand equity. If we look at the mean value, we can notice that the mean value for perceived brand equity of Apple (3.81) is more than HP (3.41). In other words, Apple's perceived brand equity was higher than HP's.

Table 4.23 *Independent t-test for Brand's Effect on Perceived Brand Equity*

Group Statistics					
Brand Name	N	Mean	Std. Deviation	Std. Error Mean	
Apple	237	3.81	1.08	.07	
HP	154	3.41	.91	.07	
Independent Samples Test					
	Levene's Test for Equality of Variances		t-test for Equality of Means		
	F	Sig.	t	df	Sig. (2-tailed)
Equal variances assumed	4.52	.03	3.78	389.00	0
Equal variances not assumed			3.92	364.43	0

4.6.2. Perceived Luxuriousness

When we investigate the perceived luxuriousness scale in terms of normality, it can be seen the sample was not distributed normally (Section 4.3), so we decided to do a nonparametric analysis for this scale in terms of brands. Since two brands were used for this scale, the Mann-Whitney U test was applied in order to detect the difference between the two brands in terms of perceived luxuriousness (Balci, 2018).

First of all, the average values were calculated for 10 items which were used for measuring perceived luxuriousness for each participant. Then, these values were used by doing the Mann-Whitney U test.

The result of the Mann-Whitney U test is significant ($p=0$), and this means there is a remarkable difference between Apple and HP in terms of perceived luxuriousness. Apple has a greater perceived luxuriousness than HP by far.

Table 4.24 *Mann-Whitney U Test for Brand's Effect on Perceived Luxuriousness*

Discount Size	N	Mean Ranks	Sum of Ranks
Apple	237	235.44	55,798.50
HP	154	135.31	12,837.50
Total	391		
Mann-Whitney U		8,902.50	
Asymp. Sig. (2-tailed)		0	

4.6.3. Willingness to Purchase

4.6.3.1. Impact of Brand on Willingness to Purchase

After normality tests (Section 4.3), it was determined that the sample is not distributed normally with respect to the willingness to purchase scale in terms of brands. Moreover, after exploratory factor analysis (Section 0), and reliability analysis (Section 4.5), it was seen from the items of the scale that they were sufficient to measure willingness to purchase in response to the offer. In the beginning of the analysis, the average of the item values was calculated one by one. After that, since the sample was not normally distributed, a nonparametric analysis was conducted. Considering that there were two brands to be used, the Mann-Whitney U test was performed to test the effects of directly brands, indirectly perceived brand equity and perceived luxuriousness.

There was a significant effect of the brand on willingness to purchase ($p=.001$). The *mean rank* value of willingness to purchase for Apple is much higher than HP's *mean rank* value for willingness to purchase. This means that the purchase intention for Apple is higher than HP's.

Table 4.25 Mann-Whitney U Test for Brand's Effect on Willingness to Purchase

Discount Size	N	Mean Ranks	Sum of Ranks
Apple	237	211.10	50,031.00
HP	154	172.76	26,605.00
Total	391		
Mann-Whitney U		14,670	
Asymp. Sig. (2-tailed)		.001	

4.6.3.2. Impact of Discount Size on Willingness to Purchase

To determine the impact of the discount size on the willingness to purchase, the Mann-Whitney U test was applied. Because normality tests for the data in Section 4.3 showed that the sample was not normally distributed and nonparametric analysis should have been used. First of all, the average values of items were calculated for each participant separately. After that, the Mann-Whitney U test was performed and it was determined there is a significant difference between 40% and 10% discounts in terms of the impact of willingness to purchase ($p=0$).

When we investigate the mean ranks, it is obvious that a 40% discount size makes the customer want to purchase the product much more than a 10% discount size (Table 4.26). It can be seen in *Figure 4.3* that the higher discount size leads to more willingness to purchase.

Table 4.26 *Mann-Whitney U Test for Discount Size's Effect on Willingness to Purchase*

Discount Size	N	Mean Ranks	Sum of Ranks
10%	170	139.03	26,635.50
40%	221	239.82	53,000.50
Total	391		
Mann-Whitney U		9,100.50	
Asymp. Sig. (2-tailed)		0	

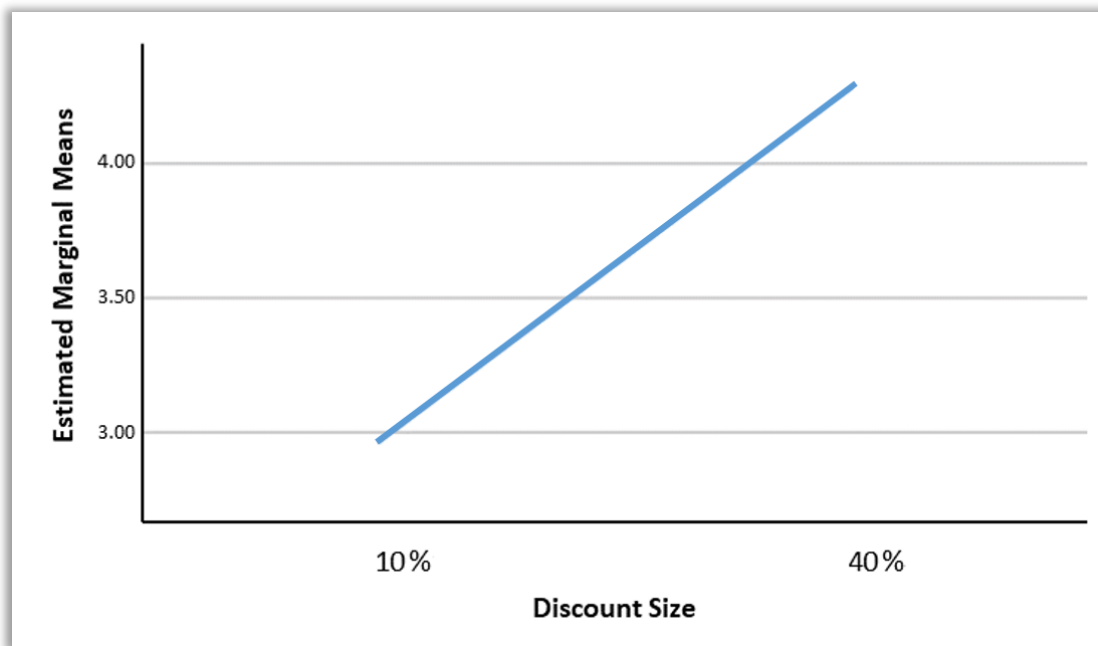


Figure 4.3 Estimated Marginal Means of Willingness to Purchase with respect to Discount Size

4.6.3.3. Impact of Time Restriction on Willingness to Purchase

Kruskal Wallis test was conducted to examine the impact of time limit on willingness to purchase. Normality tests in Section 4.3 showed that data was not normally distributed. Thus, we were better to conduct a nonparametric analysis in this part. Since we had more than two alternatives for the time restriction variable, the Kruskal Wallis test was appropriate to measure its effect on willingness to purchase.

When we performed the test, we are able to recognize that there is a significant effect of time constraints on willingness to purchase ($p=.038$). Comparing different durations of discounts, time-independent promotions is the most effective one. 3-day discount is the second and the last one is the 1-day discount. It is seen in Table 4.27 multiple comparisons, 1-day discount and time-independent discount are significantly different from each other in terms of their impact on willingness to purchase ($p=.04$). At this point, it is not wrong to say the longer time limit leads to more willingness to purchase (Figure 4.4).

Table 4.27 *Kruskal Wallis Test for Time Constraint's Effect on Willingness to Purchase*

Descriptive Statistics		
Time Constraint	N	Mean Rank
1-day	118	174.86
3-day	158	200.52
Time-independent	115	211.48
Kruskal-Wallis	6.55	
Asymp. Sig. (2-tailed)	.038	

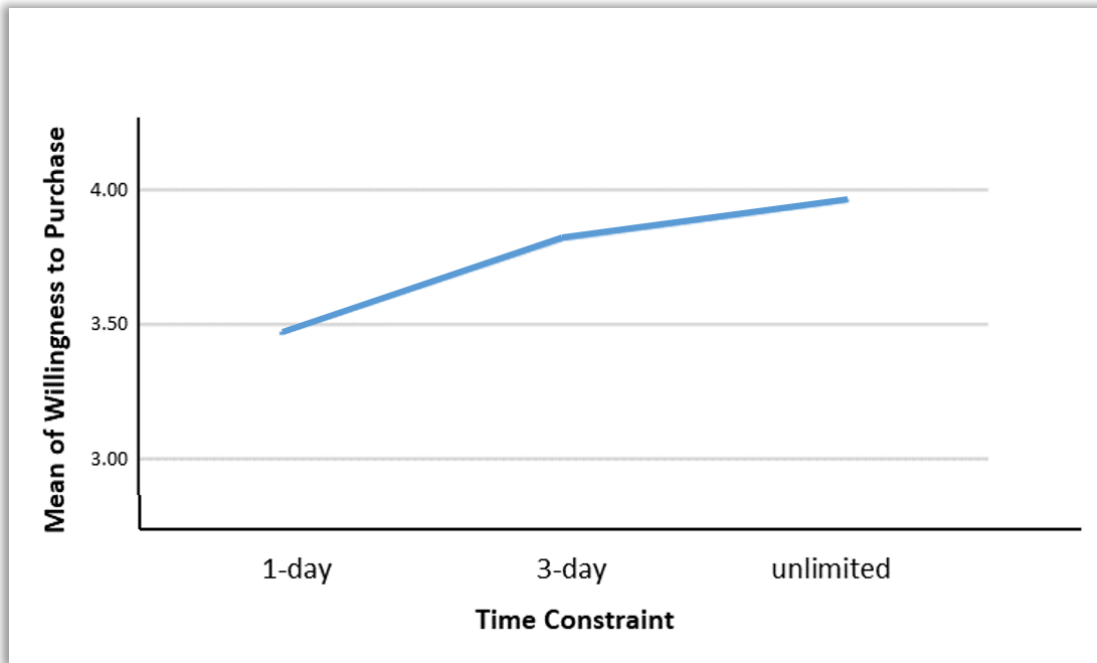


Figure 4.4 Estimated Marginal Means of Willingness to Purchase with respect to Time Constraint

4.6.3.4. Impact of the Composite Factor on Willingness to Purchase

Factorial ANOVA was performed for time, discount, and brand factors in terms of willingness to purchase in this part. When we investigated between-subjects effects in Table 4.28, we saw that the discount ($p=0$) and the brand ($p=.025$) were significantly effective on willingness to purchase separately, and together ($p=.027$). On the other hand, time*discount ($p=.65$) and time*brand ($p=.94$) pairs' impact could not be observed significantly.

Table 4.28 *Tests of Between-Subjects Effects on Willingness to Purchase (Factorial ANOVA)*

Source	df	Mean Square	F	Sig.
Corrected Model	11	20.35	10.16	0
Intercept	1	4,536.35	2,265.33	0
Time	2	4.00	2.00	.137
Discount	1	150.38	75.10	0
Brand	1	10.18	5.09	.025
Time * Discount	2	.88	.44	.646
Time * Brand	2	.13	.07	.936
Discount * Brand	1	9.90	4.94	.027
Time * Discount * Brand	2	.67	.34	.715

Table 4.29 shows descriptive statistics obtained as a result of Factorial ANOVA. The greatest mean value for willingness to purchase is acquired in consequence of an application of a time-independent discount on Apple MacBook Pro notebook computer with a discount size of 40%. It continues with 1-day and 3-day limited promotions. The table shows that the most effective factor is the discount size for promotions on willingness to purchase. The best six in the 12 cases have a 40% discount size. The greatest three mean values in these six cases with a 40% discount size are obtained from the offers proposed for Apple MacBook Pro. This shows that the second effective factor is brand perception in the three main factors used in the analysis.

Table 4.29 Factorial ANOVA Descriptive Statistics for the Composite of All Factors with respect to Willingness to Purchase

Discount Size	Brand Name	Time Constraint	Mean	Std. Deviation	N
40%	Apple	time-independent	4.84	1.43	42
40%	Apple	1-day	4.59	1.56	25
40%	Apple	3-day	4.44	1.57	81
40%	HP	time-independent	4.25	.74	20
40%	HP	1-day	3.89	1.51	30
40%	HP	3-day	3.68	1.65	23
10%	Apple	time-independent	3.25	1.56	29
10%	HP	3-day	3.05	1.41	26
10%	HP	time-independent	3.03	1.21	24
10%	Apple	3-day	2.83	1.18	28
10%	Apple	1-day	2.82	1.33	32
10%	HP	1-day	2.80	1.14	31

When we do not take into account time constraints and conduct analysis with discount size and brand perception factors, we get the results in Table 4.30 and Figure 4.5. As

it can be seen in Table 4.30, when the discount is applied to the product, the effect of the discount size on the customer's buying behavior is more effective than the brand. So if one of the two factors had to be chosen, focusing on the discount size would have been much more effective.

According to the interesting results of the analysis shows that: When a 40% discount is applied to both branded products, it is seen that the discount increases the consumer's intent to buy the product brand of Apple MacBook Pro which is higher-equity and relatively more luxurious brand compared to HP Pavilion. On the other hand, this is not the case when a 10% discount is applied. When a 10% discount is applied to the laptop brand of Apple MacBook Pro, which has high brand equity and a sense of luxury, the customer has a greater intent to purchase this product compared to the other brand of product, which is HP Pavilion. However, this difference is very little, and not significant as in the case of 10% discount size.

Table 4.30 *Factorial ANOVA Descriptive Statistics for Discount Size and Brand Name with respect to Willingness to Purchase*

Discount Size	Brand Name	Mean	Std. Deviation	N
40%	Apple	4.58	1.53	148
40%	HP	3.93	1.39	73
10%	Apple	2.96	1.36	89
10%	HP	2.95	1.24	81

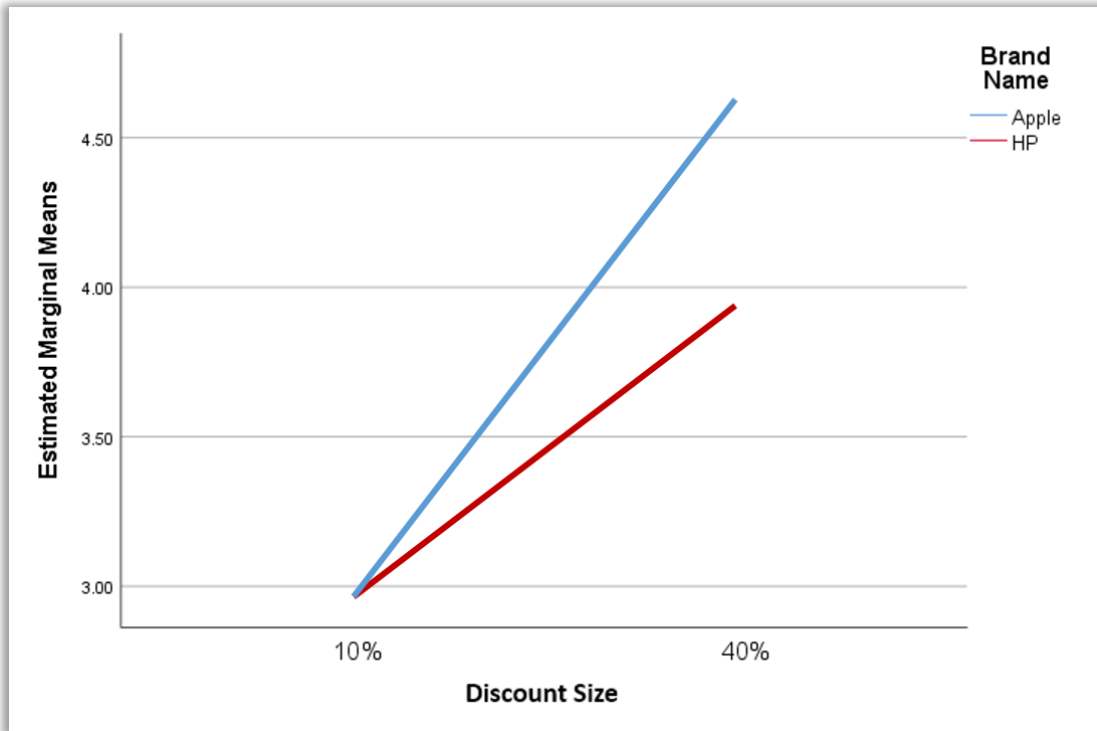


Figure 4.5 Estimated Marginal Means of Willingness to Purchase with respect to Brand and Discount Size

If Factorial ANOVA is conducted by using a discount size and time constraint, the results shown in Table 4.31 and Figure 4.6 are obtained.

The discount size plays a more important role than the time constraint in the customer's intention to purchase the product created by the sales promotion. A product with a 40% discount can be sold more than a 10% discount. Considering that the discount size is a fixed value, the role of time constraint on the impact of sales promotion can be evaluated.

As a result of this analysis, if a 40% or a 10% discount is applied to the product, the time limitation of sales promotions is the most effective factor in increasing sales in both cases. The second most important factor is the 3-day discount and the last one is

the 1-day discount. The present study which was conducted with laptops shows that firstly the size of the discount and secondly the length of the discount period positively affect the willingness to buy.

Table 4.31 *Factorial ANOVA Descriptive Statistics for Discount Size and Time Constraint with respect to Willingness to Purchase*

Discount Size	Time Constraint	Mean	Std. Deviation	N
40%	time-independent	4.65	1.27	62
40%	3-day	4.28	1.61	104
40%	1-day	4.21	1.56	55
10%	time-independent	3.15	1.40	53
10%	3-day	2.94	1.29	54
10%	1-day	2.81	1.23	63

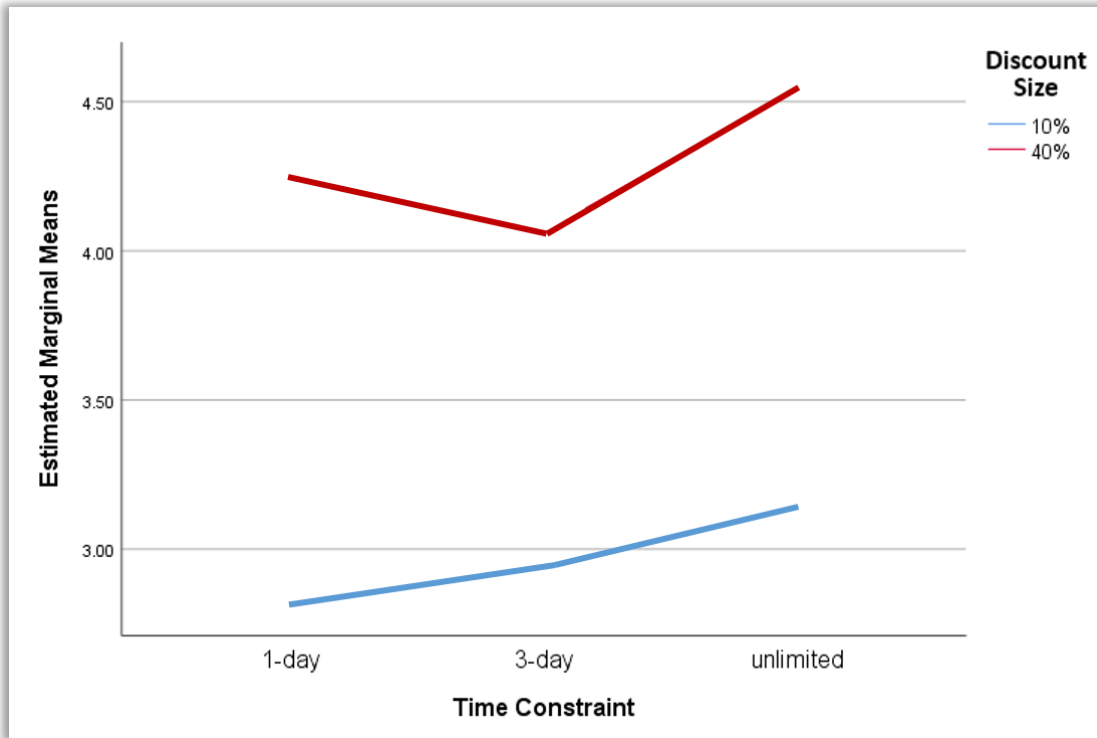


Figure 4.6 Estimated Marginal Means of Willingness to Purchase with respect to Time Constraint and Discount Size

Finally, if we take into account brand perception and time constraints, we get the results in Table 4.32.

When the consumer's intent to purchase for the discounted product is evaluated in terms of brand and discount period, it is seen that the brand has a more important role. The discount on the product of Apple MacBook Pro, which has a higher perceived brand equity and a higher perception of luxury, increases the consumer's intent to purchase more dramatically compared with HP Pavilion. On the other hand, when a comparison is made according to the discount periods for the same brand, the time-independent discount has the advantage over the application of the discount for a limited time, and the 3-day discount was found to be more effective than the 1-day discount.

As a result, when a discount is applied to laptops, the brand primarily plays an important role in increasing the consumer's desire to purchase. Secondly, the duration of the discount applied is of great importance.

Table 4.32 *Factorial ANOVA Descriptive Statistics for Brand Name and Time Constraint with respect to Willingness to Purchase*

Brand Name	Time Constraint	Mean	Std. Deviation	N
Apple	time-independent	4.19	1.67	71
Apple	3-day	4.03	1.64	109
Apple	1-day	3.60	1.67	57
HP	time-independent	3.59	1.19	44
HP	3-day	3.35	1.54	49
HP	1-day	3.34	1.44	61

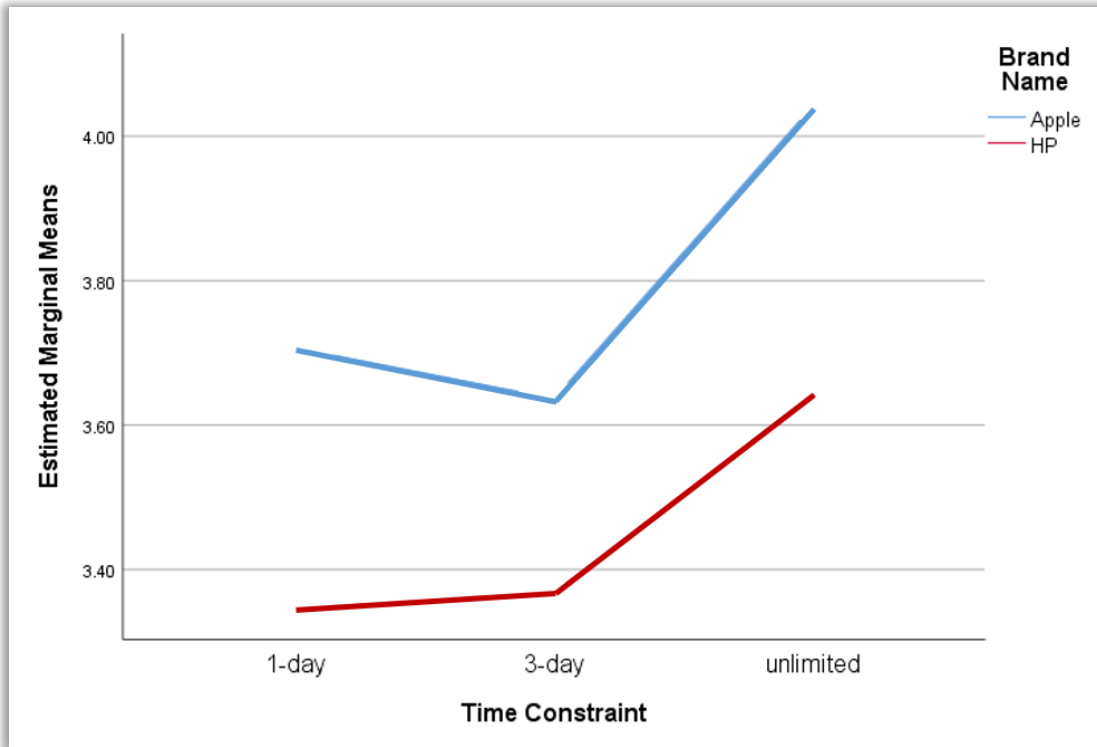


Figure 4.7 Estimated Marginal Means of Willingness to Purchase with respect to Brand and Time Constraint

4.7. Results

After data screening and cleaning, 391 of the 411 participant data were found suitable for analysis while 20 out of 411 were dismissed because of inconsistent data. Firstly, a descriptive statistic was performed and a demographic profile of the participants was maintained.

Then, the distribution of the answers in the groups was examined and their normality status was checked. Analysis methods were determined by considering the answers' normality condition. In the next step, exploratory factor analysis was performed and the items were classified on a factor basis, and any items that were found to be

unnecessary or insufficient were eliminated. Cronbach's Alpha values were found for each factor and the reliability of the scales was checked by means of the obtained data.

The analyzes started with perceived brand equity and perceived luxuriousness, which are independent variables. In section 4.6.1, the Independent t-test was used to measure and compare the perceived brand equity of two brands (Apple and HP) as the sample is normally distributed and there are two brands as the subjects of the research. On the other hand, for the perceived luxuriousness scale, it was found that the sample was not normally distributed and therefore in section 4.6.2, the Mann-Whitney U test was applied to the data to measure and compare the perceived luxuriousness of two brands. Both analyses showed that the Apple brand was perceived to have higher equity and seemed more luxurious than the HP brand.

In order to test H_{1a} and H_{1b} hypotheses, in section 4.6.3.1, the Mann-Whitney U test was applied for the scale of the brands' willingness to purchase, since the sample is not normally distributed and we there are two brands as subject matter. As a result of the analysis, a significant difference was observed between the levels of increase in willingness to purchase two brands. It was seen that the high brand value (Apple) has a greater effect on increasing sales than the low brand value (HP). As a result, H_{1a} hypothesis was confirmed. In the test, regarding perceived luxuriousness, there was a difference between brands in terms of promotion sales, so the H_{1b} hypothesis was similarly validated.

With the H_2 hypothesis, the role of discount size in the effect of sales promotion on the purchase intention was questioned and the data was analyzed to determine whether it had a positive impact on this effect. Since the sample is not normally distributed, the Mann-Whitney U test was performed for this analysis in section 4.6.3.2. Results show that the discount size has a significant positive effect on the consumer's willingness to buy. In other words, the higher the discount size, the greater the willingness of the

consumer to purchase created by the sales promotions. As a result, the H₂ hypothesis was also confirmed.

In the H₃ hypothesis, the effect of the time constraint is concerned and whether the time constraint creates a change in the purchase intention is questioned. In order to test this, Kruskal Wallis test was applied in section 4.6.3.3. This test showed that the time constraint made a significant difference. Moreover, when the discount period increased, the consumer's willingness to purchase scaled up. So, it can be concluded that the H₃ hypothesis was also confirmed.

In the H₄ hypothesis, the combined effect of discount size and time constraint on the consumer's willingness to purchase was analyzed. It is seen that their combined effect does not produce an effect on the consumer's willingness to purchase. As a result, it is concluded that our research did not confirm that hypothesis.

Additionally, the combined effects of brand and discount size on willingness to purchase were examined. We applied Factorial ANOVA to understand how these dimensions act together on the intent of consumer's purchasing behavior. In addition to the fact that they have a significant effect on willingness to purchase separately, their combined effect is significant (Table 4.28). To explain it more, in the case where the discount size is high, i.e. 40%, the intent of the consumer to buy the brand high-equity and relatively luxurious brand, which is Apple MacBook Pro, is quite higher than the low-equity and relatively not luxurious brand, which is HP Pavilion. On the other hand, in the case where the discount size is low, i.e. 10%, a significant difference is not seen between Apple MacBook Pro, which is higher-equity and relatively luxurious brand, compared with HP Pavilion in terms of the intent of the consumer to buy. As it can be seen in the Table 4.30, when the discount size is 40%, estimated the marginal mean of the willingness to purchase value was 4.58 for Apple, that value was

3.93 for HP. On the other hand, in the case the discount size is 10%, the estimated marginal means were found to be very close to each other for both brands (*Figure 4.5*).

After that, the effect of the brand on willingness to purchase is tested by approaching together with the time constraint factor. We conducted Factorial ANOVA to analyze the effectiveness of these factors. The results showed that there was not a significant relationship in terms of willingness to purchase. Similarly, the combined effects of the brand, discount size, and time constraint on the willingness to purchase of customers were testified by using Factorial ANOVA in order to see whether the difference is significant or not. Hence, any significant relationship could not be found.

As a result, as it can be seen in Table 4.33, four of the five hypotheses proposed at the beginning of the study were confirmed and one of them was not confirmed.

Table 4.33 *Evaluation of Hypotheses Regarding Analyses*

Hypotheses	Method	Result
H _{1a} A discount applied to a higher-equity brand increases the consumer's intention to buy more compared with another brand.	Mann-Whitney U Test	✓
H _{1b} A discount applied to a more luxurious brand increases the consumer's intention to buy more compared with another brand.	Mann-Whitney U Test	✓
H ₂ The discount size influences the consumer's purchasing behavior positively.	Mann-Whitney U Test	✓
H ₃ The effect of sales promotion on purchase intention differs with respect to the time-limit of the promotion.	Kruskal Wallis Test	✓
H ₄ The discount size has different effects on a consumer's purchase intention of a product on time-limited and time-independent discounts.	Factorial ANOVA	✗

CHAPTER 5

DISCUSSION AND CONCLUSION

5.1. Discussion of the Results

Several types of research have been conducted over the years in order to understand how sales promotions influence consumer purchasing behavior (Alvarez & Casielles, 2005; Schultz & Block, 2014; Soni & Verghese, 2018). Some researchers have tried to compare different promotion techniques and analyzed their results in terms of purchasing behaviors of consumers (Howell, Lee, & Allenby, 2015; Gong, Huang, & Goh, 2019). Some authors used different tools in order to determine the effectiveness of sales promotions tools on consumer behavior (Makienko, 2006; Manalel, Jose, & Zacharias, 2007). On the other hand, some researchers have conducted their research by using different promotion techniques and different tools in order to find out the combined effects of particular factors of sales promotions on purchasing action (Eisenbeiss, Wilken, Skiera, & Cornelissen, 2015; Kuo & Nakhata, 2016). As a contribution to those researches, in the present study, we investigated the effects of sales promotions on willingness to purchase and analyzed them by considering three factors, brand, time constraint, and discount size, individually and collectively.

The effect of sales promotion on the buying behavior of the consumer has been investigated in different dimensions by many researchers over time. Looking at a number of the previous studies, we can see the effect of sales promotion on consumer buying behavior (Alvares & Casielles, 2005; Blattberg & Neslin, 1990; Gupta 1988; Santini et al., 2015). More specifically, when we look at the effects of monetary sales promotions on purchasing behavior, Makienko's (2006) study can be counted remarkable. The result of this study shows that the consumer's intention to purchase

becomes higher when we sell a product with its real price, after increasing and applying a monetary promotion, rather than selling it to its real price by applying no action. In other words, instead of selling a product with its actual price, promoting at a higher price to its actual price is more effective on customers' purchase intention.

The effect of sales promotions on the consumer's buying behavior cannot be denied (Blattberg & Neslin, 1990). The brand has a significant impact on consumer's decision making as much as the pricing (Kazmi, 2015). For this reason, the role of the brand in the effect of discount on a product purchase is also debatable and worth being investigated.

First of all, the role of brand equity on the effectiveness of sales promotions is investigated. Previously, we have seen different results from sales promotions applied to products, in relation to brand equity. The study of Chandon, Wansink, and Laurent (2000) is an example of it. They applied sales promotions both to low-equity and high-equity products. When a monetary promotion was applied to a utilitarian product, it was seen that it was much more effective on high-equity brands than low-equity brands (Chandon, Wansink, & Laurent, 2000). We encountered a similar result in the present research when we applied a sales promotion, which is also a monetary promotion, to a utilitarian product, which is a notebook computer (Lu, Liu, & Fang, 2016). We saw that customers' willingness to purchase increased for the high-equity brand, which is Apple MacBook Pro, more than the low-equity brand, which is HP Pavilion. Additionally, we analyzed the same situation in terms of perceived luxuriousness. Similarly, sales promotion increased the purchase intention of the buyer for the brand of Apple MacBook Pro which has a higher perceived luxuriousness than the product of HP Pavilion.

As a result of this research, as the discount size applied to the luxury brand increased, a decrease in sales was expected. According to Yeoman (2014), luxury must be

expensive, and as it becomes accessible, a paradox emerges. Therefore, in accordance with Guyon's (as cited in Brun & Castelli, 2013) definition, we are able to explain this result with the product we have selected as an accessible luxury.

When examining the effect of sales promotion on the consumer's purchasing intention, another factor that can be taken into account should be the size of the discounts. When the previous studies on this subject are examined, it is seen that the role of the discount size in the promotion of the consumer's intent to purchase can vary. For example, according to Lee and Chen-Yu (2018), when the consumer meets the discount, there will be a perception of monetary saving according to the consumer and an increase in the consumer's intent to purchase may arise. On the other hand, as the discount size increases, customers may think they will face lower product quality, although the idea of greater monetary savings occurs.

On the other hand, if we look at the psychological effects of sales promotions on the consumer ideas, Honea, and Dahl (2005) argued that as the price discount increases, positive emotional effects such as happiness, pleasure, excitement, satisfaction increase. Additionally, according to Schindler (1998), behavioral positive emotions resulting from a reduction may outweigh positive emotions provided economically. In other words, the positive emotional impact of benefiting from discounts rather than the desire to save economically can lead to an increase in the intent to buy. These positive feelings are expected to increase as the discount size increases.

When the effect of the discount size on the purchase intention of the consumer was measured for our product and in our sample, a positive relationship was observed between the size of the discount and the purchase intention of the consumer. The purchase intention of the consumer arising from the 40% discount offered to the product was considerably higher than the consumer's intention to purchase for the 10% discount.

When the previous studies were examined, it is seen that researches have been conducted about sales restrictions such as time, place, or the number of units of the product available for sale in order to measure their effects on consumer behavior. As mentioned in commodity theory (Brock, 1968) and unavailability theory (Folger, 1992; Inman, et al., 1997; Lynn, 1991), an intuitive perception, that the product is more valuable and indispensable, occurs and it positively affects the customer's purchasing behavior. Brock (1968) stated that “any commodity will be valued to the extent that it is unavailable” (p. 246). Cialdini (1999) similarly argued that “people find objects and opportunities more attractive to the degree that they are scarce, rare, or dwindling in availability.” (p. 92).

Contrary to the results obtained in these past researches, in the present study, the effect of time constraint on the purchase of a discounted product was found to be negative. The longer the discount was available, the greater the consumer's intent to purchase. Although the time constraint has made an impact for the customer to feel that the product is valuable and indispensable; a situation at which the offer is not restricted with time, the comfort of the customer and making more confident decisions suppressed the indispensability of that product as s/he knew that s/he had time to think.

Additionally, the reason for this reaction of consumers may be related to our choice of product type. When someone buys a laptop, unlike some other product types such as FMCG (Karthikeyan & Natarajan, 2013), forcing the consumer to make a quick decision may have the opposite effect and decreases the willingness to buy contrarily. As there are a lot of qualitative and quantitative features that need to be considered for choosing the laptop computer, it requires long thinking, research, and analysis process to choose the right computer (Srichetta & Thurachon, 2012).

When the composite effects of variables for willingness to purchase are checked, different results may be encountered. Some researches were conducted by handling

the combined effect of time constraint and discount size on willingness to purchase. To illustrate, when the discount is short-term, even a small discount is effective in increasing the consumer's intention to purchase. While the discount period is relatively long, a small discount is not sufficient to determine the customer's purchase decision (Kuo & Nakhata, 2016). Furthermore, Eisenbeiss, Wilken, Skiera, and Cornelissen (2015) measured the effect of discount level and time constraint on the willingness to purchase due to sales promotion. They carried out studies on two different product types and obtained different results depending on whether the product type is utilitarian and hedonic. For hedonic products, the time constraint is more effective than discount size to increase willingness to purchase. However, when the same discounts were applied to a utilitarian product, the effect of the discount size in terms of increasing willingness to purchase was greater than the time constraint (Eisenbeiss, Wilken, Skiera, & Cornelissen, 2015).

In the present thesis, we handled all the factors two by two, and at the final all at once. When we investigate the brand effect and the size of the discount together, we had the result in which their combined effect was significant. In other words, for different sizes of discounts, effects of perceived brand equity and perceived luxuriousness varied. In the situation of the high size of the discount, for the high-equity brand which is Apple MacBook Pro, the higher customers' purchase intention occurred, compared with HP Pavilion. On the other hand, in the small size of discount situation, the effect of the brand is not significant. In other words, when the discount size was 10% there was no significant difference between the two brands in terms of purchasing intention of customers (Table 4.30).

We did not have any significant difference between different combinations of the brand and the time constraint options. Similarly, discount size and time constraints did not create a significant difference in terms of their combined effect. Finally, brand, discount size, and time constraint factors did not have any significant effect together.

Furthermore, we analyzed all the data in terms of 12 cases separately by conducting Factorial ANOVA. We sorted the estimated marginal means of willingness to purchase from top to bottom (Table 4.29). As a result, we obtained an interesting picture. The table showed that the most effective factor was the discount size for promotions on willingness to purchase because the largest six values in the 12 cases belonged to cases of 40% discount size. When we investigated these six cases, we saw that the second most important factor was the brand choice in terms of the effectiveness of the promotions on willingness to purchase because the largest three values belonged to the cases of Apple. Finally, when we check the three columns for the first six cases, we realized that the biggest estimated marginal means belonged to time-independent cases. The possible reason for that was that for the time-independent case, we did not use any statement about time constraints. Because of that, although customers did not feel any time urgency, there was no certainty about time and they did not know when the offer would end. Hence, this uncertainty created more pressure on the customer than time urgency.

When we handle the second half of Table 4.29, we came across a different view. For the cases with the smallest six estimated marginal means, we had different results. The discount size was 10% for these six cases so we actually compared the results in terms of the combined effect of brand and time constraints. At this point, we saw that the estimated marginal mean values were very close to each other because there was not a significant combined effect of brand and time constraints. As it can be seen in Table 4.28, the significance of Time*Brand was .646, which is lower than the threshold level.

Additionally, when we compare the results of Table 4.29 with the results in Table 4.30, Table 4.31, and Table 4.32; we see different results. The possible reason is that these four tables were constructed by using different data groups and the sample sizes of those groups were not the same. For example, when we were constructing Table 4.29, we handled all the cases separately, but we divided the data into four groups with

respect to brand and discount size situations for Table 4.30. These groups were as follows:

$$\left\{ \begin{array}{l} \{case\ 1, case\ 2, case\ 3\}, \{case\ 4, case\ 5, case\ 6\}, \\ \{case\ 7, case\ 8, case\ 9\}, \{case\ 10, case\ 11, case\ 12\} \end{array} \right\}$$

For Table 4.31, we used the following six groups of cases:

$$\left\{ \begin{array}{l} \{case\ 1, case\ 4\}, \{case\ 2, case\ 5\}, \{case\ 3, case\ 6\}, \\ \{case\ 7, case\ 10\}, \{case\ 8, case\ 11\}, \{case\ 9, case\ 12\} \end{array} \right\}$$

Finally, for Table 4.32, we used the following six groups of cases:

$$\left\{ \begin{array}{l} \{case\ 1, case\ 7\}, \{case\ 2, case\ 8\}, \{case\ 3, case\ 9\}, \\ \{case\ 4, case\ 10\}, \{case\ 5, case\ 11\}, \{case\ 6, case\ 12\} \end{array} \right\}$$

5.2. Contributions of the Study

Although there are many pieces of research about the effects of sales promotions on consumer's willingness to purchase, these effects have been evaluated from different points of view, in the present thesis.

First of all, the role of brand equity and perceived luxuriousness in this effect was found to be worth investigating. Chandon et al. (2000) applied a monetary promotion to a utilitarian product and found that sales promotion was more effective for a high-equity brand than a low-equity brand. In the present study, we have obtained a result that supports it and by strengthening the previous findings, the thesis made a contribution to the literature.

Similarly, sales promotion was found to be more effective for the brand which is relatively more luxurious, and the customer's willingness to buy that product to be higher than the other brand. When literature studies were evaluated, this was not an expected result. Considering the general definition of luxury, sales promotion could not always be expected to be successful in a luxury product. Yeoman (2014) claimed that a luxury product should have been expensive, and as the product was discounted and made accessible, a paradox occurred. Therefore, we could only explain the result for this product being an accessible luxury product. Because accessible luxury was defined as low-priced versions of products that only a segment can obtain a limited number of (Guyon, 2004). As a result of the present research, we have seen that the monetary promotions applied for accessible luxury products increase the consumer's willingness to purchase, and hence we have made a valuable contribution to the literature.

In the next stage, when we examined the effect of discount size, we found that when the discount size was chosen higher, the effect of sales promotion on the consumer's willingness to purchase became higher. Considering the study of Honea and Dahl (2005), we concluded that increment of the positive feelings of the customer due to the increase in discount size may be related to this result. However, we deduced that the discount size factor could have different effects on different brands, which may be related to brand equity. In other words, as the discount size applied to a product of a high-equity brand was increased, the consumer's willingness to purchase increased more, compared with the situation of the same condition was applied to a product of a low-equity brand.

Additionally, as Chandon et al. (2000) pointed out in his research, sales promotions were known to be more effective for high-equity brands, and in our study, this result was valid for the 40% discount case. On the other hand, when a 10% discount was applied, the high-equity brand did not make a significant difference from the low-

equity brand. As a result, the role of brand equity on the impact of sales promotion on purchasing behavior did not always the same. To illustrate, only when the discount was above a certain size, different brands could be affected differently by the discount, and this difference could be associated with brand equity.

The last and even the most important factor discussed in the study was the time constraint. With reference to previous studies, the time constraint of sales promotion would have been expected to have a positive impact on the increase in consumer's willingness to purchase. Brock (1968) and Cialdini (1999) claimed that the short-term discount was expected to look more attractive and increase the customer's willingness to purchase the product, in relation to the scarcity of the product. But it was not the result of our study. As time constraints increased, the customer's intent to benefit from sales promotion, in other words, willingness to purchase the discounted product decreased. It was due to the fact that the product group offered to the customer with a discount in our study was not qualified to be purchased in a short time and was not a fast consuming product. In addition, one could not force the customer to make a quick purchase decision for a laptop (Karthikeyan & Natarajan, 2013). Indeed, as Srichetta and Thurachon (2012) asserted, buying a laptop required a long-term process of thinking, research, and analysis.

As a result, in the present study, we have found that the time constraint of a sales promotion does not have the same effect on every product in terms of consumers' purchasing behavior.

With the present thesis, by contributing to the studies carried out in the academic field; in addition to supporting some of the previously identified situations, we aimed to provide a new point of view that has not been emphasized before. In addition, we aimed to provide new perspectives for brand managers and decision-makers, and to contribute to the application of promotion tools more effectively, taking into account

the brand and product characteristics, and through right discount sizes and time constraints.

5.3. Limitations

Although the research process was meticulously planned and realized, there were inevitably several limitations. The first limitation was about the sample. The aim of the study was to conduct a study on a group of participants who had to use computers actively and who were often dabbling in computers. For this reason, university students, IT sector employees or people who previously worked in the IT sector were identified as the target audience. In application, the survey group was asked to people same in quantity to provide a balanced number of participation as much as possible. This balance could be achieved for gender and working status but not for the education level of the participants. Although it was ensured that the participants were at least high school graduates, they were composed of participants groups with different sizes from five different educational levels. In addition, although 18-year old and older participants were targeted, no upper limit was set and the range of age of the participants was quite wide which is between 18-77. These two conditions were ignored in order to find whether the participants fit the profile defined in the beginning.

The second limitation is about the distribution of data according to the questionnaire number. Although 12 questionnaires were distributed randomly to the participants in the field, unfortunately the uniform distribution could not be maintained for online participants. While shared on the online platform, the questionnaires were numbered from 1 to 12 and the participants were asked to fill out one of those numbered questionnaires. On the first shared online platform, a result in Figure 5.1 was encountered.

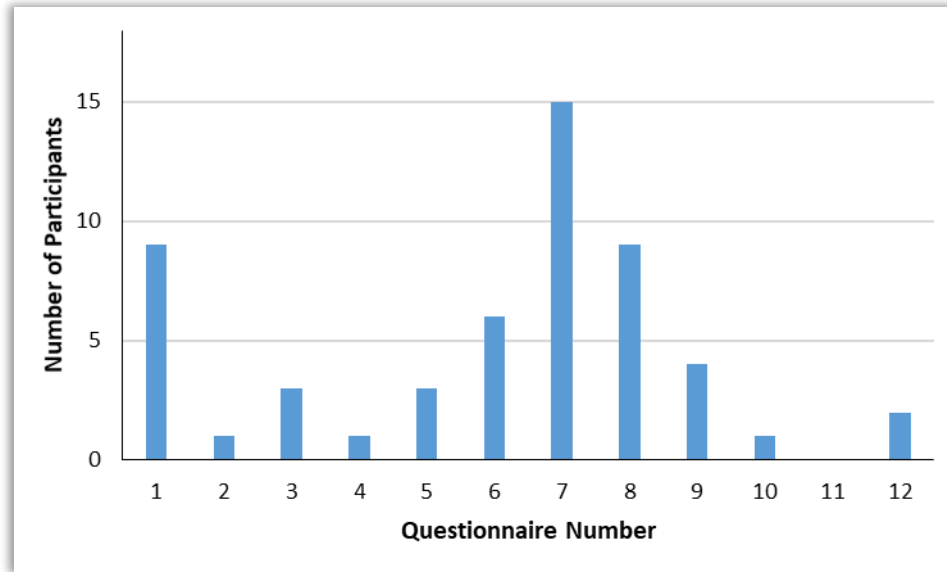


Figure 5.1 Distribution of Questionnaires by Number

Consistent with the results of previous studies, most people tend to choose the number in the middle of the sequence of numbers (Wang, Van Loon, Van Den Assem, & Van Dolder, 2016) or choose the number they find special (Goodman & Irwin, 2006). In addition, the tendency of the individuals to choose the number in the very beginning or at the end was found to be high. Since this would not lead to a uniform distribution, the questionnaire numbers were shifted periodically while the surveys were posted to different online platforms in the form of three different variations. As a result, the distribution in Figure 5.2 was obtained because no equal participation was achieved in all participant groups.

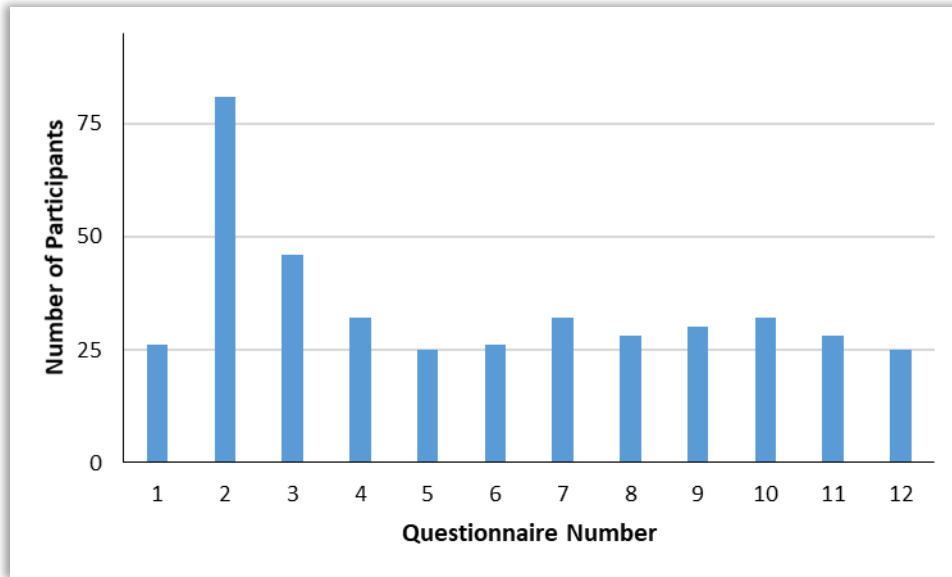


Figure 5.2 The Final Distribution of Questionnaires by Number

Thirdly, for the research design, the very well-known brands of technological devices in Turkey were chosen. The products with low brand equity may also be preferred to answer the research question of the present study. On the other hand, as it can be seen in the previous articles in the field (Dhar & Nowlis, 1999; De Barnier, Falcy, & Valette-Florence, 2012; Srcihetta & Thurachon, 2012), the most known brands are generally determined to conclude the research.

Lastly, there were some survey participants who find the use of well-known brands in the survey irritating. They told that this research may be sponsored by the companies in the survey. Contrastly, since the consumers can instantly recognize the brands and make decisions consciously, the marketers have also used famous brands to conduct their research (Srcihetta & Thurachon, 2012).

5.4. Suggestions for Future Research

It is suggested to apply the survey to a sample in a different location with a different demography. The professions of the participants may change or the respondents may also include the people who do not use PC as frequently as the current respondents or the education level of the participants may be lower.

In addition, another promotion tool may be selected for further studies. Nonmonetary tools such as free gift can be given as an example. On the other hand, these aforementioned approaches can be applied simultaneously. The results may be compared when the free gift and discount are provided with the same product.

Lastly, different product groups may be chosen such as FMCG. Packaged food would be a good candidate product for new research. Moreover, as it was mentioned before, the researchers such as Chandon, Wansink, & Laurent (2000) studied the utilitarian and hedonic products. For the next time, alternatively, hedonic products can be used in a similar concept and the results of the time constraints of sales promotions on the intention of purchasing the hedonic products can be compared to the utilitarian products.

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APPENDICES

A. APPROVAL OF METU HUMAN SUBJECTS ETHICS COMMITTEE

<p>UYGULAMALI ETİK ARAŞTIRMA MERKEZİ APPLIED ETHICS RESEARCH CENTER</p> <p>DUMLUPINAR BULVARI 06800 ÇANKAYA ANKARA/TURKEY T: +90 312 210 22 91 F: +90 312 210 79 59 ueam@metu.edu.tr www.ueam.metu.edu.tr</p> <p>Sayı: 28620816 / </p>	<p> ORTA DOĞU TEKNİK ÜNİVERSİTESİ MIDDLE EAST TECHNICAL UNIVERSITY</p>
	<p>03 Nisan 2019</p>
<p>Konu: Değerlendirme Sonucu</p>	
<p>Gönderen: ODTÜ İnsan Araştırmaları Etik Kurulu (İAEK)</p>	
<p>İlgi: İnsan Araştırmaları Etik Kurulu Başvurusu</p>	
<p>Sayın Cengiz YILMAZ</p> <p>Danışmanlığını yaptığımız Eda Ceren GÜNGÖR'ün "Pazarlama Yönetiminde Ürünlere Uygulanan Satış Promosyonlarının Süresinin Tüketicinin Satın Alma Davranışına Etkisinin Ölçülmesi" başlıklı araştırması İnsan Araştırmaları Etik Kurulu tarafından uygun görülmüş ve 169-ODTÜ-2019 protokol numarası ile onaylanmıştır.</p> <p>Saygılarımızla bilgilerinize sunarız</p>	
<p> Prof. Dr. Ayhan SOL Üye</p>	<p> Prof. Dr. Tülin GENÇÖZ Başkan</p>
<p> Prof. Dr. Yaşar KONDAKÇI Üye</p>	<p> Prof. Dr. Ayhan Gürbüz DEMİR (4.) Üye</p>
<p> Doç. Dr. Pınar KAYGAN Üye</p>	<p> Doç. Dr. Emre SELÇUK Üye</p>
	<p> Dr. Öğr. Üyesi Ali Emre TURGUT Üye</p>

B. QUESTIONNAIRES IN ENGLISH

Questionnaire No. 1

VOLUNTEER PARTICIPATION FORM

This research is carried out by Eda Ceren Güngör, a graduate student of the METU Business Administration Department, under the supervision of Prof. Dr. Cengiz Yılmaz. This form is designed to inform you about the research conditions.

What is the purpose of the study?

This survey is designed to measure the impact of the duration of sales promotions applied to products on marketing management to the consumer's buying behavior.

How do we ask you to help us?

We expect you to answer a survey of 57 questions. The first seven questions are demographic information and the next questions are for a given brand. If you want to be informed after the study, you can write your e-mail address.

How will we use the information we collect from you?

Your participation in the research must be entirely voluntary. No information is required from you in determining the identity or the institution. Your answers will be kept completely confidential and will only be evaluated by the researchers. The information obtained from the participants will be evaluated collectively and used in scientific publications.

What You Need to Know About Your Participation

In general, the questionnaire does not contain any questions or practices that may cause personal discomfort. However, if you feel uncomfortable for questions or any other reason during participation, you are free to interrupt the survey.

If You Want to Learn More About the Research

Thank you in advance for participating in this study. For more information about the study, please contact Eda Ceren Güngör (e-mail: gungor.eda@metu.edu.tr).

Your e-mail address (not compulsory): _____

1st Part: Demographic Questions

Age? _____

Gender? Female Male Other

Marital Status? Single Married Divorced Widowed

Education Status? (Please answer this question based on the highest level of education you have completed.)

Literate Primary/Secondary School Graduate High School Graduate
Associate Degree Bachelor's Degree Master's Degree Doctorate Degree

Working Status?

Public Employee Private Sector Employee Out of Work Student

Monthly Household Income? (Please answer this question if you work.) _____

Monthly Disposable Income? (Please answer this question if you do not work.)

2nd Part: Product Evaluation

In this part, we are asking questions about the **Apple MacBook Pro¹** series laptops in order to figure out your opinions about the brand. Please answer the following questions on the scale from 1 to 7.

	Strongly Disagree		Neutral			Strongly Agree	
	1	2	3	4	5	6	7
From this brand of a notebook computer, I can expect superior performance.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This is an outstanding brand.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

¹ In questionnaires number of 1, 2, 3, 7, 8, and 9, Apple MacBook Pro; in questionnaires number of 4, 5, 6, 10, 11, and 12, HP Pavilion were identified as the brand of laptop to be evaluated.

	Strongly Disagree		Neutral			Strongly Agree	
	1	2	3	4	5	6	7
In its status and style, this brand matches my personality.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
With time, I will develop a warm feeling toward this brand of a notebook computer.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This is a very expensive brand.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This brand is for refined people.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Not many people own this brand.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
For this brand of a notebook computer, I have positive personal feelings.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This brand of the notebook computer is useful.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
People who own this brand have good taste.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This brand will work very well.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This brand of notebook computer fits my personality.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This brand of notebook computer will be well regarded by my friends.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This brand is well priced.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This is a select brand.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is a real pleasure to own this brand.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Strongly Disagree		Neutral			Strongly Agree	
	1	2	3	4	5	6	7
I do not recommend this brand to others.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I consider this brand of the notebook computer to be a bargain because of the benefits I receive.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Owning this brand lets me differentiate myself from other people.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This brand is aesthetic.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Notebook computers of this brand are overpriced.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I consider the company and the people who stand behind these notebook computers to be very trustworthy.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This brand makes life more beautiful.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would be proud to own a notebook computer with this brand.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In regard to consumer interests, this company seems to be very caring.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The quality of this brand is stable.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This is a gratifying brand.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I believe that this company does not take advantage of consumers.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
After watching this brand of a notebook computer, I am very likely to grow fond of it.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Strongly Disagree		Neutral			Strongly Agree	
	1	2	3	4	5	6	7
This is a brand to dream about.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This brand of a notebook computer is not good in terms of performance.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This is an elitist brand.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Considering what I would pay for this brand of a notebook computer, I will get much more than my money's worth.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The quality of this brand of a notebook computer is below the average.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This brand shows who one is.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This brand represents luxury.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This brand is one of the best notebook computer brands.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This brand is not mass-produced.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This is a top-quality brand.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This brand is full of sensuality.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3rd Part: Offer Evaluation

In this section, you are asked to consider a proposal for an **Apple MacBook Pro** series laptop. Please answer the following questions on the scale from 1 to 7.

You are in a technology store and **Apple MacBook Pro**² laptops are available at a 40%³ discount. The discount is limited to one day only⁴. It is said to be an opportunity not to be missed by the seller. So what will you do?

	1	2	3	4	5	6	7
My attitude towards the deal offered in the advertisement for the notebook computer is good.	Strongly Disagree						Strongly Agree
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
At the price shown, I would consider buying the advertised product.	Strongly Disagree						Strongly Agree
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The probability that I would consider buying the advertised notebook computer is	Very Low						Very High
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My willingness to buy this notebook computer at the advertised price is	Very Low						Very High
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This promotion does not affect my willingness to purchase this product.	Strongly Disagree						Strongly Agree
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

² The offer is for Apple MacBook Pro in questionnaires number of 1, 2, 3, 7, 8, and 9; for HP Pavilion laptops in questionnaires number of 4, 5, 6, 10, 11, and 12.

³ The discount size was identified as 40% in questionnaires number of 1, 2, 3, 4, 5, and 6; 10% in questionnaires number of 7, 8, 9, 10, 11, and 12.

⁴ Time constraints were stated using the sentences “The discount is limited to one day only.” in questionnaires number of 1, 4, 7, and 10; “The discount will last three days.” in questionnaires number of 2, 5, 8, and 11. In questionnaires number of 3, 6, 9, and 12, any statement about time constraint was not used.

	1	2	3	4	5	6	7
The likelihood that I would purchase the advertised product at this price is	Very Low <input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very High <input type="radio"/>
The likelihood that I can find a lower price around town on the advertised notebook computer is	Very Low <input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very High <input type="radio"/>
The likelihood that this notebook computer will be available cheaper sometime soon is	Very Low <input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very High <input type="radio"/>
I think that the advertised notebook computer would be cheaper somewhere soon.	Strongly Disagree <input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree <input type="radio"/>
I think that I could save money by waiting to purchase this notebook computer until a later date.	Strongly Disagree <input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree <input type="radio"/>

Comments, Suggestions or Questions?

C. QUESTIONNAIRES IN TURKISH / TÜRKÇE ANKETLER

Anket No. 1

ARAŞTIRMAYA GÖNÜLLÜ KATILIM FORMU

Bu araştırma, ODTÜ İşletme Bölümü yüksek lisans öğrencisi Eda Ceren Güngör tarafından Prof. Dr. Cengiz Yılmaz danışmanlığındaki yüksek lisans tezi kapsamında yürütülmektedir. Bu form sizi araştırma koşulları hakkında bilgilendirmek için hazırlanmıştır.

Çalışmanın Amacı Nedir?

Bu anket, pazarlama yönetiminde ürünlere uygulanan satış promosyonlarının süresinin tüketicinin satın alma davranışına etkisinin ölçülmesi amacıyla tasarlanmıştır.

Bize Nasıl Yardımcı Olmanızı İsteyeceğiz?

Sizden 57 soruluk bir anketi cevaplamanızı bekliyoruz. İlk yedi soru demografik bilgiler, sonraki sorular ise belirlenmiş bir markaya yönelik sorulardır. Çalışma sonrasında bilgilendirilmek isterseniz e-posta adresinizi yazabilirsiniz.

Sizden Topladığımız Bilgileri Nasıl Kullanacağız?

Araştırmaya katılımınız tamamen gönüllülük temelinde olmalıdır. Çalışmada sizden kimlik veya kurum belirleyici hiçbir bilgi istenmemektedir. Cevaplarınız tamamıyla gizli tutulacak ve sadece araştırmacılar tarafından değerlendirilecektir. Katılımcılardan elde edilecek bilgiler toplu halde değerlendirilecek ve bilimsel yayınlarda kullanılacaktır.

Katılımınızla İlgili Bilmeniz Gerekenler

Anket, genel olarak kişisel rahatsızlık verecek sorular veya uygulamalar içermemektedir. Ancak, katılım sırasında sorulardan ya da herhangi başka bir nedenden ötürü kendinizi rahatsız hissederseniz anketi yarıda bırakıp çıkmakta serbestsiniz.

Araştırmayla İlgili Daha Fazla Bilgi Almak İsterseniz

Bu çalışmaya katıldığınız için şimdiden teşekkürler. Çalışma hakkında daha fazla bilgi almak için İşletme Bölümü yüksek lisans öğrencisi Eda Ceren Güngör (e-posta: gungor.eda@metu.edu.tr) ile iletişim kurabilirsiniz.

E-posta adresiniz (zorunlu değildir): _____

1. Bölüm: Demografik Bilgiler

Yaşınız? _____

Cinsiyetiniz? Kadın Erkek Diğer

Medeni Durumunuz? Bekâr Evli Boşanmış Dul

Eğitim Durumunuz? (Lütfen bu soruyu en son tamamladığınız eğitim derecesine göre yanıtlayınız.)

Okuryazar İlköğretim Lise Ön Lisans

Lisans Yüksek Lisans Doktora ve Üstü

İşiniz? Kamu Sektörü Çalışanı Özel Sektör Çalışanı Çalışmıyor Öğrenci

Aylık hane geliriniz nedir? (Çalışıyorsanız lütfen yanıtlayınız.) _____

Elinize geçen aylık harcanabilir para miktarı nedir? (Çalışmıyorsanız lütfen yanıtlayınız.) _____

2. Bölüm: Ürün Değerlendirme

Bu bölümde **Apple MacBook Pro**⁵ serisi dizüstü bilgisayarlar hakkında görüşleriniz merak edilmektedir. Lütfen aşağıda yer alan soruları ölçek üzerinde 1'den 7'ye kadar bir değer vererek yanıtlayınız.

	Kesinlikle Katılmıyorum		Kararsızım			Kesinlikle Katılıyorum	
	1	2	3	4	5	6	7
Bu marka bir dizüstü bilgisayardan üstün performans bekleyebilirim.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bu olağanüstü bir markadır.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Prestij ve stil açısından bu marka kişiliğimle eşleşiyor.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

⁵ Değerlendirilmesi istenen dizüstü bilgisayar markası olarak; 1, 2, 3, 7, 8 ve 9 numaralı anketlerde **Apple MacBook Pro**; 4, 5, 6, 10, 11 ve 12 numaralı anketlerde **HP Pavilion** belirtilmiştir.

	Kesinlikle Katılmıyorum		Kararsızım			Kesinlikle Katılıyorum	
	1	2	3	4	5	6	7
Bu bilgisayar markasına karşı zamanla sıcak duygular edineceğimi düşünüyorum.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bu çok pahalı bir markadır.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bu marka rafine insanlar içindir.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Çoğu kişi bu markaya sahip değildir.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bu bilgisayar markası için kişisel olarak pozitif hislere sahibim.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bu marka dizüstü bilgisayar kullanışlıdır.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bu markaya sahip olan insanlar bu ürünle ilgili iyi bir deneyime sahiptirler.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bu marka dizüstü bilgisayar işimi görür.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bu marka kişiliğimi yansıtır.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bu bilgisayar markası arkadaşlarım tarafından itibar görür.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bu marka uygun fiyatlandırılmıştır.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bu seçkin bir markadır.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bu markaya sahip olmak gerçek bir zevktir.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bu markayı başkalarına tavsiye etmem.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Kesinlikle Katılmıyorum		Kararsızım			Kesinlikle Katılıyorum	
	1	2	3	4	5	6	7
Alacağım faydalara bakılırsa bu marka dizüstü bilgisayarlar sudan ucuzdur.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bu markaya sahip olmak kendimi diğer insanlardan ayrıcalıklı hissetmemi sağlıyor.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bu marka estetik zevklere hitap eder.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bu marka dizüstü bilgisayarlar gereğinden fazla pahalıdır.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bu marka ürünlerinin arkasındaki şirket ve insanları güvenilir buluyorum.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bu marka hayatı daha da güzelleştiriyor.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bu marka dizüstü bilgisayarı kullanmaktan gurur duyarım.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bu şirket tüketici çıkarlarımı gözetiyor gibi görünüyor.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bu marka kalite konusunda istikrarlıdır.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bu memnuniyet verici bir markadır.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bu şirketin tüketicilerinden çıkar sağlamadığına inanıyorum.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bu bilgisayar markasını tanıdıktan sonra onun tutkunu olmamam imkânsız görünüyor.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bu düşlediğim bir markadır.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Kesinlikle Katılmıyorum		Kararsızım			Kesinlikle Katılıyorum	
	1	2	3	4	5	6	7
Bu marka dizüstü bilgisayar performans açısından iyi değildir.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bu marka ürünler seçkin insanlar için üretilmiştir.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bu marka dizüstü bilgisayar için ne kadar ödeyeceğimi düşününce, paramın değerinden çok daha fazlasını alacağımı biliyorum.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bu marka dizüstü bilgisayar ortalamanın altında bir kaliteye sahiptir.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bu marka kullanan kişinin kim olduğunu gösterir.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bu marka lüksü temsil ediyor.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bu marka en iyi bilgisayar markalarından biridir.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bu marka seri üretim ürünü değildir.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bu en üst kalitede bir markadır.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bu markayı kullanmak bana büyük bir haz veriyor.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3. Bölüm: Teklif Değerlendirme

Bu bölümde, **Apple MacBook Pro** serisi bir dizüstü bilgisayar için sunulan bir teklifi değerlendirmeniz isteniyor. Lütfen aşağıda yer alan soruları ölçek üzerinde 1'den 7'ye kadar bir değer vererek yanıtlayınız.

Bir teknoloji mağazasındasınız ve **Apple MacBook Pro**⁶ dizüstü bilgisayarlar **%40**⁷ indirimde. İndirim yalnızca bir günle⁸ sınırlı. Satıcı tarafından kaçırılmayacak bir fırsat olduğu söyleniyor. Peki ya siz?

	1	2	3	4	5	6	7	
Teklifle ilgili ne düşünüyorsunuz?	Kötü							İyi
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Bu dizüstü bilgisayarı gördüğüm anda önerilen fiyata almaya karar veririm.	Kesinlikle Katılmıyorum					Kesinlikle Katılıyorum		
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Bu dizüstü bilgisayarı bu fiyata almak üzerinde düşünme olasılığım	Çok Düşük							Çok Yüksek
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Bu dizüstü bilgisayarı bu indirimle alma isteğim	Çok Düşük							Çok Yüksek
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Bu indirim ürünü alma isteğimi hiç etkilemez.	Kesinlikle Katılmıyorum					Kesinlikle Katılıyorum		
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	

⁶ Sunulan teklif, 1, 2, 3, 7, 8 ve 9 numaralı anketlerde **Apple MacBook Pro**; 4, 5, 6, 10, 11 ve 12 numaralı anketlerde ise **HP Pavilion** marka dizüstü bilgisayarlar için sunulmuştur.

⁷ Sunulan teklifte indirim oranı olarak, 1, 2, 3, 4, 5 ve 6 numaralı anketler için **%40**; 7, 8, 9, 10, 11 ve 12 numaralı anketler için **%10** belirtilmiştir.

⁸ Sunulan teklifte belirtilen zaman kısıtlaması ile ilgili, 1, 4, 7 ve 10 numaralı anketlerde **“İndirim yalnızca bir günle sınırlı.”**; 2, 5, 8 ve 11 numaralı anketlerde **“İndirim üç gün sürecek.”** cümleleri kullanılmış; 3, 6, 9 ve 12 numaralı anketlerde zaman kısıtlaması belirten bir ifade kullanılmamıştır.

	1	2	3	4	5	6	7
Bu dizüstü bilgisayarını bu indirimle alma olasılığım	Çok Düşük						Çok Yüksek
Bu dizüstü bilgisayarını başka bir yerde daha düşük bir fiyata bulabilme ihtimalim	Çok Düşük						Çok Yüksek
İlerleyen zamanlarda bu dizüstü bilgisayarın daha uygun bir fiyata satılabileceği olasılığı	Çok Düşük						Çok Yüksek
Bu dizüstü bilgisayarın yakın bir zamanda tekrar indirime gireceğini düşünüyorum.	Kesinlikle Katılmıyorum						Kesinlikle Katılıyorum
Bu dizüstü bilgisayarın ilerleyen zamanlarda tekrar indirime girmesini beklersem daha çok kar edeceğim.	Çok Düşük İhtimalle						Çok Yüksek İhtimalle

Görüş, Öneri veya Sorularınız?

D. TURKISH SUMMARY / TÜRKKÇE ÖZET

Bu tezin amacı, zaman kısıtının ve indirim büyüklüğünün satış promosyonlarının etkinliği üzerindeki etkilerini ve marka değeri ile algılanan lükslüğün bu etkiler üzerindeki rolünü araştırmak ve tartışmaktır. Bu etkileri anlamak için beş hipotez belirlenmiş ve bu hipotezlerin geçerliliği incelenerek pazarlama literatürüne katkıda bulunmak hedeflenmiştir.

Alanda yapılan önceki çalışmalarda, satış promosyonlarının tüketicilerin satın alma davranışları üzerindeki etkileri birçok kez incelenmiştir (Blattberg, vd., 1995). Ancak, bu etkenlerin diğer faktörler dâhil edildiğinde değişip değişmediğini ve hangi tür değişikliklerin meydana geldiğini anlamak amaçlanmaktadır. Bu çalışma için, 12 farklı vaka tasarlanmış ve 411 katılımcıdan, bu tezin araştırma sorusuna bir cevap bulmak için anket sorularını yanıtlamaları istenmiştir.

Araştırma Tasarımı ve Metodolojisi

a. Değişkenler ve Hipotezler

Bu çalışma için, dördü bağımsız ve biri bağımlı olmak üzere beş değişken kullanılmıştır. Bağımsız değişkenler “algılanan marka değeri”, “algılanan lükslük”, “zaman kısıtlaması” ve “indirim büyüklüğü” iken bağımlı değişken “satın alma istekliliği”dir.

Bağımsız değişkenlerden ikisi, algılanan marka değeri ve algılanan lükslük, çalışmanın başında tanımlanan iki marka için ayrı ayrı ölçülmüştür. Bu ölçüm için Apple MacBook Pro ve HP Pavilion markaları seçilmiştir. Bu seçim yapılırken Apple’ın dünya çapında değeri en yüksek dizüstü bilgisayar markası olması (Brand

Finance, 2019), HP'nin ise dünyada en çok satılan dizüstü bilgisayar markası olması (TrendForce, 2018, 2019) dikkate alınmıştır. Araştırmada kullanılan diğer iki bağımsız değişken zaman kısıtlaması ve indirim büyüklüğü ise başlangıçta belirlenerek, katılımcılara anketlerde yer alan teklifler aracılığıyla sunulmuş, zaman kısıtlaması için üç seçenek ve indirim büyüklüğü için iki seçenek belirlenmiştir. Öte yandan, bağımlı değişken olan satın alma istekliliği, katılımcılara sunulan bir teklifte, sunulan koşullar altında alınan yanıtlar temel alınarak ölçülmektedir. Katılımcıların sunulan tekliflere karşın oluşan satın alma istekliliğini ölçmek ve bağımsız değişkenlerdeki farklılıkların bir sonucu olarak satın alma istekliliğinde kayda değer değişikliklerin meydana gelmediğini gözlemlemek amaçlanmaktadır.

Satış promosyonlarının tüketicinin satın alma davranışı üzerindeki etkilerini farklı bakış açıları ile araştıran birçok çalışma yapılmıştır (Alvarez ve Casielles, 2005; Schultz ve Block, 2014; Soni ve Verghese, 2018). Bu çalışmada ise özel olarak, satış promosyonlarının satın alma istekliliği üzerindeki etkileri temelde üç faktör göz önünde bulundurularak incelenmiştir. Marka, zaman kısıtlaması ve indirim büyüklüğü faktörlerinin ayrı ayrı ve kolektif etkileri ölçülmek istenmiş ve bu amaçla, beş hipotez ortaya atılmıştır.

H_{1a}: Yüksek değerli marka bir ürüne uygulanan indirim, tüketicinin ürünü satın alma istekliliğini, marka değeri daha düşük olan bir ürüne kıyasla daha fazla arttırır.

H_{1b}: Nispeten lüks marka bir ürüne uygulanan indirim, tüketicinin ürünü satın alma istekliliğini, ilkinde göre daha az lüks marka bir ürüne kıyasla daha fazla arttırır.

H₂: İndirim büyüklüğü, tüketicinin satın alma davranışını olumlu yönde etkiler.

H3: Satış promosyonunun tüketicinin satın alma istekliliğine etkisi, promosyonun uygulanma süresine (zaman kısıtına) göre farklılık gösterir.

H4: İndirim büyüklüğünün tüketicinin bir ürünü satın alma istekliliği üzerindeki etkisi, zaman kısıtlaması olan ve sınırsız süreli indirimler uygulandığında farklılık gösterir.

b. Anket Tasarımı

Araştırma için 12 farklı anket hazırlanmış ve bu anketlerin her birinde aynı 57 soru kullanılmıştır. Anketler üç bölümden oluşmaktadır. İlk bölüm demografik bilgi formunu içermektedir ve aynı sorular tüm anketler için kullanılmıştır. Anketler 1-12 arasında numaralandırılmış ve anketlerde yer alan sorular, anketin ikinci bölümünde yer alan iki marka ve üçüncü bölümünde sunulan 12 farklı teklifin değerlendirilmesi için sorulmuştur. Üçüncü kısımda yer alan teklifler tabloda da görülebileceği üzere iki farklı indirim büyüklüğü, iki farklı marka ve üç farklı zaman kısıtına göre farklılık göstermektedir.

Ayrıca anketlerde, daha sonra anket sonuçları hakkında bilgi almak isteyen katılımcıların anket hakkında görüş, öneri ve soruları ile e-posta adreslerini yazabilecekleri zorunlu olmayan iki alan bulunmaktadır. Bu zorunlu olmayan alanlar anket verilerinden ayrı olarak farklı bir tabloda tutulmaktadır. Anketler, sahada uygulanacak olan kâğıda basılı anketler ve çevrimiçi platformlarda paylaşılacak ve yanıtlanabilecek elektronik anketler olmak üzere iki şekilde tasarlanmıştır.

1. Bölüm: Demografik Bilgi Formu:

Bu form katılımcıların demografik bilgileri ile ilgilidir ve yaş, cinsiyet, medeni durum, eğitim durumu, çalışma durumu ve çalışma durumuna bağlı olarak gelir durumu

hakkında sorulan yedi sorudan oluşmaktadır. Gelir durumu sorusu koşullu bir soru olup, aylık harcanabilir gelir miktarı öğrencilere ve çalışmayan katılımcılara sorulurken, aylık hane geliri miktarı çalışan kişilere sorulmuştur. Bu bölümde yer alan cinsiyet, medeni durum, eğitim durumu ve çalışma durumu ile ilgili sorular çoktan seçmeli; yaş, aylık harcanabilir gelir ve aylık hane geliri soruları daha hassas bir analiz yapılabilmesi amacıyla açık uçlu sorular olarak hazırlanmıştır.

2. Bölüm: Marka Değerlendirme Formu:

İkinci bölümde yer alan sorular, algılanan marka değeri ve algılanan lükslüğü ölçülmesi amacıyla hazırlanmıştır. Algılanan marka değeri için 22, algılanan lükslük için 18 olmak üzere toplamda 40 soru kullanılmıştır. İkinci kısımdaki sorular, ölçümün hassasiyetini artırmak ve dikkatsiz katılımcıları kolayca kurmak için anket hazırlanırken karıştırıldı.

Bu bölümde yer alan sorular için, Psikolog Rensis Likert tarafından seçimlerin sürekliliğini sağlamak amacıyla geliştirilmiş olan Likert ölçeği kullanılmıştır (Ansiklopedi Brittanica, n.d.). Kullanılan, tek aşamalı 1-7 Likert ölçeğinde, 1 “kesinlikle katılmıyorum” ve 7 “kesinlikle katılıyorum” anlamına gelmektedir.

Algılanan marka değeri ölçeğinde bulunan 22 sorudan 17 tanesi için Lassar, Mittal ve Sharma (1995) tarafından gerçekleştirilen çalışmada kullanılan ölçekten faydalanılmış, geriye kalan beş soru ise ölçeğin güvenilirliğini artırmak amacıyla ölçeğe sonradan eklenmiş olup tersine çevrilerek sorulmuştur. Algılanan lükslük ölçeğinde yer alan 18 soru ise daha önce De Barnier, Falcy ve Valette-Florence (2012) tarafından benzer bir çalışmada kullanılan bir ölçekten uyarlanmıştır.

3. Bölüm: Teklif Değerlendirme Formu:

Anketin son kısmı olan teklif değerlendirme formunda yer alan altı soru, 12 farklı anket için hazırlanan 12 farklı teklif için yanıtlanmıştır. Bu teklifler marka, indirim büyüklüğü ve zaman kısıtı değişkenleri temel alınarak hazırlanmıştır. Bu sorulardan beş tanesi daha önce Aggarwal ve Vaidyanathan (2002) tarafından kullanılmış bir ölçekten alınmış ve diğer bir soru ise ölçeğin güvenilirliğini artırmak amacıyla ters anlamlı bir ifade belirten bir soru olarak üretilmiş ve katılımcılara aktarılmıştır. Verilen cevapların puanlandırılması için 1-7 Likert skalası kullanılmıştır (Likert, 1932).

c. Katılımcılar ve Veri Toplama

Ankara'da yaşayan 18 yaş ve üzerindeki bireylerden veri toplanmıştır. Katılımcı kitlesi (1) üniversite öğrencileri ve (2) daha önce BT sektöründe çalışmış veya çalışmakta olan kişilerden oluşmaktadır. Anket uygulanan katılımcıların ürünle ilgili bilgi düzeyinin olabildiğince yüksek olmasını sağlamak hedeflenmiştir. Ayrıca, katılımcılara anket uygulanırken, öncelikle markaları tanıyıp tanımadıkları kontrol edilmiş ve pozitif veya negatif önyargı oluşmasını engellemek için anketler rasgele dağıtılmıştır. Anketler, 66 sahada, 345 çevrimiçi olmak üzere toplamda 411 katılımcıya uygulanmıştır.

Veri Analizi ve Bulgular

411 katılımcıdan toplanan veriler analiz edilmek üzere SPSS 25.0'a (IBM Corp., 2017) aktarılmış, 11 katılımcının yanıtlarında çelişkiler tespit edilerek bu katılımcıların anketleri araştırma dışı bırakılmıştır.

Araştırmaya kabul edilen 400 katılımcı, 18 ile 77 arasında deęişen geniş bir yaş skalasına sahip olmakla birlikte, katılımcıların yaş ortalaması 8,59'luk standart sapma ile yaklaşık 29'dur. Bu katılımcıların yüzde 51,2'si kadın iken %48,3'ü erkektir.

Katılımcıların yaklaşık %74,3'ü bekâr, %23,5'i ise evli olduğunu belirtmiştir. Ayrıca az sayıda da olsa boşanmış, dul ve medeni durumu hakkında bilgi vermek istemeyen katılımcılar da mevcuttur.

Eđitim seviyesi ele alındığında, katılımcıların büyük bir çoęunluęunun lisans (%44,5) ve yüksek lisans (%26) mezunu olduęu ve en düşük eğitim derecesinin ise lise (%16,25) olduęu görülmektedir. Ayrıca, az da olsa ön lisans mezunları (%1,5) ve hatırı sayılır miktarda doktora mezunları da (%11,75) araştırmaya katılım sağlamıştır.

Katılımcıların çalışma durumu incelendiğinde ise %52,25'inin çalışan, %40,05'inin öğrenci, %7,25'inin ise çalışmıyor olduęu görülmüştür. Gelir durumu, katılımcıların çalışma durumu dikkate alınarak araştırılmıştır. Çalışanlara aylık hane halkı geliri sorulmuş, ortalama 8,738,71₺ hesaplanırken 1.000₺ ile 40.000₺ aralığında deęişiklik gösterdiği görülmüştür. Öte yandan, aktif olarak çalışmayan katılımcılara aylık harcanabilir gelirleri sorulmuş ve ortalama 1.658,12 gelirleri olduęu hesaplanmış ve bu deęerin 0₺ ile 12.000₺ arasında deęişiklik gösterdiği sonucu elde edilmiştir.

a. Normallik Testleri

Tüm ölçekler için ayrı ayrı normallik testleri gerçekleştirilmiştir. Bu testler için Kim'in (2013) araştırması referans alınmıştır. İlk olarak, çarpıklık ve basıklık deęerlerinin ± 1 aralığında olup olmadıkları kontrol edilmiş, ardından çarpıklık ve basıklık deęerleri için ayrı ayrı Z skorları hesaplanarak, bu deęerlerin referans aralıkta yer alıp almadığı kontrol edilmiştir. Son olarak, Kolmogorov-Smirnova ve Shapiro-Wilk anlamlılıkları

kontrol edilmiş; küçük boyutlu örneklem için ($n < 50$), Kolmogorov-Smirnova, boyutu ≥ 50 olan örneklem için ise Shapiro-Wilk anlamlılığı incelenerek örneklem normal dağılıp dağılmadığı tespit edilmiştir.

Yapılan testler sonucunda, algılanan marka değeri ölçeği farklı markalar baz alınarak incelendiğinde örneklemin normal dağıldığı sonucu elde edilmiştir. Öte yandan, algılanan lükslük ölçeği yine aynı şekilde markalar baz alınarak incelendiğinde örneklemin normal dağılmadığı görülmüştür.

Satın alma istekliliği ölçeği; farklı markalar, indirim büyüklüğü ve indirim süresi ayrı ayrı ele alınarak incelendiğinde örneklemin hiçbir koşulda normal dağılmadığı fakat aynı ölçek 12 farklı anket aracılığıyla sunulan 12 farklı teklife göre ele alındığında ise örneklemin normal dağıldığı görülmüştür.

b. Açımlayıcı Faktör Analizi ve Güvenirlik Analizi

Ölçeğin gücünü belirlemek amacıyla tüm ölçekler için ayrı ayrı açımlayıcı faktör analizi uygulanmıştır. Bu yöntem kullanılırken yapılan çalışmalarda, Hair vd. (2014) referans alınmıştır. Faktörler ve bu faktörlerin öğeleri belirlendikten sonra Cronbach's Alpha yöntemi kullanılarak güvenirlik analizi yapılmış ve bu analizlerde de Hair vd. (2014) yapılan çalışmalar referans alınmıştır.

Algılanan marka değeri ölçeğinde yer alan 22 soru için açımlayıcı faktör analizi yapıldığında, 16 sorunun ölçüm için başarılı bulunduğu görülmüş, bu ölçümün 4 faktör aracılığıyla yapılabildiği tespit edilmiştir. Bu 4 faktör için güvenirlik analizi yapıldığında ise elde edilen Cronbach's Alpha değerlerinin eşik değerin üzerinde kaldıkları ve güvenirlik testini sağladıkları görülmüştür. İkinci olarak algılanan lükslük ölçeğine uygulanan açımlayıcı faktör analizi ile de başarılı bir sonuç elde

edilmiş ve ankette kullanılan 18 sorudan 10 tanesinin ölçek için yeterli ve başarılı olduğu ve algılanan lükslük ölçeğinin tke bir faktör olarak değerlendirilebileceği sonucuna varılmıştır. Bu faktör bileşenleri için Cronbach's Alpha değeri hesaplandığında oldukça yüksek bir skor elde edilmiş ve ölçeğin güvenilirlik testini geçtiği görülmüştür. Son olarak, satın alma istekliliği ölçeği için uygulanan açımlayıcı faktör analizi sonucunda da anketlerde kullanılan altı sorunun ölçek için uygun ve başarılı olduğu tespit edilmiş ve Cronbach's Alpha değerinin eşik değerin üzerinde olması nedeniyle bu ölçeğin de güvenilirlik testini geçtiği değerlendirilmiştir.

c. Analizler ve Bulgular

Önceki bölümlerde bahsedilen normallik testleri, açımlayıcı faktör analizi ve güvenilirlik testlerinde elde edilen sonuçlar dikkate alınarak hipotez testleri için kullanılacak analiz yöntemleri belirlenmiş ve çalışmalarda aşağıdaki yöntemlere yer verilmiştir.

- Bağımsız t Testi
- Mann-Whitney U Testi
- Kruskal Wallis Testi
- Faktöriyel ANOVA

Algılanan marka değeri iki farklı marka için bağımsız t testi aracılığı ile karşılaştırılmış, örneklemin normal dağılması sebebiyle bu yöntem kullanılmıştır. Bu analiz sonucunda Apple MacBook Pro markasının HP Pavilion markasına göre, anlamlı bir fark yaratarak, katılımcılar tarafından marka değeri daha yüksek olarak algılandığı sonucuna varılmıştır.

Algılanan lükslük için iki marka arasında kıyaslama yapılmak istenmiş ve bunun için Mann-Whitney U testi uygulanmıştır. Örneklemin, daha önce de bahsedildiği gibi, normal dağılmadığının görülmesi sebebiyle Mann-Whitney U testi gerçekleştirilmiştir. İki marka arasında algılanan lükslük açısından anlamlı bir fark görülmüş ve Apple MacBook Pro markasının HP Pavilion markasına göre anket katılımcıları tarafından daha lüks bir marka olarak algılandığı tespit edilmiştir.

H_{1a} ve H_{1b} hipotezlerinin test edilebilmesi için satın alma istekliliğinin iki farklı marka için karşılaştırılması amacıyla ve örneklemin normal dağılmaması nedeniyle Mann-Whitney U testi gerçekleştirilmiştir. Bu test sonucunda Apple MacBook Pro markasına karşı katılımcılarda HP Pavilion markasına kıyasla daha büyük bir satın alma isteği görülmüştür. Sonuç olarak, H_{1a} hipotezinde ortaya atılan “marka değeri daha yüksek olan ürüne uygulanan indirim marka değeri daha düşük ürüne kıyasla müşterinin satın alma isteğini artırması açısından daha etkili olduğu” iddiası da doğrulanmıştır. Öte yandan, H_{1b} hipoteziyle ortaya atılan “lüks algısı daha yüksek olan markaya indirim uygulandığında nispeten daha az lüks algısı yaratan markaya kıyasla müşterinin satın alma isteğinin daha fazla arttığı” iddiası da benzer şekilde doğrulanmıştır.

H₂ hipotezinde belirtilen “indirim büyüklüğünün satın alma istekliliği üzerinde anlamlı bir fark yaratıp yaratmadığının” test edilmesi amacıyla Mann-Whitney U testi gerçekleştirilmiş ve örneklemin normal dağılmıyor olması nedeniyle bu yöntem seçilmiştir. Bu test sonucunda, indirim büyüklüğü daha yüksek olduğunda katılımcılarda daha fazla satın alma istekliliği olduğu sonucuna varılmış, dolayısıyla hipotezin de doğrulandığı görülmüştür.

H₃ hipotezinin test edilmesi amacıyla örneklemin daha önce de bahsedildiği gibi normal dağılmaması sebebiyle Kruskal Wallis testi uygulanmıştır. Bu test sonucunda “ürünlere uygulanan promosyonların süre kısıtıyla bağlantılı olarak müşterinin satın

alma istekliliđi üzerinde anlamlı bir fark yarattığı” görölmüş ve hipotez dođrulanmıştır.

Son olarak H₄ hipotezi yanıtlanmak istenmiş ve indirim büyüklüğünün ve indirim kısıtlılıđının birlikte ele alınmasıyla Faktöriyel ANOVA uygulanarak sonuçlar deđerlendirilmiştir. Yapılan analiz sonucunda bu iki deđişkenin satın alma istekliliđi üzerinde birlikte anlamlı bir etkisi olmadığı görölmüş ve hipotez dođrulanmamıştır.

Faktöriyel ANOVA sonucunda elde edilen tablolar incelendiđine ilginç bir detay dikkat çekmiş ve ek bir analiz yapılmasına karar verilmiştir. Bu analizde indirim oranı ve marka deđişkenlerinin satın alma istekliliđi üzerinde birlikte yarattıkları etki incelenmiştir. Bu inceleme sonucunda anlamlı bir etki tespit edilmiş ve indirim oranı yüksek (%40) olduđunda iki markanın satın alma istekliliđi arasında anlamlı bir fark elde edilirken indirim oranının düşük (%10) olması durumunda anlamlı olarak nitelendirilebilecek herhangi bir fark elde edilmemiştir.

Tartışma ve Sonuç

a. Sonuçların Tartışılması ve Çalışmanın Katkıları

Satış promosyonlarının tüketici satın alma davranışını nasıl etkilediđini anlamak için yıllar boyunca çeşitli araştırmalar yapılmıştır (Alvarez ve Casielles, 2005; Schultz ve Block, 2014; Soni ve Verghese, 2018). Bazı araştırmacılar farklı promosyon tekniklerini karşılaştırmaya çalışmış ve sonuçlarını tüketicilerin satın alma davranışları açısından analiz etmiştir (Howell, vd., 2015; Gong, vd., 2019). Öte yandan, bazı araştırmacılar, satış promosyonlarının belirli faktörlerinin satın alma eylemi üzerinde birlikte yarattığı etkileri bulmak için farklı promosyon teknikleri ve farklı araçlar kullanarak araştırmalarını gerçekleştirmiştir (Eisenbeiss vd., 2015; Kuo

ve Nakhata, 2016). Bu arařtırmalara bir katkı olarak, bu alıřmada, satıř promosyonlarının satın alma isteklilięi üzerindeki etkileri arařtırılarak; marka, zaman kısıtlaması ve indirim büyüklüęü faktörlerinin ayrı ayrı ve birlikte olan etkileri ele alınmıřtır.

Önceki alıřmaların bir kısmına baktığımızda, satıř promosyonunun tüketici satın alma davranıřı üzerindeki etkisini görebiliriz (Alvares ve Casielles, 2005; Blattberg ve Neslin, 1990; Gupta 1988; Santini vd., 2015). Daha spesifik olarak, parasal satıř promosyonlarının satın alma davranıřları üzerindeki etkilerine baktığımızda, Makienko'nun (2006) alıřması dikkat çekici sayılabilir. Bu alıřmanın sonucu göstermektedir ki, bir ürünü normal fiyatıyla satmaktansa, önce fiyatı artırıp sonra promosyon uygulayarak ürünü normal fiyatına satmak tüketicinin satın alma isteęini artırmaktadır.

İlk olarak, marka deęerinin satıř promosyonlarının etkinlięi üzerindeki rolü arařtırılmaktadır. Chandon vd. (2000) tarafından daha önce yapılan bir alıřmada, satıř promosyonlarının etkinlięinde, marka deęeri ile ilgili olarak oluřan farklılıklar görülmektedir. Faydacı bir ürüne uygulanan parasal promosyonun, marka deęeri yüksek olan ürünlerin satın almasında, marka deęeri düşük olan ürünlerin satın alınmasına göre daha etkili olduęu görülmüřtür (Chandon vd., 2000). Mevcut arařtırmada ise parasal bir promosyon olan bir satıř promosyonu, faydacı bir ürün olana dizüstü bilgisayara uygulandıęında benzer bir sonula karřılařılmıřtır (Lu vd., 2016). Müřterilerin, marka deęeri HP Pavilion'a kıyasla daha yüksek olan Apple MacBook Pro olan iin satın alma isteęinin uygulanan promosyon sonucunda daha fazla arttıęı görülmüřtür. Ek olarak, aynı durum, markalarının algılanan lükslükleri aısından analiz edildięinde, benzer řekilde, satıř promosyonu, HP Pavilion ürününden daha yüksek algılanan bir lükslüęe sahip olan Apple MacBook Pro markası iin, müřterinin satın alma niyetini daha fazla artırdıęı sonucunda varılmıřtır.

Fakat elde edilen sonucun aksine, arařtırmanın bařında, nispeten lüks algılanan markaya uygulanan indirim büyüklüğü arttıkça, satıřlarda bir düşüş beklenmekteydi. Çünkü Yeoman'a (2014) göre, lüks bir ürün pahalı olmalıdır ve erişilebilir hale geldiğinde bir paradoks ortaya çıkmaktadır. Bu durum, Guyon'un (Guyon'dan aktaran Brun ve Castelli, 2013) tanımına uygun olarak, arařtırmada kullanılan ürünün erişilebilir bir lüks olarak seçilmesinden kaynaklandığı şeklinde açıklanabilir.

Satıř promosyonunun tüketicinin satın alma niyetine etkisini incelerken, göz önünde bulundurulabilecek bir diđer faktör, indirim büyüklüğü olmalıdır. Bu konuyla ilgili önceki çalışmalar incelendiğinde, indirim büyüklüğünün tüketicinin satın alma istekliliğini arttırmasındaki rolünün deęişkenlik gösterebildiği görülmektedir. Örneğin, Lee ve Chen-Yu'ya (2018) göre, tüketici indirimle karşılařtığında, tüketicide bir parasal tasarruf algısı oluşabilir ve bu algıya baęlı olarak tüketicinin satın alma istekliliğinde bir artış meydana gelebilir. Öte yandan, indirim büyüklüğü arttıkça, her ne kadar müşteriye daha fazla para tasarrufu algısı ortaya çıksa da, bununla birlikte daha düşük ürün kalitesiyle karşı karşıya kalacağını düşünebilir.

Ayrıca, satıř promosyonlarının tüketici fikirleri üzerindeki psikolojik etkilerine bakarsak, Honea ve Dahl (2005), fiyat indirimi arttıkça, mutluluk, zevk, heyecan, memnuniyet gibi olumlu duygusal etkilerin arttığını iddia etmiştir. Ek olarak, Schindler'e (1998) göre, ekonomik olarak tasarruf etme arzusundan ziyade indirimlerden yararlanmanın olumlu duygusal etkisi, satın alma niyetinde bir artışa yol açabilir. Bu olumlu duyguların, indirim büyüklüğü arttıkça da artması beklenir.

İndirim büyüklüğünün tüketicinin satın alma niyeti üzerindeki etkisi ürünümüz ve örneklemimiz için ölçüldüğünde, indirim büyüklüğü ile tüketicinin satın alma isteklilięi arasında pozitif bir ilişki gözlenmiştir. Tüketicinin ürüne sunulan %40'lık bir indirimden kaynaklanan satın alma isteęinin, %10 indirimden kaynaklı oluşan satın alma niyetinden önemli ölçüde daha yüksek olduęu kaydedilmiştir.

Tüketicinin satın alma davranışını etkileyip etkilemediği araştırılmak üzere seçilen faktörlerde biri de zaman kısıtı olarak seçilmiştir. Önceki çalışmalar incelendiğinde, emtia teorisinde (commodity theory) (Brock, 1968) ve kullanılamazlık teorisinde (unavailability theory) (Folger, 1992; Inman vd., 1997; Lynn, 1991) belirtildiği gibi, ürünün daha değerli ve vazgeçilmez olduğuna dair sezgisel bir algı ortaya çıkar ve müşterinin satın alma isteği artış gösterir. Bu sonuçlar göz önünde bulundurulduğunda bu çalışmada da benzer bir sonuç beklenmiş fakat zaman kısıtlamasının indirimli bir ürün satın alma üzerindeki etkisinin olumsuz olduğu sonucuna ulaşılmıştır. İndirim ne kadar uzun olursa, tüketicinin satın alma niyetinin de o kadar arttığı görülmüştür. Zaman kısıtı, müşterinin ürünün değerli ve vazgeçilmez olduğunu hissetmesini sağlarken; teklifin zamanla kısıtlı olmadığı bir durumda müşterinin düşünce zamanı olduğunu bilmesinden kaynaklanan rahatı zaman kısıtının yarattığı acele etme zorunda hissetmesinin önüne geçmiştir. Öte yandan, zaman kısıtı olmayan tekliflerde zamana dair herhangi bir ifade kullanılmaması da aslında bir belirsizlik hissi uyandırmış ve en azından zaman kısıtlı olan tekliflerin geçerlilik süreleri bilinirken, zaman kısıtı olmayan teklifin her an sona erebileceği ihtimali söz konusu olmuştur.

Zaman kısıtı ve indirim büyüklüğünün satın alma istekliliği üzerindeki birlikte yarattığı etkiyi gösteren çalışmalar mevcuttur. Ku ve Nakhata'ya (2016) göre, geçerlilik süresinin kısa olduğu durumlarda, tüketicinin satın alma niyetini arttırmada küçük bir indirim bile etkili olabilmektedir. İndirim süresi nispeten olduğunda ise küçük bir indirim uygulandığında müşterinin satın alma kararı üzerinde kayda değer bir etki oluşmamaktadır. Ayrıca, Eisenbeiss vd. (2015) yaptıkları çalışmaya göre, indirim büyüklüğü ve zaman kısıtının satış promosyonunun satın alma istekliliği üzerindeki etkisindeki rolü ürün tipine göre değişkenlik göstermektedir. Hedonik bir ürün seçildiğinde, zaman kısıtı, satın alma isteğini artırmak için indirim boyutundan daha etkilidir. Öte yandan, aynı indirimler bir faydacı ürüne uygulandığında, indirim büyüklüğünün satın alma istekliliğini artırma yönündeki etkisi zaman kısıtlamasından daha büyüktür (Eisenbeiss vd., 2015). Bizim çalışmamızda ise, bu faktörlerin her ne kadar ayrı ayrı dikkate değer etkileri görülmüş olsa da, zaman kısıtı ve indirim

büyükliđünün satın alma davranışı üzerinde oluşturduđu ikili bir etkiyle karşılaşılmamıştır.

Ayrıca, bu tez kapsamında, marka ve indirim oranının birlikte yarattığı etki incelenmiştir ve bu iki faktörün farklı kombinasyonları arasında anlamlı bir fark oluştuđu görülmüştür. Başka bir deyişle, farklı boyutlarda indirimler için algılanan marka deđerinin ve algılanan lükslüđün etkileri farklılık göstermiştir. İndirim oranının yüksek olması durumunda (%40), marka deđeri daha yüksek olan Apple MacBook Pro HP Pavilion ile karşılaştırıldığında müşterilerin satın alma niyetinin daha fazla olduđu görülmüştür. Öte yandan, küçük boyutta indirim (%10) uygulandıđında ise, markanın satın alma üzerinde kayda deđer bir etkisi görülmemiştir. Diđer bir deyişle, indirim büyüklüđu %10 olduđunda, iki marka arasında müşterilerin satın alma niyetleri açısından anlamlı bir fark oluşmamaktadır.

Faktöriyel ANOVA uygulanarak tüm veriler 12 durum açısından ayrı ayrı analiz edilmiş ve her bir durum için tahmini marjinal satın alma istekliliđi büyükten küçüđe sıralanmıştır. Bunun sonucunda elde edilen tablo dikkat çekicidir (4.29).

Satın alma istekliliđi üzerinde etkisi en büyük olan faktörün indirim büyüklüđu olduđu sonucuna varılmıştır. İkinci önemli faktörün ise marka olduđu görülmektedir. İndirim oranı %40 olan durumlar için deđerlendirildiđinde zaman kısıtının en etkili üçüncü faktör olduđu ve zaman kısıtı olmayan durumlarda satın alma istekliliđine ait tahmin edilen marjinal deđerin bu durumlar için en yüksek olduđu görülmüştür. Bunun olası nedeni, zaman kısıtı tanımlanmayan durumlar için, zaman içeren herhangi bir ifade kullanılmamış olmasıdır. Bu nedenle, müşteriler herhangi bir zaman baskısı hissetmemiş olsalar da, zaman konusunda hiçbir kesinlik olmaması da teklifin ne zaman sonlanacağını bilmemeleri nedeniyle onlar üzerinde baskı yaratmıştır.

İndirim oranı %10 olarak tanımlanan durumlar için elde edilen sonuçlar marka ve zaman kısıtının birlikte yarattığı etki açısından incelendiğinde, tahmini marjinal ortalama değerlerin birbirine çok yakın olduğu görülmüştür. Bunun nedeni ise tabloda zaman ve markanın birlikte anlamlı bir etkisinin olmaması olarak açıklanmıştır (4.28).

Bu tez ile akademik alanda yapılan çalışmalara katkıda bulunarak; Daha önce tanımlanmış durumlardan bazılarını desteklemenin yanı sıra, daha önce vurgulanmayan yeni bir bakış açısı sağlamayı amaçladık. Ek olarak, marka yöneticileri ve karar vericiler için yeni bakış açıları sağlamayı ve marka ve ürün özelliklerini göz önünde bulundurarak ve doğru indirim boyutları ve zaman kısıtlamaları ile tanıtım araçlarının daha etkin uygulanmasına katkıda bulunmayı hedefledik.

b. Çalışmanın Sınırlılıkları ve Öneriler

Araştırma süreci titizlikle planlanmış ve gerçekleştirilmiş olsa da bazı sınırlılıklarla karşılaşmıştır. Bunlardan ilki veri toplama süreci ve örnekleme ilgilidir. Anketler katılımcılara uygulanırken mümkün olduğunca dengeli bir katılım sağlaması için çaba gösterilmiştir. Bu denge cinsiyet ve çalışma durumu için sağlanabilmiş olsa da katılımcıların eğitim seviyesi için sağlanamamıştır. Her eğitim seviyesinden yaklaşık aynı sayıda katılımcı katılmasının, verilerin analizi sırasında daha objektif sonuçlar yaratacağı düşünülerek bu durum çalışmanın bir sınırlılığı olarak değerlendirilmiştir. Ayrıca, yeterli katılımcı sayısının sağlanabilmesi için katılımcıların yaş aralığının oldukça geniş tutulması yine benzer şekilde örnekleme ile ilgili olarak bir sınırlılık olarak görülürken, katılımcılar tarafından verilen yanıtların gösterdiği çeşitliliklerin farklı faktörler nedeniyle artmış olabileceği değerlendirilmiştir.

Çalışmanın uygulanmasında karşı karşıya kalınan ikinci sınırlılık ise anket doldurulma sayılarının tüm anket numaraları için eşit olmasının sağlanamamış olmasıdır. Sahada

yapılan anketler her ne kadar katılımcılara rasgele dağıtılarak dengeli bir dağılım sağlanmış olsa da, çevrimiçi platformlarda paylaşılan anketleri dolduran katılımcı sayısı kontrol altında tutulamamıştır.

Üçüncüsü sınırlılık ise araştırmanın tasarımı sırasında seçilen markalardan kaynaklanmıştır. Daha önce başka çalışmalarda da kullanılan (Dhar & Nowlis, 1999; De Barnier vd., 2012; Srcihetta & Thurachon, 2012) ve Türkiye'de çok iyi bilinen dizüstü bilgisayar markaları seçilmiş ve marka değeri daha düşük olan ürünler çalışmaya dahil edilememiştir. Ayrıca, bu durum bazı katılımcılarda araştırmada kullanılan markaların reklamının yapıldığına dair soru işaretleri oluşturarak antipati yarattığı ve bu katılımcıların soruları yanıtlarken ön yargılı bir tavır sergilemiş olmaları ihtimali olabileceği değerlendirilmiştir.

Bu çalışmada kullanılan araştırma sorularının ve anketin, gelecekte bu alanda yapılacak çalışmalarda farklı bir demografi ve farklı bir coğrafyada uygulanması tavsiye edilmektedir. Ayrıca, benzer bir çalışmanın farklı bir promosyon aracı veya yöntemi ile veya farklı bir ürün grubu üzerinde çalışılmasının da faydalı olabileceği değerlendirilmektedir.

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