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(MAN 400)

GRADUATION PROJECT

"CLOTHING ORIENTATION OF MALE CONSUMERS"

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ABSTRACT

Information is needed to understand the buying habits of the professional Turkish Cypriot male consumer in buying suits for work and leisure. Although expanding in the past five years, research about the buying behaviours of consumers tended to avoid males, retailers and marketers should understand the immense diversity among consumers if they are to market apparel accurately and successfully.

This study has investigated the Turkish Cypriot males working for the government offices and living in Lefkoşa, Northern Cyprus to examine and describe the factors involved in their decision making when buying suits for work and leisure.

A survey method was used during the investigations on 29 randomly selected professional males. It was concluded that the professional men in Lefkoşa do not want to stand out of group situations that they are in. Their lives are dominated by their wives and work situations. They are not fashion conscious and do not seem to move with new trends easily. The term "Keeping up with the Joneses" best describe their culture towards buying clothes. Therefore, clothing styles in the introduction and growth stages will not appeal much to the average professional male working in Lefkoşa.

Keywords: Buying behaviour in males, market segmentation, suits for work and leisure, Lefkoşa, Northern Cyprus.

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SECTION 1

TERMS OF REFERENCE

1.1 Introduction

This section introduces the broad problem area, problem definition, purpose of study and its questions.

1.2 Statement of the topic

According to Jacob (1990), "a man's business suit consist of a jacket, pants and possibly a vest cut from the same cloth". Business suits are the identity for the professional man. "Business men and other professional men, sometimes called white collar workers, have selected the business suit to signify their social position to themselves and others" (Jacob, 1990, p.14). Other articles of apparel that are included in professional male dress are neckties and dress shirts.

Apparel fashion has always changed no matter what category of apparel it is, and men's business wear is no exception. Although the business suit is similar enough for some men to be a uniform, variations of the suit do exist. Social forces are believed to influence fashion including men's fashions (Jacob, 1990; Kaiser,1985). Ones spouse, family and culture are some of the forces that change fashion.

According to Ericksen (1983), identification of the role of apparel as a sign of business success is not a new concept. Ericksen also stated that a review of related literature revealed that self-image/product image congruity was related to an individual's behavior to a particular item and that apparel products had symbolic meaning. She later mentioned that studies have considered the relationship between the self and apparel and have taken into account the various aspects of the self such as actual self-image and ideal self-image. Ericksen indicated that a small number of empirical studies have focused on the concept of clothing-image and self-image congruity.

1.3 Problem Definition

Market segmentation has become an important tool used by retailers and marketers for identifying target customers. Weinstein (1987) defined market segmentation as the process of partitioning markets into segments of potential customers who have similar characteristics and who are likely to exhibit similar purchasing behavior. Segmentation has become a major tool of companies for planning marketing strategies. Segmentation research has several objectives that include analyzing markets, finding a niche, and developing and capitalizing on a superior competitive position (Summers, Belleau & Wozniak, 1992). One important question that needs to be answered is why retailers and manufacturers have not used market segmentation to target Turkish Cypriot professional males as a potential market.

1.4 Purpose

More information is needed to understand the Turkish Cypriot male consumer. Although expanding in the past five years, research about the buying behaviors of consumers has tended

to avoid males. Retailers and marketers should understand the immense diversity among consumers if they are to market apparel accurately and successfully.

The purpose of this research is to investigate Turkish Cypriot males living in Lefkosha, Northern Cyprus to examine if differences in their buying behavior for apparel exist. In addition, consumer attributes (i.e., apparel involvement, self-esteem, reference group, social class, media) and personal characteristics are investigated.

1.5 Questions for the project

1.5.1 What does the literature reveal regarding the criteria the professional males use when buying clothes?

1.5.2 What are the priorities of the professional males living in Lefkosha when buying clothes for work and leisure?

1.5.3 How are these priorities reflected in the final decision making?

1.6 Conclusion

This first section depicted the topic area, the problem situation, the purpose, and the questions set for the project. The next section will reveal the literature review carried out.

SECTION II

REVIEW OF THE LITERATURE

2.1 Introduction

In this Section, cultural influences including apparel involvement, reference groups, and media usage are discussed. This background will develop explanations of why Turkish Cypriot professional males wear the colour and style of business suits they do. Demographic influences will also be discussed. Previous consumer studies that include these variables are reviewed.

2.1 Influences on male buying behaviour in suits they wear

According to Hamilton and Hamilton (1989), selecting and wearing apparel is a behavior that is unique to humans. Hamilton and Hamilton also believe that a certain set of apparel, worn in a particular cultural context, is an example of the unique ability of humans to create symbols. Men's business suits are an example of a set of apparel that has become a symbol (Jacob, 1990). In addition, O'Neal (1998) stated that subjects in her study agreed that an African American aesthetic of dress exists and is shown in observable ways. One way is the preference for bright or high effect colors (e.g., yellow, orange). Hamilton and Hamilton (1989) also believe extensive variations in apparel choices exist among individuals; however, the cultural values and meanings in a society, all of which are arbitrary, delimit the variations that a consumer selects. According to these authors, apparel selection can be seen as something that is unique to humans and is also driven by ones culture. If the authors

presumptions are true, cultural variables could prove to be one of the key factors that influence male purchase behavior.

Fashion has been defined as a form of collective behavior that is socially approved at a given time but is expected to change (Summers, Belleau, & Wozniak, 1992, p. 85). The existence of fashion depends upon a group or groups of people who are living together and behaving collectively. In addition, it implies that social approval is important to the people in the group or groups. Fashion exists because people attach a degree of significance to it (Kaiser, 1985). Social interaction influences the acceptance and adoption of any given fashion. Fashionable apparel also conveys information to other people in a given social situation. For example, people will evaluate what a person is wearing and will draw conclusions as to whether they like or dislike the fashion. Fashion acceptance follows an adoption path similar to the innovation process described by Rogers (1983) and by Sproles (1978) and is thought to be affected by a variety of cultural influences. According to Harps-Logan (1997), absolute apparel expenditures of Blacks are somewhat higher than those of the entire population of U.S. consumers. When considering the numerical growth of the Black middle class, plus their buying power, this market maybe one of the major players in the U. S. economy today (Goldsmith, White & Stith, 1987; Ness & Stith, 1984). The Black population currently represents about 12% of the population in the United States. Relevant studies of Black consumers are reviewed in the following sections. Because of the limited research on Black consumers, studies using demographics and buying practices with more general populations are also included.

In addition to culture, other factors are known to influence female consumer buying behavior. These influences are: apparel involvement, media usage, reference group influence, self-

esteem and social class. As people interact with people in their daily lives people care about who they are and what other people think and say. Zikmund's study (as cited in Davis, 1994) shows that age and the number of children in the household are the best demographic predictors of Black's shopping behaviors" (p. 18). Davis' study on Black consumers found that Black college-age consumers shop for and purchase their own apparel. She concluded that Black college-age consumers do not have a favorite store that they shop in or make purchases from.

According to Ko (1995), age and income have been known to influence the purchasing behavior of employed women. Ko's study included a wide range of ages for women but did not include race as a variable. Ko also showed that younger women and those with higher incomes are more likely to accept influences from reference persons when they purchase a business dress. The conclusions of Cassill and Drake's (1987) study of female consumer's employment orientations indicated that career-oriented working women tended to be between 25-34 years of age. Age was significantly related to their apparel selection.

Involvement in a product category is widely recognized as a major variable influencing consumer-buying behavior. Thomas, Cassill and Forsythe (1991) defines apparel involvement as "the extent to which consumers are concerned with a particular purchase decision and consider it to be important to them (p. 45). According to Shim and Kotsiopulos (1991) "involvement is defined as a person's perceived relevance of the object based on inherent needs, values, and interest" (p. 16). Ericksen (1983) uses the terms clothing behavior to define apparel involvement. Clothing behavior is defined as "the clothing a woman repeatedly wears to work over a period of time" (Ericksen, 1983, p. 50). This same apparel involvement may be true of men and the apparel they wear to work. Ericksen's (1983) study on the apparel

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behavior of working women concluded that most of the time women wear apparel that is similar to their selfimage beliefs and avoid those which are unlike these beliefs. Thomas, Cassill, and Forsythe (1991) did a study to determine if apparel involvement in consumer purchase decisions is composed of more than one dimension. In their study on women's consumer purchase decisions, they stated that involvement is an important mediator in terms of consumer behavior. Their review of literature also states that Schiffman and Kanuk's study, and Traylor's study (as cited in Thomas, Cassill, & Forsythe, 1991) found that consumers consider apparel purchases to be important to them. They also mention that limited research is available in the area of apparel involvement. Shim and Kotsiopulos (1991) study on big and tall men revealed that higher usage of apparel as a tool of impression management and higher interest in fashion reflects high apparel involvement. They also found that the more engaged in cultural/social activities the person is, the greater the involvement with apparel. The Shim and Kotsiopulos (1991) study also stated that those individuals who did not think apparel was important were less frequently engaged in club meeting and business activities. Findings suggest that, in general, apparel involvement is an influence on consumers' apparel decisions (Forsythe, Cassill & Thomas, 1991).

Cassill and Drake (1987), who investigated female consumers, stated that roles are determined by the consumer's culture and are related to the individual's interaction with others in a structured situation. One of the roles that is performed is employment. Employment orientation, which is a combination of a person's attitude toward employment and their actual job, is an influential variable in choice of apparel for female consumers. Women's roles in the workplace affect their

buying decision processes as consumers. In a study of professional women by Harps-Logan (1997), she wrote that professional women often patronize specialty, department and discount

stores. Employment is recommended as a variable for target market segmentation and is way of defining the female consumer market (Cassill & Drake). This variable might also be useful in segmenting the male consumer.

In earlier studies on Black women's and White women's apparel buying practices, differences were found in income levels (Cortrone, 1967; Hunter, 1967). In a 1988 report issued by the Bureau of the Census, the median income for Blacks was approximately $16,000 compared to $29,000 for Whites. In 1989, the year when this particular Census data was collected, the data divided income in nine separate categories by race in the U.S. Bureau of the Census report (as cited in Harps-Logan, 1997). In the study by Harps-Logan (1997), the research reported the apparel buying practices of Black women and White women with total household income in the $25,000-$79,000 range. The reason for this large income base was the disparity between incomes of White subjects and Black subjects used in this study. Fan's (1998) study was on household expenditure patterns of families across several cultures. Fan suggested that households, with the highest mean annual after-tax income, per capita income, total expenditure, and per capita expenditure, spent a larger proportion of their budget on apparel, entertainment, alcoholic beverages, food away from home and household equipment and operation. Fan's study includes White, Asian, Black and Hispanic consumers in the sample. Differences in income between consumers of different races continue to exist. Harps-Logan (1997) chose to use the middle three census categories of income for her study. The choice of the middle three categories represents the middle range for household income. Thus, the income range is considerably above the poverty level and represents the median income in America during the 1980s. The range of $25,000-$79,000 accommodates both single and dual income households (Harps-Logan). The findings from these studies indicate that Blacks make less money on average than their White counterparts, but spend more money proportionally

on clothing than Whites. Based on this information, the growing number of middle-class Black professionals would be an excellent target market for retailers and manufacturers of business apparel. Categories of income as an

influence need further study.

Rogers (1983) identified four components in the diffusion of innovation process: the innovation, communication channels, time and social system. Rogers observed that often mass media introduces an innovation, and individuals influence the decisions of others in the social system to adopt or reject an innovation. Sproles (1979) lists media as a social communication, and notes that "communications are crucial influences" p. 196. A good example of this can be seen when looking at the way black musicians in music videos wear baggy apparel that Tommy Hilfiger designs. This type of loose fitting apparel, especially the Tommy Hilfiger brand, was adopted and is popular among most black youths. Tommy Hilfiger is not the only brand name of apparel that is popular among this group of youths. Phatt Farm, a Black owned apparel brand that has the same baggy style as Hilfiger, is also popular among most Black youths.

Thomas, Cassill, and Forsythe (1991) identified three sources of influence that were marketer-dominated sources: (a) retailer (e. g., sales associates), (b) media, and (c) neutral (garment labels, hang tags). These were significant variables in their study of female apparel consumers from three southern malls. Kang and Kim's (1998) study on ethnicity and acculturation of Asian American consumers revealed that respondents with low-and high-acculturation levels will be influenced by the media at different extents, depending on one's ethnicity. The results of their study showed that for both Chinese and Koreans, "the low-acculturation group was more influenced by both television and radio than was the high acculturation group". On the

other hand, for Japanese, the results were reversed: "The high acculturation group seemed to rely more on both television and radio than did the low-acculturation group" (p. 109). The results of Wilson and MacGillivray's (1998) study on adolescent clothing choice revealed that when ranked in rank order of most influence on apparel choice, Black adolescents had the highest score for media influence.

Parental and friend influences were the next highest influence on apparel choice for Black adolescents, while siblings had the least influence. For White adolescents their friends influenced them the most on apparel choice. The second highest ranking of influence on apparel choice for White adolescents was tied between parents and media. Like Black adolescents, siblings ranked last as an influence on apparel choice for White adolescents. Although no research is found on the shopping habits and apparel choices of Black males, these variables could be used to for future research where Black males are involved.

Kaiser (1985) gave an explanation of fashion and social acceptance as an influence on apparel purchase. Although fashion is a form of collective behavior that is socially approved, this social approval does not mean that everyone in a society approves of that fashion for a certain category of apparel (i.e., professional male dress). Social approval for an individual can come from certain cultural or reference groups. For example, the style of business suit that White males socially approve might not fit the aesthetic of Black males because of cultural or ethnic differences.

Fashion opinion leaders are considered to be individuals who influence the decisions of other people to accept or reject an innovation and are reference groups for many consumers. Fashion opinion leaders, if they endorse a particular fashion, can influence an entire segment

of consumers. Baumgarten (1975) found male fashion leaders to be socially active. If this finding can be generalized, it could possibly be a way for retailers and marketers to reach the Black professional male consumer. Previous research also supports the idea that professional males maybe influenced by fashion leaders or may themselves be leaders. The central point of a study on mature customers by Huddleston, Ford and Bickle (1993) was to profile characteristics of an interpersonal communication channel (e.g., fashion opinion leaders). They found lifestyle characteristics among older customers to be predictors of fashion opinion leaders. Acceptance of products by fashion opinion leaders adds to the likelihood of acceptance by the general population. Another reference group is family. Wilson and MacGillivary (1998) in their study on adolescent apparel choice described family influence as one of the influencing factors of apparel choice. They reported that, in contrast to traditional conflict perspectives on parent-adolescent relationships, some recent studies have shown that most adolescents manage to balance peer relationships and individuation from family. Adolescents then achieve social competence with a minimum of intergenerational conflict. This balance is especially true if parents are generally supportive. This means that adolescents typically respect the opinion of their parents or family. The study by Wilson and MacGillivary (1998) also mentions that the extent to which parents control what their children wear during adolescence is unclear. Thomas, Cassill and Forsythe (1991) identified as a nonmarketer influence the interpersonal reference groups of family and friends. Their study was with female apparel consumers from southern malls as the sample. According to Lunt and Livingston (1992), studies of buying practices show that women are the principle purchasers of apparel. Because Black women put special emphasis on apparel, they may in many cases influence their husbands or boy friends when they purchase apparel. For professional men, wives, significant others, or other family members may be reference groups for apparel choices.

Marketing scholars began writing about the relationship between brands, products and stores as symbols and the interaction of the symbols with consumer's perceptions and personalities in the mid-1950s studies by Gardner and Levy, and Levy and Newman (as cited in Ericksen, 1983). Self-esteem is one aspect of personality, and self-esteem of Blacks has been a topic addressed by researchers in past years, with a number of these historical studies comparing Blacks with Whites (Holloman, 1989). The self-esteem of Black professional men may play a role in their buying behavior patterns. If Black males have low self-esteem, their ability to purchase apparel may be affected in two ways. Others might influence their purchase choice, or they may be less likely to shop for apparel. A study on the self-esteem of Black adults by Holloman (1989) gave a definition of self-esteem that is appropriate for this study. Rosenberg, Webster and Sobrieszek, and Horrocks' studies (as cited in Holloman), "defined self-esteem as a dimension of self-concept that involves a subjective evaluation of one's traits resulting in a positive or negative attitude toward the self" (p. 50). Past studies have resulted in mixed conclusions as to which group has higher self-esteem,

Social class is an informal ranking of people in a culture based on their income, occupation, education, dwelling, and other factors (Berman & Evans, 1998). Previous studies that focused on the buying practices of Black women and White women found that these apparel practices were related to social class. One of the studies (Samli, Tozier & Harps), as reviewed by Lunt and Livingston (1992), indicated that, unlike their White counterparts, Black women, regardless of their social class status, put special emphasis on apparel. Another study (Stone & Form), as reviewed by Lunt and Livingston, found that among Black women and White women from all socioeconomic levels, middle class women knew what they wanted to purchase when shopping for apparel. According to a report by Henry (as cited in Harps-

Logan, 1997), when socioeconomic status is controlled in a statistical analysis, Blacks appear to show similar traits to their White counterparts. In a recent study of Black women and White women, the upper and lower class groups were unsure of the apparel items they wanted to purchase (Harps-Logan, 1997). Realizing an increasing number of women in the work-force, Apple (1986) focused on the buying practices of professional Black women by identifying and examining lifestyles, types of retail outlets shopped, fashion information sources used, desirable store attributes, and the relationship of these factors to specific demographic variables. Apple's results were that women who rated economic apparel values high, paid less for suits and spent less on apparel yearly than those with a low economic ranking do. A study of employed Black women and White women done by Edmonds (1979) stated that differences in lifestyle had an impact on the participants' apparel buying habits. Buying behavior research has focused mainly on White women or on White versus Black women. These previous studies identify a number of variables that affect the buying behavior of women; however, little or no research is available on buying behaviors of men. This research project will help to create a better understanding of the buying behaviors of Turkish Cypriot males.

2.3 Conclusion

This Section has reviewed the literature on cultural influences including apparel involvement, reference groups, demographic variables and media usage. This background will develop explanations of why Turkish Cypriot professional males wear the colour and style of business suits they do.

SECTION III

Contextual Factors

The Male Shoppers at the Boutiques of Lefkosha

3.1 Introduction

This section depicts information on the contextual factors of this project, the city of Lefkosha in Northern Cyprus and the demographic characteristics and the composition of male shoppers at boutiques and other clothing shops. Although the word boutique usually refers to shops that sell women clothing and jewellery only, it will be used by this study synonymously with male clothing shops as the people of Lefkosha also uses it in this concept.

3.2 Northern Cyprus

The Turkish Republic of Northern Cyprus (TRNC) (Turkish: Kuzey Kıbrıs Türk Cumhuriyeti) is a breakaway de facto country proclaimed in the northern third of the island of Cyprus in 1983. Its predecessor from 1975 to 1983 was the Turkish Federative State of North Cyprus.

So far, Turkey is the only country which recognises the TRNC, while all other governments and the United Nations recognise the sovereignty of the Republic of Cyprus over the whole island.

The TRNC has a population of about 200,000 and an area of 3,355 square kilometres (including the tiny exclave of Kokkina (Turkish: Erenköy). Its population is almost entirely Turkish-speaking ethnic Turks, and consists of two main communities: indigenous Turkish

Cypriots and migrant Anatolian Turks. There are also small populations of enclaved Greek Cypriots and Maronites. The TRNC includes the northern part of the city of Nicosia (Turkish: Lefkoşa, Greek: Lefkosia), which serves as its capital. A large share of the people living in Northern Cyprus before the Turkish Military Intervention of 1974 now reside in various parts of the world, particularly in Western Europe, and have subsequently been replaced by settlers from Turkey.

From the tip of the Karpass Peninsula (Cape Apostolos Andreas) in the northeast, the TRNC extends westward to Morphou Bay and Cape Kormakitis (the Kokkina/Erenköy exclave marks the westernmost extent of the TRNC), and southward to the village of Akıncılar. The territory between the TRNC and the remainder of Cyprus is separated by a United Nations-controlled buffer zone.

3.3   The City of Lefkoşa

The City of Lefkosha is the capital of Northern Cyprus. It is a divided city where the Greek South is referred to as Lefkosia and the Turkish North as Lefkosha in most current international maps and literature. In 1995 the Greek Cypriot national assembly voted unanimously to change the divided city's name to Lefkosia. Turkish Cypriots already referred to their half of the city as Lefkosha.

The ancient city of Lefkoşa or Ledra, the ancient name given to the city was the residence of Lusignan kings of Cyprus 1192-1475. The Venetians, who took Cyprus in 1489, surrounded the city with a high wall, which still exists; the city fell to the Turks in 1571.

The population of Lefkosha is 39,176 of which 20,931 constitute males (SPO, 1996). The Table 3.1 below depicts the age groups and the employment status of the male population of Lefkosha:

Table 3.1   Male Population, Lefkosha

Age group	Male population	Employee	Employer
12-14	110	100	-
15-19	2058	1999	4
20-24	2828	2625	27
25-29	3951	3456	128
30-34	3878	3177	172
35-39	3190	2390	237
40-44	2749	1868	238
45-49	1993	1329	195
50-54	1380	888	134
55-59	734	398	87
60-64	355	170	57
65+	319	89	42

Source: TRNC Prime Ministry – SPO, Social and Economic Characteristics of Population, 1996.

The target group of interest for this study was males between 25-50 years of age with working status. Table 3.1 (SPO, 1996) was the only data available which is limited in the number of males at different age groups but lacks information on the incomes received from

employment. The Table 3.2 below summarises the composition of males that constitute the target population of this study:

Table 3.2   Male Population, Lefkosha – The Targeted Group

Age group	Male population	Employee	Employer
25-49	15,761	12,220	970

Adapted from: TRNC Prime Ministry – SPO, Social and Economic Characteristics of Population, 1996.

According to Table 3.2, the population of the working males is 13,190 (employee+employer), which is about 84% of the targeted population. The sample frame and the sample population are discussed in Section 5 of this study.

3.4   Shopping for Male Clothes in Lefkosha

The preliminary investigations carried out at the beginning of this study were based on personal observations and opinions of selected number of individuals living and shopping and running boutiques attended by males in Lefkosha. The findings of these observations revealed the following:

Lefkosha is not a large settlement and its shopping vicinity is accordingly small and limited to a few areas. Major locations were people shop include the "Metropol", "Dereboyu" areas. The male customers generally shop with their families. The younger males shop for sports clothing at selected shops such as Polo Garage in Dereboyu and Çetinkaya in Metropol area. These shops range from suppliers of the expensive imported brands to cheaper local productions or imitations of popular brands. After the age of 30, most males are observed

buying suits and casual clothing of non-sporty versions. For example, canvass trousers are preferred to blue-jeans, and shirts are preferred to T-shirts.

Most males in Lefkosha work for the government as civil servants. The choice of shops and quality of clothing is mainly affected by the income brackets in public services. However, the introduction of credit cards by the numerous local and international banks operating in the city, the demand for clothing as many other things has increased sharply.

As this study is concentrated on the local working male population of Lefkosha, no observations were made on the students' population and their buying habits.

3.5   Conclusion

This section has introduced the contextual factors of this study, mainly the city of Lefkosha and its male shoppers. The information was limited on secondary data and personal observations. A closer look at the actual focus of the study is carried out in Section 5.

SECTION IV

THEORETICAL FRAMEWORK

4.1   Introduction

This section illustrates and explains the theoretical model derived from the literature review

and which was used in designing the measuring instrument used during the investigations of

this study as explained in Section V.

Figure 4.1   Factors influencing professional males in buying suits
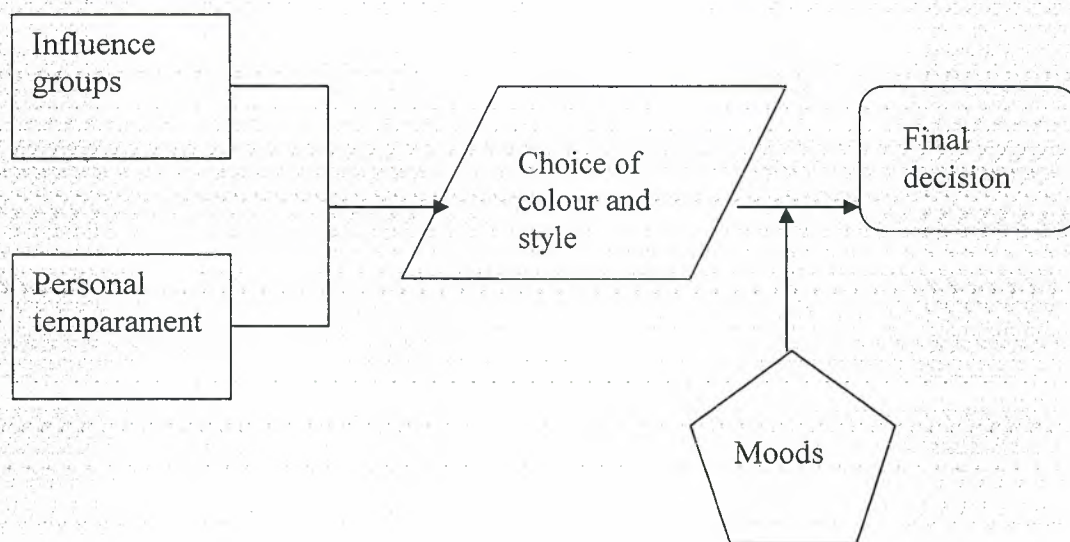
There are four variables decisive on the final decision of male professional when buying suits

for work and leisure. The influence groups include the wife of the individual, the peers, and

the media while wife being the most dominant influencer. Personal temperament represents

the personality, self-esteem and the circumstances of the individual. It was revealed by the

literature that the influence groups and the personal temperament would work together to set up the criteria an individual would use in buying a suit. However, the final decision would heavily depend on the mood of the individual.

4.2   Conclusion

This section has described the theoretical framework used during the investigations of this project.

SECTION V

Research Method

5.1   Introduction

The purpose of this study of Turkish Cypriot males was to test a conceptual model that examines apparel buying behavior when evaluating business suits. This section explains the methods adopted during the investigations.

5.2   Research Design

Descriptive research design was used to investigate the buying decisions of Turkish Cyprriot professional males. Descriptive design is useful to describe the characteristics of relevant groups (i.e., consumer, market area, organizations), to estimate the percentage of units in a specified population that exhibit a particular behavior, and to determine the group's characteristics (Malhorta, 1993).

Survey method was used to collect data. Survey research is descriptive research because it helps to identify characteristics of a particular group, measures attitudes, and describes behavioral patterns. Other advantages of the survey method include a decrease of researcher and sample bias. Malhotra (1993) also stated that the survey method is a good tool to use for obtaining information regarding the respondent's intentions, awareness, demographics, and lifestyle characteristics, and to determine the interrelations among variables.

The researcher's interference was at a minimum since this was a field study conducted at the work environment of the sample population. The unit of measurement was the individual and finally, the time horizon of this study was one-shot.

5.3 Sampling

The sample population included 29 Turkish Cypriot males living and working for the government in Lefkosha. The reason the researcher chose this population was for convenience of the sample. The sample was identified through various government offices. These particular group was used because of the occupations and business environment that require many of them to wear suits. This environment helped to ensure easy access and high return rates with the survey questionnaire. The demographics of the population were helpful in ensuring a sample population.

5.4 The measuring instrument (Questionnaire)

An instrument was developed to address research objectives. The items in the questionnaire were selected from the review of literature (Forsythe & Bailey, 1996; Huddleston, Ford & Bickle, 1993; Legette, 1994; Toerien, 1987). The questionnaire was divided into five sections (see Appendix A). Section II included questions about apparel involvement and personal temparament. Questions in Section III included: reference groups. The questions in Section IV were about self-esteem. Questions II-IV used a Likert-type scale. Questions in section I were multiple. Questions in Section I also included consumer demographics: age, employment, and income.

5.5 Conclusion

This section has described the methodology followed during the investigations of this project.

SECTION VI

FINDINGS

6.1 Introduction

This section depicts the results obtained from the questionnaire carried out on the subjects of the sample population as described in Section V.

6.2 Description of the questionnaire carried out

The questionnaire carried out on the 29 Turkish Cypriot males working as government officials is included in Appendix C. The questionnaire was organised in five sections. Section 1 sought information on the demographic characteristics of the respondents and the influence of their wives and the media on their choice in buying suits to work. Section 2 was made up of 19 statements testing the effect of the personal characteristics of the respondents on their buying behaviour. Section 3 measured the effect of the respondents' peer group on their choices. Section 4 of the questionnaire tried to see how the choice of suits is related to the esteem needs of the respondents. Finally, the Section 5 simply sought answers to the respondents' choice in colours in buying suits for work and going out. All sections included statements on male buying behaviour on suits to work. All sections offered statements to the respondents measurable on a 5-point Likert Scale. Dichotomous questions were also included to obtain direct responses for demographic and other similar information.

6.3 Results

The results arrived from the questionnaires are reported below by sectional grouping and question-by-question based where necessary:

6.3.1 Demographic findings

Most of the respondents were in the 25-30 age groups with 44.8%. This was followed by 20.7% for the 36-40 age groups. A 72.4% of the respondents were married men. The highest frequency in income groups was the 2-3 minimum wage earners.

Major finding:

Majority of the respondents were married men under 40 years of age earning a salary up to 3 minimum wages applicable in Northern Cyprus.

6.3.2 Influence groups (wives and the media)

A great majority of the respondents were affected by their wives in choice of suits with 58.6%. Media such as television, newspapers and radio showed a minimum effect on male buying behaviour in clothes as 55.2% of the respondents said they never used the media. A small percentage of the respondents (24.1%) nevertheless, were influenced by television. The following bar charts picture the findings on the influence of spouses and the media:
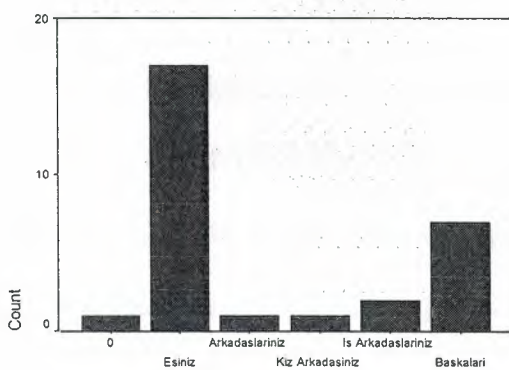
Kiyafet seciminizde sizi en cok kim etkiler?
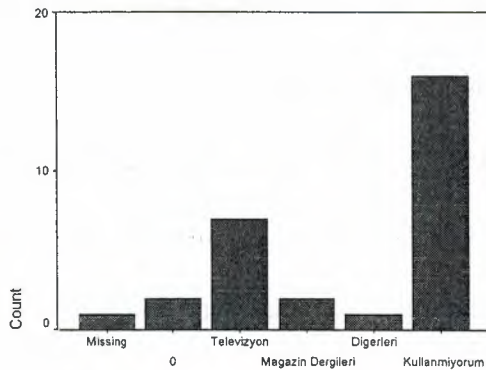
Is kiyafeti secerken en cok hangi medya aracini kullanirsiniz?

Major finding:

A great majority of the respondents are influenced by their wives in their choices in buying suits. The effect of the media is negligable with television showing more influence.

6.3.3 Influence groups (peers)

The outcome of the nine statements in Section 3 of the questionnaire on the effect of the peer groups on the choice of suits depicted that the respondents were mainly not affected by the opinions of their workmates or what their workmates wore suits at work or outside.

A 75.9% of the respondents stated never being influenced by their male workmates. Only sometimes, they would get uncomfortable if their suits stand out from others at work or at other gatherings. A 27.6% stated that they never feel uncomfortable at such situations. Respondents would never try to look alike in clothing with their friends (62.1%). They would rather wear what they liked and not their peers' preferences (41.4%). Sometimes they would leave a gathering if their dressing stood out in a gathering (31.0%). However, this is not to be taken as important since a cumulative 41.7% of the respondents said they would never or rarely leave the gathering at such circumstances. Again, a cumulative 55.2% of the respondents would not buy a new suit to match to a special occasion. A strikingly high cumulative 86.2% of the respondents would not dress similar to their peer groups for group acceptance. Similarly, the suit they wear at an occasion would neither make them feel as part of or not part of the group occasion they find themselves in. However, there was a contradiction in the sense that the respondents would sometimes (24.1%) and most of the times (24.1%) would prefer not to join a group occasion if their suits stood out from others.

Major finding:

A great majority of respondents are mainly not affected by the opinions and the preferences of their peers for clothing. However, they would be reluctant to go to an occasion if they do not possess a matching suit in clothes.

6.3.4   Influence of Personal temperament

The personal temperament of the respondents' choice in buying suits was tested in Section 2 of the questionnaire with 19 statements measured on the 5-point Likert Scale. The findings are as follows:

A great majority of the respondents responded to say that they cared for a pleasing colour combination in their clothing as 34.5% said they did this most of the time while 62.1% said they did it always. However, a cumulative 62.1% had an aversion to fashion as they would not try new designs at every season. A cumulative 79.3% of the respondents did not dress to look more exciting and 58.6% did not follow the media for fashion trends. For clothing accessories a cumulative 86.2% said that they do not try clothing accessories when buying new clothes. The respondents appeared they did not dress to look different from others (cumulative 75.9%). However, when compared with male friends most respondents described themselves as more careful with their clothing then their friends (cumulative 82.8%).

When shopping for clothing, most of the respondents did not shop for clothing accessories at the same time (cumulative 79.3%). A 72.4% of the respondents (34.5+37.9) wanted to be regarded as a man with taste in clothing. However, 75.9% of the men never or rarely spared time to check the co-ordination in colours of their clothing in their wardrobes. A great majority (cumulative 75.9%) did not buy new model suits appearing in the market. A

contradiction to this was that most of the respondents (cumulative 69.0%) said they were bored from wearing the same style in clothing for some length of time.

Over half of the respondents (51.7%) never budgeted for their long term clothing needs. The concept of branding in clothes did not seem appealing to most of the respondents. A cumulative 62.1% of the respondents never or rarely preferred popular brands. They did not find trying different suits with different accessories an entertaining experience (cumulative 65.5%). A majority of men never or rarely plan what they would wear days in advance (82.8%).

In keeping their wardrobes up to date the responses were equally distributed between never and always. Similarly, there was an even distribution in responses to following fashion trends regardless of clothing bought or that their friends cared.

Major findings:

The major findings in the personal temperament of the respondents portrayed a profile of a man who assumes he knows the best. Responses revealed contradictions between what they say and their actions.

Respondents said they cared for matching colours but did not show the same enthusiasm when checking their wardrobes. Respondents did not like shopping for or using accessories with their clothing. Most of the respondents did not wish to look different from their peers with their clothes. Fashion trends were something that most respondents did not follow. It was noticeable that branded products had no appeal on

the majority of the respondents. Almost all the respondents did not have long term budget plans for their clothing need.

It is striking to report that most of the respondents appeared unconcerned with their clothes but still wanted to appear smarter in clothes than their peers.

6.3.5 Colour preferences in suits

The Section 5 of the questionnaire asked the respondents their preferences for colour in suits for work and out-of-work occasions. The results revealed that at work most of the respondents preferred 3 colours grey, navy and black for work in that order. For out-of-work engagements they mainly preferred black, brown and blue and khaki colours.

Major finding:

Respondents showed a great inclination toward dark colours. There was slight inclination to lighter colours of blue and khaki for out-of-work engagements.

6.3.6 Moods and clothing

The Section 4 of the questionnaire received responses to the esteem needs of the respondents in wearing clothes. The findings revealed that:

A cumulative 82.8% of the respondents would never or rarely try clothes to see if suited them before buying. They would not dress to influence others (cumulative 89.7%). A 62% said they dress accordingly to their daily mood (most of the time 37.9 + all the time 24.1). They would feel more self-confident (37.9%) when wore their best suit. Feeling friendly and talkative with others showed a low correlation with the quality of suit worn (41.4% said

never). Most would not like to wear unusual clothing even it attracted attention (44.8%). Respondents showed an even response to feeling self-confident in some clothes. Similar to a previous question the clothing they wear hardly affected their behaviour. A 72.4% will not buy clothes to boost their morale. A total of 62.1% (27.6+34.5) will not get bored from wearing the same style in clothes.

Major finding:

Respondents revealed that they would wear/choose clothing according to their daily moods. However, they strongly suggested that their mood is not affected by how they would feel for others.

6.4 Conclusion

This section has revealed the findings from the empirical investigations of this report. The next section will be the concluding part that will include a summary of the theoretical and the empirical findings, answers to the objectives/questions set at the beginning of the project, limitations and suggestions for further research and final concluding remarks.

SECTION VII

CONCLUSIONS

7.1 Introduction

7.2 Summary of theoretical findings

The theoretical findings carried out in Section II of this report revealed that:

7.2.1 The influence groups such as a man's spouse, the media and the peers' groups do all influence the decision of a man buying a suit for work and outside engagements.

7.2.2 The personal temperament of individuals such as personality and circumstances also influenced buying behaviour of the sample population.

7.2.3 In theory, the above two factors, the influence groups and temperament results in choice of colour and style in suits.

7.2.4 However, the final choice on what, how, and when to buy is modified by one's moods

7.3 Summary of the empirical findings

Below are listed summary of the empirical findings of these research as reported in Section VI:

7.3.1 Majority of the respondents were married men under 40 years of age earning a salary up to 3 minimum wages applicable in Northern Cyprus.

7.3.2 A great majority of the respondents are influenced by their wives in their choices in buying suits. The effect of the media is negligable with television showing more influence.

7.3.3   A great majority of respondents are mainly not affected by the opinions and the preferences of their peers for clothing. However, they would be reluctant to go to an occasion if they do not possess a matching suit in clothes.

7.3.4   The major findings in the personal temperament of the respondents portrayed a profile of a man who assumes he knows the best. Responses revealed contradictions between what they say and their actions.

7.3.5   Respondents showed a great inclination toward dark colours.   There was slight inclination to lighter colours of blue and khaki for out-of-work engagements.

7.3.6   Respondents revealed that they would wear/choose clothing according to their daily moods. However, they strongly suggested that their mood is not affected by how they would feel for others.

7.4   Answers to questions formulated for the project

What does the literature reveal regarding the criteria the professional males use when buying clothes?

7.4.1   The literature describes mainly two criteria that affect men in buying clothes. These are the influence groups (spouse, media, peers) and the personal temperament of the individuals. However, the main criteria depend on the mood a man has when buying clothes. Choice of colour and style therefore is dependent on complex human factors that are built in a man's life and is made even more difficult to predict as the final choice is described by the literature as one depending on the mood at time of purchasing.

> What are the priorities of the professional males in Lefkosha when buying clothes for work and leisure?

7.4.2   The professional men living in Lefkosha, according to the sample, have an inclination toward dark colours. The light coloured suits were a choice for leisurely engagements. Another priority was to please one's wife as almost all respondents left the decisions on the criteria to their wives. Concepts such as "the latest fashion" as revealed by the media had little effect. Similarly, the opinions of peer groups received low priority in decision criteria, although, some contradictions were detected in the findings.

> How are the priorities of the professional males reflected in the final buying decision behaviour?

7.4.3   Most professional men working in Lefkosha are under 40 years of age and earning an average salary equal to 3 "minimum wage" criteria applicable in Northern Cyprus. Most men wear dark suits where colours like grey, black and navy seemed dominant. Suits preferred for leisurely activities did not differ much in style but in colour, where slightly lighter colours of blue and brown were seen as popular.

7.5   Main Conclusions

In conclusion, it seems that Lefkosha men do not want to stand out of group situations that they are in. Their lives are dominated by their wives and work situations. They are not fashion conscious and do not seem to move with new trends easily. The term "Keeping up with the Joneses" best describe their culture towards buying clothes. Therefore, clothing styles in the introduction and growth stages will not appeal much to the average professional male working in Lefkosha.

7.6 Limitations and Recommendations for further research

There were two main limitations of this research affecting its generalisability. One was obviously the sample population which needed to be much larger for the results to be generalised. Another limiting factor, although not in the objectives of this project, can be regarded as "price", another factor that may affect decisions in buying a style.

However, the conclusions reveal a satisfactory understanding of an average professional male living in Lefkosha. Future research, should concentrate on increasing the sample population and considering price as another factor in individual choice of style.

7.7 Conclusion

This final section has depicted both the theoretical and the empirical findings of this study together with the answers to the questions set at the beginning of the project. Concluding remarks, the limitations and further recommendations for future research were also included.

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REF. NO : ....   LEFKOŞA : ....

6 Ocak 2006

İlgili Makama,

Erkek İş-Giyimi Pazar Araştırması

Bu yazıyla birlikte sizlere kimlik kartını sunan,Bahar Özdenya, Yakın Doğu Üniversitesi, İşletme Bölümü son sınıf öğrencisi olup yukarıda belirtilen araştırmayı mezuniyet tezinin bir parçası olarak tamamlamakla yükümlüdür. Kendisine her türlü kolaylığı gösterebileceğinizi umuyoruz.

Vereceğiniz bilgiler tamamen gizlilik ilkesiyle ele alınacaktır.

Saygılarımla,

Dr. Ahmet Ertugan
Öğretim Üyesi

Erkek İş Giyimi Anketi
Birinci Bölüm

Devlet memuru musunuz?

Evet [_____]   Hayır [_____]

Cevabınız evetse, aşağıdaki uygun yerlere x işareti koyunuz:

1. Kıyafet seçiminizde sizi en çok kim etkiler? (sadece 1 cevap)
   1) Eşiniz   -- --
   2) Arkadaşlarınız   -------
   3) Kız arkadaşınız -------
   4) İş arkadaşlarınız -------
   5) Başkaları   (açıklayınız)   -------------------------------------

2. İş kıyafeti seçerken ençok hangi medya aracını kullanırsınız? (sadece 1 cevap)
   1) Televizyon   -------
   2) Radyo   -------
   3) Gazete   -------
   4) Magazin dergileri   -------
   5) İnternet   -------
   6) Diğerleri (yazınız)
   7) Kullanmıyorum   -------

3. En son bitirdiğiniz okul ?
   1) İlkokul   --------
   2) Ortaokul   --------
   3) Lise   --------
   4) Üniversite   --------
   5) master ve üstü   --------

4. Medeni haliniz?
   1) Hiç evlenmemiş   -------
   2) Evli   -------
   3) Boşanmış   -------
   4) Ayrı yaşayan   -------
   5) Dul   -------

5. Yaşınız kaç?
   1) 25-30   -------
   2) 31-35   -------
   3) 36-40   -------
   4) 41-45   -------
   5) 46-50   -------

6. Aylık geliriniz aşağıdakilerden hangisine dahil edilebilir?

1-2 asgari ücret	[____]	2-3 asgari ücret	[____]	3-4 asgari ücret	[____]	4+ asgari ücret	[____]

Erkek İş Giyimi Araştırması

İkinci Bölüm:

Lütfen aşağıdaki ifadeleri okuyup gösterilen ölçeğe göre değerlendiriniz.
Değerlendirmelerinizi her ifadenin yanında yer alan karelere yazınız.

Ölçek: Her zaman   5
         Çoğu zaman   4
         Bazen   3
         Nadiren   2
         Hiç bir zaman 1

1. Kıyafetlerimde renk uyumuna özen gösteririm.

2. Her sezon, yeni modelleri üzerimde nasıl durduğunu görmek için denerim.

3. Daha çekici görünmek için giyinir, süslenirim.

4. Yeni kıyafetleri görmek için gazete,dergi okurum.

5. Elbise alırken, giymeden önce birçok aksesuar denerim.

6. Beni farklı hissettiren kıyafetleri giymeyi tercih ederim.

7. Arkadaşlarıma kıyasla, kendi kıyafetlerimde dikkatliyim.

8. Alışveriş yaparken birlikte kullanacağım aksesuarlara bakarım.

9. İyi giyimli biri olarak düşünülmek/tanınmak isterim.

10. Dolabımdaki renkleri görmek için kendime zaman ayırırım.

11. İlk çıkan modelleri, ilk alanlardanım.

12. Her zaman aynı tür şeyleri giymekten sıkılırım.

13. Pahalı kıyafetler almak için uzun vadeli planlar yaparım.

14. İyi tanınmış markaları almaya çalışırım.

15. Farklı aksesuarlarla kıyafet denemek ve nasıl göründüğünü bilmek eğlencelidir.

16. Kıyafetlerimle uyumlu olan aksesuarları seçmeye çalışırım.

17. Kıyafetlerimi giymeden birkaç gün önce planlar ve hazır ederim.

18. Dolabımı güncel tutmaya çalışırım.

19. Giymesem ve arkadaşlarım ilgilenmese bile yeni kıyafetleri/modayı bilmek

    hoşuma gider.

Erkek İş Giyimi Araştırması

Üçüncü Bölüm:

Lütfen aşağıdaki ifadeleri okuyup gösterilen ölçeğe göre değerlendiriniz.
Değerlendirmelerinizi her ifadenin yanında yer alan karelere yazınız.

Ölçek: Her zaman   5
           Çoğu zaman   4
           Bazen   3
           Nadiren   2
           Hiç bir zaman   1

1. Ne giyeceğime karar vermeden önce arkadaşlarıma ne giydiklerini sorarım.

2. Gittiğim yerde/partide kıyafetim diğerlerinden farklı ise rahatsız olurum.

3. Ne zaman giyecek alacak olsam, arkadaşlarımınkine benzer almaya çalışırım.

4. Bazı arkadaşlarım beğenmese bile, sevdiğim şeyleri giyerim.

5. Kıyafetlerim bulunduğum ortama uymuyorsa, kendimi rahatsız hisseder ve o ortamı terk ederim.

6. Özel günlerde, eğer kıyafetlerim arkadaşlarımın giyecekleri ile uyumlu değilse yeni kıyafet alırım.

7. Arkadaşlarım gibi giyinmeye çalışırım ki beni gruptan biri bilsinler.

8. Arkadaşlarım gibi giyinince, kendimi grubun bir parçası gibi hissederim.

9. Bir yere uyumsuz kıyafetlerle gitmektense, gitmemeyi tercih ederim.

Dördüncü Bölüm:

Lütfen aşağıdaki ifadeleri okuyup gösterilen ölçeğe göre değerlendiriniz.
Değerlendirmelerinizi her ifadenin yanında yer alan karelere yazınız.

Ölçek:
Her zaman 5
Çoğu zaman 4
Bazen 3
Nadiren 2
Hiç bir zaman 1

1. Kıyafetleri almayı düşünmesem bile üzerimde nasıl durduklarını görmek için denerim.

2. İnsanları etkilemek için farklı kıyafetler giyerim.

3. Ne giyeceğime günlük ruh halime göre karar veririm.

4. En iyi kıyafetimi giyince kendime daha çok güvenirim.

5. Bazı kıyafetleri giyince daha konuşkan ve arkadaş canlısı olurum.

6. Dikkat çekse bile değişik kıyafetler giymeyi severim.

7. Bazı kıyafetler beni kendimden daha emin hissettirir.

8. En sevdiğim kıyafetleri giyince farklı hisseder ve farklı davranırım.

9. Moralimi yükseltmek için kıyafet alırım.

10. Her zaman ayni çeşit kıyafet giymekten sıkılırım.

Beşinci Bölüm:

Cevabınızı belirtmek için uygun boş yerlere "x" işareti koyunuz:

1.   Hangi renk iş kıyafetleriniz var:

Siyah
Kahverengi
Lacivert
Mavi
Gri
Beyaz
Haki
Diğer (belirtiniz)

2.   İş haricinde hangi renk kıyafetleriniz var:

Siyah
Kahverengi
Lacivert
Mavi
Gri
Beyaz
Haki
Diğer (belirtiniz)

Frequencies

Kiyafet seciminizde sizi en cok kim etkiler?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	1	3,4	3,4	3,4
	Esiniz	17	58,6	58,6	62,1
	Arkadaslariniz	1	3,4	3,4	65,5
	Kiz Arkadasiniz	1	3,4	3,4	69,0
	Is Arkadaslariniz	2	6,9	6,9	75,9
	Baskalari	7	24,1	24,1	100,0
	Total	29	100,0	100,0	
Total		29	100,0		

Is kiyafeti secerken en cok hangi medya aracini kullanirsiniz?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	2	6,9	7,1	7,1
	Televizyon	7	24,1	25,0	32,1
	Magazin Dergileri	2	6,9	7,1	39,3
	Digerleri	1	3,4	3,6	42,9
	Kullanmiyorum	16	55,2	57,1	100,0
	Total	28	96,6	100,0	
Missing	System Missing	1	3,4		
	Total	1	3,4		
Total		29	100,0		

En son bitirdiginiz okul?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Lise	11	37,9	37,9	37,9
	Universite	13	44,8	44,8	82,8
	Master ve Ustu	5	17,2	17,2	100,0
	Total	29	100,0	100,0	
Total		29	100,0		

Medeni haliniz?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Hic evlenmemis	6	20,7	20,7	20,7
	Evli	21	72,4	72,4	93,1
	Bosanmis	2	6,9	6,9	100,0
	Total	29	100,0	100,0	
Total		29	100,0		

Yasiniz kac?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	25-30	13	44,8	44,8	44,8
	31-35	4	13,8	13,8	58,6
	36-40	6	20,7	20,7	79,3
	41-45	4	13,8	13,8	93,1
	46-50	2	6,9	6,9	100,0
	Total	29	100,0	100,0	
Total		29	100,0		

Aylik geliriniz asagidakilerden hangisine dahil edilebilir?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-2 asgari ucret	9	31,0	31,0	31,0
	2-3 asgari ucret	17	58,6	58,6	89,7
	3-4 asgari ucret	3	10,3	10,3	100,0
	Total	29	100,0	100,0	
Total		29	100,0		

B2Q1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bazen	1	3,4	3,4	3,4
	Cogu zaman	10	34,5	34,5	37,9
	Her zaman	18	62,1	62,1	100,0
	Total	29	100,0	100,0	
Total		29	100,0		

B2Q2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Hicbir zaman	8	27,6	27,6	27,6
	Nadiren	10	34,5	34,5	62,1
	Bazen	11	37,9	37,9	100,0
	Total	29	100,0	100,0	
Total		29	100,0		

B2Q3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Hicbir zaman	5	17,2	17,2	17,2
	Nadiren	8	27,6	27,6	44,8
	Bazen	10	34,5	34,5	79,3
	Cogu zaman	4	13,8	13,8	93,1
	Her zaman	2	6,9	6,9	100,0
	Total	29	100,0	100,0	
Total		29	100,0		

B2Q4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Hicbir zaman	17	58,6	58,6	58,6
	Nadiren	4	13,8	13,8	72,4
	Bazen	6	20,7	20,7	93,1
	Cogu zaman	2	6,9	6,9	100,0
	Total	29	100,0	100,0	
Total		29	100,0		

B2Q5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Hicbir zaman	14	48,3	48,3	48,3
	Nadiren	5	17,2	17,2	65,5
	Bazen	6	20,7	20,7	86,2
	Cogu zaman	3	10,3	10,3	96,6
	Her zaman	1	3,4	3,4	100,0
	Total	29	100,0	100,0	
Total		29	100,0		

B2Q6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Hicbir zaman	6	20,7	20,7	20,7
	Nadiren	7	24,1	24,1	44,8
	Bazen	9	31,0	31,0	75,9
	Cogu zaman	5	17,2	17,2	93,1
	Her zaman	2	6,9	6,9	100,0
	Total	29	100,0	100,0	
Total		29	100,0		

B2Q7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Hicbir zaman	1	3,4	3,4	3,4
	Nadiren	4	13,8	13,8	17,2
	Bazen	5	17,2	17,2	34,5
	Cogu zaman	14	48,3	48,3	82,8
	Her zaman	5	17,2	17,2	100,0
	Total	29	100,0	100,0	
Total		29	100,0		

B2Q8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Hicbir zaman	9	31,0	31,0	31,0
	Nadiren	8	27,6	27,6	58,6
	Bazen	6	20,7	20,7	79,3
	Cogu zaman	4	13,8	13,8	93,1
	Her zaman	2	6,9	6,9	100,0
	Total	29	100,0	100,0	
Total		29	100,0		

B2Q9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Hicbir zaman	4	13,8	13,8	13,8
	Nadiren	2	6,9	6,9	20,7
	Bazen	2	6,9	6,9	27,6
	Cogu zaman	10	34,5	34,5	62,1
	Her zaman	11	37,9	37,9	100,0
	Total	29	100,0	100,0	
Total		29	100,0		

B2Q10

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Hicbir zaman	13	44,8	44,8	44,8
	Nadiren	9	31,0	31,0	75,9
	Bazen	4	13,8	13,8	89,7
	Cogu zaman	3	10,3	10,3	100,0
	Total	29	100,0	100,0	
Total		29	100,0		

B2Q11

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Hicbir zaman	16	55,2	55,2	55,2
	Nadiren	6	20,7	20,7	75,9
	Bazen	7	24,1	24,1	100,0
	Total	29	100,0	100,0	
Total		29	100,0		

B2Q12

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Hicbir zaman	1	3,4	3,4	3,4
	Nadiren	6	20,7	20,7	24,1
	Bazen	13	44,8	44,8	69,0
	Cogu zaman	9	31,0	31,0	100,0
	Total	29	100,0	100,0	
Total		29	100,0		

B2Q13

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Hicbir zaman	15	51,7	51,7	51,7
	Nadiren	5	17,2	17,2	69,0
	Bazen	4	13,8	13,8	82,8
	Cogu zaman	3	10,3	10,3	93,1
	Her zaman	2	6,9	6,9	100,0
	Total	29	100,0	100,0	
Total		29	100,0		

B2Q14

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Hicbir zaman	12	41,4	41,4	41,4
	Nadiren	6	20,7	20,7	62,1
	Bazen	3	10,3	10,3	72,4
	Cogu zaman	7	24,1	24,1	96,6
	Her zaman	1	3,4	3,4	100,0
	Total	29	100,0	100,0	
Total		29	100,0		

B2Q15

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Hicbir zaman	12	41,4	41,4	41,4
	Nadiren	7	24,1	24,1	65,5
	Bazen	7	24,1	24,1	89,7
	Cogu zaman	3	10,3	10,3	100,0
	Total	29	100,0	100,0	
Total		29	100,0		

B2Q16

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Hicbir zaman	5	17,2	17,2	17,2
	Nadiren	6	20,7	20,7	37,9
	Bazen	6	20,7	20,7	58,6
	Cogu zaman	10	34,5	34,5	93,1
	Her zaman	2	6,9	6,9	100,0
	Total	29	100,0	100,0	
Total		29	100,0		

B2Q17

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Hicbir zaman	16	55,2	55,2	55,2
	Nadiren	8	27,6	27,6	82,8
	Bazen	3	10,3	10,3	93,1
	Cogu zaman	2	6,9	6,9	100,0
	Total	29	100,0	100,0	
Total		29	100,0		

B2Q18

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Hicbir zaman	8	27,6	27,6	27,6
	Nadiren	8	27,6	27,6	55,2
	Bazen	6	20,7	20,7	75,9
	Cogu zaman	6	20,7	20,7	96,6
	Her zaman	1	3,4	3,4	100,0
	Total	29	100,0	100,0	
Total		29	100,0		

B2Q19

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Hicbir zaman	8	27,6	27,6	27,6
	Nadiren	7	24,1	24,1	51,7
	Bazen	5	17,2	17,2	69,0
	Cogu zaman	8	27,6	27,6	96,6
	Her zaman	1	3,4	3,4	100,0
	Total	29	100,0	100,0	
Total		29	100,0		

B3Q1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Hicbir zaman	22	75,9	75,9	75,9
	Nadiren	4	13,8	13,8	89,7
	Bazen	3	10,3	10,3	100,0
	Total	29	100,0	100,0	
Total		29	100,0		

B3Q2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Hicbir zaman	8	27,6	27,6	27,6
	Nadiren	4	13,8	13,8	41,4
	Bazen	11	37,9	37,9	79,3
	Cogu zaman	2	6,9	6,9	86,2
	Her zaman	4	13,8	13,8	100,0
	Total	29	100,0	100,0	
Total		29	100,0		

B3Q3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Hicbir zaman	18	62,1	62,1	62,1
	Nadiren	8	27,6	27,6	89,7
	Bazen	1	3,4	3,4	93,1
	Cogu zaman	2	6,9	6,9	100,0
	Total	29	100,0	100,0	
Total		29	100,0		

B3Q4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Hicbir zaman	1	3,4	3,4	3,4
	Nadiren	5	17,2	17,2	20,7
	Bazen	5	17,2	17,2	37,9
	Cogu zaman	12	41,4	41,4	79,3
	Her zaman	6	20,7	20,7	100,0
	Total	29	100,0	100,0	
Total		29	100,0		

B3Q5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Hicbir zaman	6	20,7	20,7	20,7
	Nadiren	6	20,7	20,7	41,4
	Bazen	9	31,0	31,0	72,4
	Cogu zaman	3	10,3	10,3	82,8
	Her zaman	5	17,2	17,2	100,0
	Total	29	100,0	100,0	
Total		29	100,0		

B3Q6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Hicbir zaman	8	27,6	27,6	27,6
	Nadiren	8	27,6	27,6	55,2
	Bazen	8	27,6	27,6	82,8
	Cogu zaman	2	6,9	6,9	89,7
	Her zaman	3	10,3	10,3	100,0
	Total	29	100,0	100,0	
Total		29	100,0		

B3Q7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Hicbir zaman	17	58,6	58,6	58,6
	Nadiren	8	27,6	27,6	86,2
	Bazen	3	10,3	10,3	96,6
	Cogu zaman	1	3,4	3,4	100,0
	Total	29	100,0	100,0	
Total		29	100,0		

B3Q8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Hicbir zaman	14	48,3	48,3	48,3
	Nadiren	8	27,6	27,6	75,9
	Bazen	4	13,8	13,8	89,7
	Cogu zaman	3	10,3	10,3	100,0
	Total	29	100,0	100,0	
Total		29	100,0		

B3Q9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Hicbir zaman	2	6,9	6,9	6,9
	Nadiren	4	13,8	13,8	20,7
	Bazen	7	24,1	24,1	44,8
	Cogu zaman	7	24,1	24,1	69,0
	Her zaman	9	31,0	31,0	100,0
	Total	29	100,0	100,0	
Total		29	100,0		

B4Q1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Hicbir zaman	13	44,8	44,8	44,8
	Nadiren	4	13,8	13,8	58,6
	Bazen	7	24,1	24,1	82,8
	Cogu zaman	2	6,9	6,9	89,7
	Her zaman	3	10,3	10,3	100,0
	Total	29	100,0	100,0	
Total		29	100,0		

B4Q2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Hicbir zaman	16	55,2	55,2	55,2
	Nadiren	6	20,7	20,7	75,9
	Bazen	4	13,8	13,8	89,7
	Cogu zaman	3	10,3	10,3	100,0
	Total	29	100,0	100,0	
Total		29	100,0		

B4Q3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Hicbir zaman	2	6,9	6,9	6,9
	Nadiren	1	3,4	3,4	10,3
	Bazen	8	27,6	27,6	37,9
	Cogu zaman	11	37,9	37,9	75,9
	Her zaman	7	24,1	24,1	100,0
	Total	29	100,0	100,0	
Total		29	100,0		

B4Q4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Hicbir zaman	3	10,3	10,3	10,3
	Nadiren	4	13,8	13,8	24,1
	Bazen	5	17,2	17,2	41,4
	Cogu zaman	11	37,9	37,9	79,3
	Her zaman	6	20,7	20,7	100,0
	Total	29	100,0	100,0	
Total		29	100,0		

B4Q5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Hicbir zaman	12	41,4	41,4	41,4
	Nadiren	3	10,3	10,3	51,7
	Bazen	6	20,7	20,7	72,4
	Cogu zaman	4	13,8	13,8	86,2
	Her zaman	4	13,8	13,8	100,0
	Total	29	100,0	100,0	
Total		29	100,0		

B4Q6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Hicbir zaman	13	44,8	44,8	44,8
	Nadiren	8	27,6	27,6	72,4
	Bazen	5	17,2	17,2	89,7
	Cogu zaman	1	3,4	3,4	93,1
	Her zaman	2	6,9	6,9	100,0
	Total	29	100,0	100,0	
Total		29	100,0		

B4Q7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Hicbir zaman	4	13,8	13,8	13,8
	Nadiren	8	27,6	27,6	41,4
	Bazen	4	13,8	13,8	55,2
	Cogu zaman	8	27,6	27,6	82,8
	Her zaman	5	17,2	17,2	100,0
	Total	29	100,0	100,0	
Total		29	100,0		

B4Q8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Hicbir zaman	9	31,0	31,0	31,0
	Nadiren	4	13,8	13,8	44,8
	Bazen	7	24,1	24,1	69,0
	Cogu zaman	5	17,2	17,2	86,2
	Her zaman	4	13,8	13,8	100,0
	Total	29	100,0	100,0	
Total		29	100,0		

B4Q9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Hicbir zaman	15	51,7	51,7	51,7
	Nadiren	6	20,7	20,7	72,4
	Bazen	1	3,4	3,4	75,9
	Cogu zaman	5	17,2	17,2	93,1
	Her zaman	2	6,9	6,9	100,0
	Total	29	100,0	100,0	
Total		29	100,0		

B4Q10

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Hicbir zaman	6	20,7	20,7	20,7
	Nadiren	2	6,9	6,9	27,6
	Bazen	8	27,6	27,6	55,2
	Cogu zaman	10	34,5	34,5	89,7
	Her zaman	3	10,3	10,3	100,0
	Total	29	100,0	100,0	
Total		29	100,0		

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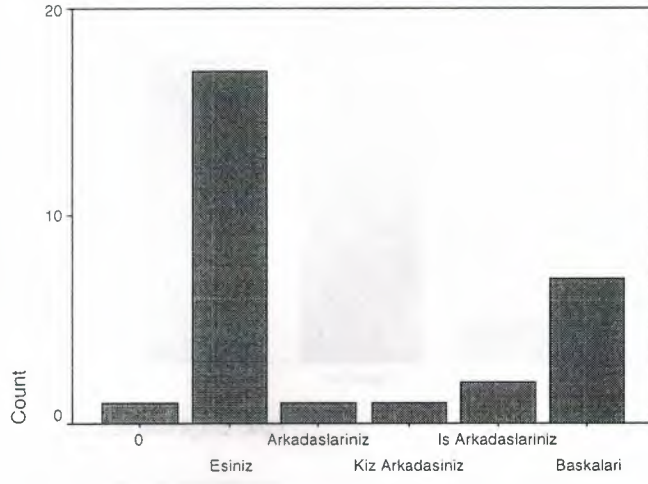
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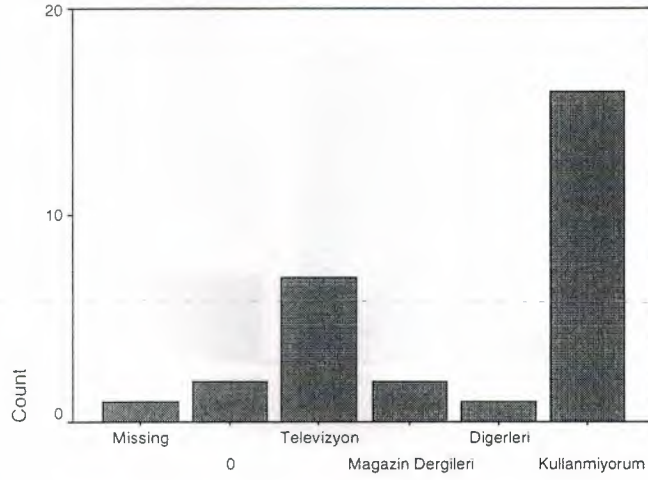
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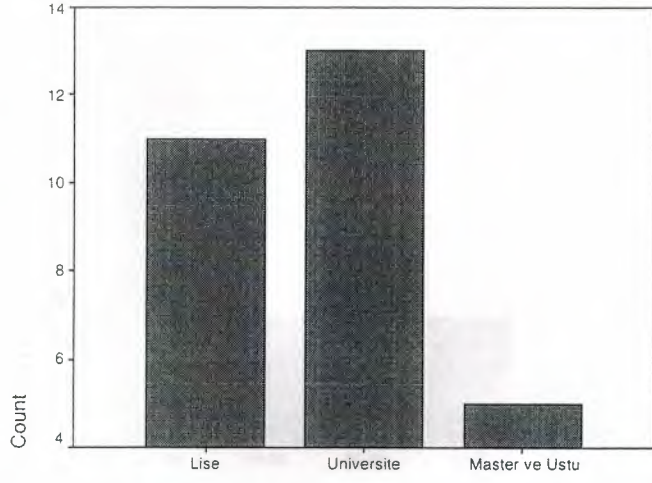
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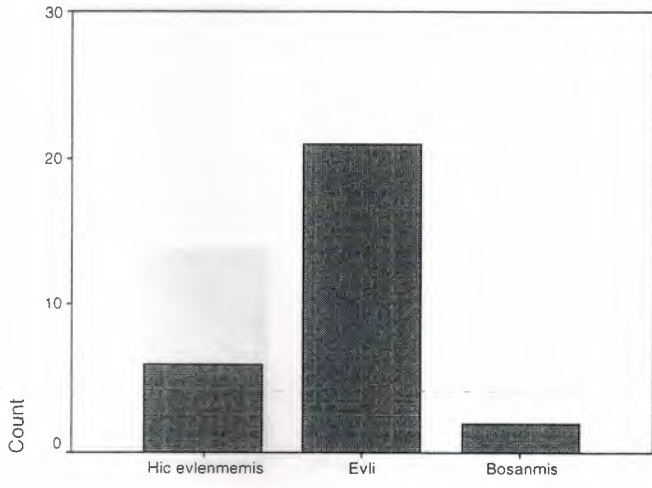
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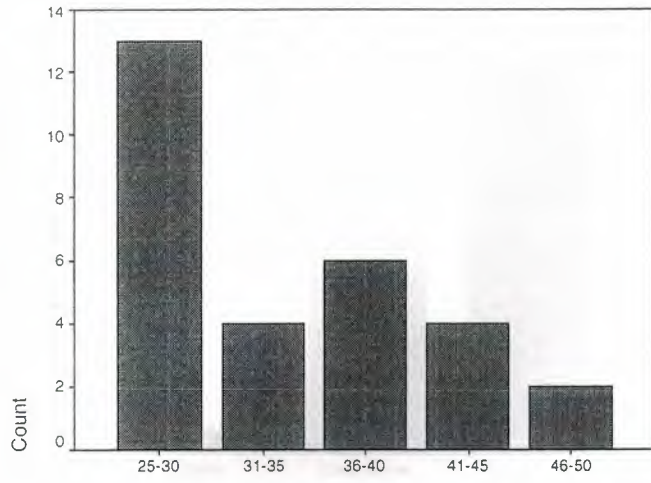
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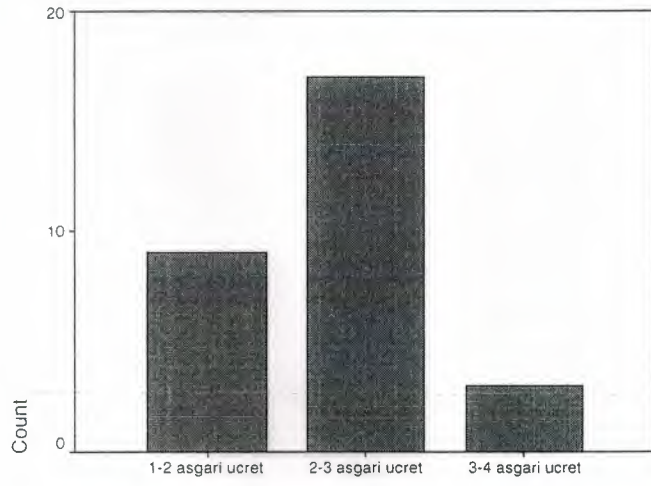
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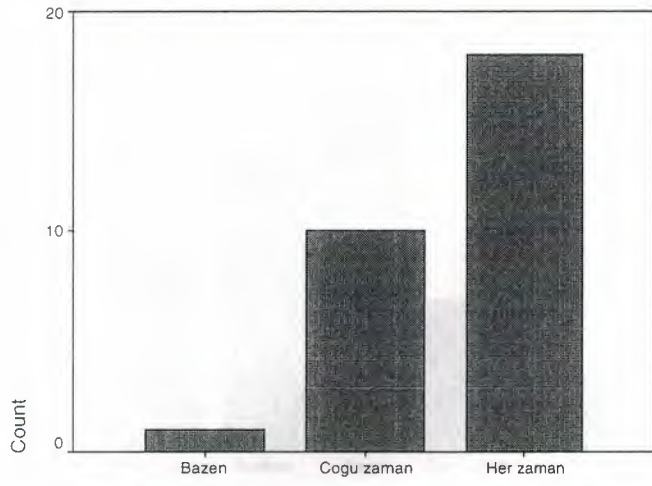
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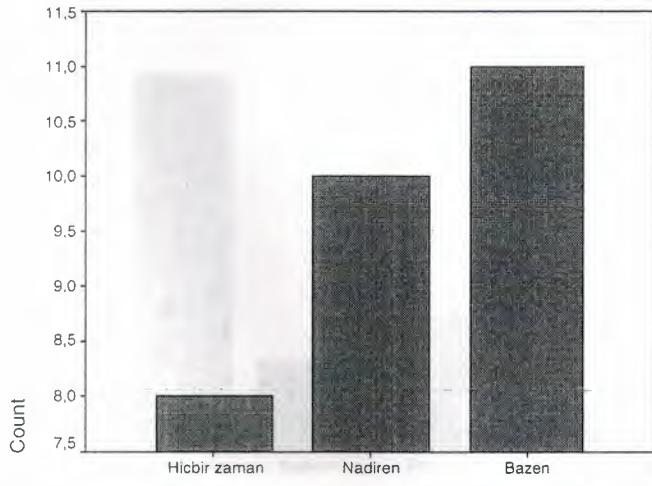
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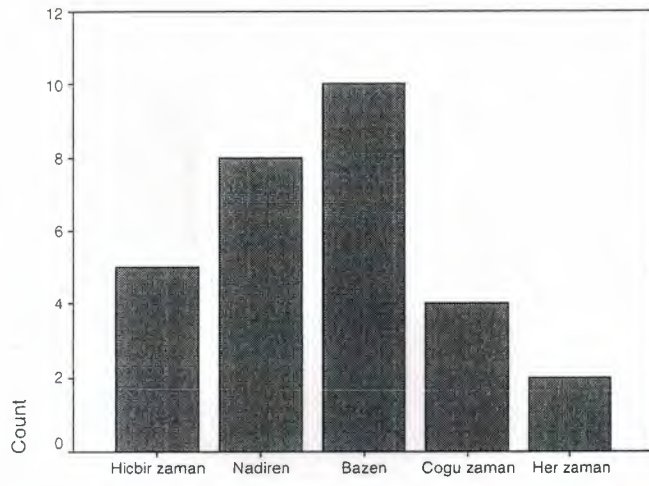
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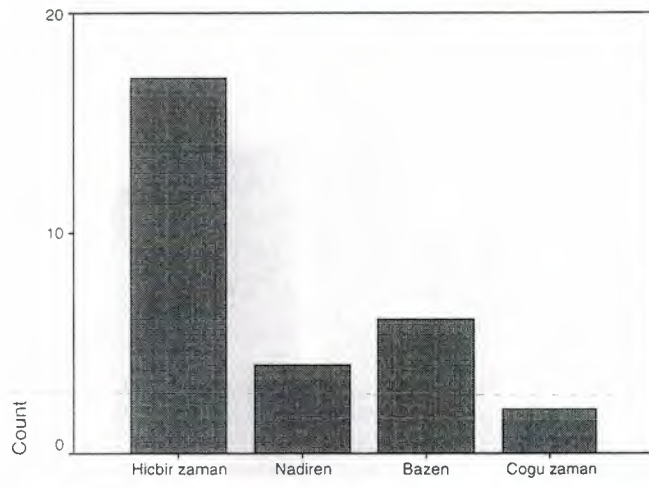
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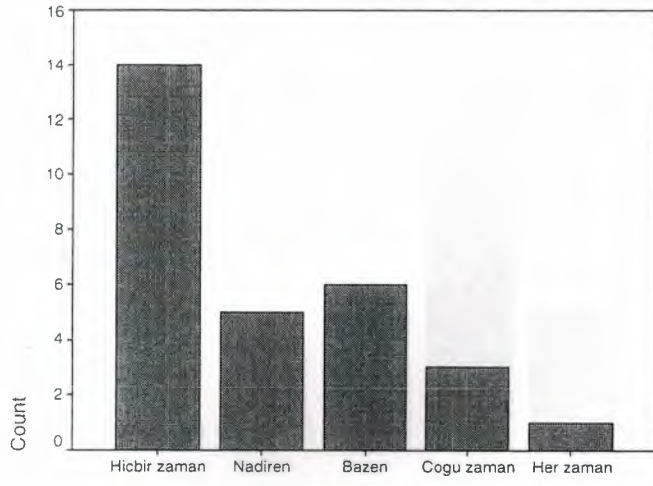
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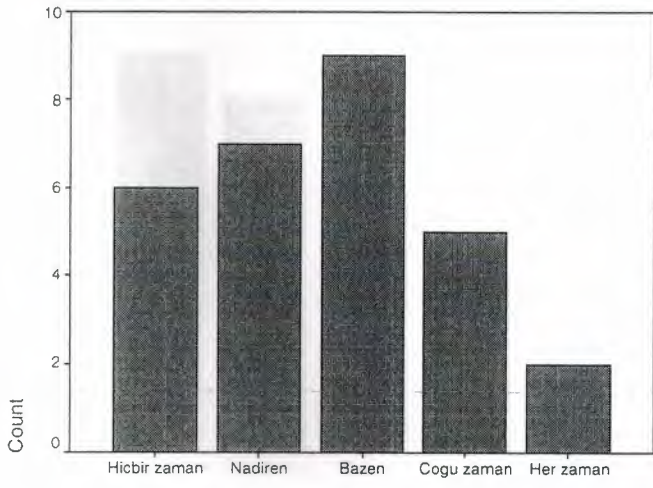
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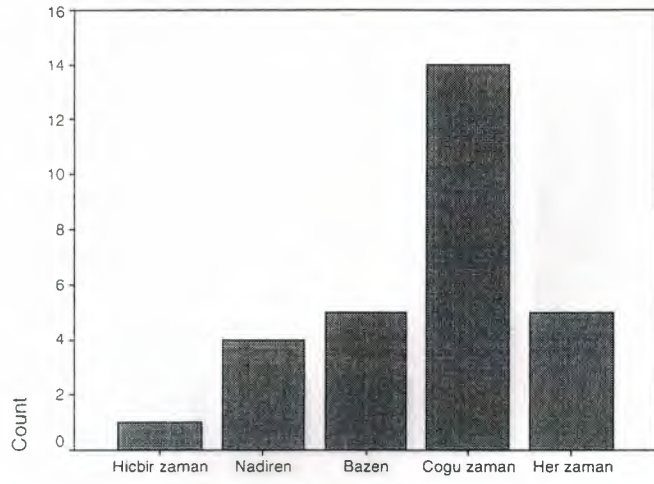
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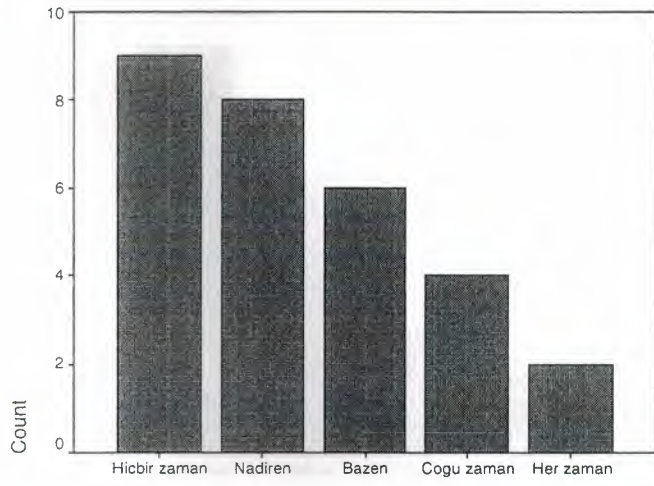
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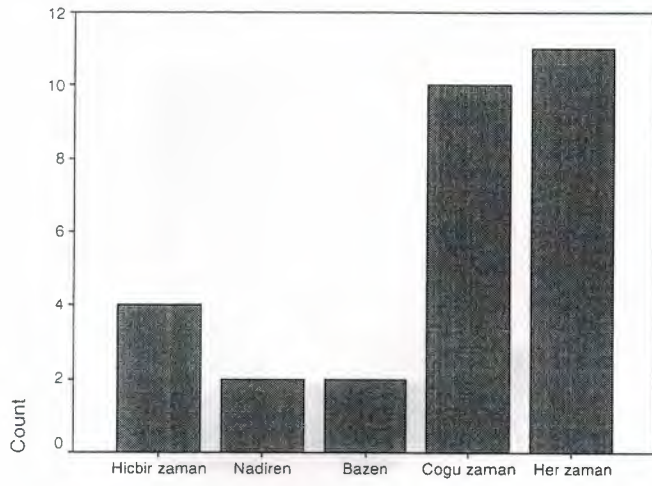
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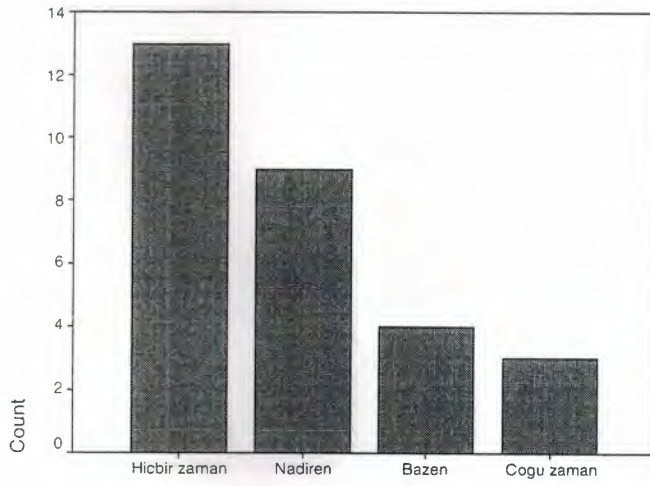
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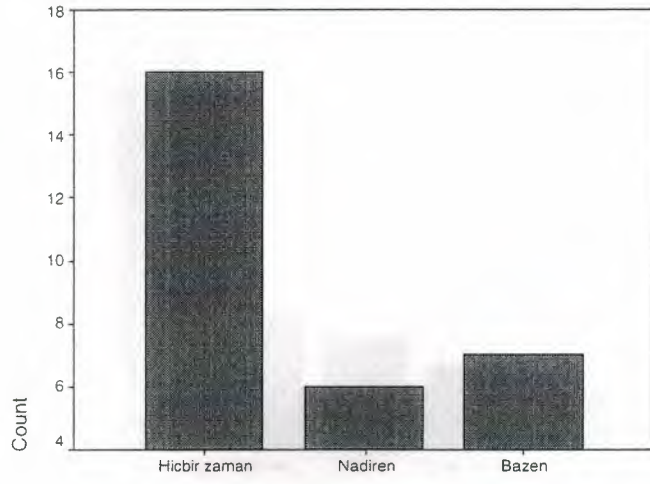
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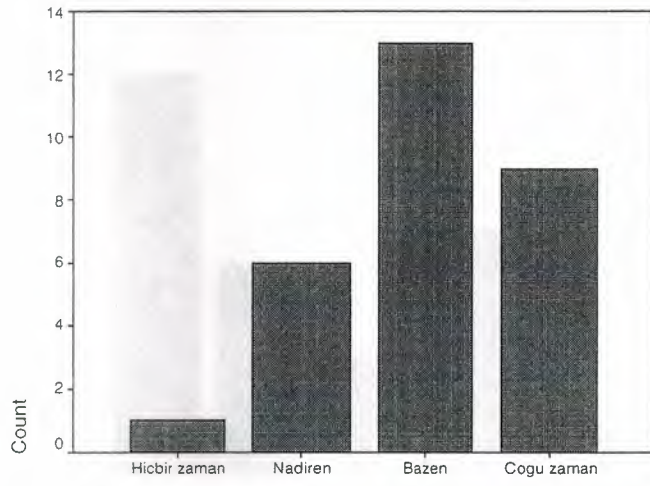
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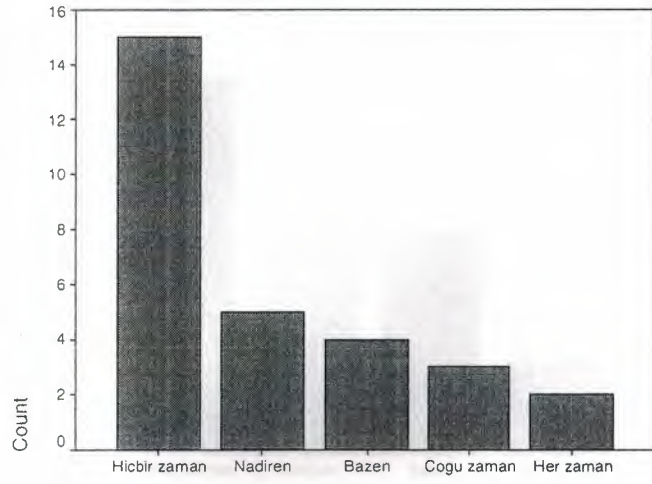
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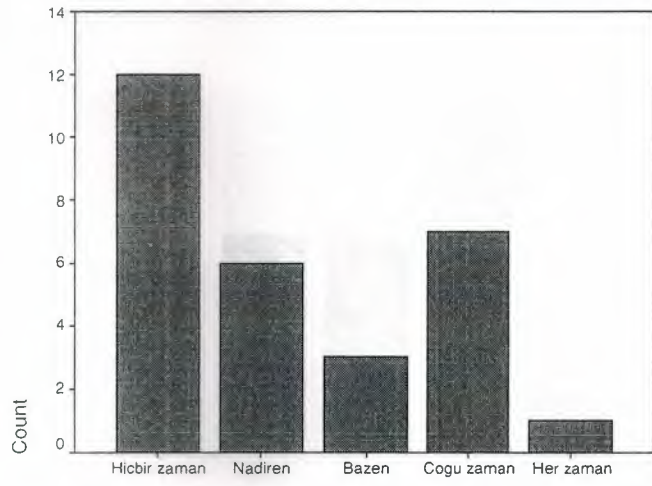
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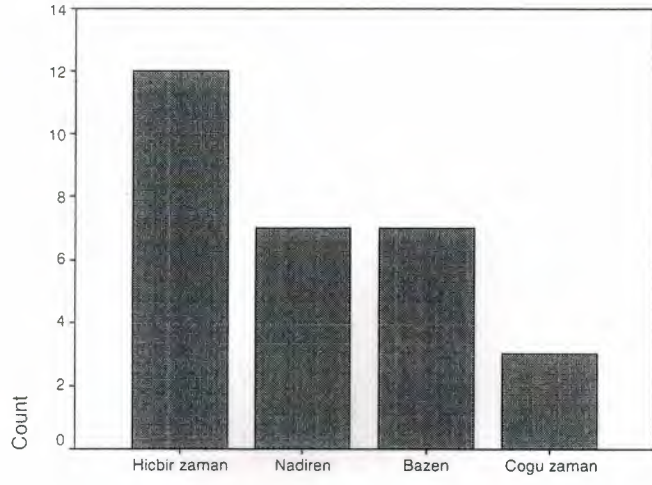
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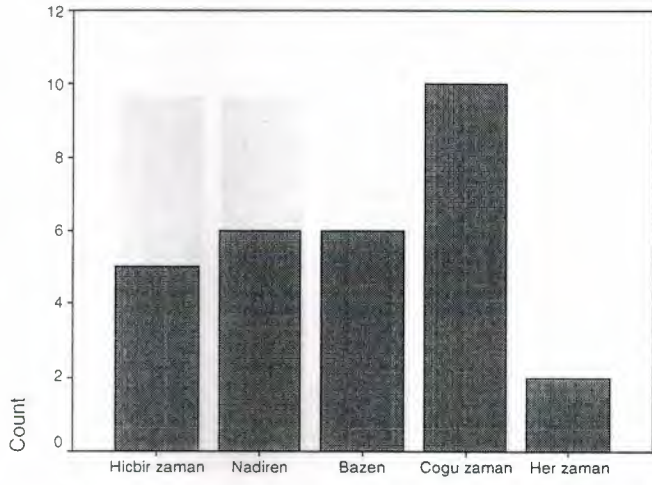
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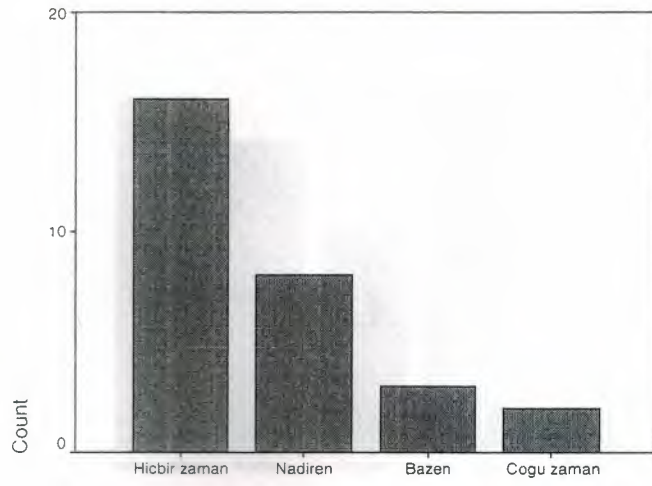
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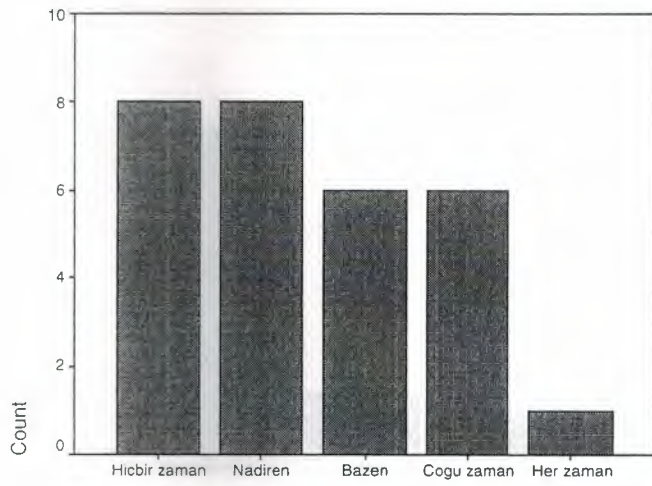
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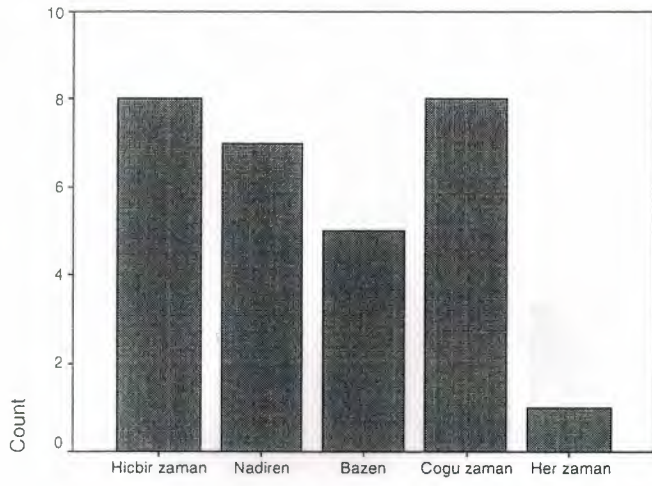
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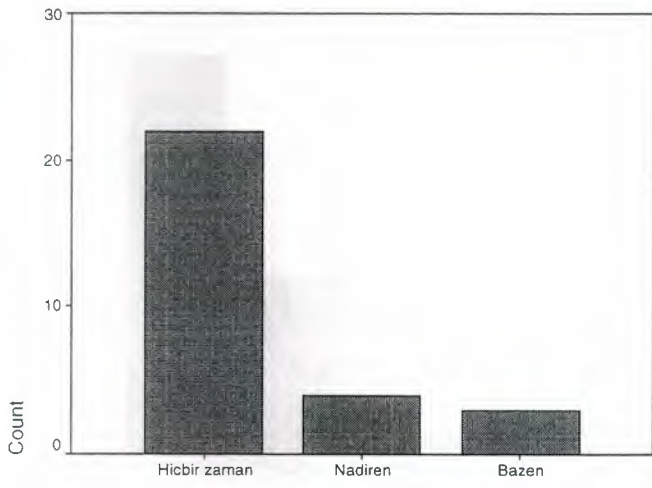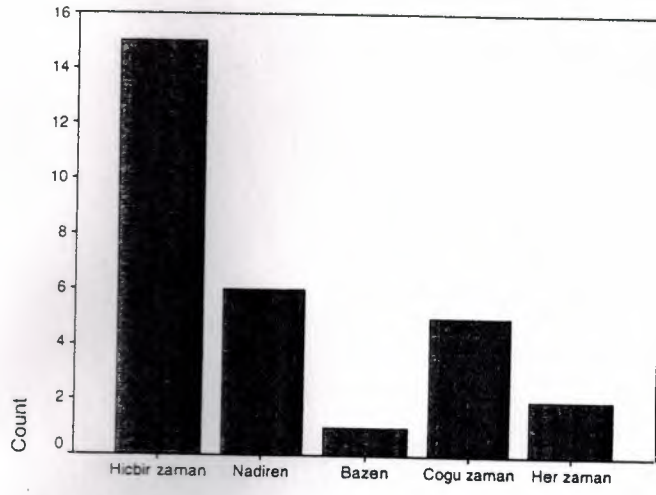

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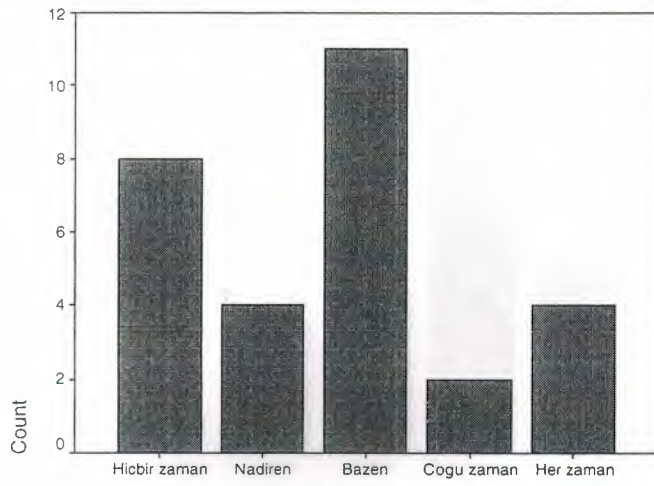
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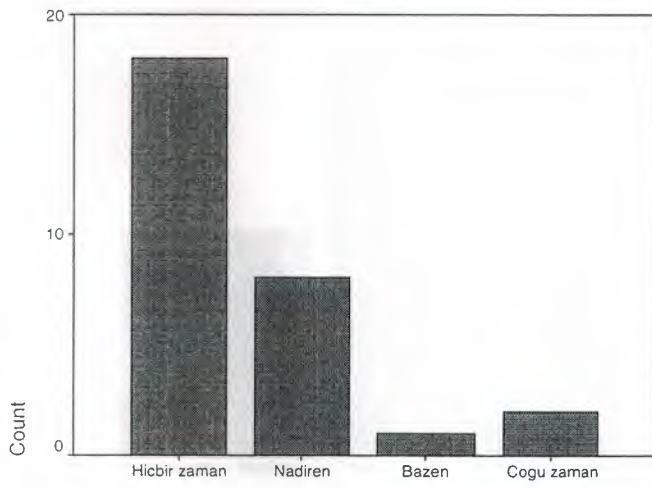
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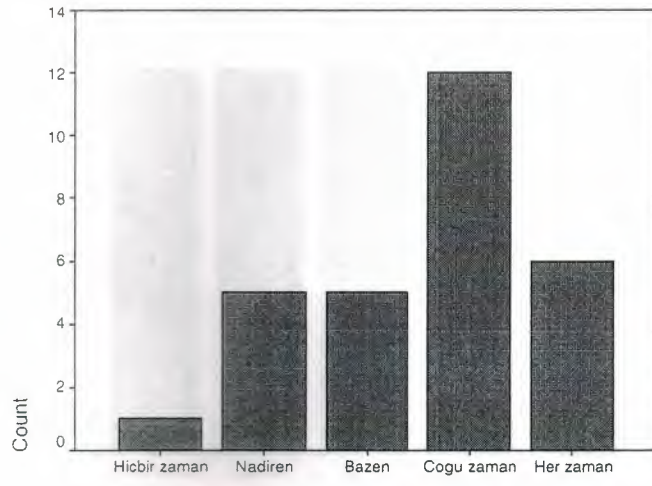
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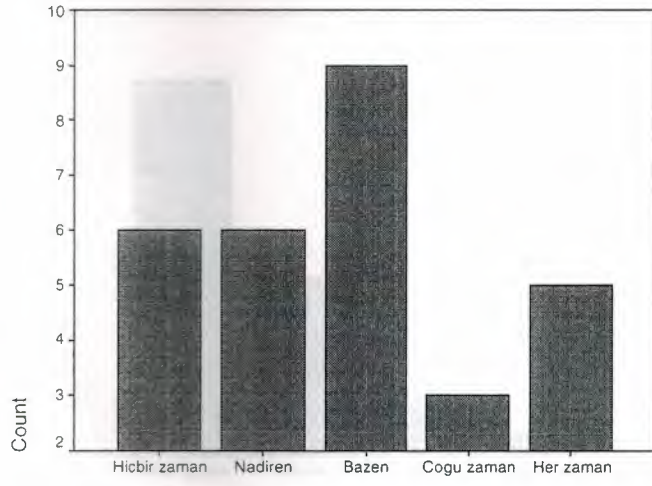
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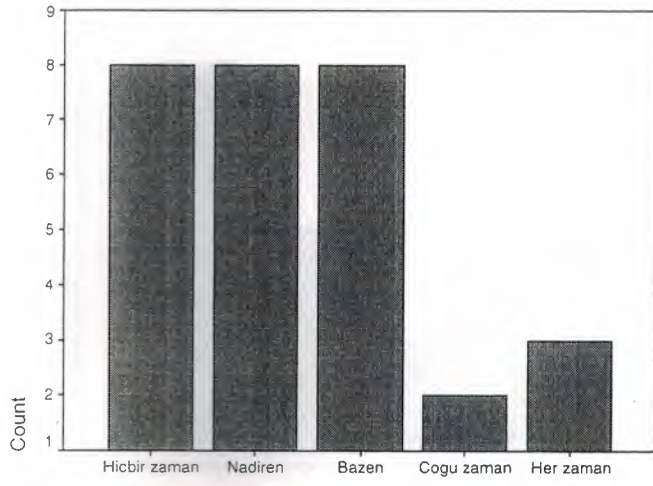
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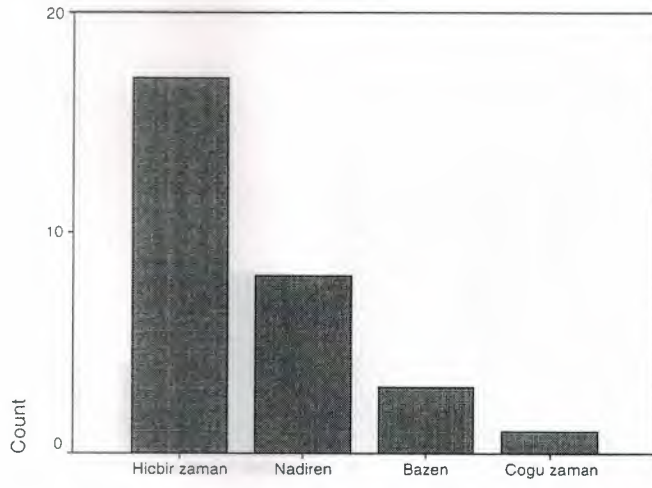
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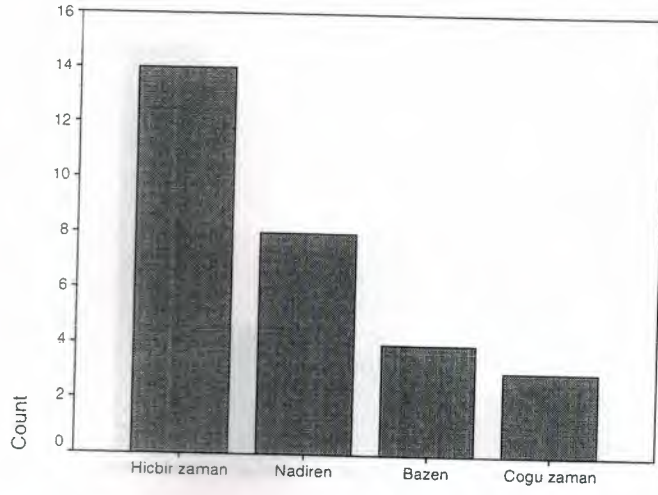
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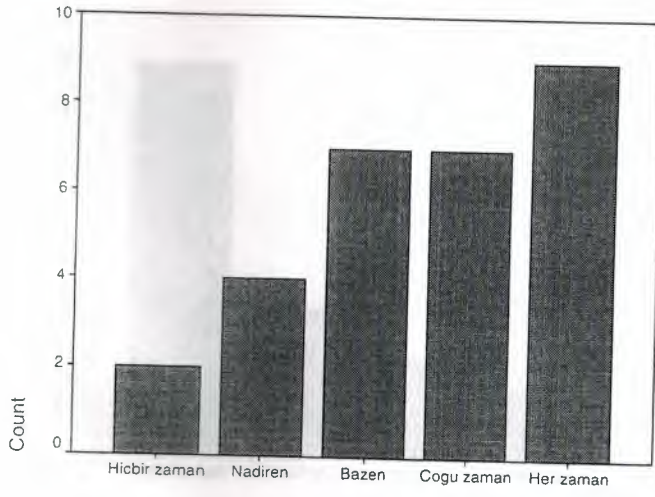
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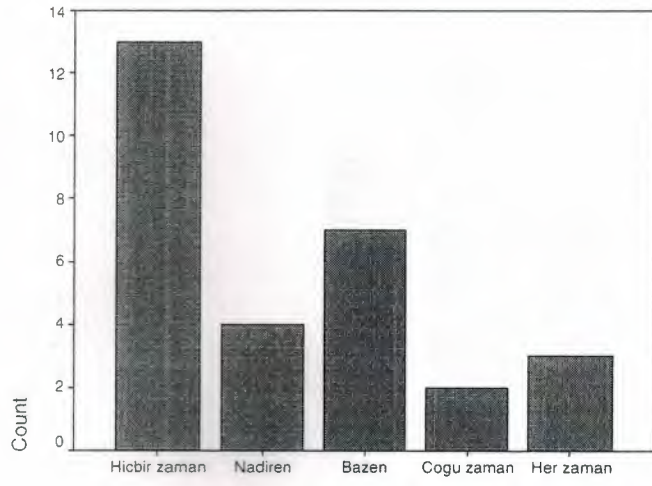
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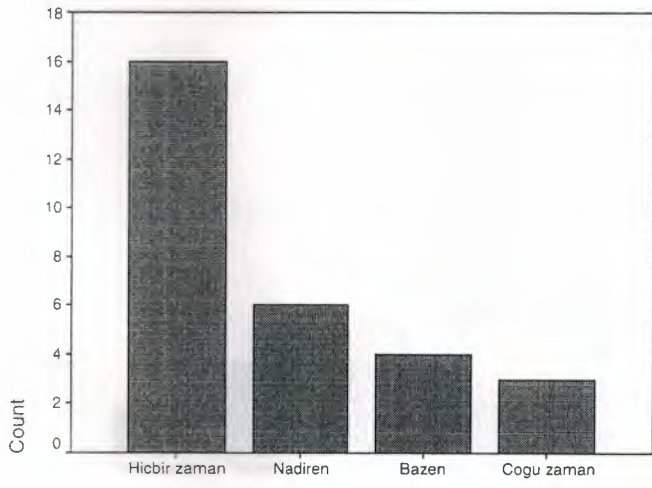
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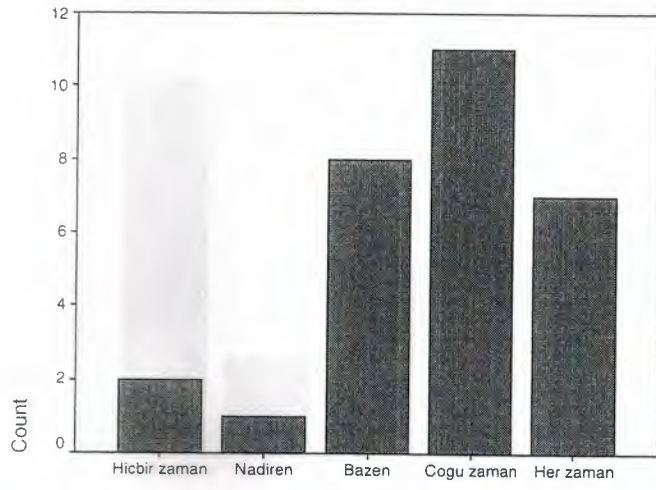
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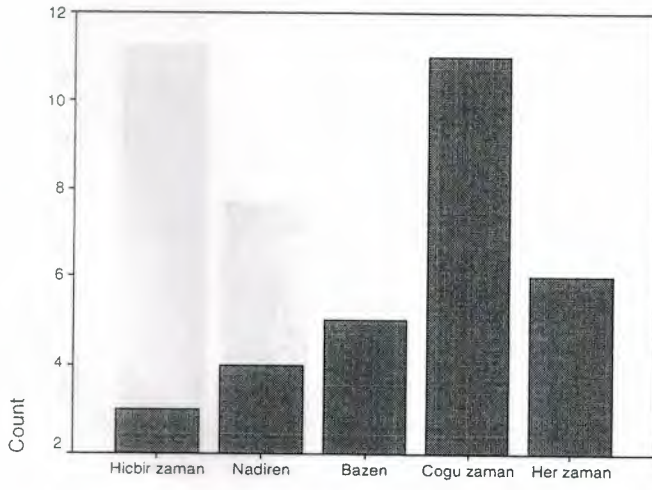
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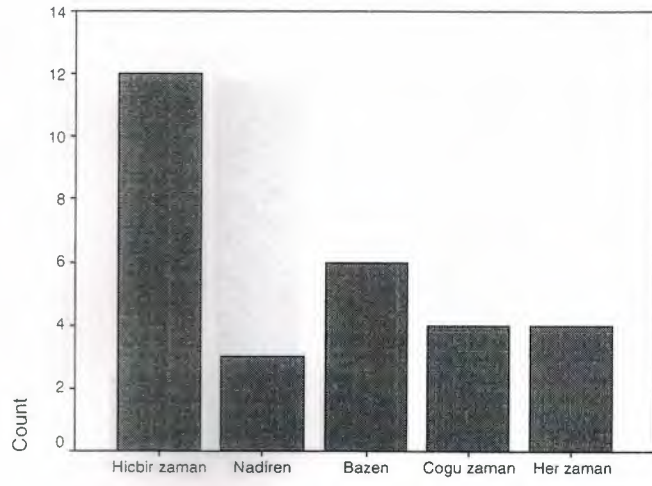
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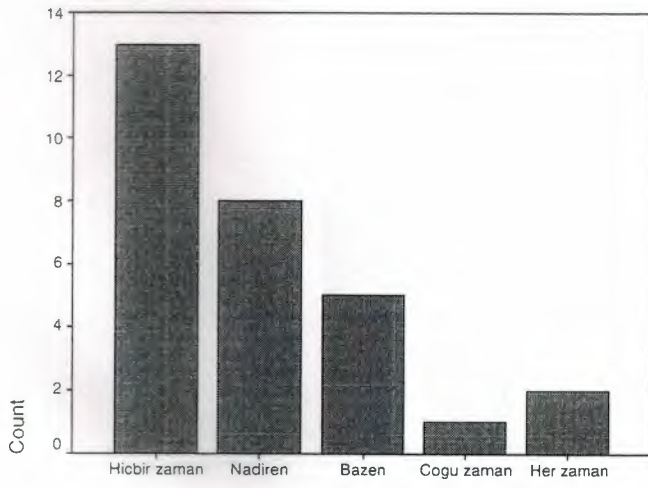
B4Q6

B4Q7

B4Q8

B4Q9

B4Q10