

T.C.
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SOSYAL BİLİMLER ENSTİTÜSÜ
İNGİLİZCE İŞLETME ANABİLİM DALI
ÜRETİM YÖNETİMİ VE PAZARLAMA (İNGİLİZCE) BİLİM DALI

**THE RELATIONSHIP BETWEEN PURCHASE DECISION AND PERCEIVED
QUALITY IN COOKING CATEGORY OF HOUSEHOLD APPLIANCES**

Yüksek Lisans Tezi

SAFİYE ÖZGE MUTLU

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Danışman: PROF. DR. A. MÜGE YALÇIN

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MARMARA ÜNİVERSİTESİ
SOSYAL BİLİMLER ENSTİTÜSÜ MÜDÜRLÜĞÜ

TEZ ONAY BELGESİ

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ABSTRACT

In today's fast developing and technological world, perceived quality has become an important topic for both marketing business and academic world. Knowing and understanding the consumer perception about the brands has become an asset to influence the consumers in the most effective way. This study aims to examine the perceived quality for cooking appliances in the household appliances sector. After an extended literature review, perceived quality is defined and seven core dimensions of perceived quality are proposed and conceptualized: customer service communication, brand communication, performance, product advances/superiority, product design, brand image and warranty. An online survey with 352 people was conducted to collect the secondary data. According to the results, the impact of perceived quality dimensions on brand trust and loyalty intention is explored and different brands' consumer groups are analyzed.

Keywords: Perceived quality, brand trust, brand loyalty, white goods, household appliances

ÖZET

Bugünün hızlı gelişen ve teknolojik dünyasında, algılanan kalite hem pazarlama iş dünyası hem de akademik dünya için önemli bir konu olmuştur. Markaların arkasındaki tüketici algısını bilmek ve anlamak, tüketiciyi en doğru şekilde etki altına alabilmek için önemli bir konu haline gelmiştir. Bu çalışmanın amacı beyaz eşya sektöründeki pişirici ürün grubu cihaz markaları arasındaki algılanan kaliteyi incelemektir. Geniş kapsamlı bir literatür taraması sonrası algılanan kalite kavramı tanımlanmış ve yedi farklı alt boyut sunulup kavramsallaştırılmıştır: müşteri hizmetleri iletişimi, marka iletişimi, performans, ürün üstünlükleri, ürün tasarımı, marka imajı ve garanti. İkincil veriyi toplama amacıyla çevrimiçi anket ile 352 kişiden yanıt alınmıştır. Çıkan sonuçlara göre algılanan kalite boyutlarının marka güveni ve marka sadakatine olan etkisi keşfedilmiş ve farklı markaların tüketici grupları analiz edilmiştir.

Anahtar kelimeler: Algılanan kalite, marka güveni, marka sadakati, beyaz eşya, ev aletleri

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1. INTRODUCTION

Durable goods is a sector where consumers can witness the direct effect of constant technological developments and strong marketing efforts. As a developing country Turkey is a great player for both in durable industry. The sector is 57 billion TL market in Turkey and 75% of the turnover is earned by export. Turkey is the second biggest country after China in terms of production capacity (TURKBESD, 2018). There is a stormy competition the companies face. Not only there are many global and local players in the game, it is also quite easy for companies to reach technologies and integrate into their own products due to fast adaptation. Furthermore, not to mention the price competition; they all aim to make their own products more affordable with advanced and innovative features. Therefore, differentiation and retention are needed for companies to avoid threats in the sector. Major threat in the country may be market recession due to the currency issues. While the years of 2015, 2016 and 2017 went very well especially because of the OTV (Special consumption tax) deduction which was started by the government for only 3 months but then extended to whole year, 2018 happened to be a depressed year because the consumer faced an increase of sales prices due to the devaluation of the local currency (Yılmaz, 2017) which leads to cost increase and ebit loss. Since Turkish Lira lost value against many currencies in global money markets, it is observed that consumer behavior has changed and people turned to savings instinctively. However, as TURKBESD (White Goods Manufacturers' Association of Turkey) declares that the durable goods sector (refrigeration, washing, dishwashing and cooking) had 7,3% growth in 2017, yet 2018 ended with a 17% downsizing (TURKBESD, 2019) and 2019 will be expected to be the same if OTV deduction doesn't continue till the end of the year (TURKBESD, 2019).

In literature, factors influencing purchase decisions such as brand elements, brand associations, communication, advertising, price and country of origin were among topics studied in durable goods sector. Besides these tangible and intangible factors, quality perception of consumers has remained neglected in research, especially its impact on product and brand judgements in purchase decision making process. As a result, the aim the study is to analyze the relationship between purchase decision and perceived quality in cooking appliances and to compare and contrast the quality perceptions of two different brands' target groups to see which quality dimensions and attributes affects purchase in consumer decision making process.

Therefore, in this study we focus on Arçelik and Bosch brands both of which have the largest market shares in total. Since they dominate the market of household appliances in Turkey, we will analyze their target groups based on the quality dimensions and attributes that consumers care about while purchasing a household appliance. Also during use which product and brand features and attributes represent quality for the consumers will be analyzed in this study.

At the time when people embrace a busy and hectic lifestyle, technological improvements in the sector make people's lives easier. People don't have much time to go to different stores and get information to assess a product for purchase. Instead, they rely on their social environment; friends, relatives and acquaintances or social media evaluations and website ratings. Changes in economic and technologic environments make consumers want to reach the most affordable product with the highest technologies. Natural environmental factors such as energy efficiency and water consumption, which protect the nature and provide a long term economical return for the consumer, are also effective in decision making. Due to long working hours per week, limited time for housekeeping and cooking may lead changes in consumers' product assessments. In addition, unlike other categories such as cooling or dishwashing, cooking appliances especially ovens, hobs and hoods are complementary products and they are usually sold as sets in stores. In the research the focus will be on ovens and cooktops of cooking category. To assess the perceived quality, respondents are asked to evaluate the product on each quality attribute. Consequently, firms can take benefit for their target groups and evaluate their focus points in product development, design, service and communication processes to create a positive quality image among consumers.

Therefore, the objectives of this study is

1. Develop an understanding of how consumers of cooking household appliances perceive quality and how perceived quality drives purchase behavior and influences brand trust and brand loyalty intention.
2. Find out the quality perception differences of cooking appliances among different brands in the eyes of consumers.

3. Lastly, find out how the perception of quality differs according to demographic and personality characteristics like innovativeness and experience of consumers.

2. LITERATURE REVIEW

2.1. Perceived Quality

As product uniqueness and superiority and market knowledge besides marketing proficiency are considered as the most important dimensions which play a critical role in a new industrial product success (Cooper, 1979), the product differentiated from its competitors, achieves success not only in the market, but also it is recognized as high quality in the eyes of the customer (Moss, 2006). Therefore, rather than relying on firm-driven objective measures of quality, companies should understand market-driven quality and be aware of how consumers perceive and evaluate quality (Brucks, Zeithaml, & Naylor, 2000).

2.2. Definition of Quality and Perceived Quality

The term quality has always been difficult for researchers to define. It is open to interpretation and can change from person to person. Basically, in dictionary quality is defined as “the degree of excellence of something” (Oxford Dictionaries; Cambridge Dictionary), as “a high standard” and “how good or bad something is” (Cambridge Dictionary). Quality is also considered as a way of differentiating a product from its competitors (Porter M. , 1980). Garvin (1984) has proposed 3 approaches of quality. One is that quality is conformance to requirements that in terms of design and performance, the product has to conform to standards. Second is that quality is fitness for use that it is a user-oriented approach and the product has to fulfill different needs and expectations of different consumers to be considered as quality. The last one is that quality is innate excellence that it defends excellence is absolute and universally recognizable. Still, according to Garvin (1984) none of these three approaches gives the exact definition of quality and he comes up with 8 dimensions of quality that these are performance, features, reliability, conformance, durability, serviceability, aesthetics and perceived quality which

underlie almost every study related to quality. As Garvin proposes perceived quality is the most subjective dimension among these.

Perceived quality can be defined as the consumer's judgement about a product's excellence (Zeithaml V. A., 1988). Lieb et al. (2008) suggests that perceived quality influences the consumer's opinion and has an impact on purchase decision. It can be considered as the motivation to consumer behavior and product success. Main factors that influence perceived quality are the purpose of usage, aesthetics, environmental factors, brand name and company's reputation (Lieb, Quattelbaum, & Schmitt, 2008). Among Garvin's 8 dimensions of product quality, perceived quality is the most subjective one which is a matter of personal judgement. Perceptions of quality can be based on company's advertising strategy or on the superiority of company's other products (Garvin D. A., 1984). Hence, perceived quality is different from objective quality, which involves a concrete aspect, in the way that it has a higher level of abstraction and the judgement about a product is usually made within a consumer's evoked set (Zeithaml V. A., 1988). Understanding the quality perceptions in household appliance purchases is important because cognitive quality is likely to be taken into consideration for these kind of industrial products and durable goods. Since experience attributes can only be assessed during use and consumption, search attributes have higher proportion of being assessed before purchase. Therefore, search attributes have high level of cognitive judgement while experience attributes are more likely to have affective judgement (Lutz, 1986). However, since household appliances are experienced for long years when purchased, creating a positive affective judgement which results in product satisfaction is to be taken into consideration.

As a result, based on the literature reviews conducted, in this study perceived quality is defined as the subjective level of quality based on consumer's perception about a brand and/or a product depending on his experiences, social environment and external factors like advertising and brand's own activities. To analyze it in details, perceived quality is divided into 3 major topics which are product-based perceived quality, post-purchase customer service-based perceived quality and communication-based perceived quality. Each of them is studied as the dimensions of perceived quality and is aimed to contribute to the literature overall.

2.3. Product-Based Perceived Quality

2.3.1. Definition of Product

AMA (American Marketing Association) defines marketing as that “Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large” (American Marketing Association, 2013). The offerings mentioned in the definition can be product which are goods and services. Since 18th century goods are stated to have an exchangeable value (Smith, 1776) and to have tangible and physical dimensions (Senior, 1863). On the other hand, service is intangible, heterogeneous, which means it has different quality standards and experiences, inseparable from the consumer and perishable (Parry, et al., 2011). Marketing determines the benefits that satisfy consumer needs and then offers a product which provides those benefits (Murphy & Enis, 1986). Product is defined as “something that is made to be sold, usually something that is produced by an industrial process or, less commonly, something that is grown or obtained through farming” (Cambridge Dictionary). In this study, product refers to cooking household appliances which are ovens and cooktops. These products are produced by an industrial process and are sold to and used by the end customers.

2.3.2. Production Process in Durable Industry

Operations and production management can be considered as a significant factor which has an effect on economic development of a country. Kumar and Suresh defines production as “the step-by-step conversion of one form of material into another form through chemical or mechanical process to create or enhance the utility of the product to the user” (Kumar & Suresh, 2008). They classify production systems as Job Shop, Batch, Mass and Continuous production systems. From Job-Shop Production to Continuous Production, production and operations volume increases but product variety decreases. This is because while job shop production is done by manufacturing small quantities of products which are designed and produced specially for the customer, in continuous production system, whole production process is arranged in a sequence from the first operation to the finished product and since material handling is automated product standardization and higher rate of production in short cycle time are ensured (Kumar & Suresh, 2008).

On the other hand, there is only one but most important distinctive factor between mass production and continuous production that it is human factor. In mass production system, different parts and assemblies are manufactured in a continuous process. The machines are located in a production line and all product pieces follow the same line. Therefore, an exact process sequence and product standardization is possible. At the same time, since production planning and control is easy, large volumes are manufactured in a short cycle time. Perfectly arranged and balanced production lines make it possible to work with less skilled operators (Kumar & Suresh, 2008). On the other hand, in continuous production system there is a dedicated plant and equipment with no flexibility and material handling is fully automated so that manpower is not required for that and workers with limited skills are sufficient on the product line (Kumar & Suresh, 2008). Mass production system has been used in durable goods production, yet there is a shift to continuous production due to the new robotic improvements and Industry 4.0. Industry 4.0, known as the fourth wave of technological advancement and new digital industrial technology, is expected to make it possible to collect and analyze data across machines and produce higher quality goods at lower cost in more efficient and flexible processes (Rüßmann, et.al., 2015).

As a result, while manpower is still important besides automated machines in production of industrial goods, the need for human labor might decrease in the future and whole process might depend on automated sensors, machines and connected systems in the future.

2.3.3. Importance of Innovation

As mentioned before in this paper that durable goods industry is one of the leading industries embracing technological and technical developments. It is easy for companies now to integrate it into their own products and put them on the market very fast. At the time when differentiation of brands and products is crucial, innovation plays the key role for taking a major step in it.

As defined in Cambridge Dictionary, innovation is “a new idea or method that is being tried for the first time, or the use of such ideas or methods” (Cambridge Dictionary). Smriti Chand states that (Chand, Importance of Innovation and Creativity for Success of an

Organisation) “innovation is the process of creating and implementing a new idea. It is the process of taking useful ideas and converting them into useful products; services or processes or methods of operation”. Innovation is accepted to be the key to future growth and keeping up with the changes in the environment, market and demands. It is significant for the companies because innovation, especially technical innovation targets demanding customers since they seek for new, faster and more affordable products.

There is one significant issue about innovation that it is what can be perceived as an innovation by the consumers. If an innovation is perceived as relatively advantageous by a consumer, it is more likely to be accepted and embraced. The innovation needs to have less complexity so that the consumer could easily understand and apply it and it should be compatible with the cultural values and social systems of a society to be embraced (Rogers, 1983). It should be observable by the consumers to be accepted as an innovation because they want it to be visible and get the results shortly (Rogers, 1983). As a consequence, innovations are perceived by having a relative advantage, being compatible, observable and less complex so that they are adopted by consumers more easily and quickly. Thus, the more the innovation is adoptable, the more it will help with the growth and the success of the company in the competitive market.

In household appliances industry, device connectivity offers a substantial innovation and convenience for the users. By the help of this new way of life, it is possible to control the home appliances such as oven, washing machine, coffee machine, refrigerator (Home-connect.com). The apps make it possible to have access to all information and users can switch the appliances on and off, select program, adjust timers. Additionally, it gets possible to save the favorite programs, recipes and get program recommendation based on your requirements such as energy efficiency, silence, or sensitivity (Home-connect.com; (arcelik.com.tr/homewhiz). Therefore, as the new technologies offer these in home appliances, consumer innovativeness plays an important role in adoption of these developments.

2.3.4. Characteristics of Products

There are some product characteristics studied in analyzing consumer and product relationship that these are believed to influence the success of new products (Rogers, 1983). These are compatibility, trialability, observability, speed, simplicity, competitive advantage, product symbolism and marketing strategy (Peter & Olson, 2010).

Compatibility refers to how a product fits with consumer's affect, cognition and behavior that is doesn't push consumer to change in his values, beliefs or purchase and use behavior. Trialability refers to whether the product can be tried for limited aspects. Therefore, a nonpurchase or limited purchase trial might influence consumer. Observability refers to how the product is observed and sensed by other consumers. The more the observability is high, the more it is likely to be adopted. Speed is how rapidly the product deliver its benefits to consumer. Simplicity refers to how a product is easy to understand and use. It is believed that if a product does not have any complex assembly or no requirement of training, it is more likely to get a trial. Competitive advantage presents a relative advantage over other products and brands so that influences repetitive purchase and brand loyalty. Product symbolism is how the product or brand have a meaning to the consumer and what the consumer experiences and feels while using it (Peter & Olson, 2010).

2.3.5. Dimensions of Product-Based Perceived Quality

Brucks et al. (2000) proposed 6 dimensions of quality which are (1)ease of use, (2)versatility, (3)durability, (4)serviceability, (5)performance and (6)prestige. Five of the dimensions match with the dimensions Garvin proposed that these dimensions are (1)performance, (2)features, (3)reliability, (4)conformance, (5)durability, (6)serviceability, (7)aesthetics and (8)perceived quality (Garvin D. A., 1984). While ease of use dimension of Brucks et al. and conformance of Garvin has no equivalent dimension, versatility matches with features, durability with durability, serviceability with serviceability, performance with performance and reliability, prestige with perceived quality (image) and aesthetics (Brucks, Zeithaml, & Naylor, 2000). As prestige is an equivalent of perceived quality, it is related to how well the product manages to provide an advantage to the purchaser and other relevant

social groups. Besides involving visible, tangible product characteristics like appearance, it involves more intangible social components related to the product and brand image (Brucks, Zeithaml, & Naylor, 2000).

It is believed that buyers rely on some cues as an indicator of quality during the product or service assessment process before making a purchase decision (Monroe, 2015). By the help of cues, consumers can make assumptions on the actual quality of the product. These cues are classified as intrinsic and extrinsic cues. Both are product related attributes, yet, while intrinsic cues are the physical attributes of a product, extrinsic cues are not a part of the product itself. Correspondingly, these extrinsic attributes can be exemplified as price, brand name, packaging, warranties and country of origin (Monroe, 2015). According to Monroe (2015), price is considered either as a cost or sacrifice by the buyers. In addition to price, financial risk, there are other risk types which are psychological, physical, functional, social and time risks (Murphy & Enis, 1986). If a brand has a superior brand image, they are more likely to pay higher prices and do not consider it as a loss (Monroe, 2015). When quality is difficult to evaluate for the consumer, they might rely on extrinsic cues such as price, brand and advertisement (Zeithaml V. A., 1988) Thus, it can be said that as perceived quality increases, risk factors decline.

Cooper (1979) suggests that besides marketing communication activities, sales force and launch strategies and the product is also very crucial. Because once a customer buys a product, his perception of quality will be shaped according to his experience with the product's performance and benefits based on his expectations about the product before purchase (Kenyon & Sen, 2012). Wheaton and Weimerskirch (1989) developed six principles to be used for quality improvement and one suggests that by developing a real understanding of external customers' requirements and by understanding competitors' strategies to meet these customer requirements, companies can create the perception of quality in the eyes of customers. While evaluating quality, customers take into consideration their own needs, expectations and compare other available competitor alternatives in the market. For this reason quality is considered as customer-driven and competitor-driven (Wheaton & Weimerskirch, 1989). In order to stand out among the competitors, differentiation is also very significant. Product differentiation means that "established firms have brand identification and customer loyalties, which stem from past advertising, customer service, product differences, or simply being first

into the industry” (Porter, 1980). Porter (1980) develops approaches for differentiation and suggests that differentiation can be applied in terms of ;

- design or brand image,
- technology,
- features,
- customer service,
- dealer networks and etc.

If a firm achieves differentiating, its gaining will be very well in the industry and create a strategy of defensible position to deal with the other competitive forces which usually results in gaining high market share.

Taguchi and Clausing(1990) consider quality as the virtue of design and see robustness of products as an important function. It is because robustness creates an image of strength in the eyes of consumers. Therefore, they take notice of an application of experimental design techniques in designing products so that robustness could affect the consumers perceived quality on related product. Besides that, appearance of the product, screen size, color choice, flexibility of use (Snoj et al., 2004), style, size and packaging (Jacoby et al., 1971; Brucks et al., 2000) also have an impact on perceived product quality.

Zhang suggests that if a product meets customer needs, then it can be called quality (Zhang, 2001). Thus, to have a superior quality the firms should get an integrated focus on dimensions, perspectives and practices. One of his perspectives is user based quality and it suggests that each individual have different wants and needs. Therefore, a product meets the customer’s quality standards if it fits with customers needs and if the product performs its intended functions (Zhang, 2001; Juran, 1998). Another perspective is manufacturing based quality and it is related with the satisfactory result of engineering, manufacturing and conformance to specifications. The product matching with its stated specifications and promises is assumed as quality (Zhang, 2001).

Customers consider many dimensions such as price, brand name and performance (Brucks et al., 2000; Jacoby et al., 1971; Cooper, 1971) to evaluate quality to decrease perceived risks and sacrifices (Snoj et al., 2004) and since household durables are bought for long-term

uses, it is important for companies to find out which dimensions are taken into consideration and how they are interpreted by the target groups. Interestingly, in the research it is found that product compositions are more important determinants of perceived quality than price. When there are other criterias for the consumer to consider, price has a very slight effect on perceived quality (Jacoby et al., 1971; Nelson, 1970). Likewise, when the price is the only cue to consider, then it has much higher impact on the consumer's perception (Jacoby et al., 1971). In addition, Wheatley and Chiu support that price information and product attributions such as color are also confirmed as stimuli of quality (Wheatley & Chiu, 1977). According to Wolinsky (1983) even if prices may serve as the indicator to differentiate the quality perception, the quality of product specific information plays a crucial role in shaping the opinion.

Lieb et al. (2008) puts importance on creation of customer-specific products and suggests that producing a product with technical excellence is not enough to inspire consumers. It is person's perceived product quality to be taken into consideration. These are for example components of a product such as buttons and handles or characteristics of these components or the needed force to push a button and surface of the handle. As it is suggested besides the technical means, the details like product components and characteristics should be considered because it affects the perceived quality of product by providing additional values to the technical performance (Lieb, et al., 2008).

Furthermore, perceived innovativeness is very important as it serves as an advantageous factor in competitive environment and it is one of the indicators of quality (Shams et al., 2015). Firms should invest in innovativeness enhancements since it is the way of growth and profitability (Aaker, 2007). Innovation can be either the outcome of the firm which is good and service, or can be the firm itself. At this point outcome of the firm is assumed as product innovativeness and the other as firm innovativeness. Mainly product innovativeness refers to the facts like it creates a change in consumer's behavior, it has an impact on consumer's daily life and it is new and different from current products. On the other hand, firm innovativeness refers to keywords like advanced, progressive and dynamic (Shams et al., 2015). Both are very important and consumer perceived innovativeness has a positive impact on consumers' product evaluations (Brown & Dacin, 1997).

As a result of plenty innovations and technological advancements in many areas, environmental issues have become among the discussed topics. There are many different steps of producing goods from raw material to processing and to outcome (Kianpour et al., 2014). Therefore, during these processes, insensitivity might result in producing harmful products to the environment. Since consumers are concerned about environmental issues, environmentally friendly factor has not only become an important part of the product but also become one of the dimensions of product quality. Consumers are prone to consider green purchasing in their purchase behavior and they consider environmental friendly concept is a basic quality requirement of product. For that reason, many companies including durables design their products with this environmental friendly approach (Kianpour et al., 2014). Thus, as being among the hot topics just like innovation, this attribute is also found worth to measuring as a perceived quality dimension in the study.

In addition, importance of country of origin is taken into consideration as an indicator of product quality with other product attributes. Chao has studied the impact of country of assembly, country of parts and country of design on consumers' evaluation of product and design qualities. While, country of design only affects design quality perception, country of assembly and parts affect product quality perception (Chao, 1998). It is stated that when product quality and price of a local and an important product are equivalent, local one usually gets the positive impact on product choice, otherwise consumers usually prefer the imported product (Elliot & Cameron, 1994). Therefore, it is an important dimension to study in consumers' evaluation of product quality.

Kenyon and Sen (2012) and Parasuraman et al (1985) present services associated with the products in industrial sectors. In retail, while the product is the merchandise sold, the service is custom ordering, warranty returns and handling. Likewise, in manufacturing, the product is part and components but service here is custom design services, production by specification, repairs and installations. Credibility and security like physical and financial safety (Kenyon & Sen, 2012) and company's expertise in producing and delivering its outputs (Brown & Dacin, 1997) also have an impact on evaluating product quality and these are considered as the intangible attributes of product. Therefore, even though a customer buys a household appliance, companies should focus on not only search attributes, but also on these experience attributes of

after-sales services to create a positive quality perception which is shaped after purchase (Lutz, 1986; Kenyon & Sen, 2012).

After product related perceived quality dimension, post-purchase customer service based perceived quality and communication based perceived quality dimensions will be examined.

2.4. Post-Purchase Customer Service-Based Perceived Quality

2.4.1. Definition of Service

American Marketing Association defines that “services, as a term, is also used to describe activities performed by sellers and others that accompany the sale of a product and aid in its exchange or its utilization. Such services are either presale or post-sale and supplement the product, not comprise it. If performed during sale, they are considered to be intangible parts of the product” (American Marketing Association). Cambridge dictionary defines service as “business activity that involves doing things for customers rather than producing goods, or a single act of doing something for a customer” and “the way that employees of a business, store, etc. deal with customers, especially how quickly and effectively they do this” (Cambridge Dictionary)

It is important to understand the difference between the service mentioned with products and services and the customer service. American Marketing Association defines customer service as “the identifiable, but essentially intangible, activities that are offered by a seller in conjunction with a product, such as delivery and repair. These activities may be priced separately, but usually are not, and are provided only with a product that is being sold. These activities are not to be confused with intangible products (services), the types of products for which the activity is the primary purpose of a sale” (American Marketing Association). It is also defined as “the way that an organization deals with customers before, during, and after a sale, and the activities involved in dealing with customers” (Cambridge Dictionary).

Therefore, service and customer service can be defined and differentiated as follows;

While service is something that customers pay for and get an experience as a result. It can be obtained by going on a holiday, a restaurant or an act of enjoyment which offers an experience

to the consumer. On the other hand, customer service is what the consumer turns to when buying a product or having a problem with own product like maintenance, or when the consumer needs an installation or needs to get information about the use or details of the product.

2.4.2. Importance of Post-Purchase Customer Service

In global economy customer service is taking an increasing level of importance because customer service quality and employee's attitude towards the consumer have an important point in competitive environment (Baydoun et al., 2001).

As service is quite different than goods, knowledge in goods quality is not enough to understand service quality. To gain a full understanding of service quality, 3 characteristics of services are presented that these are intangibility, heterogeneity and inseparability (Parasuraman et al., 1985). Intangibility might make it harder to understand if the service is perceived and evaluated as quality (Zeithaml, 1981). It is considered as heterogeneous because the performance might differ from producer to producer and personnel to personnel so that what the consumer receives might not be the same as the firm's intention of service. Lastly, the service is inseparable from the production because quality occurs during service delivery when the consumer and personnel is in contact so that consumer's input and evaluation is shaped during the interaction and service delivery (Parasuraman et al., 1985). In addition, in the service quality evaluation, not only outcome of service is considered but also the process of service delivery is taken into consideration (Parasuraman et al., 1985).

It is suggested that customer service supports the exchange process and it helps developing a long term relationship for mutual advantage with the consumer. It serves as the time, place and form to execute pre-sale, sale and post-sale operations (Christopher et al., 1991).

2.4.3. Dimensions of Post-Purchase Customer Service Perceived Quality

As already studied before Garvin proposes eight critical dimensions of quality which are performance, features, reliability, conformance, durability, serviceability, aesthetics and perceived quality that these are designed to serve as strategic analysis for companies. While

examining post-purchase customer service perceived quality, the serviceability dimension of Garvin will be taken into consideration. In addition, importance of access and reliability while getting a service (Kenyon & Sen, 2012; Parasuraman et al., 1985), some pre-purchase signals (Boulding & Kirmani, 1993; Lutz, 1986; Ippolito, 1990; Zeithaml, 1988) that consumers evaluate, communication of the service with the customer (Parasuraman et al., 1985), tangibles of the service like tools and equipment used (Parasuraman et al., 1985; Kenyon & Sen, 2012) and e-service (Santos, 2003) are among the post-purchase customer service perceived quality dimensions.

According to Garvin, serviceability is the speed, courtesy, competence and ease of repair. In addition, timeliness of service appointments and service personnel's nature of dealing with the consumer and handling the process are among the serviceability dimension. For example, responsiveness is usually related with the time of repair that consumers relate rapid repair and short downtime with higher quality (Garvin, 1987). Reliability is the consistency of performance and dependability which means that the service is performed right in the first time. It means that the firm keeps its service promise such as performing service at the arranged time and solving the problem (Parasuraman, Zeithaml, & Berry, 1985). Thus, the maintenance and serviceability of the product are linked with the quality of the product in customer's perceptions (Kenyon & Sen, 2012).

Furthermore, consumers should be able to reach the service easily. Accessibility involves ease of contact with the firm. For instance, the consumer should reach the service so easily by phone that the lines should not be very busy, waiting time should not be too long, the service should be operated in convenient hours and in a convenient location for the customer (Parasuraman, et al., 1985).

Consumers evaluate what they will get as a service even before the purchase. Therefore, pre-purchase signals have a big impact on consumers' quality perceptions. As Zeithaml (1988) discusses that extrinsic cues such as product warranties and seals of approval are useful to consumers. Warranty length, warranty scope and warranty conditions are indicators of quality especially when the firm has a high credibility and it affects the purchase intention (Boulding & Kirmani, 1993).

Communication is also very important because the customer needs to be kept informed. It is necessary to explain the service to the customer, explain how much it will cost and assure the customer that the problem will be solved (Parasuraman, et al., 1985). Tangibles show the physical evidence of the service that these can be the appearance of personnel and tools and equipment used to provide the service (Parasuraman, et al., 1985).

E-service quality is discussed to increase attractiveness, customer retention, and positive word-of-mouth among other customers because it makes it easier for consumers to compare both the technical features and prices of products than other channels (Santos, 2003). It is crucial for post-purchase service as well because it involves enhanced customer relationships and makes it possible to get feedback about the product from the consumer. To ensure the positive quality perception, the website should be easy to use, good appearance, structure and content (Santos, 2003).

As a result, from pre-purchase signal to warranties and websites, customer service is an indicator of customer satisfaction and firm performance. These dimensions are taken into consideration during purchase decision so that have an impact on consumers' perceived quality.

2.5. Communication-Based Perceived Quality

2.5.1. Definition of Communication

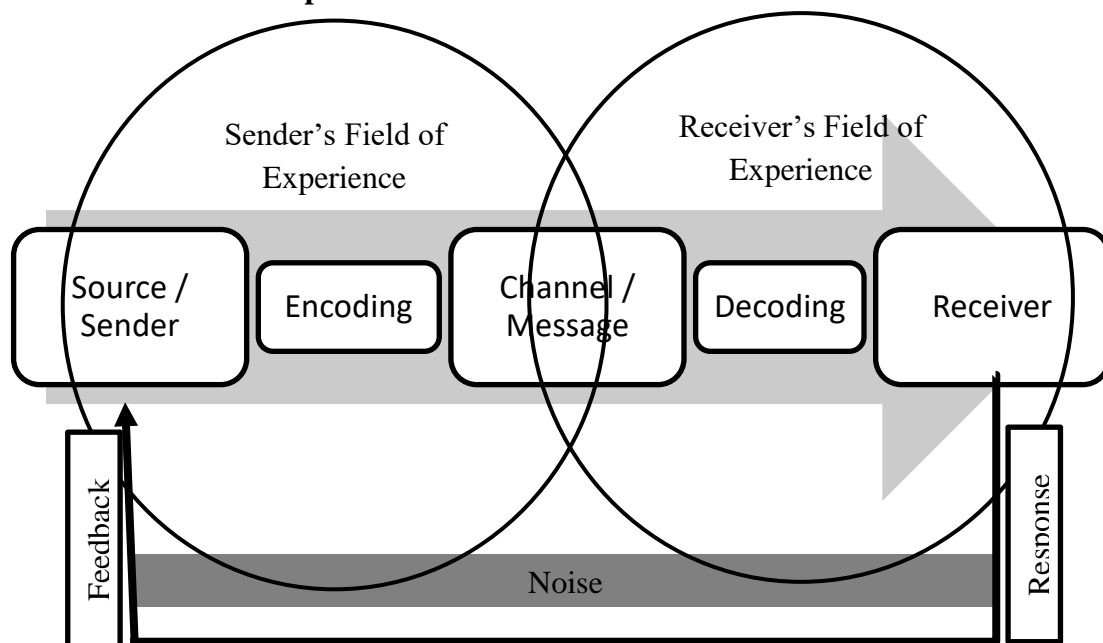
Communication is defined by Cambridge Dictionary as “the process by which messages or information is sent from one place or person to another, or the message itself” and “the exchange of information and the expression of feeling that can result in understanding” (Cambridge Dictionary). In business English definition, it is “the process of sharing information, especially when this increases understanding between people and groups” (Cambridge Dictionary). Likewise, brand communication is defined as “the combination of activities that influence customers' opinions of a company and its products” (Cambridge Dictionary). For communication to take place there should be a common thinking between two parties and information must be transmitted from one to another that establishing this commonality is very important (Belch & Belch, 2003). Therefore, in this study communication

is embraced as the way of giving messages to the consumers, reflecting its own brand image, influencing the consumer opinions and approaches through strategic brand-focused activities.

2.5.2. Communication Process & Tools

To transmit any kind of information and create a communication process, two major participants who are the source/sender and the receiver and two major tools which are channel and message are needed. Then in the process there are four other communication functions which are encoding, decoding, response and feedback. Eventually, the last element is noise which represents secondary factors that interfere with the communication process and restrain effective communication (Belch & Belch, 2003).

Table 1: Communication process



Source: Belch, G. E., & Belch, M. A. (2003). *Advertising and Promotion: An Integrated Marketing Communications Perspective (6th ed.)*. The McGraw-Hill.

During the communication process, in the first step the sender or the source as the person or organization share the information with another person or a group of people who is the receiver. The sender encodes the information by using words, signs or symbols to make it more

familiar for the receiver. Therefore, the information has turned into a message. The way of message goes from the source to the receiver is the channel. For example, salespeople and social channels like friends, neighbours, co-workers and family members are personal channels and these social channels are usually considered as word-of-mouth communication which is a strong source of information. There are also nonpersonal channels which is usually referred as mass media such as broadcast media like TV commercials, radio and print media like newspapers, magazines and billboards (Belch & Belch, 2003).

How the firms communicate with consumers can be through advertising (Cooper, 1979; Garvin 1987; Porter 1980; Kihlstrom and Riordan, 1984; Ippolito, 1990; Jacoby et al., 1971; Nelson, 1974; Zeithaml, 1988), firm specific signs and store fronts (Kihlstrom and Riordan, 1984; Ippolito, 1990), strong launch efforts (Cooper,1979), understanding, knowing the customer and providing individualized attention (Parasuraman et al., 1985), corporate social responsibility activities (Brown and Dacin, 1997), through its name (Garvin 1987; Jacoby et al., 1971; Zeithaml, 1988; Parasuraman et al., 1985), the brand/organization/store reputation (Garvin, 1987; Kenyon and Sen, 2012; Ippolito, 1990; Shapiro, 1982; Parasuraman et al., 1985) and image (Garvin, 1987; Kenyon and Sen, 2012; Ippolito, 1990; Shapiro, 1982; Jacoby et al., 1971; Wheatley and Chiu, 1977) as well as its prestige (Brucks et al., 2000). Therefore, through communication, not only it is possible to figure out consumers' needs and wants but also these strong communication activities can assure consumers to reach information regarding the product and service from various sources and have an impact on consumer's quality perception and decision making process.

2.5.2.1. Advertising and PR

Advertising and promotions are the essential parts of the economic system. Especially advertising has become a crucial communication system for the consumers and firms. Advertising and promotional methods are used to deliver intended messages to target groups. This major role of advertising and promotion helps businesses to introduce their products and services. As in market-based economies, today consumers rely on advertising and promotions to get information that they shape their purchase decisions accordingly (Belch & Belch, 2003).

Nelson (1970) implies that consumers make purchase decisions for product without being fully aware of its consequences because quality variations of products are difficult to obtain. Therefore, consumers reach information either by searching or experiencing the product most of which depend on the friends' opinion or advertising. While Nelson classifying search and experience goods, he puts appliances into experience group that the consumer can determine the quality of brands and products by purchasing and using (Nelson, 1970). And in the first place what leads the consumer to buy and experience the product might be advertising since it is able to reach a broad community. Even though Nelson defends that rather than providing information for consumers, firms' biggest concern is to sell more of their product by the help of advertising (Nelson, 1974), it can be said that advertisement is still an effective tool for consumers that they take into consideration while making a purchase decision. Rao and Monroe (1989) supported the idea that consumers consider advertising as an extrinsic cue to decide on the quality of the products. As Yoo and others (2000) remarked high advertised brands are perceived as higher quality brands by the consumers.

When public relations is examined with its traditional definition, it includes the determination and evaluation of public attitudes, the identification of organization policies with public interest and the development of communication programs in order to create public understanding and acceptance (Belch & Belch, 2003). Grunig and James define public relations as the management of communication between an organization and its publics. Therefore, public relations and communication management describe not only planning, but also execution and evaluation of the organization's both external and internal publics (Grunig & James, 1992). However, nowadays public relations get a much broader and marketing-oriented perspective so that it helps promoting the organization and its products and services (Belch & Belch, 2003).

As public relations is used as supportive to marketing objectives, it helps raising awareness, informing, gaining an understanding, building trust, giving consumers a reason to buy and motivating consumer acceptance. Because of that when compared other program elements public relations is perceived as having more credibility and it is low cost, it can reach a specific group and builds a positive image for the firm (Belch & Belch, 2003). Therefore, it is very important for firms to establish a good public relations program which is worthy of a public interest to achieve a successful, positive perception in the eyes of consumers.

2.5.2.2. Internet/Digital

In addition to these communication dimensions mentioned above, internet has become an important source for communication between the brand and consumers, but more importantly between the consumers. In the past, the aim of the advertisers is to pass a message to consumer in order to inform, persuade and remind of themselves and their offerings. In that point, consumers were passive recipients of the messages, they would either use it, or not. Yet, this has changed because of the advances in information technology and rising of online social network sites which have changed how the information spreads (Jalilvand & Samiei, 2012). Now consumers have the chance to not only create their own ad, they also give a shout out to other consumers by sharing their own experience with a product or service (Berthon et al., 2008).

Social media channels help firms and customers build a bridge between each other that companies can engage with their loyal customers and influence people's perception about their products, inform them and collect information about their audience (Brodie et al., 2013). Karakaya and Barnes (2010) suggests that consumers believe that social media has more trustworthy sources of information than the traditional marketing communication activities used by companies. Companies which use social media as a communication tool influence consumer perception of their brands (Bruhn et al., 2012). In spite of the increasing spendings on social media marketing, it is not effective enough for consumers to internalize what the firms propose (Schivinski & Dabrowski, 2015). While before the marketers had a total control and administration on brand communication, now internet users have a power to shape the brand communication (Schivinski & Dabrowski, 2015) which leads and results in a strong word of mouth impact on other consumers. Therefore, social media brand communication generated by users has turned into an important source of communication for others. As a result of the strong word of mouth communication on social media, companies have lost their role as the primary source of communication because as Berthon and others (2008) proposes, social media provides the opportunity for consumers to create and share their own content related with different topics such as brands and products. As a result, user generated social media communication positively influences the perceived quality.

Berthon et al. (2008) studied the motivations behind the desire to produce and share these consumer-generated ads which they defines as “any publicly disseminated, consumer-generated advertising messages whose subject is a collectively recognized brand” (p.8). It might be for the purpose of intrinsic enjoyment that the consumer creates something just for a playful enjoyment, or for the purpose of self promotion that the consumer wants to attract the attention of a potential employer, or for the purpose of changing perceptions that the consumer shares his experiences with the intention of influencing the minds and hearts of the target audience. The third one is important because it might be used to change the quality perception about a product either positively or negatively by promoting or disrupting the brand (Berthon et al., 2008). In addition, Jalilvand and Samiei (2012) also defends that people are quite into writing and reading satisfactory and unsatisfactory experiences. They found out that at the point of purchase customers are able to read online recommendations through mobile internet which has a remarkable effect on people’s quality perceptions and as a result their purchase decisions. Therefore, as a precaution to negative online word of mouth, marketers should develop and use necessary communication tools to inform consumers about their brands and products so that they could change some of the negative perception and associations resulted from online WOM (Jalilvand & Samiei, 2012).

2.5.2.3. Direct Marketing

Companies believe that direct marketing is an effective tool in the integrated communications program in terms of getting in touch with the consumer directly. Promotional mix tools like advertising, sales promotions and personal selling are very influential to create a brand image, increase awareness and passing information when these are used directly (Belch & Belch, 2003). Direct marketing is defined as “a system of marketing by which organizations communicate directly with target customers to generate a response or transaction” (Belch & Belch, 2003). It connects directly the targeted consumers on a one-to-one and interactive communication so that by using the consumer data, companies can develop personalized marketing offers and communications for the defined buyers (Kotler & Armstrong, 2012).

Direct marketing has become an important component in the integrated marketing programs and it is more effective when it supports and is supported by other promotional mix elements such as advertising, public relations, personal selling, and media (Belch & Belch,

2003). The forms of direct marketing can be face-to-face selling, direct-mail marketing, catalog marketing, kiosk marketing, online marketing and new digital technologies such as mobile phone marketing, podcasts and interactive TVs (Kotler & Armstrong, 2012).

Direct marketing can start or complete a sale by using these other forms of marketing programs. In one-to-one marketing each customer is treated in a unique way based on the previous purchases and interactions with the company (Keegan & Green, 2013). Therefore, companies can identify and differentiate their customers, interact with them and develop the most effective way to form communication and then customize the product or service for the customer by sending the offer through the communication tool such as a direct mail (Keegan & Green, 2013).

On the other hand, direct marketing has some disadvantages because of the increasing concerns of privacy and internet security issues. For that reason, direct marketers should be very careful not to be excessive, annoying and offensive to the customers (Kotler & Armstrong, 2012).

2.5.2.4. Sales Promotions

Sales promotion comprises of short-term incentives which stimulate a product or service purchase (Kotler & Armstrong, 2012). Sales promotion involves some kind of encouragement that provides an extra value and incentive to buy. This incentive might either be a price promotion such as price reduction, coupon, mail-in refund or nonprice promotions such as free samples, an extra amount of a product sweepstakes and contests (Belch & Belch, 2003; Keegan & Green, 2013). As Kotler and Armstrong state that while advertising gives consumers some reasons to buy a product or service, sales promotion gives consumers reasons to buy now (Kotler & Armstrong, 2012). Therefore, it pushes consumers on making the purchase decision when the consumer has no intention.

Sales promotions can be divided into two as consumer sales promotions and trade sales promotions. Consumer sales promotions are designed to increase awareness of consumers about a new product, trigger nonusers to try an existing product, or to increase the consumer demand. On the other hand, trade sales promotions are planned to increase the availability of a product

in distribution channels (Keegan & Green, 2013). These may include dealer contests, point-of-purchase displays, training programs for the dealers (Belch & Belch, 2003). In terms of maximizing the effectiveness of promotion program, motivating both the customer and distributor/retailer is very crucial (Belch & Belch, 2003).

It is suggested that sales promotion programs should be integrated in advertising, public relations and personal selling (Keegan & Green, 2013), in that way it would be even more effective since it would be more consistent through the supportive activities. As a marketing communication tool, sales promotions decrease the perceived risk consumers may associate with the product (Keegan & Green, 2013). The consumer may overlook the risks due to the provided tangible incentives, because he/she will gain favor either financially by the price discount and free sample, psychologically by additional warranty, cash refunds or joy of winning a contest or sweepstakes.

In terms of the firms, sales promotions are quite useful since the result can be immediately tracked. Therefore, brand responsible can easily see whether a promotion is effective for the sales numbers or not and take the next steps accordingly. In addition to tracking the results, firms can also track and keep consumers' personal information on their databases thanks to the promotional tools like sweepstakes and rebates that they collect for the participation (Keegan & Green, 2013). As a result, firms can combine and use other marketing communication activities and get in touch with the consumer to affect their purchase decision and consideration.

2.5.3. Importance of Brand Communication & Brand Elements

With regard to marketing communication many major changes have occurred among consumers in terms of demographics, lifestyle, buying habits and media use. At this time when communication is so important and customers shifted from being passive to active consumers, communication activities are inevitable for firms to introduce their brands and products and get feedbacks from the community. Since brands position itself and present their brand identity and brand equity through marketing communication activities, what sticks in consumers' mind is how the brand represents itself. Cooper (1979) defends that having a strong marketing

communications is one of the keys for industrial product success. Therefore, major communication tools and their importance on product evaluations and purchase decision will be examined following.

Elements of brand are worth examining in this study because brand has become an important part of today's daily life. No matter what the product or service is, brand has become something to promise a particular level of quality, trustworthiness among other options. Brand awareness has a crucial role in finalizing the purchase decision because it has a strong influence on consumer to recall his/her preferred brand (Farhana, 2012). Brands have the ability to simplify the choice for the consumer, promise a quality level, reduce the risk and reveal trust (Keller & Lehmann, 2006).

Brand elements are visual or verbal information that define and differentiate a product. Most common brand elements are names, logos, symbols, characters, packaging and slogans (Farhana, 2012).

The brand name is a core element of a brand and a corner stone for creating brand awareness and communication (Aaker D. , 1991). A brand name is a source of product identity and has a long term commitment.

Logos and symbols are among the visual brand elements that brand's visuality is very important in building and maintaining its presence in the market. Logos provide two main aims which are identification and differentiation of the product and brand (Farhana, 2012). Therefore, these visual brand signals should be memorable, easily recognizable and enable people to form associations relatedly.

Brand character is actually a type of brand symbol which is rich in imagery and catches attention easily. It can be used as a messenger to communicate the key benefits of a product (Keller, 2003).

Packaging is another important brand element that since it is the container of the product, its aesthetic and functional components should be chosen properly. It is the fact that besides the protection of the content and distribution, package also performs for brand and product identification, information on price and product use (Gawek, et al., 2007).

Lastly, there are slogans and jingles as brand elements. While slogans deliver descriptive and compelling information about the brand through short statements (Keller, 2003), jingles are the musical form of these information and messages.

As a result, all of these elements represent the brand's itself and have a common goal which is to draw a specific image and stick in consumers' mind. To manage this, brand should differentiate themselves from other competitors in the market through the right strategy. Distinctive approach of each brand element would end up with memorability in the decision making stage.

2.5.4. Brand Trust

When a customer trusts a brand, he also trusts the products of that brand. Therefore, in order to execute a decent exchange process, marketers should avoid deception in product design, pricing and communication. They shouldn't use manipulative sales tactics that harm customer trust. Because when the customers don't get what they expect, there is a high possibility of switching to a more trusted and reliable products. This is because profitable and strong customer relationships are built on a trust and honesty (Kotler & Armstrong, 2012).

Brand trust is defined by Ballester as "feeling of security held by the consumer in his/her interaction with the brand, that it is based on the perceptions that the brand is reliable and responsible for the interests and welfare of the consumer" (Ballester, 2011). As it is stated in the article Lau and Lee define brand trust as the customer's willingness to rely on the brand while there are other risks and the brand will lead to positive outcomes of the customer expectations (Lau & Lee, 1999). They defend that factors like brand characteristics, brand reputation, brand liking and trust in the company lead to the trust in a brand which turns into the brand loyalty overall (Lau & Lee, 1999).

Additionally, as word-of-mouth has a strong effect on consumer behavior, factors like personal recommendations of friends, associates and other customers are considered as more trustworthy than other commercial sources like advertisement (Kotler & Armstrong, 2012). Through these chats, consumers talk about the brand they use and how they feel about it. When

others draw a positive picture, even if a person doesn't use that brand, he/she also starts to trust that brand.

Furthermore, it takes so long to build trust on a brand. At this point sales people play an important role. The best sales people are considered as to be good at one-on-one communication to know how to build a strong relationship with the customer without being too aggressive and overbearing. Therefore, good sales people can create brand trust and loyalty because people trust them and want to work with them. (Kotler & Armstrong, 2012).

2.5.5. Dimensions of Communication-Based Perceived Quality

Communication is regarded as a process which brands should focus on thoroughly because the way they communicate with customer, the way they express themselves shape the way customer perceive their success and quality. Communication means of brands might be through advertising (Cooper, 1979; Garvin, 1987; Ippolito, 1990; Jacoby et al., 1971; Kihlstrom & Riordan, 1984; Nelson, 1974; Porter, 1980; Zeithaml, 1988), through strong product launch efforts and strong sales force (Cooper, 1979), through true communication like keeping the customer informed, calling the customer back quickly (Parasuraman, Zeithaml, & Berry, 1985), responsiveness, willingness, politeness, friendliness and respect of the personnel (Brucks et al., 2000; Garvin, 1987; Parasuraman et al., 1985), understanding and knowing the customer and providing individualized attention (Parasuraman et al., 1985) is important for creating a good quality image in the eyes of consumers.

As Ippolito states that firm specific signs and store fronts can be defined among the hidden product quality indicators (Ippolito, 1990). Besides, Wheatley and Chiu also confirmed that store reputation is used as a cue to the product quality (Wheatley et al., 1977). Because the signs and store fronts should be able to communicate quality image so good that consumer would be influenced by that representation during evaluation of product quality.

Corporate social responsibility activities also influence perceptions of company's products and company's itself. Corporate social responsibility associations represent the organization's activities related to its perceived societal obligations which are usually unrelated

to company's products and services (Brown and Dacin, 1997). These activities can be about environmental friendliness, community involvement or sponsorship of activities.

Brand name can be one of the first things that comes into consumer's mind during consideration. As Brucks and others (2000) mentions that consumers use brand name as an indicator while judging the quality of a product. (Garvin 1987; Jacoby et al., 1971; Zeithaml, 1988; Parasuraman et al., 1985). Prestige is how well a product represents quality to the consumer and his relevant social groups (Brucks et al., 2000). Either visible characteristics like appearance, price or invisible characteristics like product or brand image can reflect prestige. Prestige is perceived as a quality dimension and it is evaluated through tangible and intangible social components by consumers since it satisfies some of the social symbolic needs such as self-enhancement, role position, group membership and ego identification. If the product reflects superiority of the purchaser and his relevant social groups, it represents prestige as quality (Brucks et al., 2000).

While evaluating quality, product image might be more important than the product's actual physical quality because creating a good image and raising product awareness have a big impact on shaping consumers' quality perceptions (Kenyon and Sen, 2012). In addition the brand name awareness, brands with a strong positive image influence quality perceptions as well (Jacoby et al., 1971).

Reputation is usually established by firms for high quality (Garvin, 1987; Kenyon and Sen, 2012; Ippolito, 1990; Shapiro, 1982; Parasuraman et al., 1985). Yet, as stated this is only possible for a high quality brand by creating advertising as other high quality brands. Otherwise, they would not be noticed among other brands and cannot build a reputation for high quality (Kihlstrom and Riordan, 1984).

In addition to the attributes mentioned above, the effect of word of mouth on consumer perception and purchase intention is undeniable. WOM is considered as one of the most influential source of information on product evaluation for consumers. Especially, it has become a crucial way to transmit information on websites and social media (Jalilvand & Samiei, 2012). Consumers tend to be interested in writing and reading both pleasant and unpleasant experiences. What is most remarkable that instead of positive and neutral information, negative information is more diagnostic and informative for the consumers. Even if there is positive

implications, one negative comment is weighed heavily in product quality judgement (Herr et al., 1991). Furthermore, as WOM information is much more accessible in the memory, it is easy to make a judgement depending on that information during purchase decision. While positive WOM plays an important role in influencing customers' purchase intentions positively and creating a positive image of company and brand, marketers should be well-prepared with appropriate communication tools for negative associations about the brand and product created by negative WOM (Jalilvand & Samiei, 2012).

2.6. Consumer Attitude Formation

2.6.1.1. Stages in the Consumer Decision-Making Process

Consumer behavior is the process and activities people go through while searching for, selecting, purchasing, evaluating, using and disposing of products and services. They engage in these processes with the aim of satisfying their needs and desires (Belch & Belch, 2003). To be successful during this process by executing the sales and satisfying the consumer, marketers need to understand the consumer and need to know how they collect information and under what circumstances and impact they make a purchase decision.

In the consumer decision-making process first stage is problem recognition. When a difference occurs in ideal state and actual state of consumer, consumer perceives a need or a problem and gets motivated to enhance his situation. The problem might occur due to a dissatisfaction that the consumer might think their current product is not useful enough or an advertising might make them recognize this problem. In addition, changes in financial situation and lifestyle may lead to new needs and problem recognition by consumers. It can also be caused by a product purchase that if consumer buys a computer it might lead to new needs of related products and purchases like software programs. When new innovative products are introduced in the market, firms imply that what problems consumers have and how they solve it by buying the new introduced product (Belch & Belch, 2003). Therefore, there are many ways of problem recognition that these can be either internal or external factors and eventually it is accepted as the first step of buying process.

The second stage in the decision making process is information search. When the consumer recognize a problem or a need, he starts to search for information to decide on what product to buy. At this point, consumer starts with his past experiences and knowledge which is considered as the internal search. However, consumers gather additional information by making an external search that it can include personal sources like friends, relatives and colleagues, or commercial sources like advertising, salespeople and internet, or public sources like articles in magazines and newspapers, or personal experiences like handling, examining and testing the product (Belch & Belch, 2003).

Once the consumer gather the information, the stage of alternative evaluation comes. During this stage consumer makes comparisons of various brands and products. Consumer compares the brands of which he is aware that this group of brands is defined as the evoked set. As one of the main targets of the marketers is to create a high awareness among consumers that they aim to increase the probability of being included in this evoked set and increase the possibility of purchase (Belch & Belch, 2003).

The outcome of alternative evaluation is the development of purchase intention. When the customer decides on which brand to buy, there are still some steps for the actual purchase action. Once the consumer makes the purchase decision, he also decides on when and where to buy. Especially in consumer durables, this time between is much longer because these kind of products require high involvement and when these are bought, they are used for long years (Belch & Belch, 2003). During the alternative evaluation and purchase intention stages, culture and lifestyle also have a big impact on purchase decision process (Leo et al., 2005). For instance, being more individualistic or collectivist affects the product choices since the customer would prefer the brand and product which is a good representative of his lifestyle and closer to meet his expectations (Leo et al., 2005).

The last stage of the process is postpurchase evaluation that in this stage consumer evaluates whether he is satisfied or dissatisfied with the product. If his expectations about the product is fulfilled, he is satisfied, but if the performance is below expectations, dissatisfaction occurs. Dissatisfaction may cause negative approach towards the brand and decrease the chance that the brand will be purchased next time and it will have a negative image when the consumer evaluates his evoked set (Belch & Belch, 2003). For that reason, it is important to support the

customer postpurchase to create a positive post purchase evaluation and brands should provide with a high quality product or service to the customer.

2.6.2. Brand Reputation

As being one of the main assets of company, brand reputation is a key to the intended loyalty of customers. It is a perception of quality that associated with the brand name (Harvey et al., 2018). As Zeithaml suggests brand name is not product specific, yet it is perceived as a sign of quality by the customers and brand reputation is associated as brand reputation (Zeithaml., 1988). In addition, creating and maintaining a a strong brand reputation is beyond the functional benefits of products, product features and technical performance. It is up to the successful emotional communication with the customers (Movafegh & Fotoohi, 2015). Yet, it is inevitable that well-known brand names with a good reputation leads customers to the new products of the brand (Tuominen).

As it is stated one result of a product's failing reputation is that customers become skeptical about the company and their other products as well. As many companies want to produce high quality products and the way they manage product quality affect its reputation in a positive or negative way (Kotler & Armstrong, 2012). Especially, it is believed that conscience consumers take reputation into consideration while deciding on which brand to choose. Therefore, it can be said that good quality cause a good customer value and satisfaction that these are the keys for a favorable customer relationship and brand reputation.

Additionally, another factor that affects brand reputation is the way they execute their marketing actions. Unethical marketing can harm both the customers and the society. Therefore, in order to sustain brand reputation at this point, companies should develop their ethics policies that cover their product development, customer service, pricing, advertising and general standards (Kotler & Armstrong, 2012).

To preserve brand reputation during unflattering media reports, crises and controversies which arise as a result of company activities, a good public relations practise is important. At that point, a respond should be given promptly and the facts should be presented to the public through the tools of PR such as news releases, newsletters, media kits, press conferences,

professional journals, company publications, TV, special events, social media and corporate websites (Keegan & Green, 2013).

2.6.3. Brand Loyalty Intention

Loyalty of customers is an intended behavior of possible future purchases and renewals of own service and contracts (Aaker, 1991). Customers are either loyal due to technical, economical and psychological factors that these might have costly consequences, or due to their high satisfaction with the product and brand so they continue their relationship (Selnes, 1993). Customer loyalty results from customer satisfaction (Kotler & Armstrong, 2012). On the other hand, there are some customers showing no loyalty to any brand, so they may prefer different brands each time or the brand which is on sale. A brand can learn much about their loyalty patterns by analyzing their loyal customers and they can learn much about their weaknesses by analyzing competitor brands and customers who shift the brands so quickly. Thus, they can acquire the highlights to make their customers loyal (Kotler & Armstrong, 2012).

Brand equity is also the brand's ability to capture consumer loyalty. It means that the brand name has a strong effect on consumer reaction to the product and marketing (Kotler & Armstrong, 2012). Therefore, the more the brand equity is stronger, the higher the customer loyalty and awareness is.

The factors affecting brand loyalty intention can be the exclusive products which other competitors cannot offer to the customers, advertising campaigns which can create name recognition, brand knowledge and brand preference, promotions such as in-store demonstrations, displays and loyalty programs, price which can preserve the loyalty of customers, good repair service, and good sales people because customers trust them on their recommendations depending on their needs (Kotler & Armstrong, 2012).

It is the fact that customers do not like to take risks so much. Especially, in Asian cultures people have low tolerance for ambiguity and customers are likely to form brand loyalty around the brands they are familiar with. Or in other countries like USA and some Europe countries with high level of uncertainty avoidance depend on warranties and money-back guarantees (Keegan & Green, 2013). Especially, through the customer relationship management, it is

possible for companies to collect, store and analyze customer data so that they can acquire important information about customers and shopping habits. Therefore, they can target customers and increase loyalty by developing customer-focused strategies and personalizing the communication and differentiating business (Keegan & Green, 2013).

3. BACKGROUND OF THE STUDY

3.1. Household Appliances and Market Size

Household appliances are included in the electricity appliances and durable goods. The industry has a wide range of products that refrigerator, deep freezer, oven, washing machine, dryer, dishwasher are considered as 6 main product groups, additionally, cookers, vacuum cleaners, toasters, blenders, mixers, food processors, fruit presses are considered as the small home appliances group. In addition, air-conditioner, water heaters and water purifiers are considered as the electricity appliances (TURKBESD, 2018).

According to Porter's five forces analysis, there are 5 factors that determine the competitive intensity and profitability of an industry (Porter, Five Forces Model). As these are analyzed considering the durable goods industry, first one is the threat of new entrants which results in a decrease in profitability for the firms in the industry (Porter, Five Forces Model). For the durable goods industry, these can be stated as absolute cost of production, product differentiation, access to distribution and customer loyalty to established brands. Secondly, there is a threat of substitute products for this sector. Especially, relative price performance of substitute and perceived level of product differentiation might influence the consumers very easily. The third threat is the bargaining power of customers/buyers because customers are very sensitive to price changes. Therefore, it is quite easy to catch a customer by price campaigns. Similarly, the fourth one is the bargaining power of suppliers which influences the costs directly. Yet, it can be concluded that if there is a strong distribution channel, employee solidarity and dealership system, there would not be any threats with the suppliers in this industry. Lastly, the major determinant of competitiveness of the industry is the intensity of competitive rivalry. The biggest threats can be the competition between online and offline companies because online channels might upset the dealers in the offline channels. Powerful competitive strategy of other

brands and competitive advantage of innovation are among the forces that have an impact on competitive environment among brands (Porter, Five Forces Model). Additionally, level of advertising expense not only increase competitiveness, but also brand visibility, therefore, establish a bond between the customer and affects the brand image positively.

When considering other macro environmental factors influencing the sector, the opportunities to obtain a potential growth and profit for this sector are; increase in technological advances, increasing globalization, innovative mindset, smart appliances and increasing adoption of online services by consumers, high variability in production range, decreasing life-cycle time of appliances which leads to change in consumer purchase behavior, high workforce potential, consumer-oriented service and production, while the threats can be indicated as; countries having a large scale production like China, or countries having low-cost production like 3rd world countries, import of materials like steel, currency changes, crisis in UN countries, lack of qualified workers (ASO, 2017).

Turkey has become the leading country in production of household appliances in the last 10 years. Turkey is the second country after China in terms of production and followed by Brazil, the USA and Poland. Household appliances sector is 57 billion TL market and Turkey has 25 million units of production capacity, 75% of which is exported to more than 100 countries including European countries, Africa and North America.. Domestic production in refrigerator, oven, washing machine and dishwasher categories is increased 6% and reached 22.5 million units in 2015 (TURKBESD, 2018). Around 60.000 people work for this industry directly and 600.000 work indirectly as sales point and service personnel (TURKBESD, 2019).

Significant investments in research and development are made by companies in Turkey which helps to gain competitive power and achieve remarkable success in the world. In addition, there are over 1500 patent applications in the last 5 years of the sector (TURKBESD, 2018). Especially, Vestel, Arçelik and BSH are top 3 patent applicants of the sector (Adres Patent, 2018).

In 2017, 620.000 units were sold, but in 2018 only 515.000 units were sold in the local market. In November 2018 the impact of OTV deduction slowed down the narrowing and the year ended with a 17% downsizing (TURKBESD, 2019). This situation is expected in 2019 as

well. It is expected that if OTV deduction doesn't continue in this year, the sector will be downsized up to 15% (TURKBESD, 2019).

Due to the decrease in consumer demand in the last 2 years, production costs have become an important issue to focus on. Therefore, as import of materials increase the production costs, in the long term the sector is expected to turn to domestic production of steel. Although Turkey has a huge local production, the fact of currency depreciation affected the product prices negatively (TURKBESD, 2019).

3.2. Major Groups in the Market

Majority of the household appliances market is dominated by 4 firms which are Arcelik Group, BSH Group, Vestel Group and Samsung Group.

Arçelik A.Ş. is founded in 1955 and since today it has reached 30.000 employees, 18 production plants in 7 countries including Turkey and 11 brands such as Arçelik, Beko, Grundig, Blomberg, Arctic, Leisure, Defy and Altus. They produce refrigerators, freezers, washing machine, dishwashers, oven, microwave, cooktops, hoods, distillation units, additionally, vacuum cleaner, iron, food and beverage products as small appliances, and TV as electronic products.

The company is the leader in the sector with 50% market share (arcelikas.com). As being among the leader in patent applications, the company has 10 research and development and design centers that focus on innovative business models and innovative products (arcelikas.com). The company has more than 3000 sales points, more than 1000 of which is called concept shops that enable consumers to experience the products interactively (arcelik.com.tr).

Besides, the company has a strong image in the media as well. In 2017, Arcelik got 80 awards and success stories in environmental issues, industrial design, research and development, patent, CRM and marketing (arcelikas.com). Additionally, they focus on social responsibility issues like gender inequality by developing a dictionary with the aim of eliminating the use of sexist words in the daily lives and started an initiative called "Ruhun

Doysun” with Grundig with the aim of eliminating food waste and promoting respect for food (arcelikas.com). Beko has also started a social responsibility project called “Eat Like a Pro” with FC Barcelona which the brand is sponsored to. The project is launched in IFA and it is aimed to avoid obesity among children and build an inspiration for healthy eating (arcelikas.com). In addition, the global brand Beko has become the name sponsor of Fenerbahçe basketball team and the sports club will be referred as Fenerbahçe Beko for the next 2,5 years that it increases the brand awareness quite a lot and merge two brands under common value of teamwork, social utility and role modeling (Pazarlamasyon, 2018). In addition, Arcelik has a hardware oriented entrepreneurship program called BİGG Arçelik Garage that entrepreneurs get a 2-month mentoring and financial support to test and produce a prototype of their technologies (arcelikgarage.com). Therefore, they support entrepreneurs to present more innovative products, services and solutions to the market.

BSH is founded as a joint venture of Robert Bosch GmbH and Siemens AG in 1967 and 100% is owned by Bosch Group since 2015 (BSH Group, 2019). Over the years, the company has become one of the world’s leading home appliance manufacturers with 61.000 employees and 13.4 billion euros revenues worldwide (BSH Group, 2019). There are 13 brands within the company that these are Bosch, Siemens, Gaggenau and Neff global brands and local brands such as Thermador, Balay, Constructa, Pitsos and Profilo (BSH Group, 2018) The company has 42 production sites worldwide and they produce from cookers, ovens, extractor hoods, dishwashers, washing machines, dryers, fridges, freezers to small appliances like vacuum cleaners, coffee machines and food processors (BSH Group, 2019).

They spend 4,5% of the revenue on research and development of their products and in the last 10 years, they has increased the number of research and development engineers 300% (BSH Group, 2018). The company is the first in Turkey having the research and development center certificate (BSH Group, 2018). As a company culture, sustainability has a big focus point on their innovative products (BSH Group, 2018). The company aims that they will decrease the energy and water consumption 20% until 2025 (BSH Group, 2018).

As the company brands focuses on durability and high quality, design, efficiency and innovation (BSH Group, 2018) they emphasize on these statements in their advertisements. For example Bosch highlights healthy living and becomes sponsor for some events like Bodrum

half-marathon and promote their blenders to support healthy living with healthy smoothies. In addition, to contribute to conscious and sensitive generations, Bosch Çevre Çocuk Tiyatrosu is initiated and reached more than 150.000 children in the last 10 years (Bosch Ev Aletleri, 2019).

Vestel Group has 28 company within, 18 of which is in abroad (Vestel, 2018). The group exports its products to 155 country and has more than 16.000 employees. Vestel is one of top two producers of TV and one of top five producers of home appliances in Europe and one of the top three in Turkey (Vestel, 2018). Their production plant is located in Manisa and it is among the biggest factories of Europe. There are approximately 1150 sales points of Vestel and 1028 of Regal in Turkey and 2750 sales point in other countries (Vestel).

Vestel has 8 research and development center, 5 of these are in Turkey, the others are in England, Taivan and China. 1600 employees are working for research and development. In addition to wide range of household appliances, they also develop and produce smart phones (Vestel, 2018).

In order to increase its brand awareness, in 2014 Vestel started “Türkiye Vestelleniyor” campaign to show their broad foundation in terms of product, service and sales points so that they put the image of being accessible all the time (Campaign Türkiye, 2017). After a short time they initiated “#GururlaYerli” campaign to embrace and promote its domestic production and technological developments (Campaign Türkiye, 2017).

Samsung Electronics is founded in Korea in 1969 and became a big producer of household electronics and TV and started exporting their products (Samsung, 2019). During the 1980s and 1990s they extended their production into VCRs, personal computers and mobile phones. Today, with its success in electronics Samsung is considered as a leader in technology and as among the best 10 global brands (Samsung, 2019).

Recently, it has presented some innovative products like Family Hub refrigerator, AddWash washing machine and Wind-free air conditioner. They also focus on build-in appliances (Samsung, 2019). They put so much importance on environment in their product planning and through their Eco-design Process they get a chance to analyse the product’s potential impact on environment and act accordingly (Samsung, 2019).

4. METHODOLOGY

In this section, research objective, conceptual model and hypotheses of the study, research type, questionnaire and variables used in this study, sampling method and size, data collection and the analysis method are explained.

4.1. Research Objective

This study aims to develop an understanding of how consumers of cooking household appliances perceive quality and how perceived quality drives purchase behavior and influences brand trust and brand loyalty intention. In addition, find out the quality perception differences of cooking appliances among different brands in the eyes of consumers. Lastly, find out how the perception of quality differs according to demographic and personality characteristics like innovativeness and experience of consumers.

4.2. Proposed Model

Proposed conceptual model includes three main concepts of this study that first one is perceived quality dimensions (Independent variable), second one is consumer characteristics like consumer innovativeness and past experience (moderating variable) and last one is consumer attitude change in terms of brand trust and loyalty intention (dependent variable).

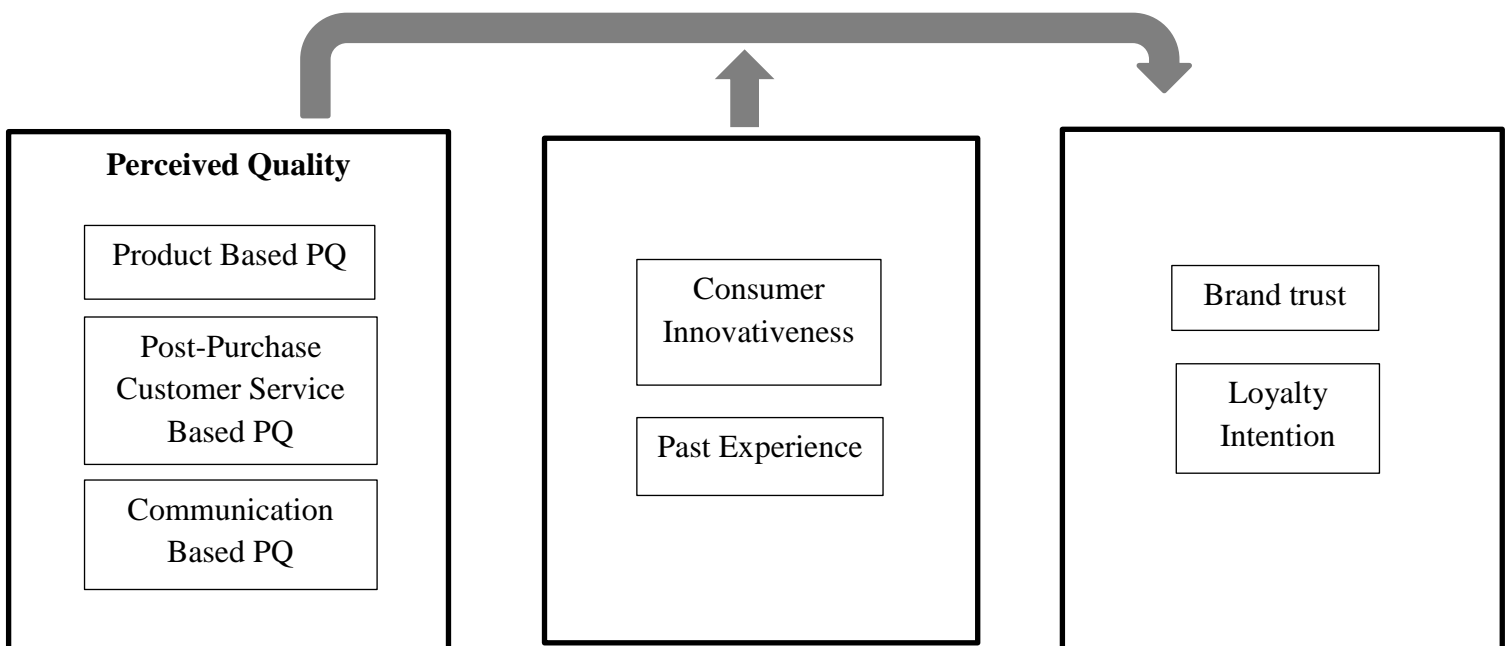


Figure 1: Proposed Conceptual Model of the Study

Relevant hypotheses are developed based on conceptual framework:

H1: Product based perceived quality has an effect on brand trust.

H2: Post-purchase customer service based perceived quality has an effect on brand trust.

H3: Communication based perceived quality has an effect on brand trust.

H4: Product based perceived quality has an effect on loyalty intention.

H5: Post-purchase customer service based perceived quality has an effect on loyalty intention.

H6: Communication based perceived quality has an effect on loyalty intention.

H7: Consumer innovativeness has a moderating effect between perceived quality and brand trust.

H8: Consumer innovativeness has a moderating effect between perceived quality and loyalty intention.

H9: Past experience has a moderating effect between perceived quality and brand trust.

H10: Past experience has a moderating effect between perceived quality and loyalty intention.

4.3. Research Type

This study is considered as descriptive study. The aim of a descriptive study is to offer a profile or to describe relevant aspects of the phenomena of interest from a person, organizational, industry-oriented, or other perspective (Sekaran, 2003). It is conducted to organize, summarize and show the collected data in an informative way (Durmuş, Yurtkoru, & Çinko, 2013). In the beginning of this research, a pilot research was conducted with 56 participants to determine the dimensions of quality. Participants were asked to choose the variables they value while making a durable good purchase. Therefore, it is aimed that the pilot

study would provide an insight for which variables to focus on and to use in the main questionnaire.

4.4. The Questionnaire and the Variables of the Study

As secondary data, the questionnaire includes 4 sections and 94 questions including the demographic questions. In the first section, they are asked to choose the oven and/or cooktop brand they are using and how long. In the second section they are asked to answer the questions about perceived quality dimensions based on the brand they have chosen in the first section. Therefore, it is aimed to collect the data of participants' perceptions regarding the brands they are using themselves. From this section to the last section, five-point Likert scale from "strongly disagree" to "strongly agree" is applied. In the third section, consumer innovativeness of participants is aimed to be measured. Lastly, demographic characteristics of the participants are collected.

The dimensions, sub-dimensions and questions are shown in the table below. Questions are double-checked to avoid misunderstanding of questions and minor changes in several questions are applied and several are removed.

The questionnaire is prepared in an online tool, Google Forms and can be seen in the appendices section.

Table 2: Dimensions of the study

Dimension	Sub-dimension	Questions	Operational Definition	Source
Product Based PQ	Performance	Q1	Primary product operating characteristics	Garvin, 1987; Kenyon and Sen, 2012
	Ease of use	Q2	Consumer's ability to start and operate the product	Brucks et al.,2000

	Features	Q3 – Q4	Objective and measurable attributes	Garvin, 1987; Kenyon and Sen, 2012
	Versatility	Q5	Characteristics that distinguish the model	Brucks et al.,2000; Porter 1980
	Product components	Q6	Buttons, handles	Lieb et al., 2008
	Reliability	Q7	User based quality, how well the product performs its intended function	Zhang, 2001; Juran, 1951
	Durability	Q8-Q9	Product life, amount of use before it deteriorates. Length of time the product lasts, work properly	Garvin, 1987; Brucks et al., 2000; Kenyon and Sen, 2012
	Conformance	Q10	Match with specifications. Manufacturing based quality. Desirable outcome of engineering and manufacturing practice	Zhang, 2001; Kenyon and Sen, 2012;
	Aesthetics	Q11	Aesthetics	Kenyon and Sen, 2012
		Q12	Design and operation	Zhang, 2001
		Q13	Ergonomics	Kenyon and Sen, 2012

		Q14-15-16	Appearance, flexibility of use, screen size-control panel, color, style, size, packaging	Snoj et al.,2004; Jacoby et al., 1971; Brucks et al., 2000; Wheatley and Chiu, 1977
	Price	Q17	Price; Product priced higher than competing product; Price as differentiating the available quality levels; Price as compensation of lack of information	Jacoby et al., 1971; Brucks et al., 2000; Cooper 1979; Nelson,1970; Wolinsky, 1983; Zeithaml, 1988; Wheatley and Chiu, 1977
	Product uniqueness/superiority	Q18-19	Highly innovative product-significant improvements over previous products	Cooper, 1979
		Q20	Superior to competing products in meeting customer's needs	Cooper, 1979
		Q21	Product let customer to reduce his costs	
		Q22	Being first into the industry. Company's being first into	Cooper, 1979

			market with product	
	Product technical complexity and magnitude	Q23-Q24	A high technology product. Mechanically and technically complex product	Cooper, 1979
	Product experience properties	Q25	Convenience	Kenyon and Sen, 2012
	Product-firm innovativeness	Q26	Change in consumer's behavior	Shams et al., 2015
	Environmentally friendly	Q27	Any product, service or policy which is not harmful for the nature or its negative impact is minimum	Kianpour et al., 2014
	Country of Origin	Q28	Country of origin	Chao, 1998
	Security	Q29	Freedom from danger, risk or doubt	Parasuraman et al., 1985; Kenyon and Sen, 2012;
	Corporate ability associations	Q30	Company's expertise in producing and delivering its outputs	Brown and Dacin, 1997
Post-Purchase Customer Service Based PQ	Serviceability	Q31	The speed, courtesy, competence and ease of repair	Garvin, 1987; Brucks et al., 2000; Kenyon and Sen, 2012
	Post purchase	Q43	After-sale service quality	Santos, 2003, Sun et al., 2016

	Reliability	Q35	Consistency of performance and dependability	Parasuraman et al., 1985; Kenyon and Sen, 2012
	Augmented services	Q37-38	Warranty; warranty length, warranty scope	Ippolito, 1990; Boulding and Kirmani, 1993; Lutz, 1989; Zeithaml, 1988;
	Communication	Q39	Explaining the service itself	Parasuraman et al., 1985
		Q40	Explaining how much it will cost	
Q41		Assuring the consumer that a problem will be handled		
Communication Based PQ	Brand associations	Q49	Advertising; & Advertising as information about the characteristics of a brand, Adequate advertising skills	Garvin 1987; Porter 1980; Kihlstrom and Riordan, 1984; Ippolito, 1990; Jacoby et al., 1971; Nelson, 1974; Zeithaml, 1988; Cooper, 1979
		Q54	Firm specific signs and store fronts	Kihlstrom and Riordan, 1984; Ippolito, 1990
	Word of mouth	Q59	Communications and specific attribute information on product evaluation	Jacoby et al., 1971; Herr et al., 1991
	Strength of marketing communications and launch efforts	Q55	Strong sales force launch effort	Cooper, 1979
		Q52	Market launch	

	Sales promotions	Q50	short-term incentives that stimulate a product or service purchase	Belch&Belch, 2003; Keegan&Green,2013; Kotler&Armstrong, 2012
	PR	Q51	identification of organization policies with public interest and the development of communication programs in order to create public understanding and acceptance	Belch&Belch, 2003
	Communication	Q36	Calling the customer back quickly	Parasuraman et al., 1985
	Responsiveness	Q46	Responsiveness of service personnel	Garvin, 1987; Brucks et al., 2000
		Q47	Willingness and readiness of employees to provide service	Parasuraman et al., 1985
	Courtesy	Q48	Politeness, respect, consideration and friendliness of contact personnel, personal characteristics	Parasuraman et al., 1985; Kenyon and Sen, 2012
		Q42	Consideration for the	

			customer's property (no muddy shoes on the carpet)	
	Understanding/Knowing the customer	Q56	Making effort to understand the customer's needs	Parasuraman et al., 1985
	Corporate social responsibility	Q53	Organization's status and activities with respect to its perceived societal obligations (unrelated to company's abilities in producing goods and services)	Brown and Dacin, 1997
	Serviceability	Q34	The nature of dealings with service personnel	Garvin, 1987; Brucks et al., 2000; Kenyon and Sen, 2012
		Q32	Complaint handling procedures	
	Access	Q33	Convenience-easiest to access, Approachability and ease of contact	Kenyon and Sen, 2012; Parasuraman et al., 1985
	E-communication	Q44-45	Website quality	Sun et al., 2016
	Prestige/Brand Reputation	Q62	Brand/ organization reputation	Garvin, 1987; Kenyon and Sen, 2012; Ippolito, 1990; Shapiro,

				1982; Parasuraman et al., 1985
		Q63	Brand-corporate-store image	Garvin, 1987; Kenyon and Sen, 2012; Ippolito, 1990; Shapiro, 1982; Jacoby et al., 1971; Wheatley and Chiu, 1977
		Q61	Less tangible social components that is reflected in brand's image, symbolic needs like self-enhancement, role position, group membership, ego identification	Brucks et al., 2000
		Q60	How well the product communicates superiority to the purchaser and relevant social groups	
Dependent Variables	Loyalty Intention	Q64-65-66-67-68-69	intended behavior of possible future purchases and renewals own service and contracts	Aaker, 1991; Keegan&Green, 2013; Kotler&Armstrong, 2012
	Brand Trust	Q70-71-72-73-74-75	feeling of security held	Ballester, 2011; Kotler &

			by the consumer	Armstrong, 2012; Lau & Lee, 1999
Moderating variables	Consumer Innovativeness	Q76-77-78-79-80-81	adoption of the innovations and technological developments	
	Past experiences	Q57-58	past experiences of the consumer with the product or brand	Belch&Belch, 2003

4.5. Sampling Method

Convenience sampling method of nonprobability sampling is used to collect secondary data for the research. In nonprobability sampling, findings from the study of the sample cannot be generalized to the population confidently (Sekaran, 2003). Convenience sampling is used because it refers to the collection of information from members who are conveniently available to provide it. While it is usually used in the exploratory research project, it is the best way to collect the basic information quickly and efficiently (Sekaran, 2003).

In addition, snowball sampling method is also used to reach more number of participants. Many initial respondents are asked to share the questionnaire with their own social surroundings and by this favor, more respondents are aimed to be reached.

In the study, target group is household appliance (oven/cooktop) users in Turkey. The questionnaire is distributed among people aged 18-66 with different educational and income levels in various cities of Turkey.

4.6. Data Collection and Analysis Method

The questionnaire is prepared in an online tool, Google Forms and it is shared via social media and e-mails. As a consequence, the questionnaire has reached and completed by 352 people. The data is collected during April-May 2019. The collected data is analyzed in the computer program SPSS (Statistical Package for the Social Sciences). In order to analyze the data, frequency tests, factor analysis, linear regressions, ANOVA and t-test methods are applied and forming a meaningful relationship between variables is aimed.

5. RESEARCH FINDINGS

5.1. Demographics

Frequency statistics shows that 200 of total 352 participants are female and 152 of participants are male. This signifies that 57% of participants are female and 43% are male.

5.1.1. Age

Table below shows the age groups of the participants. The respondents are divided into three groups. 35,8% of the respondents are in the youngest group, aged 20-30; 34,4% of the respondents are in middle aged group, between 31-40; and 29,8% of the respondents are above the age of 41.

Table 3: Frequency of the Age of Participants

Age	Frequency	Percent
20-30	126	35,8
31-40	121	34,4
41+	105	29,8
Total	352	100,0

5.1.2. Income Level

Table below shows the income level of the participants. Income of the respondents are divided into five groups. 30,7% of the respondents have less than 4000 TL income; 38,6% have

between 4001-8000 TL income; 22,7% of the respondents have between 8001-12000 TL income; 3,1% have between 12001-15000 TL and 4,8% earns more than 15000 TL.

Table 4: Frequency of the Income Level of Participants

Income Level	Frequency	Percent
0-4.000 TL	108	30,7
4.001-8.000 TL	136	38,6
8.001-12.000 TL	80	22,7
12.001-15.000 TL	11	3,1
Above 15.000 TL	17	4,8
Total	352	100,0

5.1.3. Education Level

The sample includes participants from various education levels; the majority of the sample has a bachelor degree; 59,1% and followed by master's degree; 19,9%, high school graduates; 16,8%, secondary school graduates; 2,6% and doctorate degree; 1,7%.

Table 5: Frequency of the Education Level of Participants

Education Level	Frequency	Percent
Secondary School	9	2,6
High School	59	16,8
Bachelor's degree	208	59,1
Master's degree	70	19,9
Doctorate	6	1,7
Total	352	100,0

5.1.4. Location

The study gets responses from various locations. The majority of the participants live in Istanbul; 56%, followed by Tekirdağ; 15,6%, Ankara; 10,5%, İzmir; 2%, Antalya; 1,7%, Bursa; 1,4% and several other cities in total of 12,8%.

Table 6: Frequency of the Location of Participants

Location	Frequency	Percent
İstanbul	197	56,0
Ankara	37	10,5

İzmir	7	2,0
Bursa	5	1,4
Antalya	6	1,7
Tekirdağ	55	15,6
Other	45	12,8
Total	352	100,0

5.1.5. Brand Preference

Respondents are asked to choose the brand of their oven or cooktop and the brands are listed alphabetically as below.

Table 7: Frequency of the Oven or Cooktop Brand of Participants

Brand	Frequency	Percent
Altus	3	0,9
Arçelik	87	24,7
Beko	20	5,7
Bosch	86	24,4
Dominox	4	1,1
Electrolux	6	1,7
Esty	3	0,9
Ferre	1	0,3
Franke	15	4,3
Gaggenau	6	1,7
Hotpoint-Aristo	3	0,9
Kumtel	7	2,0
Luxell	6	1,7
Profilo	7	2,0
Samsung	2	0,6
Siemens	50	14,2
Silverline	5	1,4
Simfer	4	1,1
Teka	6	1,7
Termikel	5	1,4
Vestel	17	4,8
Other	9	2,6
Total	352	100,0

5.1.6. Cooking Habits

Respondents are asked their frequency of eating out, preferred meal to eat out and cooking methods to see the cooking habits. The majority of the participants eat out 2-3 times in a week; 37,2% and it is followed participants who eat out once a week; 34,4%, 22,2% of the respondents eat out once a month, and 6,3% of the respondents eat out everyday. Therefore, it shows that the sample is an appropriate sample for this study because respondents eat and cook in their homes so they are quite familiar with the devices they have in their home and can respond the questions prepared for the study.

When they eat out, majority of the respondents prefer dinner; 64,2%, it is followed by lunch; 27% and breakfast; 8,8%.

The respondents are asked to choose their preferred cooking method and it is found that majority prefer cooking in an oven; 49,1%, it is followed by frying; 14,8%, grill 13,1%, boiling; 12,5%, steam; 5,1% and others like cooking in a pot; 5,4%.

Table 8: Frequency of Eating Out

Frequency of Eating out	Frequency	Percent
Everyday	22	6,3
2-3 times in a week	131	37,2
Once a week	121	34,4
Once a month	78	22,2
Total	352	100,0

Table 9: Frequency of Meal to Eat Out

Preferred Meal to Eat Out	Frequency	Percent
Breakfast	31	8,8
Lunch	95	27,0
Dinner	226	64,2
Total	352	100,0

Table 10: Frequency of the Cooking Methods of Participants

Cooking Method	Frequency	Percent
Steam	18	5,1
Oven	173	49,1
Frying	52	14,8
Boiling	44	12,5
Grill	46	13,1
Other	19	5,4
Total	352	100,0

5.2. Factor Analysis

Factor analysis is applied to the sub-dimensions of perceived quality, consumer innovativeness and past experience. After the factor analysis conducted to all variables of the study, the new factor groups are shown on the tables below.

5.2.1. Factor Analysis of Perceived Quality

Depending on the literature, in the beginning the dimensions of perceived quality are tested by Barlett's test of sphericity and KMO on SPSS in order to find out if the factor analysis is appropriate to imply. The results are demonstrated as follows:

Table 11: KMO and Barlett's Test for Perceived Quality

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,965
Bartlett's Test of Sphericity	Approx. Chi-Square	20052,747
	df	1830
	p	,000

As it is seen KMO test result is 0,965 which is higher than 0,50 and Barlett's test result is 0,000 which is less than 0,05. As a result, the values are appropriate to apply a factor analysis to the variables.

Factor analysis is applied 3 times for perceived quality dimensions. Factor loadings less than 0,40 and similar factor loadings were removed from the analysis. After the reliability analysis, one factor group was removed; F6 (Price and Country of Origin) of which Cronbach's Alpha value was less than 0,70 ($\alpha=0,48$). As a result of the elimination of the factor questions, seven factor groups with fifty-eight items were obtained; Customer service communication based perceived quality, brand communication based perceived quality, performance based perceived quality, product advances and superiority based perceived quality, product design based perceived quality, brand image based perceived quality and warranty based perceived quality.

Table 12: Factor Groups of Perceived Quality

Factor Group	Questions	Factor Loadings	Variance Explained (%)	Reliability
Customer Service Communication Based	This brand calls the customer back quickly in case of a problem	0,769	49,288	0,967
	Technical service team of this brand assures the customer that the problem will be handled	0,766		
	Technical service team of this brand watches over the customer's property at home	0,756		
	After-sale service quality of this brand is high	0,753		
	This brand has a successful complaint handling procedures	0,751		
	This brand has a successful technical service	0,744		
	The contact personnel of this brand is organized and polite	0,743		
	Technical service team of this brand explains the service itself	0,699		
	This brand is easy to reach and communicate	0,686		
	The employees of this brand are willing and ready to provide a service	0,67		
	Technical service team of this brand explains how much the service will cost	0,619		

	The employees of this brand are qualified enough to response to questions	0,618		
	The employees of this brand are polite and respectful	0,595		
	This brand is consistent in performance	0,522		
Brand Communication Based	This brand has successful advertising activities	0,81	6,737	0,947
	This brand has successful PR activities	0,797		
	This brand has successful market launch activities	0,795		
	This brand has successful sales campaigns	0,788		
	This brand has successful social responsibility activities	0,729		
	This brand has a successful social media management	0,664		
	The stores and store fronts of this brand are attractive	0,603		
	Website quality of this brand is high	0,537		
	This brand has a strong sales force	0,526		
	This brand puts high effort to understand the customer's needs	0,516		
Performance Based	This product is durable	0,751	4,091	0,915
	Lifetime of this product is long	0,734		
	This product has a high performance	0,723		

	This product performs its intended functions	0,694		
	This product is an outcome of good engineering	0,635		
	Product components such as buttons and handles are useful	0,631		
	This product is easy to use	0,585		
	This product provides a convenience to the customer	0,422		
Product Advances/Superiority Based	This product is the first in the market	0,742	3,399	0,931
	This product can be controlled remotely via mobile or tablet	0,708		
	This product makes changes in consumer's behavior (cooking habits)	0,647		
	This product is a high technology product in terms of mechanical and technical complexity	0,642		
	This product provides significant improvements over previous products	0,552		
	This product has characteristics that distinguishes the model	0,545		
	This product is innovative	0,543		
	This product is environmentally-friendly	0,534		
	This product is superior to competing products in meeting customer's needs	0,527		

	This product has plenty of programmes	0,472		
	This product has a role in reducing customer's costs (energy consumption)	0,447		
	This product has good features	0,444		
Product Design Based	This product has a good color	0,812	2,678	0,905
	This product has an aesthetic look	0,727		
	Control panel and screen size of this product is useful	0,665		
	Dimensions and volume of this product is sufficient	0,641		
	This product has a good design	0,564		
	This product is ergonomic	0,519		
Brand Image Based	This brand/product is considered as prestigious among social groups	0,663	2,192	0,908
	This brand is a reputable brand	0,618		
	This brand has a positive image	0,576		
	This brand/product is an indicator to a social group membership	0,556		
	My friends and acquaintances have a positive WOM about this brand	0,521		
	This brand is an expert in producing and delivering its outputs	0,474		

Warranty Based	Warranty duration of this product is long	0,702	1,847	0,906
	Warranty scope of this product is extensive	0,585		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.			,968	
Bartlett's Test of Sphericity	Approx. Chi-Square		19532,252	
	df		1653	
	p		,000	

5.2.2. Factor Analysis of Consumer Innovativeness and Past Experience

Factor analysis is applied to the dimensions of consumer innovativeness and past experience as well.

KMO Barlett's Test result shows that consumer innovativeness questions are appropriate for factor analysis. Factor analysis was run 2 times because 3rd item formed the second factor and because of the low factor loading it was eliminated. After the second run, consumer innovativeness is explained in one factor group and factor loadings and KMO Barlett's Test results are shown in the table below.

Table 13: Factor Analysis and KMO Barlett Test for Consumer Innovativeness

Factor Group	Questions	Factor Loadings	Variance Explained (%)	Reliability
Consumer Innovativeness	I examine immediately when an extraordinary product or brand comes out	,768	52,527	,772
	I want to try a product which offers technological innovation	,763		
	I am one of the first people trying a new product in the market	,746		
	I like trying less known brand and products	,714		
	I want to purchase when I see a product of a new or different brand	,621		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.			,770	
Bartlett's Test of Sphericity	Approx. Chi-Square		436,671	
	df		10	
	p		,000	

KMO Barlett's Test result shows that past experience questions are appropriate for factor analysis. As a result of the analysis, past experience is gathered in one factor group and factor loadings and KMO Barlett's Test results are shown in the table below.

Table 14: Factor Analysis and KMO Barlett Test for Past Experience

Factor Group	Questions	Factor Loadings	Variance Explained (%)	Reliability
Past Experience	I have used this brand before	,928	86,045	,821
	My past experiences with this brand are positive	,928		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.			,500	
Bartlett's Test of Sphericity	Approx. Chi-Square		256,292	
	df		1	
	p		,000	

5.2.3. Factor Analysis of Brand Trust and Loyalty Intention

Factor analysis is applied to the dimensions of brand trust and loyalty intention.

KMO Barlett's Test result shows that brand trust questions are appropriate for factor analysis. As a result of the analysis, brand trust is gathered in one factor group and factor loadings and KMO Barlett's Test results are shown in the table below.

Table 15: Factor Analysis and KMO Barlett Test for Brand Trust

Factor Group	Questions	Factor Loadings	Variance Explained (%)	Reliability
Brand Trust	This brand cares about my pleasure	,928	82,694	,958
	The product of this brand meets my expectations	,923		
	This brand is truthful to the customer	,910		
	I trust this brand	,902		
	I will not be disappointed if I choose a product of this brand	,899		
	This brand solves the problem in case of any inconveniences	,893		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.			,914	
Bartlett's Test of Sphericity	Approx. Chi-Square		2598,916	
	df		15	
	p		,000	

KMO Barlett’s Test result shows that loyalty intention questions are appropriate for factor analysis. As a result of the analysis, loyalty intention is gathered in one factor group and factor loadings and KMO Barlett’s Test results are shown in the table below.

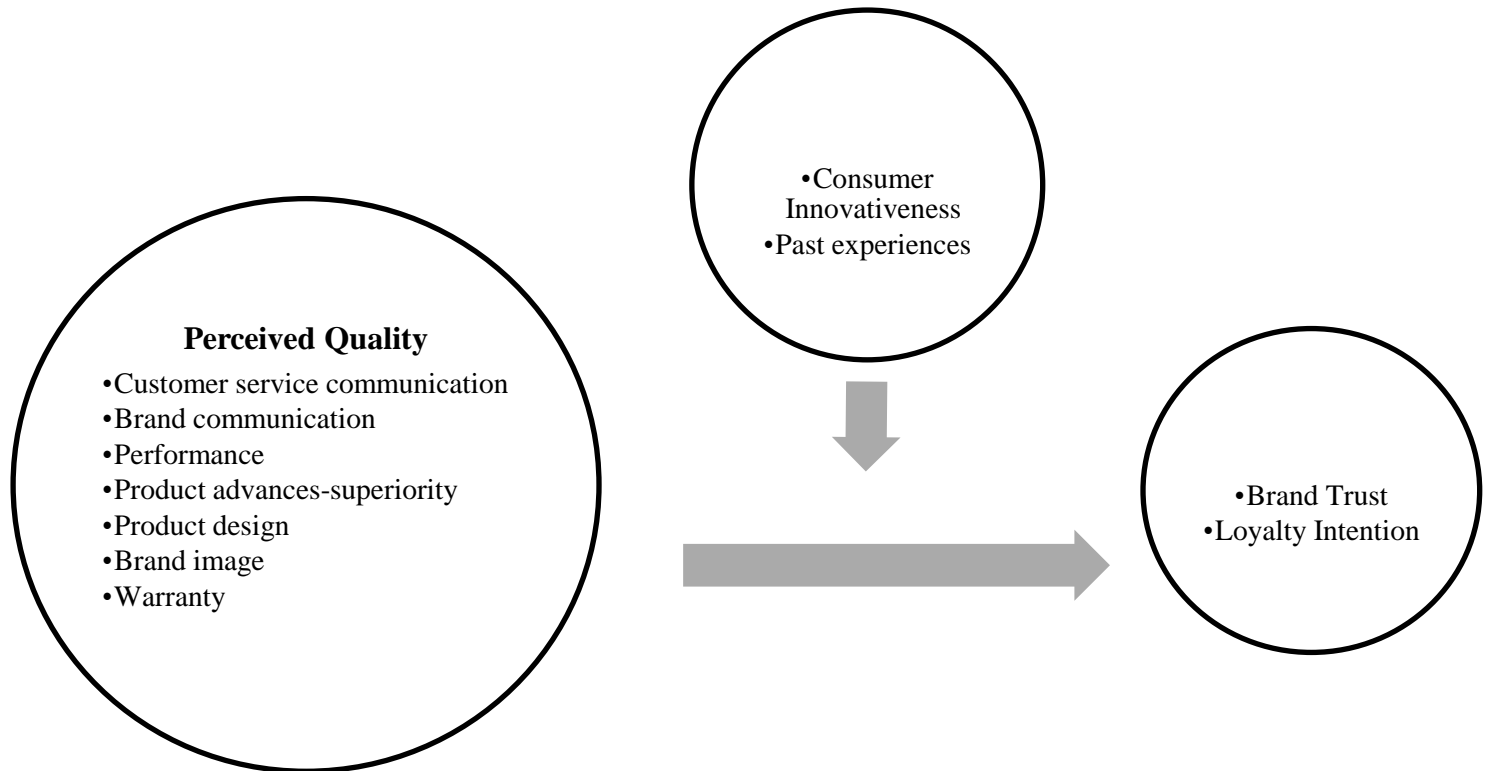
Table 16: Factor Analysis and KMO Barlett Test for Loyalty Intention

Factor Group	Questions	Factor Loadings	Variance Explained (%)	Reliability
Loyalty Intention	I am satisfied with this brand	,953	85,172	,964
	I am satisfied with this product	,935		
	I would make positive recommendations about this brand and product	,934		
	I would repurchase this product	,922		
	I would purchase another product of this brand	,914		
	This product deserves the amount I paid	,877		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.				,914
Bartlett's Test of Sphericity	Approx. Chi-Square		2598,916	
	df		15	
	p		,000	

After the factor analysis the dimensions of perceived quality are gathered under seven factor groups which are customer service communication based perceived quality, brand communication based perceived quality, performance based perceived quality, product advances and superiority based perceived quality, product design based perceived quality, brand image based perceived quality and warranty based perceived quality.

Therefore, new model of this study is developed based on the results of factor analysis (Figure 2). Relevant hypotheses are developed according to the new model.

Figure 2: Conceptual Framework after Factor Analysis



H1: Customer service communication based perceived quality has an effect on brand trust.

H2: Brand communication based perceived quality has an effect on brand trust.

H3: Performance based perceived quality has an effect on brand trust.

H4: Product advances-superiority based perceived quality has an effect on brand trust.

H5: Product design based perceived quality has an effect on brand trust.

H6: Brand image based perceived quality has an effect on brand trust.

- H7: Warranty based perceived quality has an effect on brand trust.
- H8: Customer service communication based perceived quality has an effect on loyalty intention.
- H9: Brand communication based perceived quality has an effect on loyalty intention.
- H10: Performance based perceived quality has an effect on loyalty intention.
- H11: Product advances-superiority based perceived quality has an effect on loyalty intention.
- H12: Product design based perceived quality has an effect on loyalty intention.
- H13: Brand image based perceived quality has an effect on loyalty intention.
- H14: Warranty based perceived quality has an effect on loyalty intention.
- H15: Consumer innovativeness has a moderating effect between perceived quality and brand trust.
- H16: Consumer innovativeness has a moderating effect between perceived quality and loyalty intention.
- H17: Past experience has a moderating effect between perceived quality and brand trust.
- H18: Past experience has a moderating effect between perceived quality and loyalty intention.
- H19: There is a significant difference between different brand consumers (Arçelik-Bosch) in terms of consumer innovativeness.
- H20: There is a significant difference between different brand consumers (Arçelik-Bosch) in terms of past experience.
- H21: There is a significant difference between different brand consumers (Arçelik-Bosch) in terms of perceived quality.

H22: There is a significant difference between different brand consumers (Arçelik-Bosch) in terms of customer service communication based perceived quality.

H23: There is a significant difference between different brand consumers (Arçelik-Bosch) in terms of brand communication based perceived quality.

H24: There is a significant difference between different brand consumers (Arçelik-Bosch) in terms of performance based perceived quality.

H25: There is a significant difference between different brand consumers (Arçelik-Bosch) in terms of product advances-superiority based perceived quality.

H26: There is a significant difference between different brand consumers (Arçelik-Bosch) in terms of product design based perceived quality.

H27: There is a significant difference between different brand consumers (Arçelik-Bosch) in terms of brand image based perceived quality.

H28: There is a significant difference between different brand consumers (Arçelik-Bosch) in terms of warranty based perceived quality.

H29: There is a significant difference between different brand consumers (Arçelik-Bosch) in terms of brand trust.

H30: There is a significant difference between different brand consumers (Arçelik-Bosch) in terms of loyalty intention.

H31: There is a significant difference between different income groups in terms of perceived quality.

H32: There is a significant difference between different educational groups in terms of perceived quality.

H33: There is a significant difference between different ages in terms of perceived quality.

5.3. Multiple Linear Regression Analysis

Multiple linear regression analysis is applied to analyze the relationship between dependent and independent variables of the study. Therefore, hypotheses between H₁-H₁₈ are tested by the multiple linear regression analysis.

5.3.1. Multiple Linear Regression Tests for Perceived Quality and Brand Trust

Multiple linear regression analysis is applied between perceived quality factors and brand trust to determine if independent variables –customer service communication, brand communication, performance, product advances/superiority, product design, brand image and warranty- explain the dependent variable –brand trust-. Therefore, H₁-7 was tested through analysis. Multiple regression analysis was conducted by SPSS and the results are indicated at Table 17.

After ANOVA was conducted to test the suitability of the model, F value is found 168,567 and p value is found 0,000. According to these results, linear regression model is found to be significant statistically. The results of the regression analysis indicate that customer service communication based perceived quality, performance based perceived quality and brand image based perceived quality have an impact on brand trust. The most influential factor is image based $\beta=0,355$ and followed by customer service communication $\beta=0,350$ and performance based $\beta=0,337$.

Therefore, the mathematical equation for the relationship between perceived quality and brand trust can be indicated as:

$$\text{Brand Trust} = -,409 + 0,355 \text{ X Image Based} + 0,350 \text{ X Customer Service Communication} + 0,337 \text{ X PerformanceBased}$$

Table 17: Multiple Linear Regression Tests for Perceived Quality and Brand Trust

Descriptive Statistics			ANOVA for Regression Model			Coefficients		
Variables	Mean	St.Dev	Model	F	p	β	t	p
BrandTrust(Dependent Variable)	3,9621	,92902	Regression	168,567	,000			
CustomerServiceCommunication	3,8608	,84315				,350	6,648	,000
BrandCommunicationBased	3,6423	,89005				,023	,521	,603
PerformanceBased	4,1129	,74645				,337	5,974	,000
ProductAdvances_SuperiorityBased	3,2261	,87643				-,049	-1,008	,314
ProductDesignBased	4,0426	,79603				,064	1,319	,188
ImageBased	3,8598	,91456				,355	7,506	,000
Warranty	3,5497	1,00905				,021	,623	,534

The table 18 below indicates the results of correlation analysis. According to the results independent variables explains dependent variables 77,0% which means that there is a medium-high correlation among variables.

Table 18: Correlation Analysis between Perceived Quality and Brand Trust

Model	R	R Square	Adjusted R Square
1	,880	,774	,770

5.3.2. Multiple Linear Regression Tests for Perceived Quality and Loyalty Intention

Multiple linear regression analysis is applied between perceived quality factors and loyalty intention to determine if independent variables; customer service communication, brand communication, performance, product advances/superiority, product design, brand image and warranty, explain the dependent variable; loyalty intention. Therefore, H8-14 were tested through analysis. Multiple regression analysis was conducted by SPSS and the results are indicated at Table 19.

After ANOVA was conducted to test the suitability of the model, F value is found 132,752 and p value is found 0,000. According to these results, linear regression model is found to be significant statistically. The results of the regression analysis indicate that customer

service communication based perceived quality, performance based perceived quality and brand image based perceived quality have an impact on loyalty intention. The most influential factor is performance based $\beta=0,573$ and followed by brand image based $\beta=0,360$ and customer service communication $\beta=0,306$.

Therefore, the mathematical equation for the relationship between perceived quality and loyalty intention can be indicated as:

$$\text{Loyalty Intention} = -,383 + 0,306 \times \text{Customer Service Communication} + 0,573 \times \text{PerformanceBased} + 0,360 \times \text{Image Based}$$

Table 19: Multiple Linear Regression Tests for Perceived Quality and Loyalty Intention

Descriptive Statistics			ANOVA for Regression Model			Coefficients		
Variables	Mean	St.Dev	Model	F	p	β	t	p
LoyaltyIntention(Dependent Variable)	4,10	,96909	Regression	132,7 52	,00 0			
CustomerServiceCommunication	3,86	,84315				,306	5,095	,000
BrandCommunicationBased	3,64	,89005				,000	,005	,996
PerformanceBased	4,11	,74645				,573	8,904	,000
ProductAdvances_SuperiorityBased	3,22	,87643				-,078	-1,409	,160
ProductDesignBased	4,04	,79603				-,024	-,426	,671
ImageBased	3,85	,91456				,360	6,660	,000
Warranty	3,54	1,0090				-,027	-,713	,476

The table 20 below indicates the results of correlation analysis. According to the results independent variables explains dependent variables 72,4% which means that there is a medium-high correlation among variables.

Table 20: Correlation Analysis between Perceived Quality and Loyalty Intention

Model	R	R Square	Adjusted R Square
1	,854	,730	,724

5.3.3. Multiple Linear Regression Tests for Moderating Effect of Consumer Innovativeness between Perceived Quality and Brand Trust

Multiple linear regression analysis is applied to test the hypotheses H15 to find out the moderating effect of consumer innovativeness on perceived quality factors and brand trust. Therefore, H15 was tested through analysis. Multiple regression analysis was conducted by SPSS and the results are indicated at Table 21.

After ANOVA was conducted to test the suitability of the model, F value is found 309,494 and p value is found 0,000. According to these results, linear regression model is found to be significant statistically. The results of the regression analysis indicate that while perceived quality in overall has an effect on brand trust, consumer innovativeness doesn't affect the relationship between perceived quality and brand trust.

Table 21: Multiple Linear Regression Analysis Results of the Moderating Effect of Consumer Innovativeness on Perceived Quality and Brand Trust

Descriptive Statistics			ANOVA for Regression Model			Coefficients		
Variables	Mean	St.Dev	Model	F	p	β	t	p
BrandTrust(Dependent Variable)	3,9621	,9290	Regression	309,494	,000			
CustomerInnovativeness	2,8517	,9136				-,007	-,230	,818
PerceivedQuality	3,7346	,7299				1,087	30,277	,000
PerceivedQuality*ConsumerInnovativeness	,0045	1,001				-,007	-,277	,782

The table 22 below indicates the results of correlation analysis. According to the results independent variables explains dependent variables 72,5% which means that there is a medium-high correlation among variables.

Table 22: Correlation Analysis of the Moderating Effect of Consumer Innovativeness on Perceived Quality and Brand Trust

Model	R	R Square	Adjusted R Square
1	,853	,727	,725

5.3.4. Multiple Linear Regression Tests for Moderating Effect of Consumer Innovativeness between Perceived Quality and Loyalty Intention

Multiple linear regression analysis is applied to test the hypotheses H16 to find out the moderating effect of consumer innovativeness on perceived quality factors and loyalty intention. Therefore, H16 was tested through analysis. Multiple regression analysis was conducted by SPSS and the results are indicated at Table 23.

After ANOVA was conducted to test the suitability of the model, F value is found 213,311 and p value is found 0,000. According to these results, linear regression model is found to be significant statistically. The results of the regression analysis indicate that while perceived quality has an effect on loyalty intention, consumer innovativeness doesn't affect the relationship between perceived quality and loyalty intention.

Table 23: Multiple Linear Regression Analysis Results of the Moderating Effect of Consumer Innovativeness on Perceived Quality and Loyalty Intention

Descriptive Statistics			ANOVA for Regression Model			Coefficients		
Variables	Mean	St.Dev	Model	F	p	β	t	p
LoyalIntention(Dependent Variable)	4,1032	,9690	Regression	213,311	,000			
CustomerInnovativeness	2,8517	,9136				-,030	-,894	,372
PerceivedQuality	3,7346	,7299				1,065	25,037	,000
PerceivedQuality*ConsumerInnovativeness	,0045	1,001				,015	,478	,633

The table 24 below indicates the results of correlation analysis. According to the results independent variables explains dependent variables 64,5% which means that there is a medium-high correlation among variables.

Table 24: Correlation Analysis of the Moderating Effect of Consumer Innovativeness on Perceived Quality and Loyalty Intention

Model	R	R Square	Adjusted R Square
1	,805	,648	,645

5.3.5. Multiple Linear Regression Tests for Moderating Effect of Past Experience between Perceived Quality and Brand Trust

Multiple linear regression analysis is applied to test the hypotheses H17 to find out the moderating effect of past experience on perceived quality factors and brand trust. Therefore, H17 was tested through analysis. Multiple regression analysis was conducted by SPSS and the results are indicated at Table 25.

After ANOVA was conducted to test the suitability of the model, F value is found 343,389 and p value is found 0,000. According to these results, linear regression model is found to be significant statistically. The results of the regression analysis indicate that past experience has a low but negative impact on the relationship between perceived quality and brand trust.

Table 25: Multiple Linear Regression Analysis Results of the Moderating Effect of Past Experience on Perceived Quality and Brand Trust

Descriptive Statistics			ANOVA for Regression Model			Coefficients		
Variables	Mean	St.Dev	Model	F	p	β	t	p
BrandTrust(Dependent Variable)	3,9621	,9290	Regression	343,389	,000			
PastExperience	3,7060	1,297				,046	1,942	,053
PerceivedQuality	3,7346	,7299				1,00	23,768	,000
PerceivedQuality_PastExperience	,5699	1,063				-,112	-4,556	,000

The table 26 below indicates the results of correlation analysis. According to the results independent variables explains dependent variables 74,5% which means that there is a medium-high correlation among variables.

Table 26: Correlation Analysis of the Moderating Effect of Past Experience on Perceived Quality and Brand Trust

Model	R	R Square	Adjusted R Square
1	,865	,747	,745

5.3.6. Multiple Linear Regression Tests for Moderating Effect of Past Experience between Perceived Quality and Loyalty Intention

Multiple linear regression analysis is applied to test the hypotheses H18 to find out the moderating effect of past experience on perceived quality factors and loyalty intention. Therefore, H17 was tested through analysis. Multiple regression analysis was conducted by SPSS and the results are indicated at Table 27.

After ANOVA was conducted to test the suitability of the model, F value is found 256,490 and p value is found 0,000. According to these results, linear regression model is found to be significant statistically. The results of the regression analysis indicate that while perceived quality has a positive impact on loyalty intention, past experience as moderating has a low but negative impact on the relationship between perceived quality and loyalty intention.

Table 27: Multiple Linear Regression Analysis Results of the Moderating Effect of Past Experience on Perceived Quality and Loyalty Intention

Descriptive Statistics			ANOVA for Regression Model			Coefficients		
Variables	Mean	St.Dev	Model	F	p	β	t	p
LoyalIntention(Dependent Variable)	4,1032	,9690	Regression	256,490	,000			
PastExperience	3,7060	1,297				,079	2,880	,004
PerceivedQuality	3,7346	,7299				,931	19,109	,000
PerceivedQuality_PastExperience	,5699	1,063				-,161	-5,684	,000

The table 28 below indicates the results of correlation analysis. According to the results independent variables explains dependent variables 68,6% which means that there is a medium-high correlation among variables.

Table 28: Correlation Analysis of the Moderating Effect of Past Experience on Perceived Quality and Loyalty Intention

Model	R	R Square	Adjusted R Square
1	,830	,689	,686

5.4. Analyzing the Differences between Consumer Groups

The main objective of this research is to examine the perceived quality of different brands with the moderating effect of consumer innovativeness and past experience and its impact on brand trust and loyalty intention. The data was collected from various groups with different demographic features. In this section, differences between consumer groups will be examined through t-test statistical method which generates a significant mean differences among two different groups and one-way ANOVA test which generates a significant mean difference between more than two groups. The tests are conducted to test the hypotheses between H₁₉- H₃₃.

5.4.1. T-test Analysis Results on Consumer Innovativeness, Past Experience, Brand Trust and Loyalty Intention

According to the test results, depending on the brand the participants use, there is no significant difference in consumer innovativeness and past experience ($t_1 = -,637$ $\alpha = 0,05 < p = ,525$, $t_2 = -1,232$ $\alpha = 0,05 < p = ,220$).

According to the test results, depending on the brand the participants use, there is a significant difference in brand trust and loyalty intention ($t_3 = -4,020$ $\alpha = 0,05 > p = ,000$, $t_4 = -3,678$ $\alpha = 0,05 > p = ,000$).

Table 29: Comparison of brands in terms of consumer innovativeness, past experience, brand trust and loyalty intention

	Brand	N	\bar{x}	sd	df	t	p
1. Consumer Innovativeness	Arçelik	87	2,76	,84	171	-,637	,525
	Bosch	86	2,84	,97			
2. Past Experience	Arçelik	87	4,12	,95	171	-1,232	,220
	Bosch	86	4,30	,92			
3. Brand Trust	Arçelik	87	3,87	,87	171	-4,020	,000*
	Bosch	86	4,31	,68			
4. Loyalty Intention	Arçelik	87	4,00	,93	171	-3,678	,000*
	Bosch	86	4,49	,64			

5.4.2. T-test Analysis Results on Perceived Quality and Sub-dimensions

According to the test results, while there is a significant difference in perceived quality and customer service communication based perceived quality, performance based perceived quality, image based perceived quality, product advances/superiority based perceived quality and product design based perceived quality, there is not a significant difference in brand communication based perceived quality and warranty based perceived quality between the consumer groups of Arçelik and Bosch brands.

Table 30: Comparison of brands in terms of perceived quality and sub-dimensions

	Brand	N	\bar{x}	sd	df	t	p
Customer Service Communication Based	Arçelik	87	3,85	,77	171	-2,593	,010*
	Bosch	86	4,14	,67			
Performance Based	Arçelik	87	4,02	,65	171	-4,507	,000*
	Bosch	86	4,42	,49			
Image	Arçelik	87	3,82	,78	171	-4,687	,000*
	Bosch	86	4,32	,61			
Brand Communication Based	Arçelik	87	3,87	,73	171	-1,350	,179
	Bosch	86	4,02	,69			
Product Advances/Superiority Based	Arçelik	87	3,07	,82	171	-4,131	,000*
	Bosch	86	3,58	,78			
Product Design Based	Arçelik	87	3,81	,76	171	-4,484	,000*
	Bosch	86	4,31	,68			
Warranty	Arçelik	87	3,58	1,02	171	-1,715	,088
	Bosch	86	3,83	,93			
Perceived Quality	Arçelik	87	3,70	,66	171	-3,878	,000*
	Bosch	86	4,07	,57			

5.4.3. One-way ANOVA Test Results for Perceived Quality regarding the Income Levels

According to the test results, there is no significant difference on perceived quality, performance based perceived quality, brand communication based perceived quality, image based perceived quality, product advances/superiority based perceived quality, product design based perceived quality and warranty based perceived quality of different brand users depending on their income levels.

Table 31: Comparison of perceived quality dimensions in terms of income

	Income	N	\bar{x}	S	F	p
Customer Service Communication Based	0-4.000 TL	108	3,89	,92	,413	,799
	4.001-8.000 TL	136	3,84	,75		
	8.001-12.000 TL	80	3,91	,82		
	12.001-15.000 TL	11	3,66	,86		
	15.000 TL and above	17	3,71	1,08		
Brand Communication Based	0-4.000 TL	108	3,821	,92	2,047	,087
	4.001-8.000 TL	136	3,619	,86		
	8.001-12.000 TL	80	3,527	,89		
	12.001-15.000 TL	11	3,345	,84		
	15.000 TL and above	17	3,417	,74		
Performance Based	0-4.000 TL	108	4,18	,73	,794	,530
	4.001-8.000 TL	136	4,03	,75		
	8.001-12.000 TL	80	4,12	,72		
	12.001-15.000 TL	11	4,11	,60		
	15.000 TL and above	17	4,25	,93		
Product Advances/Superiority Based	0-4.000 TL	108	3,31	,90	,994	,411
	4.001-8.000 TL	136	3,17	,83		
	8.001-12.000 TL	80	3,15	,87		
	12.001-15.000 TL	11	3,18	,97		
	15.000 TL and above	17	3,50	,96		
Product Design Based	0-4.000 TL	108	4,06	,84	1,607	,172
	4.001-8.000 TL	136	3,99	,76		
	8.001-12.000 TL	80	4,02	,81		
	12.001-15.000 TL	11	3,78	,66		
	15.000 TL and above	17	4,46	,60		
Image Based	0-4.000 TL	108	3,93	,91	1,219	,302
	4.001-8.000 TL	136	3,78	,90		
	8.001-12.000 TL	80	3,85	,94		
	12.001-15.000 TL	11	3,56	,88		
	15.000 TL and above	17	4,18	,81		
Warranty Based	0-4.000 TL	108	3,68	1,00	2,034	,089
	4.001-8.000 TL	136	3,56	,98		
	8.001-12.000 TL	80	3,41	1,03		
	12.001-15.000 TL	11	2,90	1,30		
	15.000 TL and above	17	3,64	,82		
Perceived Quality	0-4.000 TL	108	3,81	,77	,714	,583
	4.001-8.000 TL	136	3,69	,69		
	8.001-12.000 TL	80	3,70	,72		
	12.001-15.000 TL	11	3,54	,70		
	15.000 TL and above	17	3,81	,77		

5.4.4. One-way ANOVA Test Results for Perceived Quality regarding the Education Levels

According to the test results, there is a difference on perceived quality, performance based perceived quality, brand communication based perceived quality, product advances/superiority based perceived quality, product design based perceived quality and warranty based perceived quality of different brand users depending on their educational levels. However, any significant difference is not observed on brand image based perceived quality.

Table 32: Comparison of perceived quality dimensions in terms of education levels

	Education Level	N	\bar{x}	S	F	p
Customer Service Communication Based	Secondary School	9	4,52	,29	3,364	,010*
	High School	59	4,09	,83		
	Bachelor's degree	208	3,79	,84		
	Master's degree	70	3,74	,86		
	Doctorate	6	4,13	,63		
Brand Communication Based	Secondary School	9	4,26	,84	2,786	,027*
	High School	59	3,84	,90		
	Bachelor's degree	208	3,58	,86		
	Master's degree	70	3,52	,93		
	Doctorate	6	4,06	,74		
Performance Based	Secondary School	9	4,62	,42	3,300	,011*
	High School	59	4,33	,59		
	Bachelor's degree	208	4,04	,75		
	Master's degree	70	4,03	,83		
	Doctorate	6	4,37	,55		
Product Advances/Superiority Based	Secondary School	9	3,61	,84	2,766	,027*
	High School	59	3,50	,95		
	Bachelor's degree	208	3,17	,85		
	Master's degree	70	3,08	,82		
	Doctorate	6	3,50	1,03		
Product Design Based	Secondary School	9	4,46	,39	2,734	,029*
	High School	59	4,28	,74		
	Bachelor's degree	208	3,97	,75		
	Master's degree	70	3,95	,93		
	Doctorate	6	4,27	,64		
Image Based	Secondary School	9	4,33	,75	1,969	,099
	High School	59	4,07	,97		
	Bachelor's degree	208	3,79	,90		
	Master's degree	70	3,78	,89		
	Doctorate	6	4,13	,67		
Warranty Based	Secondary School	9	3,83	,70	1,581	,179

	High School	59	3,64	1,09		
	Bachelor's degree	208	3,53	,95		
	Master's degree	70	3,40	1,10		
	Doctorate	6	4,33	,81		
Perceived Quality	Secondary School	9	4,25	,49	3,739	,005*
	High School	59	3,96	,73		
	Bachelor's degree	208	3,67	,71		
	Master's degree	70	3,62	,73		
	Doctorate	6	4,04	,70		

5.4.5. One-way ANOVA Test Results for Perceived Quality regarding the Age

According to the test results, there is a difference on product advances/superiority based perceived quality, product design based perceived quality of different brand users depending on their ages. However, any significant difference is not observed on customer service communication, brand communication, performance, brand image, warranty based perceived quality or perceived quality overall.

Table 33: Comparison of perceived quality dimensions in terms of age

	Age	N	\bar{x}	S	F	p
Customer Service Communication Based	20-30	126	3,75	,83	1,812	,165
	31-40	121	3,87	,81		
	40+	105	3,96	,87		
Brand Communication Based	20-30	126	3,67	,88	,856	,426
	31-40	121	3,55	,93		
	40+	105	3,70	,85		
Performance Based	20-30	126	3,98	,83	2,930	,055
	31-40	121	4,15	,73		
	40+	105	4,21	,62		
Product Advances/Superiority Based	20-30	126	3,04	,85	4,731	,009*
	31-40	121	3,26	,90		
	40+	105	3,39	,84		
Product Design Based	20-30	126	3,92	,84	5,577	,004*
	31-40	121	3,98	,83		
	40+	105	4,25	,64		
Image Based	20-30	126	3,79	,93	3,043	,049
	31-40	121	3,77	,92		

	40+	105	4,04	,84		
Warranty Based	20-30	126	3,54	,97	,386	,680
	31-40	121	3,49	1,01		
	40+	105	3,61	1,04		
Perceived Quality	20-30	126	3,64	,73	2,697	,069
	31-40	121	3,72	,74		
	40+	105	3,86	,70		

6. DISCUSSION AND CONCLUSION

This study focuses on the perceived quality in cooking household appliances. In the study, we aimed to find out the perceived quality dimensions and its impact on brand trust and loyalty intention. While investigating this, consumer innovativeness and past experience are used as moderating variables to show if they have an impact on the relationship between perceived quality and brand trust and loyalty intention. To understand the effect of perceived quality dimensions on brand trust and loyalty intention, Arçelik and Bosch brands are investigated because these two brands dominate the household appliances sector with the biggest market shares and it is seen that 49,1% of the the participants of the questionnaire use either Arçelik or Bosch at their homes.

As far as it is known, the relationship between perceived quality, brand trust and brand loyalty in household appliances has not been researched and two leading brands; one global, one local haven't been investigated within this scope in marketing literature. In this respect, this study has many strategic implications for durable goods sector.

In the literature, perceived quality is considered as the consumer's judgement on a product and brand (Zeithaml, 1988) and it influences opinions and even the purchase decisions of the customers that the main factors influencing perceived quality are aligned as usage, aesthetics, environment, reputation and advertising (Lieb et al., 2008), By extending previous studies, this research proposes the definition of perceived quality as the subjective level of quality based on consumer's perception about a brand and/or product depending on his experiences, social environment and external factors like advertising and brand activities. While the dimensions are divided into 3 groups as product based perceived quality, post-purchase based perceived quality and communication based perceived quality, after conducting the questionnaire, the factors influencing perceived quality are examined under seven different dimensions which are named as customer service based perceived quality, brand communication based perceived quality, performance based perceived quality, product advances/superiority based perceived quality, product design based perceived quality, brand image based perceived quality and warranty based perceived quality.

Firms can evaluate their focus points depending on the perceived quality dimensions and create a roadmap for themselves to build a positive perception among their target groups. As

well as highlighting the impact of product differentiation and brand activities on perceived quality, this study reveals that perceived quality is not only related to product related or brand related dimensions, but also there is a huge impact of customer service on perceived quality. This is because customers care too much about service quality and employee's attitude which helps develop a long term relationship with the brand so that it forms a trust and loyalty towards the brand in the eyes of consumers. Depending on the perceived quality definitions in the literature and the one developed in this study and the research results, it can be suggested that in household appliances, creating a high perceived quality among consumers is built upon a long-term relationship, therefore it takes longer. Since it is not a fast moving consumer good, it is very difficult for consumers to decide directly in the store, in the first visit, without making any comparisons or without making any research by getting the other users' opinions or checking the product reviews.

Unlike clothes or other FMCG products it is not easy to change an oven or cooktop and buy a new one very often. These products are for long lasting use which requires more research in terms of acquiring the best product with a high price and performance rate, which fulfills the need completely and which offers the most convenience to the user. Therefore, during the pre-purchase phase, consumers gather the information, consult to their friends and their own past experiences, look into the product features and brand activities, evaluate other options in the market (Belch & Belch, 2003) and depending on these factors, he decides on a brand and product which creates a positive perception. To support this decision the attitude of store personnel (Parasuraman, et al., 1985), store concept (Kihlstrom & Riordan, 1984) or website quality if the customer visits the website for information or for purchase have an effect. After that, the most important and the longest period to develop good perceived quality comes up after purchase. Because the best way to understand if a product meets the needs and if it fulfills its promises is to use it. If a customer is using an oven or cooktop and he is satisfied with the product features, its performance and gets good cooking results in the kitchen, this positive personal experience will enhance his quality perception about the product and help to build brand trust and loyalty intention. However, when the customer has a problem either product-related or performance-related, if there is not a good customer service communication and if the customer does not receive a good service to solve his problem, it is enough to harm the relationship with the customer. Likewise, it is concluded in this research that customer service

communication, which covers brand's calling back the customer in case of a problem, and the attitude of contact personnel, technical service's competence and the way of solving the problem, the dialog with the customer and care shown for customer's belongings in the house, the brand's procedures of handling the complaints and whether the customer can reach and communicate with someone responsible for the brand, has the highest impact on the perceived quality of the customers. It explains 49,28% of the overall variance in the study. Therefore, the companies should not only focus on how to create a good image and take good actions to catch the customer during the decision making process to make the sales, but also they should strongly focus on how to develop their customer service communication and provide a better after-sale service for the customer.

In the study, perceived quality dimensions are examined and the ones influencing brand trust and loyalty intention are found. In the literature it is stated that brand characteristics, brand reputation and trust in company (Lau & Lee, 1999), positive recommendations of others and competent brand representatives (Kotler & Armstrong, 2012) have a positive impact on brand trust. Similarly, in the research the factors influencing brand trust are brand image based perceived quality, customer service communication based perceived quality and additionally performance based perceived quality. While the same factors have an impact on loyalty intention, the order changes as performance based perceived quality, brand image based perceived quality and customer service communication based perceived quality. As it is also remarked the differentiation of the product, high brand name recognition and loyalty programs have an impact on loyalty intention (Kotler & Armstrong, 2012). Accordingly, it can be said that while customers mainly seek for a positive brand image and good customer service communication to build a brand trust, they seek for a good product performance and then positive brand image and customer service communication to build a loyalty for a brand. If a customer is satisfied with the performance of his product, there is high chance of preferring that brand's product for the future purchases. In addition, if it is supported by a good customer service communication experience and positive brand image, it increases the future purchase preference. On the other hand, it is revealed that there is not a supportive and moderating effect of customer innovativeness between perceived quality and brand trust and loyalty intention and past experience has a slightly effect on these. Yet, in the literature it is stated that in addition to technology-driven offerings and advances of innovative brands, the use of innovative language

which can be color used and designs also have an impact on perceived quality (Shams, et al., 2015).

It is concluded in the study that in terms of brand image, if the brand is a reputable brand, and has a positive image in the eyes of customers, if there is a positive WOM among social groups and if it is an indicator of prestige, it has a positive impact on brand trust and loyalty intention. In terms of customer communication, if the attitude of contact personnel, technical service's competence and the way of solving the problem, the dialog with the customer is positive and the brand's procedures of handling the complaints are working well and if the customer can reach and communicate with someone responsible for the brand, that has a positive impact on brand trust and loyalty intention. In terms of performance based perceived quality, if the customer thinks the product they are using is durable and has high performance, if it provides its intended functions and a good convenience to the customer with a ease of use, it has a positive impact on brand trust and loyalty intention.

In addition, it is concluded in the research that there is not a big impact of brand communication based perceived quality, product advances and superiority based perceived quality, product design based perceived quality and warranty based perceived quality on brand trust or loyalty intention. As a matter of fact, if the customer thinks the brand has successful advertising, PR, market launch activities, successful sales campaigns and social responsibility, attractive website, social media or stores, it increases the positive perceived quality but it doesn't increase brand trust or loyalty intention towards a brand. Similarly, even if the customer has a positive perception about a product's being a high technology product and containing innovative improvements and having superior characteristics, or physical characteristics like good design, color, size and being ergonomic, or duration and scope of warranty, it doesn't promise it will increase your customer's trust or loyalty towards your brand. On the other hand, brand communication activities and promotions which is among the communication based perceived quality is considered as an important asset influencing brand trust and loyalty in the literature (Kotler & Armstrong, 2012).

As Porter (1980) states that differentiation is very important in order to stand out among the competitors, the approaches he developed for differentiation are design, brand image, technology, features and customer service. Therefore, the second objective of this study is the

comparison of different quality perceptions of different target groups of two brands and to reveal that whether these two brands are differentiated. The results shows that there is a significant difference in perceived quality of Bosch and Arçelik brands that Bosch has a higher perceived quality among its consumers (*Bosch* \bar{x} : 4,07, *Arçelik* \bar{x} : 3,70). In terms of the perceived quality dimensions, there is a significant difference in customer service communication based perceived quality (*Bosch* \bar{x} : 4,14, *Arçelik* \bar{x} : 3,85), performance based perceived quality (*Bosch* \bar{x} : 4,42, *Arçelik* \bar{x} : 4,02), brand image based perceived quality (*Bosch* \bar{x} : 4,32, *Arçelik* \bar{x} : 3,82), product advances/superiority based perceived quality (*Bosch* \bar{x} : 3,58, *Arçelik* \bar{x} : 3,07), and product design based perceived quality (*Bosch* \bar{x} : 4,31, *Arçelik* \bar{x} : 3,81). However, a significant difference is not seen in terms of brand communication based perceived quality (p: 0,179 *Bosch* \bar{x} : 4,02, *Arçelik* \bar{x} : 3,87), and warranty based perceived quality (p: 0,88 *Bosch* \bar{x} : 3,83, *Arçelik* \bar{x} : 3,58), still perception of Bosch brand is slightly higher compared to Arçelik.

Futhermore, brand trust and loyalty intention of two groups are measured and the results show that there is a significant difference between two groups. It is seen that for both brand trust (p: 0,000 *Bosch* \bar{x} : 4,31, *Arçelik* \bar{x} : 3,87) and loyalty intention (p: 0,000 *Bosch* \bar{x} : 4,49, *Arçelik* \bar{x} : 4,00) Bosch users have a more positive perception. All things considered, it is already explained in this study that in order to increase this perception, brands should mainly focus on improving brand image, customer service communication and product performance.

Lastly, the third objective of this study was to find out how personality characteristics like innovativeness and past experience of consumers differ between two brands and how demographic characteristics like income, educational level and age have an impact on perceived quality. When two brands are compared in terms of consumer innovativeness (p: 0,525 *Bosch* \bar{x} : 2,84, *Arçelik* \bar{x} : 2,76), and past experience (p: 0,220 *Bosch* \bar{x} : 4,30, *Arçelik* \bar{x} : 4,12), the values are similar for both brands, the consumer innovativeness is at a low level for both groups and both groups are satisfied with their past experiences with the same brand. When it comes to the demographics, the results indicate that there is not a difference between different income groups on perceived quality and dimensions of perceived quality. But it is seen that educational level has an impact on perceived quality which means that users with lower educational level have higher perceived quality with the brands they are using. It can be interpreted as that users with lower educational levels are getting the best products they can get, and since they don't have

higher expectations compared the users with higher educational levels, they are satisfied with the brand and products they are using. Therefore, it can be said that it is more challenging for brands to create a high perceived quality among the groups with better educational level. In addition, the difference is seen with the different age groups in term of product design and product advances/superiority. Unlike the expectations, the older the users are, the more they are satisfied with their products' design and superiority. Normally, it is expected for younger group to be more concerned about the product design and superiority like technological advances and innovation.

As a consequence, in this research we aimed to find out how consumers of cooking household appliances perceive quality and analysis shows that there are 7 dimensions of perceived quality and 3 of which have an impact on brand trust and loyalty intention. These are brand image based perceived quality, customer service communication based perceived quality and performance based perceived quality. Interestingly, analysis shows that there is not a significant and moderating impact of consumer innovativeness however, past experiences have a small moderating impact on brand trust and loyalty. Hence, if a consumer was satisfied with the product and brand, there is a high chance of choosing the same brand for the next purchases and it builds a strong trust for the brand. Therefore, firstly, it is concluded that in order to increase brand trust and loyalty companies should work on increasing their brand image which means that they need to make consumers to be a part of a specific social group by using their brand. They need to form a community and create the feeling of belonging and membership among their consumers. Secondly, they should be very careful about who are representing the brand in the field because the attitude of the contact persons, technicians or customer service are very effective not only for brand perception, but also for brand trust and loyalty intention. Therefore, they should be successfully transferring their brand vision, history, understanding and also all the necessary information about the products. This is the only way for the personnel to be confident about their knowledge and to be fully ready to answer consumers' questions and be fully ready to provide a better service. Any kind of hesitation or misguidance might come back as mistrust and shifting to a different brand. Thirdly, analysis shows that satisfaction with the performance of the product reflects the satisfaction with the brand, so that it positively effects the consumer's perception and increases brand trust and loyalty intention. Therefore, companies need to be aware of the importance of the performance, durability, ease of use and

convenience they offer to their customers. No matter how satisfied the customer will be with the communication or the service they are getting, it would effect their brand perception, trust and loyalty negatively because in the end they do not want to end up with an inadequate oven or cooktop at their homes.

When comparing the two different consumer groups of Bosch and Arçelik, analysis reveals that in customer service communication, brand image, performance, product advances, product design Bosch has a more positive perception outcome. Yet interestingly, in terms of brand communication activities and warranty these two brands are not differentiated significantly. It shows that the quality of their advertising, PR activities and campaigns as well as the product warranties are perceived as successful and very similar by both groups. Therefore, embracing specific concepts and values and building their communication upon these values by going beyond the ordinary might help them perceived as differentiated. Lastly, when demographics are studied, the results show that rather than targeting some specific income groups, it is better for brands to focus on different educational groups and age groups which can be defined as different mindsets and they can choose their communication channels depending on these groups' (age-education) environment and create their messages depending on these groups interests which can be product innovation, product design, performance or brand communication.

7. LIMITATIONS AND RECOMMENDATIONS FOR FURTHER RESEARCH

One of the prominent limitations of this study is the product category. This study provides insights solely on cooking product category which includes ovens and cooktops. Future studies are encouraged to consider the perceived quality of different product categories like cooling, washing or consumer products, different sectors like ready-to-wear, cosmetics or FMCG and different brands like luxury brands.

As in this study only the users and owners of the brands are investigated, researchers can study the perceived quality of non-users, therefore brands could see the quality perception outside of their target groups. A comparative analysis between two brands in the same groups like Arçelik-Beko or Bosch-Siemens may also be interesting in order to determine the specific

distinctions of the brands. Sustainability and energy efficiency would also be a good focus related to the same sector.

This study contains the questionnaire participants of more than 20 different brand users, but due to the time limitations the number of other brand users remained limited. If there were a big number of users for each brand, a more extended comparison including different brands could have been done.

As a managerial recommendation brand managers need to focus on their brand image and should offer their customers a chance to belong to a prestigious social group which will increase positive WOM among target groups and increase brand trust and loyalty. They can offer loyalty programs and customized offers to improve their brand image. Likewise, sector executives should be aware of the importance of customer service communication because even if the customer is satisfied with the product and the brand has a high brand image in the eyes of customer, an inadequate communication experience might affect the brand perception, trust and loyalty negatively. In order to prevent this, they should choose their representatives very carefully and train them well to provide the best service and information for the customer. Lastly, they should put a great effort and focus on the quality of their products. The products need to have a good performance with good engineering and durability to fulfill the customer needs and offer a convenience.

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APPENDICES

Appendix 1: Questionnaire in Turkish

Değerli katılımcı, bu anket formu Marmara Üniversitesi İngilizce İşletme Anabilim dalı, Üretim Yönetimi ve Pazarlama yüksek lisans programı kapsamında hazırlanan tez çalışması için oluşturulmuştur. Paylaşılan bilgiler 3. Kişilerle paylaşılmayacak olup, yalnızca akademik amaçla kullanılacaktır.

Bölüm 1

A.1. Kullandığınız fırın ve/veya ocak markası nedir?

- Altus
- Arçelik
- Beko
- Bosch
- Dominox
- Electrolux
- Esty
- Ferre
- Franke
- Gaggenau
- Hoover
- Hotpoint-Aristo
- Kumtel
- Luxell
- Oscar
- Profile
- Regal
- Samsung
- Siemens
- Silverline
- Simfer
- Teka
- Termikel
- Vestel
- Diğer

A.2. Bu markayı kaç yıldır kullanıyorsunuz?

Bölüm 2

	Lütfen aşağıdaki soruları halen kullanmakta olduğunuz ve önceki sayfada belirttiğiniz markayı düşünerek yanıtlayınız.	Kesinlikle katılmıyorum	Katılmıyorum	Kararsızım	Katılıyorum	Kesinlikle katılıyorum
1	Bu ürünün performansı yüksektir	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2	Bu ürünün kullanımını kolaydır	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3	Bu ürünün nitelikli özellikleri vardır	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4	Bu üründeki program sayısı fazladır	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5	Bu ürünü rakiplerden farklılaştıran özellikler bulunmaktadır	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6	Bu ürünün düğme, kulp gibi fiziksel unsurları kullanışlıdır	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7	Bu ürün vaat ettiği özellikleri yerine getirir	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8	Bu ürün dayanıklıdır	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9	Bu ürünün kullanım ömrü uzundur	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10	Bu ürün iyi bir mühendislik ürünüdür	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
11	Bu ürün estetik bir görünüme sahiptir	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
12	Bu ürün iyi bir tasarıma sahiptir	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

13	Bu ürün ergonomiktir	0	0	0	0	0
14	Bu ürünün rengi güzeldir	0	0	0	0	0
15	Bu ürünün kontrol paneli ve ekran boyutu kullanışlıdır.	0	0	0	0	0
16	Bu ürünün ölçü ve hacmi yeterlidir	0	0	0	0	0
17	Bu ürünün fiyatı uygundur	0	0	0	0	0
18	Bu ürün yenilikçi bir üründür	0	0	0	0	0
19	Bu ürün bir önceki serilere göre gelişmiş özellikler sunar	0	0	0	0	0
20	Bu ürün tüketici ihtiyaçlarını karşılamada rakip ürünlerden üstündür	0	0	0	0	0
21	Bu ürün tüketici masraflarını azaltmada rol oynar (elektrik/enerji tüketimi)	0	0	0	0	0
22	Bu ürün pazardaki ilk üründür	0	0	0	0	0
23	Bu ürün mekanik ve teknik anlamda yüksek teknoloji ürünüdür	0	0	0	0	0
24	Bu ürünü telefon ya da tablet üzerinden kontrol etmek mümkündür	0	0	0	0	0
25	Bu ürün kullanım kolaylığı sağlar	0	0	0	0	0
26	Bu ürün yemek yapma alışkanlıklarımı değiştirir	0	0	0	0	0
27	Bu ürün doğa dostudur	0	0	0	0	0
28	Bu ürün Türkiye'de üretilir	0	0	0	0	0
29	Bu ürün risk ve tehlike içermez	0	0	0	0	0

30	Bu marka kendi alanında uzmandır	0	0	0	0	0
31	Bu markanın teknik servis hizmetleri başarılıdır	0	0	0	0	0
32	Bu markanın firmanın şikayet yönetme prosedürleri başarılıdır	0	0	0	0	0
33	Bu markaya erişim ve iletişim kolaydır	0	0	0	0	0
34	Bu markada müşteriyle ilgilenen personel düzenli ve tertiplidir	0	0	0	0	0
35	Bu marka performansta tutarlılık gösterir	0	0	0	0	0
36	Bu marka bir problem karşısında müşteriye kısa zamanda dönüş yapar	0	0	0	0	0
37	Bu ürünün garanti süresi uzundur	0	0	0	0	0
38	Bu ürünün garanti kapsamı geniştir	0	0	0	0	0
39	Bu markanın teknik servisi yapılacak hizmeti açıklar	0	0	0	0	0
40	Bu markanın teknik servisi hizmet tutarını önceden belirtir	0	0	0	0	0
41	Bu markanın teknik servisi yaşanan problemin çözüleceğini temin eder	0	0	0	0	0
42	Bu markanın teknik ekibi müşterinin evdeki eşyalarına özen gösterir	0	0	0	0	0

43	Bu markanın satış sonrası hizmet kalitesi yüksektir	0	0	0	0	0
44	Bu markanın kaliteli bir websitesi vardır	0	0	0	0	0
45	Bu markanın sosyal medya yönetimi başarılıdır	0	0	0	0	0
46	Bu markanın çalışanları sorulara cevap verebilir durumdadır	0	0	0	0	0
47	Bu markanın çalışanları hizmet sunmaya hazır ve isteklidir	0	0	0	0	0
48	Bu markanın çalışanları kibar ve saygılıdır	0	0	0	0	0
49	Bu markanın başarılı reklam çalışmaları bulunmaktadır	0	0	0	0	0
50	Bu markanın satış kampanyaları başarılıdır	0	0	0	0	0
51	Bu markanın başarılı PR aktiviteleri bulunmaktadır	0	0	0	0	0
52	Bu markanın başarılı lansman çalışmaları bulunmaktadır	0	0	0	0	0
53	Bu markanın başarılı sosyal sorumluluk çalışmaları bulunmaktadır	0	0	0	0	0
54	Bu markanın mağazaları ve vitrinleri çekicidir	0	0	0	0	0
55	Bu markanın satış ekibi güçlüdür	0	0	0	0	0
56	Bu marka müşteri ihtiyaçlarını anlamak için yüksek çaba gösterir	0	0	0	0	0

57	Bu markayı daha önce de kullandım	0	0	0	0	0
58	Bu marka ile geçmiş satın alma tecrübelerim olumludur	0	0	0	0	0
59	Bu marka ile ilgili tanıdık ve çevremdekilerin yorumları olumludur	0	0	0	0	0
60	Bu marka / ürün sosyal gruplar arasında prestij sağlar	0	0	0	0	0
61	Bu marka/ürün belirli bir sosyal gruba aidiyet göstergesidir	0	0	0	0	0
62	Bu marka saygın bir markadır	0	0	0	0	0
63	Bu marka olumlu bir imaja sahiptir	0	0	0	0	0
64	Bu üründen memnunum	0	0	0	0	0
65	Bu markadan memnunum	0	0	0	0	0
66	Bu ürünü tekrar satın alırım	0	0	0	0	0
67	Bu markanın başka bir ürününü tekrar satın alırım	0	0	0	0	0
68	Bu ürün ve markayla ilgili olumlu tavsiyelerde bulunurum	0	0	0	0	0
69	Bu ürün ödediğim tutarı hak ediyor	0	0	0	0	0
70	Bu markaya güveniyorum	0	0	0	0	0
71	Bu markanın bir ürününü tercih ettiğimde hayal kırıklığına uğramam	0	0	0	0	0
72	Bu markanın ürünü beklentilerimi karşılar	0	0	0	0	0

73	Bu marka, ürünle alakalı bir olumsuzluk yaşadığımda bunu çözer	0	0	0	0	0
74	Bu marka, benim memnuniyetimi önemser	0	0	0	0	0
75	Bu marka, müşteriye karşı dürüştür	0	0	0	0	0

Bölüm 3

		Kesinlikle katılmıyorum	Katılmıyorum	Kararsızım	Katılıyorum	Kesinlikle katılıyorum
1	Yeni ya da farklı bir markanın ürününü gördüğümde satın almak isterim	0	0	0	0	0
2	Yeni çıkmış bir ürünü ilk deneyenlerden biriyimdir	0	0	0	0	0
3	Yeni bir ürünü ilk kendim denemek yerine başkalarının denemesini beklerim	0	0	0	0	0
4	Teknolojik anlamda yenilik sunan bir ürünü hemen denemek isterim	0	0	0	0	0
5	Alışılmışın dışında bir marka ya da ürün çıktığında hemen incelerim	0	0	0	0	0

6	Çok tanınmayan marka ve ürünleri tercih ederek farklı ürünler denemekten hoşlanırım	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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Bölüm 4

Kişisel bilgiler ve yemek alışkanlıkları

1	Cinsiyet
	<input type="radio"/> Kadın
	<input type="radio"/> Erkek

2	Yaş
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3	İkamet ettiğiniz şehir
	<input type="radio"/> İstanbul
	<input type="radio"/> Ankara
	<input type="radio"/> İzmir
	<input type="radio"/> Bursa
	<input type="radio"/> Antalya
	<input type="radio"/> Adana
	<input type="radio"/> Tekirdağ
	<input type="radio"/> Diğer

4	Medeni durum
	<input type="radio"/> Evli
	<input type="radio"/> Bekar

5	Çocuk sahibi misiniz?
	<input type="radio"/> Evet
	<input type="radio"/> Hayır

6	Aylık gelir durumunuz
	<input type="radio"/> 0-4000 TL

	<input type="radio"/> 4001-8000 TL
	<input type="radio"/> 8001-12000 TL
	<input type="radio"/> 12001-15000
	<input type="radio"/> 15001 TL ve üzeri

7	Eđitim durumunuz
	<input type="radio"/> Ortaokul
	<input type="radio"/> Lise
	<input type="radio"/> Lisans
	<input type="radio"/> Y¼ksek lisans
	<input type="radio"/> Doktora

8	Oturduđunuz ev
	<input type="radio"/> Kendi evimiz
	<input type="radio"/> Aile b¼y¼klerinin evi
	<input type="radio"/> Kira

9	Ne sıklıkla dıřarda yemek yersiniz?
	<input type="radio"/> Her g¼n
	<input type="radio"/> Haftada 2-3 kez
	<input type="radio"/> Haftada 1 kez
	<input type="radio"/> Ayda 1 kez

10	Genelde hangi ođ¼n¼ dıřarda yemeyi tercih edersiniz?
	<input type="radio"/> Kahvaltı
	<input type="radio"/> Ođ¼le yemeđi
	<input type="radio"/> Akřam yemeđi

11	Genelde hangi piřirme y¼ntemini kullanarak yemek yaparsınız?
	<input type="radio"/> Buharda
	<input type="radio"/> Fırında
	<input type="radio"/> Kızartma
	<input type="radio"/> Hařlama
	<input type="radio"/> Izgara
	<input type="radio"/> Diđer

Appendix 2: Questionnaire in English

Dear Participant, this questionnaire is prepared in the scope of Master's thesis study in Marmara University, Social Sciences Institute, Production Management and Marketing department. Responses will not be shared with third parties, but will only be used for academic purposes.

Section 1

A.1. What is the brand of your oven and/or cooktop?

- Altus
- Arçelik
- Beko
- Bosch
- Dominox
- Electrolux
- Esty
- Ferre
- Franke
- Gaggenau
- Hoover
- Hotpoint-Aristo
- Kumtel
- Luxell
- Oscar
- Profile
- Regal
- Samsung
- Siemens
- Silverline
- Simfer
- Teka
- Termikel
- Vestel
- Diğer

A.2. How long have you been using this brand?

Section 2

	Please answer these questions regarding the brand you are still using and the one you chose in the previous page.	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
1	This product has a high performance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2	This product is easy to use	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3	This product has good features	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4	This product has plenty of programmes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5	This product has characteristics that distinguishes the model	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6	Product components such as buttons and handles are useful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7	This product performs its intended functions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8	This product is durable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9	Lifetime of this product is long	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10	This product is an outcome of good engineering	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
11	This product has an aesthetic look	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
12	This product has a good design	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
13	This product is ergonomic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
14	This product has a good color	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
15	Control panel and screen size of this product is useful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

16	Dimensions and volume of this product is sufficient	0	0	0	0	0
17	This product is affordable	0	0	0	0	0
18	This product is innovative	0	0	0	0	0
19	This product provides significant improvements over previous products	0	0	0	0	0
20	This product is superior to competing products in meeting customer's needs	0	0	0	0	0
21	This product has a role in reducing customer's costs (energy consumption)	0	0	0	0	0
22	This product is the first in the market	0	0	0	0	0
23	This product is a high technology product in terms of mechanical and technical complexity	0	0	0	0	0
24	This product can be controlled remotely via mobile or tablet	0	0	0	0	0
25	This product provides a convenience to the customer	0	0	0	0	0
26	This product makes changes in consumer's behavior (cooking habits)	0	0	0	0	0
27	This product is environmentally-friendly	0	0	0	0	0
28	This product is produced in Turkey	0	0	0	0	0

29	This product is free from danger, risk and doubt	o	o	o	o	o
30	This brand is an expert in producing and delivering its outputs	o	o	o	o	o
31	This brand has a successful technical service	o	o	o	o	o
32	This brand has a successful complaint handling procedures	o	o	o	o	o
33	This brand is easy to access and communicate	o	o	o	o	o
34	The contact personnel of this brand is organized and polite	o	o	o	o	o
35	This brand is consistent in performance	o	o	o	o	o
36	This brand calls the customer back quickly in case of a problem	o	o	o	o	o
37	Warranty duration of this product is long	o	o	o	o	o
38	Warranty scope of this product is extensive	o	o	o	o	o
39	Technical service team of this brand explains the service itself	o	o	o	o	o
40	Technical service team of this brand explains how much the service will cost	o	o	o	o	o
41	Technical service team of this brand assures the customer that the problem will be handled	o	o	o	o	o

42	Technical service team of this brand watches over the customer's property at home	o	o	o	o	o
43	After-sale service quality of this brand is high	o	o	o	o	o
44	Website quality of this brand is high	o	o	o	o	o
45	This brand has a successful social media management	o	o	o	o	o
46	The employees of this brand are qualified enough to response to questions	o	o	o	o	o
47	The employees of this brand are willing and ready to provide service	o	o	o	o	o
48	The employees of this brand are polite and respectful	o	o	o	o	o
49	This brand has successful advertising activities	o	o	o	o	o
50	This brand has successful sales campaigns	o	o	o	o	o
51	This brand has successful PR activities	o	o	o	o	o
52	This brand has successful market launch activities	o	o	o	o	o
53	This brand has successful social responsibility activities	o	o	o	o	o
54	The stores and store fronts of this brand are attractive	o	o	o	o	o
55	This brand has a strong sales force	o	o	o	o	o

56	This brand puts high effort to understand the customer's needs	0	0	0	0	0
57	I have used this brand before	0	0	0	0	0
58	My past experiences with this brand are positive	0	0	0	0	0
59	My friends and acquaintances have a positive WOM about this brand	0	0	0	0	0
60	This brand/product is considered as prestigious among social groups	0	0	0	0	0
61	This brand/product is an indicator to a social group membership	0	0	0	0	0
62	This brand is a reputable brand	0	0	0	0	0
63	This brand has a positive image	0	0	0	0	0
64	I am satisfied with this product	0	0	0	0	0
65	I am satisfied with this brand	0	0	0	0	0
66	I would repurchase this product	0	0	0	0	0
67	I would purchase another product of this brand	0	0	0	0	0
68	I would make positive recommendations about this brand and product	0	0	0	0	0
69	This product deserves the amount I paid	0	0	0	0	0
70	I trust this brand	0	0	0	0	0
71	I will not be disappointed if I choose a product of this brand	0	0	0	0	0

72	The product of this brand meets my expectations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
73	This brand solves the problem in case of any inconveniences	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
74	This brand cares about my pleasure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
75	This brand is truthful to the customer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Section 3

		Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
1	I want to purchase when I see a product of a new or different brand	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2	I am one of the first people trying a new product in the market	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3	Instead of being first trying a product, I wait for other people to try it	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4	I want to try a product which offers technological innovation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5	I examine immediately when an extraordinary product or brand is out	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6	I like trying less known brand and products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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Section 4

Personal information and eating/cooking habits

1	Gender
	<input type="radio"/> Woman
	<input type="radio"/> Man

2	Age
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3	The city you live in
	<input type="radio"/> İstanbul
	<input type="radio"/> Ankara
	<input type="radio"/> İzmir
	<input type="radio"/> Bursa
	<input type="radio"/> Antalya
	<input type="radio"/> Adana
	<input type="radio"/> Tekirdağ
	<input type="radio"/> Other

4	Marital status
	<input type="radio"/> Married
	<input type="radio"/> Single

5	Do you have any children?
	<input type="radio"/> Yes
	<input type="radio"/> No

6	Income
	<input type="radio"/> 0-4000 TL
	<input type="radio"/> 4001-8000 TL

	<input type="radio"/> 8001-12000 TL
	<input type="radio"/> 12001-15000 TL
	<input type="radio"/> 15001 TL and above

7	Education level
	<input type="radio"/> Secondary school
	<input type="radio"/> High school
	<input type="radio"/> Bachelor's degree
	<input type="radio"/> Master's degree
	<input type="radio"/> Doctorate

8	The house you live in is;
	<input type="radio"/> our house
	<input type="radio"/> parents' house
	<input type="radio"/> rent

9	How often do you eat out?
	<input type="radio"/> Everyday
	<input type="radio"/> 2-3 times a weel
	<input type="radio"/> Once a week
	<input type="radio"/> Once a month

10	Which meal do you eat out more frequently?
	<input type="radio"/> Breakfast
	<input type="radio"/> Lunch
	<input type="radio"/> Dinner

11	Which cooking method do you usually use for cooking?
	<input type="radio"/> Steam
	<input type="radio"/> Oven
	<input type="radio"/> Frying
	<input type="radio"/> Boiling
	<input type="radio"/> Grill
	<input type="radio"/> Other