THE EFFECTS OF GENDER, AGE, INCOME AND TV WATCHING DURATION ON THE CONSUMERS PURCHASING DECISIONS

Mustafa Kara[1], Damla Kara[2], Pınar Kara[3]

[1]Abant Izzet Baysal University, Turkey

[2]Bahçeşehir University, Turkey

[3]Akademetre Research Company, Turkey

Abstract

The purchasing decisions of consumers have become more complex recently with the increased competition in the market; purchasing decision processes of consumers and the factors affecting these processes have become extremely important in terms of final sellers and producer.

The effects of demographic, cultural and social factors affecting purchasing behaviour of consumers are increasing day by day. The distribution of consumers, living in İstanbul Province, Kadıköy District, over 55 years old was examined according to their demographic characteristics within the scope of the analysis; it was analysed whether there was an association between their purchasing decisions and the Gender, Age, Income, Behaviour of Watching Television and Advertisement.

In this study, face-to-face interview method was used as a quantitative research method and the survey study was used as a research type. It was conducted on 90 people using a simple random method in the different quarters of Kadıköy District, in Istanbul Province.

Key words: *consumers, purchasing decision, television, Turkey*

1. INTRODUCTION

The reasons such as the accelerating technological developments, the markets reaching the saturation points, the fierce competition between the makes and the economic crisis have increased the need for makes to know and understand the customers.

Advertisements are the shortest way to provide the communication with the customers and to forward the messages of makes to the customers. Companies should analyse the market and determine the need and the target audience correctly while they are planning the advertising works. Therefore, today, the data analyses have gained importance as well as the survey and focus group studies conducted by establishing an individual communication with the customers.

In this study, the effects of the gender, age, income and the television watching duration factors on the purchasing decision processes of the consumers over 55 years old, living in İstanbul province were investigated. The results of the survey applied to 90 people were analysed via SPSS software kit.

2. CONCEPTUAL FRAMEWORK

2.1. The Consumer Behaviour of the Elderly

The concept of consumer emerged as a consequence of the purchase of goods or services by individuals in order to meet their needs in line with their various needs. The consumer behaviour means the attitude that consumers adopt when they are making their purchasing decisions and performing their purchasing behaviour. Consumer behaviour differs in terms of several factors such as demographic, cultural, geographical factors etc. Therefore, it has become a very important issue from the point of the marketing world. A few definitions about consumer behaviour are indicated below: It involves the methods that the consumer uses to make purchasing decision, their attitudes towards goods or services adopted by internal or external factors, choosing the goods or services and the features of using them.(Muter, 2002: 21).

It involves the physical activities such as evaluation, search, purchase, use, disposal of the goods and services with which the individuals hope to meet their and/or others' needs; the decision-making processes that affect these activities (Kavas et al., 1995: 2).

2.2. The Purchasing Decision Process of the Elderly Consumers

Consumers purchase goods and services at every stage of their life to meet both their commercial needs and individual needs and demands. While purchasing these goods and services, they must decide between many options on the market. The decision process of every customer and the factors influencing these processes are different. The decision process also varies according to the product purchased while it differs from one customer to another.

Purchasing decision processes of the consumers nowadays are explained by the factual, logical and theoretical models.

According to the Factual Model, The Purchase Model analyses the circumstances of the purchasing a product or service for the first time, mainly the purchasing decisions of the consumers regarding intensive problem solving. Logical Models try to explain the types and the stages of the decision-making that the consumers reach to be able to choose when they purchase a product. The consumer is regarded as a problem solver (Tek, 1997: 220). In theoretical models, the purchasing decision process consists of the following steps:

- The emergence of the need,
- The determination of the alternatives
- The evaluation of the alternatives,
- The purchase decision,
- The post-purchase behaviour.

Elderly consumers are slow in the purchasing decision process; accessibility, ease of use, services they receive during the process and feeling themselves safe are important for them during the decisions-making and purchase processes of the goods or services they purchase in line with their needs.

2.3. The Needs of Elderly Consumers

When the needs of elderly consumers are searched, first, it is necessary to have a look at the difference between them and the young. The most important difference is the health and feeling themselves alone. As people get older the expenditure is made on the people's body. While getting older, the health costs increase to look younger and live more. In addition, elderly consumers who use televisions to socialize travel more than they did when they were younger although they do not go out to socialize on a daily basis. A large part of their expenditure consists of their travel expenses.

The elderly make economies and savings to feel safe in their future life. Banks have many products targeting elderly consumers.

Besides, the food and clothing sectors are important sectors that appeal to elderly people.

2.4. Advertising and the Promotional Activities

Firms use various means at the point of conveying the products and services they produce to the consumers. They carry out different promotional activities to attract the attention from consumers to the goods and services they produce. The mass media is a commonly used means during the phase of conveying messages about the goods and services that firms produce for consumers. Consumers usually purchase the new products and receive the information about existing products through advertisements prepared by companies.

2.5. The Effect of Advertising on the Behaviour of Elderly Consumer

Elderly consumers are affected by advertising less compared to the young. On the advertising targeted to the elderly, the target audience should clearly be identified and the advertising activities should be prepared in a way that also attracts their interest with the messages that appeal to them. Dynamic advertisements with clear and plain messages referring to traditional values are thought to attract more attention from elderly consumers.

Enterprises that place emotional components in the purchasing decision process will be more fortunate than the others, because the elderly consumers pay attention to emotional components. The elderly consumers are curious to learn the truth. They are not in a hurry to purchase. They are not deceived by the exaggerated sales tactics that do not adequately inform themselves (Marangoz, 1998: 100).

Nowadays, the number of elderly consumers increases gradually. Over 55 years of age consumers who have taken a remarkable place in the market watch television, hence the television commercials, much more than the other consumer groups. However, the reason why they are influenced less by the advertisements compared to the young is that the elderly are ignored by the most of the sectors. For example, the elderly are never given a place in the sectors such as cosmetics, jewellery, sporting goods, etc. The elderly are included more in the sectors where the basic needs of the consumers are existed such as food, health, clothing, etc.

3. THE PURPOSE AND THE PROBLEM OF THE RESEARCH

3.1. The purpose of the Research

It is very difficult to manage the purchase decisions and the behaviour of the third age group people who are described as the elderly consumers. The difficulty originates from their habits, lifestyles and the health reasons. This group of people is generally a group that does not contribute to production, does not work, and has an economic value or pensions as a main source of livelihood. Today, when there is an over-production but lack of customers, to understand the elderly consumers, to determine their needs, to produce the goods and services in line with their purchasing power, state of health and lifestyles, to put those goods and services on the market will make the life of the elderly consumers easier and at the same time will increase the marketing power of the companies.

In order to reach the elderly consumers, it is necessary to understand them, to know the factors that influence the purchase and to manage the purchase decision processes in desired ways. Advertising is an important factor for this issue. This group watch television more compared to the other consumers. Therefore, the works on television advertisements will be continued considering that the elderly consumers watch television more than the young and the middle age groups. The television, as an important instrument of the mass media, was investigated and analysed for its effects on the purchasing behaviour of the elderly consumers.

3.2. The Research Problem

The communication works carried out by the firms take place rather a lot in the modern media, social media or online platforms in addition to the traditional communication channels with the development of the technology. When the effectiveness of the communication work has been examined, it has been brought to light that the modern communication channels have a high access to the young target audience.

As the consumers get older, the use of modern communication channels becomes less, it has been observed that their past experiences and practices create a barrier in the stage of acquaintance with the new products. In this research, the efficiency of the television commercials was measured on the consumers over 55 years of age in order to be able to carry out promotional activities appropriate to the age group.

4. RESEARCH METHODOLOGY

4.1. Research Model, Type and Data Collection Method

In this study, survey was used as the research type. The population of the research is Kadıköy District in Istanbul Province. The survey was conducted by using the simple random method in the different quarters in Kadıköy District.

4.2. The Determination of the Sample Size and the Error Margin

The survey was conducted on 90 people over 55 years old. 95000 people constitute the population.

N = 95000 (Number of individuals in the target audience)

n = 90 (Number of individuals to be taken in the sample)

The Preliminary Sample Size Calculation Table Based on Confidence Levels and Acceptable Faults for Researches and The Calculation Table of the Error Resulting from the Sample Size of the Researches Done are shown below.

The Calculation Table of the Error Resulting from the Sample Size of the Researches Done				
Sample Size =90				
Population Size =95000				
Percent =50%				
				Calculate
Confidence Level	**90%**	**95%**	**98%**	**99%**
Error	**8.67%**	**10.33%**	**12.26%**	**13.57%**

4.3. The Form of Conducted Survey and the Types of the Questions

The survey consists of 13 questions in the direction of the objectives of the research. The first question in the survey relates to the gender, and the second question relates to the age. Age grouping was examined in 3 main groups.

In the first section of the survey, there are 7 independent variable questions about the demographic features of the respondents. The second section consists of 5 questions directed to determine the watching television habits of the elderly. The third section is devoted to measuring the purchase decision processes of television commercials and an additional (1) question that does not exist in reference work has been added.

5. THE FINDINGS OF THE RESEARCH AND THEIR ANALYSIS

The survey questions have been evaluated using the SPSS 10.00 software kit. It has been tested whether there is an association between the answers to the questions and the dependent variables. Hence, Chi-Square Test of Independence has been used. Chi-Square Test tests whether there is a significant association between two variables. The association between the two variables indicates that the answers at the levels of one variable differ in the levels of the other variable. (Büyüköztürk, 2002: 142).

Ho is based on the principle that there is no difference between the groups in the Chi-Square Test, if the test result is smaller than the significance level predicted at the beginning, Ho is rejected and the thesis that there is a difference between the groups is approved. (Ergün, 1995: 86).

5.1. The Determination of the Demographic Characteristics of the Elderly Consumers Responding to the Survey

In this section, demographic characteristics such as gender, age, education, the level of income have been evaluated by means of tables produced based on the answers of the respondents. The first question of the survey is for determining the genders of the participants of the research.

5.1.1. Gender Distributions

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	42	46,7	46,7	46,7
	Female	48	53,3	53,3	100,0
	Total	90	100,0	100,0	

Table 1. Genders of the respondents

42 respondents were males and 48 respondents were females in a total of 90 respondents. Proportionally speaking, 46.7% was male and 53.3% was female. It is not a coincidence that the number of women were more than men. Given the population ratios, it will be seen that the number of women in the elderly consumer group is higher.

5.1.2. Age Distributions

Age					
		Frequency	**Percent**	**Valid Percent**	**Cumulative Percent**
Valid	55-64	49	54,4	54,4	54,4
	65-74	32	35,6	35,6	90,0
	75+	9	10,0	10,0	100,0
	Total	90	100,0	100,0	

Table 2. Distribution of Respondents in Regard to Age Group

Of the 90 people, 49 were in the 55-64 age group, 32 were in the 65-74 age group, and 9 were in the 75 and over 75 age group. Proportionally speaking, 54.4% of respondents were at the ages of 55-64, 32% were at the ages of 65-74, and 9% were 75 and over 75 years old.

5.1.3. Educational Background

Education					
		Frequency	**Percent**	**Valid Percent**	**Cumulative Percent**
Valid	Not Literate	7	7,8	7,8	7,8
	Primary School Dropout	4	4,4	4,4	12,2
	Primary School	11	12,2	12,2	24,4
	Secondary School	5	5,6	5,6	30,0
	High School	26	28,9	28,9	58,9
	University	26	28,9	28,9	87,8
	MS / PhD	11	12,2	12,2	100,0
	Total	90	100,0	100,0	

Table 3. Distribution of Respondents in Regard to Educational Background

7 out of 90 respondents were not literate. 4 of them could not finish the Primary School. 11 of them were primary-school graduates, 5 were secondary-school graduates, 26 were high-school graduates, 26 were university graduates and 11 had MS-PhD Degrees

5.1.4. Marital Status

Marital Status					
		Frequency	**Percent**	**Valid Percent**	**Cumulative Percent**
Valid	Single	7	7,8	7,8	7,8
	Widowed	13	14,4	14,4	22,2
	Married	70	77,8	77,8	100,0
	Total	90	100,0	100,0	

Table 4. Marital Status of the Respondents

70 of the respondents were married, 7 were single, 13 were widowed. Proportionally speaking, 77,8 were married, 7,8 were single, 14,4 were widowed.

5.1.5. The Level of Income

Income					
		Frequency	**Percent**	**Valid Percent**	**Cumulative Percent**
Valid	500_Less	4	4,4	4,4	4,4
	500-749	3	3,3	3,3	7,8
	750-999	4	4,4	4,4	12,2
	1000-1499	16	17,8	17,8	30,0
	1500-1999	23	25,6	25,6	55,6
	2000+	40	44,4	44,4	100,0
	Total	90	100,0	100,0	

Table 5. Distribution of Respondents in Regard to the Level of Income

4 out of 90 respondents had a level of income between 500 YTL and less, 3 had 500–749 YTL, 4 had 750–999 YTL, 16 had 1000–1499 YTL, 23 had 1500–1999 YTL, 40 had a level of income between 2000 YTL and more.

5.1.6. Occupations of the Respondents

Occupation					
		Frequency	**Percent**	**Valid Percent**	**Cumulative Percent**
Valid	Farmer	3	3,3	3,3	3,3
	Other	1	1,1	1,1	4,4
	Tradesman-Industrialist	11	12,2	12,2	16,7
	Housewife	15	16,7	16,7	33,3
	Worker	5	5,6	5,6	38,9
	Unemployed	9	10,0	10,0	48,9
	Civil Servant	14	15,6	15,6	64,4
	Teacher	17	18,9	18,9	83,3
	Self-Employed	15	16,7	16,7	100,0
	Total	90	100,0	100,0	

Table 6. Occupations of the respondents

According to the occupational status of the participants before they got retired, 3 of them were workers, 14 were civil servants, 11 were tradesmen, 3 were farmers, 17 were teachers, 15 were housewives, 15 were self-employed and 1 respondent belonged to the other occupation group.

5.2. Determination of the Watching Television Habits of the Elderly Consumers Responded the Survey

5.2.1. The Time Interval Spent Watching TV

When do you watch TV during the day?					
		Frequency	**Percent**	**Valid Percent**	**Cumulative Percent**
Valid	Morning	12	13,3	13,5	13,5
	Noon	1	1,1	1,1	14,6
	Evening	50	55,6	56,2	70,8
	Night	10	11,1	11,2	82,0
	All day	16	17,8	18,0	100,0
	Total	89	98,9	100,0	
Missing	Never	1	1,1		

Table 7. The time intervals that the respondents spend watching TV during the day

The distribution of the respondents in regard to the time intervals they mostly watch TV during the day is that; they stated that 1of them never, 12 of them in the morning, 1 of them at noon, 50 of them in the evening, 10 of them at night, 16 of them at every hour of the day watch TV.

5.2.2. The TV Watching Duration

How many hours do you watch television daily?					
		Frequency	**Percent**	**Valid Percent**	**Cumulative Percent**
Valid	1-3	26	28,9	29,2	29,2
	3-5	45	50,0	50,6	79,8
	5-7	8	8,9	9,0	88,8
	7+	10	11,1	11,2	100,0
	Total	89	98,9	100,0	
Missing	None	1	1,1		
Total		90	100,0		

Table 8. The respondents' TV Watching Duration during the day

The distribution of the respondents' duration of watching television during the day is as follows. The respondents expressed that 1of them never watched TV (those who said that they were watching television less than one hour were also taken into consideration in this group), 26 of them were watching television between 1 and 3 hours, 45 of them were watching between 3.1 and 5 hours, 8 of them were watching television between 5.1 and 7 hours, 10 of them were watching television between 7.1 and more hours.

5.2.3. TV Programmes

Which programs do you prefer watching on TV?					
		Frequency	**Percent**	**Valid Percent**	**Cumulative Percent**
Valid	Documentaries	4	4,4	4,4	4,4
	TV Serials	33	36,7	36,7	41,1
	News	27	30,0	30,0	71,1
	Music-Entertainment	10	11,1	11,1	82,2
	Movies	9	10,0	10,0	92,2
	Competition	7	7,8	7,8	100,0
	Total	90	100,0	100,0	

Table 9. Television programs that respondents prefer watching

The distribution of the respondents in regard to the programs they prefer watching on TV is as follows. The respondents expressed that 27 of them preferred watching the news, 33 preferred the TV serials, 9 preferred the movies, 10 preferred the music entertainment programmes, 4 preferred the documentaries and 7of them preferred watching the competition programmes.

5.3. The Determination of the State of Watching TV Commercials of the Elderly Respondents

5.3.1. The State of Watching TV Commercials

Do you watch TV Commercials?					
		Frequency	**Percent**	**Valid Percent**	**Cumulative Percent**
Valid	Sometimes watch	66	73,3	75,9	75,9
	Always watch	21	23,3	24,1	100,0
	Total	87	96,7	100,0	
Missing	Never watch	2	2,2		
	Don’t watch	1	1,1		
	Total	3	3,3		
Total		90	100,0		

Table 10. The state of watching commercials screened during TV broadcasts

The distribution of the respondents in regard to the state of watching commercials screened during TV broadcasts is as follows. The respondents expressed that 2 of them never watched TV commercials, 1 of them didn’t watch, 66 of them sometimes watched, 2 of them always watched the TV commercials.

5.3.2. The Preferences of Watching Commercials

Which commercials do you pay attention most?					
		Frequency	**Percent**	**Valid Percent**	**Cumulative Percent**
Valid	White Goods	2	2,2	2,2	2,2
	Other	1	1,1	1,1	3,3
	Automobile	16	17,8	17,8	21,1
	Clothing	10	11,1	11,1	32,2
	Food	29	32,2	32,2	64,4
	Finance	4	4,4	4,4	68,9
	Cleaning Products	13	14,4	14,4	83,3
	Education	7	7,8	7,8	91,1
	Personal Care Products	3	3,3	3,3	94,4
	Health	5	5,6	5,6	100,0
	Total	90	100,0	100,0	

Table 11. Commercials the respondents pay attention most

The distribution of the respondents in regard to the commercials that they pay attention most is as follows. The respondents expressed that the white goods commercials attracts the 2, automobile commercials attracts the 16, clothing commercials attracts the 10, food and drinks commercials attracts the 29, finance commercials attracts the 4, cleaning products commercials attracts the 13, education commercials (such as newspaper, magazine) attracts the 7, personal care products commercials attracts the 3, health commercials attracts the 5 of the respondents.

5.3.3. Commercial Purchasing Behaviour Impact

The impact of TV commercials on your purchasing behaviour?					
		Frequency	**Percent**	**Valid Percent**	**Cumulative Percent**
Valid	Highly Influential	23	25,6	25,6	25,6
	Influential	21	23,3	23,3	48,9
	Neither Influential Nor Non-Influential	10	11,1	11,1	60,0
	Not Influential	21	23,3	23,3	83,3
	Non-Influential at all	15	16,7	16,7	100,0
	Total	90	100,0	100,0	

Table 12. Whether the commercials are influential in purchasing decisions

The distribution of respondents who agree that whether the commercials are influential in their purchasing decisions is as follows: It was stated as highly influential by 23 of them, influential by 21 of them, neither influential nor non-influential by 10 of them, not influential by 21 of them, non-influential at all by 15 of them.

6. THE ASSOCIATION BETWEEN THE INDEPENDENT VARIABLES AND THE OPINION THAT THE COMMERCIAL IS INFLUENTIAL IN THE PURCHASING DECISIONS

6.1. Gender-Purchase Association

H0: There is no relation between the gender of the elderly consumers and the television commercials being influential on their purchasing decisions.

H1: There is a relation between the gender of the elderly consumers and the television commercials being influential on their purchasing decisions.

Since 0.05 <0.447, H1 was decided to be rejected, H0 was decided to be accepted, i.e. there is no relation between the gender of the elderly consumers and the television commercials being influential on their purchasing decisions.

Gender * The influence of TV commercials on your purchasing behaviour? Crosstabulation

			The influence of TV commercials on your purchasing behaviour?					
			Highly Influential	Influential	Neither Influential Nor Non-Influential	Not Influential	Non-Influential at all	Total
Gender	Male	Count	11	8	5	8	10	42
		% within Gender	26,2%	19,0%	11,9%	19,0%	23,8%	100,0%
	Female	Count	12	13	5	13	5	48
		% within Gender	25,0%	27,1%	10,4%	27,1%	10,4%	100,0%
Total		Count	23	21	10	21	15	90
		% within Gender	25,6%	23,3%	11,1%	23,3%	16,7%	100,0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	3,708[a]	4	,447
Likelihood Ratio	3,746	4	,441
N of Valid Cases	90		

a. 1 cells (10,0%) have expected count less than 5. The minimum expected count is 4,67.

Table 13. Whether the gender is influential in purchasing decisions

6.2. Age-Purchase Association

H0: There is no relation between the age of the elderly consumers and the television commercials being influential on their purchasing decisions.

H1: There is a relation between the age of the elderly consumers and the television commercials being influential on their purchasing decisions.

Since 0.023 < 0.05, H0 was decided to be rejected, H1 was decided to be accepted, i.e. there is a relation between the age of the elderly consumers and the television commercials being influential on their purchasing decisions.

Age * The influence of TV commercials on your purchasing behaviour? Crosstabulation

			The influence of TV commercials on your purchasing behaviour?					
			Highly Influential	Influential	Neither Influential Nor Non-Influential	Not Influential	Non-Influential at all	Total
Age	55-64	Count	12	12	4	17	4	49
		% within Age	24,5%	24,5%	8,2%	34,7%	8,2%	100,0%
	65-74	Count	10	7	4	1	10	32
		% within Age	31,3%	21,9%	12,5%	3,1%	31,3%	100,0%
	75+	Count	1	2	2	3	1	9
		% within Age	11,1%	22,2%	22,2%	33,3%	11,1%	100,0%
Total		Count	23	21	10	21	15	90
		% within Age	25,6%	23,3%	11,1%	23,3%	16,7%	100,0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	17,736[a]	8	,023
Likelihood Ratio	20,303	8	,009
Linear-by-Linear Association	,277	1	,599
N of Valid Cases	90		

a. 6 cells (40,0%) have expected count less than 5. The minimum expected count is 1,00.

Table 14. Whether the age is influential in purchasing decisions

6.3. Income-Purchase Association

H0: There is no relation between the income of the elderly consumers and the television commercials being influential on their purchasing decisions.

H1: There is a relation between the income of the elderly consumers and the television commercials being influential on their purchasing decisions.

Since 0.00 < 0.05, H1 was decided to be accepted, H0 was decided to be rejected, i.e. there is a relation between the income of the elderly consumers and the television commercials being influential on their purchasing decisions.

Income * The influence of TV commercials on your purchasing behaviour? Crosstabulation

			The influence of TV commercials on your purchasing behaviour?					
			Highly Influential	Influential	Neither Influential Nor Non-Influential	Not Influential	Non-Influential at all	Total
Income	500_Less	Count	0	0	0	4	0	4
		% within Income	0,0%	0,0%	0,0%	100,0%	0,0%	100,0%
	500-749	Count	1	1	0	0	1	3
		% within Income	33,3%	33,3%	0,0%	0,0%	33,3%	100,0%
	750-999	Count	0	0	0	4	0	4
		% within Income	0,0%	0,0%	0,0%	100,0%	0,0%	100,0%
	1000-1499	Count	4	1	2	9	0	16
		% within Income	25,0%	6,3%	12,5%	56,3%	0,0%	100,0%
	1500-1999	Count	9	7	3	0	4	23
		% within Income	39,1%	30,4%	13,0%	0,0%	17,4%	100,0%
	2000+	Count	9	12	5	4	10	40
		% within Income	22,5%	30,0%	12,5%	10,0%	25,0%	100,0%
Total		Count	23	21	10	21	15	90
		% within Income	25,6%	23,3%	11,1%	23,3%	16,7%	100,0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	53,445[a]	20	,000
Likelihood Ratio	58,354	20	,000
Linear-by-Linear Association	2,349	1	,125
N of Valid Cases	90		

a. 23 cells (76,7%) have expected count less than 5. The minimum expected count is ,33.

Table 15. Whether the income is influential in purchasing decisions

6.4. The Television Watching Duration - Purchase Association

H0: There is no relation between the duration of watching television of the elderly consumers and the television commercials being influential on their purchasing decisions.

H1: There is a relation between the duration of watching television of the elderly consumers and the television commercials being influential on their purchasing decisions.

Since 0,022 < 0,05, H0 was decided to be rejected, H1 was decided to be accepted, i.e. There is a relation between the duration of watching television of the elderly consumers and the television commercials being influential on their purchasing decisions.

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Do you watch commercials? * The influence of TV commercials on your purchasing behaviour?	87	96,7%	3	3,3%	90	100,0%

Do you watch commercials? * The influence of TV commercials on your purchasing behaviour?

			The influence of TV commercials on your purchasing behaviour?					
			Highly Influential	Influential	Neither Influential Nor Non-Influential	Not Influential	Non-Influential at all	Total
Do you watch commercials?	Sometimes	Count	22	14	5	16	9	66
		% within Do you watch commercials?	33,3%	21,2%	7,6%	24,2%	13,6%	100,0%
	Always	Count	0	6	4	5	6	21
		% within Do you watch commercials?	0,0%	28,6%	19,0%	23,8%	28,6%	100,0%
Total		Count	22	20	9	21	15	87
		% within Do you watch commercials?	25,3%	23,0%	10,3%	24,1%	17,2%	100,0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	11,464[a]	4	,022
Likelihood Ratio	16,121	4	,003
N of Valid Cases	87		

a. 3 cells (30,0%) have expected count less than 5. The minimum expected count is 2,17.

Table 16. Whether the duration of watching television is influential in purchasing decisions

7. CONCLUSION

In this study, Kadıköy District in Istanbul Province was accepted as the population and the survey study was conducted with a sample group of 90 people and the results were analysed. The frequencies of the respondents' variables such as the age, gender, level of income, occupation were analysed within the study and the respondents' frequency of watching television, their TV program preferences, the commercials they were paying attention to were shown by percentage distribution over the total population.

The results of the research conducted in this context are as follows;

The study examined four basic hypotheses to determine whether there is an association between the income, gender, age, television watching duration and the purchasing decisions. It was seen as the result of analyses that although there was no association between the gender variable and the television commercials being influential on the purchasing decisions, it was seen to be associated with the income, age and television watching duration.

Provided that the study is remade with a different population or sample, it would be more accurate to examine the elderly consumers over the age of 55 on two different age scales. When the results were carefully examined, the significant differences were revealed between the results of the respondents aged 55-65 years and the results of those aged 66 years and over.

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