

Family Buying Behavior Of Female Consumers In Retail Industry

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ABSTRACT

The research emphasis on the family buying behavior of female consumers in retail industry. This research aims to hire convenient sampling techniques to survey female purchasers, whom are the chief buying mediator of the family. Istanbul, Turkey is divided into two parts. The Asian side and the European side by the Bosphorus. One hundred and fifty (150) questionnaires were designed where twenty five (25) each of the questionnaire were distributed among six different cities in Istanbul which are Küçükçekmece, Kadıköy, Avcılar, Beylikdüzü, Taksim/Beyoğlu, and Beşiktaş.

Rendering to industrial analysts, consumers view varies differently when purchased from a retail organized outlet. A lot of factors add to this achievement. Merchandising and effective marketing, superior logistic being amongst them, but Functional Value, Emotional Value, Social Value, Conditional Value and Epistemological value are undoubtedly a significant factor. Retailers needs to pay steady responsiveness to the look of their female consumer's attributes, to its facilities and to the way in which products are selected and displayed. Functional Value in a retail perspective contains price range, peer groups, family influence. Emotional Value contains trends in apparels, discount offers and loyalty. Social values include Store location, Security, display. Conditional Value includes Symbols, Variety, sales personnel. Epistemological value includes product evaluation, interested products, and point of sales.

The objective is to study female consumers view regarding purchasing involvements that govern a consumer's choice in a Retail Outlet. We also studied the reasons responsible for the purchase of branded products. Before proceeding, we first make specific research hypotheses based on the Purchasing involvements. Subsequent we further went in describing the descriptive design used to test the hypotheses. Next a non-probability convenience sampling method used and the sample size taken is 150 female Turkish respondents. This Thesis is about the female Turkish consumer conducts for retail outlets and for this, a Questionnaire survey method was used for the research purpose. Then the results, based on analysis of data collected are presented. Finally, we conclude our objectives based on result of analysis.

Key Words: Retailing, Consumer Conduct, Female Consumers, Turkey, Model, Retail Trade, Buying Conduct, Buying Behavior, Purchase Decisions, Consumptions, Buying Influence.

INTRODUCTION

The research centers on family buying behavior of female consumers in retail industry in Turkey. In Turkey women plays an important part in the purchasing behavior of their household needs. Most of all purchases and shopping's that are done, are been carried out by the women folk in the household. They are the people in continuous cognizance of the necessary commodities for the household utilization. According to industrial analyst, when consumers insight is purchased from a structured retailing industry such awareness is very different. There are lot of factors that contribute to such brilliance. Such as Logistic management, effective marketing and merchandising. Retailers must take intellectual note to the view of their female consumers attributes, it facilities the way goods and services are designated.

Retailing is one of Turkey's biggest industries, yielding 24.2% of the gross domestic product (GDP) and furnishing employment opportunity to more than 8% of the countries workforce. The demography of Turkish economy is situated between two continents Asia and Europe. Turkey is a vital route between Asia, the Middle East and Europe smoothing an easy entrance to 1.5 billion customers around the globe.

The purpose of the thesis enables us understand the Purchasing behavior of Turkish female consumers in retail industry. The research revealed the family life cycle stages in Turkey, the impact of Turkish female consumer and the need for retail organizations to focus on the buying behavior of various goods and services needed by female consumers in the retail industries.

Thus, the main objective of this study is to find out and understand the female Turkish buyers and their purchasing involvement in the retail industry in regards to their household purchase needs. It is anticipated that the review certainly contribute towards a better



understanding of the perception and the behavior of female consumers and buying behavior in retail industry.

For any successful retailer or retail organization they must take the consumer as the king. This therefore necessitates the investigation into female consumer's behavior. The project will among other things focus on looking into female consumers, their buying involvement and also retail industry.

LITERATURE REVIEW

The family buying behavior of female consumer is an important area of inquiry in consumer behavior research. The importance of studying the family buying behavior of female consumers for their house hold needs, stems in part from its nature as a positive aspect of consumer behavior. Specifically, exploring negative decision by the heads or male consumers' phenomena could provide modified or new perspectives for the study of positive purchasing behaviors of the female consumers. Moreover, research on negative facets of consumption is useful because it can potentially contribute to society's wellbeing, an important criterion for usefulness of any research. This paper builds on earlier papers to propose a model of consumers buying behaviors. Female gender consumers' tendency to make unplanned purchases, and their tendency to buy products not on shopping lists and also the tendencies to purchase products on their shopping list serve to predict compulsive tendencies in a sample of Turkish consumers in retail industries. The findings suggest that female consumers are responsible for the purchase of their house hold needs.

Vyas (2007) explored rationale behind promotion activities in Apparel Retail Stores, by examining consumer behavior and compared usage across exclusive and multi-branded outlets in Ahmedabad.

Azevedo, Pereira, Ferreira, Pedroso (2008) studied the gender differences in consumers buying behavior between women and men especially in terms of what, where, when and how they buy when they go shopping in Portugal.

Dr. Krishnan and Dr. Murugan (2011) studied how peoples life style differs, How psychological variables discriminate significantly between age groups, how demographic characteristics of different segments significantly differs and how groups differs significantly in their buying behavior in Chennai.

Slama and Tashchian (1985), "studied the Selected Socioeconomic and Demographic Characteristics Associated with Purchasing Involvement" in United States of America.

Arch G. Woodside (1975), studied "Effects of Prior Decision-Making, Demographics, and Psychographics on Marital Roles for Purchasing Durables" in South Carolina.

The development of this concept is linked to marketers interested in understanding how purchasing involvement influences consumer's behavior in their purchasing decision in their house hold because such knowledge enables marketers to better understand consumers, to segment and aim those consumers who are likely to respond positively to their product or services. This study examines the relationship between purchasing involvement and the effect of women in the family purchase decision making of goods and services for their house hold needs. Segmentation was properly prepared on the bases of factors impelling their purchasing decision for their house hold needs.

Consumer behavior comprises of the psychological and social processes undertaken by people in the purchase, usage and disposal of products, services, ideas, mystical beliefs and practices. At times consumer behavior is deliberated from marketer's point of view. It focuses on a particular brand and how to get people to acquire it. Constantly, academic scholar's studies consumer behavior from perspective of applied or even basic behavioral and social sciences. Prominence here is in the recognition and explanation of why people purchase what they buy and how intra-individually and socially, they go about doing this purchase (Bagozzi, R. P., Zeynep, GC. Joseph R. P., 2002: 1).

The importance of customers to companies is vital. Markets are becoming bigger and bigger with companies marketing similar goods and the competition between the companies starts getting inescapable. For this reason the review of consumer's behavior becomes more important.

The buying behavior in Turkey ranges from different cultural heritage, beliefs, variety of Goods and Services. The buying behavior of Turkish citizens ranges from infants to the pensioners. Factor that influences their buying Conducts are cultural heritage, culture, subculture, social class, age, income (Durmaz: 2014).

In Turkey Cultural features have a strong role on consumer manners. Social class, subculture, culture and

Cultural Features will be studied under three headers (Durmaz and Jablonski, 2012: 56).

In Turkey women plays an important duty in the buying involvement of their household necessities. Majority of all the shopping and purchases done are been carried out by the women in the household. They are the ones in continuous awareness of the desired products for the household consumption. For this reasons apparel marketer's needs to pay attention to their most needs and influence them in their buying Conduct. The Review consumer Conduct in retail is of great important as Retail in Turkey is one of Turkey's largest industry. It accounts for 24.2 percent of Turkey's GDP (Gross Domestic Product) and providing employment to over 8 percent of the nation's workforce. Turkey's retailing market is predicted to be worth 345 billion TL in 2015.

RESEARCH METHODOLOGY

The first step of the research is the literature review to give current situation of buying behavior in general. Then a specific literature research on Turkey to figure out the recent situation and family buying behavior of female consumers in retail market. Although there has be different researches on consumers behavior in different perspectives but this research is the first of its kinds to be conducted in Turkey as a whole. Second step is the quantitative data collection from Turkish Female citizens and Female foreigners living in Turkey. A Quantitative method was selected for this research thus the result was quantified and then analyzed statistically to create the overall overview.

RESEARCH

DESIGN

The research concentrates on the family buying Conduct of Turkish female consumers purchase for their house hold needs. The essentials of the research is to describe characteristics of women purchase decision making for their family needs, ascertaining and acquiring understanding into the main features that motivates the their purchasing process for their family needs. Model review was derived by acclimatization, which involves summary and concluded data derived. Adult women in the age range of 18 to 50 and above in the Istanbul are the target group of our model due to their powerful purchase demand and purchase supremacy. The questionnaire prepared was simple and self-explanatory. It was aimed at female consumers for better understanding the factors that influences their purchase decisions for their household. The survey result was collected from correspondence at their convenience after completing the

questions. Only fully answered questionnaires was taken into consideration for the survey purpose.

RESEARCH MODEL

A conceptual model of consumer behavior and the buying process was developed for the means of conducting exploratory research. The aim is to propose a model that can enhance the understanding of consumers from their point of view. There are five factors that influences purchasing involvements. These factors are: *functional, social, conditional, emotional, and epistemological values*.

Anyone or all of the five consumption values may influence the purchasing decision. Diverse professions (including sociology, economics and several branches of consumer behavior, marketing and psychology) have added theories and research findings valid to these values, (Sheth, J.N.B.I. and Newman B.L Gross, B.L). Each consumption value in the theory is consistent with various components of models advanced by Katona (1971) and Katz (1960). Five consumption values form the core of the **model**:

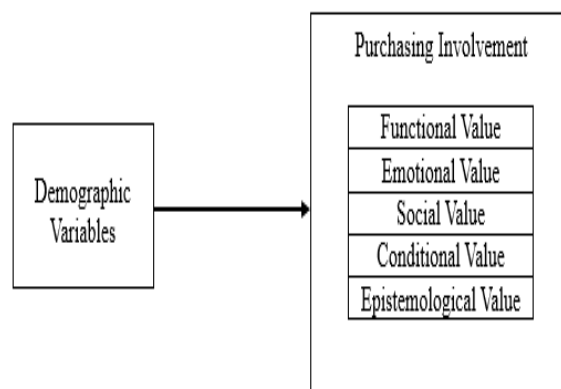


Figure 1: The research model; Demographic variables effect purchasing involvement and it's sub dimensions

Emotional Value (Ev): A decision making process acquires emotional value when associated with specific feelings or when precipitating those feelings. Emotional values are measured on a profile of feelings associated with the female consumers.

Epistemological Value (Epv): The perceived utility acquired from an alternatives capacity to arouse curiosity, provide novelty, and/or satisfy a desire for knowledge. An alternative acquires epistemological value by items referring to curiosity, novelty, and knowledge.



Social Value (Sv): Turkish female decision acquires social value through association with negatively or positively stereotyped demographic, socioeconomic, and cultural-ethnic groups. Social value is measured on a profile choice imagery.

Functional Value (Fv): Female consumer decision making process acquires Functional Value through the control of salient functional, utilitarian, or physical attributes. Functional Value is measured on a profile of choice attributes.

Conditional Value (Cv): An alternative acquires conditional value in the presence of antecedent physical or social contingencies that enhance its functional or social value. Conditional value is measured on a profile of choice contingencies.

OBJECTIVES OF THE REVIEW

To find demographic effect on the Emotional Value that govern female consumer's purchasing involvement in apparel retail outlet.

To find demographic effect on the Epistemological Values that govern female consumer's purchasing involvement in apparel retail outlet.

To find demographic effect on the Social Values that govern female consumer's purchasing involvement in apparel retail outlet.

To find demographic effect on the Functional Values behind buying branded apparels by female consumers for their house hold needs.

To find demographic effect on the various Conditional value responsible for changing behavior of female consumers.

Buying behavior has become paramount in the world and Turkey is not left out for us to decide the gender that is most responsible for the household purchasing needs

HYPOTHESIS DEVELOPMENT:

Hypothesis for this research will be derived from the questionnaires answered by correspondents to determine the family buying Conduct of female consumers in retail industry

H1: Age groups towards sub dimensions of purchasing involvement of consumer's behavior difference.

H2: Educational levels towards sub dimensions of purchasing involvement of consumer's behavior difference.

H3: Marital Status towards sub dimensions of purchasing involvement of consumers behavior difference.

H4: Occupation towards sub dimensions of purchasing involvement of consumers behavior difference.

H5: Monthly income towards sub dimensions of purchasing involvement of consumers behavior difference.

H6: Family monthly income towards sub dimensions of purchasing involvement of consumers behavior difference.

H7: Children under 18 towards sub dimensions of purchasing involvement of female consumer's behavior difference.

DATA COLLECTION METHOD

Primary Data is sourced by and primarily from the respondents to solve the current research. This is generally carried out with the use of questionnaire. It can also be sourced either internally within the organization or externally outside the organization. The information of the research was gathered from residents of Istanbul, Turkey. The survey covered six jurisdictions namely Küçükçekmece, Kadıköy, Avcılar, Beylikdüzü, Taksim/Beyoğlu, and Beşiktaş. Respondent were chosen at random in the areas, they were contacted in Shopping centers and Malls, Cafes and University libraries and asked if they were willing to contribute to the interview. The Questionnaire was written in both English and in Turkish (the native dialect of The Republic of Turkey) for better understanding.

THE QUESTIONNAIRE:

The questionnaire which has two parts, first the demographics and second part which is the purchasing behavior.

The first part of the questionnaire comprised of seven questions related to individual's demographics namely- *age, education, income, type of family and the stage of the family life cycle*.

While the second section consist of questions related to measurement of the Purchasing involvement. For the purpose of the survey, purchasing participation scale established by Slama & Tashchian (1985) was used. The second part which is the purchasing behavior was grouped into five sub-dimension namely; *functional value, emotional value, social value, conditional value and epistemological value*. Each of this sub-dimensions contains questions for respondents to determine which of the purchasing behavior has more effect on their purchasing involvement.

Some of the items of the original scale had to be modified. The authentic scale developed by Slama & Tashchian (1985) was a six-point Likert-scale consisting of 33 statements/questions. However, for this review the scale used by Lakshmi & Murugan, (2008) will be used which is a five point Likert scale (1 = strongly agree, 2 = agree, 3 = not certain or undecided, 4 = disagree, 5 = strongly disagree) with a 32 statements/questions.

POPULATION

The population of the research is all those female consumers residing Istanbul in Turkey from the Age of 18 to 50 and above responsible for their household needs.

Table 1

City and district

Districts	Population
Küçükçekmece	748,398
Kadıköy	482,571
Avcılar	417,852
Beylikdüzü	262,473
Taksim/Beyoğlu	241,520
Beşiktaş	188,793

SAMPLING DESIGN

For effective convenience sampling method to be very efficient and result oriented, 25 questionnaires will be distributed in each 6 Districts (Location) in Istanbul, Turkey. The Districts (Location) includes Küçükçekmece, Kadıköy, Avcılar, Beylikdüzü, Taksim/Beyoğlu, Beşiktaş. In total 150 participants were sampled, a total of 150 answered questionnaire was analyzed for the project. Likert Five point scale was used for questionnaires answers.

The choice of the jurisdiction is chosen from the highest population to the least populated area to give a true research outcome (TUIK, 2013). The target audience for the questionnaires will be interviewed preferable at the shopping malls as they come in for their routine shopping, at the Cafes where lots of female consumers are seated to relax and have time to answer the questionnaires and at school libraries to get knowledge of their purchasing behavior.

The responders are basically females residing in Istanbul, Turkey. These female responders were chosen randomly from shopping malls, cafes and school libraries in the 6 jurisdictions of the survey. Shopping malls, Cafes and Libraries are most places suitable to for this survey. Female participants were approached in shopping malls, cafés, and libraries requesting their time to participate in the survey.

Those that accepted were given the questionnaires to answer while those that refused to answer were left alone and no questionnaire was handed to them concerning the survey. In Kucukcekmece, the researcher visited various cafes to meet female reporters. He was able to get the attention of 15 female responders in three different cafes and in Istanbul Aydin University library he got 7 responders to answer the questionnaire. In kadikoy he was in Atlantis mall where he approached females residing and coming into the mall and cafes for their daily activities and family needs. The same procedure went on for the other 4 jurisdictions where the survey was also conducted. He approached the female responders in the malls and cafes. Getting the attention of the responders and convincing them the essence of the survey. It was a bit difficult convincing the responders but after the responders understood the purpose of the research was to identify whom was responsible for their house hold purchase, they obliged.

To ascertain the reliability and validity of the scales and to test hypotheses fronted, an empirical review has been

carried out. Sekaran (1992) suggests that a 95 percent level of confidence is an acceptable level for most business research. This is most commonly expressed as 0.05 level of significance. The questionnaire were distributed between May and June 2014 in Istanbul. Sekaran (1992, pp. 253) who proposes that as a rule of thumb for influencing sampling size: "sample size larger than 30 and less than 500 are appropriate for most research". In summary, the sample size in this research are considered to be sufficient in size to represent and generalize to the research population with an acceptable level of confidence. The sample size was 150 female consumers.

In this research, %95 confidence interval has been considered and the calculated margin of

error of 150 respondent is %1. Therefore the sample's margin of error for %95 confidence interval of %1 error the sample size is 148 respondent which is considered close and true to the survey, (The Research Advisors).

In order to interpret the tables below, the frequency comprises of number of responders in each groups sub groups while the percentage is the percentage representation of each sub groups in the group. For example in the age group category, the age sub group between 18 to 30 years shows that 54 responders represents 36.0% responders which are responsible for their household needs. The Educational level, the Doctorate educational sub group shows that 14 responders represents 9.3% of the responders. The Marital status group category, the Married sub group shows that 53 responders represents 35.3% of the responders. The Occupational group category, the Homemaker sub category shows that 54 responders represents 36.0% of the responders. The Monthly income group category, the above 3501 sub category shows that 6 responders which represents 4.0% of the total responders. The Family Monthly Income group category, the 3501 to 500 sub category shows that 29 responders represents 19.3% of the total responders. The Children under 18 group category, the three sub category shows that 30 responders represents 20.0% of the total responders.

The table below shows the demographics and socioeconomic characteristics of respondents:

	<i>f</i>	<i>%</i>
<i>Age Level</i>		
18 to 30	54	36
31 to 40	38	25.3
41 to 50	35	23.3
50 and above	23	15.3
<i>Education</i>		
Primary	30	20.0
High school	38	25.3
University/College	43	28.7
Maters	25	16.7
Doctorate	14	9.3
<i>Marital Status</i>		
Single	54	36.0
Married	53	35.3
Widowed	11	7.3
Divorced	32	21.3
<i>Occupation</i>		
Homemaker	54	36.0
Unemployed	53	35.3
Employed	11	7.3
Retired	32	21.3
<i>Monthly Income (TL)</i>		
Valid Nil	25	16.7
Below 1000	47	31.3
1001 to 2500	56	37.3
2501 to 3500	16	10.3
Above 3501	6	4.0
<i>Family Monthly Income</i>		
Valid Below 2000	33	22.0
2001 to 3500	57	38.0
3501 to 5000	29	19.3
5001 to 7000	22	14.7
Above 7000	9	6.0
<i>Have to work</i>		
Valid None	39	26.0
One	32	21.3
Two	39	26.0
Three	30	20.0
Four	20	6.7

Table 2 *Frequencies of Demographic Variables*

RESULTS

“To satisfy equality of variance assumption of the ANOVA, the Levene test was conducted. In accordance to the Levene test results, if the variance of the groups are equal, ANOVA has been conducted, otherwise, the nonparametric version of ANOVA, Welch test was conducted.” After the ANOVA tables, “According to the F values ($p > 0.05$), the difference of means among the groups are significant. If F values ($p < 0.05$) means the homogeneity of variance is violated. Hence a post hoc tests has been conducted to see which groups are different”

AGE

Age groups towards sub dimensions of purchasing involvement of consumer's behaviour difference

Table 3: Test for homogeneity Age groups and Sub dimension

	Levene	df	df2	Sig.
Ev	13.116	3	146	.00
Epv	5.218	3	146	.00
Sv	2.884	3	146	.03
Fv	2.765	3	146	.04
Cv	7.151	3	146	.00

* Significant at %95 confidence interval ($p < 0.05$)

Here significance level for all groups are Emotional Value 0.000, Epistemological value 0.002, Social value 0.038, Functional Value 0.044 and Conditional Value 0.000. Therefore null hypothesis was rejected for all groups. Since the homogeneity of variance test criterion was violated, population variance is not equal. In this case Welch test was conducted which is more powerful than Anova, which means a robust test for equality of means will be used by calculating the means of the groups.

Table 4 :Anova for Age groups and Sub dimensions

	F	Sig.
Ev	22.70	.000
Epv	18.45	.000
Sv	12.22	.000
Fv	3.340	.021

* Significant at %95 confidence interval ($p < 0.05$, $df1=3$, $df2=146$)

Table 5

Robust table for Age and Sub dimensions

	Welch Statistic ^a	df1	df2	Sig.
Ev	35.104	3	76.930	.000*
Epv	27.888	3	74.249	.000*
Sv	20.963	3	71.327	.000*
Fv	4.180	3	72.978	.009*
fCv	8.157	3	69.795	.000*

a. Asymptotically F distributed.

* Significant at %95 confidence

If significance is less than 1 then null hypothesis is accepted. It shows that there is no difference between Age groups. Significance for all groups are: Emotional Value 0.000, Epistemological value 0.000,

Social value 0.000 Functional Value 0.009 and Conditional Value 0.000 respectively. Null hypothesis was accepted for this group. It shows there is no significant difference between Age group and its sub dimensions.

Table 6: Tamhane post hoc test

Dependent Variable	(I) Age	(J) Age	Mean Difference (I-J)	Sig.
Ev	41 to 50	18 to 30	-.79947*	.000*
		31 to 40	-.80288*	.000*
		50 and above	-.44037*	.000*
	50 and above	18 to 30	-.35910*	.004*
		31 to 40	-.36251*	.003*
		41 to 50	.44037*	.000*
Epv	41 to 50	18 to 30	-.77734*	.000*
		31 to 40	-.73559*	.000*
		50 and above	-.50828*	.000*
Sv	41 to 50	18 to 30	-.57853*	.000*
		31 to 40	-.71944*	.000*
		50 and above	-.68642*	.000*
Fv	50 and above	18 to 30	.35956*	.043*
		31 to 40	.38754*	.018*
Cv	41 to 50	18 to 30	-.26411*	.006*
		31 to 40	-.39536*	.002*
		50 and above	-.30745*	.009*

*Significant at %95 confidence interval ($p < 0.05$)

The Tamhane post hoc test of the Emotional value shows that there is a significant difference in the age group sub dimensions. The difference can be found in between the age group of 41 to 50 and in 50 and above age group.

The Tamhane post hoc test of the Epistemological Value, Social Value, Functional value and Conditional Value equally identifies that there is a significant difference in the age group. The age difference in these sub dimensions is identifiable in the age of 41 to 50

EDUCATIONAL LEVEL

Educational groups towards sub dimensions of purchasing involvement of consumer's behaviour difference.

Table 7:

Test of Homogeneity Educational groups and Sub dimensions

	Levene Statistic	Sig.
Ev	.994	.413
Epv	.474	.755
Sv	1.055	.381
Fv	2.366	.056
Cv	3.182	.015*

* Significant at %95 confidence interval ($p < 0.05$, $df1=4$, $df2=145$)

Here significance level for all groups are Emotional Value 0.413, Epistemological value 0.755, Social value 0.381, Functional Value 0.56 and Conditional Value 0.015 respectively. Therefore null hypothesis was not rejected for all groups except for Conditional Value which violated the test of homogeneity of variance. Since the homogeneity of variance test criterion for Emotional Value, Epistemological value, Social value and Functional Value was not violated, population variance is equal. For the case with Conditional Value which violated the homogeneity of variance test, population variance is not equal. Welch test was conducted by calculating the mean to ascertain the robust test of equality of mean of Conditional Value.

Table 8: Anova Educational groups and Sub dimensions

	F	Sig.
Ev	.265	.900
Epv	.189	.944
Sv	.647	.630
Fv	.111	.979
Cv	.490	.743

If significance is less than 1 then null hypothesis is accepted. It shows that there is no difference between Educational Level groups. Significance for all groups are: Emotional Value 0.900, Epistemological value 0.944, Social value 0.630 and Functional Value 0.979. Null hypothesis was accepted for this group. It shows there is no significant difference between Educational Level group and its sub dimensions.

Table 9: Robust test Educational groups and Conditional Value

Welch			
Statistic ^a	df1	df2	Sig.
.409	4	54.163	.801

a. Asymptotically F

Significance level is 0.801. Therefore null hypothesis is accepted. It can be seen that there is no significant difference between Educational level groups in Conditional Value.

MARITAL STATUS

Marital Status towards sub dimensions of purchasing involvement of consumers behaviour difference.

Table 10: Homogeneity test for Marital Groups and Sub Dimensions

	Levene Statistic	Sig.
Ev	1.685	.173
Epv	.439	.726
Sv	.279	.841
Fv	1.225	.303
Cv	.340	.796

($df1=3$, $df2=146$)

Here significance level for all groups are Emotional Value 0.173, Epistemological value 0.726, Social value 0.841, Functional Value 0.303 and Conditional Value 0.796 respectively. Therefore null hypothesis was not rejected for all groups because they did not violate the test of homogeneity of variance. Since the homogeneity of variance test criterion for Emotional Value, Epistemological value, Social value, Functional Value and Conditional Value was not violated, population variance is equal.

Table 11: Anova for Marital groups and Sub dimensions

	<i>F</i>	<i>Sig.</i>
Ev	.375	.771
Epv	.246	.864
Sv	.082	.970
Fv	2.747	.045*
Cv	.246	.864

* Significant at %95 confidence interval ($p < 0.05$)

If significance is less than 1 then null hypothesis is accepted. It shows that there is no difference between Marital Status groups. Significance for all groups are: Emotional Value 0.771, Epistemological value 0.864, Social value 0.970, Functional Value 0.045 and Conditional Value 0.864 respectively. Null hypothesis was accepted for this group. It shows there is no significant difference between Marital Status group and its sub dimensions.

Table 12: Scheffe post hoc test

<i>Dependent Variable</i>	<i>(I) Marital Status</i>	<i>(J) Marital Status</i>	<i>Mean Difference (I-J)</i>	<i>Sig.</i>
Fv	Single	Marri	-.03334	.993
		Wido	-.51852	.059
		Divor	-.13013	.788
	Marri	Wido	-.48518	.089
		Divor	-.09678	.901
	Wido	Divor	.38839	.284

The Scheffe post hoc test in the functional value shows that there is no difference in the marital group upon

comparing all groups because the sig values are all greater than the alpha value 0.05 of the test.

OCCUPATIONAL LEVEL

Occupation towards sub dimensions of purchasing involvement of consumers behavior difference.

Table 13: Homogeneity test Occupational groups and Sub dimensions

	<i>Levene</i>	<i>Sig.</i>
Ev	.628	.598
Epv	2.238	.086
Sv	.289	.833
Fv	3.184	.026*
Cv	2.154	.096

* Significant at %95 confidence interval ($p < 0.05$, $df1=3$, $df2=146$)

Here significance level for all groups are Emotional Value 0.598, Epistemological value 0.086, Social value 0.833, Functional Value 0.26 and Conditional Value 0.96 respectively. Therefore null hypothesis was not rejected for all groups except for Functional Value which violated the test of homogeneity of variance. Since the homogeneity of variance test criterion for Emotional Value, Epistemological value, Social value and Conditional Value was not violated, population variance is equal. For the case with Functional Value which violated the homogeneity of variance test, population variance is not equal. Welch test was conducted by calculating the mean to ascertain the robust test of equality of mean of Functional Value.

Table 14: Anova for Occupational groups and Sub dimensions

	<i>F</i>	<i>Sig.</i>
Ev	1.569	.200
Epv	1.046	.374
Sv	.510	.676
Fv	.315	.814
Cv	.256	.857

If significance is less than 1 then null hypothesis is accepted. It shows that there is no difference between Occupational groups. Significance for all groups are: Emotional Value 0.200, Epistemological value 0.374, Social value 0.676 and Conditional Value 0.857

respectively. Null hypothesis was accepted for this group. It shows there is no significant difference between occupational group and its sub dimensions.

Table 15: *Robust test Occupational groups and Functional Value*

Welch Statistic ^a				
	df1	df2	Sig.	
	.757	3	59.007	.523

a. Asymptotically F distributed.

Significance level is 0.523. Therefore null hypothesis is accepted. It can be seen that there is no significant difference between Occupational groups in Functional Value.

MONTHLY INCOME

Monthly income towards sub dimensions of purchasing involvement of consumers behavior difference.

Table 16: *Homogeneity test for Monthly Income and sub dimensions*

	Levene Statistic	Sig.
Ev	.155	.960
Epv	.783	.538
Sv	.581	.677
Fv	1.849	.123
Cv	1.963	.103

(df1=4, df2=145)

Here significance level for all groups are Emotional Value 0.960, Epistemological value 0.538, Social value 0.677, Functional Value 0.123 and Conditional Value 0.103 respectively. Therefore null hypothesis was not rejected for all groups because they did not violate the test of homogeneity of variance. Since the homogeneity of variance test criterion for Emotional Value, Epistemological value, Social value, Functional Value and Conditional Value was not violated, population variance is equal

Table 17: *Anova for Monthly Income and Sub dimensions*

F		Sig.
Ev	.235	.918
Epv	.353	.842
Sv	.740	.566
Fv	.702	.592
Cv	.616	.652

If significance is less than 1 then null hypothesis is accepted. It shows that there is no difference between Monthly Income groups. Significance for all groups are: Emotional Value 0.918, Epistemological value 0.842, Social value 0.566, Functional Value 0.592 and Conditional Value 0.652 respectively. Null hypothesis was accepted for this group. It shows there is no significant difference between monthly income group and its sub dimensions.

MONTHLY FAMILY INCOME

Family monthly income towards sub dimensions of purchasing involvement of consumers behavior difference.

Table 18: *Homogeneity Test for Family monthly Income and Sub dimensions*

	Levene Statistic	Sig.
Ev	1.572	.185
Epv	.201	.938
Sv	1.507	.203
Fv	2.054	.090
Cv	.802	.526

(df1=4, df2=145)

Here significance level for all groups are Emotional Value 0.185, Epistemological value 0.938, Social value 0.203, Functional Value 0.090 and Conditional Value 0.526 respectively. Therefore null hypothesis was not rejected for all groups because they did not violate the test of homogeneity of variance. Since the homogeneity of variance test criterion for Emotional Value, Epistemological value, Social value, Functional Value and Conditional Value was not violated, population variance is equal.

Table 19: *Anova for Family Monthly Income and Sub dimensions*

	<i>F</i>	<i>Sig.</i>
Ev	.685	.604
Epv	1.444	.222
Sv	.406	.804
Fv	.214	.931
Cv	.665	.618

If significance is less than 1 then null hypothesis is accepted. It shows that there is no difference between Monthly Family Income groups. Significance for all groups are: Emotional Value 0.604, Epistemological value 0.222, Social value 0.804, Functional Value 0.931 and Conditional Value 0.618 respectively. Null hypothesis was accepted for this group and its sub dimensions.

CHILDREN UNDER 18

Children under 18 towards sub dimensions of purchasing involvement of female consumer's behavior difference.

Table 20: Homogeneity test for Children under 18 and Sub Dimensions

	<i>Levene Statistic</i>	<i>Sig.</i>
Ev	.591	.669
Epv	1.423	.229
Sv	1.151	.335
Fv	1.095	.361
Cv	1.120	.349

(*df*₁=4, *df*₂=145)

Here significance level for all groups are Emotional Value 0.699, Epistemological value 0.229, Social value 0.335, Functional Value 0.361 and Conditional Value 0.349 respectively. Therefore null hypothesis was not rejected for all groups because they did not violate the test of homogeneity of variance. Since the homogeneity of variance test criterion for Emotional Value, Epistemological value, Social value, Functional Value and Conditional Value was not violated, population variance is equal.

Table 21: Anova for Children under 18 and Sub Dimensions

	<i>F</i>	<i>Sig.</i>
Ev	.439	.780
Epv	1.772	.138
Sv	.412	.800
Fv	.546	.702
Cv	1.201	.313

If significance is greater than 1 then null hypothesis is rejected, it shows that there is significant difference between children under 18 group, but if significance is less than 1 then it is accepted. It shows that there is no difference between children under 18 groups. Significance for all groups are Emotional Value 0.780, Epistemological value 0.138, Social value 0.800, Functional Value 0.702 and Conditional Value 0.313 respectively. Null hypothesis was accepted for this group.

RESULT AND CONCLUSIONS

In this study we tried to examine the family buying behavior of female consumers in retail industries by using SPSS Statistical tool and ANOVA was employed to analyze the data gathered.

Females are always very conscious about selecting products for the need of their families.

The female family buying Conduct. Emotional value, Epistemological values, Social Value, Functional Value and Conditional values are effects on selection of products from organized retail industries.

An investigation in the female consumer behavior for organized retail industry indeed helps in enhancing the overall experience of shopping various products in the store. Female consumer evaluation of products and apparels are effects on environmental and social psychology, retailing and consumer Conduct. It can be interesting to analyze the attractive female consumer Conduct on a particular retail store on the perceived quality for the future research.

The research clearly shows the relationships existing between socioeconomic characteristics and purchasing involvement of female consumer in Turkey. Age, education, occupation, income, marriage time, household type and life cycle stage of family were found to show significant relationship with respects to purchasing involvement of females. However the review has revealed

to us that stages in family life cycle in which children are present shows higher purchasing involvement than families with no children. The review also reveals that moderate income families will show higher buying involvement than lower and higher income families.

Female consumer evaluation of products and apparels are effects on environmental and social psychology, retailing and consumer Conduct. It can be interesting to analyze the attractive female consumer Conduct on a particular retail store on the perceived quality for the future research.

This research is not a conclusive research; the research suggests further studies in the purchasing behavior of the family buying behavior of female buying behavior of their family needs which in this important area can be conducted in future such as what instigate the Turkish female to be core responsible consumers for their house hold needs and further purchase decisions in the house hold and the female roles in their family buying behavior. However, some interesting and valuable revelations were discovered during the review which needs to be emphasized if the families satisfied with their role in providing the goods and services needed in the

Therefore it appears that buying involvement is a significant advocator of female consumer behavior that could influence the female consumer's purchase assessment procedures of goods and services in Turkey.

Finally I therefore recommend a further research should be made in this area because during the course of review, I noticed that some respondents out of ignorance gave false information. This has caused a lack of proper information which has affected the findings.

In addition it is hoped that this research would contribute to the future studies about the family buying behavior of female consumers in retail industry and would be of tremendous usage for future researchers in this field.

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