FOREIGN WOMEN'S SHOPPING BEHAVIOR IN CLOTHES RETAIL INDUSTRY IN TURKEY

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Abstract

Tourists spend more than one-third of their time on shopping. This research is about foreign female, who has shopped in the Istanbul, Turkey. İstinye Park, Zorlu Center, Cevahir, Taksim İstiklal Caddesi, Mall of İstanbul, Capacity, Bağdat Caddesi regions was chosen for this study. The questionnaire technique was used for collecting data. Statistical society in this research consists of 384 foreign women. The Likret spectrum technique was used to measure the elements and SPSS software was used for analyzing the data. According to the results, by 95 percent of confidence, there is a significant relationship between women's shopping and their age, culture, marital status, education, family income, purchase in travel and women' job. Also the pleasure to have new clothes, having fun to buy new clothes, visiting online shopping websites before purchasing, spending more time for shopping and getting encouraged by window displays to make unplanned purchases are highlighted in women's shopping behavior.

Keywords: Clothes, Women, Retail, Foreign, Turkey

INTRODUCTION

Shopping is one of the tourists' favorite activities that has so much influence on economic growth especially in retail and tourism industries all around the world. The textile and clothing industries are two of the oldest industries in the world that have huge potential of employment,

manufacturing production and trade. In recent decade, the textile and clothing industries create a lot of opportunities for unskilled people and plays important role in economic growth of developing countries (Gereffi, 2002; 13). Tourists' shopping behavior is different from their ordinary shopping behaviour in their hometown (Oh et al., 2004; 2). The tourists purchased products are often a lot and not just personal essential items and souvenirs but consist of items like jewellery, artistic stuff, clothes, different kinds of magazine and books and electronic products (Turner and Reisinger, 2001). Geopolitical and geographical condition of Turkey attracts many civilizations such as Persian, Greek, Roman, Ancient Hitites, Early Islam, Early Christianity, Ottoman and Seljcuks (tosun, 2008). The amount of direct contribution of Turkey in Gross Domestic Product (GDP) was 3.8% in 2017 and became 5.1% in 2018. Women or Girls suits, blazers, jackets, skirts, dresses, trousers, divided skirts, etc. and Men or boys' suits, jackets, trousers, blazers, breeches, bib and brace overalls, etc. are the most important retail products in women clothing sector.

So far many studies have been done about the context of tourists shopping by different researchers but in this study we focus on foreign women behavior in shopping. Recently many researchers used online research methods to achieve their goals, but in this research since foreign women considered as the target, the traditional shopping process will be considered.

This research provides better understanding and information of the factors that have influence on women tourist behavior in shopping and lead to improve management of sales, planning, marketing, expansion and opportunities in the retail industry.

LITERATURE REVIEW

Mihic et al (2018) studied on clothes purchasing behavior by using survey method. In his study variables such as age, income, gender, visual merchandising and fashion consciousness considered for research. Structural equation modeling (SEM), confirmatory factor and exploratory analyses were used for analyzing data. According to this data, in compare to men, females and young girls spend less time on fashion products comparing men and they are so much attracted to visual merchandising and they spend more time on shopping and this time significantly relates to consumer purchases (Mihic, 2018).Duran (2016) studied on the state of the Turkish clothes and ready-wear industries. According to his study one of the main factors in growth and expansion of Turkey's economy is textile and ready-wear industry. In both of the international and internal market, Turkey was able to achieve current competitive force from these industries. Existence of many unplanned investments on these industries was the most important mistake on Turkey. Customs Union have positive effects but did not live up to the expectation and this issue cased unplanned investments and extra production capacity.

According to this study Turkey, instead of competing in prices with China, must focus on competing in branding and global fashion (Duran, 2016). Koc and Koca (2016) have done a research about clothes shopping behavior by gender with respect to brand and fashion awareness. In this study, 382 respondents including male and female were chosen randomly. The questionnaire was the main tool of collection data. This questionnaire consist of 29 questions and analyzed by SPSS software. According to the results, males were more influenced by brand names while females were highly influenced by fashion (Koca & Koc, 2016). Fermin and Castillo (2018) has studied on the consumers buying behavior in Philippine. According to this study, finding marketer's needs and wants are just the first step that causes shopping decision and brand loyalty, so finding customer-shopping behavior is the next important step. In this regard customer-shopping behavior of the Filipino style is influenced by foreign consumerism. Studying about this issue and applying new and unique selling proposition, helps organizations and businesses to improve marketing strategies. According to the results, the Filipino style, marketers faced with lots of challenging tasks, since they have intelligent customers, who wants more value for their money and more savings at the end of the transaction (Fermin and Castillo, 2018).

METHODOLOGY

Type and Method of Research

This research, in terms of controlling the situation is a survey research, and in terms of the purpose is an applied review. The purpose of this research is identifying and understanding motivation factors of foreign women to finding out their shopping behavior in Turkey. The adopted questionnaire method is used for collecting data (Hobbs, 2016). SPSS software is used for analyzing data. All age ranges is considered in this study. The statistical society in this study is 384 questionnaires that chosen at random from the total study population.

Time and Region of Research

The questionnaires were distributed in İstinye Park, Zorlu Center, Cevahir, Taksim İstiklal Caddesi, Mall of İstanbul, Capacity, Bağdat Caddesi regions in Istanbul between April-May, 2019.

Data Analysis

Percentages and frequencies used to form the answers on the variables. Statistical society in this research consists of 384 foreign females. To study foreign females behaviour quantitative

and qualitative data are used and one sample t-test is used for analyzing hypothesis. The questionnaire's spectra are scored by Likert technique.

RESULTS

Descriptive Statistics

The starting age range in this study is teenagers and above. The age frequency of foreign women in this research is shown in the table 1.

Table 1: Age of foreign women

Age (year)	Frequency	percent
Under 18	46	12.0
19-26	151	39.3
27-33	104	27.1
Above 33	83	21.6
Total	384	100.0

46 women of respondents which is 12 % of total women in this research were the teenagers, they go shopping alone or with their parents. The majority of answers, 151 women were in the range 19-26 years old and this group was 39.3 % of total answers. The range of 27-33 years old is the next important group of women that is 27.1 % of total respondents. 83 women of respondents which is 21.6 %of total amount were 33 years old or above.

Women occupation is one important question in order to understand women behavior in shopping. The status of occupation of foreign women is reported in table 2.

Table 2: Occupation status

Occupation	Frequency	percent
Profession	57	14.8
Service	171	44.5
Business	61	15.9
Housewife or student	93	24.2
None answer	2	0.5
Total	384	100.0

57 women, about 14.8 % of total amount, have their own profession. 44.5 % of the respondents were doing service as occupation in their country. Among of statistical society, there were 61

business women around 15.9 % of total women. 93 of them were housewives or students, and considering students, 12.2 % are student and 12 % are housewives. 2 women didn't answer to this question.

In the table 3 foreign female family background is shown.

Table 3: Family background

Family background	Frequency	Percent
Worker	78	20.3
Employer	95	24.7
Business Person	194	50.5
Others	12	3.1
None answer	5	1.3
Total	384	100.0

According to the table 3, more than a half of population in this research have business person family that consists of 195 women, 50.5 % of total. 95 women about 24.7 %raised in employer family, 20.3 %of total women's family are workers, 12 women's family have other jobs and involved 3.1 % of respondents and 5 women didn't answer to this question.

In order to find out foreign women's behavior, it is useful to know that which season is more attractive for them. In the table 4 the statistical society's opinion is reported.

Table 4: Season of Shopping

Season of Shopping	Frequency	percent
Spring	43	11.2
Summer	166	43.2
Autumn	73	19.0
Winter	101	26.3
None answer	1	0.3
Total	384	100.0

According to the table 4, most clothes shopping occurs in summer and in the winter, 43 women always do their clothes shopping in spring, 166 women in this research, prefer summer for clothes shopping. 19 % of total women like to do their shopping in autumn, 101 women that is 26.3 % of all respondents prefer shopping in winter.

To most of the tourists, especially women, shopping is one of the most motivating factors of travelling. Shopping can be planned or unplanned. Regarding to this presupposition we tried to find which factor motivate women to go shopping and we tried to understand their purchase is a push factor or pull factor. Table 5 reports if shopping is planned or not for foreign women.

Table 5: Planned Shopping

Planned	148	38.5
Spur at the time	69	18.0
Either	161	41.9
None answer	6	1.6
Total	384	100.0

According to the table 5, 148 women about 38.5 % of total answers have plan for their shopping, and this could be assume as push factor of travel. 69 women have decision at the moment, which is 18 % of answers, for this group shopping is a pull factor of travel. For most women, shopping is both of planned and unplanned, 161 women go to shopping and according to the situation make decision to purchase something. 1.6 % of women didn't answer to this question. In the figure 1 foreign women motivation factors for shopping clothes is shown.
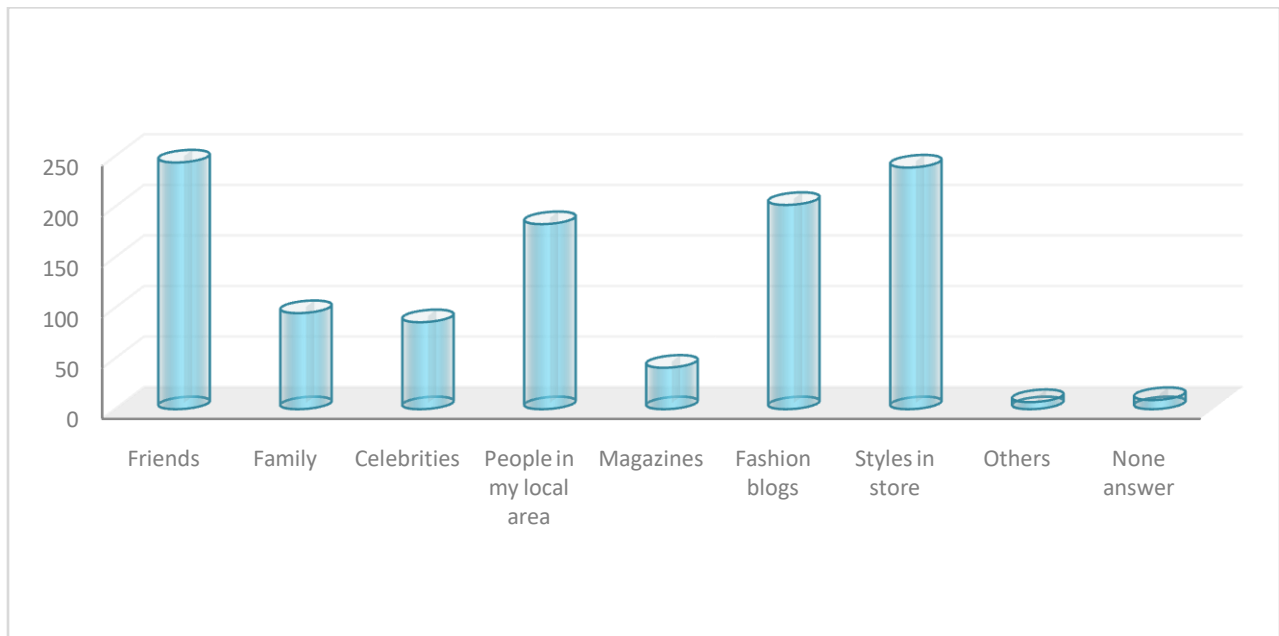

Figure 1: Foreign women motivation factors for shopping clothes.

Inferential Statistics

H_1: there is a significant relationship between marital status and women's shopping.

In table 6 the data of H_1 for foreign women shopping is shown.

h_0=the marital status has not significant relationship with women shopping.

h_1= the marital status has significant relationship with women shopping.

Table 6: One sample t-test for H_1

term	Factor	Test value= 0					
		t	df	Sig.(2 tailed)	Mean Difference	95% confidence interval of the Difference	
						Lower	upper
H_1	women shopping	211.342	383	0.000	77.97396	77.2485	78.6994
	marital status	41.762	383	0.000	1.78906	1.7048	1.8733

According to the table 6 and by considering the amount of Std. Deviation and value of Mean and the value of t and by determining the significant of 0.000, which has a difference lower than 0.05 for the women shopping and the marital status, the hypothesis h_0 was rejected, so with confidence of 95% we can say that there is a significant relationship between marital status and women shopping.

H_2: there is a significant relationship between family income status and women shopping.

h_0=the family income has not significant relationship with women shopping.

h_1= the family income has significant relationship with women shopping.

In table 7 the data of H_2 for foreign women shopping is shown.

Table 7: one sample t test for H_2.

term	Factor	Test value= 0					
		t	df	Sig.(2 tailed)	Mean Difference	95% confidence interval of the Difference	
						Lower	upper
H_2	women shopping	211.342	383	0.000	77.97396	77.2485	78.6994
	family income	66.933	360	0.000	3.06925	2.9791	3.1594

According to the table 7 and by the amount of Std. Deviation and value of Mean and the amount of t and by considering the significant of 0.000, which has difference lower than 0.05 for the women shopping and family income, the hypothesis h_0 was rejected, so with confidence of 95% we can say that there is a significant relationship between family income and women's shopping.

H$_3$: there is a significant relationship between job and women shopping.

h_0= the job has not significant relationship with women shopping.

h_1= the job has significant relationship with women shopping.

Table 8 reports the descriptive part of H$_3$.

Table 8: One Sample t-test for H$_3$.

term						95% confidence interval of the Difference	
	Factor	t	df	Sig.(2 tailed)	Mean Difference		
H$_3$						Lower	upper
	women shopping	211.342	383	0.000	77.97396	77.2485	78.6994
	Job	70.827	383	0.000	4.82292	4.6890	4.9568

According to the table 8 and by the amount of Std. Deviation and value of Mean and the amount of t and by considering the significant of 0.000, which has difference lower than 0.05 for the women shopping and the job, the hypothesis h_0 was rejected, so with confidence of 95% we can say that there is a significant relationship between job and women's shopping.

CONCLUSION

The main focus point of this study is foreign women, in order to find out their behavior in retailing clothes industry in Turkey. According to the results most of the females are in 19-26 age range. Most of them are doing service as occupation in their country. More than half of the total women in this research have business person family. Their favourite season to go shopping is summer and winter. A lot of women have plan for their shopping and this could be assume as push factor for travel. Most of them believe that their friends are the reason for their shopping. On the other hand women believe that their family inspire them for shopping. Celebrities are another inspiration for them. They are pleased to have new clothes, they imagine shopping as a fun, they search on the internet before shopping, they spend more time on shopping, they choose

perfect clothes to buy, and they encourage by window displays, these are all the important reasons for women shopping. By 95% of confidence there is a significant relationship between marital status, family income, job and female's shopping.

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