

***A STUDY ON
CONSUMER MOVEMENT AND CONSUMER PROTECTION
IN THE WESTERN COUNTRIES AND TÜRKİYE***

Dissertation submitted to the

Institute of Social Sciences

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in

Management

by

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Bogazici University Library



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ABSTRACT

A STUDY ON CONSUMER MOVEMENT AND CONSUMER PROTECTION IN THE WESTERN COUNTRIES AND TÜRKİYE

by

F. Gül Aygen Sağnak

The purpose of this study is to find out about the developmental issues of consumer protection in our country from the perspectives of consumers, the business world, and related institutions (public institutions, quasi-public institutions, private sector institutions and consumer associations). Views and opinions of each group with respect to the general subject of consumer protection are believed to reveal future expectations related to the subject and also opportunities and limitations we are likely to be confronted with, as a nation, in reaching a better life.

The study is composed of two main parts:

The first part consists of the historical developments and current trends in the area of consumer protection in the United States, the European Union, and Türkiye together with the literature review for the years 1960-1995.

The second part is on the field survey inclusive of statistical analyses of questionnaires filled out by 385 consumers, 45 respondents in private sector companies, and 30 respondents in related institutions together with qualitative comparison of responses of the three groups. The computer program SPSS / PC (Statistical Package for the Social Sciences) has been used in analyzing the data. Frequency distributions, Chi-square, t-test, F-test, Mann-Whitney test, and Kruskal-Wallis test have been employed for analysis of results.

Qualitative comparison of the consumer, manufacturer, and related institutions samples revealed that in general the three parties shared opinions regarding the topic of consumer protection and consumer related issues in Türkiye. Among the three groups, consumers and respondents in related institutions appeared to share ideas to a greater extent than manufacturers. However, agreement rates of respondents in all groups were considerably high in case of importance given to consumer rights, importance attributed to subjects in the topic of consumer protection, evaluation of ways to improve the prevailing situation of consumers, choice of the most constructive programs in responding to consumerist pressures, expectations regarding the future of consumers with respect to certain issues, and ranking of the various groups a company was thought to be socially responsible to.

Statistical analyses conducted in the case of the individual samples did not yield much difference within the samples, either with respect to attitudes related to the general topic of consumer protection or consumer related issues in our country. In the case of the consumer sample, most of the differences in opinions seemed to exist between respondents living in the different districts of the city, respondents with

different education levels, and respondents with different income levels. In the case of the manufacturer sample, most of the differences in opinions seemed to exist between respondents who thought the impact of the consumer protection movement to be very much on their company versus those who thought this impact not to be very much. In the case of the related institutions sample, regardless of the institution they worked for, respondents shared the same opinions to a very large extent with respect to the subject of consumer protection, in general.

The study ends with implications for consumers, the business world, the State and related institutions, and for further research.

KISA ÖZET

BATI ÜLKELERİNDE VE TÜRKİYE'DE TÜKETİCİ HAREKETİ VE TÜKETİCİNİN KORUNMASI ÜZERİNE BİR ÇALIŞMA

F. Gül Aygen Sağnak

Bu çalışmanın amacı yurdumuzda tüketicinin korunması konusundaki gelişimsel meseleleri değişik grupların konuya yaklaşımlarını ele alarak ortaya koymaktır. Söz konusu gruplar tüketiciler, iş dünyası ve konu ile ilgili kuruluşlardır (devlet kuruluşları, yarı-resmi kuruluşlar, özel sektör kuruluşları, tüketici dernekleri). Her grubun, genel anlamda tüketicinin korunması konusu hakkındaki görüş ve düşüncelerinin, önümüzdeki yıllarda konu ile ilgili beklentileri ve ulus olarak daha iyi bir yaşama ulaşmada karşılaştığımız olası fırsat ve sorunları göstereceği düşünülmektedir.

Çalışma iki ana bölümden oluşmaktadır:

Birinci bölüm tüketicinin korunması konusunun Amerika Birleşik Devletleri, Avrupa Birliği ve Türkiye'deki tarihsel gelişimi ve konunun şu andaki durumu ile 1960-1995 yılları arasındaki yazın taramasını içermektedir.

İkinci bölüm ise saha çalışmasında 385 tüketici, 45 firma ve 30 ilgili kuruluş yetkilisi tarafından cevaplandırılan anketlerin istatistiki analizini ve üç grubun cevaplarının kalitatif karşılaştırılmasını kapsamaktadır. Saha çalışmasının bulgularının değerlendirilmesinde SPSS / PC (Statistical Package for the Social Sciences) paket programı kullanılmıştır. Sonuçların analizinde frekans dağılımı, Ki-Kare, t-test, F-test, Mann-Whitney test ve Kruskal-Wallis test yöntemlerinden yararlanılmıştır.

Üç grupta bulunanların sorulara verdikleri yanıtlar ile yapılan frekans dağılımı analizinden elde edilen sonuçlar tüketici, üretici ve ilgili kuruluş kitlelerinin kalitatif karşılaştırılmasında kullanılmış, yurdumuzda tüketicinin korunması konusunda ve tüketicilerle ilgili meseleler hakkındaki fikirlerin genel olarak paylaşıyor olduğu ortaya çıkmıştır. Bu üç grup arasında tüketicilerin ve ilgili kuruluşlarda bulunan yetkililerin üreticilere oranla daha fazla fikri paylaştığı gözlenmiştir. Ancak tüm gruplardaki fikir paylaşma oranlarının tüketici haklarına verilen önem, tüketicinin korunması alanı dahilindeki konulara verilen önem, tüketicilerin halihazırdaki durumlarının düzeltilmesi için önerilen yollar, tüketici baskılarına uygun olarak geliştirilebilecek en yapıcı programlar, çeşitli meseleler bakımından tüketicilerin geleceği hakkındaki beklentiler ve bir firmanın sosyal sorumluluğu olduğu varsayılan çeşitli grupların önem bakımından sıralandırılması konularında oldukça yüksek olarak bulunmuştur.

Kitlelerin tek tek yapılan istatistiki analizlerinde de genel olarak yurdumuzda tüketicinin korunması ve tüketicilerle ilgili meseleler hususundaki fikirler açısından kitleler içinde çok büyük farklılıklar bulunmamıştır. Tüketici kitlesinde en çok fikir farklılığı kişilerin yaşadıkları semt, eğitim seviyeleri ve gelir düzeyleri ile ilgili olarak ortaya çıkmıştır. Üretici kitlesinde en çok fikir farklılığı tüketiciyi koruma hareketinin

firması üzerinde çok fazla etkisi olduğunu düşünenlerle bu etkinin çok fazla olmadığını düşünenler arasında çıkmıştır. İlgili kuruluşlarda ise, kişiler hangi kuruluştaki çalışırlarsa çalışsınlar, genelde tüketicinin korunması konusunda büyük bir çoğunlukla aynı fikirleri paylaşıyor oldukları bulunmuştur.

Çalışmanın sonunda ise tüketiciler, iş dünyası, devlet, ilgili kuruluşlar ve gelecek araştırmalar için öneriler yer almaktadır.

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I. INTRODUCTION

"A Study on Consumer Movement and Consumer Protection in the Western Countries and Türkiye" is the title of this thesis. As can be perceived from the title, the main objective is to study the evolution of the consumer movement and of consumer protection as a topic in the industrialized countries of the West together with the various stages these countries have passed through to reach the level of institutionalization they have today, so as to be able to benefit from their past experiences in formulating relevant consumer policies in Türkiye. Besides, with an empirical study, this thesis also aims at finding out where we, as a nation, stand with respect to protection of consumers in our country for the time being and what future prospects may be expected related to this important topic as well as the kinds of problems and issues we are likely to be confronted with in bringing this subject to the place of importance it deserves.

The need to take up such a study has arisen mainly due to its being a rather less-researched topic in Türkiye, coupled with the fact that the subject will be gaining more importance in the years to come as our ties with the European Union will be getting closer and as the Consumer Protection Law has at last been put into action as of September 8, 1995, after many prior unsuccessful attempts.

The subject will be analyzed from the different perspectives of consumers, themselves; the business sector (inclusive of locally owned companies and companies with foreign capital ownership); and related institutions which can be categorized under the three broad groups of state institutions protecting consumers (such as the Ministry of the Interior, Ministry of Industry and Trade, Ministry of Agriculture and Rural Affairs, Ministry of Health, and Municipalities), associations established by consumers, and semi-state / private sector organizations (including the Turkish Standards Institute, the İstanbul Chamber of Commerce and the media). Taking up opinions of consumers, the business world, and the related institutions is an important consideration because it will be in the interest of consumers if the respective perspectives of all these parties match each other. If, on the other hand, perspectives do not match, it will be quite difficult to achieve cooperation among them so as to enhance protection of consumer interests.

In the following section, historical developments and current trends in the area of consumer protection in the United States, the European Union, and Türkiye will be taken up and reviewed. The reason for choosing the United States is due to her being the first and most important place where the consumer protection movement has begun to flourish. And the reason for including the European Union in the study is because of our present and potential future relations with the member countries of the European Union. Also, it may prove to be fruitful to study both the case of the United States and the European Union since that may enable us make country-wise comparisons and make use of their past experiences, as well, searching for possibilities of adapting the consequences of those experiences to our country.

In the third section, relevant literature will be reviewed in terms of work done in the decades of the 1960's, 1970's, 1980's, and the first half of the decade of the 1990's, reflecting the topics that have received attention within the area of consumer protection throughout the years and the studies that have been conducted in this field.

Section four will be on the research design and methodology of the study, including the research purpose and the data collection procedure and instrument, together with the variables used in the study, the sampling design, and analysis of data besides the findings. Findings will be composed of two parts; one being on frequency distributions and the other being on relationships and differences among variables.

The conclusion part, inclusive of summary and interpretation of the findings as well as implications of the study for various parties; namely, consumers, the business world, the State and related institutions, and further research will be given in the fifth section which will be followed by the Bibliography and the Appendices.

Consumerism is a controversial term having both positive and negative connotations. Therefore, before proceeding with the study, it may be appropriate to review the different ways consumerism (consumer movement) has been defined by various authors over the years.

Kenneth Dameron's definition which was stated as early as 1939 is as follows: "The 'consumer movement' may be described as the organizations, activities, and attitudes of consumers in their relation to the distribution of goods and services" (Dameron, 1939, p.5).

Another definition given by Mrs. Virginia H. Knauer, who was the Special Assistant to the President for Consumer Affairs in the United States in the late 1960's is: "...let the seller beware', in comparison to the age-old caveat emptor or, 'let the buyer beware'" (Buskirk and Rothe, 1970, p.61).

Peter Drucker's definition of consumerism is the following: "Consumerism means that the consumer looks upon the manufacturer as somebody who is interested but who really does not know what the consumers' realities are. He regards the manufacturer as somebody who has not made the effort to find out, who does not understand the world in which the consumer lives, and who expects the consumer to be able to make distinctions which the consumer is neither willing nor able to make" (Buskirk and Rothe, 1970, p.61).

Richard H. Buskirk and James T. Rothe have developed the below definition: "the organized efforts of consumers seeking redress, restitution, and remedy for dissatisfaction they have accumulated in the acquisition of their standard of living" (Buskirk and Rothe, 1970, p.62).

David W. Cravens and Gerald E. Hills have defined it in 1970 as such: "Consumerism is a social force within the environment designed to aid and protect the consumer by exerting legal, moral, and economic pressure on business" (Cravens and Hills, 1970, p.236).

George S. Day and David A. Aaker have argued that "the most common understanding of consumerism is in reference to the widening range of activities of government, business, and independent organizations that are designed to protect individuals from practices (of both business and government) that infringe upon their rights as consumers" (Day and Aaker, 1970, p.13).

A rather popular definition of the term has come from Philip Kotler in 1972: "Consumerism is a social movement seeking to augment the rights and power of buyers in relation to sellers" (Kotler, 1972, p. 49).

Although the above definitions are not the same, all share a common element: the consumer and his right to be protected in the world he lives in as a consumer of goods and services.

Quite recently, in 1994, Roger Swagler has pointed out to the potential negative usage of the term 'consumerism' and has explained the recent surfacing of a new meaning for the term where the '-ism' is perceived to be "the state or condition resulting from an excess of something specified" (Swagler, 1994, p. 354) and has stated that the term is increasingly being used in the sense of "excess materialism" (p. 354) by many social critics, which may be harmful for the concept of the movement. Accordingly, he has proposed that, instead of 'consumerism', it would be better to use the term 'consumer movement', meaning the same as 'consumerism', not to lead to any misinterpretations.

II. CONSUMER PROTECTION IN THE UNITED STATES, THE EUROPEAN UNION, AND TÜRKİYE - HISTORICAL DEVELOPMENTS AND CURRENT TRENDS

Historical developments and current trends in the area of consumer protection in the United States, the European Union, and Türkiye will be taken up and reviewed in this section of the study.

2.1. THE UNITED STATES

There have been three distinct consumer movements in the United States in the twentieth century, the first having taken place in the early 1900's, the second in mid-1930's, and the last in mid-1960's. Eventhough consumer protection and consumerism, as we understand them today, have begun to develop most strongly in the latest movement, the first two consumer movements will be reviewed here, as well, so as to have an insight into the historical perspective and an idea on the background of the topic.

2.1.1. CONSUMER MOVEMENT OF THE EARLY 1900'S

Within the last four decades of the nineteenth century, major economic and social changes were taking place in the United States; there was a five-fold increase in industrial output and employment, the population was doubled and urban areas were increasing in number, more than ever before. Development of a national network of railroads and of refrigerated cars enabled the possibility of nationwide markets and emergence of intranational trade. As such, besides many opportunities, problems in the marketplace began to emerge with the advent of urbanization and industrialization. Included among the problems were urban poverty, immigrant ghettos, municipal corruption, hazardous working conditions, rising prices, a variety of consumer problems, and the like. Some of the consumer problems were due to lack of technological adequacy to maintain the freshness of food products, especially of meat and canned food and to malpractices of the business community in supplying food products to the public. To deal with this issue of unsafe foods, a bill was passed in the Senate in 1892; however, the House failed to take action and the bill died. This unsuccessful attempt to introduce the General Pure Food Law was followed by a second unsuccessful attempt in 1902 (Herrmann, 1970). Although these attempts to create new legislation were supported by various parties such as the General Federation of Women's Club, the National Consumers' League, state food and dairy chemists, and also the press, business opposition to such legislation was so strong during those years that no action could be taken on any of the proposed measures in more than the hundred bills that were introduced in the Congress to regulate interstate production and sale of foods and drugs (Gaedeke, 1969). It was not until 1906 that the Pure Food and Drug Act could eventually be passed under the strong pressure from President Theodore Roosevelt due to a full-scale scandal which was uncovered in a book written by Upton Sinclair; it was titled *The Jungle* and was reflecting the horrible working conditions in the Chicago meat packing houses. This act provided for "preventing the manufacture, sale, or transportation of adulterated or misbranded or poisonous or deleterious foods, drugs, medicines, and liquours, and for regulating

traffic therein" (Gaedeke, 1969, p.58). Within that same year, the Meat Inspection Act was also passed from the Congress. Passage of the Food and Drug Act of 1906 might be considered a victory for consumers because it showed that the interests of consumers were accounted for by the Congress and demonstrated that dishonest business practices made the public and the Congress more conscious of the need for consumer protection. It also played a role in the formation of numerous private committees, clubs, and leagues organized to further protect consumers. However, this wave of "pro-consumer public sentiment" rapidly deteriorated after 1906 and the negative attitude of the business community toward consumer protection continued to prevail making the rule of the day remain as it was: *Caveat Emptor!* (Let the buyer beware!) (Gaedeke, 1969, p.58). The unfortunate beginning of World War I in 1914 put an end to nearly all aspects of everyday life.

2.1.2. CONSUMER MOVEMENT OF THE MID-1930'S

After the War, 1920's were a recovery period in which consumer incomes gradually rose and prices remained relatively stable. Consumers were able to spend money on many products such as cars, refrigerators, vacuum cleaners, radios, etc. and to enjoy the comfort they experienced. They were at the same time subject to heavy advertisement of numerous brands of products that were proliferating each passing day. Towards the end of the decade, there was a vague discontent among consumers in their purchases of new and unfamiliar durables. This discontent was revealed in 1927 in *Your Money's Worth*, a book written by Stuart Chase and F.J. Schlink. The book "attacked advertising and high-pressure salesmanship and called for scientific testing and product standards to provide consumers with the technical information they needed to make purchase decisions" (Herrmann, 1970, p.12). This publication led the way to establishing various product testing laboratories. During the Great Depression of 1929, emphasis was given to consumer education so as to enable consumers buy products at the lowest possible cost and to realize budgeting techniques for cutting down on expenditures. There was also an upturn in consumer prices in the midst of the Depression and this was a real discontent for consumers who were used to high incomes and stable prices throughout the 1920's.

Early in the 1930's, it was seen that the Food and Drug Act of 1906 needed a revision due to its being rather 'out-dated' by new technology. Upon revision, the Food and Drug Administration (FDA) powers would be extended to include not only labeling but newspaper and magazine advertising, as well, and cosmetics would be placed under FDA control along with food and drugs. Besides, definite label information and the grade labeling of food would also be called for. However, just as in the preceding case, the bill could not be passed due mainly to claims of the opposition (stating that it would be an interference with consumer choice and 'the right of self-medication'), to silence of the press (which was afraid of the loss of advertising revenues it would face), and also to hesitant behavior of the Congress. In 1937, a new tragedy played a significant role in leading the Congress to take action: The liquid form of the drug called Elixir Sulfanilamide, which was safe in its capsule form, caused hundred people to die. As a result, a new and much modified version of the bill was passed in 1938. Besides the strengthening of the Pure Food and Drug Act in 1938, power of the Federal Trade Commission (FTC), which was established in 1914, was enlarged to regulate against unfair or deceptive acts and practices (Kotler, 1972). Upon such developments, the business community began to be more concerned with

the consumer movement. One of the national surveys it asked to be conducted during the last years of 1930's revealed that "the movement had developed its greatest strength among teachers, the higher incomes, and the more intelligent and among the young. (It was concluded in the report that) the consumer movement had made considerable headway and was likely to continue to grow because of its strength among influential groups"(Herrmann, 1970, p.14).

The consumerist movement would have gained much in importance and influence if the Second World War had not taken place during the years 1939-1945. After the War, the decade of the 1950's was rather quiet except for the "flare-ups" of consumer concern created by publications such as *The Hidden Persuaders* by Vance Packard in 1957. "Packard, accepting the ad. agencies' and market researchers' claims about their powers at face value, argued that the public was being manipulated without realizing it. The resulting round of charges and counter-charges received extensive press coverage and showed that, given the right issues, there still was public interest in consumer problems" (Herrmann, 1970, p.14-15).

2.1.3. CONSUMER MOVEMENT OF THE MID-1960'S

The third consumer movement that took place in the mid-1960's was a result of a combination of many factors: Income and education levels of consumers had begun to rise steadily leading to a general affluence in the society, people had more leisure time and were concerned over the quality of life, not just their material well-being. Technological advances and marketing of products/services, on the other hand, made consumers' choices more difficult as numerous complex goods were being offered to them. Moreover, in some cases, the new technology brought with itself service difficulties, performance and reliability problems, too. Consumers were becoming aware of the proliferation of the goods on the market via mass communication, especially the television, resulting in increased demand for the products. High levels of demand coupled with efficient production processes resulted in the mass marketing of products leading to impersonalization of transactions in the marketplace. Despite these developments, an integrated consumer-oriented marketing effort was not being implemented by most businesses and research aimed at understanding buyer behaviour as a guide to marketing strategy was lacking. Consumers did not have the time, interest or capacity to obtain information to make optimal product decisions. In addition to such factors, the environment was being exploited more and more each passing day; and it had become an important consideration for most of the people, by then. Actions of individual advocates in government (like Senator Warren D. Magnuson) and in private life (like Ralph Nader) together with those of active consumers involved in consumer boycotts, and also product testing and information organizations (like the Consumers Union) were all forces underlying the development of consumerism in the mid-1960's. Still another force was the pace of inflation reducing real incomes and hence, the purchasing power of consumers. There was also increased interest on the part of the state and local government in consumer-related problems; meaning political support for the movement. Besides, the Congress was no longer dominated by the rural constituencies who were less interested in such issues. It was also understood that consumer legislation was relatively inexpensive and appeared to generate goodwill among voters. Furthermore, it was seen that power of business lobbyists was not as great as it was

assumed to be (Buskirk & Rothe, 1970) (Cravens & Hills, 1970) (Murray, 1973) (Aaker & Day, 1974).

As such, all of these factors combined, consumer discontent with regard to business insensitivity and, at times, malpractice reached high levels and led to formal recognition of the consumer and his role in the economy. One of the most important steps with respect to protection of consumers was taken by President John F. Kennedy who declared the rights of consumers in a Special Message to Congress on Protecting the Consumer Interest on March 15, 1962 to include:

- 1) The Right to Safety, by eliminating conditions giving rise to unsafe products/services and by regulating the use of goods by consumers themselves in a way that limits the hazards they create for other consumers,
- 2) The Right to be Informed which extends from prevention of fraud and deception to government-sponsored and government-conducted research,
- 3) The Right to Choose, recognizing the importance of there being a number of alternative producers and of there being effective freedom for producers to enter new fields and offer new products and services; hence, maintaining competition while at the same time granting the consumer the right to choose,
- 4) The Right to be Heard which takes into consideration that consumers are not organized to the same degree as are producers and which enables "the representation of the consumer", at least, to some extent through regulatory agencies (Buskirk & Rothe, 1970).

Later in 1964, President Johnson created the new White House post, Special Assistant for Consumer Affairs. Ms. Esther Peterson was appointed to this post. Being a very strong and influential lady, she succeeded in making the consumer and his problems front-page news.

The general objectives set forth by President John F. Kennedy in 1962 were more or less endorsed by both Presidents Johnson and Nixon. President Gerald R. Ford added a fifth to the consumer rights in 1975:

- 5) The Right to Consumer Education - The right to continuing consumer education without which the consumer cannot enjoy the full benefit of the other enumerated rights (OECD 1993-1994, p.147).

Professor E. Scott Maynes has, in the late 1970's, distilled from the literature two more:

- 6) The Right to Representation and Participation in Policy-making Bodies - As distinct from the "right to be heard" in private sector decision-making and
- 7) The Right to Recourse and Redress - The right to be satisfied or compensated in the event of a post-purchase complaint (Diener and Greyser, 1978) (Preston and Bloom, 1983, p.101)

Quite recently, President Clinton added, in his National Consumers Week 1994 Proclamation:

8) The Right to Service - The right to convenience, courtesy, responsiveness to consumer problems and needs, and all steps necessary to assure that products and services meet the quality and performance levels claimed for them (OECD, 1993-1994, p.148).

2.1.4. CONSUMER PROTECTION IN THE LATE 1960'S, 1970'S, AND 1980'S

During the course of the 1960's and 1970's, consumer protection was a very popular area of concern and a variety of new consumer legislation was enacted. Among the most important acts that were enacted within this period, one may cite the Fair Packaging and Labeling Act (Truth-in-Packaging) of 1965, the National Traffic and Motor Vehicle Safety Act of 1966, The National Commission on Product Safety Act of 1967, Consumer Credit Protecting Act (Truth-in-Lending) of 1968, the Natural Gas Pipeline Safety Act of 1968, the Child Protection and Toy Safety Act of 1969, the Public Health Smoking Cigarette Act of 1969, the Fair Credit Reporting Act of 1970, establishment of the Council on Environmental Quality in 1970... Consumer bills were introduced in the Congress relating to subjects on advertising, automobiles, consumer affairs, consumer education, consumer protection, credit, drugs, food, franchises, gasoline, medical devices, packaging and labeling, product safety, product testing, sales promotion games, savings accounts, trading stamps, unsolicited merchandise, usury, and warranties and guarantees.

Consumer activists such as Ralph Nader, Rachel Carson, Betty Furness, Virginia Knauer, Esther Peterson, and Senator Warren Magnuson have been quite influential in identifying and publicizing problems and in following up with workable programs for improvement.

Within these years, there was increasing production and productivity in the US economy and consumerism was considered to be mainly a "baby of prosperity", born out of a desire for "more satisfaction through a reduction in hazards and problems and an improvement in the overall quality of life"(Preston & Bloom, 1983, p.103).

Consumerist activity had come to a peak in the early 1970's when both the government and private corporations had begun establishing consumer affairs offices to manage consumer concerns and issues (Bloom & Greyser, 1981). Towards the end of the 1970's, however, there emerged some counter consumerist forces which argued for the abandonment of some protection devices and less governmental intervention in the marketplace. Some began challenging the need for consumer protection initiatives such as seat-belt interlock systems and bans on children's television advertising. Even Ralph Nader was criticized in the later years of the decade of 1970. Furthermore, in 1978, the Congress voted down a proposal to establish a federal agency which would represent consumer interests in the federal bureaucracy. Besides, it was believed by many that most consumer activist groups were acting as special interest organizations rather than public interest groups (Bloom & Greyser, 1981). All these have been indicative of the loss in vitality of the latest consumerist movement.

Various authors have argued that consumerism had moved through the stages of its own product life cycle with 'introduction' and 'rapid growth' occurring in the early to mid 1970's and that it had reached its 'mature' phase by the 1980's, "evidenced by the increased competition among various consumer groups for available resources" (Carlson & Kangun, 1988, p.56) (Bloom & Greyser, 1981). There were some others suggesting that the "contemporary consumerism may have begun to subside during its maturation as a social movement. Bloom and Stern (1976) even suggested that the consumerism of the 1960's and 1970's would be 'dead' by the year 2000 and be replaced by 'anti-industrialism'. Herrmann (1970), ... also believed consumerism would evolve into other forms" (Carlson & Kangun, p.57).

2.1.5. CONSUMER PROTECTION IN OUR DAY

Anyhow, the consumerist movement in the United States today is institutionalized to a great extent. Among the major consumer agencies, one may cite the United States Office of Consumer Affairs (USOCA), the Federal Trade Commission (FTC), and the Consumer Product Safety Commission (CPSC).

The United States Office of Consumer Affairs (USOCA) advises the President on consumer affairs, and coordinates consumer functions in the Federal government. It works to ensure appropriate consideration of consumer perspective in policy development at the White House and Federal agencies and represents the Administration position before Congress. It publishes the *Consumer's Resource Handbook* and other documents distributed upon request to Americans through the Consumer Information Center. These publications advise individuals how to avoid market-place problems and how to resolve questions or complaints if they do arise. USOCA also promotes cooperation between international federal, state, local, non-profit, and private sector entities involved in the marketplace; emphasizes the need for ethical business practices, supports regulation and legislation when appropriate, and supports volunteer efforts to promote consumer interests through education, dispute resolution and policy coordination. Besides, it promotes improved consumer skills through education programs which emphasize practical application of skills learned in elementary, secondary, and post-secondary schools. Also, it promotes public and private sector programs targeting specific consumer issues to be addressed by media information campaigns, workshops, fact sheets, and other publications. It further identifies, analyses, and focuses attention on needs, interests and marketplace problems of consumers by conducting surveys, conferences, and working groups, both independently and in conjunction with other government agencies, non-profit organizations, and the private sector (OECD, 1991-1992, p.243-244).

The Federal Trade Commission (FTC) is an independent regulatory agency that reports to the United States Congress on its actions. It has five substantive programs within its consumer protection mission: Advertising Practices; Service Industry Practices; Marketing Practices; Credit Practices; and Enforcement. FTC's responsibilities are far-reaching. It primarily enforces the Federal Trade Commission Act, which prohibits unfair methods of competition and unfair or deceptive acts or practices in or affecting trade. With the exception of certain industries, the statute provides FTC with broad law enforcement authority over virtually every sector of the US economy. It seeks to ensure that the United States' markets function competitively, and are vigorous, efficient, and free of undue restrictions. It also works

to enhance the smooth operation of the market by eliminating acts or practices that are unfair or deceptive. In general, the FTC directs its efforts towards eliminating practices that threaten consumers' opportunities to exercise informed choice. The FTC also performs economic analyses to support its law enforcement efforts and to contribute to the policy deliberations of the Congress, the Executive Branch, other independent federal agencies, and state and local governments. In granting the consumers make informed purchase choices, the FTC works to increase the usefulness of advertising to consumers by ensuring that advertising is truthful and not misleading; reduce instances of fraudulent or deceptive sales and marketing practices; and prevent creditors from engaging in unlawful practices in granting credit, maintaining credit information, collecting debts, and operating credit systems. The FTC also conducts activities designed to educate consumers and businesses about their rights and responsibilities under the laws and regulations it administers. Finally, it works with other federal, state, and local authorities in carrying out its consumer protection mission (OECD, 1991-1992, p.250-251).

The Consumer Product Safety Act (CPSA) was designed to help protect the public from injuries and deaths associated with consumer products and the US Consumer Product Safety Commission (CPSC) was created under this Act, beginning its formal operations in 1973. There are 15 000 different types of consumer products under CPSC's jurisdiction. CPSC also regulates products covered by the Flammable Fabrics Act, the Federal Hazardous Substances Act, the Poison Prevention Packaging Act, and the Refrigerator Safety Act. The CPSC researches potential product hazards in the marketplace; issues and enforces mandatory product regulations, when appropriate; works with government and industry to develop national consensus voluntary standards; secures and recalls and/or repairs consumer products that present substantial or imminent hazards to users, or which fail to comply with Commission safety regulations; works with a network of national, state, and local partners to improve product safety in the marketplace; works on the international front with other governments and international groups to secure safer imported products; and conducts information programs to alert consumers about potential product hazards and instruct them how to use products safely (OECD, 1991-1992, p.257-258).

Another famous organization throughout the United States is the Consumers Union (CU). This is a nonprofit organization established in 1936 to provide consumers with information and advice on goods, services, health, and personal finance, and to initiate and cooperate with individual and group efforts to maintain and enhance the quality of life for consumers. It operates on a subscription basis and its income is derived solely from the sale of its publications and services, from individual contributions, and from a few non-commercial grants. Research and testing are among the major components of CU's work. In its eight major Technical Division departments - appliance, auto test, chemical, electronics, foods, home environmental products, public service, and recreation and home improvement - products are researched and tested so as to reveal everything consumers need to know before they choose them for purchase. The CU also publishes *Consumer Reports* magazine which balances laboratory-centered, product-testing reports with in-depth coverage of financial services, insurance, health, and medical subjects. Purchasing advice and product ratings of thousands of products from cars to canned soups are all covered in the magazine. Government recalls of unsafe products are listed in each issue and some articles shed light on the environmental impact of products. In addition to this

magazine, CU publishes *Zillions* magazine for 8-to-14-year-olds aimed at teaching children to think critically, question advertisements, shop for quality and value, and spend their money wisely. Moreover, CU publishes newsletters on health and travel and books on topics as varied as health, personal finance, and gourmet cooking. CU's advocacy staff helps to protect consumer interest in the halls of Congress and state legislatures, before government agencies, and in the courts. Its Advocacy offices and Consumer Policy Institute have the task of influencing policy that affects consumers (Literature about CU, 1996).

With respect to recent developments in the area of consumer protection in the United States, the following may be cited:

"President Clinton has placed a very high priority on reconfiguring the US Federal government to provide increased responsiveness and service at less cost. The consequent expansion in the use of telecommunications and computer technology by government agencies is a significant development in US consumer policy" (OECD, 1993-1994, p.148). Adoption of Internet e-mail and fax-on-demand by federal agencies like the FTC, the CPSC, and the USOCA were two such developments used in upgrading the existing telecommunication systems to speed up communication with consumers as well as to work more effectively.

For the FTC, recent "top priorities included issues of traditional concern: deceptive advertising, telemarketing fraud and violations of consumer credit laws. The growth in new technologies created an important new area of concern for the agency. While new technologies create opportunities for consumers, they also provide new marketing vehicles for consumer fraud" (OECD, 1993-1994, p.150).

The Food and Drug Administration's (FDA) new regulations on labelling of virtually all packaged foods took effect in 1994. "These regulations mandate standardized nutrition labelling on the side or back of food packages; listing of all ingredients in descending order of weight; standards for nutrient claims such as "low-fat", "rich-in..."; and strict requirements for health claims" (OECD, 1993-1994, p.151-152).

A vast amount of consumer education and information is produced by both the private and public sectors and disseminated in the US. Consumer education for the general public are plentiful and cover every aspect of the marketplace. Every Federal agency develops and disseminates consumer materials on its areas of jurisdiction, often in cooperation with consumer organizations, trade and professional associations or corporations. The Federal Consumer Information Center assists Federal agencies in the preparation, promotion, and dissemination of consumer information. It publishes the quarterly *Consumer Information Catalog*, which is free to the public and lists 200 free or low-cost consumer publications. National Consumers Week, which takes place annually during the last week of October, provides opportunities for numerous businesses, government agencies, trade and professional associations, and educational and consumer organizations to focus public attention on consumer issues and initiatives. In 1993, the focus was on consumer fraud with the theme, "*Too Good To Be True!*"; while in 1994, the theme was *Consumer Rights* whereby President Clinton added the Right to Service to the Consumer Bill of Rights first announced by President John F. Kennedy in 1962 (OECD, 1993-1994, p.152-153).

A wide variety of consumer redress mechanisms exist in the US, including small claims courts and an abundance of arbitration and mediation programs. These are almost entirely functions of state and local governments, trade and professional associations, and voluntary organizations. A 1994 report from the National Association of Consumer Agency Administrators and the Consumer Federation of America summarized a survey of 43 Federal, state, and local consumer agencies concerning complaints. The most frequent complaints, in rank order, concerned new/used car sales, home maintenance, auto repair, direct marketing, and telemarketing; many in all five areas related to fraud. The US Office of Consumer Affairs publishes at two year intervals a comprehensive guide to consumer redress, the *Consumer's Resource Handbook* (OECD, 1993-1994, p.153).

After the completion of the North American Free Trade Agreement (NAFTA), considerable attention was directed to the consumer policy implications of international trade: An international exposition and forum, *Leadership in Consumer Literacy: Reaching the New Global Market*, was held in 1993 whereby consumer officials and advocates from the United States and sixteen other countries met to discuss such issues as health and safety, environmental education, and the global marketplace. In the seminar held in 1994, *NAFTA and the Consumer: Issues, Impact, and Implementation*, an overview of trade agreements and issues concerning standards, agriculture, the environment, and economic impacts were included in the discussion. In *Transborder Consumer Protection in North America*, a conference held in Tokyo the same year, representatives from Canada, Mexico, and the United States met to share information about consumer protection, consumer redress, and related issues in the three countries (OECD, 1993-1994, p.154).

2.2. THE EUROPEAN UNION

The consumer protection movement in Europe does not have a long history such as the one experienced in the United States. It has reached Europe from the United States and has begun to gain acceleration in the late 1960's and early 1970's.

The European Coal and Steel Treaty which was signed by France, West Germany, Belgium, the Netherlands, Italy, and Luxembourg in 1951 has formed the basis of the European Union we have today. These six countries have later signed the Rome Treaty in 1957 composed of two other agreements, one aiming at the formation of a single, large market for all products (the European Economic Community-EEC), and the other, at the formation of the European Atom Community. Ten years later, in 1967, these three communities were brought together under the name, the European Community (EC). Membership to the Community increased over the years from six countries in 1951 to twelve by 1986 (the United Kingdom, Denmark, and Ireland have participated in the Community in 1973; Greece in 1981; Spain and Portugal in 1986) (TÜSIAD, 1990, p.27) and to fifteen by 1997 (with the participation of Austria, Finland, and Sweden).

Every Member-State in the EC recognized the important role its citizens had in the society and developed policies to defend the specific interests of consumers, to reduce existing inequalities, to guard against unfairness, to promote health and safety, and to improve the overall standard of living. However, the methods

each of these countries used in materializing the above differed from country to country due to the prevalent legal systems, social and cultural factors, the institutional frameworks, and also the general political attitudes of the governments in power. As a result, there arised a lack of harmonization between practices of the twelve countries and some conflicting structures came into effect within Europe which led to various problems. Taking into consideration the fact that consumers would not be willing or able to participate fully in the Single Market due to such problems, the authorities decided to develop a consumer policy at Community level (Commission of the European Communities, 1993, ISEC/B2/93).

2.2.1. STEPS TAKEN IN DEVELOPING A CONSUMER POLICY AT COMMUNITY LEVEL

The steps taken in reinforcing consumer interest and confidence in the process to ensure the proper functioning and success of the Single Market and in developing a consumer policy at Community level will be reviewed in this section, under the following main groups:

- 1.) A Preparation Period Covering the Years Between 1957 (starting with the Treaty of Rome) and 1975
- 2.) First Program for a Consumer Protection and Information Policy (1975-1980)
- 3.) Second Consumer Program (1981-1986)
- 4.) Accelerated Activity Program for the Protection of Consumers (Third Program) (1986-1990)
- 5.) Three Year Action Plan of Consumer Policy (1990-1992)
- 6.) Second Commission Three-Year Action Plan (1993-1995)
- 7.) Priorities for Consumer Policy (1996-1998)

2.2.1.1. A PREPARATION PERIOD COVERING THE YEARS BETWEEN 1957 AND 1975

Eventhough there was no specific mention of Consumer Protection in the Treaty of Rome (1957), it was stated in the preamble of the Treaty that the improvement of the living and working conditions of the peoples in the member countries would be aimed at. In 1957, the concept of a consumer policy was in its infancy in Europe and it was widely believed that the market would take care of the interests of consumers. However, it was seen in later years that the market alone did not take care of consumer interests. Besides that, consumers' organizations were starting to be active in the Member States in the early 1970's. Furthermore, the United Kingdom and Denmark, two countries in which the consumer movement was particularly strong, applied to join the Community around that time. Due mainly to these above stated developments, the heads of government of the six founder Member-States met in Paris in 1972, "calling for greater efforts to make the Community closer and more accessible to people through the formulation of policies which had a concrete relation to and significant impact on the everyday life of Europeans. They also stressed that effective action in the social sphere has the same importance as the achievement of economic and monetary union. The Commission, which monitors the application of Community legislation, initiates proposals for

Community policy and legislation, administers certain policies, and takes decisions in certain areas such as competition policy, was asked to prepare an action program and propose concrete measures for the achievement of this new objective" (*Consumer Information Handbook*, 1993, p.19). Five basic rights of consumers were formally endorsed during this meeting:

"1.) The protection of consumers' health and safety

Only products and services which will not endanger their health or safety should be placed on the market (meaning that) safety requirements must be identified for products and services; consumers must be properly informed about the risks involved in the use of goods and services; and they should be protected against physical injuries caused by products and services.

2.) The protection of consumers' economic interests

Consumers should be protected against the abuse of power by sellers of products or providers of services. To achieve this, there must be : a general prohibition of misleading statements as well as unfair behavior on the market (in advertising, in marketing practices, in contracts); and an improvement not only in the range but also in the quality of products and services, taking into account other factors such as the protection of the environment.

3.) Consumers' right to information and education

Consumers should be able to make an informed choice by being put in a position to assess the features and price of the goods and services offered to them in order to be able to make a rational choice of which to buy; properly informed about the most efficient and safe way to use products and services; aware of the procedures to follow to obtain redress. However, supplying information is not sufficient: consumer policy must also try to ensure that consumers have the necessary skills to seek out, understand, and integrate available information into their buying decisions in order to become discriminating consumers, capable of making an informed choice and conscious of their rights and responsibilities.

4.) Consumers' right to redress

Consumers have the right to receive advice and help in respect of complaints and of injury or damage resulting from goods and services. They should also be able to have access to simple, cost-effective and quick complaints settlement procedures. There is no use in having sophisticated legislation in place if there are no means by which consumers may enforce their rights.

5.) Consumer representation and participation

Consumers and their representatives, should be able to participate in the decision making procedures which concern them, at local, regional and national levels, and also at EC level. Consumers must participate in the decision making not only on specific consumer issues, but also in the course of other relevant EC policies, such as competition, food, financial services, trade and transport" (Commission of the European Communities, 1993, ISEC/B2/93, p.2-3).

Later in 1973, Consumers' Consultative Committee (CCC), a body available to advise the Commission, was established which was made up of members of the four organizations representing consumer interests: the European Bureau of

Consumers' Unions (BEUC), the Committee of Family Organizations in the Community (COFACE), the European Community of Consumer Cooperatives (EUROCOOP), and the European Trade Union Confederation (ETUC), as well as independent experts.

2.2.1.2. FIRST PROGRAM FOR A CONSUMER PROTECTION AND INFORMATION POLICY (1975-1980)

The decisive step towards a European consumer policy was not taken till the adoption of the First Consumer Program in 1975. This program represented a recognition by the national governments that Community action was necessary in this area and it revealed what implementation of the five fundamental consumer rights might mean in practice.

After the launch of the First Program, numerous legislative initiatives were proposed; yet, due to lack of a proper legal basis in the Treaty of Rome, efforts on the part of the Community could not be materialized easily. The only legislative measures which resulted in various Directives were related to: safety of cosmetics, which took effect as of 30/1/1978; a framework for labelling food adequately, clearly and uniformly, which took effect as of 22/12/1982; rules to protect consumers in the area of doorstep selling, which took effect as of 23/12/1987; misleading advertising in the Community, which took effect as of 1/10/1986; a legal system of liability for damage caused by faulty products, which took effect as of 30/7/1988; and the provision of consumer credit in the Community, which took effect as of 1/1/1990 (*Consumer Information Handbook*, 1993, p. 11).

Besides the lack of a proper legal basis, the First Oil Crisis experienced in the world markets at the end of 1973 played a role in the failure of the First Program to achieve concrete results. The European economy was faced with a heavy recession after the oil shock and increasing rates of unemployment coupled with that of inflation. Under such circumstances, it would not have been quite possible to achieve satisfactory results with respect to a consumer policy (TÜSIAD, 1990).

2.2.1.3. SECOND CONSUMER PROGRAM (1981-1986)

The second program adopted by the Council of Ministers in 1981 was mainly built on the earlier program; however, taking into consideration the lack of concrete achievements in the first, this program recognized two new objectives: "1. the inclusion of the interest of consumers in all EC policies, and not only in a specific consumer policy; the price transparency of goods and services and the quality of public and private services; 2. the promotion of dialogue between representatives of consumers, producers, and distributors" (Commission of the European Communities, 1993, COM (93) 378 final, p.5).

1983 has been an important year for the EC in that, the first Consumer Council took place within that year and since then, they have become a regular feature of Community business. This Council (of Ministers) was exclusively devoted to consumer affairs; it created "a precedent for subsequent 'Consumer' Councils and

discussed the following subjects: Community system for the rapid exchange of information on dangerous products; directive on misleading advertising; directive on doorstep sales; directive on liability for defective products" (*Consumer Information Handbook*, 1993, p.20).

Although a great deal of progress has been made, the results of consumer policy have, on the whole, fallen short of expectations. The Second program was started right after the Second Oil Shock in 1978 which had left its negative effects on the economies of all Member-States. As such, it was unfortunately believed that new legislation would bring additional costs to the economies of the respective countries and it was overlooked that consumers would be affected at least as much as the other groups in an economy during a recession. A second factor that has caused the relative inadequacy of the first and second programs was the slow pace of the decision mechanism in the Community. At times, it was even possible for a legislation to be launched only after many years of negotiations (TÜSIAD, 1990). Still a third factor was the uncertain legal basis as has been mentioned above (*Consumer Policy in the Single Market*, 1991).

In the following years, the Single European Act was signed which provided the necessary legal base for a Single Market Program that was set out in the White Paper of 1985. "Although it did not specifically endorse a consumer policy, the Single European Act added an 'Article 100a' to the Treaty of Rome, which has proved to be of enormous importance for the EC consumer policy as it explicitly stated that a high level of consumer protection was required in drafting Single Market legislation; provided that decisions in the Council of Ministers were to be taken by a qualified majority, rather than unanimously; gave the European Parliament, which fulfils mainly a consultative and supervisory role together with the exercise of some powers of co-decision with the Council of Ministers, -generally perceived to be sympathetic to the consumer interest- an enhanced role in the decision-making process; confirmed the importance of the principle of mutual recognition, according to which, in absence of Community harmonization, a product or service legally marketed in one Member-State must, in principle be accepted on the market in the other Member-States" (*Consumer Information Handbook*, 1993, p.11).

2.2.1.4. ACCELERATED ACTIVITY PROGRAM FOR THE PROTECTION OF CONSUMERS (THIRD PROGRAM) (1986-1990)

The Third Consumer Program was launched in 1986 to give a new impetus to consumer policy, coinciding with the publication of the White Paper on the Internal Market and the Single European Act. "The program attempted to underline the importance of an EC consumer policy in the creation of a people's Europe by: focusing on areas where there was a clear need for EC-wide harmonization, taking into account the 'New Approach' doctrine: According to this doctrine, legislation lays down certain essential requirements in very general terms and it is a matter for the standardization bodies i.e., CEN and/or CENELEC, to develop standards to meet these essential requirements in concrete cases. The result of this has been to shift responsibility for certain aspects of law making from the public sector to standard bodies; stressing the need to concentrate on a high level of quality and safety in Single Market legislation; and stating clearly the importance of using alternatives to

regulation wherever possible, so that faster progress could be made"(Consumer Information Handbook, 1993, p.12).

"In its landmark 'Cassis de Dijon' judgement the Court decided in 1987 that any product lawfully produced and marketed in one Member-State may be sold in every other country of the Community. In this case, Germany had prohibited the sale in its territory of blackcurrant liquor manufactured in France in accordance with French regulations, invoking the provisions of its own food legislation. The Court revoked this ban" (*Consumer Policy in the Single Market*, 1991, p.31).

In 1989, the Independent Consumer Policy Service was established and "the autonomy of the Service allowed a more single-minded implementation of Consumer policy"(Consumer Information Handbook, 1993, p.20). "Expectations of greater attention to consumer policy were raised accordingly in the European Parliament, in the Member-States, and the consumer organizations" (Commission of the European Communities, 1990, p.2). Within that same year, The Council Resolution on Consumer Protection Policy "set out priorities for re-launching consumer policy, particularly as regards: consumer representation; the general safety of goods and services; access to legal redress; and the integration of consumer protection policies in other Community policies. A three-year plan was called for, incorporating these priorities" (*Consumer Information Handbook*, 1993, p.20).

2.2.1.5. THREE YEAR ACTION PLAN OF CONSUMER POLICY (1990-1992)

"Consumer policy in the Member-States (had) developed over many years, but only limited aspects of consumer protection (had) been addressed at Community level. With the imminence of 1992, there (was) pressure for accelerated activity on consumer issues. In preparing this action plan therefore, the Commission restricted its proposals to those areas where its involvement (was) essential to the success of the Internal Market and limited number of legislative actions (were) proposed where common harmonized approaches (were) crucial to the proper functioning of the market" (Commission of the European Communities, 1990, p.3). At the same time, the so-called subsidiarity principle in consumer policy was adopted by the Commission: Community measures would be taken to protect consumers where necessary and national responsibility would be exercised where possible. This, in turn, meant that the Commission aimed at avoiding acting on too many consumer policy issues simultaneously (*Consumer Policy in the Single Market*, 1991, p.33).

Objectives were set in the following main areas due to their importance in building the consumer confidence necessary to support the implementation of the Internal Market:

1. Consumer Representation
2. Consumer Information
3. Consumer Safety
4. Consumer Transactions

During the European Council at Maastricht in 1991, an agreement was reached to amend the Treaty of Rome so that consumer protection could formally be

included in the Treaty: "The Community shall contribute to the attainment of a high level of consumer protection through: a) measures adopted pursuant to Article 100a in the context of the completion of the Internal Market; b) specific action which supports and supplements the policy pursued by the Member-States to protect the health, safety, and economic interests of consumers and to provide adequate information to consumers" (*Consumer Information Handbook*, 1993, p.21).

In 1992, the Council Resolution set out priorities in the areas of information, and education, legal redress, safety and health, representation of consumers' economic interests. It also asked for efforts to be made, taking into consideration the needs of consumers in other areas of Community activity. The Council also invited the Commission to develop a further Plan of Action for the coming years.

2.2.1.6. SECOND COMMISSION THREE-YEAR ACTION PLAN (1993-1995)

In 1993, the Single European Market came into effect, with the removal of the internal frontiers and the completion of the large market. This has opened up a new phase of community action.

The first objective of the second three-year action plan in favor of consumers was to place the internal market at the service of European consumers in a real sense. The objective was also to exploit the other Community policies from the perspective of consumer interests. The action plan focused on two basic approaches: 1. Consolidation of Community legislation; 2. Selective priorities to raise the level of consumer protection and to make consumers more aware of their rights.

Consolidation of legislation included "proposal for a Council Directive on the protection of consumers in respect of contracts negotiated at a distance (distance selling) (Adoption 1993); proposal for a Council Directive on the approximation of the laws of the Member-States concerning comparative advertising and amending the Directive concerning misleading advertising (Decision 1993); proposal for a Council Directive concerning the protection of purchasers in contacts relating to the utilization of immovable property on a time-share basis (Adoption, 1993); proposal for a Directive on the liability of suppliers of services (Decision 1993); correct and optimal application of the directives in force: apart from the conventional procedures, implementation of concertation and partnership with the Member-States; exchange of concertation and partnership with the Member-States; exchange of information on national practices (1993, 1994, 1995); proposal for a Council Decision introducing a Community system of information on home and leisure accidents (Adoption 1993); implementation of Directive on general product safety; adaptation of the existing directives to technical progress (1993, 1994, 1995)" (Commission of the European Communities, 1993, Com(93) 378 final, p.27-28).

Selective priorities included: improvement of labeling (1994, 1995); proposal for a Directive on the use of claims concerning foodstuffs (1993); support for price surveys and comparative tests (1993, 1994, 1995); improvement of information on consumer problems, notably by using audiovisual techniques (1994, 1995); support for measures to train adults and young consumers (1994, 1995); European consumer

guide to the single market and national or sectoral guides (1993,1994); reform of the Consumers' Consultative Committee, creation of a consumer forum (1993); support for national consumer organizations and notably those of the southern Member-States and Ireland (1993,1994,1995); Green Paper on access to justice for consumers (1993); experiences with simplified procedures for settling disputes (1993,1994,1995); improvements, on a contractual basis, of contractual relations concerning financial services, notably in the domains of transfrontier payments, liability in connection with the use of bank cards, transparency in mortgage credit, and home banking. Failing this, preparation of proposals for mandatory instruments (1993,1994); Green paper on guarantees and after-sale services (1993); evaluation report on experience with transfrontier information centers (1995)"(Commission of the European Communities,1993, Com (93) 378 final, p.28-29).

2.2.1.7. PRIORITIES FOR CONSUMER POLICY (1996-1998)

In the two preceding Action Plans, the choice of priority was the Internal Market and the essential work necessary to enable consumers participate effectively in its operation. Hence, for the three years of 1996-1998, maintenance of completion of the work set in motion is aimed at together with consideration of corrective measures when problems arise.

Priorities for the prevailing period are based on three main considerations:

- "1. Consumers face immediate problems which need to be addressed. Consumer concerns about public services, financial services, and food safety are evident. Questions raised are broader than the Internal Market dimension. The need for information and education of consumers has been apparent for some time now but very limited action has been taken to face up to these needs. Since consumers' ability to 'self protect' is fundamentally linked to knowledge, it is indeed imperative to endeavour to improve this aspect considerably.
2. The major technological change which is leading to the Information Society has the capacity to transform conditions for most people. Efforts, including education and training, will be intensified to help consumers adapt to this new reality so that they can benefit fully from it. Already significant measures have been initiated since it is recognized that consumer participation will be crucial to success.
3. Just as consumer policy was directed over the last six years towards contributing to the success of the major European Community goal of completing the Internal Market so also the policy should adjust to the major objectives now in focus. The objectives of achieving European Monetary Union, to continue to develop sustainable patterns of development and consumption as well as the prospect of enlargement of the Union to PECO countries have become central to the European Community. Further efforts are needed to find ways in which consumer policy can contribute to the attainment of these goals"(Commission of the European Communities, 1995, p.3).

Taking into account that it is important for the Commission to extend its consumer policy beyond the Internal Market and that consumer activity is part of the everyday life of all citizens of the Union, priorities that reflect particularly sensitive areas of activity in today's society have been revealed for the years 1996-1998, as follows:

- "1.(To make) a major effort to improve the education and information of consumers.
 - 2.(To) complete, review and maintain up to date the framework needed to ensure that consumers' interests are fully taken into account in the Internal Market.
 - 3.(To promote) the consumer aspects of financial services.
 - 4.(To maintain) the protection of consumers' interests in the supply of essential services of public utility.
 - 5.(To create) measures to enable consumers benefit from the opportunities presented by the Information Society.
 - 6.(To present) measures to improve consumer confidence in foodstuffs.
 - 7.(To encourage) a practical approach to sustainable consumption.
 - 8.(To) strengthen and increase consumer representation.
 - 9.(To) assist Central and Eastern European countries to develop consumer policies.
 - 10.(To foster) consumer policy considerations in developing countries"
- (Commission of the European Communities, 1995, p.4).

2.2.2. OVERVIEW OF THE PREVAILING SITUATION IN VARIOUS MEMBER-STATES

The following overview is on various consumers' institutions (both public and private) operating in each of the Member-States together with some of the prevailing situations with respect to consumer protection.

2.2.2.1. BELGIUM

In this country, the Ministry of Economic Affairs is in charge of consumer policy at government level. However, other government departments may have responsibilities in specific areas, such as health or the environment. Within the Ministry of Economic Affairs, the Department of Trade and particularly, the Consumer and Credit Service, draw up and implement consumer policy. The Consumer Council, on the other hand, is an advisory body consisting of representatives for all social and economic activities. Since 1992, this Council has been a Joint Council. "Eighteen of its members represent Belgium's fifteen approved consumer organizations, eighteen others are from organizations representing production, distribution, the middle classes and agriculture, and the final six are experts in consumer affairs, the environment, and public health" (OECD, 1993-1994, p.29-30). In 1994, a Consumer Safety Board was set up within the Consumer Council with the purpose of improving risk prevention where the safety of goods and services is concerned. There are some other advisory councils in Belgium that give their opinions on issues relating directly or indirectly to consumers, such as the Price Regulation Commission, Insurance Commission, National Energy Committee, Competition Commission, Foodstuffs Advisory Board, etc.

With respect to research, documentation, and information/education, the Consumer Organizations' Research and Information Center (CRIOC) has been established in 1975 and is financed by a grant from the Ministry of Economic Affairs. Among its responsibilities, providing expert assistance to consumer organizations, raising the profile of consumer affairs, and promoting consumer protection may be cited.

The System of rapid information exchange on the dangers involved in using consumer products, which was adopted in 1984 for a period of four years, is used when an EU-Member-State informs the EU Commission of its decision to take steps regarding a product presenting serious immediate danger so that the System can check to see if the product in question is sold in their country and if measures are required at the national level.

The European Home and Leisure Accident Surveillance System (EHLASS) was set up in 1986 with the purpose of obtaining information on home and leisure accidents, mainly from the accident and emergency departments of four Belgian hospitals so as to make it possible to identify those sectors requiring priority measures with regard to physical safety.

In 1989, the act on consumer health protection with regard to foodstuffs and other products (e.g. additives, detergents, cleaning and household products, tobacco, cosmetics...) was amended. The advisory bodies in the field of consumer health are the Foodstuffs Advisory Board, the Higher Council for Hygiene, the Consumer Council and the National Council for Nutrition.

In 1990, the certification/accreditation system was introduced related to the accreditation of testing laboratories and of institutions responsible for certification and control.

Responsibility for consumer education in schools lies with the federal authorities. At the national level, there is the CRIOC (that has been mentioned above) producing publications and training packs for schools and adult education (OECD, 1993-1994, p.29-34).

2.2.2.2. DENMARK

The Ministry of Industry is the responsible body for consumer policy in Denmark, at government level. On January 1, 1988, the National Consumer Agency of Denmark (Forbrugerstyrelsen) was established by uniting three governmental institutions: the Consumer Complaints Board (Forbrugerklagenævnet), the Consumer Ombudsman (Forbrugerombudsmanden), and the Home Economics Council (Statens Husholdningsråd). The National Consumer Agency is the general authority for product safety in the country and is a participant in the PROSAFE, the Product Safety Enforcement Forum of Europe, which aims at improving the safety of products on the European market.

Denmark has also participated in the EC-demonstration project EHLASS, which has already been explained in the part concerning Belgium.

The laboratories of the National Consumer Agency have been modernized in 1991-1992, where a large number of tests (related to food processors, household ovens, dish cleaners, washing machines, refrigerators, child beds, toothpastes...) are carried out in cooperation with International Consumers Research and Testing Ltd. (IT). The results of these tests are published in the National Consumer Agency's magazine, *Rad and Resultater* (Advise and Results). This magazine is published ten

times a year and there is a steady rise in its circulation. The agency also offers a free advisory service by phone five days a week from 10 am to 2 pm. A wide range of topics from legal assistance to pre-buying advice are included in this service.

To ensure that labelling is of maximum possible benefit to consumers, the Ministry of Industry has carried out a project in 1991. A survey of both public and private labelling schemes in Denmark was conducted and an analysis of consumer attitudes, knowledge, and use of labelling was made. The results were reported in *Labelling Aimed at the Consumers*, containing several recommendations for improvements in the labelling field.

The Consumer Council (Forbrugerradet) is a non-party organization and is independent of public authorities and of trade and industry. "(It) protects consumer interests through an active consumer policy by informing about consumer views, by active representation, by promoting legislation, by making tests, and by publishing a consumer magazine, *Think*" (OECD, 1991-1992, p.85).

The Danish Institute for Informative Labelling (DVN) is a private organization composed of a board (made up of representatives of industry, trade, and consumer organizations), an executive committee, and a secretariat. This institute is responsible for issuing informative labels (VAREFAKTA declarations) so as to enable consumers decide what to buy on the basis of comparisons of objective information about individual products. DVN's work is funded primarily via sale of labelling permits, partly via contributions from the organizations represented on the board and partly via grants from the Ministry of Industry. VAREFAKTA is marketed to consumers (to make them more aware of the informative labels) through TV spots within information programs, newspaper advertising, the distribution of leaflets and educational materials and sending out of articles to newspapers and magazines.

The National Consumer Agency cooperates with the mass media to reach the ordinary consumer with information and advice. It also takes part in TV-programs quite frequently.

Four new booklets are published annually by the National Consumer Agency on nutrition, safety, household problems, consumer law and environmental issues.

The Agency has established a special service for the primary schools in Denmark in 1991. This service includes receipt by primary schools of educational material on consumer issues and ideas to improve consumer education, two times a year (OECD, 1991-1992, p.71-87).

2.2.2.3. FRANCE

In 1987, a State secretariat integrated in the Ministry of Economic and Financial Affairs and the Budget, was set up in France having responsibility for consumer policy. This secretariat promotes competition and strengthens the position of consumers in the market. It is supported by the Directorate-General for Competition, Consumer Affairs and Fraud Prevention (DGCCRF). DGCCRF

supports the restructuring of some bodies and maintains the funding of consumer organizations.

In 1994, a national accreditation system (COFRAC) for all those involved in quality was introduced to ensure the uniform application of certification principles and practice throughout France. Its purpose was to promote transparency of operation and independence and representation of all relevant interests, particularly, user and consumer interests. DGCCRF is consulting with the business sector to see if the development of a series of procedures for recalling products which are already on the market and which present a risk to the consumer is possible.

The Commission on Unfair Terms (CCA) which has been restructured in 1993 is referred cases by courts for an opinion before handing down judgement. The CCA gives expert testimony on the issues its opinion is asked about.

"The DGCCRF has been discussing how to encourage distribution and service businesses to improve service quality and offer new services to meet new consumer expectations in various sectors including shops, vending machines, hotel trade, tourism, and motorway services... Practical steps to improve service include regulatory measures (extension of compulsory repairs after tests of vehicle roadworthiness, measures on hygiene in catering businesses, etc.) and joint initiatives with business people (codes of good conduct and incentives for product and service certification). The DGCCRF has also extended its field of activity to new sectors, particularly health and sports"(OECD, 1993-1994,p.64-65).

In 1994, establishment of the Consumer Dispute Conciliation Commissions (CRLC) providing simple, fast, and free of charge service accessible to all for settling disputes over contracts between consumers and professionals was enabled. In these commissions consumer associations and business have equal representation under an impartial chairperson (OECD, 1993-1994, p.61-66).

Besides state institutions, there are other bodies working in the area of consumer protection in France: the National Consumers' Institute (INC) is an independent public organization composed of representatives of various consumers' associations. Along with this establishment, there are consumer centers working at regional level. Information on prices of selected products is published by local price information centers.

The most important private consumers' organizations are the Union Française des Consommateurs (UFC), the Organisation Generale des Consommateurs (ORGEKO) and the Federation Nationale des Cooperatives de Consommation (FNCC) (*Consumer Policy in the Single Market*, 1991, p.23).

2.2.2.4. GERMANY

The Federal Minister of Economics has overall charge of consumer policy in Germany because the Federal Government believes that consumer policy lies within the field of economic policy. On the other hand, in case of specific matters such as legislation, social and family policy, the environment, nutrition and health, the various Federal Ministries are responsible to take the necessary measures. At the Länder level, the economic ministries are also in charge of consumer policy. There is also the Federal/Länder Committee on Consumer Matters in which consumer-policy matters are regularly discussed by the Federal Government and the Länder.

The Federal Ministry of Economics Consumer Council presents views of consumers on basic consumer policy issues and submits position papers and presents proposals to the Federal Government. There is also the independent Consumer Committee in the Federal Ministry of Food, Agriculture, and Forestry which advises the Federal Government in the field of consumer policy and submits position papers.

The Stiftung Warentest, an independent organization, carries out comparative product tests and publishes the results in the magazine titled, *Test*. Besides, it also publishes special issues on topics like health, the environment, energy, nutrition, etc. In 1991, this organization became a member of the International Consumer Research and Testing Ltd.

Private consumer organizations engaged in consumer information and advice receive grants from the State. Consumer advice centers are the most important places in Germany for consumers to turn to for advice. They give advice on subjects such as purchasing in general, assistance with complaints, advice on environmental protection, counselling on various areas (i.e. budgetary, legal, nutritional, housing, and energy counselling).

The Stiftung Verbraucher-institut is a body that carries out seminars and workshops for consumer advisers and that develops models and principles for consumer information and education; it also elaborates media and material for this purpose. It is almost entirely funded by the Federal Government.

The Consumer Protection Association, Verbraucherschutzverein, is involved in taking action against unfair competition which places the consumer at a disadvantage. The Association is funded by the Federal Government.

The Federal Ministry for the Environment educates consumers about the environment and supports numerous projects on counselling in the environmental field. In educating consumers about the environment, the former method of explaining of problems and passing on of knowledge was replaced by that of informing and advising individuals about how to behave with regard to the environment.

With respect to consumer information and education, there are numerous organizations in the country such as the Association of Consumer Unions (Arbeitsgemeinschaft der Verbraucherverbände), Product Test Foundation (Stiftung Warentest), and sixteen consumer centers in the federal Länder with about 300 local consultancy offices (OECD, 1991-1992, p.109-126; OECD, 1993-1994, p.67-75).

2.2.2.5. GREECE

At national level, consumer protection is under the responsibility of a department in the Ministry of Trade, called the Directorate for Technological Protection of Consumers. A number of other Ministeries also serve the interests of consumers. For instance, the Ministry of Health, Welfare, and Social Security publishes specific information concerning consumers.

In 1982, the Greek Government set up a special unit for consumer protection and information that has the task of proposing legislation and acting as a contact point for the general public and the consumers' organizations (*Consumer Policy in the Single Market*, 1991, p.21).

Consumer policy applied in Greece is based on the General Law on Consumer Protection (Law 2251/1994). This law covers all the main aspects of consumer protection including rights of consumers and obligations of producers. Among the Articles contained in the Law are the following: General provisions on consumer protection; standard contract terms - unfair standard terms; contracts negotiated away from business premises; contracts negotiated at a distance; after-sales services; the producer's liability for defective products; consumer health and safety; liability of suppliers of services; advertising; consumer organizations - collective means of protection; and amicable settlement of consumer disputes. Also contained in the Law are Articles relating to the establishment of a National Consumer Council (NCC), a consultative body attached to the Ministry of Commerce articulating consumer's positions in relation to consumer protection, submitting proposals for the promotion of consumer interests and the safeguarding of their rights and delivering opinions in relation to consumer affairs and in particular on all draft legislation and provisions concerning consumers and also the establishment of a Committee for the Protection of Consumers of the Public Undertakings and Organizations to be created by joint decision of the Ministers of the National Economy and Trade and to be entitled to make proposals and submit suggestions to the public undertakings and organizations with a view to improving their products and services and to safeguarding consumer rights (Law regarding General Consumer Protection in Greece; 2251/1994; Articles 12,13).

Greece also participates in the EHLASS (European Home and Leisure Accidents Surveillance System) (OECD, 1991-1992, p.127-131).

The most important private consumer organizations in Greece may be cited as the Pan Hellenic Union of Consumers (PEK), the Union of Greek Consumers, the Center for the Protection of Consumers in Thessaloniki and the Consumers' Union for the Quality of Life (E.K.PI.ZO.) (*Consumer Policy in the Single Market*, 1991, p.21). The Legal Protection Office of E.K.PI.ZO. has consumer protection as its main priority and it attempts to improve the existing situation of the Greek consumer. Its efforts have been successful in various cases up to the present, such as the collective action it has filled against Slim International, a company selling pills for diet, for misleading advertising. The advertisement was cut off by a court decision and the consumers were compensated (Sklirou, 1996).

2.2.2.6. IRELAND

Consumer Law in Ireland is mainly based on 1) the Consumer Information Act of 1978, protecting consumers against false or misleading claims about goods, services, and prices and 2) the Sale of Goods and Supply of Services Act of 1980. There are a wide range of Statutory Instruments supplementing these two Acts, which were made to give effect to EU Directives in the field of consumer protection and information. "The 1988 European Communities (Misleading Advertising) Regulations which implement an EU Directive, reinforce controls already contained in the 1978 Consumer Information Act. Also a code of practice governed by the 'Advertising Standards Authority of Ireland' (ASAI) introduces an element of self-regulation in the area of advertising. Other examples of EU-driven legislation introduced to inform and protect the consumer include the Food-Labeling Regulations which are designed to provide the consumer with information about the food they purchase. These Regulations are regularly modified to take account of new manufacturing practices and new food/additives.

The Liability for Defective Products Act, 1991, introduced into Irish Law, the principle of strict (no-fault) liability. A liability is imposed on the producer, and in certain instances the supplier, for personal injury or property damage caused by a defective product or component, irrespective of whether any negligence was involved in the manufacture of that product or component.

Other legislation covers areas such as indication of prices, textile labelling, footwear labelling and quantity control legislation. Regulations are in place which outlaw unfair terms being included in consumer contracts and apply, with certain exceptions, to any term which has not been individually negotiated in contracts concluded between a consumer and a seller or a supplier. The Office of the Director of Consumer Affairs was set up under the Consumer Information Act. The Office, which is aligned to the Department of Enterprise and Employment, is independent in the performance of its functions which primarily are the enforcement of Consumer Protection legislation.

A number of Consumer Education programmes have been organized at the instigation of the Consumer Education Committee. Represented on this committee are the Office of the Director of Consumer Affairs, the Consumers' Association of Ireland, the Department of Education and the Vocational Education Committees (VEC's).

The Consumer Credit Act of 1995 implements two consumer credit directives and consolidates and updates existing legislation governing all forms of consumer borrowing.

Recent developments and future trends in Ireland are largely dictated by objectives identified by the Consumer Policy Service of the European Union. Changes in marketing practices e.g. new distance sales techniques, novel foods, and the need for provisions facilitating consumer access to justice in other Member States are among the more important current trends which will shape future developments in the field of Consumer Protection Policy" (Creedon, 1996).

2.2.2.7. ITALY

Until very recently no framework regulation was adopted regarding responsibility for consumer affairs at the central and local levels. The consumer policy was pursued by many ministries, public bodies and agencies responsible at central and local level for public health, safety, and the protection of consumers' economic interests. At the central level, the Ministry of Health, the Ministry of Agriculture, the Ministry for Social Affairs, and the Ministry for Industry, Trade, and Crafts may be cited among the institutions responsible for consumer protection. The last of these Ministries helps to prepare and promulgate EC consumer protection regulations and is responsible for transposing EC regulations into Italian law (OECD, 1991-1992, p.133).

In 1991, a project was launched in Milan on an experimental basis, being promoted by the Consumers' Defense Committee and the EC Commission. It was entitled 'Consumers' Access to Justice' and it was designed so as to provide "consumers with information on current legislation and on remedies available in actual cases; if a claim is justified and the consumer so requests, the service attempts to resolve the dispute amicably, without going through the courts. Should that attempt fail, the service can assist the consumer in proceedings before a conciliation court for which, under current legislation, legal representation is optional. If the dispute is outside the conciliation court's jurisdiction, the consumer is invited to consult his or her own lawyer" (OECD, 1991-1992, p. 143). This pilot project had satisfactory results and a second such center was opened in the city of Forli.

Among the publications concerning consumer protection and consumer policy in Italy, the following may be cited: "Test noi consumatori" is a monthly magazine published by ADICONSUM, Associazione italiana difesa consumatori e ambiente. Every month, this association reports a comparative test, as well, sometimes realized in collaboration with other European countries. "Settimanale di Informazione Adiconsum" reports short news on consumer protection and policy. It is particularly used in communicating and informing the 75 offices of Adiconsum located throughout Italy. "Le guide del consumatore" is a guide published so as to give information to consumers on specific purchase decisions (such as in buying an hi-fi system) and in solving common consumer problems. "Autodifesa del consumatore" are small guides on practical issues (telephone, heating, electricity, banking, medicines, advertising, etc.) (Ciompi, 1996).

2.2.2.8. LUXEMBOURG

In Luxembourg, all government departments have responsibility for consumer policy; those that have particular powers are the Ministry of Health, the Prices Department of the Ministry of Economic Affairs, and the Ministry of Justice. The Union Luxembourgeoise des Consommateurs (ULC) is the main consumers' organization in the country. It publishes a consumers' journal, makes the results of product tests from other Member-States available, provides legal advice to its members and runs an information center open to the public (*Consumer Policy in the Single Market*, 1991, p.24-25).

2.2.2.9. NETHERLANDS

The State Secretary for Economic Affairs is the body that coordinates government policy on consumer matters in the Netherlands. Consumer organizations have become very strong in the country. There are two general consumer organizations apart from a variety of sectoral consumer organizations: The activities these two consumer organizations carry out are administered by a Cooperation Council they have set up and this Council is subsidized by the Ministry of Economic Affairs. "The Council distinguishes three groups of subsidised activities: market operation, product information, and other information. Within the category on market operation, the aim is to give greater prominence to activities relating to consumer and competition policy" (OECD, 1991-1992, p.166).

The Consumers' Association collaborates with education institutes to introduce into education programs practical information and to encourage more responsible consumerism. It is the State Secretary for the Ministry of Economic Affairs that subsidizes this work through the Cooperation Council (OECD, 1991-1992, p.170).

The Netherlands Institute for Budget Information (NIBUD) aims at "ensuring that local budget counselling centers have adequate material to help the public that calls on their advice". Among its other responsibilities are giving advice to local budget counselling centers and offering consumer budget information to the public on issues like consumer credit, investment decisions, old age pensions... Again, it is the Ministry of Economic Affairs that provides this institution with a regular grant and with subsidies for specific projects (OECD, 1991-1992, p.170).

Product information is one of the main areas of interest in the Netherlands. The Socio-Economic Council's Consumer Affairs Committee has recommended various improvement possibilities on product information including a stronger self-regulation to be exercised by the market parties themselves and the development of standard product information on or with a product. Besides this Committee, consumer organizations are also interested in product information. Furthermore, comparative quality standard surveys are being carried out quite extensively so as to compare the environmental performance of different products and to stimulate product improvement.

In recent years, consumer concern for the environment has begun to become more important and demand for environmentally friendly products has increased. As a result, two instruments were introduced to lead manufacturers have more responsibility with respect to environmental issues and to direct consumers to choose environmentally-friendly products in their purchases. The first instrument is an environmental quality control, operating at both the national and the EC levels, which is applied to consumer goods "...Only products which satisfy predetermined environmental requirements for a particular product group are allowed to display the logo" (OECD, 1991-1992, p.174). The other instrument is the Environmental Advertising Code designed to give more information to consumers. "If a company includes an environmental claim in a piece of advertising or on an item of packaging which is unjustified or misleading, it can, following a complaint, be taken to task by the Advertising Standards Committee. This Committee will then issue a (public)

recommendation based on the Environmental Advertising Code. The Code is also designed to have a preventive effect. An assessment has shown that the Code is working well and is providing a useful example of self-regulation" (OECD, 1991-1992, p.175).

In the Netherlands, "legal protection for consumers is almost complete. The relevant legislation includes the General Terms and Conditions Act (1992), the Consumer Purchases Decree (1992) and the Door-to-Door Sales Act (1992), the debt settlement stipulations for natural persons included in the Insolvency Act (submitted to Parliament in 1992) and the Consumer Credit Act (1992)" (OECD, 1993 -1994 , p.93).

2.2.2.10. PORTUGAL

The Consumer Institute (IC) is the most important body in this field at national level. It has the responsibility of warning and recommending consumers so as to safeguard their rights and also of informing and protecting them. The Ministry of the Environment which is in charge of consumer policy, has five regional offices that are responsible for both environmental policy and consumer protection (information, education, and dispute settlement) (OECD, 1993-1994, p.115).

There are other bodies like the National Quality Council and the Economic and Social Council that are composed of representatives from consumer organizations.

The country took part in the EHLASS project (European Home and Leisure Accident Surveillance System) through the CI and the Community System for the rapid exchange of information on dangerous products.

In Portugal, special emphasis is given to consumer information and education. Many cross-border information centers were set up for Northern Portugal/Galicia and Andalusia/the Algarve by the European Agency for Consumer Information (AEIC). Comparative studies are conducted by the CI or the Consumer Protection Association (DECO). Besides, municipal consumer information centers (CIACs) provide useful information and permit prompt settlement of minor consumer disputes. IC publishes a magazine titled *The Consumer* (O Consumidor) in helping to educate consumers. Furthermore, the media serves as an invaluable element in giving information to consumers and educating them. DECO, through EDIDECO, issues the magazine *Pro-Teste* that reveals results of comparative product tests. The General Consumers' Association (UGC) also publishes a magazine titled the *Consumer Magazine* (Jornal dos Consumidores) and is involved in various information campaigns. Much attention is paid to train consumer protection specialists, especially teachers, consumer counsellors, consumer specialists and consumer associations. Consumer protection issues are included in some subjects in schools and education packs for teachers are published on advertising, hygiene, health, and supermarkets.

The co-operative Novos Pioneiros places great emphasis on safety, especially on food safety, and is involved in testing the products it markets in its laboratory as

well as publishing a newspaper. It also issues folders on a number of subjects (OECD 1991-1992, p.193-204) (OECD, 1993-1994, p.115-121).

2.2.2.11.SPAIN

Although several government departments are involved in consumer policy in Spain, the body that carries out government directives on consumer policy is the Spanish National Consumer Institute (NCI) in the Ministry for Health and Consumer Affairs. The NCI aims at bringing Spain in line with EC directives and it has established an Alarm Network so as to detect dangerous products on the market and ban their sale. Information exchanged among the EU, the OECD, and the Autonomous Communities is used in carrying out this preventive work. The NCI also uses its own laboratory in conducting market surveys to back up the Alarm Network. It has participated in the EHLASS system, as well.

In 1993, an Advertising Department was set up in the NCI, aimed at monitoring, analyzing, and supervising advertising. CIDOC, the Documentation and Information Center of NCI, provides consumer information and collects all such information for subsequent dissemination to the public and professionals.

Consumer education has become a compulsory school subject. "The NCI collaborates with trade unions and employers to prepare teaching aids on consumer affairs, the environment and child safety". These teaching aids are widely advertised through the media and are given to schools, municipal consumer information bureaus, consumer associations, the Autonomous Communities, and the Ministry of Education (OECD, 1993-1994, p.127).

In recent years, the consumer policy in Spain was directed to promote better product and service quality and safety, better legal protection for consumers, and better consumer information. To achieve these aims, a number of programs and initiatives were implemented (OECD, 1993-1994, p.205).

2.2.2.12. UNITED KINGDOM

The Department of Trade and Industry and the Office of Fair Trading (OFT) share the responsibility for consumer interests in the United Kingdom. Apart from these, there are fifteen main consumer organizations in the country.

In 1994, the OFT developed "A Buyer's Guide", informing consumers on their legal rights and giving them advice on problems they faced in purchasing products/services. It has also developed a series of 'Know Your Rights' leaflets to give consumers information about their rights on various issues. The OFT also assisted the Scottish Consumer Council in preparing a consumer education handbook to be used in Scottish schools (OECD, 1993-1994, p.145).

The Consumers' Association, the largest consumers' organization, is financed by membership fees and the sales of its publications including the *Which?*, the

Gardening Which? and the *Motoring Which?* magazines. Hence, it is totally independent of financial grants (*Consumer Policy in the Single Market*, 1991, p.26).

An EC Ecolabelling Scheme was established in 1992 upon negotiations of the Department of Trade and Industry and the Department of the Environment. To administer the Scheme and to develop criteria for specific product groups with a view to enabling consumers have ecolabelled products, the UK Ecolabelling Board (UKEB) was established.

Home and leisure safety awareness campaigns are held by the Consumer Safety Unit of the Department of Trade and Industry. Besides these campaigns, the Department has two child safety exhibitions (the Hazard Dome and the Giant Safety Trailer) and provides funding for the national child safety campaign 'Play It Safe' that advises local safety practitioners on child accident prevention.

The Food Safety Directorate publishes the FSD Information Bulletin which contains articles on food safety matters and which is distributed freely. The Directorate also has a Consumer Helpline to help individuals in need of information on food safety matters.

"In 1991, OFT announced that it would be focusing its information activities on those consumers who were least well educated, least well informed and least articulate. Activities were centered on general flagship publications, including 'Square Deal', 'Moneyfax', 'Information', and 'Fair Play', coupled with a consumer education program aimed at young people" (OECD, 1991-1992, p.240).

One other campaign, the 'Square Deal Week', was promoted in 1992 by OFT aiming at increasing consumer awareness with respect to their rights and encouraging good relations between traders and shoppers. Local advertising and press articles were made use of together with the distribution of 'Square Deal' to homes in the area.

Booklets on food safety, additives, labelling, protection, and healthy eating are developed and distributed (mainly in magazines in the form of inserts and supported by TV advertisements and major exhibitions) by MAFF, the Food Advisory Committee. MAFF is also involved in the supporting of the development of a comprehensive food and nutrition program for schools by the British Nutrition Foundation.

One of the main tasks of the OFT is to produce material to assist young people to acquire the skills and knowledge needed to become mature consumers (OECD, 1991-1992, p.240).

2.3. TÜRKİYE

Eventhough it was only after 1970 that the topic has begun to receive more attention in our country, first traces of consumer protection in the Turkish history may be seen in the Ottoman Empire, from the then-prevailing legal and occupational arrangements.

2.3.1. PERIOD OF THE OTTOMAN EMPIRE

Rights and responsibilities of producers/distributors and consumers were very well balanced in the Ottomans by the formation of a system composed of

1. the State,
2. craftsmen representatives (crafts' associations), and also
3. consumer representatives (TÜSİAD, 1990).

The State was mainly involved in the inspection of the marketplace and the control of the distribution of goods through the 'Qadi's' ("Judges") and later through the 'İhtisap Ağaları' ("Municipal Aghas collecting fees") (Borak, 1992, p.164). This establishment was like the Municipalities we have in Türkiye today. Costs incurred in the conduct of their work were collected from the public and it was called 'rüsum'. At those times, there was also the 'narh' ("official rates of prices") (Borak, 1992, p.164). system through which different fixed price levels for all kinds and qualities of products sold in the marketplace were announced taking into consideration purchasing powers of the poor, as well (TÜSİAD, 1990, p.112-113).

Crafts' associations, which were called 'guilds', regulated activities of their members, set quality standards for products and resolved pricing problems through their own statutes and Elders' Councils (Borak 1992, p.164; Borak, 1986, p.188). Besides, the 'Ahi' establishment and the principles upon which it was built have also played a very important role in providing collaboration and cooperation possibilities among craftsmen and in reinforcing the avoidance of monopolies. Furthermore, this establishment was also actively engaged in arrangements for the protection of consumers through the creation of quality standards for products and a self-control mechanism among craftsmen (Demir, 1993).

Consumers were also represented quite well at those times through the well-known as well as the elderly people (TÜSİAD, 1990).

Late in the nineteenth century, due to various problems the Ottoman Empire was faced with, this system and its related establishments were gradually terminated. The functions of the crafts' associations are, in a sense, overtaken by the Chambers of Commerce and Municipal Control Officers in our day while those of the consumer representatives are overtaken by organizations established by consumers.

2.3.2. PERIOD OF THE TURKISH REPUBLIC

There was basically no interest in consumer issues and consumer related activities in Türkiye in the first half of the twentieth century, including the first years of the Turkish Republic. However, as years passed, consumer issues started to be more of a concern due to various factors such as the industrialization process the country was faced with, the rise in the production of consumer goods, increases in the GNP, high levels of migrations from rural to urban areas, development of mass media, and the like (TOBB, 1989; Borak, 1992).

In 1970, a seminar on "Consumer Issues" was organized by the joint efforts of the Turkish Standards Institute (TSI) and the Association of the Turkish Chambers of Commerce, Industry, and the Bourse (TOBB) (TÜSİAD, 1990). As a result of this seminar, a Consumer Complaint Bureau was established within the Ministry of Trade in 1971. However, three years later, in 1974 this bureau was closed due to lack of specialized personnel. In 1975, the Marketing Association and the Consumer Protection Foundation were established. Yet, because of financial problems, the latter institution was abolished in 1975. In the following years, there were various seminars and symposia on consumer issues, consumer boycotts in response to rising food prices, reports in the mass media about problems caused by unhealthy products and even various drafts of a Consumer Protection Law; the topic of consumer protection was eventually included in the 1982 Constitution as one of the basic responsibilities of the State (Borak, 1992). There were many attempts on the part of the Ministry of Trade to introduce a Consumer Protection Law both prior to and after 1983, the year since which a free market economy is being promoted in Türkiye, but, unfortunately, all were unsuccessful till 1995. The Consumer Protection Law (numbered 4077) was accepted in the Grand National Assembly on February 23, 1995 and it was published in the March 8, 1995 issue of the Official Gazzette to come into effect as of September 8, 1995.

2.3.2.1. THE CONSUMER PROTECTION LAW

To take a brief overlook, it may be stated that the law consists of:

1. some regulations already existing in the legislation which, in a way, are a repetition of the legislation. Included in this category are the actions the consumer can take in case he purchases a defective product; revisions regarding selling campaigns; price stickers to be put on products; guarantees; introductory brochures, and after-sale services to be granted by sellers; and also standard control of products
2. some new regulations related to the areas which are listed below:
 - i) door to door sales (whereby the consumer is granted a seven-day decision period during which he decides whether to purchase the product in question)
 - ii) conditional sales (this process can no longer be exercised by sellers in which the seller used to offer another product along with his, in case the buyer chose to purchase the seller's product)

iii) consumer credits (which will not be altered to contain conditions to the disadvantage of consumers)

iv) subscriptions (in case one of the parties does not obey the subscription procedure in a proper manner, the subscription contract can be abolished by the other party)

v) price of services (apart from product prices, tariffs and prices of services will be written somewhere that the consumer can see)

vi) regulations concerning commercial advertisements (advertisements are not to deceive consumers and besides that, some advertisements on certain subjects are prohibited)

vii) dangerous or harmful products and services (information cautioning the consumer against the possible negative side-effects of such products will be conveyed to the consumer)

Apart from the above, the establishment of a Consumer Council and a Consumer Problems Arbitration Committee to solve consumer problems are envisioned in the law together with the establishment of separate Consumer Courts to speed up the resolution process of related issues and the creation of an administrative penalties system. Also, through the Ministry of Education, students (future consumers) will be educated with respect to consumer protection and consumer rights issues (Baykan, 1995).

2.3.2.2. THE CUSTOMS UNION AND ITS EFFECTS ON CONSUMER PROTECTION

On March 6, 1995, with the signature to the Customs Union Association Council Resolution, a new era has begun for Türkiye. Türkiye gives special importance and priority to Customs Union which is based on the pursuit of common and single customs and commercial policy of the Member-States against the rest of the world through elimination of all the customs among the EU member states. The creation of a single market will foster the liberal economic policies followed by Türkiye. As such, laws and institutions in Türkiye are being rearranged so as to support a modern, privatized and free economy. Special attention is being paid to the harmony of all these arrangements with the values of the Western countries.

In light of these developments, effects of entering into the Customs Union with the EU on consumer protection and consumer rights issues can broadly be categorized under three groupings:

1. Laws that are in effect in the EU countries will be adapted to Türkiye to provide an harmonized legislation system in both the EU and Türkiye (Harmonization with the Common Trade Policy - Article 37).

2. Revisions in the Competition Law exercised in Türkiye will result in a parallelism between Türkiye and the EU (Harmonization with the Competition Law Articles 30 and 31).

3. Elimination of all the customs tariffs will further enhance the competitive environment which, in turn, will be to the advantage of the consumer who will be in a position to reach products of high quality. Local producers will have to be considerate of the quality of their products to be able to compete with European brands that will be able to enter the country easily (Harmonization on the basis of tariffs).

Regarding the Competition Law, the harmonization on the Intellectual and Industrial Property Rights is one of the main and most sensitive issues within the EU context. (Article 29) Not only due to EU, but also to the Uruguay Round of GATT (the General Agreement on Tariffs and Trade), Türkiye is obliged to realize the Patent Protection Law. The present Patent Law in Türkiye does not cover pharmaceuticals, financial services, computer software, and new industries such as bio-genetics. Trademark and copyright protection need to be updated, as well.

Articles 39 and 40 state that privileges granted to state economic enterprises (SEEs) should be abolished and that discrimination in case of monopolies should be prevented, respectively. These two articles signify that Türkiye needs to complete her privatization. The existing structure of SEEs are incompatible with all the relevant articles listed in the Resolution. Articles 41 and 42 deal with practices against competition, antidumping, and unfair competition, all being of interest to the consumer, in turn (IKV, 1995) (Baykan, 1995).

2.3.2.3. INSTITUTIONS RELATED WITH CONSUMER PROTECTION ISSUES

In Türkiye today, institutions related with consumer protection issues may be grouped under the following main headings:

- i) State institutions that protect consumers
- ii) Semi-public / private sector institutions that protect consumers
- iii) Organizations set up by consumers

i) State institutions that protect consumers

The Ministry of Industry and Trade is the main body that is involved in with the protection of consumers in Türkiye. Besides this Ministry, the Ministry of Health, the Ministry of Agriculture and Rural Affairs, and the Municipalities together with Special Administrations all play important roles in the protection of consumers.

ii) Semi-public / private sector institutions that protect consumers

The Turkish Standards Institute (TSI) is a semi-public institution that has a Department of Consumer Protection within its structure since 1986. Before 1986, it dealt with consumer protection only indirectly and issued standards, gave certificates, etc. However, with the establishment of the Department of Consumer Protection, it started handling consumer complaints and information dissemination activities. It has begun to issue a monthly Consumer Bulletin since 1988 so as to increase consumer consciousness (Borak, 1992). In 1995, a new project has begun with the purpose of establishing a "quality campus" for TSI. Within this campus will be included the Presidency and administration departments of TSI, various laboratories (such as the calibration lab., electric labs., electronic lab., building construction materials and packaging lab., chemistry and environment lab., machinery equipments lab., etc.), and

an education and production center. The project will partly be financed by the World Bank (Dünya, July 13, 1995).

The İstanbul Chamber of Commerce (ICC) is a body that is involved in consumer protection issues to a large extent. It has a Consumer Complaint Handling Desk and carries out activities such as "handling and solving consumer complaints, informing consumers on topics such as production and sale of different products, mandatory price tags, honest advertising, sales conditions of defaulted products; arbitration as well as issuing voluntary certificates of "Commitment for Protection of Consumers" for the members of the ICC" (Borak, 1992, p.165). In 1995, the number of firms which have signed this agreement to get the certificate has reached 487 (İTO, 1995). Besides the ICC, Chambers of Commerce in other cities such as Ankara and İzmir are also involved in the protection of consumers.

The media, especially the press, is also very much interested in consumer protection issues. In the daily newspapers the subject is taken up quite extensively with the purpose of informing, educating, or warning consumers about the marketplace. 'Consumer corners' appear every day in newspapers such as Hürriyet, Sabah, and Milliyet. There are also some television programs about consumer protection on some TV channels.

iii) Organizations set up by consumers

These organizations are basically established so as to enlighten consumers who do not have adequate information with respect to products and the marketplace, who are not aware or conscious of the rights they have and who do not know how to make use of those rights. Most of the time, these organizations are set up as foundations or associations and they are increasing in number paralleling the development of consumer consciousness with respect to such issues. Among these organizations that function in Türkiye at the moment, the following may be stated:

- Organization of Consumer Rights (Ankara)
- Organization for Consumer Protection (TÜKODER) (İstanbul)
- Organization for the Protection of Consumers (İzmit)
- Organization for the Protection of the Environment and the Consumer (Adana)
- Consumer Protection Union (İzmir)
- Organization for the Protection of All Consumers (İstanbul)
- Eskişehir Consumer Complaint and Information Bureau (Eskişehir)
- Organization of Consumers (TÜDER) (İstanbul) (Turan, 1995) (Başaran, 1996).

All of these organizations are involved in educational activities, publishing of magazines and brochures, and arrangement of seminars and panels. The Consumer Complaint and Information Bureau was set up in Eskişehir in 1986 by Türk-İş (Turkish Trade Union Confederation); Organization for the Protection of All Consumers in İstanbul was also set up in 1986; Consumer Protection Union in İzmir was founded in 1988 while Organization for Consumer Protection (TÜKODER) was founded in İstanbul in 1990 and Organization of Consumers (TÜDER) was again founded in İstanbul in 1995.

Yet, because they are unorganized and uncoordinated, they are not of much value to consumers for the time being (Borak, 1992). Besides, they are very limited in

number and cannot reach large masses due to factors such as the socio-cultural characteristics of the society and the structural characteristics of the organizations, themselves (Başaran, 1996).

III. LITERATURE REVIEW ON THE TOPIC OF CONSUMER PROTECTION

Literature on the general subjects of consumerism (consumer movement) and consumer protection will be reviewed in this section, covering the years between 1960 and 1995. As the topics have begun to receive more attention in the decade of the 1960's, first in the United States and later in other countries, 1960 has been taken as a starting date for the literature review, even though first attempts to create consumer consciousness with respect to purchase decisions and consumer related issues can be traced back to the very early years of the 20th century and, hence, the consumer movements of the 1900's and 1930's ("The Backward Art of Spending Money" by Wesley C. Mitchell in 1912; *Your Money's Worth* by Stuart Chase and F.J. Schlink in 1927; *Modern Economic Society* by Sumner H. Slichter in 1931; "Democracy's Third Estate: The Consumer" by Robert S. Lynd in 1936; "The Consumer Movement" by Kenneth Dameron in 1939...).

In the following paragraphs of this section, reviewed publications have been categorized under specific groups within each of the decades, for purposes of classification. These specific groups include revision of articles/books pertaining to subjects on

- consumerism (consumer movement) and consumer protection,
- government and the consumer, and
- business and the consumer, where possible.

Besides these main categories, specific topics that have been emphasized more within a certain decade relative to other decades will also be encountered in the literature review of the respective decades.

3.1. THE 1960 - 1969 PERIOD

3.1.1. PUBLICATIONS ON CONSUMER MOVEMENT AND CONSUMER PROTECTION

With respect to articles pertaining to subjects on consumer movement and consumer protection within this decade, "The Great American Gyp" by Ralph Nader and "Consumerism in Canada: The Future" by David Leighton were written in 1968. Later in 1969, the articles titled "Establish a Department of Consumer Affairs" was written by Betty Furness and the article titled "Caveat Emptor" was published in the Wall Street Journal.

In "The Great American Gyp", Ralph Nader has pointed out to the growing awareness of American consumers regarding the malpractices realized by the business world and the systematic disclosure of such malpractice by the consumerists which has led to a growing concern and unease among corporations. He has stated that it has taken a very long time for consumers to become aware of what was actually going on in the business world and to put things into action due to the strength of the "myths" behind which the business establishment had used to hide its activities. These myths were identified by Nader as being 1) the omniscient discerning consumer, 2) the general honorability of most firms in meeting consumer preferences, and 3) the

adequacy of regulatory agencies in maintaining and protecting the consumer interests. The author suggested other forces or techniques besides the then prevailing ones that might be used to create new approaches to the enforcement of the rights of consumers and, in turn, to judge and influence corporate behavior, in his article. Among these one can see the following: -The government may subsidize independent sources of consumer information and provide product information to consumers at the place of purchase so as to enable them compare products effectively before purchasing. Disputes in courts and other judicial forums may be conducted under fairer ground rules and with adequate representation for buyers. - The practice of setting government safety standards and periodically changing them to reflect new technology and uses need to be widely used in case of products such as automobiles, washing machines, household chemicals, etc. - The government must be able to conduct or contract for its own research on both the safety of industrial products and possible methods of improving them in order to be able to impose effective standards. - There should be the exercise of corporate responsibility or private "countervailing" and monitoring forces within the corporate world so as to create consumer justice. - Professional and technical societies may function in a powerful way to protect consumers by dealing with the polluted environment, for instance, or with technological hazards such as radioactive waste disposal. - The courts should make rulings that give injured people fairer chances of recovering damages. - New institutions may be created within the government whose sole function can be advocacy of consumer interests. - There is a need for independent organizations of professionals- i.e. engineers, lawyers, doctors, economists, scientists, and others which can work to advocate consumer interests.

David Leighton, in his article "Consumerism in Canada: The Future", has, as early as 1968, pointed out to the broadening concerns of consumers in Canada with respect to issues related to consumerism. In his point of view, "traditional concerns (such as) package sizes, unit pricing, and credit disclosure" have already begun giving way to "major social and economic issues such as pollution, poverty, the welfare system, health care, tariffs, foreign ownership, the tax system, collective bargaining, and the governmental system, itself" (p.445), in Canada in the last years of the 1960's. Leighton has argued that in this alteration process, the market system would be forced to change beyond recognition and that a form of quasi-public utility structure would be established to set out the ground rules for businessmen and consumers, to regulate prices, product offerings, and distribution and to determine what would be in the interest of society. Moreover, another body was proposed by him to regulate mergers, specialization and export agreements, and trade practices. According to the author, all this might mean the end of the market system and, in turn, of marketing, which is a rather startling conclusion to reach.

"There was a time when the consumer issue in America could hardly be described as sexy. It got scant notice from the press, little support from the Government, and very limited interest from the public. All that has changed now, not because the consumer has become a crank, but because the size of our marketplace and its tremendous technological growth has outstripped our ability to understand and evaluate the products we buy. We now have a growing public clamor for improvement in our marketplace, and I think the Government must respond to that cry" (p. 150). These are Betty Furness's (1969) statements in her article titled "Establish a Department of Consumer Affairs". Furness believed that "even with the

best of intentions" (p.150), voluntary standards and practices to be established by the business world would not be enough to protect the interests of consumers. She has stated that there were severe limitations to such standards and practices due to their being 'voluntary'. In her point of view, the voluntary standards set by even the largest and most powerful trade associations could at times be ineffective. One of the most important considerations in the protection of consumers was stated by Furness to be safety. In that regard, there have been instances of recalls of merchandise on a voluntary basis but, in her words, too often some catastrophe or lawsuit had triggered the recall. According to her, the government was obliged to take action where business failed to protect the consumer and that action was to be well-coordinated. Besides, she stated that it would be best for the government to establish a permanent office given the authority to coordinate the efforts and programs of all the interested government agencies. "Such an office would function as a window through which the administration might look at the consumer; the consumer could look at the administration and industry would be able to view both. Such three-way accommodation (was) essential if the consumer (was) going to be given the protection he need(ed) and demand(ed)"(p.152).

In "Caveat Emptor" that was published in the Wall Street Journal on June 26, 1969, it was stated that most Americans were quite often frustrated in their purchases due to the failures in the products they purchased, the deterioration in their quality, and the unmet expectations regarding post-sale services and warranty policies. These, all being symptoms rather than causes of consumerism, have been noted in the article to lead to such courses of action by consumers as refusal to shop again at the store where faulty merchandise was purchased, complaining behavior to the Consumers Union or the Better Business Bureaus" in hopes of giving the offender a bad name"(p.20), and word-of-mouth campaigns against the stores or products.

3.1.2. PUBLICATIONS ON BUSINESS AND THE CONSUMER

With respect to subjects on business and the consumer, "The Dialogue That Never Happens" by Raymond Bauer and Stephen A. Greyser was written in 1967; "The Corporate Deaf Ear" by E.B. Weiss and "Is Advertising Wasteful?" by Jules Backman were written in 1968.

In "The Dialogue That Never Happens", the authors point out to the continuous friction between government and business spokesmen and aim at exploring what lies behind the dialogue that does not take place between the two parties; they also suggest what can be done on both sides to develop more meaningful and effective business-government interactions. Their main focus is on the field of marketing as, in their point of view, this is the most difficult area for business and government spokesmen to achieve a true dialogue. According to Bauer and Greyser, the main issue arises from a misunderstanding that grows from different perceptions the two parties have with respect to the consumer world in which marketing operates. Specifically, their perceptions differ in case of five key words which can be listed as competition, product, consumer needs, rationality, and information. In their point of view, there is a "need for more information... for fresh analytic thinking on almost all of the issues on which the two parties are butting heads"(p.288). Besides, for effective interaction to take place there is need for "thoughtful business and government leaders, marketers and their critics who take time to consider and to understand (even

if they do not agree with) each others' premises and assumptions, those who engage in meaningful dialogue oriented to fact finding rather than fault finding, and those on both sides who address themselves to solving the problems of the real, rather than the presumed public" (p.288). In concluding their article, the authors have also recommended business schools as a potential source to bring about meaningful interaction between the two parties.

E.B. Weiss has focused, in "The Corporate Deaf Ear", on the missing communication link between consumers and the business world. In his point of view, the more the consumers are sophisticated (due to better education and rising incomes), the more they expect of business in terms of communication as a means of passing their compliments, complaints, constructive suggestions, and adjustments to manufacturers and receiving from them satisfactory products and responses, in turn. E.B. Weiss was one of the first to point out to the need for applying the 'societal marketing concept' as early as 1968. He has stated in his article that "business must become socially oriented as well as profit oriented" (p.265). He has also added that in an age getting more and more computerized each passing day, the society would be demanding a more personal relationship between the seller and the buyer, so as to preserve the human touch in their purchases. According to him, frustrated consumers who would not be heard by the business world due to the missing communication link might turn to the government to reach the business world -which, of course, is not a very desirable solution on the part of the latter since involvement of the government would mean sanctions and laws in favor of consumers.

"Is Advertising Wasteful?" by Jules Backman is an article that presents an overview of the debate in the area of advertising, among those who are in favor of advertising on the one hand and those who are against it, on the other. Jules Backman points out to the major criticisms against advertising as being the additional unnecessary costs it brings, the inefficient use of resources it creates, its promotion of excessive competition, and its push of consumers to buy items they do not need. According to him, eventhough these elements may lead to some waste in some ways, advertising is of utmost importance, especially in an expanding economy, because in an expanding economy it does not divert resources from meeting the basic necessities of life, due to the informational role it plays. "(It) plays a major informational role in (the) economy because 1. products are available in such wide varieties, 2. new products are offered in such great numbers, and 3. existing products must be called to the attention of new consumers who are added to the market as a result of expansion in incomes, the population explosion, and changes in tastes"(p.355). Also, since advertising is only one of the alternatives in the marketing mix, its contribution relative to other alternatives (such as "direct selling, packaging, servicing, product planning, pricing, etc."(p.360)) needs to be considered in the author's opinion, rather than in absolute terms. In concluding the article, Backman notes that advertising is an invaluable competitive tool in spite of the various criticisms it receives and that it contributes to an expanding market for new and better products; moreover, even if there may be some waste in the process, it does offset these wastes by the other benefits it brings along with itself.

3.1.3. PUBLICATIONS ON SOME SPECIFIC TOPICS

Although indirectly related to the topic of consumer protection, *Silent Spring* by Rachel Carson (1962) may be considered one of the first works serving as a base for the consumer movement of the later years. In her book, Carson points out to the various factors that have harmful effects on the environment. Included in the book are considerations such as pollution of surface waters, underground seas, soil, and plants by heavy and unnecessary usage of dangerous chemicals such as DDT, insecticides, and weed killers. In the author's point of view, even birds, mammals, fish, and every form of wildlife are directly killed by chemical insecticides. The author also points out to the progressive build-up of chemicals in our bodies through the food we eat which eventually leads to chemical poisoning. Carson offers various biological solutions as potential alternatives to the chemical control of insects and states that our aim should be to guide natural processes as cautiously as possible in the desired direction rather than use brute force in dealing with unwanted organisms harmful to our environment.

Consumer advocates are a critical factor in creating consumer consciousness on various issues and in leading the public take action against unjust practices of the business world, even though they have been criticized by some writers on certain grounds from time to time. One of these advocates in the United States has been Ralph Nader who was an attorney in Washington. He wrote a book titled *Unsafe at Any Speed* in 1965 which severely criticized the US automobile manufacturers for not designing safer cars and his writings, some of which are taken up below, appeared in various publications over the years. Today, Nader can be considered one of the most famous consumer advocates in the USA, if not the most.

In *Unsafe at Any Speed*, he has argued that the US car was produced exclusively to the standards which the manufacturer decided to establish and that it came into the marketplace unchecked. As such, in his point of view, manufacturers put appearance above safety and many accidents were caused due to vehicle failure rather than inadequate maintenance by the driver. Nader further pointed out to the necessity of designing safer cars (on the part of engineers and stylists) together with the air pollution problem caused by car exhausts. He has also criticized the traffic safety establishment because of the absence of a distinction in the law between responsibility for the accident and responsibility for the injury due to unsafe vehicle design or construction. This absence, in turn, meant that the driver was apt to all the dangers created by the car designers, not only in terms of his bodily exposure but also in terms of legal exposure.

Among Ralph Nader's other writings, the following can be cited:

"We're Still in the Jungle" is an article that belongs to 1967 and is on meat not covered by adequate inspection laws. Nader, in this article, points out to the opportunities for illegitimate operators to introduce into human food channels meat derived from dead, dying, disabled, and diseased animals - "4-D's".

"Watch That Hamburger" (1967) is another article pertaining to distribution of food derived from diseased animals which are masked by antibiotics, preservatives, and seasoning agents. In Nader's point of view, "4-D" meat has a competitive advantage over more wholesome meat in that cheaply purchased 'bad' meat drives out 'good' meat on the market.

In "Business Crime" (1967), Nader points out to a similarity between two types of crimes; namely, street crime and business crime, stating that the latter takes property away from those entitled to keep it and threatens or injures the physical security of persons just like the former. (Included in such crime are food and drug violations, lavish use of pesticides, defective automobiles, professional malpractice, air and water pollution, etc.)

Another article on safety issues is titled "X-ray Exposures" (1967) and here Nader discusses X-ray treatments and their long-term hazardous effects on people.

"They Are Still Breathing" (1968) reflects the situation of coal miners in the United States in those years, describes the toxic environment of the mines, and proposes safer working standards, engineering techniques for dust control, and methods of disease recognition and treatment.

In "Something Fishy" (1968), he writes about the low quality in fishery products resulting from poor standards and improper practices.

In his article "What Are We Made Of? - Time for a Deep Look and a Steady Resolve" (1969), concentrating on food articles consumed by humans, he questions the somatic and genetic impacts of the thousands of chemicals, including food additives, on people and points out to the need for safety guidelines and monitoring procedures.

In the latter part of the decade of the 1960's there were many articles on the "Fair Packaging and Labeling Act" which was signed into law by President Johnson in November, 1966 in the United States and which took effect in July, 1967. Just to cite a few, "What Effect Will Fair Packaging and Labeling Act Have on Marketing Practices?" was written by Dik Waren Twedt in 1967; one other article written during that same year was "Fair Packaging and Labeling - the Cost to Consumers" by George Burditt. Later in 1968 "The Package, Legislation, and the Shopper - Customer Behavior Should Determine Regulations" by David Gardner and in 1969 "The Consumer as King: the Economics of Precarious Sovereignty" by Robert Birmingham were two other articles related to the subject of Truth-in-Packaging.

The Fair Packaging and Labeling Act was basically designed with the purpose of giving consumers sufficient information regarding the content of the products they purchased and enabling them make rational package and product-wise comparisons among comparable products by providing objective package information. The first one of these articles by Dik Waren Twedt gives a detailed summary of the provisions of the act: Among the topics covered in the Act one might cite those products generally found in the modern supermarket of those days in the United States with the exception of certain commodities (such as meats, poultry, tobacco, prescription drugs, poisons, seeds, etc.) that were generally subject to federal regulation under other laws. Provisions for both mandatory regulation and regulation by administration discretion were included under the Act. As part of the mandatory requirements, packages had to bear labels specifying: "1. Identification of the commodity; 2. Name and place of business of the manufacturer or distributor; 3. Net quantity of contents (in terms of weight, measure, or numerical count). The statement of quantity must appear in a uniform location upon the principal display panel of the label; 4. If the package weighed less than four pounds, its weight should be expressed in both ounces and in pounds, with any remainder in terms of ounces or common or decimal fractions of the pound...; 5. Statements about number of servings must include net weight, measure, or numerical count of each serving" (p. 189-190). The author also questions

the value of the law, in his article, due to the reason that the archaic English system was adopted as a unit of measure instead of the metric system which is the most widely used system in the world.

The second article that belongs to the same year is by George Burditt and is titled "Fair Packaging and Labeling - the Cost to Consumers". In this article, the author discussed a "neglected" (p.208) aspect of the Fair Packaging and Labeling Act: Its cost to consumers. He has pointed out that only the positive aspects of the act had been considered up to that time and that he wanted to take up the rather negative aspect in his article. The author believed that the act would reduce the consumer's welfare due to the reason that it would reduce his freedom of choice (as there would be a reduction in the number of package sizes available to him) and would make prices higher. He further argued that the cost of redesigning and reprinting of commodity labels would be passed forward to the consumer. Besides, he said, the consumer would have to pay higher taxes to provide funds to the agencies responsible for compliance.

"The Package, Legislation, and the Shopper - Customer Behavior Should Determine Regulations" (1968) by David Gardner concentrates on the shopper - package relationship as a criterion for future legislation. He believes that even though objective information provided on a product sold in the market helps shoppers in making comparisons among existing brands on a price/quantity basis, this factor alone does not determine the actual purchase behavior of shoppers. What in fact plays utmost importance is subjective information, according to the author. That is, a product is evaluated by the shopper on the basis of his need-value system and selective mechanisms lead to different perceptions of the same product in case of different shoppers due to various factors such as the culture, education, experience, and the psychological character of the shoppers. "The shopper is engaged in problem solving with primary emphasis on replenishing or extending an assortment of goods needed to support expected future behavior" (p.202). And a product will be evaluated and purchased if it makes the assortment of goods more complete in the view of the perceiver, not on the basis of what it actually does in fact. Hence, the author gives greater importance to subjective information (rather than relying only on objective information in making a purchase decision) and how this type of information affects the shopper-package relationship. And he proposes that future legislation be prepared taking into consideration the relationship from this point of view.

In the article titled "The Consumer as King: the Economics of Precarious Sovereignty", Robert Birmingham (1969) focuses his attention on the Fair Packaging and Labeling Act and evaluates its purpose and impact in light of economic theory. In his point of view, packaging is an important instrument of persuasion. The Fair Packaging and Labeling Act facilitates attainment of a higher level of consumer satisfaction by supplying information which permits an individual to evaluate more correctly the goods available for purchase. Hence, it "increase(s) the value of community consumption by restricting the freedom of the producer... and its effect is not to impede attainment of ideal equilibrium but rather to increase welfare by tending to correct imperfections in the market mechanism" (p.221). He concludes his article by stating that "the Act correctly implements the overriding Smithian standard that consumption is the sole end and purpose of all production; and the interest of the

producer ought to be attended to, only so far as it may be necessary for promoting that of the consumer" (p.221).

One other topic that has received much attention in the latter years of the 1960's has been the situation of low income groups when evaluated in light of the concept of consumerism in the United States in those years. "Consumer Practices of the Poor" was written by Louise Richards in 1967 and "Aiding the Poor" by Lee Berton, "Poverty, Minorities, and Consumer Exploitation" by Frederick Sturdivant and Walter Wilhelm, and "Economic Report on Installment Credit and Retail Sales Practices of District of Columbia Retailers" by the Federal Trade Commission were all written in 1968.

"Consumer Practices of the Poor" is a report on some research findings with respect to various consumer practices, including how the poor spend money and what kinds of behavior go along with their income disbursement. The author describes such behavior of poor consumers within the framework of "good consumership rules" (p.427). In the research, existing consumer practices of the poor were mainly found to be affected by their special needs and characteristics among which could be cited the concentration of young, large families in connection with the problems of durable goods purchases, heavy installment debt and insolvency, the concentration of migrants in connection with findings about narrow shopping scope and preference for personal treatment in stores, the fact that most of the poor had little formal education meaning a low level of knowledge about the market and the economy, and an inadequacy in planning and making decisions. Besides these, psychological explanations have also been offered by some other authors for the consumer practices of the poor (such as their attitude towards fatalism, preference for immediate gratification of impulses, and a low level of aspiration and low need to achieve). According to Richards, the "irrational" consumer practices of the poor could be explained by the above mentioned factors and this irrationality could be dealt with realistically by employing special consumer programs.

In "Aiding the Poor", Lee Berton points out to the various deceptive selling practices of business in the ghetto areas. He gives the readers an idea about the government's efforts to stop such practices and also the banding of together of ghetto residents with the purpose of fighting against those sellers who engage in acts such as "price discrimination, exorbitant credit rates, sales fraud, and other shoddy commercial practices that plague them"(p.421). According to the author, the poor, most of the time, do not have the capability of understanding the terms of a sales contract; yet, they like having things most other people enjoy having. These factors seem to explain why they are apt to be deceived by sellers. Besides these, they usually do not have cash to buy things at once so they use installment credit which turns out to be too costly for them. According to the author, it is necessary to understand behavior of the low-income consumer rather than just to assume that he is an irrational buyer (as has been a traditional assumption in the United States in those days), in order to develop policies to assist him in his purchase decisions.

"Poverty, Minorities, and Consumer Exploitation" by Frederick D. Sturdivant and Walter T. Wilhelm (1968) is one of the earliest studies in the literature related to consumers. More specifically, this study was conducted to learn whether exploitation of consumers in the marketplace was a function of economic status (low

income) or minority group status (Negro/Mexican-American). "The method included the selection of six of the most frequently used furniture and appliance stores in the two major poverty areas of Los Angeles for comparison with three stores selected on the basis of brand and model availability from an average suburban community. Fundamental to the method was the use of three disadvantaged couples representing the three major population groups in the area, with basically the same credit characteristics. Their only significant difference was their race and ethnicity. The three couples dressed in basically the same mode, shopped in the same stores and asked for exactly the same products. Thus, the only relevant variable not held constant was minority group status" (p.450). Under such a research design, it was attempted in the study to answer the above stated research question. The findings revealed that installment purchases, which was the usual way used by disadvantaged people in buying things in the United States at those times produced major variations in the prices paid by the poor. No perfect pattern of discrimination based on minority group status emerged from the study but the couples were commonly charged higher credit costs when shopping outside of their own areas. Hence, it was concluded that consumer problems in these areas were not due to racial discrimination but rather to the economic forces in the marketplace, affected also by poverty conditions. Not only were prices higher in low-income area stores, but they were also consistently higher in stores located in the ghetto areas, whether the consumers were white, black, or Mexican-American.

"Economic Report on Installment Credit and Retail Sales Practices of District of Columbia Retailers" is a report prepared by the Federal Trade Commission, presenting the results of a survey of installment credit and sales practices involving household furnishings and appliances in the District of Columbia. The purpose of the survey was "to obtain a factual picture of the finance charges, prices, gross margins and profits, legal actions taken in collecting delinquent accounts, and the assignment relationships between retailers and finance companies"(p.455). The findings of the study revealed that installment credit was widely used in marketing appliances and home furnishings to low-income families; however, it turned out to be too costly to these people. It was also found out in this study as in the preceding one that disadvantaged minority shoppers did pay more to their purchases, but particularly in the ghetto areas. The report further indicated that the marketing system for the distribution of durable goods to low-income consumers was costly. Among the factors that contributed to the higher cost were "1. the emphasis on door-to-door selling, 2. the ghetto consumer's lack of knowledge of alternatives, 3. the 'irrational' shopping behavior of ghetto consumers, and 4. the dependence upon credit as a means of obtaining durable goods"(p.419). It was also stated in the report that there was a need for greater emphasis on consumer education and counseling so as to make ghetto consumers more 'rational' buyers.

3.2 THE 1970 - 1979 PERIOD

3.2.1. PUBLICATIONS ON CONSUMER MOVEMENT AND CONSUMER PROTECTION

It is possible to find many articles pertaining to the specific subjects of consumer movement and consumer protection, within this decade.

In their article titled "A Guide to Consumerism", George Day and David Aaker (1970) have pointed out to the various underlying causes of consumerism as being 1) the discontented consumer due to both problems in the marketplace (his concern over the economic environment and imperfections of information received) and to problems in the social fabric (his concern over the quality of the physical environment, the better education he has received, the visibility of the low-income consumer, and a basic dissatisfaction with the impersonalization of society and the market system); 2) the activist consumer (mainly due to development of means of translating discontent into effective pressure, to consumer advocates, to the institutional framework, and to willingness of consumers to take direct action; and 3) the changing legal and political scene through government involvement which seemed to be responsive to the economic interests of consumers and corrective of the imbalance of power held by manufacturers. The authors have also emphasized that consumerism was a dynamic entity and that its emphasis was getting broader, each passing day. With respect to the future of consumerism, they believed that consumerism, was at least partially, a reflection of many social problems that were certain to persist and perhaps be magnified in the future. Because of this reason, they have concluded with great precision that consumer activity would not decline in the years ahead.

Richard Buskirk and James Rothe (1970) in their article "Consumerism - An Interpretation" have stated that there are two major opposing theories about the role of the consumer in the marketplace of a free-enterprise system, one that sees the consumer as a king, having sovereignty over all and the other that sees the consumer as a pawn in the entire process, not playing a decisive role in any of the stages of the process. The first of these theories may be related to the marketing concept which states that the purpose of a business is to provide customer satisfaction and that a firm will survive and maximize long-term profitability through customer orientation. Buskirk and Rothe have noted that there is some truth in both of the theories when considered with respect to the product purchased, frequency of purchase, information sources used, and the like. The authors have argued that increased leisure time, rising incomes, higher educational levels, and general affluence have all been catalysts in the consumer movement. According to them, changes in the expectations of consumers, increasing levels of inflation, low rates of unemployment (because of creation of lower quality output due to lower skilled workers), demands for product improvements, and success of consumer advocates together with political support given to consumerism have been factors that went into the emergence of the movement. The basic premise of the authors was that consumerism was mainly the result of a lack of information on the part of consumers which hindered their ability to buy certain products. To overcome this difficulty, an effective consumer program primarily directed at the communications problem between firms and consumers would be desirable. They have also given some guidelines for corporate policy that could be useful in solving this problem, which included points like establishing a separate corporate division for consumer affairs, changing corporate practices that are perceived as deceptive, educating channel members to the need for a corporate effort throughout the channel system, and incorporating the increased costs of corporate efforts into the corporate operating budget.

Robert Herrmann (1970) has mentioned the consumer unrests of the 1900's, 1930's, and 1960's in his article "Consumerism: Its Goals, Organizations, and Future"

and has cited the rising public standards of business conduct and the social responsibility brought about by increasing education and sophistication as being the possible underlying causes of these unrests. He has noted that each of these unrests has occurred during a period of serious economic and social dislocation and has added that not all unrests lead to the growth of a consumer movement; there must be both 1) a vision of a better state of affairs and a belief that it can be attained and 2) the emergence of leadership and the development of organizations for attaining the goals of the movement, for the unrest to lead to a consumer movement. According to him, "consumerism is a conglomeration of separate groups, each with its own particular concerns, which sometimes form temporary alliances on particular issues"(p.57). He has also described in his article the groups making up the consumer movement as being the adaptationists, the protectionists, and the reformers. Adaptationists are those people who emphasize educating the consumer to avoid fraud and deception. They believe that education is sufficient for a consumer to deal with the marketplace. On the other hand, Herrmann's second category, the protectionists are primarily concerned with health and safety issues involving the possibility of physical harm to the individual. The last category is the so-called reformers who want to improve consumer education, to insure the individual's health and safety and, moreover, seek to increase the consumer's voice in the government.

"What Business, Government, and Consumer Spokesmen Think About Consumerism" is an article written by Ralph M. Gaedeke (1970), concentrating on the different perceptions of business, government, and consumer spokesmen pertaining to the causes of consumerism and what might be done about it. According to Gaedeke, both differences and similarities of perceptions could pose significant implications, especially, to the ultimate consumer because in case of homogeneous perceptions there would be fertile grounds for cooperative efforts among business, government, and consumers. For purposes of the study, a questionnaire of fixed alternative questions was prepared and sent to 42 business spokesmen and 33 consumer spokesmen chosen from lists of individuals who testified or provided evidence for the record during various Congressional hearings involving consumer issues. The number of responses totaled 25 (60%) for the former group and 17 (52%) for the latter group. A total of 20 questionnaires were sent to government spokesmen; 13 were returned back (65% response rate). It was revealed from the responses that differing perceptions prevailed about certain possible underlying causes of consumerism. On the other hand, all the three parties shared the opinion that basic factors contributing to consumerism's evolution were the mechanical and impersonal nature of the marketplace, the political appeal of legislation and its accompanying bandwagon effect, the language of advertising, the increased public concern for social problems, and the feeling that business should assume greater social responsibilities. There were also differences in perception over the choice of certain correctives. Business spokesmen did not believe that additional legislation was the answer to consumerism; whereas the other two groups of respondents viewed it as desirable. There was a consensus of opinion that the best interests of consumers could only be served through an effective cooperation among consumers, business, and government and a broad consumer education program. In light of the findings, the author has concluded that if the correctives were actively pursued by all of the groups, it would be "a giant step for consumers and the appropriate response to the phenomenon labeled consumerism" (p.98).

"Toward the Internationalization of Consumerism" by Ralph Gaedeke and Udo Udo-Aka (1974) is an article basically comparing the situations in the industrialized countries and the developing countries with respect to consumer protection issues. The authors believe that consumer protection varies directly with the stage of a country's economic development. The following can be cited among the conclusions drawn by the authors: In both the industrialized and the developing countries, consumers were, for the most part, concerned about the safety and quality of products; however there was a lack of agreement among government officials as to who should actually determine quality and safety standards for products in international trade. In industrialized countries, there was greater concern for consumer protection in countries where laws already did exist and where the standard of living and level of literacy were relatively high. In non-industrial countries, consumer protection efforts seldom went beyond basic food labeling requirements, largely for economic reasons. And in light of the pressing economic, social, and political problems, consumer protection in those countries ranked low among governmental priorities. The authors also pointed out to the presence of various international organizations that are actively involved in various aspects of consumer protection. These include intergovernmental organizations such as the OECD Committee on Consumer Policy, private non-governmental organizations like the International Organization for Standardization (ISO) and the International Organization of Consumers Unions (IOCU), and the United Nations Agencies such as the World Health Organization (WHO) and the Food and Agriculture Organization (FAO). It is also stated in the article that these international organizations basically play an advisory, consultative, and coordinating role which is technical in nature and that implementation and enforcement of their recommended standards are on a voluntary basis which brings unbalanced application of norms in the different countries of the world - which is unjust in a way.

"Ecologically Concerned Consumers: Who Are They?" is an empirical study conducted by Thomas Kinnear, James Taylor, and Sadrudin Ahmed (1974). The purpose of the study was to empirically explore the relationship between the socioeconomic and personality characteristics of consumers and the amount of ecological concern they indicated. It was stated in the article that personal consumption decisions could help maintain the environment or contribute to its deterioration and that the consumer was a key factor in the controversy. The data for the study was collected by means of a mail questionnaire returned by 500 members of the Canadian Family Opinion University of Western Ontario Consumer Panel, making up 72% of the total members to whom the questionnaire was sent. Concept of ecological concern was the dependent variable of the study and operationalization of this variable was accomplished by using an index composed of some behavioral and attitudinal measures of ecological concern. Twenty independent variables were examined as possible predictors of scores on the ecological concern index. Seven of these variables were socioeconomic; twelve were provided by scores on standard personality scales and one was perceived consumer effectiveness, a measure of the extent to which a respondent believed that an individual consumer could be effective in pollution abatement. With respect to the findings, it was seen that the personality variables were better predictors than the socioeconomic variables. As consumers perceived that individuals could be increasingly effective in pollution abatement, they would show more concern for ecology. "Those who were more open to new ideas (tolerance) were more ecologically concerned than the average. Further, those with a

strong desire to know how things worked (understanding) were also more ecologically concerned than the average" (p.22-23). Besides these, it might be expected that a person who was concerned about being harmed by pollution would be more concerned about ecology. Implications of the study for marketers and public policy makers were also revealed in the article: The most obvious implication for marketers was given to be as an ecologically concerned segment that might exist in a size large enough to warrant exploitation. That would mean a new market opportunity for many firms if they decided to change existing products or introduce new ones to serve to this segment of the market. However, an equally important implication, according to the authors, was the finding that there was a substantial segment, representing a large proportion of consumers that exhibited little or no concern about the pollution aspects of products. Hence, it would be an opportunity for marketers to practice differentiated marketing, offering different products and appeals for different segments rather than concentrating on only the ecologically concerned segment or the ecologically 'non-concerned' segment.

In "How Have the Current Approaches to Consumer Protection Failed?", Jagdish N. Sheth and Nicholas J. Mammama (1974) have stated that eventhough consumerism meant different things to different groups and entities, it was generally considered to include some form of protection to people against physical threat to life or health, economic threat (as a result of fraud / deception), and threat from other consumers in the marketplace. Another generally held consideration was given by the authors to be the distinct processes that should safeguard consumer interest; the entities involved in these distinct processes were "1. the government through the process of legislation and regulation; 2. the business through the process of free competition and industrywide self-regulation, and 3. the consumer activists through the process of consumer education and consumer consciousness of their rights in the marketplace" (p.433-434). According to Sheth and Mammama, none of these entities could be effective in solving consumer problems either by itself or in a joint effort due to several reasons: In case of governmental legislation or regulation, it was argued that there was lack of technical know-how on the part of regulatory agencies together with some budgetary constraints, lack of uniformity in enforcement and enforcement limited to trivial aspects, their antiquated organizational structures, lack of realistic theories of buyer behavior they adopted and strong lobbying efforts of industry, blocking the passage of certain laws. In case of the business world, the lack of customer-oriented marketing coupled with problems in the self-regulation of industry and total commitment of most businesses to achieving day-to-day profit maximization were given as factors that seemed to inhibit the free-enterprise process from providing consumer protection. On the other hand, with respect to consumer advocates, there was a lack of the consumers' own viewpoints on the issue of consumer protection revealed by the normative models they adopted which were far removed from realities of buyer behavior to be useful; besides, they tended to be issue oriented rather than problem-oriented. They, too, had limited budgets for research and lobbying efforts. The last but not the least, although the issue of consumer education and information was given as a factor detrimental to the efforts of consumer advocates; those consumers who needed the information most were the least concerned about educating themselves or actively searching for relevant information and consumer advocates were not taking care of this aspect. In the authors' point of view, a joint cooperative effort among all the three entities to minimize consumer problems was not quite possible, either. According to them, due to factors such as the fundamental

differences between the regulatory agencies and the industry in their models of buyer behavior, the defensive attitudes and reactions of industry to any governmental legislation or regulation, and the myopic views of all the three entities resulting in an examination of each other's weaknesses (rather than concentrating on their strengths), such a joint cooperative effort did not seem to have a high probability. In concluding their article, Sheth and Mammana have stated that some fundamental long-term changes were necessary to result in success in the protection of consumer interests. These were given by the authors as follows: 1. Adoption of a strategy of selectivity and segmentation among the three parties. "It (would be) best to motivate industry to provide physical safety in consumption; to encourage the consumer himself to become a more rational buyer; to rechannel the energies of consumer advocates toward problems of social safety and social inequities; and to mandate the government to forestall environmental imbalance" (p.445); 2. Development of a national program to understand the complexity and realities of consumer behavior; 3. Introduction of some fundamental changes in the professional training and education at the higher level; 4. Mass education of children and young adults to develop an awareness of the realities of mass consumption.

The article by Norman Kangun, Keith Cox, James Higginbotham, and John Burton (1975), which is titled "Consumerism and Marketing Management" is on the meaning of consumerism, importance of certain consumer issues, choice of corrective actions as they relate to specific consumer problems, and perceived importance of the consumer movement in the 1970's and the future. The authors have carried out a research study to reveal the above mentioned points. A convenience sample of 367 individuals (composed of 241 students, 55 nonemployed adult women, and 71 businessmen) living in a large southwestern city in the United States was used in gathering the relevant data by filling out questionnaires. The results may be summed up as follows: Consumerism was perceived to encompass a wide variety of issues and was broadening its domain; consumers perceived the specific consumerism issues to be important; consumerism would grow in strength in the years ahead; company actions in the areas of product information, health and safety standards, repair and servicing warranties, and product quality might be beneficial in terms of long-run company goals; consumerism issues for which broad consensus did not exist and where the costs would be high were not likely to be addressed voluntarily by a business firm; the pollution issue appeared to be an area where government action might be necessary and desirable. The authors have ended their article by saying that businesses should act to protect consumers from abuses in the marketplace. If, however, businesses did not respond, government forces would undoubtedly act.

In their article titled "Consumer Education: Marketers Take Heed", Paul Bloom and Mark Silver (1976) have described the many consumer education programs of the 1970's and have hypothesized on what their success might mean for consumers, marketers, and public policy makers. They have defined consumer education as a learning process whereby the consumer acquires the skills and knowledge to use his financial resources wisely in the marketplace. According to the authors, the consumer education movement aims at teaching people how to seek out, use, and evaluate consumer information so that they can improve their ability to purchase or consume the products and services they think most likely to enhance their well-being. In their opinion, the movement does not deal primarily with consumer information; rather, it deals with the process of learning itself in order to affect

consumer behavior. Purchasers need to know how to process and use the additional information before it can be valuable to them. Otherwise, if additional information is offered without consumer education, it may just be wasted away. In the 1960's many programs were created to bring more information to consumers but all failed to produce desired results due to the reason explained above. The authors have concluded the article by giving the various potential effects of the consumer education movement on the marketplace. Among the effects on consumers, the following can be cited: They will be able to express their needs and wants to marketers more; they will seek out and use more information in making price, quality, and service comparisons before deciding on a purchase; they will be purchasing less of products that are potentially harmful to their health or to the environment; they will seek remedies, redress, or restitution more actively when they are dissatisfied with a purchase; they will be more active in the debates over legislation that could affect the workings of the marketplace.

"Consumer Protection Movement in a Developing Economy - The Case of Turkey" by Erdener Kaynak and Refik Çulpan (1978) is one of the first articles reflecting the historical overview of the consumer movement in Türkiye. Apart from this reflection, consumer protection organizations, their strengths and weaknesses are also examined in the study in hopes of formulating policies to protect Turkish consumers. Some of the major consumer protection organizations prevalent in Türkiye in those years were given as the Turkish Standards Institute, the only nationwide organization in preparing standards in agricultural, industrial, and commercial fields; the Central and Regional Health Protection Institutes, controlling various medicines such as antibiotics and vitamins and conducting chemical and biological analysis of drinking water, food, and cleaning products like detergents; Research Laboratories of the Ministry of Food, Agriculture, and Husbandry, analyzing food products such as grains, dairy products, and beverages; Municipal governments, carrying out such activities as inspection of price and quality of some goods; and Academic institutions, getting involved in certain research projects and other consumer protection activities. Information on consumer cooperatives and types of consumer cooperative stores operating in Türkiye have also been revealed in the article. In concluding their article, the authors have pointed out to the two possible ways that might be made use of in the protection of consumers; one of these being through government agencies and the other through private associations. However, according to Kaynak and Çulpan, there was a dilemma among these two individual protection mechanisms. In case of government agencies, the authors believed, there was mistrust of public towards them and in case of private associations, it was difficult to provide financial assistance without creating preferential treatment of the financier, in turn. Hence, there arised a fundamental problem which must be encountered in designing a consumer protection model. The authors ended the article by stating that it would be best to have a private consumer union (with support of government, universities, and other institutions such as labor unions, professional organizations, and cooperatives) for the protection of consumers in our country.

3.2.2. PUBLICATIONS ON GOVERNMENT AND THE CONSUMER

The article titled "Remedies for Consumer Protection: Prevention, Restitution, or Punishment" by Dorothy Cohen (1975) may be considered a study on government and the consumer. The article examines the federal remedies imposed for

fraudulent and deceptive practices, one element of the legal process relating to consumer protection. Remedial alternatives for consumer protection have been divided into three groups by the author: Prevention, restitution, or punishment. In case of prevention which can be defined as an attempt to eliminate an abuse prior to its introduction, such mechanisms as codes of conduct to prevent abusive trade practices, disclosure of information requirements, and substantiation of claims whereby advertisers must be prepared to support their advertising claims can be included as possible preventive processes. In case of restitution, which is "a reparation made by giving an equivalent or compensation for loss, damage, or injury caused,... a restoration to the former original state or position" (p.26), affirmative disclosure which requires that a company disclose in its advertising the deficiencies or limitations of its product, corrective advertising to make up for inaccurate information supplied in prior advertising, refunds (securing monetary redress), and limitations on contracts can be cited as some remedial procedures. And with respect to punishment, some of the components in remedies designed for consumer protection are fines and incarceration, loss of profits through removal of the products in question from retailers' shelves, and also some aspects of class action suits. The author concludes by saying that prevention is a most desirable public policy goal but that it is insufficient as a sole remedial action. Punishment, on the other hand, should be used sparingly, in the author's point of view, to stop the most abusive practices or to deter those who continually engage in deceptive practices. Finally, restitution is recommended as the efficient remedial alternative whereby the behavioral model of the consumer should be used chiefly to determine whether or not consumer deception exists.

3.2.3. PUBLICATIONS ON BUSINESS AND THE CONSUMER

With respect to the subjects on business and the consumer, the following articles may be cited:

"Corporate Responses to Consumerism Pressures" is the title of the article written by David Aaker and George Day in 1972. The authors have emphasized the opportunities inherent in management responses to consumerism and have suggested how corporate managements could make future consumer-oriented programs more efficient and effective. They have stated that whereas in the early 1960's consumerism was regarded as a threat by business and defensive responses were adopted, in the 1970's efforts have begun to be put on the part of business to identify and anticipate problems and to view consumerism as a marketing opportunity. According to them, in the identification and anticipation of problems, companies can get involved in more specific research on particular issues such as unit-pricing, can put in more educational efforts to educate consumers, and/or can exert countervailing influences to capitalize on the inability of related industries or suppliers to respond to consumerism. Consumer affairs departments may be established and comprehensive consumer problem-oriented programs such as the cool line program first adopted by Whirlpool Company that permits customers with a complaint or problem to contact service consultants directly at any time of the day may be created by companies to gather long-run benefits. Besides these, according to them, an extended information system involving attitudes, values, and life-styles of consumers is necessary to create effective efforts in the identification and correction of problems before they get too serious. The authors believed that responsive programs could yield dividends through increased consumer confidence, guaranteeing success for the company.

Esther Peterson was President Johnson's special assistant for consumer affairs and chairman of his Committee on Consumer Interests from 1964 to 1967. Later in 1970 she joined Giant Food Inc., a large supermarket chain in the United States, at a level equivalent to vice president and led the effort to get the company's top management and responsible consumer advocates working together for their mutual benefit. She was quite successful in her post as the company adopted a program that was both treating the demands of consumers and their representatives with respect. Giant Food won the confidence of the buying public and boosted sales and earnings. Among the aspects of the program adopted by them may be cited unit pricing, product safety, full disclosure of ingredients, and honest point-of-purchase promotion. In her article titled "Consumerism as a Retailer's Asset", Peterson (1974) has described this program in detail hoping that it could serve as a model for businesses selling directly to the public and she has also criticized business because of its failure to realize that consumerism could, in fact, be used effectively as a marketing tool. In her point of view, there were some important considerations in establishing a consumer program: "1. Top management must be totally committed to the principles of open dialogue with consumers; maximization of quality, service, and value; and good corporate citizenship. 2. The person given the responsibility for carrying out the consumer program must have the ear of the chief executive and report directly to him. This person must be included when policy (was) made. 3. Establishment of a cosmetic consumer program (would) fool no one. A program designed solely to gain favorable publicity and win public support (would) fail. It must have substance. 4. The consumer department should be charged with working to change the marketplace for the good of consumers, not with educating them on how to cope with the marketplace as it was. The department must be given the power to change the things that (could) be changed, the right to explain honestly what (could not) be changed, and the background to know the difference"(p.101).

The article titled "Probing Opinions - Business Is Adapting to Consumerism" reports opinions of Harvard Business Review (HBR) subscribers on the causes and growth of consumerism and its impact on marketing and other business practices, together with the potential business reactions to it. The authors, Stephen Greyser and Steven Diamond (1974), state that this is the first wide-scale study of the attitudes and reactions of the executive community regarding consumerism. With respect to research methodology, two eight-page questionnaires were prepared to be mailed to a randomly selected sample of individual HBR subscribers. Almost 3600 completed responses were received, approximately 28% of those to whom the questionnaire was mailed. The questionnaire consisted principally of clusters of agree-disagree statements employing 5-point scales, along with a number of ranking and check-off questions. Demographic characteristics of respondents were also included in the study. The findings revealed that consumer concern over rising prices was the leading cause of consumerism's growth, followed by a cluster of product performance and quality problems. The growing gap between product performance and marketing problems and misleading advertising were two other important factors perceived to lead to consumer problems and dissatisfaction. Businessmen supported propositions to make advertising more factual and informative. They saw consumerism as leading to major modifications in the content of advertising that would make it more truthful. Besides these, business was considered primarily responsible for both causing consumer problems and resolving them. Business self-regulation was the most favored solution in effectively dealing with dissatisfaction of consumers. Constructive consumer

programs together with business, government, and consumer responsibilities for consumer protection, and consumer-oriented programs were presented in the article as possible solutions to dissatisfaction creating factors. It was also found out from the responses of the respondents that there was broad recognition and acceptance of consumerism by managers as a permanent part of the business world. And majority of the executives considered consumerism to be a positive force in the marketplace. Consumerism represented, in their point of view, an opportunity rather than a threat.

In the article titled "What Consumerism Means for Marketers" written by Philip Kotler (1972), consumerism is defined as "a social movement seeking to augment the rights and power of buyers in relation to sellers"(p.49). Kotler believes that consumerism is "inevitable, enduring, beneficial, promarketing, and profitable"(p.57). Inevitable, as it is a necessary phase in the development of the economic system. Enduring, in the sense that, it is to become an increasingly institutionalized force. Beneficial, as it promises to make the U.S. economic system more responsive to new and emerging societal needs. Promarketing, as it suggests an important refinement in the marketing concept to take into consideration societal concerns. Profitable, as it suggests areas of new opportunity and profit for alert business firms. In this article, Kotler offers a new concept of societal marketing to replace the marketing concept which can be stated as "customer orientation backed by integrated marketing aimed at generating customer satisfaction and long-run consumer welfare as the key to attaining long-run profitable volume", (p.54) meaning that social and ecological considerations need to be included in the product and market planning. Kotler also gives the readers a detailed review of the historical developments with respect to the consumer movements of our century, one having taken place in the early 1900's and the other two in the mid-1930's and the mid-1960's, respectively. He argues that each of the consumer movements has left new institutions and laws to function on behalf of the consumer and that it is precisely the enactment of new laws and creation of new institutions that cause the protest phase to decline.

One of the earliest exploratory studies on consumer reactions to business policies and practices was undertaken by Hiram Barksdale and William Darden in 1972 and the title of their related article is "Consumer Attitudes Toward Marketing and Consumerism". This study has served (and is, in fact, still serving today) as a basis for most of the following studies aimed at revealing consumers' attitudes toward marketing and consumerism. More specifically, consumers' attitudes toward philosophy of business, product quality, advertising, other marketing activities, consumer responsibilities, consumerism, and government regulation were tested in this study. As for the research methodology, data were collected by a mail questionnaire from a total of 354 individuals (making up 45% of the total households the questionnaires were mailed to) living in three states in the United States. The sample of consumers was randomly selected from telephone directories within each state in proportion to its population. The questionnaire consisted of 40 "Likert-type" statements and also some demographic questions. Among the findings one may cite the following: Respondents did not believe manufacturers placed consumer satisfaction before all other business interests. Most respondents agreed that competition ensured fair prices. In general, it was agreed that manufacturers made an effort to design products to fit the needs of consumers. It was also revealed that the wide variety of competing products made intelligent buying decisions more difficult. Many respondents agreed that most product advertising was not believable and that

advertisements generally did not present a true picture of the products advertised. It was generally agreed that, else than advertising, most other marketing activities were carried out in an acceptable fashion. A majority of respondents thought that many problems were caused, at least in part, by the consumer's own carelessness or reluctance to put in the effort required to make informed buying decisions. Over two-thirds of the respondents agreed that additional government regulation was needed to protect consumer interests and the government was expected to take more action (test competing brands and reveal results, set minimum quality standards, etc.) in favor of consumers. In concluding their article, Barksdale and Darden have pointed out to the fact that the main thrust of consumerism has been to protect the rights and interests of buyers but that only little attention has been given to consumer responsibilities that accompany these rights.

3.2.4. PUBLICATIONS ON SOME SPECIFIC TOPICS

A specific topic that has been of much interest throughout the years has been consumer satisfaction/dissatisfaction with respect to purchase of products/services. Among studies dealing with this area, the following studies have all been undertaken within the course of this decade:

Rolph Anderson's (1973) study on dissatisfaction is titled "Consumer Dissatisfaction: The Effect of Disconfirmed Expectancy on Perceived Product Performance". Anderson has indicated that consumerism in the early 1970's has become such a complex force, being interrelated with other ecological, social, political, ethical, economic, and technological problems, that it could be studied empirically only one step at a time. It was argued in the article that consumer dissatisfaction was a function of the disparity between expectations and perceived product performance together with unrealistic consumer expectations generated by excessive promotional exaggeration. Results of the study revealed that too great a gap between high consumer expectations and actual product performance might cause a less favorable evaluation of a product than a somewhat lower level of disparity. It was also found out that there was a point beyond which consumers would not accept increasing disparity between product claims and actual performance, at least for certain relatively simple or easily understood products. When this threshold of rejection was reached, consumers would perceive the product less favorably than at a slightly lower level of expectations. More complex products, where there was considerable ambiguity and uncertainty in making judgements, might yield different results as consumers might tend to be more dependent on the information provided them.

"The Development of a Scale to Measure Consumer Discontent" by William Lundström and Lawrence Lamont (1976) is a report concerning the procedures used and results obtained in the development of an attitude scale to measure consumer discontent. Based on consumer attitudes and the relevant literature on consumerism, the authors have defined consumer discontent as "the collection of attitudes held by consumers toward the product strategies of business, business communications and information, the impersonal nature of business and retail institutions, and the broader socio-economic forces which (were) linked with the business system" (p.374). The results of the research suggested that marketing and market-related constructs specific to the business system were potentially scalable properties that could meet rigorous

reliability and validity criteria. And the Consumer Discontent Scale developed by the authors met these criteria. Potential applications of the Consumer Discontent Scale were also given in the article in hopes of encouraging future research in consumer behavior and also development of other instruments to study marketing problems.

'In the case of personal care products, what is the extent of dissatisfaction and action in taking response?' is the question that is specifically dealt with by Betty Diener and Stephen Greyser (1978) in their study titled "Consumer Views of Redress Needs". A redress need is defined by the authors as a post-purchase complaint requiring some form of compensation or satisfaction. The survey was conducted by telephone (an open-ended telephone interview) among 466 female respondents in 19 cities in the United States and respondents were selected by quota sampling from telephone directories. Based on the survey results, it was found out that actions taken in case dissatisfaction arised upon purchase of a product varied from complaining to returning the product and from doing nothing to word-of-mouth complaints to friends. Reasons for inaction were found to be mainly due to the fact that individuals thought it did not worth the time or effort to get involved in such a process. With reference to Andreasen, the authors stated that the voicing or non-voicing of complaints might be a function of the expensiveness of the product. Further, with reference to Landon's model of consumer complaint behavior, it was concluded that the consumer would complain based on his perception of the benefit of complaining.

Another research study dealing with the satisfaction/dissatisfaction issue was undertaken by Robert Westbrook, Joseph Newman, and James Taylor in 1978. The title of their article is "Satisfaction/Dissatisfaction in the Purchase Decision Process". Main purpose of the study was to learn more about satisfaction and dissatisfaction felt during the period of purchase decision making in buying a major household appliance (automatic washing machines and dryers, refrigerators, freezers, ranges, and dishwashers) with respect to various aspects such as product availability, prepurchase information, store visits, product evaluation and choice, worry about outcome, and pace of the experience and to reveal whether consumers were really as dissatisfied with this process as many studies claimed. The reasons for choosing major appliances were because of 1. the economic importance they had both to the buyer and the economy; 2. the likelihood that search and deliberation would be involved in the purchase decision process; and 3. the suggestion made by some observers that the buying was likely to be difficult for consumers. Data collection was realized through telephone interviews with both recent and prospective buyers. A total of 236 recent buyers and 158 prospective buyers were interviewed. In general, the findings indicated appreciable satisfaction and failed to support the view of widespread discontent with the purchase decision process among both recent and prospective buyers. As a conclusion, it was argued by the authors that consumers found enjoyment and satisfaction in their buying experiences for durables considerably more often than they found difficulty and discontent.

Still another article on dissatisfaction and consumer complaints came from David Morris and D.I. Reeson in 1978 which was titled "The Economic Determinants of Consumer Complaints". This study was concerned with the "economic" rather than the socio-economic/psychological characteristics of complaints. As such, two broad hypotheses were tested relating to consumer complaints. First, that the level of complaints about different products could, in part, be explained by characteristics of

those products. Secondly, that the number of complaints made was related to the 'opportunity' to make a complaint. Data on 18 product / service categories were included in the study, obtained from the complaints data assembled by the Office of Fair Trading in England. Results gave some evidence in support of both of the hypotheses. Among the findings, the following may be mentioned: Durable products, being rather complex technically, with higher unit prices and infrequent purchase rates were subject to more complaints than non-durable products. As durable products were purchased quite seldomly, the consumer was likely to have relatively little information about the product in use and no matter how much pre-shopping search activity was involved, this deficiency could not be rectified. The higher the level of expenditure on a product, the higher the level of complaints, this relationship not being a simple linear one. The volume of complaints was in large part determined by the availability of agencies to complain to.

3.3. THE 1980 - 1989 PERIOD

3.3.1. PUBLICATIONS ON CONSUMER MOVEMENT AND CONSUMER PROTECTION

Within this decade, there were various studies on the subjects of consumer movement and consumer protection:

In "The Information Seekers: Multinational Strategy Target", Hans Thorelli and Helmut Becker (1980) develop a new concept: The use of search behavior in market segmentation strategy. The authors note that in most consumer markets of the industrialized Western countries, a gap exists between the product information readily available and the data needed by the consumer. Among the reasons of this situation can be cited the richness of markets with product and brand proliferation, the increasing complexity of the average product, and the rapid change in technology leading to a growing depersonalization of transactions each passing day. Misleading commercial information is still another factor contributing to the situation. In the authors' opinion, an average consumer adopts a passive strategy by searching only superficially product options and limiting himself, in a way, to the most readily available alternatives. On the other hand, there are also consumers who may be called information seekers, trying to bridge this information gap. These people indicate concern for "quiet quality; i.e., performance and durability" (p.52) and are concerned with getting "value for money. They are opinion leaders"(p.52). Besides, they have a readily identifiable and reachable market segment. The authors point out that it is very important for companies located in industrialized countries to be concerned with information seeking consumers because, in their point of view, in the years to come it will be an important business strategy as a means of gaining differential advantage in the marketplace to segment markets with respect to the characteristics of information seekers.

"Orientations Toward Consumerism: A Test of a Two-Dimensional Theory" by Robert J. Kroll and Ronald W. Stampfl (1986) is a study in which a two-dimensional theory of consumerism orientations (composed of a support dimension and a solution preference dimension) is developed and tested. In the previous consumerism studies that have attempted to figure out differences among

consumerism supporters and nonsupporters which were relatively few in number, results were often inconsistent with each other, which in the authors' point of view, could be attributed to an unidentified dimension. According to Kroll and Stampfl, this dimension was preference of individuals for either choice-allowing government interventions or choice-limiting interventions; hence, it was hypothesized that the supporter and non-supporter groups differed along a solution preference dimension: Some preferred a solution to consumer public policy issues which optimized individual choice (e.g. "warning labels on products posing a health risk") (p.215) while some others preferred choice-limiting solutions (e.g. "preventing products which pose a health risk from being sold at all") (p.215). For purposes of the study, questionnaires were sent to 1244 randomly selected consumers in four metropolitan areas in the United States. 54% of the questionnaires were turned back (621 in number). "The section relevant to classifying respondents into consumerism orientation types asked two Likert items, for each of the five issue areas. One item stated a choice-allowing solution to the issue (e.g., government labeling requirement) while the other stated a choice-limiting solution (e.g., banning a product from sale). Responses to the latter were subtracted from responses to the former and were totaled across issue areas as a scale of choice-allowing solution preference. Responses to two items were also added and totaled for a scale of consumerism support/nonsupport. As has been put by the authors, the results of the study offered some support for the hypothesis. There were mainly four groups of respondents that were distinguished which have been revealed as follows: Choice-limiting supporters; choice-allowing supporters (like the group referred to by Thorelli and Becker (1980) as the information seekers); choice-limiting nonsupporters; and choice-allowing nonsupporters. In concluding the article, the authors have stated that "solution preference (might be) an important second dimension that should be considered in tandem with the support dimension of orientations toward consumerism. Several variables inconsistently associated with the latter in past studies, such as age, income, and education discriminated better along the former dimension in the current study" (p.228).

The purpose of the study titled "Demographic Discontinuity: Another Explanation for Consumerism?" by Les Carlson and Norman Kangun (1988) was to offer a different explanation for consumerism; but rather a supplementary offer to prior explanations, in their words, not an alternative one. The authors believed that the unique demographic characteristics; namely the DD (the disproportionate increase-PDD- or decrease-NDD- of a particular age group segment relative to other age segments) and the baby boom (BB) experienced in the 1960's and early 1970's accounted for the popularity of the consumerist movement in those years. According to them, the rationale for contemporary consumer's (of the 1960's) achievement of a scale far greater than previous consumer movements (of the 1900's and the 1930's) was the unmatched demographic change coupled with social and economic factors. They have pointed out that the civil unrest of the 1960's might be partially accounted for by the large numbers of peer socialized youth from a maturing BB. The differential treatment of children and the different amounts of socialization they received from their families (solely due to their birth order rank) resulted in different personality and behavioral characteristics, in the authors' point of view, leading them to behave the way they did in later years of their lives. Accordingly, first borns tended to be more adult-oriented, conformed to adult values, and were generally better adapted to adult behavior standards whereas later borns were more peer than adult socialized; tended to be more independent of authority, greater risk takers, and more peer popular than

first borns. They were also more resistant to the authority of government and its institutions compared with previous generations and the initial, primarily adult socialized, baby boomers. Thus, the authors argued that later borns might have become involved in social protest as an avenue of rebellion against authority explaining, at least, in part the motive behind the last consumer movement of the 1960's. Looking at statistical trends, the authors have come to the conclusion that such a PDD -which would be a contributing factor in the process- was unlikely to take place at least in the near future, meaning that there was not a high probability for another large scale consumer movement in the United States in the years ahead as the one experienced in the 1960's.

Lee E. Preston and Paul N. Bloom (1983) have written the article titled "The Concerns of the Rich / Poor Consumer". In their point of view, the contemporary US consumer is both rich and poor at the same time, and is confronted with new and complex problems involving both scarcity and abundance: Scarcity of information and of time; abundance of products and services as a result of new technologies. This 'new environment' characterized by both scarcity and abundance at the same time brings with itself "demands...for more satisfaction through a reduction in hazards and problems and an improvement in the overall quality of life" (p.103). Based on their description of the changed environment of the 1980's, the authors first review the previous consumer policy of the 1960's and then go on to formulate a consumer policy agenda as a guide to policy making, both private and public, due to rise of new issues which require new types of policy responses. They state that in the 1960's, the consumer rights (which were already announced to be 1.the right to safety, 2.the right to be informed, 3.the right to choose, and 4.the right to be heard by President John F. Kennedy; 5.the right to consumer education by Professor Gerald Ford; and 6.the right to representation and participation in policy-making bodies and 7.the right to recourse and redress by Professor Scott Maynes) were intended to be achieved through regulation by making business either perform specified functions directly for consumers or by making it conform to specific government-set standards and reporting requirements. According to the authors, one surviving theme from the decade of the 1960's is an acceptance of the mutual interest of business, government, and consumers in the identification of consumer concerns and the development of appropriate responses. Apart from this theme, in their point of view, consumer policy must shift "from an ex-post orientation focused on complaints and pre-existing problems to an ex-ante and anticipatory approach focused on the distinctive attributes of different types of consumption situations" (p.116). They also state that the distinction between the problems arising from scarcity and those arising from abundance offers a basis for reformulating the consumer policy agenda.

In "Consumer Protection in China: The Current State of the Art", Suk-ching Ho and Yat-ming Sin (1988) have described the political system (Communist Party) prevalent in China from 1949 till the 1980's and explained how the question of consumer sovereignty, "i.e. satisfaction of consumer needs as an ultimate aim of economic activities" (p.41) was not an issue in a socialist system. However, they have gone on, in the 1980's the extreme left lost out to the more moderate communists and a profound transformation was realized in the country; China began practicing a planned economy supplemented by market forces. The consumer market began to flourish and buying habits of the Chinese consumers changed. As such, in getting transferred from one type of political system to the other, there was a shortage in case

of consumer products. This, coupled with the desire of enterprises to make greater profits led to different kinds of malpractices which were cited by the authors to be deceptive advertising, trademark violations, and unethical business practices. To fight against such malpractices, the China Consumer Council was established in December 1984 with the purpose of overseeing the performance of goods and services; protecting the interests of consumers; guiding the consumption of the public; and promoting the development of the commodity economy under socialism. In order to accomplish these tasks, the Council has made use of the various consumer protection remedies proposed by Dorothy Cohen in 1975 as prevention, restitution, and punishment. The authors have concluded their article by pointing out that the concept of consumer protection was growing in China and that people have developed a consumer consciousness although it would take a long time for the issue to reach the level of public acceptance it enjoyed in the West. Another conclusion drawn by the authors was that the Chinese market, lacking many consumer goods, presented very big opportunities for foreign firms in entering and getting strongly established in the market.

3.3.2. PUBLICATIONS ON GOVERNMENT AND THE CONSUMER

As for the subjects on government and the consumer, "The Political Economy of Consumer Protection: An Examination of State Legislation" was written by Kenneth J. Meier in 1985 and "Consumer Protection Laws: Violator Detection and Enforcement Strategy" was written by Priscilla LaBarbera and Edward Melnick in 1987.

Kenneth J. Meier (1985) in his article titled "The Political Economy of Consumer Protection: An Examination of State Legislation" examines state-to-state variation in the laws regulating consumer transactions and offers new indicators of important concepts in policy analysis. According to him, consumer protection policy is a function of industry pressures, consumer groups, bureaucratic forces, and elected officials which serve as the independent variables of his study. As such, the dependent variables were identified as being the food purchasing laws, sales regulation laws, drug and health regulation laws, landlord-tenant laws, repair services regulation, and legal reforms. He has tested the following five hypotheses with respect to twenty-two state consumer protection laws in the United States. H1: Industry supports greater regulation, therefore, the relationship between industry resources and the number of consumer protection laws is positive. H2: Industry opposes regulation, therefore, the relationship between industry resources and the number of consumer protection laws is negative. H3: Consumer group resources are positively related to the passage of consumer protection laws. H4: Bureaucrats favor greater regulation, therefore, the relationship between bureaucratic resources and the number of consumer protection laws is positive. H5: Regulatory policy reflects the values held by elected officials; where elected officials favor greater regulation, the number of consumer protection laws will increase. Findings revealed that each independent variable was positively related to overall consumer protection policy. It was also found that industry sought regulation, while the stronger influences on consumer protection policy appeared to be consumer groups, the regulatory bureaucracy, and elected officials. Consumer resources, bureaucratic resources, and elected officials were all positively associated with consumer protection laws. The relationships for industry groups were mixed, consistent with the two different hypotheses about industry influence. Implications of

this research for the study of regulations have also been given in the article: It was found that regulation was not supplied in direct proportion to the demands of industry; in some cases industry opposed regulation and it was clear that industry alone did not determine the amount of regulation a government undertook. Second, it was seen that consumer groups could affect regulatory policy more than their actual resources could if their goals were consistent with those of other public officials. Last but not the least, the research supported the view that bureaucracies could be treated as a separate actor in the policy process.

Priscilla LaBarbera and Edward Melnick have written "Consumer Protection Laws: Violator Detection and Enforcement Strategy" in 1987. The authors have pointed out to the need for evaluating the effect of consumer protection laws so as to enable government agencies make modifications in the laws or in their enforcement. They have also pointed out to the weaknesses of previous studies on the evaluation of the effects of laws (designed to regulate such issues as advertising practices, some forms of promotions and the like) due to internal and/or external validity problems in their designs. Hence, they have presented a sampling strategy providing the data requirements of the more powerful designs to yield interpretable findings. Besides this, one other concern of the authors was related to the static approach adopted by previous research on the evaluation of consumer protection laws. They have stated that a regulation found to be effective at any given point in time might become ineffective when the environment changed and that regulations needed to be revised over time to be effective in a changing environment. Therefore, they have also presented a dynamic approach to the evaluation and management of such regulation. The third concern taken up by LaBarbera and Melnick has been on the enforcement policy of consumer protection laws as they believed that the effectiveness of a given law was directly related to its enforcement policy and as there was a lack of literature on this important subject. As a result, they have proposed a strategy in which the regulatory agencies were active in the determination of the enforcement policy given the budgetary constraints they had. Their proposed model "require(d) the enforcement agency to state its acceptable violation rate and then describe(d) a strategy that allowed the government agency to restrict its investigation to the strata where the rulings ha(d) a low proportion of observance. From the model, the agency (could) estimate the projected violation rate (for the stated budget) needed to meet its objective" (p.1355).

3.3.3. PUBLICATIONS ON BUSINESS AND THE CONSUMER

With respect to the subjects on business and the consumer, the following may be mentioned among the studies conducted:

Paul Bloom and Stephen Greyser's (1981) article is titled "The Maturing of Consumerism". The authors have pointed out that just like products, consumerism in the United States had moved through stages of its life cycle and had entered the mature stage by the decade of the 1980's, experiencing a considerable degree of market fragmentation. Nevertheless, they believed that it would continue to have a significant impact on business, especially on marketing, in the years to follow. Bloom and Greyser have first reviewed the history of the consumer movement in their article and then have analyzed and predicted likely directions for consumerism in the 1980's. In their point of view, consumerism would remain in a mature, active stage, neither

growing nor declining much, throughout the 1980's, if not longer. They also thought that the public would shift from its past role as largely cheering spectators to one of active participants and envisioned "participative consumerism" (p.138) as a major characteristic of the marketplace. As for the business world, the authors have listed three strategies available for them in coping with the mature consumerism of the 1980's, each with its strengths and weaknesses: Business could "1.try to accelerate the decline stage of the movement by attempting to reduce demand for consumerism; 2. compete in the consumerism industry; 3.cooperate with nonbusiness competitors in the consumerism industry"(p.138). The authors believed that it would be best for most businesses to adopt an approach that would involve elements of all the three strategies, "entailing combination of purchaser-oriented marketing, reliable and sincere consumer affairs departments, and selected cooperative ventures with external organizations" (p.139).

"Consumerism and Marketing Management's Responsibility" is the title of the article written by Brigitte Nicoulaud (1987). The article presents some views of European marketers regarding consumerism issues and marketing responsibility towards the enhancement of consumers' rights. It has been mentioned in the article that eighty-five managers have participated in the survey and that the data were collected by mail questionnaires sent to a stratified random sample of companies in France, Denmark and United Kingdom, drawn from both the Food and Electrical Appliances Industries. As for the results, the following can be mentioned: Main consumerism issues foreseen by European managers over the coming years were concern for quality (28% of the respondents thought so) and information (23%), in the first place, followed by value for money (18%) together with legislation and government intervention (14%). Environmental considerations (11%) and concern over business - consumer representatives relationships (9%) were also considered to be important by the managers, to a certain extent. In their assessment of the responsibility the three parties involved in consumerism (business, government, and consumers) had, the European managers believed that there was to be a clear-cut sharing of responsibility among them for protecting consumers, with each party involved having full responsibility for a specific area: Business should provide adequate information to assist consumers in making purchase decisions; government should protect consumers from their own buying mistakes; consumers should protect themselves from their own views of appropriate buying priorities. Among the most constructive consumer programs, the European managers cited "upgrading product quality and performance standards" the most (72%) followed by "increasing research commitments better to identify consumer wants and needs" (62%) and "providing more informative product labeling" (31%). With respect to opinions on a good complaints handling system's benefits, the most frequently cited response was winning back a customer (61%), followed by giving clues about practices in need of change or improvements (58%), guaranteeing customer's loyalty (54%), and giving worthwhile advice about consumers' wants (47%). In concluding her article, Nicoulaud has stated that consumerism should be regarded as one of the uncontrollable variables of a firm's environment and that it had to be considered in the formulation of marketing strategies; otherwise, ignorance of this important topic would be "another form of marketing myopia strongly decried by Levitt"(p.15).

"Developing Effective Corporate Consumer Information Programs" is an article written by David A. Aaker (1982). Aaker states in his article that consumer

information programs are advantageous for both the organization and the society and that they help consumers buy a product / service and improve his purchase experience provided that they "1. (are) potentially relevant to the consumer; 2. ... contribute something which the consumer does not already know; 3. motivate the consumer to process the information, and 4. are truthful, complete, and intelligible". (pp.2) There are different types of consumer information. One type can provide brand / attribute information and included in this category are promotions and advertising. Another type structures the decision process by educating consumers. Still a third type focuses on the use system and it involves information on using the product / service, or, on other aspects of the situation in which the product is used. Aaker also points out that as the information provided becomes less directly related to the product, the program falls into the category of public service rather than consumer information. It is also written in the article that an informed consumer is a protected consumer and to develop a consumer information program, there are five stages to be adopted: 1. specification of the segment; 2. determination of information needs by segment; 3. development and testing of programs; 4. promotion and distribution of programs; 5. evaluation. As a result of the implementation of consumer information programs, companies are likely to benefit from the process in that the program improves customer satisfaction; improves firm's image; provides insights into the consumer; improves effectiveness of advertising and promotion; and improves performance of the market.

3.3.4. PUBLICATIONS ON SOME SPECIFIC TOPICS

Consumer satisfaction / dissatisfaction issue has been of interest in various studies within these ten years, as well.

A conceptual approach to understand consumer complaining is presented in the article titled "The Hidden Agenda of Consumer Complaining" by Ralph Day, Thomas Schaetzle, Klaus Grabicke, and Fritz Staubach (1981) and methods of dealing with it are discussed. The authors argue that in case of dissatisfaction with a purchase, only a small percentage of consumers communicate with the store. A typical dissatisfied American consumer takes hidden actions like boycotting the store, changing brands, boycotting the product type and / or engaging in adverse word-of-mouth advertising instead of seeking redress from the store and this situation may have serious effects on the performance of a firm as the unknown dissatisfied consumers will respond in various ways that the firm will not be able to note and hence will not be able to take action, accordingly, so as to satisfy those consumers. The authors state that in order to be able to solve the above mentioned problem, it is necessary for marketers to understand the processes which lead to feelings of satisfaction / dissatisfaction among their customers with respect to a specific product / service. A conceptual approach to understanding why dissatisfied consumers behave the way they do is, hence, presented in the article. It is suggested that regardless of the level of dissatisfaction of a consumer, action is taken or not taken only after the costs, benefits, and probabilities of success of the various alternatives are assessed by the consumer. Only when benefits exceed the costs of taking action, it is taken. It is also pointed out in the article that consumer dissatisfaction occurs in all nations of the world but that the ways in which consumers deal with it vary from country to country due to several factors related to the characteristics of the different national economic systems such as the standard of living, extent of government control, and provision of

consumer assistance. It is reflected that noncomplaining varies inversely with the standard of living, redress seeking varies with the degree of government control of the economy, and that noncomplaining decreases and redress seeking increases when consumer assistance centers are widely available.

The relationship between consumer complaining behavior and political and citizen participation is investigated in the article titled "Consumer Complaining and Community Involvement: An Exploration of Their Theoretical and Empirical Linkages" by Rex Warland, Robert Herrmann, and Dan Moore (1984). For purposes of the study, data were collected from a large-scale mail survey of adults in Pennsylvania. The sample was randomly selected from a state-wide list of licensed automobile drivers. 9,367 respondents, making up 73% of the total number of people the questionnaires were sent to, returned their questionnaires. In preparation of the questionnaires, three indices were used: the Consumer Complaining Methods Index (measuring the number of different ways a consumer complains); the Community Involvement Index (measuring involvement in community and political affairs); and the Perceived Consumer Problems Index (assessing respondent experience with consumer problems). It was found that complaining behavior was significantly related to community involvement and that those who complained were also active in political and community affairs. Another finding was that complaining actions were intercorrelated. It appeared that when consumers complained, they usually used several different channels. Furthermore, the more problems they had and the more different ways they were active in community and political affairs, the more different channels they were likely to use. In light of the findings, the authors have also suggested a new picture of consumer complainers as being activists in the sense of being active and involved persons in more areas of life than the marketplace.

"Consumerism and Consumer Protection Issues in Turkey" by Eser Borak (1986) is one of the first studies on the subject of consumer protection in our country. The author has discussed the evolution of consumer protection in Türkiye in the first part of her article together with the factors underlying it. In the second part of the article, the findings of a field study on responses to dissatisfaction were revealed and related implications for the consumer, business, and the state were given. The types of responses to various complaint situations, the demographic profile of action-takers, and the perceptions of respondents about the consumers' legal rights were all stated in the study. The data was obtained through a structured questionnaire administered to 466 women respondents. A random stratified sample of women chosen from fourteen districts of İstanbul was used. Respondents were given ten specific complaint / problem situations and were asked which of the eleven types of responses they would give in each situation. The results indicated that the most frequently taken actions were rather passive types of responses to dissatisfaction. One of the findings of the study was that consumers attempted to resolve their complaints at the place of purchase. Among the other findings, the following can be cited: The least frequently practiced redress-seeking behavior was taking legal action through going to court. In case of high-priced durable goods, the respondents indicated that they would take some action when faced with dissatisfaction. Few of the consumers brought their complaints to the attention of related institutions or other organizations. The three stage process of protection-education-and information, as has been suggested for the developing nations by Thorelli (1981) beforehand, was proposed as a policy concerning consumer protection, to create conscious consumers. The state was also

expected to give a higher priority to the development of consumer policies; through effective legislation, regulation, and control activities and also through education (of consumers, producers / sellers, and regulators / controllers). It was concluded in the article that consumer consciousness was not yet developed in Türkiye in the 1980's and that, as in other developing countries, the consumer was unorganized and at times, unaware of the legal rights he had.

In "The Index of Consumer Sentiment Toward Marketing", John F. Gaski and Michael J. Etzel (1986) have proposed an index of general consumer sentiment toward marketing practice that might regularly or periodically be used to report relevant information to the marketing / consumer research community. This type of instrument would, in their point of view, permit continual monitoring of the basic public perception of and satisfaction with the marketing establishment including aspects related to product quality, price, advertising and retailing / selling, and also marketing, in general. The article described the measure and measurement procedure and provided validation evidence. It was anticipated by the authors that this survey of consumer sentiment would be conducted annually, at the same time each year. In concluding their article, the authors have pointed out to the several advantages offered by the Index of Consumer Sentiment Toward Marketing over previous work as being its comprehensiveness, its validation, and its continuity.

Comparative studies have been carried out quite extensively during the 1980's:

W.A. French, H.C. Barksdale, and W.D. Perreault, Jr. have conducted a research in 1982, comparing attitudes of consumers living in the United Kingdom and in the United States, toward marketing, consumerism, and related regulations and it was titled "Consumer Attitudes Toward Marketing in England and the United States". The research methodology was borrowed from the previous studies of Barksdale and Darden (1972) and Barksdale, Darden, and Perreault (1976) conducted in the United States during the 1970's. The data were collected by mail questionnaires which contained Likert-type statements grouped into the following categories: product quality, promotion, prices and price control, government regulations, customer orientation, consumer responsibilities, and consumerism. The sample for the survey was developed from telephone directories within England; questionnaires were delivered to 990 households and 31% of this quantity were returned (305 in total). For purposes of comparison, the results of the United States survey conducted in 1979 with 628 consumers were also presented. Below are some of the major findings of this study: Most respondents agreed that manufacturers made an effort to design products according to the needs of consumers. British consumers seemed to be more critical of manufacturers' actions to improve the quality of products than were the survey respondents in the United States. Respondents did not agree that advertisements were either believable or reliable. The American sample placed even less faith than did the English sample in the credibility of advertising. Promotion practices were disliked by consumers but the most important problem perceived by respondents was high prices. Most of the respondents agreed that their refusal to buy expensive products would be an effective way to keep prices down. Respondents in the United States also agreed that rising prices constituted the most important problem facing consumers. Most of the sample thought that government should test competing brands, report the test results, and set minimum quality standards for consumer goods. The issue of environmental pollution presented the major difference between British and American

consumers. The Americans appeared more willing to be dissuaded from purchases which were potentially harmful to the environment. The English consumers' rating of the British marketing system's efficiency fell short of satisfaction and approval. American consumers believed that the consumerism movement had made strides in changing business practices. English consumers did not share this belief. The economic situation in the United Kingdom in those years (high unemployment and inflation rates) have affected the respondents' replies to a great extent.

"The Ecology of Consumer Markets in Less and More Developed Countries" by Hans B. Thorelli and Gerald D. Sentell (1982) is mainly a study on the less developed (LDC) countries with respect to their prevalent consumer market ecosystems based on a major field study of the authors on Thai consumer markets together with their similar studies in Kenya and Türkiye. The results are also compared with similar study findings on more developed countries (MDC). The research was primarily based on a survey administered via personal interviews to stratified representative samples of 1000 Thai households. Each interview comprised of 165 questions regarding various aspects of purchasing (mainly bargaining), shopping, and after-sale practices and on information sources available to consumers. The following can be cited among the major findings of the study with respect to LDC's: There are three major structural problems in the LDC markets, being the lack of quality in local manufacturing, lack of transportation and storage facilities suitable to the preservation of fresh foods, and the predatory practices of sellers. The typical characteristic of an LDC consumer is that of poverty and he cannot afford to make mistakes; hence, he is most of the time involved in an intensive search effort. Bargaining is the classic way used in the purchasing process in the LDC. The LDC consumer has two main strategies in receiving objective information about the products he is to purchase. One is to consult as many different sources of information as possible and the other is to establish a personal relationship with a seller in order to build up mutual trust.

Another comparative study on consumerism issues in LDCs vs. MDCs was undertaken by Erdener Kaynak and Solveig Wikström in 1985, the title of their article being "Methodological Framework for a Cross-National Comparison of Consumerism Issues in Multiple Environments". In their article, the authors have discussed conceptualizations of consumerism activity across three nations; namely, Sweden, Canada, and Türkiye and have developed concepts together with a framework for analysis of the consumerism issues in a better perspective. The selected countries have represented different points on a continuum based on stages of socio-economic development, culture, technology, and the impact of government together with the consumer activity experienced. Many consumer-related distinctions (with respect to standards of living, levels of aspiration, information available to consumers, prevalent market conditions, making of decisions, and levels of expectations from products) were drawn among LDCs and MDCs; in the first place, to show that such factors along with macro-environmental considerations affected the development of consumerism in the respective countries. It was stated in the article that whereas consumerism has received much attention in the developed countries, very little attention has been paid to consumerism in the less developed countries where consumerism was in an early stage of development. The authors have given the lack of relevant methodological framework for examining and comparing consumerism across countries as the reason for the lack of studies of consumerism in such countries.

Another reason has been given as the unwillingness on the part of business firms in the way of protecting consumer rights in less developed countries. Apart from these, the culture, attitudes, values, and other social characteristics are slower to change in less developed countries which all play significant roles in leading a society get involved in consumer issues. Furthermore, in the authors' point of view, socio-economic and cultural conditions must be favorable for the initiation and healthy development of consumer activity in a country. The authors have also pointed out that certain shifts from protection regulation toward information-education might be the direction of change in less developed country consumer policy. One other characteristic of the less developed countries has been given in the article as the low level of aspiration of individuals living in such countries. According to Kaynak and Wikström, because of the existing differences in environmental conditions (cultural patterns, economic development, political values, legal systems) prevalent in LDCs and MDCs, adaptations are necessary in the transfer process where LDCs try to adopt as a model the consumer activity experienced in MDCs. To this end, it is advised that the government encourage the business sector to support consumerism activity or introduce legislation to force compliance.

"Consumerist Movement and Advertising Regulation in the International Environment: Today and the Future" by John K. Ryans Jr., Saeed Samiee, and James Wills (1985) pointed out to the consumer organizations of the 1980's which were growing in number and gaining power and they have attempted to reflect views of different parties on consumer organizations and the future direction of these groups' regulatory efforts. The different parties were composed of German advertising / marketing leaders, Swiss advertising / marketing leaders and American businessmen. The study was conducted in two parts. The first was a mail survey sent to the international marketing vice-presidents in the top 100 American firms. The questionnaire was highly-structured and included many open-ended questions relating to the future dimensions of consumerism and advertising regulation. The second project was also a mail survey of advertising executives conducted in Germany and Switzerland, two countries with contrasting advertising regulatory positions, the former being one of the most-regulated countries whereas the latter was not. The total usable responses comprised 23 German and 31 Swiss executives. With respect to the findings, both the German, Swiss, and American respondents felt that consumer organizations were not representative of consumers in general. Moreover, the German and Swiss advertising / marketing leaders thought that consumer groups underestimated the consumer. Again the German and Swiss agreed that individual consumers even felt that the consumer organizations had objectives other than the consumers' interest. There was also the belief that the consumer organizations had greater acceptance and credibility with the government officials and legislators than did businessmen. All of the three groups of respondents tended to see the consumer groups as feeling advertising was not useful. With respect to the respondents' perceptions regarding the regulatory environment in the decade of 1990's, German and Swiss executives felt that government regulatory efforts would not limit creativity in advertising whereas the American business people tended to disagree with this view. Almost all of the respondents in the three countries believed that the consumer groups would continue to be very important and occupy a major niche in the 1990's. Coming to the role of advertising industry, the strongest agreement from the three groups came to the notion that the advertising environment in the decade of 1990 would see a

high degree of self-regulation although major confrontations between business, government, and the advertising industry were also expected.

Tansu Barker (1987) has outlined the attitudes and perceptions of New Zealanders toward consumerism issues and compared the results with four other countries; namely, Australia, Canada, the United Kingdom, and the United States, based on the earlier study of Barksdale et. al. (1982) in his article titled "Consumerism in New Zealand". Data were obtained from a stratified geographic sample of 218 respondents (with 87% response rate based on the total sample of 250 consumers) living in Christchurch, the third largest city in New Zealand, by administering a questionnaire containing a series of Likert-type statements (41 in total) similar to the ones used in the Barksdale et. al. (1982) study, comprised of eight categories on the attitudes of consumers toward philosophy of business; product quality; advertising; other marketing activities; consumer responsibility; consumerism; government regulation; prices and price control. It was found upon a Chi-square analysis that only 15 of the 41 statements in the survey were significant when analyzed across countries. The following can be cited among the findings: New Zealanders, like the inhabitants in the other four countries, did not have much faith in the consumer orientation of business. They also shared the belief that businesses were more interested in their profits than in serving their clients. The respondents in all five countries tended to indicate a high degree of agreement that manufacturers made an effort to design products to fit the needs of consumers. Again in all five countries, attitudes toward advertising were uniformly negative and critical of both the content and the process of advertising. Consumers in all of the countries appeared to be satisfied with product availability and product guarantees. However, there was concern regarding the improvements in the quality of repair and maintenance services offered by sellers. Responses to the questions dealing with consumer responsibilities revealed different opinions from the five countries, as well as within countries. Again, there were some differences of opinion in the five countries with respect to consumerism issues. In every country studied, respondents agreed that government should set minimum standards of quality. With respect to price and price control, respondents in all countries agreed that high prices were an important issue. It was also revealed in the study that many attitudes expressed by New Zealanders appeared to be independent of demographic characteristics. In concluding the article, Barker has pointed out to the need for firms to change their marketing policies for the benefit of the consumer which necessitated "a shift from a reactive orientation, based on complaints and existing problems, to a proactive and anticipatory approach focused on distinctive attributes of different consumers" (p.73).

3.4. THE 1990 - 1995 PERIOD

3.4.1. PUBLICATIONS ON CONSUMER MOVEMENT AND CONSUMER PROTECTION

Some of the articles on the general topics of consumer protection and consumer movement pertaining to the first half of this decade can be cited as follows:

In "The Role of Litigation in Consumer Protection", Alan Morrison (1991) discusses the class action litigation that "seeks money damages, typically in small

amounts for injuries to individual consumers where the number of affected consumers is large" (p.209). According to him, this is mostly seen in the banking industry where many people do not notice the deceptive practices of banks and are not likely to get the trouble to change banks (due mostly to time constraints) even if they notice that there has been an unjust charge on the part of the bank because of the small amount of money involved and the banks go on applying their deceptive practices to make additional money unless there is the threat of litigation by somebody they know will be prepared to carry it out. The author has given various cases as examples of such practices and believes that consumer abuse is something that the marketplace is not taking care of on its own. Morrison has also stated the points that could be learned about consumer litigation based on the cases he has cited. Among those points are the following: In his point of view, lawsuits are often necessary to bring about change. Companies, especially big ones, usually buy the small claims off which is a problem to be aware of. Lawyers are essential to have a credible threat of having to do something about a problem and to affect change. Litigation often imposes significant costs and sometimes, in lawsuits, the only party that wins is the lawyer who gets paid under any circumstance. Anyhow, lawsuits, even if they turn out to be unsuccessful, generate publicity, interest, and information that can help bring about change from public pressure or result in legislative or regulatory activity.

Roger Swagler (1994), in his article titled "Evolution and Applications of the Term Consumerism: Theme and Variations" points out to the negative usage of the term 'consumerism' that is becoming more common among social critics. He explains the recent surfacing of a new meaning for consumerism where the "-ism" is perceived to be "the state or condition resulting from an excess of something specified" (p.354) and argues that in this sense, "consumer is to consumerism what alcohol is to alcoholism" (p.354). As the term consumerism has begun to be used in the sense of "excess materialism" which, in his point of view, may be harmful for the concept of this movement (according to him, there are increasing possibilities for misunderstanding and negative responses to the term consumerism from the public), he proposes that it will be better to use the term 'the consumerist movement', which means the same thing as 'consumerism', so as not to cause any misleading interpretations.

An article that questions the morality of various consumer demands imposed on the business world is written by Tom Sorell (1994) and is titled "The Customer is Not Always Right". In Sorell's point of view, consumers can make "immoral or morally suspect demands of individual businesses, especially small ones ... (and) ... even when they do not, the costs to firms of consumer protection can sometimes drive them to ruin" (p.913). He leads the readers think about some instances when consumers are overdeferred to for the sake of more business or overprotected at the expense of business. According to him, in some occasions, it may be morally expensive to give the customer what he wants (such as the case in hard pornography). Another controversial moral argument he gives against satisfaction of demand is the case of cigarettes. There may also be cases where there are commercial reasons for accommodating the customer but moral reasons for not doing so or for not having to accommodate the customer. (It may be possible, for example, for the customer in a restaurant to get what he pays and still not be pleased). There may also be cases in which there are moral reasons for accommodating the customer but stronger commercial reasons for not doing so. (Such as overbooking of seats in a flight to

compensate for no-shows). In concluding his article, Sorell points out to some indications when the customer is not right and when "deference to the customer or customer satisfaction is not called for"(p.917): 1. If deference to the customer is likely to cause business failure or significant loss of profitability while preventing at most minor harm to the customer; 2. If customer satisfaction depends on waiving the reasonable standards of a commercial association, profession, art, or craft; 3. If consumer satisfaction depends on ignoring customer negligence or injustice.

3.4.2. PUBLICATIONS ON SOME SPECIFIC TOPICS

Within this period, the case of developing countries has begun to attract more attention and many studies concerning the situation with respect to the consumerism / consumer protection subjects in developing countries have been conducted. These studies were either specific of a certain developing country or were comparative, reflecting the situation in various developing countries:

"Consumers' Attitudes Towards Marketing Practices, Consumerism, and Government Regulations : Cross-national Perspectives" is an article by P. Rajan Varadarajan and P.N. Thirunarayana (1990) that focuses on the attitudes of consumers towards marketing practices, consumerism, and government regulation in an industrializing country, India. Besides this, one other objective of the study has been stated by the authors as gaining additional empirical insights into the consumerism life cycle concept. This concept which has been taken up by Kaufman and Channon (1973) and Straver (1977) points out that "different countries of the world can be positioned along the cycle according to the quantity and quality of information supplied to consumers, the extent of protective legislation, the authority of government agencies, and public funding of consumer education programmes" (p.8). As such, they have distinguished between four stages in the life cycle of consumerism: crusading, popular movement, organizational / managerial, and bureaucracy. A two-stage sampling procedure was employed in the survey, where the first stage was composed of the random selection of three residential areas, a low income, a middle income, and a high income district of Bangalore, an urban city in India. In the second stage, systematic random samples of 75 households were selected from each one of the three residential areas. Of the 225 selected households, a total of 211 questionnaires were returned. A slightly modified version of the questionnaire originally developed by Barksdale and Darden (1972), consisting of 44-Likert type attitudinal statements, was employed as the survey instrument. Some of the findings may be stated as follows: There was a high level of consumer scepticism regarding the operational philosophy of businesses. On the other hand, the respondents also believed in the efficiency of the free market system. Most of the respondents felt that manufacturers made an effort to design products to fit the needs of consumers. However, the survey revealed a high level of disaffection with the progress made to that date with respect to improving product quality. A majority of the consumers viewed advertising with considerable scepticism. Again, most of the respondents felt that the exploitation of consumers by business firms deserved more attention than it received, and the procedures followed by most manufacturers in handling complaints and settling grievances of consumers were not satisfactory. As for the additional empirical evidence with regards to consumerism life cycle, the mean responses for the 44 Likert-type statements for the Indian sample lended only limited empirical support for this concept. Results of this study have also been compared with the results of a

previous study conducted by Barksdale et. al. (1982) consisting of a comparison of results received from six countries in their different stages of their life cycle (Israel, England, Australia, United States, Canada, and Norway). "Although ... (there were) cross-national differences in the pattern of consumers' responses to certain issues, similarities in consumers' opinions (were) also evident in respect of certain other issues. The consistently negative attitudes towards advertising held by consumers across nations (was) a case in point. Also indicative of cross-national similarities (were) the patterns of consumers' responses to statements pertaining to the operating philosophy of manufacturers and the positive effect of competition on prices of products, quality of repair and maintenance service provided by manufacturers and dealers, and the extent to which concern for the environment influenced the product choices of most consumers"(p.22).

"Cross National Comparison of Consumer Attitudes Toward Consumerism in Four Developing Countries" is the title of the study conducted by William Darley and Denise Johnson (1993). The purpose of the study was to report on attitudes toward consumerism in four developing countries; namely, Singapore, India, Nigeria, and Kenya. After reviewing research conducted in developed countries and developing countries together with those related to the consumerism life cycle pattern, the authors have described the research methodology of their own study: Data were collected through a questionnaire containing Likert-type statements which were adapted from previous studies of Klein (1982), Barksdale and Darden (1972), Barksdale et. al. (1982), and Perreault, Barksdale, and Rodner (1979). The sample consisted of a total of 305 university students in each of the four countries. (57 in Singapore, 74 in Kenya, 86 in Nigeria, and 88 in India). With respect to the findings, it was seen that "regardless of the state of the marketing system, at least some degree of consumer discontent appeared in the sample. In addition, the study provide(d) at least partial support for the consumerism life cycle pattern theory that predict(ed) more negative attitudes with increasing levels of development. Results show(ed) that Singaporeans were the most skeptical of the four countries regarding greed of businesses ('business greed' factor), lack of concern for customers ('help from firms' factor), and desire for more government control and intervention in the marketplace ('government regulation' factor) to protect consumers. On the other hand, India (appeared) the least skeptical of the four countries when considering 'government regulation' and 'help from firms' factors. The Kenyans and Nigerians fell in between on these two factors. Surprisingly, Kenyans reported the strongest feelings that businesses (were) greedy. Thus, using the country's ranking based on media expenditures and literacy, the results supported the consumerism life cycle pattern theory for 'government regulation' and 'help from firms' factors but not for the 'business greed' factor"(p.49). The authors have concluded their article by pinpointing to various results obtained from the study: The differences and similarities existing among the four countries were quite interesting to trigger further studies; while consumerism was predominantly a "Western phenomenon" (p.50), due to technological advances, the consumer movement has begun to take on worldwide dimensions; consumerism keeps on increasing in scope and importance; as a result of change in the consumerism movement, businesses will feel increasing pressure to change their behaviors and to consider consumer and government concerns.

In "Executives' Attitudes Toward Consumerism and Marketing: An Exploration of Theoretical and Empirical Linkages in an Industrializing Country",

P.Rajan Varadarajan, Sundar G. Bharadwaj, and P.N. Thirunarayana (1994) examine the similarities and differences in the attitudes of marketing and nonmarketing executives towards marketing practices, consumerism, and government regulation in India. The authors first develop the below given hypotheses building on research in consumerism, organization theory, regulation, strategy, and marketing: "H1: Marketing executives' attitudes towards prevailing marketing practices in a national marketing system will be more favorable than those of non-marketing executives". (p.86). "H2a: Marketing executives will be more favorably predisposed towards consumerism issues than non-marketing executives" (p.87). "H2b: Marketing executives will be less favorably predisposed towards consumerism issues than non-marketing executives"(p.87). "H3: Marketing executives will be less favorably predisposed towards greater government regulation of marketing practices than non-marketing executives"(p.88). Then they describe their survey instrument and sample together with the results of tests of reliability and validity of the survey instrument used: Again, the questionnaire originally developed by Barksdale and Darden (1972) was taken as a base and was used upon a slight modification. This questionnaire consisted of 44 Likert-type statements pertaining to attitudes toward philosophy of business, product quality, advertising, other marketing activities, consumer responsibilities, consumerism, government regulations, and prices and price control. A sample of 220 executives were appealed to in India among which 199 returned the questionnaires; 44 were marketing managers, 155 were non-marketing managers. In the third part of the article they describe the techniques used to analyze the data and report the results of the analysis. Cluster analysis, MANOVA, and Discriminant analysis were used to test the hypotheses. The first hypothesis was supported in case of Cluster analysis and partially supported in case of the other analyses. The first part of the second hypothesis was not supported in any of the analyses, whereas the second part was not supported in case of only MANOVA. The third hypothesis was partially supported in all of the analyses. The results revealed a high level of skepticism regarding the operating philosophy of business, discontent with marketing practices, and support for consumerism movement among executives in both groups. The authors also present a discussion of the results and the managerial and public policy implications of the study, as well as an outline of directions for future research.

It can easily be seen that more Turkish sources have begun to appear related to the subjects of consumerism and consumer protection within this decade and will surely continue to increase in number in the coming years due to the recent emphasis given to these subjects in Türkiye and their gaining in importance each passing day. Among them are the following:

"Consumer Education and Information in a Developing Country: The Case of Türkiye" is an article by Eser Borak (1992) which aims at providing a framework for setting up a consumer education and information system in Türkiye. To this end, the historical evolution of consumer protection in Türkiye is discussed in the first part of the study together with the factors underlying the present state of consumerism and consumer protection issues in Türkiye. The economic, social, and political environments facing Turkish consumers in the 1990's are stated in this part, all being factors that affect consumerism and consumer protection issues in a country. In the second part, formal (primary, secondary school or college / university level) and non-formal education of consumers as well as the education of businessmen, manufacturers, distributors, and sales personnel is discussed. Besides, some

suggestions are made by giving examples from the developed countries of the West. In the next part, Borak gives a framework for setting up a consumer information system in Türkiye, including topics such as information needs and/or desires of consumers, optimal quantity and quality of information, level, form, content, methods, and media for consumer information programs within a cost-benefit analysis perspective. In the last part, implications of the study for the state, policy makers, consumers, business, and future research are stated by the author. The following can be mentioned among the implications: -Government should increase the availability of better and more useful information to individuals of all economic levels, concerning their rights. -It should make sure that legislation regarding labeling of ingredients, fabric content, grade labeling, and unit-pricing is enacted properly. -It has to test the goods on the market with respect to their weights and measures and prevent certain products from coming to the market. -It should promote both formal and non-formal consumer education. -It may encourage consumer related programs through state-owned media. -It should provide information on macro consumer protection issues. -It should support research on consumer issues and policies. -Formation of consumer advisory centers, complaint bureaus, and development of computerized data banks on consumer issues is also advised. -Consumers should be responsible enough to protect their rights. -Effective use and allocation of resources in the society may be exercised if savings increase in the family, which mostly depend on the behavior of housewives. -Business may work cooperatively with consumer, government, and academic groups in providing accurate and useful information to consumers, sponsoring workshops and seminars, cosponsoring the development and distribution of consumer education materials; developing in-house training programs for training consumer educators. - Industry trade associations should develop and enforce industry codes of ethics.

Tüketicinin Korunması Meselesine Gelişimci Bir Yaklaşım (A

Developmental Approach to the Issue of Consumer Protection) is a book written by Murat Ferman (1993) consisting of six main parts. The first part is on "being a consumer", whereby the author focuses on the common identification of the contemporary consumer and realities in the protection of consumers. In the second part of the book, Ferman reviews the eight basic consumer rights (stated as the right to achievement of basic needs, the right to safety, the right to be informed, the right to choose, the right to be heard, the right to be compensated, the right to be educated, and the right to have a healthy environment) together with the United Nations Manifestation of Consumer Protection. Included in the principles of this manifestation are considerations related to physical security of consumers, protection and development of the economic well-being of consumers, standards for the security and quality of consumer products and services; distribution facilities of basic consumption goods and services; rules to enable compensation of consumers; education and information programs, and rules related to specific concerns (such as food, water, and pharmaceuticals). The third part is titled "Developmental Approaches to Consumer Protection" and consists of an overview of the concept and applications of marketing over the years, the identification of the four stages in the development of consumer consciousness and consumerist movement (as being the crystallization phase, the organization phase, the institutionalization phase, and the conceptualization phase), together with a description and importance of the macro-economic structure and frame in the development of a concern over consumer protection in a country. The fourth part is on the applications of consumer protection in the European Union. Here, common policies adopted by the member countries have been reviewed together with

the prevailing situations in Belgium, Denmark, Germany, Greece, Spain, France, Ireland, Italy, Luxembourg, Portugal, the Netherlands, and the United Kingdom. Included in this part is a section on the developmental life cycle curve in the process of consumer protection and the relative situations of various countries on that curve. In the fifth part, some evaluations are made with respect to the protection of consumers in our country. Historical developments of consumer protection have been given in this part as well as the various institutions involved in consumer protection issues. The last part is on possible solutions and recommendations related to this subject. Ferman concludes his book by pointing out to the fact that the consumer protection movement is a whole composed of various complex dynamics -with socio-economic, legal, and ethical aspects- that has to be considered on a multi-dimensional basis. Hence, according to the author, it would be a rather easy solution to limit the area of consumer protection to consumer complaints, which is a very important and popular subject in Türkiye for the time being, but at the same time inadequate in revealing the macro issues pertaining to consumer protection. In his point of view, being at the very initial stages of consumer protection in our country, we need to be careful in taking steps to prepare ourselves to this important reality, making use of prior experiences of other countries, as well.

Another study conducted in Türkiye in the first half of the decade of 1990 is by Özcan Kılıç (1993) and it is titled "Tüketiminin Tatmini ve Şikayet Davranışı: Dayanıklı Tüketim Mamüllerinde Tüketicinin Şikayet Davranışının Araştırılması" (Consumer Satisfaction and Complaining Behavior: Investigation of Consumer Complaining Behavior In Case of Consumer Durables). In the first part of the article Kılıç briefly explains the concepts of consumer satisfaction and complaining behavior and then in the second part, he describes the Consumer Complaining Behavior Model which has been developed so as to be used in specifying the conditions leading to complaining behavior. Based on this model, he gives the findings of the field study that has been conducted on the subject in case of consumer durables. According to the author, consumer complaining behavior is due to factors such as the satisfaction level of the consumer, characteristics of the distribution channel, characteristics of consumers, and situational factors. The study has been conducted by administering face-to-face questionnaires to 750 consumers in İstanbul who purchased and/or who still used white durable products (deep freezers, full automatic washing machines, water heating devices,...). The dependent variable was the consumer complaining behavior, while the independent variables were the other variables affecting the consumer complaining behavior. The following can be cited among the findings of the study: Almost 70% of the respondents were satisfied with the durable (white) goods they purchased within the last two years. Factors affecting the level of satisfaction were found to be consumer expectations regarding the usage of the product in an appropriate manner, factors related to characteristics of the sales point, factors related to after-sale services, factors related to sales conditions, and factors related to the product, in order of importance. 45% of the dissatisfied consumers were found to be passive complainers; most of this group was involved in negative-word-of-mouth activity; the rest stated that they would not purchase the same brand again or that they would search for alternative options for such a product in question. Those dissatisfied respondents who would be active in their complaints expected the product to be changed or corrected, the institutions related with consumer rights to be more effective, the producer/seller to be more considerate, and to get their money back and to be compensated. 40% of the dissatisfied consumers who were passive complainers

either did not believe in the use of complaining or did not know whom they were to complain to.

Tüketici ve Tüketicinin Korunması by Perran Akan (1995) is a book composed of various articles of the author on the following subjects: 1. Environmental Pollution and the Protection of Consumers; 2. Unit Pricing: A Necessary Application for the Protection of Consumers; 3. Social Responsibility of Advertisers; 4. Food and Nutrition Labeling Regulations in the USA; 5. The Role of Marketing in the Process of Economic Development and Social Change in Turkey; 6. Sales Taxation and the Consumer; and 7. Impacts of Structural Adjustments in Turkey Since 1980 on the Turkish Consumer. In "Environmental Pollution and the Protection of Consumers" (1993), the author summarizes the emergence and growth of the topic of consumer protection in the USA and the European Union together with the prevailing situation in Türkiye based on environmental concerns. "Unit Pricing: A Necessary Application for the Protection of Consumers" (1994) is on the unit pricing applications and potential outcomes of such applications as well as their possible influences on consumers. Also included in the article is a section on the obstacles in the application of unit pricing. "Social Responsibility of Advertising" (1994) points out to the need for inspection in advertisements and reflects the arguments held against advertising along with principles of honest advertising. The article also consists of recommendations for development of the concept of socially responsible advertising in Türkiye. In "Food and Nutrition Labeling Regulations in the USA" (1980), Food Labeling Laws and Regulations in the USA are given in an historical perspective and implications of these regulations for the consumer are stated. Contained in "The Role of Marketing in the Process of Economic Development and Social Change in Turkey" (1987) are parts on the definitions of marketing and of economic development and social change, as well as the detailed explanation of the role of marketing in economic development and social change in Türkiye over the last three to four decades. In "Sales Taxation and the Consumer" (1986), types of sales taxation and arguments for and against sales taxes are analyzed, in the first two parts of the article. A third part is on the sales tax incidence. Sales taxes and the interregional trade make up the fourth part followed by the conclusion on sales taxation and its impact on consumers. In "The Impacts of Structural Adjustments in Turkey Since 1980 on the Turkish Consumer" (1987), the last article of the book, Akan has described the structural changes that have been brought about as a result of the measures taken by the Turkish government in 1980. She has cited the main objectives of the measures, described the measures taken to bring about the structural changes and the impacts of the adjustments together with integration of Türkiye with the rest of the world. The last part of her article is mainly on the ultimate effects of the structural adjustments on the consumer.

Another study conducted by Eser Borak (1995) in the first half of this decade is titled "Development of Consumer Consciousness in Türkiye - Policy of Consumer Protection Through Reformation". In the first part of the article, evolution of consumer protection in Türkiye has been analyzed with respect to the Era of the Ottoman Empire and the Era of the Turkish Republic, including the most recent developments, while in the second part, comparative results of two field studies, conducted in 1983 and 1990, respectively, have been discussed so as to reveal similarities and differences in the perception of consumers of their problems and the actions taken in case dissatisfaction arose as a result of the purchase of various products and services. Implications of the study for business, the consumer, public

policy makers, and further research have also been included in the study. The aim of the field studies has been given as exploring the changing patterns in consumer protection policy issues across the seven-year period, with a qualitative focus. Data was collected by conducting personal interviews with 466 respondents in 1983 and 411 respondents in 1990. A random proportionate stratified sample of women living in İstanbul was used in both of the studies. Among the findings of the studies were the following: In case of the types of attributes/criteria considered important in the purchase of food related products, "freshness" was the first or second choice criterion in both studies, followed by "cleanliness of product". In purchasing household cleaners and personal toiletries and consumer durables, it was seen that brand awareness and use of brand evaluations in purchase decisions had gained more importance over the years. For readywear and outwear accessories, whereas "quality" was the most evaluative criterion in the 1983 study, "price", "brand", and "durability" were ranked as the number one criterion in the 1990 study. Results differed for the two studies in case of utilities and innercity transportation, as well. In 1983, "cleanliness", "availability", and "price" were the most important criteria while in 1990, "fast service" was also included in this classification. Findings on the sources of information utilized by consumers in purchasing products revealed that in both studies the most frequently used information source was "personal experience". "Personal sources of information" was also used quite frequently in both 1983 and 1990. Again in both of the studies "advertising" was used mostly as a source of information for purchases of household cleaners and personal toiletries and consumer durables. In the 1983 study, the highest rates of dissatisfaction were with utilities like water and electricity followed by innercity transportation. In the 1990 study, the highest rate of dissatisfaction was reported for consumer durables while utilities were still an important source of dissatisfaction. It was also seen that percentage of respondents taking action in case of complaints/dissatisfaction increased considerably over the years from 27.5% to 42.7% and nearly 66% of the respondents reported a satisfactory resolution in 1990 whereas this percentage was only 3% in 1983. Most common cited reasons for not taking any action was the belief that "nothing would change even if any action were taken" in both of the studies followed by "not worth the time and effort" in 1983 and "lack of knowledge about where to appeal to" in 1990. In the 1983 study, the state and municipal administration together with legal institutions were believed to be institutions that should be involved in consumer protection activities while in the 1990 study, the Turkish Standards Institute was the first followed by municipal administration and legal institutions. It was revealed that there was a growing consciousness of consumers about their legal rights, over the years. Consumers attributed somewhat less importance to information handling institutions and more to complaint handling institutions in the 1990 study when compared with the 1983 study. One last finding was related to complaint resolution and it was revealed that across all problem cases, the most frequently taken action in 1983 was "warning family and friends" while in 1990 it was "complaining to the related/responsible institutions". It was also seen that consumers attempted to resolve their complaints at the place of purchase in both of the studies.

IV. EMPIRICAL STUDY ON CONSUMER PROTECTION IN TÜRKİYE

4.1. RESEARCH DESIGN AND METHODOLOGY

Research design and methodology of the study will be presented in this section, composed of the research purpose, research design for each of the samples studied, data collection procedure and instrument, variables used in the study, the sampling design, and analysis of data.

4.1.1. RESEARCH PURPOSE

The main purpose of this study is to have an insight into the subject of consumer protection in Türkiye, which is likely to gain more and more importance, especially in the 2000's, from the different perspectives of consumers, the business world, and related institutions (state / semi-state / private / consumer) and also to find out about the expectations, opportunities, and the limitations to be confronted with in dealing with consumer protection issues in the years to come.

In achieving this end, it will be aimed at :

1. revealing attitudes of consumers, the business world, and related institutions, in general, toward marketing practices, government regulation and control, consumerism, customer orientation, and consumer responsibilities in Türkiye;
2. identifying opinions about underlying causes of consumerism's growth and development;
3. having an idea about the importance given to consumer rights from the point of view of consumers, manufacturers, and the related institutions and also an idea about the level of importance respondents believe is being given to these rights in Türkiye;
4. understanding the level of awareness of consumers, the business world, and related institutions with respect to the coverage of the subject of consumer protection and also the level of importance they give to this subject;
5. finding out opinions about ways to improve the prevailing situation of consumers and about constructive programs in responding to consumerist pressures;
6. getting to know the expectations about 'consumers in the future' and the pace of progress on consumer issues in Türkiye on various aspects; and
7. figuring out the various parties respondents believe companies have social responsibility to.

4.1.2. RESEARCH DESIGN

The research is both descriptive and exploratory in nature. Descriptive, as it is a cross-sectional study attempting to describe the prevailing situation with respect to consumer protection and consumerism - related issues in Türkiye. Exploratory, as its major emphasis is on gaining ideas and insights into the area of consumer protection.

Besides being descriptive and exploratory, the study is also comparative since attitudes, perceptions, and opinions of different parties - namely, consumers, the business world, and the related institutions- are compared to be able to find out whether or not there are differences among them. This is a qualitative comparison as statistical analysis between the different parties is not possible due to the varying sample sizes. (There is a total of 385 consumers, 45 firms, and 30 respondents from related institutions).

The research is conducted at three levels: consumers, manufacturers, and related institutions. The design of these respective levels and the research questions for which answers will be sought can be stated as follows:

4.1.2.1. CONSUMERS

1. What are the attitudes of consumers toward existing
 - a) marketing practices,
 - b) government regulation and control,
 - c) consumerism,
 - d) customer orientation, and
 - e) consumer responsibilities in Türkiye?
2. What, in the consumers' opinions, are the possible underlying causes of consumerism's growth and development?
3. Which of the consumer rights are perceived by consumers as being more important? To what extent do consumers think these rights are given importance in our country ?
4. What is the level of awareness of consumers with respect to the coverage of the subject of consumer protection? What is the level of importance they give to the various aspects of the subject?
5. What do consumers think of the possible ways to improve the prevailing situation of consumers?
6. What kinds of constructive programs are offered by consumers against possible consumerist pressures?
7. What are the expectations of consumers about the state of consumers in the future with respect to various issues?
8. How do consumers evaluate the pace of progress on various consumer issues?

9. How do consumers rank the social responsibilities of business towards various groups?

10. To what extent do demographic variables have an effect on the perceptions, opinions, and expectations of consumers with respect to consumer protection, in general?

4.1.2.2. MANUFACTURERS

1. What are the attitudes of manufacturers toward existing

- a) marketing practices,
- b) government regulation and control,
- c) consumerism,
- d) customer orientation, and
- e) consumer responsibilities in Türkiye?

2. What, in the manufacturers' opinions, are the possible underlying causes of consumerism's growth and development?

3. Which of the consumer rights are perceived by manufacturers as being more important? To what extent do manufacturers think these rights are given importance in our country?

4. What is the level of awareness of manufacturers with respect to the coverage of the subject of consumer protection? What is the level of importance they give to the various aspects of the subject?

5. What do manufacturers think of the possible ways to improve the prevailing situation of consumers?

6. What kind of programs do manufacturers consider as being most constructive in responding to consumerist pressures?

7. What are the expectations of manufacturers about the state of consumers in the future with respect to various issues?

8. How do manufacturers evaluate the pace of progress on various consumer issues?

9. How do manufacturers rank the social responsibilities of business towards various groups?

10. To what extent do demographic variables have an effect on the perceptions, opinions, and expectations of manufacturers with respect to consumer protection, in general?

4.1.2.3. RELATED INSTITUTIONS

1. What are the attitudes of (respondents in) related institutions (state, semi-state, private, consumer organizations) toward existing
 - a) marketing practices,
 - b) government regulation and control,
 - c) consumerism,
 - d) customer orientation, and
 - e) consumer responsibilities in Türkiye?
2. What, in the related institutions' opinions, are the possible underlying causes of consumerism's growth and development?
3. Which of the consumer rights are perceived by related institutions as being more important? To what extent do they think these rights are being given importance in our country?
4. What is the level of awareness of the related institutions with respect to the coverage of the subject of consumer protection and what is the level of importance they give to the various aspects of the subject?
5. What do the related institutions think of the possible ways to improve the prevailing situation of consumers?
6. What kinds of constructive programs are offered by related institutions against possible consumerist pressures?
7. What are the expectations of related institutions about the state of consumers in the future with respect to various issues?
8. How do the related institutions evaluate the pace of progress on various consumer issues?
9. How do the related institutions rank the social responsibilities of business towards various groups?
10. To what extent do demographic variables have an effect on the perceptions, opinions, and expectations of respondents in related institutions with respect to consumer protection, in general?

4.1.3. DATA COLLECTION PROCEDURE AND INSTRUMENT

4.1.3.1. DATA COLLECTION METHOD

Data was collected through a self-administered, structured and undisguised questionnaire (given in Appendix I) distributed among consumers, executives in various companies, and respondents in related institutions. The questionnaires were highly structured in that the questions to be asked and the responses permitted the subjects were completely predetermined and they were undisguised in that the purpose

of the research was made obvious for the respondents by the questions posed. (Churchill, 1991) Questions were developed upon a thorough analysis of relevant literature and they were presented in a very standardized form, with exactly the same wording, and in exactly the same order, to all respondents so as to ensure that all of them were replying to the same questions. Furthermore, to be able to make comparisons between the three groups of respondents, all three types of questionnaires were composed of the same questions except for questions relating to demographic characteristics.

4.1.3.2. DATA COLLECTION INSTRUMENT

A pilot study was carried out among 25 consumers with the purpose of getting to know if the questions were readily understood and necessary changes were made in the wording of some questions before distributing the questionnaires for the actual study.

As has been mentioned above, questionnaires for all of the three groups of respondents were composed of the same questions except for those relating to demographic characteristics.

There were ten main parts in each questionnaire:

The first part was composed of statements regarding attitudes of respondents toward marketing, government regulation and control, customer orientation, consumer responsibilities, and consumerism. The operationalization of these variables was accomplished by making use of the Barksdale and Darden (1972) study.

Statements relating to *marketing* (consisting of aspects such as product quality, advertising, and pricing) may be cited as follows:

- In general, manufacturers make an effort to design products to fit the needs of consumers.
- Manufacturers often withhold important product improvements from the market in order to protect their own interests.
- Over the past several years the quality of most products has not improved.
- The wide variety of competing products makes intelligent buying decisions more difficult.
- For most types of products, the differences among competing brands are insignificant and unimportant.
- Manufacturers intentionally design products that will wear out as quickly as possible.
- Manufacturers' advertisements are reliable sources of information about the quality and performance of products.
- Generally, advertised products are more dependable than unadvertised ones.
- Manufacturers' advertisements usually present a true picture of the products advertised.
- Most product advertising is believable.

- Promotional activities manufacturers sponsor to encourage people to buy their products are dishonest most of the time.
- The most important problem facing consumers today is the high prices of consumer goods.
- High prices of consumer goods are caused primarily by wholesalers and retailers making excessive profits.
- Considering wage rates and income levels today, most consumer products are priced fairly.
- Refusal of consumers to buy expensive products is the most effective way of keeping prices of consumer goods at reasonable levels.
- Government price control is the most effective way of keeping the prices of consumer products at reasonable levels.
- Competition ensures that consumers pay fair prices for products.
- Generally speaking, products required by an average family are easily available at convenient places.
- In general, the quality of repair and maintenance service provided by manufacturers and dealers is getting better.
- Generally, product guarantees are backed up by manufacturers who make them.

Statements relating to *government regulation and control* may be cited as follows:

- The government should test competing brands of products and make results of these tests available to consumers.
- The government should set minimum standards of quality for all products sold to consumers.
- The government should exercise more responsibility for regulating the advertising, sales, and marketing activities of manufacturers.
- A Central Department of Consumer Protection at the national level is not needed to protect and promote the interests of consumers.
- In general, self-regulation by business itself is preferable to stricter control of business by the government.

Statements relating to *customer orientation* may be cited as follows:

- Most manufacturers operate on the philosophy that the consumer is always right.
- Most manufacturers operate on the philosophy "Let the buyer beware".
- Most of the time, manufacturers do not disown their responsibility to the consumer.
- Most manufacturers are more interested in making profits than in serving consumers.

Statements relating to *consumer responsibilities* may be cited as follows:

- Problems of consumers are more serious now than in the past.
- Information needed to be a well-informed consumer is readily available to most people.
- The average consumer is willing to pay higher prices for products that will cause less environmental pollution.
- Problems of the consumer are relatively unimportant when compared with other questions and issues faced by the average family.

- Many mistakes that consumers make in buying products are the result of their own carelessness or ignorance.
- Consumers never try to take advantage of manufacturers and dealers intentionally.
- For most types of products, consumers do not find it worthwhile to shop around to find the best buys.
- Concern for the environment does not influence the product choices made by most consumers.

Statements relating to *consumerism* may be stated as follows:

- Manufacturers seem to be more sensitive to consumer complaints now than they were in the past.
- When consumers have problems with products they have purchased, it is usually easy to get them corrected.
- Most business firms make a sincere effort to adjust to consumer complaints fairly.
- From the consumer's viewpoint, the procedures followed by most manufacturers in handling complaints and settling grievances of consumers are not satisfactory.

Five point Likert scale was used in the original study (strongly agree / agree / uncertain / disagree / strongly disagree) by Barksdale and Darden (1972). This study has served as a basis for several later studies in that slightly modified versions of the questionnaire originally developed by the authors were used by various researchers in many instances. Among these studies, the following may be cited:

"Consumer Attitudes Toward Marketing in England, and the United States" by W.A. French, H.C. Barksdale and W.D. Perreault, Jr. (1982)

"Consumerism in New Zealand" by Tansu Barker (1987)

"Consumers' Attitudes Towards Marketing Practices, Consumerism, and Government Regulations: Cross-national Perspectives" by Rajan Varadarajan and P.N. Thirunarayana (1990)

"Executives' Attitudes Toward Consumerism and Marketing : An Exploration of Theoretical and Empirical Linkages in an Industrializing Country" by Rajan Varadarajan, Sundar Bharadwaj, P.N. Thirunarayana (1994).

The second part of the questionnaires was on opinions about underlying causes of consumerism's growth and development. The variables were selected from the Gaedeke (1970) and Greyser and Diamond (1974) studies and include the following :

- Greater public concern for social problems (Gaedeke)
- Deterioration in product quality (Greyser and Diamond)
- Increased consumer expectations for product quality (Greyser and Diamond)
- A feeling that business should assume greater social responsibilities (Greyser and Diamond)
- A sense of frustration on the part of shoppers (Gaedeke)
- A sudden awareness that many problems, particularly a lack of product safety, actually exist (Gaedeke)
- Defective products (Greyser and Diamond)

- Defective repair work (Greyser and Diamond)
- Misleading advertising (Greyser and Diamond)
- Deceptive packaging and labelling (Greyser and Diamond)
- Inadequate guarantees (Greyser and Diamond)
- The advance of science and technology which has resulted in highly sophisticated products (Gaedeke)
- A recognition that voluntary business efforts do not work (Gaedeke)
- Price increases in essential food items (Gaedeke)
- The mechanical and impersonal nature of the marketplace (Greyser and Diamond)
- Better educated consumers demanding more information (Greyser and Diamond)
- The political appeal of consumer protection legislation (Gaedeke)
- A widening consumer information gap (Gaedeke)
- More opportunities for consumer deception than ever before (Gaedeke)
- Deterioration of business ethics (Gaedeke)
- Lack of consumer protection at the state level (Gaedeke)
- Lack of public awareness of the legislation which already exists (Gaedeke)
- Failure of business to meet new and increasing needs of modern society (Gaedeke)
- An awareness by many individuals that they have rights and responsibilities as consumers (Gaedeke)
- Lack of governmental enforcement of current consumer protection laws (Gaedeke)

In both of the cited studies, Likert type scales were made use of. In the Gaedeke study (1970) respondents were asked to state whether they strongly agreed / agreed / were undecided / disagreed / strongly disagreed with each of the listed possible underlying causes of consumerism while in the Greyser and Diamond study (1974) they were asked to rate the importance of each cause based on a five point scale, ranging from "very important"(5) to "very unimportant" (1). In the Gaedeke study, respondents were composed of business spokesmen, consumer spokesmen, and government spokesmen whereas in the Greyser and Diamond study, respondents were executives working in different industries.

The third part was composed of two sections:

- a) Importance they gave to the various consumer rights was asked of the respondents in the first section and
- b) in the second section, the level of importance they believed was being given to these rights in Türkiye, for the time being, was asked.

The question was developed by the researcher while the cited consumer rights were taken from Borak.(1996)

The fourth part was also composed of two sections and was developed by the researcher with the purpose of having an idea about

- a) the level of awareness of respondents with respect to the coverage of the subject of consumer protection and
- b) the level of importance they gave to the various aspects of the subject.

Here, both micro and macro dimensions of consumerism were listed; each of the listed dimensions was in fact a part of the broad subject of consumer protection. However, respondents were not informed of this situation and they were asked to pick up those dimensions they thought would be covered under the subject of consumer protection. Hence, the level of their awareness with respect to the coverage of the subject was revealed. The listed micro dimensions were:

- Consumer dissatisfaction and complaining behavior
- Activities of consumer organizations
- Unit-pricing applications

The listed macro dimensions were:

- Ethical values (environmental pollution, deceiving advertisements...)
- Social problems (waste of resources of the country...)
- Technological developments
- Consumer responsibilities
- Government control and legislation

The fifth part which was taken from the Gaedeke study (1970) was on opinions of respondents about six possible ways to improve the prevailing situation of consumers. Here, respondents were asked to rank order their alternatives from one to six:

- More cooperation among government, business and consumers
- New 'consumer relations' thinking
- More voluntary business efforts
- Additional legislation
- Stricter enforcement of present laws
- Broad consumer education program

In the original study, respondents were asked whether they agreed / were uncertain / disagreed with each of the above listed improvement possibilities.

Opinions about constructive programs in responding to consumerist pressures were asked for in the sixth part and variables were taken from the Greyser and Diamond (1974) study. Here, the first five programs they considered most constructive were asked of the respondents:

- Upgrading product quality and performance standards
- Establishing industry product standards
- Increasing research commitments to better identify consumer wants and needs
- Modifying products for greater safety, ease of use, and repair
- Making post-sale follow-up calls on consumers
- Supporting industry self-regulation efforts
- Making advertisements more informative
- Developing owners' manuals on product use, care, and safety
- Creating new organizational positions to deal with consumer affairs
- Providing more informative product labelling

In the original study, sixteen such programs were listed and respondents were asked to check the three programs they considered most constructive in responding to consumerist pressures.

In the seventh part, which was also adapted from the Greyser and Diamond (1974) study, expectations of respondents about consumers in the future (ten years later) were asked by making the respondents state to what degree they agreed with the idea when the missing part in the following incomplete sentence was filled in with each of the below stated phrases: Ten years from now, consumers will be -----.

- more critical of business.
- more cynical about what marketers say and do.
- more quality conscious.
- more price conscious.
- more willing to spend time comparison shopping.
- more informed about purchasing products.
- more satisfied with the products they purchase.
- more educated and in a position to protect themselves.

Respondents in the original study were asked to rate each phrase on a seven-point scale, ranging from 1 = "more (critical)" to 7 = "less (critical)."

One last part that was selected from the Greyser and Diamond (1974) study was on expectations of respondents about pace of progress on various consumer issues. Here, the respondents were asked whether or not they believed:

- the quality of most products,
 - the quality of manufacturers' repair and maintenance services,
 - truthfulness in advertising,
 - manufacturers' sensitivity to consumer complaints, and
 - the consumer's lot
- i) were better today than ten years ago,
 - ii) would be better ten years from now than today, and/or
 - iii) could be better ideally than today.

In the original study, respondents were asked to reveal their expectations about the pace of progress on the above mentioned issues over the years.

The last common part to all of the questionnaires was pertaining to the various groups to whom a company was thought to be socially responsible by the respondents. The variables were taken from the Brenner and Molander study (1977):

- Customers (Consumers)
- Stockholders
- Employees
- Local community where company operates
- Society, at large
- Suppliers
- Government

In the original study, the ranking was calculated on a scale of 1 (most responsibility) to 7 (least responsibility).

The demographic characteristics sought for in case of consumers were: gender, age, socio-economic status, education, marital status, occupation, district of the city where he/she lived.

In case of the business world, the following demographic characteristics were asked: gender, age, education, position in the company, scale of the company (large-medium-small), effect of consumer protection movement on the company, importance of marketing for the company, the sector of the company (public / private), and the field in which the company operated.

Finally, for respondents in the related institutions, the following were asked: gender, age, education, institution they were working for, and their position in that institution.

4.1.3.3. VARIABLES USED IN THE STUDY

The variables used in the questionnaires were mainly adopted from the literature reviewed. Below is a table reflecting the variables used in the study together with the sources they were taken from.

Table 4.1.1. Variables Used in the Study

<u>Question Number</u>	<u>Variable</u>	<u>Source</u>
		-Barksdale, Darden (1972)
I	Attitudes toward marketing, government regulation and control, consumerism, customer orientation, consumer responsibilities	-French, Barksdale, Perreault (1982)
		-Varadarajan, Bharadwaj, Thirunarayana (1994)
II	Opinions about underlying causes of consumerism's growth and development	- Gaedeke (1970) - Greyser & Diamond (1974)
III	Importance given to consumer rights a) by the respondents b) in Türkiye (in view of the respondents)	- Developed by the researcher
IV a)	Level of awareness with respect to the coverage of the subject of consumer protection	- Developed by the researcher
IV b)	Level of importance given to the various aspects of the subject	- Developed by the researcher
V	Opinions about possible ways to improve the prevailing situation of consumers	- Gaedeke (1970)

<u>Question Number</u>	<u>Variable</u>	<u>Source</u>
VI	Opinions about constructive programs - Greyser & Diamond in responding to consumerist pressures (1974)	
VII	Expectations about consumers in the future	- Greyser & Diamond (1974)
VIII	Expectations about pace of progress on consumer issues	- Greyser & Diamond (1974)
IX	Social responsibility ranking	- Brenner & Molander (1977)
X	Demographic characteristics	

4.1.4. THE SAMPLING DESIGN

As has been stated earlier, three different samples were studied for purposes of the study. These were the consumer sample, the manufacturer sample, and the related institution sample.

4.1.4.1. DEFINITION OF THE POPULATION

4.1.4.1.1. CONSUMERS

The main element in case of consumers was the society, at large; the unit was the consumer and the extent could be defined as individuals who were not younger than 15 years of age. The questionnaires were distributed to consumers living in the city of İstanbul at the time of administering the questionnaire and being a cross-sectional study, this procedure was completed during the four months of December 1996 - March 1997.

4.1.4.1.2. THE BUSINESS WORLD

The main element in this instance was the business world, executives in the individual manufacturing companies being the unit. List of the 500 major Turkish companies ranked by the İstanbul Chamber of Industry for the year of 1995 formed the extent. İstanbul was chosen to be the city in which to conduct the study. A total of 213 companies out of the 500 (actually names of 480 companies were given in the list as some companies prefer not to reveal their names) were located in İstanbul and private sector companies (both local ownership and foreign capital ownership) were chosen among them. Distribution and gathering procedures of the questionnaires were completed during the four months of December 1996 - March 1997.

4.1.4.1.3. RELATED INSTITUTIONS

The main element here was institutions related with the subject of consumer protection (both state, semi-state, private, and consumer institutions). The unit was the relevant spokesmen in the respective institutions. Again, İstanbul defined the geographic boundaries of the study and the questionnaires were completed during the four months of December 1996 - March 1997.

4.1.4.2. IDENTIFICATION OF THE SAMPLING FRAME

4.1.4.2.1. CONSUMERS

Various districts in İstanbul were chosen to be included in the study so as to represent high-income, medium-income, and low-income areas with three districts for each income group. These districts, which were chosen randomly, were the following:

- a) High-income areas :
 Boğaziçi
 Bağdat Street
 Yeşilköy / Yeşilyurt
- b) Middle-income areas :
 Beşiktaş
 Kadıköy
 Bakırköy
- c) Low-income areas :
 Zeytinburnu
 Cevizli / Kartal
 Ümraniye and Ünalıan Mahallesi

4.1.4.2.2. THE BUSINESS WORLD

The ranking of the İstanbul Chamber of Industry of the 500 major companies in Türkiye in the year of 1995 was used as the sampling frame in case of the questionnaires given to the business world. Only those companies that were located in İstanbul were contacted. Besides, the companies were selected taking into consideration the types of products they manufactured. More specifically, producers of consumer goods and of end products were chosen rather than manufacturers of industrial products, for purposes of the study.

4.1.4.2.3. RELATED INSTITUTIONS

Classification of related institutions obtained from the literature review (state institutions, semi-state / private institutions, and consumer institutions) and a list of such institutions gathered from available sources formed the sampling frame in this last instance.

4.1.4.3. SAMPLING PROCEDURE

4.1.4.3.1. CONSUMERS

Stratified sampling (probability sample) based on the district of the city the respondents lived in was used in case of the consumer sample. Simple random samples of consumers were then independently drawn from each district.

4.1.4.3.2. THE BUSINESS WORLD

Eventhough a complete and accurate list of population elements by name was available (İstanbul Chamber of Industry's ranking of the 500 major companies) to use simple random sampling, judgement sampling, a non-probability sampling, was made use of in this case due to the above mentioned consideration. (4.1.4.2.2.) The 70 companies that were chosen to be included in the study were believed to be in a position to contribute more to the purpose of the study because of their production type. Hence, they were judged to be representative of the population of interest.

4.1.4.3.3. RELATED INSTITUTIONS

Again the non-probability sampling, judgement sampling, was used in case of related institutions. The sample elements were selected based on the belief that they would be representative of the population of interest and that they would be in a position to contribute to the research purpose and offer some perspective on the research question apart from filling out the structured and undisguised questionnaire.

4.1.4.4. DETERMINATION OF THE SAMPLE SIZE AND SELECTION OF THE FINAL SAMPLE

4.1.4.4.1. CONSUMERS

Sample size for the consumer sample was determined allowing a five per cent error, at 95 per cent level of confidence. Taking the population proportion as 50 per cent, the sample size was calculated to be 384 using the formula $n = \frac{\pi(1-\pi) z^2}{E^2}$ where n = sample size; π = estimated population proportion; z = z value associated with the confidence level. Hence, $n = \frac{(0.50)(0.50)(1.96)^2}{(0.05)^2}$. The questionnaires were distributed in the above mentioned districts of İstanbul to be filled out by the respondents. In case of some of the low-income district inhabitants, assistance was needed in filling out the questionnaires for those who would not be able to reply the questions without some help.

4.1.4.4.2. THE BUSINESS WORLD

Out of a total of 213 companies located in İstanbul (as has been revealed in the list of the İstanbul Chamber of Industry), 70 were chosen which were believed to be in a position to be more receptive to the subject of consumer protection (mostly manufacturers of end products). Telephone calls were made with each of these companies to get the name of the responsible manager who would fill out the

questionnaire and the questionnaires were, in turn, either faxed, mailed, or taken to the companies, depending on their request. Several follow-up calls were made with most of the companies so as to collect the completed questionnaires. Even with the best of intentions; however, some questionnaires were lost before reaching the researcher and some were never returned back. Still a few companies refused to respond to the questionnaire. A total of 45 questionnaires were available to be analyzed by the end of March, 1997, with a response rate of 64%. The study was then conducted not waiting for later replies due to time constraint. List of companies that have responded to the questionnaires is given in Appendix IV.

4.1.4.4.3. RELATED INSTITUTIONS

A total of 39 spokesmen were reached in this last case. Questionnaires were personally given to the respondents to be collected later on. Upon various follow-up calls and visits, the total number of questionnaires that were completed by these spokesmen was 30 by the end of March, 1997; with a response rate of 77%. List of these institutions is also given in Appendix IV.

4.1.5. ANALYSIS OF DATA

The computer program SPSS-X (Statistical Package for the Social Sciences) was used in conducting the relevant tests to investigate the various relationships and differences sought among the variables included in the study. These tests were the t-test, Oneway analysis of variance, Pearson Correlation, Cross tabulation, Mann-Whitney, and Kruskal-Wallis, with the last two being used in case of the nonnormally distributed variables and nonmetric (ordinal) variables.

4.2. FINDINGS

4.2.1. FINDINGS RELATED TO FREQUENCY DISTRIBUTIONS (QUESTIONS I THROUGH IX)

Findings related to frequency distributions obtained for the consumer, manufacturer, and related institutions samples with respect to their responses to the nine questions in the questionnaire together with their demographic characteristics will be presented in this part of the study.

4.2.1.1. FINDINGS RELATED TO ATTITUDES TOWARD PRODUCT QUALITY, ADVERTISING AND PROMOTION, PRICES AND PRICE CONTROL, GOVERNMENT CONTROL AND REGULATION, CUSTOMER ORIENTATION, CONSUMER RESPONSIBILITIES, AND CONSUMERISM IN TÜRKİYE (THE FIRST QUESTION)

Findings related to the three groups of respondents (consumers, manufacturers, and respondents in related institutions) with respect to their responses to the first question that was composed of 41 Likert-type statements are given in the below tables. The 41 statements are grouped into the following categories for purposes of classification as have been categorized in previous studies: Product quality, advertising and promotion, prices and price control, government control, customer orientation, consumer responsibilities, and consumerism. (Barksdale and Darden 1972; French, Barksdale and Perreault 1982; Barker 1987; Varadarajan and Thirunarayana 1990; Varadarajan, Bharadwaj and Thirunarayana 1994).

4.2.1.1.1. ATTITUDES TOWARD PRODUCT QUALITY

With respect to attitudes toward product quality, it is mostly believed by all the three groups of respondents that manufacturers generally make an effort to design products to fit the needs of consumers. The manufacturer (M) sample seems to be more positive on this dimension (93.3% agreement) than the other two groups (78.3% agreement in case of consumers (C) and 71.4% in case of related institutions(RI))* . One other dimension on which there is consensus of opinions among the three groups is that of the improvement of the quality of most products over the years. Although the M sample is still higher in their scores (95.6%), both the C and the RI samples also believe that the quality of most products has improved over the past several years (81.4% and 75.8%, respectively). It is believed by more than half of the respondents in the M and the RI samples that the wide variety of competing products does not make intelligent buying decisions more difficult (64.5% and 58.6%) although they think differences among competing brands are significant

* Sum of percentages of 'strongly agree' and 'agree' categories were taken as one category to yield the indicated agreement percentages, while sum of percentages of 'strongly disagree' and 'disagree' categories were taken as a second category to yield the indicated disagreement percentages stated on this and all the following pages.

for most types of products (71.1% and 82.2%). For the C sample, however, even though they think that differences among competing brands are significant for most types of products (70.4%), they do not seem to share the idea that the wide variety of competing products does not make intelligent buying decisions more difficult (52.1%), even if this percentage barely exceeds 50%. For the other two statements regarding product quality, there are differences of attitudes among the M and the C and RI samples: Whereas the M sample thinks that manufacturers do not withhold important product improvements from the market in order to protect their own interests (86.4%), more than half of the C and the RI samples think the opposite (57.7% and 58.6%, respectively). Again, although most of the M sample does not share the idea that manufacturers intentionally design products that will wear out as quickly as possible (88.9%), the C sample and the RI sample think that manufacturers do design such products (71.2% and 58.6%, respectively). It is quite logical to have contradictory attitudes on these last two dimensions as the M sample would not accept the idea that they withheld important product improvements from the market to protect their own interests and that they intentionally designed products that would wear out as quickly as possible.

Table 4.2.1: Attitudes Toward Product Quality

<u>Statements</u>	<u>Sample Group *</u>	<u>Percentage of Respondents (%)</u>				<u>Sample Means</u>	<u>Std. Dev</u>
		<u>SDA**</u>	<u>DA</u>	<u>A</u>	<u>SA</u>		
-In general, manufacturers make an effort to design products to fit the needs of consumers.	C	1.8	19.8	65.5	12.8	2.89	0.62
	M	---	6.7	48.9	44.4	3.38	0.61
	RI	---	28.6	57.1	14.3	2.86	0.65
-Manufacturers often withhold important product improvements from the market in order to protect their own interests.	C	8.1	34.1	45.4	12.3	2.62	0.80
	M	20.5	65.9	11.4	2.3	1.95	0.64
	RI	3.4	37.9	41.4	17.2	2.72	0.80
-Over the past several years, the quality of most products has not improved.	C	25.9	55.5	12.8	5.8	1.98	0.79
	M	46.7	48.9	4.4	---	1.58	0.58
	RI	24.1	51.7	20.7	3.4	2.03	0.78
-The wide variety of competing products makes intelligent buying decisions more difficult.	C	11.8	36.1	36.9	15.2	2.55	0.89
	M	17.8	46.7	31.1	4.4	2.22	0.79
	RI	24.1	34.5	31.0	10.3	2.28	0.96
-For most types of products, the differences among competing brands are insignificant.	C	20.1	50.4	24.5	5.0	2.14	0.79
	M	17.8	53.3	26.7	2.2	2.13	0.73
	RI	17.9	64.3	14.3	3.6	2.04	0.69
-Manufacturers intentionally design products that will wear out as quickly as possible.	C	2.6	26.2	49.9	21.3	2.90	0.76
	M	20.0	68.9	8.9	2.2	1.93	0.62
	RI	10.3	31.0	48.3	10.3	2.59	0.82

* C=Consumers (n=385); M=Manufacturers (n=45); RI=Respondents in related institutions (n=30)

** SDA=Strongly Disagree; DA=Disagree; A=Agree; SA=Strongly Agree.

Std. Dev.= Standard Deviation

4.2.1.1.2. ATTITUDES TOWARD ADVERTISING AND PROMOTION

With respect to attitudes toward advertising and promotion, it is interesting to note that although the C and the RI samples mostly think that manufacturers' advertisements are not reliable sources of information about the quality and performance of products (C:83.2% and RI:82.7%, respectively), more than half of the M sample (51.1%) shares this idea, as well. Another aspect shared by respondents in all of the three groups with high rates of agreement is that advertised products are not considered to be more dependable than unadvertised ones (C:80.0%, M:73.3%, RI:82.7%). However, there are differences of opinions in case of two aspects with regard to advertising among the M and C and RI samples: Although more than half of the M sample (63.6%) thinks that advertisements usually present a true picture of the products advertised, 77.4% of the C and 89.7% of the RI samples think the opposite. And although 71.1% of the M sample thinks that most product advertising is believable, only 31.3% of the C sample and 27.6% of the RI sample think so. There is only one instance in which the opinions of the M and RI samples match, whereas those of the C sample are different: While more than half of the consumers agree that promotional activities sponsored by manufacturers to encourage people to buy their products are dishonest most of the time (52.8%), the M and RI samples do not agree with this statement, indicating that they find such activities honest (88.9% and 72.4%, respectively).

Table 4.2.2. Attitudes Toward Advertising and Promotion

<u>Statements</u>	<u>Sample Group</u>	<u>Percentage of Respondents (%)</u>				<u>Sample Means</u>	<u>Std. Dev</u>
		<u>SDA</u>	<u>DA</u>	<u>A</u>	<u>SA</u>		
-Manufacturers' advertisements are reliable sources of information about the quality and performance of products.	C	29.3	53.9	15.2	1.6	1.89	0.71
	M	8.9	42.2	42.2	6.7	2.47	0.76
	RI	24.1	58.6	13.8	3.4	1.97	0.73
-Generally, advertised products are more dependable than unadvertised ones.	C	22.6	57.4	16.3	3.7	2.01	0.73
	M	20.0	53.3	24.4	2.2	2.09	0.73
	RI	17.2	65.5	13.8	3.4	2.03	0.68
-Manufacturers' advertisements usually present a true picture of the products advertised.	C	19.5	57.9	21.3	1.3	2.04	0.68
	M	---	36.4	54.5	9.1	2.73	0.62
	RI	20.7	69.0	10.3	---	1.90	0.56
-Most product advertising is believable.	C	11.7	56.9	30.3	1.0	2.21	0.65
	M	---	28.0	62.2	8.9	2.80	0.59
	RI	10.3	62.1	20.7	6.9	2.24	0.74
-Promotional activities sponsored by manufacturers to encourage people to buy their products are dishonest most of the time.	C	2.6	44.6	46.5	6.3	2.56	0.65
	M	22.2	66.7	11.1	---	1.89	0.57
	RI	---	72.4	24.1	3.4	2.31	0.54

4.2.1.1.3. ATTITUDES TOWARD PRICES AND PRICE CONTROL

With respect to attitudes toward prices and price control, more than half of the respondents in all groups think that the most important problem facing consumers today is the high prices of consumer goods (C:67.2%; M:57.8%; RI:65.5%). They also share the idea that considering wage rates and income levels today, most consumer products are not priced fairly (C:87.5%; M:73.3%; RI:86.2%). One other idea shared by the majority in all of the groups is that competition ensures that consumers pay fair prices for products (C:85.4%; M:88.9%; RI:82.7%). In keeping the prices of consumer goods at reasonable levels, the M and C and RI groups differ in their opinions in that whereas 56.8% of the M sample does not agree that refusal of consumers to buy expensive products is the most effective way, 65.1% of the C and 53.6% of the RI samples agree with the idea. In case of government price control, on the other hand, more than three quarters of the M sample (80.0%) does not share the idea that it is the most effective way of keeping prices at reasonable levels. The RI sample does not agree with this idea, either, but at lower rates of disagreement (53.6%). The C sample, on the other hand, agrees with the idea with a 64.8% rate showing that they are in favor of government price control. Another statement on which opinions of the M and RI samples match whereas those of the C sample do not, is that high prices are caused primarily by wholesale and retail middlemen taking excessive profits. Whereas the M and RI samples do not agree with the idea (68.9% and 51.7%, respectively), the C sample does agree with it (64.6%).

Table 4.2.3. Attitudes Toward Prices and Price Control

Statements	Sample Group	Percentage of Respondents (%)				Sample Means	Std. Dev
		SDA	DA	A	SA		
-The most important problem facing consumers today is the high prices of consumer goods.	C	5.5	27.3	35.7	31.5	2.93	0.90
	M	4.4	37.8	46.7	11.1	2.64	0.74
	RI	10.3	24.1	41.4	24.1	2.79	0.94
-High prices are caused primarily by wholesale and retail middlemen taking excessive profits.	C	5.0	30.4	43.6	21.0	2.81	0.82
	M	8.9	60.0	22.2	8.9	2.31	0.76
	RI	13.8	37.9	37.9	10.3	2.45	0.87
-Considering wage rates and income levels today, most consumer products are priced fairly.	C	35.3	52.2	9.4	3.1	1.80	0.73
	M	2.2	71.1	26.7	—	2.24	0.48
	RI	41.4	44.8	10.3	3.4	1.76	0.79
-Refusal of consumers to buy expensive products is the most effective way of keeping the prices of consumer goods at reasonable levels.	C	5.0	30.0	42.6	22.5	2.83	0.83
	M	13.6	43.2	34.1	9.1	2.39	0.84
	RI	7.1	39.3	39.3	14.3	2.61	0.83
-Government price control is the most effective way of keeping the prices of consumer goods at reasonable levels.	C	8.9	26.4	36.3	28.5	2.84	0.94
	M	31.1	48.9	11.1	8.9	1.98	0.89
	RI	10.7	42.9	14.3	32.1	2.68	1.06
-Competition ensures that consumers pay fair prices for products.	C	2.3	12.3	65.3	20.1	3.03	0.65
	M	2.2	8.9	46.7	42.2	3.29	0.73
	RI	3.4	13.8	44.8	37.9	3.17	0.80

4.2.1.1.4. ATTITUDES TOWARD GOVERNMENT CONTROL

Coming to attitudes toward government control, one can see that there is usually consensus of opinions on this dimension, except for responsibility the government should exercise for regulating the advertising, sales, and marketing activities of manufacturers. Here, the M sample does not agree with the idea that the government's responsibility in these areas should be more (71.1%). The C sample agrees with the idea with a rate of 67.2% and even though the respondents in the RI sample also agree with more responsibility on the part of the government (51.7%), those who do not agree with this idea is close to 50% (48.3%). There is very high agreement with the idea that a Central Department of Consumer Protection at the national level is needed to protect and promote the interests of consumers (C:94.3%; M:82.2%; RI:93.0%). One other dimension that has received high levels of agreement from all groups is that the government should set minimum standards of quality for all products sold to consumers. (C:92.2%; M:75.6%; RI:89.7%) There is also quite a high degree of agreement with the idea that in general, self-regulation by business itself is preferable to stricter control of business by government in case of all respondents although the C sample has a lower rate of agreement relative to others (C:56.1%; M:84.4%; RI:72.4%). About 60% of the M sample (58.1%), 87.7% of the C sample, and 86.2% of the RI sample think that the government should test competing brands of products and make results of these tests available to consumers. Here, one can see high levels of agreement in the C and RI samples relative to the M sample.

Table 4.2.4. Attitudes Toward Government Control

<u>Statements</u>	<u>Sample Group</u>	<u>Percentage of Respondents (%)</u>				<u>Sample Means</u>	<u>Std. Dev</u>
		<u>SDA</u>	<u>DA</u>	<u>A</u>	<u>SA</u>		
-The government should test competing brands of products and make results of these tests available to consumers.	C	2.9	9.5	44.5	43.2	3.28	0.75
	M	9.3	32.6	27.9	30.2	2.79	0.99
	RI	3.4	10.3	27.6	58.6	3.41	0.82
-The government should set minimum standards of quality for all products sold to consumers.	C	1.8	6.0	42.6	49.6	3.40	0.69
	M	2.2	22.2	26.7	48.9	3.22	0.88
	RI	3.4	6.9	27.6	62.1	3.48	0.78
-The government should exercise more responsibility for regulating the advertising, sales, and marketing activities of manufacturers.	C	6.5	26.2	41.0	26.2	2.87	0.88
	M	33.3	37.8	15.6	13.3	2.09	1.02
	RI	27.6	20.7	37.9	13.8	2.38	1.05
-A Central Department of Consumer Protection at the national level is needed to protect and promote the interests of consumers.	C	1.6	4.2	37.1	57.2	3.50	0.66
	M	4.4	13.3	37.8	44.4	3.22	0.85
	RI	3.4	3.4	31.0	62.0	3.52	0.74
-In general, self-regulation by business itself is preferable to stricter control of business by government.	C	6.8	37.1	39.5	16.6	2.66	0.83
	M	2.2	13.3	44.4	40.0	3.22	0.76
	RI	3.4	24.1	48.3	24.1	2.93	0.80

4.2.1.1.5. ATTITUDES TOWARD CUSTOMER ORIENTATION

With respect to attitudes toward customer orientation, attitudes of the three groups do not seem to match very much except for a few sentences.

Table 4.2.5. Attitudes Toward Customer Orientation

<u>Statements</u>	<u>Sample Group</u>	<u>Percentage of Respondents (%)</u>				<u>Sample Means</u>	<u>Std. Dev</u>
		<u>SDA</u>	<u>DA</u>	<u>A</u>	<u>SA</u>		
-Most manufacturers operate on the philosophy that the consumer is always right.	C	17.6	58.8	22.3	1.3	2.07	0.67
	M	2.2	37.8	55.6	4.4	2.62	0.61
	RI	20.7	44.8	31.0	3.4	2.17	0.80
-Most manufacturers think like this: "Let the buyer beware".	C	17.8	36.6	37.3	8.4	2.36	0.87
	M	22.2	62.2	15.6	—	1.93	0.62
	RI	13.8	34.5	48.3	3.4	2.41	0.78
-Manufacturers do not shirk their responsibility to the consumer, most of the time.	C	14.8	61.5	22.7	1.1	2.10	0.64
	M	—	24.4	64.4	11.1	2.87	0.59
	RI	6.9	65.5	24.1	3.4	2.24	0.64
-Generally, manufacturers are more interested in making profits than in serving consumers.	C	3.1	9.7	52.0	35.2	3.19	0.73
	M	11.4	52.3	29.5	6.8	2.32	0.77
	RI	—	10.7	71.4	17.9	3.07	0.54
-Generally, the products required by the average family are easily available at convenient places.	C	1.0	13.2	67.5	18.2	3.03	0.60
	M	—	4.4	71.1	24.4	3.20	0.50
	RI	—	6.9	62.1	31.0	3.24	0.58
-In general, the quality of repair and maintenance service provided by manufacturers and dealers is getting better.	C	5.2	24.5	65.0	5.2	2.70	0.65
	M	—	6.7	66.7	26.7	3.20	0.55
	RI	3.4	27.6	51.7	17.2	2.83	0.76
-Generally, product guarantees are backed up by the manufacturers who make them.	C	1.6	16.4	70.4	11.6	2.92	0.58
	M	—	2.2	66.7	31.1	3.29	0.51
	RI	—	13.8	62.1	24.1	3.10	0.62

As can be seen above, 85.7% of the C sample, 95.5% of the M sample, and 93.1% of the RI sample agree that generally, the products required by the average family are easily available at convenient places. It is also highly shared that generally, product guarantees are backed up by the manufacturers who make them (C:82.0%; M:97.8%; RI:86.2%). Again, in general, the quality of repair and maintenance service provided by manufacturers and dealers is thought to be getting better (C:70.2%; M:93.4%; RI:68.9%) with the agreement of the M sample being higher than the other two groups. It is quite understandable that manufacturers do not see themselves as being irresponsible to their customers or as operating only for themselves and for making profits. Hence, for the rest of the statements in this group, there are differences of opinions among the groups: 60% of the M sample agrees that most manufacturers operate on the philosophy that the consumer is always right. The agreement rate with this statement is only 23.6% for the C sample and 34.4% for the RI sample. 84.4% of the M sample does not agree that most

manufacturers think like: "Let the buyer beware". Rate of agreement with this statement is 45.7% for the C sample and 51.7% for the RI sample. These rates are quite close to 50% indicating that nearly the other halves of the two samples do not agree with the idea (54.3% and 48.3%, respectively). Another idea with which the M sample is in high agreement is that manufacturers do not shirk their responsibility to the consumer, most of the time (75.5%). On the other hand, 76.3% of the C sample and 72.4% of the RI sample (quite high levels of disagreement) do not agree with this idea; meaning, they believe that manufacturers shirk their responsibility to the consumer in most of the cases. Another area of contradiction is that the M sample does not agree that manufacturers are more interested in making profits than in serving consumers (63.7%) whereas the C sample and the RI sample agree to a very large extent that manufacturers are generally more interested in making profits than in serving consumers (87.2% and 89.3%, respectively).

4.2.1.1.6. ATTITUDES TOWARD CONSUMER RESPONSIBILITIES

In the attitudes toward consumer responsibilities, the groups seem to share similar views except for a few statements: Although 54.5% of the C sample and 77.8% of the M sample think that problems of consumers are not more serious now than in the past, 79.3% of the RI sample thinks just the opposite; namely, they believe the problems of consumers to be more serious now. In the statement "consumers never try to take advantage of manufacturers and dealers intentionally", more than half of the M sample (53.3%) does not agree with the idea whereas 54.8% of the C sample and 58.6% of the RI sample agree with it. On the other hand, there is consensus of opinions for the rest of the statements reflecting attitudes toward consumer responsibilities. Information needed to become a well-informed consumer is not believed by 78.3% of the C sample, 66.6% of the M sample and 75.8% of the RI sample to be readily available to most people. Also, 52.2% of the C, 57.8% of the M, and 69% of the RI samples do not share the idea that problems of the consumer are relatively unimportant when compared with other questions and issues faced by the average family. It is also revealed that 92.4% of the C, 60% of the M, and 75.9% of the RI samples agree that for most types of products, consumers do not find it worthwhile to shop around to find the best buys. It is interesting to note that the C sample is almost completely in agreement with this statement. More than half of the respondents in all groups agree that many mistakes consumers make in buying products are the result of their own carelessness or ignorance (C:57.1%; M:55.5%; RI:55.1%). Coming to environmental issues, all the groups share the same ideas with very high levels of agreement: It is believed by 82.7% of the C, 95.6% of the M and 82.7% of the RI samples that the average consumer is not willing to pay higher prices for products that will cause less environmental pollution. And 82.2% of the C, 86.6% of the M and 89.6% of the RI samples agree that concern for the environment does not influence the product choices made by most consumers.

Table 4.2.6. Attitudes Toward Consumer Responsibilities

Statements	Sample Group	Percentage of Respondents (%)				Sample Means	Std. Dev
		SDA	DA	A	SA		
-The problems of consumers are more serious now than in the past.	C	2.6	51.8	36.6	8.9	2.52	0.69
	M	15.6	62.2	22.2	—	2.07	0.62
	RI	6.9	13.8	48.3	31.0	3.03	0.86
-The information needed to become a well-informed consumer is readily available to most people.	C	20.6	57.7	19.6	2.1	2.03	0.70
	M	4.4	62.2	28.9	4.4	2.33	0.64
	RI	24.1	51.7	17.2	6.9	2.07	0.84
-The average consumer is willing to pay higher prices for products that will cause less environmental pollution.	C	22.8	59.8	14.2	3.1	1.98	0.70
	M	37.8	57.8	4.4	—	1.67	0.56
	RI	24.1	58.6	13.8	3.4	1.97	0.73
-The problems of the consumer are relatively unimportant when compared with other questions and issues faced by the average family.	C	5.5	46.7	39.6	8.1	2.50	0.72
	M	2.2	55.6	40.0	2.2	2.42	0.58
	RI	34.5	34.5	31.0	—	1.97	0.82
-Many mistakes that consumers make in buying products are the result of their own carelessness or ignorance.	C	6.0	36.9	50.1	7.0	2.58	0.71
	M	—	44.4	51.1	4.4	2.60	0.58
	RI	3.4	41.4	44.8	10.3	2.62	0.73
-Consumers never try to take advantage of manufacturers and dealers intentionally.	C	6.3	38.9	42.9	11.9	2.60	0.78
	M	—	53.3	44.4	2.2	2.49	0.55
	RI	3.4	37.9	51.7	6.9	2.62	0.68
-For most types of products, consumers do not find it worthwhile to shop around to find the best buys.	C	7.9	39.1	45.4	7.6	2.53	0.75
	M	—	40.0	51.1	8.9	2.69	0.63
	RI	6.9	17.2	62.1	13.8	2.83	0.76
-Concern for the environment does not influence the product choices made by most consumers.	C	2.6	15.2	67.0	15.2	2.95	0.64
	M	2.2	11.1	64.4	22.2	3.07	0.65
	RI	—	10.3	79.3	10.3	3.00	0.46

4.2.1.1.7. ATTITUDES TOWARD CONSUMERISM

In this last group of statements, composed of attitudes toward consumerism, there is a high level of agreement with the idea that manufacturers seem to be more sensitive to consumer complaints now than they were in the past (C:85.3%; M:97.8%; RI:86.2%). However, 73.7% of the C, 66.7% of the M, and 69% of the RI samples do not agree with the statement that when consumers have problems with products they have purchased, it is usually easy to get them corrected. Furthermore, although 66.7% of the M sample agrees that most business firms make a sincere effort to adjust to consumer complaints fairly, 69.5% of the C and 71.5% of the RI samples do not agree with this idea. Besides, 75.9% of the C and 75% of the RI samples do not find the procedures followed by manufacturers in handling complaints and settling grievances of consumers, satisfactory; whereas, more than half of the M sample (55.5%) believes such procedures to be satisfactory. These

opinions seem to suggest that although business firms are more sensitive to consumer complaints now than in the past, this is not sufficient in handling complaints, settling grievances and solving problems of consumers satisfactorily and easily.

Table 4.2.7. Attitudes Toward Consumerism

<u>Statements</u>	<u>Sample Group</u>	<u>Percentage of Respondents (%)</u>				<u>Sample Means</u>	<u>Std. Dev</u>
		<u>SDA</u>	<u>DA</u>	<u>A</u>	<u>SA</u>		
-Manufacturers seem to be more sensitive to consumer complaints now than they were in the past.	C	2.6	12.0	68.9	16.4	2.99	0.62
	M	—	2.2	46.7	51.1	3.49	0.55
	RI	—	13.8	51.7	34.5	3.21	0.67
-When consumers have problems with products they have purchased, it is usually easy to get them corrected.	C	18.8	54.9	23.4	2.9	2.10	0.73
	M	6.7	60.0	28.9	4.4	2.31	0.67
	RI	13.8	55.2	27.6	3.4	2.21	0.73
-Most business firms make a sincere effort to adjust to consumer complaints fairly.	C	10.0	59.5	26.1	4.5	2.25	0.69
	M	2.2	31.1	46.7	20.0	2.84	0.77
	RI	3.6	67.9	25.0	3.6	2.29	0.60
-From the consumer's viewpoint, the procedures followed by manufacturers in handling complaints and settling grievances of consumers are not satisfactory.	C	3.7	20.5	64.6	11.3	2.83	0.66
	M	2.2	53.3	44.4	—	2.42	0.54
	RI	10.7	14.3	67.9	7.1	2.71	0.76

4.2.1.2. FINDINGS RELATED TO FACTORS LEADING TO THE INITIATION AND DEVELOPMENT OF THE CONSUMER MOVEMENT (THE SECOND QUESTION)

With respect to their responses to the second question involving the factors that play a role in the initiation and development of the consumer protection movement in a country, the three groups of respondents can be categorized as presented in Table 4.2.8:

Table 4.2.8. Possible Underlying Causes of the Initiation and Development of the Consumer Movement

<u>Statements</u>	<u>Sample Group *</u>	<u>Percentage of Respondents (%)</u>				<u>Sample Means</u>	<u>Std. Dev</u>
		<u>SDA**</u>	<u>DA</u>	<u>A</u>	<u>SA</u>		
-Greater public concern for social problems	C	1.0	7.3	54.3	37.4	3.28	0.64
	M	—	13.6	52.3	34.1	3.20	0.67
	RI	6.9	—	55.2	37.9	3.24	0.79

<u>Statements</u>	<u>Sample Group *</u>	<u>Percentage of Respondents (%)</u>				<u>Sample Means</u>	<u>Std. Dev</u>
		<u>SDA**</u>	<u>DA</u>	<u>A</u>	<u>SA</u>		
-Deterioration in product quality	C	10.5	38.2	42.1	9.2	2.50	0.80
	M	18.2	43.2	31.8	6.8	2.27	0.84
	RI	14.3	32.1	28.6	25.0	2.64	1.03
-Increased consumer expectations for product quality	C	1.8	7.9	56.3	33.9	3.22	0.67
	M	—	—	61.4	38.6	3.39	0.49
	RI	—	3.4	51.7	44.8	3.41	0.57
-A feeling that business should assume greater social responsibilities	C	2.4	13.6	56.0	28.0	3.10	0.71
	M	2.3	27.3	50.0	20.5	2.89	0.75
	RI	6.9	10.3	55.2	27.6	3.03	0.82
-A sense of frustration on the part of shoppers	C	2.4	20.7	60.9	16.0	2.91	0.67
	M	4.5	34.1	56.8	4.5	2.61	0.65
	RI	6.9	10.3	55.2	27.6	3.03	0.82
-A sudden awareness that many problems, particularly a lack of product safety, actually exist	C	2.6	24.9	59.8	12.6	2.82	0.67
	M	4.5	52.3	43.2	—	2.39	0.58
	RI	10.3	17.2	58.6	13.8	2.76	0.83
-Defective products	C	9.7	10.7	55.9	23.8	2.94	0.85
	M	9.1	18.2	59.1	13.6	2.77	0.80
	RI	6.9	6.9	55.2	31.0	3.10	0.82
-Defective repair work	C	8.4	13.7	59.9	17.9	2.87	0.80
	M	6.8	22.7	61.4	9.1	2.73	0.73
	RI	6.9	10.3	72.4	10.3	2.86	0.69
-Misleading advertising	C	13.1	16.0	49.1	21.8	2.79	0.93
	M	9.1	22.7	59.1	9.1	2.68	0.77
	RI	3.4	6.9	58.6	31.0	3.17	0.71
-Deceptive packaging and labelling	C	12.1	18.7	51.2	17.9	2.75	0.89
	M	9.1	18.2	56.8	15.9	2.79	0.82
	RI	10.3	3.4	58.6	27.6	3.03	0.86
-Inadequate guarantees	C	12.4	15.1	52.6	19.8	2.80	0.90
	M	7.0	9.3	72.1	11.6	2.88	0.70
	RI	3.4	20.7	62.1	13.8	2.86	0.69
-The advance of science and technology which has resulted in highly sophisticated products	C	1.6	17.6	56.1	24.7	3.04	0.70
	M	2.3	22.7	50.0	25.0	2.98	0.76
	RI	13.8	27.6	37.9	20.7	2.65	0.97
-A recognition that voluntary business efforts do not work	C	4.6	35.0	53.4	7.0	2.63	0.68
	M	6.8	54.5	34.1	4.5	2.36	0.68
	RI	—	14.8	66.7	18.5	3.04	0.59
-Price increases in essential food items	C	14.5	19.5	42.7	23.2	2.75	0.97
	M	11.4	38.6	36.4	13.6	2.52	0.88
	RI	7.1	21.4	46.4	25.0	2.89	0.87
-The mechanical and impersonal nature of the marketplace	C	6.9	33.8	45.9	13.5	2.66	0.79
	M	2.3	43.2	47.7	6.8	2.59	0.66
	RI	3.6	35.7	42.9	17.9	2.75	0.80

<u>Statements</u>	<u>Sample Group *</u>	<u>Percentage of Respondents (%)</u>				<u>Sample Means</u>	<u>Std. Dev</u>
		<u>SDA**</u>	<u>DA</u>	<u>A</u>	<u>SA</u>		
-Better educated consumers demanding more information	C	—	10.6	49.1	40.4	3.30	0.65
	M	—	2.3	54.5	43.2	3.41	0.54
	RI	3.4	37.9	24.1	34.5	2.90	0.94
-The political appeal of consumer protection legislation	C	9.1	32.2	45.3	13.4	2.63	0.83
	M	4.5	34.1	52.3	9.1	2.66	0.71
	RI	7.4	29.6	37.0	25.9	2.81	0.92
-A widening consumer information gap	C	2.7	30.6	55.0	11.8	2.76	0.69
	M	—	45.5	45.5	9.1	2.64	0.65
	RI	6.9	31.0	31.0	31.0	2.86	0.95
-More opportunities for consumer deception than ever before	C	8.5	18.0	53.4	20.1	2.85	0.84
	M	4.7	41.9	46.5	7.0	2.56	0.70
	RI	—	7.1	64.3	28.6	3.21	0.57
-Deterioration of business ethics	C	9.0	27.8	37.8	25.4	2.80	0.92
	M	11.4	50.0	31.8	6.8	2.34	0.78
	RI	3.4	27.6	41.4	27.6	2.93	0.84
-Lack of consumer protection at the state level	C	4.8	13.0	50.7	31.6	3.09	0.79
	M	2.3	15.9	75.0	6.8	2.86	0.55
	RI	6.9	13.8	58.6	20.7	2.93	0.80
-Lack of public awareness of the legislation which already exists	C	3.4	15.1	50.0	31.5	3.09	0.77
	M	2.3	20.5	61.4	15.9	2.91	0.68
	RI	3.4	10.3	37.9	48.3	3.31	0.81
-Failure of business to meet new and increasing needs of modern society	C	5.8	41.6	42.4	10.3	2.57	0.75
	M	13.6	50.0	29.5	6.8	2.29	0.79
	RI	6.9	34.5	41.4	17.2	2.69	0.85
-An awareness by many individuals that they have rights and responsibilities as consumers	C	2.9	10.0	58.4	28.7	3.13	0.70
	M	—	—	65.9	34.1	3.34	0.48
	RI	3.4	6.9	51.7	37.9	3.24	0.74
-Lack of governmental enforcement of the current consumer protection law	C	4.5	9.2	56.5	29.8	3.12	0.75
	M	2.3	15.9	70.5	11.4	2.91	0.60
	RI	10.3	20.7	37.9	31.0	2.90	0.98

* C=Consumers (n=385); M=Manufacturers (n=45); RI=Respondents in related institutions (n=30)

**SDA=Strongly Disagree; DA=Disagree; A=Agree; SA=Strongly Agree.

Among the listed factors, those that have received the highest rates of agreement and hence indicating a general consensus of opinions among the three groups are :

1. Increased consumer expectations for product quality
2. An awareness by many individuals that they have rights and responsibilities as consumers
3. Greater public concern for social problems
4. Lack of public awareness of the legislation which already exists
5. Lack of consumer protection at the state level

6. Defective products

7. A feeling that business should assume greater social responsibility

Looking at only the above listed factors that have received high levels of agreement from all the three groups of respondents, it seems that factors that are thought to play a role in the initiation and development of the consumer protection movement are mostly believed to be economic and social in character rather than being due to business and marketing practices because only one of the factors (defective products) is a direct outcome of business practices and hence pertains to business and marketing practices.

Of the 25 listed underlying causes, a majority of the C and the RI samples agree with all of them, while the M sample agrees with 19 of them. Rate of agreement varies from factor to factor. The six factors on which there is not a consensus of opinions among the M sample and the C and RI samples are the following:

1. Failure of business to meet new and increasing needs of modern society
2. Deterioration in product quality
3. Deterioration of business ethics
4. A recognition that voluntary business efforts do not work
5. A sudden awareness that many problems, particularly a lack of product safety, actually exist
6. Price increases in essential food items

Those factors for which there is consensus of opinions among groups although the rate of agreement is higher in case of the RI sample relative to the other two samples are as follows:

1. More opportunities for consumer deception than ever before
(Here, the M sample is much lower in the degree of agreement relative to the others)
2. Misleading advertising
3. Deceptive packaging and labelling
4. Defective repair work

Besides the first factor in the preceding paragraph, the M sample ranks lower relative to the C and the RI samples in their degree of agreement in the following even though they agree with the ideas:

1. A sense of frustration on the part of shoppers
2. A widening consumer information gap

On the other hand, in case of inadequate guarantees, the M sample is higher on the level of agreement relative to the other samples.

In case of three factors the RI sample is lower on their level of agreement relative to the other samples:

1. The advance of science and technology which has resulted in highly sophisticated products
2. Better educated consumers demanding more information
3. Lack of governmental enforcement of the current consumer protection law

The rest of the factors are also agreed on by all of the three groups but the rates of agreement are relatively lower, meaning that there are also significant number of respondents who do not agree with the ideas:

1. The mechanical and impersonal nature of the marketplace
2. The political appeal of consumer protection legislation

In these instances, almost four out of every ten respondents do not share the same ideas on these factors.

4.2.1.3. FINDINGS RELATED TO IMPORTANCE OF CONSUMER RIGHTS (THE THIRD QUESTION)

The third question asking for the extent consumer rights are important to the respondents has been answered as presented in Table 4.2.9:

Table 4.2.9. Importance of Consumer Rights

<u>Statements</u>	<u>Sample Group *</u>	<u>Percentage of Respondents (%)</u>				<u>Sample Means</u>	<u>Std. Dev</u>
		<u>VUI**</u>	<u>SUI</u>	<u>SI</u>	<u>VI</u>		
-Protection of consumer's health and safety	C	0.3	0.3	11.2	88.3	3.87	0.36
	M	---	2.2	8.9	88.9	3.87	0.40
	RI	---	---	17.2	82.8	3.83	0.38
-Protection of consumer's economic interests	C	0.3	2.1	36.8	60.8	3.58	0.55
	M	---	4.4	64.4	31.1	3.27	0.54
	RI	---	3.4	27.6	69.0	3.65	0.55
-Consumer's right to redress	C	0.5	1.3	25.9	72.3	3.70	0.52
	M	---	4.4	46.7	48.9	3.44	0.59
	RI	---	---	34.5	65.5	3.65	0.48
-Consumer's right to information and education	C	0.3	2.6	33.0	64.1	3.61	0.55
	M	---	---	64.4	35.6	3.36	0.48
	RI	---	---	41.4	58.6	3.59	0.50
-Consumer representation and participation	C	0.5	5.8	51.0	42.7	3.36	0.61
	M	---	13.3	64.4	22.2	3.09	0.60
	RI	3.4	---	37.9	58.6	3.52	0.69
-Consumer's right to have a clean environment	C	1.0	4.2	30.6	64.1	3.58	0.63
	M	2.2	11.1	46.7	40.0	3.24	0.74
	RI	3.4	---	34.5	62.1	3.55	0.69
-Protection of the rights of defenseless people, especially of children	C	1.8	4.2	20.2	73.8	3.66	0.65
	M	2.2	8.9	28.9	60.0	3.47	0.76
	RI	3.4	3.4	31.0	62.0	3.52	0.74
-Protection of consumers' private lives	C	11.9	16.6	32.2	39.3	2.99	1.02
	M	20.0	22.2	33.3	24.4	2.62	1.07
	RI	21.4	14.3	25.0	39.3	2.82	1.19

*C=Consumers (n=385); M=Manufacturers (n=45); RI=Respondents in related institutions (n=30)

**VUI=Very Unimportant; SUI=Somewhat Unimportant; SI=Somewhat Important; VI=Very Important

As can be expected, all the respondents agree to a very large extent that the listed consumer rights are either somewhat important or very important in their point of view. Levels of agreement with the 'very important' category is highest for all of the samples in case of the protection of consumer's health and safety (C:88.3%; M:88.9%; RI:82.8%). It is also important to note that respondents in all of the three samples do not seem to consider protection of consumers' private lives as being an extremely important right (28.5% of the C, 42.2% of the M and 35.7% of the RI samples have marked the 'unimportant' categories in this instance).

Opinions on the extent each of these rights is given importance in our country are presented in Table 4.2.10:

Table 4.2.10. Importance Given to Consumer Rights in our Country

Statements	Sample Group *	Percentage of Respondents (%)				Sample Means	Std. Dev
		N**	QL	QM	M		
-Protection of consumer's health and safety	C	23.7	65.9	6.5	3.9	1.91	0.67
	M	4.4	75.6	17.8	2.2	2.18	0.53
	RI	10.3	82.8	—	6.9	2.03	0.63
-Protection of consumer's economic interests	C	28.5	63.4	5.0	3.1	1.83	0.66
	M	4.4	86.7	8.9	—	2.04	0.37
	RI	31.0	65.5	3.4	—	1.72	0.53
-Consumer's right to redress	C	16.0	73.0	8.1	2.9	1.98	0.60
	M	11.1	60.0	24.4	4.4	2.22	0.70
	RI	3.4	82.8	3.4	10.3	2.21	0.67
-Consumer's right to information and education	C	15.1	74.9	7.3	2.6	1.97	0.57
	M	2.2	62.2	31.1	4.4	2.38	0.61
	RI	20.7	65.5	3.4	10.3	2.03	0.82
-Consumer representation and participation	C	34.0	60.2	3.7	2.1	1.74	0.63
	M	22.2	62.2	15.6	—	1.93	0.62
	RI	28.6	67.9	—	3.6	1.79	0.63
-Consumer's right to have a clean environment	C	32.5	58.9	5.2	3.4	1.80	0.69
	M	24.4	64.4	4.4	6.7	1.93	0.75
	RI	17.2	79.3	—	3.4	1.90	0.56
-Protection of the rights of defenseless people, especially of children	C	41.8	53.0	3.4	1.8	1.65	0.64
	M	24.4	62.2	8.9	4.4	1.93	0.72
	RI	46.4	50.0	—	3.6	1.61	0.68
-Protection of consumers' private lives	C	48.7	47.1	2.6	1.6	1.57	0.63
	M	42.2	48.9	8.9	—	1.67	0.64
	RI	40.7	51.9	—	7.4	1.74	0.81

*C=Consumers (n=385); M=Manufacturers (n=45); RI= Respondents in related institutions (n=30).

**N=None; QL=Quite Little; QM=Quite Much; M=Much.

With respect to importance given to each of these rights in our country, the samples also seem to share opinions to a large extent; they indicate that these rights are mostly given 'quite little' importance in Türkiye. The 'none' category is highest in case of the C sample's evaluation of the protection of consumer's health and safety

(23.7%); C and RI samples' evaluations of the "protection of consumer's economic interests" (28.5% and 31%, respectively) and again, their evaluations of "consumer representation and participation" (34% and 28.6%, respectively). In case of consumer's right to information and education, it seems that three out of every ten manufacturers (the M sample)(31.1%) think this right is being given 'quite much' importance and about one out of every four manufacturers (24.4%) think consumer's right to redress is being given 'quite much' importance in our country.

4.2.1.4. FINDINGS RELATED TO SUBJECTS IN THE TOPIC OF CONSUMER PROTECTION AND IMPORTANCE ATTRIBUTED TO THESE SUBJECTS (THE FOURTH QUESTION)

In the fourth question, the respondents were asked to mark the subjects they thought should be included under the topic of consumer protection together with the importance they attributed to each selected subject. Table 4.2.11. reflects the scores of each group.

Table 4.2.11. Subjects to be Included Under the Topic of Consumer Protection

	<u>Sample Group*</u>	<u>Percentage of Respondents (%)</u>	
		<u>(1)**</u>	<u>(2)</u>
-Consumer complaining behavior	C	96.9	2.9
	M	97.8	2.2
	RI	96.6	3.4
-Activities of consumer organizations	C	84.4	15.3
	M	77.8	22.2
	RI	86.2	13.8
-Unit-pricing applications	C	83.6	16.1
	M	62.2	37.8
	RI	72.4	27.6
-Ethical values	C	96.4	3.6
	M	95.6	4.4
	RI	96.6	3.4
-Social problems	C	84.9	15.1
	M	66.7	33.3
	RI	75.9	24.1
-Technological developments	C	79.7	20.3
	M	60.0	40.0
	RI	82.8	17.2
-Government control and legislation	C	90.1	9.9
	M	77.8	22.2
	RI	93.1	6.9
-Consumer responsibilities	C	88.8	11.2
	M	84.4	15.6
	RI	89.7	10.3

*C=Consumers (n=385); M=Manufacturers (n=45); RI=Respondents in related institutions (n=30).

** (1)=Percentage of those respondents that have marked the respective subject.

(2)=Percentage of those respondents that have not marked the respective subject.

It can be seen from the responses that in all of the samples, percentage of those respondents that have marked the respective subjects is over 60%. These rates are highest in case of 'consumer complaining behavior' (C:96.9%; M:97.8%; RI:96.6%) and 'ethical values' (C:96.4%; M:95.6%; RI:96.6%). On the other hand, there are also relatively high percentages of unmarked subjects (meaning that the respondents are unaware that all the listed subjects are in fact to be included under the topic of consumer protection) in some samples: 22.2% of the M sample has not marked 'activities of consumer organizations'; 37.8% of the M and 27.6% of the RI samples have not marked 'unit-pricing applications'; 33.3% of the M and 24.1% of the RI samples have not marked 'social problems'; 20.3% of the C sample and 40% of the M sample have not marked 'technological developments'; 22.2% of the M sample has not marked 'government control and legislation'. These results seem to be indicative of a lack of knowledge about the multidimensionality of the subject of consumer protection.

With respect to importance attributed to subjects in the topic of consumer protection, responses are presented in Table 4.2.12.

Table 4.2.12. Importance Attributed to Each Selected Subject

	Sample Group *	Percentage of Respondents (%)					Sample Means	Std. Dev
		VUI**	SUI	SI	VI	(E)***		
-Consumer complaining behavior	C	0.3	---	30.1	66.7	3.0	3.81	0.88
	M	---	---	26.2	71.4	2.4	3.83	0.79
	RI	---	---	18.5	77.8	3.7	3.96	0.90
-Activities of consumer organizations	C	1.3	3.2	43.5	36.0	15.9	4.09	1.79
	M	---	2.3	48.8	25.6	23.3	4.39	2.06
	RI	---	---	37.0	48.1	14.8	4.22	1.67
-Unit-pricing applications	C	1.1	4.6	33.5	44.4	16.3	4.19	1.79
	M	2.3	9.1	27.3	22.7	38.6	5.02	2.47
	RI	---	---	46.4	25.0	28.6	4.68	2.18
-Ethical values	C	0.8	3.6	27.5	64.2	3.9	3.78	1.03
	M	---	---	40.5	54.8	4.8	3.79	1.07
	RI	---	3.7	25.9	66.7	3.7	3.81	1.00
-Social problems	C	0.8	2.7	29.3	51.4	15.8	4.26	1.71
	M	---	6.8	36.4	25.0	31.8	4.77	2.29
	RI	3.7	3.7	18.5	48.1	25.9	4.67	2.13
-Technological developments	C	0.5	2.7	37.0	38.6	21.1	4.40	1.94
	M	---	9.1	34.1	15.9	40.9	5.11	2.48
	RI	7.4	---	40.7	33.3	18.5	4.11	2.04
-Government control and legislation	C	1.1	2.2	32.4	54.0	10.4	4.01	1.47
	M	---	2.3	44.2	30.2	23.3	4.44	2.04
	RI	3.6	3.6	25.0	60.7	7.1	3.86	1.38
-Consumer responsibilities	C	0.5	3.8	33.2	50.8	11.6	4.04	1.55
	M	---	---	40.5	42.9	16.7	4.26	1.75
	RI	3.7	---	40.7	44.4	11.1	3.93	1.61

*C=Consumers (n=385); M=Manufacturers (n= 45); RI=Respondents in related institutions (n=30)

**VUI=Very Unimportant; SUI=Somewhat Unimportant; SI=Somewhat Important; VI=Very Import.

***E=Percentage of those respondents that have left the respective item empty.

Here, 'consumer complaining behavior' is perceived to be the most important subject to be included under the topic of consumer protection (C:96.8%; M:97.6%; RI:96.3%) together with 'ethical values' (C:91.7%; M:95.3%; RI:92.6%), which is followed by 'consumer responsibilities' (C:84.0%; M:83.4%; RI:85.1%).

4.2.1.5. FINDINGS RELATED TO POSSIBLE WAYS TO IMPROVE THE PREVAILING SITUATION OF CONSUMERS (THE FIFTH QUESTION)

Responses to the fifth question asking for a ranking among six possible ways to improve the prevailing situation of consumers are given in Table 4.2.13.

Table 4.2.13. Ranking of Possible Ways to Improve the Prevailing Situation of Consumers

	<u>Sample Group*</u>	<u>Percentage of Respondents (%)</u>						<u>Sample Means</u>
		<u>1**</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	
-More cooperation among government, business, and consumers	C	35.2	11.5	15.1	14.6	12.9	10.7	2.91
	M	33.3	14.3	16.7	9.5	23.8	2.4	2.83
	RI	38.5	11.5	3.8	11.5	23.1	11.5	3.04
-New 'consumer relations' thinking	C	5.8	18.8	14.6	22.1	21.5	17.1	3.86
	M	9.5	11.9	19.0	38.1	14.3	7.1	3.57
	RI	3.7	7.4	18.5	33.3	25.9	11.1	4.04
-More voluntary business efforts	C	9.4	13.1	18.1	23.3	19.2	16.9	3.81
	M	14.3	21.4	11.9	14.3	21.4	16.7	3.57
	RI	3.8	7.7	15.4	19.2	15.4	38.5	4.50
-Stricter enforcement of present laws	C	20.2	22.8	19.9	16.9	14.9	5.3	2.99
	M	14.3	16.7	31.0	14.3	16.7	7.1	3.24
	RI	14.8	33.3	22.2	18.5	7.4	3.7	2.82
-Additional legislation	C	4.7	17.0	16.4	12.3	19.2	30.4	4.15
	M	2.4	4.8	9.5	7.1	19.0	57.1	5.07
	RI	7.4	11.1	18.5	11.1	25.9	25.9	4.15
-Broad consumer education program	C	26.0	18.0	16.3	9.7	11.1	18.8	3.18
	M	26.2	31.0	11.9	16.7	4.8	9.5	2.71
	RI	33.3	25.9	18.5	7.4	3.7	11.1	2.56

*C=Consumers (n=385); M=Manufacturers (n= 45); RI=Respondents in the related institutions(n=30)

**1 (most relevant possible way).....6 (least relevant possible way)

The above results seem to suggest that 'more cooperation among government, business, and consumers' is the most favored way, by all of the samples, to be used in improving the prevailing situation of consumers (C:35.2%; M:33.3%; RI:38.5%). The second way is chosen by the C and the RI samples to be 'stricter enforcement of present laws' (22.8% and 33.3%, respectively) while the M sample prefers 'a broad consumer education program' as the second best way (31%). The rankings seem to change places for the third possible way: This time, 'a broad consumer education program' is chosen by the C and RI groups (16.3% and 18.5%, respectively), while 'stricter enforcement of present laws' is chosen by the M group to be the third favored alternative (31%). The C and M samples consider 'additional legislation' as

being the least preferred way to improve the prevailing situation of consumers (30.4% and 57.1%, respectively) while the RI sample considers 'more voluntary business efforts' as the least preferred way (38.5%) followed by 'additional legislation' (25.9%).

4.2.1.6. FINDINGS RELATED TO CONSTRUCTIVE PROGRAMS IN RESPONDING TO CONSUMERIST PRESSURES (THE SIXTH QUESTION)

The first five programs that are considered the most constructive in responding to consumerist pressures which were asked for in question number six have been indicated by the respondents as shown in Table 4.2.14.

Table 4.2.14. The Most Constructive Programs in Responding to Consumerist

Pressures	Sample Group*	Percentage of Respondents (%)	
		(1)**	(2)
-Upgrading product quality and performance standards	C	81.5	18.5
	M	84.1	15.9
	RI	74.1	25.9
-Establishing industry product standards	C	52.0	48.0
	M	66.7	33.3
	RI	48.1	51.9
-Increasing research commitments to better identify consumer wants and needs	C	58.6	41.4
	M	64.4	35.6
	RI	55.6	44.4
-Modifying products for greater safety, ease of use, and repair	C	76.3	23.7
	M	51.1	48.9
	RI	82.1	17.9
-Making post-sale follow-up calls on consumers	C	25.0	75.0
	M	17.8	82.2
	RI	33.3	66.7
-Supporting industry self-regulation efforts	C	37.6	62.4
	M	42.2	57.8
	RI	37.0	63.0
-Making advertisements more informative	C	33.1	66.9
	M	13.3	86.7
	RI	29.6	70.4
-Developing owners' manuals on product use, care, and safety	C	53.1	46.9
	M	55.6	44.4
	RI	51.9	48.1
-Creating new organizational positions to deal with consumer affairs	C	40.9	59.1
	M	51.1	48.9
	RI	59.3	40.7
-Providing more informative product labelling	C	43.0	57.0
	M	53.3	46.7
	RI	29.6	65.5

*C=Consumers (n=385); M=Manufacturers (n=45); RI=Respondents in related institutions (n=30).

** (1)=Percentage of those respondents that have marked the respective subject.

(2)=Percentage of those respondents that have not marked the respective subject.

The three samples somewhat differ in their opinions regarding the most constructive programs in responding to consumerist pressures.

For the C sample, the first five programs are:

1. Upgrading product quality and performance standards
2. Modifying products for greater safety, ease of use and repair
3. Increasing research commitments to better identify consumer wants and needs
4. Developing owners' manuals on product use, care, and safety
5. Establishing industry product standards.

For the M sample, the first five programs are:

1. Upgrading product quality and performance standards
2. Establishing industry product standards
3. Increasing research commitments to better identify consumer wants and needs
4. Developing owners' manuals on product use, care, and safety
5. Providing more informative product labelling.

For the RI sample, the first five programs are:

1. Modifying products for greater safety, ease of use, and repair
2. Upgrading product quality and performance standards
3. Creating new organizational positions to deal with consumer affairs
4. Increasing research commitments to better identify consumer wants and needs
5. Developing owners' manuals on product use, care and safety.

From the foregoing, it can be seen that three of the five chosen programs are the same for all of the samples except for their ranking ('upgrading product quality and performance standards', 'increasing research commitments to better identify consumer wants and needs', and 'developing owners' manuals on product use, care, and safety'). Furthermore, 'modifying products for greater safety, ease of use, and repair' is present in two of the samples (C and RI); 'establishing industry product standards' is also present in two of the samples (C and M).

4.2.1.7. FINDINGS RELATED TO FUTURE OF CONSUMERS WITH RESPECT TO CERTAIN ISSUES (THE SEVENTH QUESTION)

In question number seven, respondents were asked to indicate the extent of their agreement with the sentence when the phrase "Ten years later, consumers will be _____" was completed with each of the listed ideas.

Table 4.2.15. Future of Consumers With Respect To Certain Issues

Ten years later, consumers will be _____

<u>Statements</u>	<u>Sample Group *</u>	<u>Percentage of Respondents (%)</u>				<u>Sample Means</u>	<u>Std. Dev</u>
		<u>CDA**</u>	<u>DA</u>	<u>A</u>	<u>CA</u>		
-more critical of business.	C	3.2	14.1	48.9	33.8	3.13	0.77
	M	8.9	20.0	46.7	24.4	2.87	0.89
	RI	3.6	10.7	57.1	28.6	3.11	0.74
-more cynical about what marketers say and do.	C	3.2	33.6	43.7	19.5	2.79	0.79
	M	4.4	55.6	35.6	4.4	2.40	0.65
	RI	3.7	11.1	66.7	18.5	3.00	0.68
-more quality conscious.	C	0.3	4.0	40.6	55.1	3.51	0.59
	M	---	---	31.1	68.9	3.69	0.47
	RI	3.6	---	39.3	57.1	3.50	0.69
-more price conscious.	C	1.6	7.7	46.8	43.6	3.33	0.69
	M	---	4.4	44.4	51.1	3.47	0.59
	RI	---	7.4	59.3	33.3	3.26	0.59
-more willing to spend time comparison shopping.	C	4.5	25.6	49.1	20.8	2.87	0.81
	M	2.2	20.0	46.7	31.1	3.07	0.78
	RI	3.7	22.2	55.6	18.5	2.89	0.75
-more informed about purchasing products.	C	1.1	12.3	61.5	25.1	3.11	0.64
	M	---	2.2	62.2	35.6	3.33	0.52
	RI	---	10.7	53.6	35.7	3.25	0.64
-more satisfied with the products they purchase.	C	2.9	23.5	61.5	12.0	2.82	0.68
	M	---	11.1	64.4	24.4	3.13	0.59
	RI	---	23.1	50.0	26.9	3.04	0.72
-more educated and in a position to protect themselves.	C	0.5	11.9	62.4	25.1	3.11	0.63
	M	---	8.9	51.1	40.0	3.31	0.63
	RI	---	13.8	55.2	31.0	3.17	0.66

*C=Consumers (n= 385); M=Manufacturers (n=45); RI=Respondents in related institutions (n=30).

**CDA=Certainly Disagree; DA=Disagree; A=Agree; CA=Certainly Agree.

In this question, there is mostly consensus of opinions in all of the samples except for the 'more cynical about what marketers say and do' phrase. Here, whereas the C and the RI samples agree with the idea with RI being relatively higher in their degree of agreement (63.2% and 85.2%, respectively), the M sample does not agree with it (60%). In the phrases 'more quality conscious', 'more price conscious', 'more informed about purchasing products', 'more satisfied with the products they purchase', and 'more educated and in a position to protect themselves', the M sample seems to be more positive relative to the other samples even though there are high levels of agreement in all of the groups of respondents (C:95.7% M:100% RI:96.4%; C:90.4% M:95.5% RI:92.6%; C:86.6% M:97.8% RI:89.3%; C:73.5% M:88.8% RI:76.9%; C:87.5% M:91.1% RI:86.2%, respectively). On the other hand, degree of agreement of the M sample is lower (71.1%) relative to the other two samples in case of the idea 'more critical of business' (C:82.7% RI:85.7%). In case of 'more willing to spend time comparison shopping', all of the samples agree with the idea; yet, relative to other

ideas in the question, their degree of agreement is lower (C:69.9% M:77.8% RI:74.1%) Overall, responses of the samples to this question seem to reflect their optimistic views with respect to consumers in the future.

4.2.1.8. FINDINGS RELATED TO PACE OF PROGRESS ON VARIOUS CONSUMER ISSUES (THE EIGHTH QUESTION)

The eighth question was on opinions of respondents about the pace of progress on various consumer issues over the years. Table 4.2.16 reflects the responses of the three groups.

Table 4.2.16. Pace of Progress on Various Consumer Issues

		<u>Better today than</u> <u>ten years ago</u>		<u>Will be better</u> <u>ten years from</u> <u>now than today</u>		<u>Could be</u> <u>better ideally</u> <u>than today</u>	
-Quality of most products	C*	** 1) 62.4	2) 37.6	1) 51.4	2) 48.6	1) 55.6	2) 44.4
	M	1) 68.9	2) 31.1	1) 66.7	2) 33.3	1) 48.9	2) 51.1
	RI	1) 69.0	2) 31.0	1) 62.1	2) 37.9	1) 82.8	2) 17.2
-Quality of manufacturers' repair and maintenance services	C	1) 54.0	2) 46.0	1) 50.9	2) 49.1	1) 49.3	2) 50.7
	M	1) 60.0	2) 40.0	1) 80.0	2) 20.0	1) 37.8	2) 62.2
	RI	1) 62.1	2) 37.9	1) 79.3	2) 20.7	1) 62.1	2) 37.9
-Truthfulness in advertising	C	1) 30.0	2) 70.0	1) 37.9	2) 62.1	1) 59.5	2) 40.5
	M	1) 22.2	2) 77.8	1) 53.3	2) 46.7	1) 51.1	2) 48.9
	RI	1) 24.1	2) 75.9	1) 31.0	2) 69.0	1) 79.3	2) 20.7
-Manufacturers' sensitivity to consumer complaints	C	1) 47.9	2) 52.1	1) 51.0	2) 49.0	1) 56.3	2) 43.8
	M	1) 64.4	2) 35.6	1) 66.7	2) 33.3	1) 48.9	2) 51.1
	RI	1) 41.1	2) 58.6	1) 58.6	2) 41.4	1) 69.0	2) 31.0
-Consumer's lot	C	1) 40.2	2) 59.8	1) 48.6	2) 51.4	1) 59.0	2) 41.0
	M	1) 55.6	2) 44.4	1) 64.4	2) 35.6	1) 53.3	2) 46.7
	RI	1) 55.2	2) 44.8	1) 58.6	2) 41.4	1) 75.9	2) 24.1

*C=Consumers (n= 385); M=Manufacturers (n=45); RI=Respondents in related institutions (n=30).

**1)=Percentage of those respondents that have marked the respective issue

2)=Percentage of those respondents that have not marked the respective issue.

With respect to this question, there are not marked differences of opinions among the three samples. More than half of the respondents in all groups think that quality of most products is better today relative to ten years ago (C:62.4% M:68.9% RI:69%) and that will be better ten years from now than today (C:51.4% M:66.7% RI:62.1%). Coming to quality of manufacturers' repair and maintenance services, again, more than half of the respondents in all samples think that it is better today than ten years ago (C:54% M:60% RI:62.1%). It is interesting to note the optimistic views of both the M and RI samples with respect to the future of this dimension. 80% of the M sample and 79.3% of the RI sample think that ten years from now, quality of repair and maintenance services will be even better. In this case, only 37.8% of the M sample

states that it could be better ideally than today, whereas 62.1% of the RI sample thinks that way. In this question, one can see the least optimistic views in case of truthfulness in advertising: A majority of all samples does not consider this aspect to be better today than ten years ago (only 30% of the C, 22.2% of the M and 24.1% of the RI samples think that it is better) and there is not a very optimistic expectation with regard to the future of this aspect. Only 37.9% of the C, 53.3% of the M, and 31% of the RI samples think that truthfulness in advertising will be better ten years from now. Considering the 37.9% and 31% of the C and RI samples, the M sample seems relatively optimistic about the future of this issue with a rate of 53.3%. Except for manufacturers, the samples do not seem to think that manufacturers' sensitivity to consumer complaints is better today than ten years ago (64.4% of M versus 47.9% of C and 41.1% of RI). Again, manufacturers seem to be more positive with respect to the future of this dimension relative to the other samples (66.7% versus 51% of the C and 58.6% of the RI samples). Consumers do not seem to believe that their situation is better today than ten years ago and that it will be better ten years from now than today (only 40.2% and 48.6% acceptance rate, respectively). The other samples are more positive on this dimension. More than half of the respondents in both samples think that consumer's lot is better today than ten years ago (55.6% M and 55.2% RI) and the M sample is even more optimistic about the future of consumers (64.4%) than the RI sample (58.6%). In all of the five issues given in this question, the RI sample thinks more often than the other samples that these issues could be better ideally than today (82.8% versus 55.6% of C and 48.9% of RI in case of quality of products; 62.1% versus 49.3% of C and 37.8% of M in case of quality of repair and maintenance services; 79.3% versus 59.5% of C and 51.1% of M in case of truthfulness in advertising; 69% versus 56.3% of C and 48.9% of M in case of manufacturers' sensitivity to consumer complaints; and 75.9% versus 59.0% of C and 53.3% of M in case of consumer's lot). As can be seen from these figures, the M sample is the last to think that these issues could be better ideally than today in all of the cases.

4.2.1.9. FINDINGS RELATED TO SOCIAL RESPONSIBILITY RANKING (THE NINTH QUESTION)

The last common question in all of the questionnaires was the ranking of the various groups a company was thought to be socially responsible. Table 4.2.17 presents the results for the three groups.

Table 4.2.17. Social Responsibility Ranking

	<u>Sample Group*</u>	<u>Percentage of Respondents (%)</u>							<u>Sample Means</u>
		1**	2	3	4	5	6	7	
-Customers	C	45.0	22.4	8.6	7.8	3.5	4.9	7.8	2.48
	M	68.2	25.0	2.3	2.3	—	—	2.3	1.50
	RI	32.1	21.4	10.7	17.9	7.1	3.6	7.1	2.86
-Stockholders	C	12.8	9.8	9.8	11.7	14.7	16.0	25.3	4.55
	M	18.2	15.9	27.3	11.4	13.6	6.8	6.8	3.34
	RI	10.7	3.6	14.3	14.3	17.9	3.6	35.7	4.79
-Employees	C	7.3	23.4	22.6	17.7	13.6	10.9	4.6	3.58
	M	4.5	29.5	29.5	20.5	9.1	4.5	2.3	3.23
	RI	7.1	21.4	32.1	14.3	10.7	14.3	—	3.43
-Local community where company operates	C	2.2	10.6	16.6	20.7	21.2	15.5	13.3	4.48
	M	—	2.3	18.6	30.2	25.6	11.6	11.6	4.61
	RI	—	18.5	11.1	25.9	18.5	11.1	14.8	4.37
-Society at large	C	20.2	17.8	18.0	10.4	12.6	14.2	6.8	3.47
	M	11.6	18.6	4.7	16.3	18.6	23.3	7.0	4.09
	RI	35.7	10.7	10.7	—	17.9	25.0	—	3.29
-Suppliers	C	2.5	8.5	15.6	16.7	20.8	20.8	15.3	4.68
	M	—	2.3	7.0	7.0	11.6	32.6	39.5	5.84
	RI	3.6	7.1	10.7	10.7	17.9	35.7	14.3	4.96
-The state	C	10.7	8.2	9.1	15.1	13.2	17.3	26.4	4.69
	M	—	6.8	11.4	13.6	20.5	18.2	29.5	5.21
	RI	10.7	17.9	10.7	14.3	14.3	7.1	25.0	4.25

*C=Consumer sample (n=385) M=Manufacturer sample (n=45) RI=Related institutions sample (n=30)

** 1 = Most responsibility.....7 = Least responsibility

With respect to social responsibility rankings, the following may be cited for the three samples:

For consumers, the first group a company is thought to be socially responsible is the consumers followed by society at large and employees.

For the M sample, the first group is the same as that of the C sample: Consumers. This group is followed by employees and by stockholders.

For the RI sample, the first group is again customers and the second group is society at large. Third come the employees a company is thought to be socially responsible.

On the other hand, the groups toward which a company is thought to be least socially responsible are the State for the C sample and the suppliers for the RI and M samples.

From the foregoing, all the samples seem to think of customers as the first group a company is socially responsible.

4.2.1.10. FINDINGS RELATED TO DEMOGRAPHIC CHARACTERISTICS

4.2.1.10.1. DEMOGRAPHIC CHARACTERISTICS OF THE CONSUMER SAMPLE

Demographic characteristics of the respondents in case of the consumer sample can be stated as follows:

Table 4.2.18. Demographic Characteristics of the Consumer Sample

		<u>Frequency</u>	<u>Valid Percent</u>
Gender	Female	212	55.1
	Male	173	44.9
Age	Less than 20	26	6.8
	20 - 29	104	27.1
	30 - 39	87	22.7
	40 - 49	82	21.4
	50 - 59	42	10.9
	60 and above	43	11.2
	Missing	1	
Income	Very low	9	2.4
	Low	27	7.2
	Medium	248	66.5
	High	84	22.5
	Very high	5	1.3
	Missing	12	
Education	Primary school	22	5.7
	Secondary school	29	7.6
	Lycee	142	37.0
	University	145	37.8
	Post graduate	46	12.0
	Other	----	
	Missing	1	
Marital Status	Bachelor	134	35.4
	Married	210	55.6
	Widowed	14	3.7
	Divorced	20	5.3
	Missing	7	

		<u>Frequency</u>	<u>Valid Percent</u>
Number of years married	1 -5	42	20.6
	6 - 10	25	12.2
	11 - 15	27	13.2
	16 - 20	33	16.2
	21 - 25	25	12.2
	26 - 30	25	12.2
	31 and more	27	13.2
	Missing	13	
Occupation	Self-employed	85	22.5
	Government employee	66	17.5
	Housewife	50	13.2
	Private sector employee	43	11.4
	Student	41	10.8
	Retired	29	7.7
	Manager	26	6.9
	Other	18	4.8
	Worker	11	2.9
	Tradesman	7	1.8
	Merchant	2	0.5
	Missing	7	
District of the city they live in	Boğaziçi	62	16.4
	Bağdat Street	33	8.7
	Yeşilköy/Yeşilyurt	7	1.8
	Beşiktaş	36	9.5
	Kadıköy	101	26.7
	Bakırköy	29	7.7
	Zeytinburnu	40	10.6
	Cevizli	46	12.2
	Ümraniye/Ünalan Mah.	24	6.3
	Missing	7	

4.2.1.10.2. DEMOGRAPHIC CHARACTERISTICS OF THE MANUFACTURER SAMPLE

Demographic characteristics of the respondents in case of the manufacturer sample can be stated as follows:

Table 4.2.19. Demographic Characteristics of the Manufacturer Sample

		Frequency	Valid Percent
Gender	Female	14	31.1
	Male	30	66.7
	Missing	1	
Age	Less than 30	14	31.1
	30-39	19	42.2
	40-49	7	15.6
	50-59	4	8.9
	60 and above	1	2.2
Education	Primary school	1	2.2
	Secondary school	1	2.2
	Lycee	1	2.2
	University	36	80.0
	Post graduate	6	13.4
Position at company	General manager	2	4.4
	Assistant gn.mng.	4	8.9
	Marketing mng.	14	31.1
	Production mng.	----	
	Finance mng.	1	2.2
	Other*	24	53.3
*Other	-Chief	7	15.6
	-Human resources/ Public relations dep.	4	8.8
	-Consumer services/ Total quality & consumer satisfaction specialist	4	8.8
	-Product group responsible	3	6.7
	-Assistant mrktg. mng./supervisor	2	4.4
	-Market research assistant	1	2.2
	-Assistant technical director	1	2.2
	-Missing	2	4.4

		Frequency	Valid Percent
Scale of company	Large	43	95.6
	Medium	1	2.2
	Small	----	----
	Missing	1	
Impact of the consumer protection movement on the company	Very much	17	37.8
	Much	17	37.8
	Not so much	7	15.6
	Little	4	8.9
	Very little	----	
Importance of the marketing approach to the company	Very important	30	66.7
	Somewhat important	15	33.3
	Somewhat unimportant	----	----
	Not important at all	----	----
Sector	Public	----	
	Private	45	100.0
	Multinational	12	26.7
	Local	33	73.3
Industry	Weaving	10	22.2
	Other chemical products*	8	17.8
	Food	7	15.5
	Ready-wear	6	13.3
	Electrical machinery	3	6.7
	Vehicles	2	4.4
	Rubber	2	4.4
	Machinery	1	2.2
	Beverages	1	2.2
	Various petroleum & carbon derivatives	1	2.2
	Wooden furniture	1	2.2
	Glass & Glass products	1	2.2
	Main chemicals	1	2.2
	Paper and paper products	1	2.2

*Other chemical products: Dyes, pharmaceuticals, soap and detergents.

4.2.1.10.3. DEMOGRAPHIC CHARACTERISTICS OF THE RELATED INSTITUTIONS SAMPLE

Demographic characteristics of the respondents in case of the related institutions sample are as follows:

Table 4.2.20. Demographic Characteristics of the Related Institutions Sample

		Frequency	Valid Percent
Gender	Female	13	43.3
	Male	17	56.7
Age	Less than 30	7	23.3
	30-39	11	36.7
	40-49	10	33.3
	50-59	2	6.7
	60 and above	----	
Education	Primary school	----	
	Secondary school	1	3.3
	Lycee	2	6.7
	University	23	76.7
	Post graduate	4	13.3
Institution they work for			
	-Ministry of Industry and Trade	3	10.0
	-Ministry of Agriculture and Rural Affairs	1	3.3
	-Municipality	12	40.0
	-Turkish Standards Institute	1	3.3
	-İstanbul Chamber of Commerce	2	6.7
	-Association for the Protection of Consumers	3	10.0
	-Media*	4	13.3
	-Other**	4	13.3

*Media: TV channel (6.6%) , newspaper (6.6%).

**Other: Ministry of the Interior

4.2.2. FINDINGS RELATED TO RELATIONSHIPS AND DIFFERENCES AMONG VARIABLES

Before proceeding with the other tests, test for normality was conducted for each individual variable in the intervally scaled questions; i.e., questions I, II, III, IVb, and VII, in all of the three samples. This was due to the reason that "...normality of data, referring to the shape of the data distribution for an individual metric variable and its correspondence to a normal distribution, ...is required to use the F and t statistics. If the variation from the normal distribution is sufficiently large, all resulting statistical tests are invalid". (Hair, Anderson, Tatham, Black, 1994, p.64)

In order to figure out whether the distributions are normal or not, the following formula based on the skewness values is used:

$$z \text{ value} = \frac{\text{skewness}}{\sqrt{\frac{6}{N}}}$$

where z is the calculated statistic value and

N is the sample size. (Skewness value is computed by the SPSS program in the frequency analyses).

When the calculated z value exceeds a critical value, the distribution is considered nonnormal. ("The critical value is from a z distribution, based on the desired significance level". (Hair et al. p.66)) In this study, ± 2.58 was chosen as the critical value; where calculated z values exceeded ± 2.58 , the assumption about the normality of the distribution was rejected at the 0.01 probability level. As a result, for those variables having a calculated z value of $-2.58 \leq z \leq +2.58$ (normally distributed), either the t or the F tests were used depending on the independent variables involved. And for those variables having a calculated z value of $z > +2.58$ or $z < -2.58$ (nonnormally distributed), either the Mann-Whitney Test or the Kruskal-Wallis Test, two nonparametric tests, was made use of instead of the t and the Oneway Analysis of Variance Tests, respectively, not to end up with invalid statistical tests.

"The Mann-Whitney U Test is often introduced as a relatively powerful alternative to the usual t-test for equality of means when the data are ordinal. It is also used with interval data when the assumption required by the t-test that the variable is normally distributed in the two parent populations is not warranted. The null hypothesis in this test is that two populations have identical distributions" (Churchill, p.426) "and the statistic for testing (this) hypothesis is the sum of the ranks for each of the two groups. If the groups have the same distributions, their sample distributions of ranks should be similar. If one of the groups has more than its share of small or large ranks, there is reason to suspect that the two underlying distributions are different". (Norusis, 1993, p.378)

"The Kruskal-Wallis Test represents an extension of the Mann-Whitney Test to situations when there are more than two independent samples being compared. The experimental condition is one where k independent random samples have been obtained ($k \geq 2$), one from each of the k populations, and we wish to test the null

hypothesis that the populations are identical. The Kruskal-Wallis Test, therefore, can be considered as the nonparametric counterpart of the Oneway Analysis of Variance. The latter requires the assumptions of normality of the underlying population distributions as well as homogeneity of variances. The Kruskal-Wallis Test, on the other hand, only requires that the random variable has an underlying continuous distribution. The procedure for computing this test is similar to the procedure used in the Mann-Whitney Test. All cases from the (k) groups are combined and ranked. Average ranks are assigned in the case of ties. For each group, the ranks are summed, and the Kruskal-Wallis H statistic is computed from these sums. The H statistic has approximately a chi-square distribution under the hypothesis that (k) groups have the same distribution". (Norusis, 1993, p.389)

4.2.2.1. THE CONSUMER SAMPLE

In case of the consumer sample, each question was analyzed with respect to the demographic variables of : gender, age, income, education, marital status, number of years married, occupation, and district of the city the respondent lived in.

4.2.2.1.1. ATTITUDES TOWARD MARKETING PRACTICES, GOVERNMENT CONTROL, CUSTOMER ORIENTATION, CONSUMER RESPONSIBILITIES, AND CONSUMERISM (THE FIRST QUESTION)

4.2.2.1.1.1. GENDER

Gender is composed of two groups (female and male) and after conducting the normality test, the 41 Likert statements were analyzed with either t-tests or Mann-Whitney tests to find out if there were differences of opinions among the two groups.

There were only two statements in which t-test results were significant, meaning differences of attitudes among females and males :

- Promotional activities sponsored by manufacturers to encourage people to buy their products are dishonest most of the time. (V12) (p value ** = 0.022)
- When consumers have problems with products they have purchased, it is usually easy to get them corrected. (V40) (p value = 0.035)

Table 4.2.21. Differences in Attitudes of Female and Male Respondents With Respect to Advertising and Promotion, and Consumerism

	Number of Cases	Mean	Std. Dev.	F Value	2-Tail Prob*	Pooled Variance Estimate*		
						t value	DF	2-Tail Prob.**
V12								
Female	210	2.6333	.629					
Male	173	2.4798	.670	1.13	0.388	2.31	381	0.022
V40								
Female	212	2.1745	.697					
Male	172	2.0174	.753	1.17	0.287	2.12	382	0.035

*When the 2-Tail probability of the F value exceeds 0.05, pooled variance estimates are analyzed; when this value is below 0.05, separate variance estimates are analyzed.

** p value indicates whether the mean values for females and males for each of the variables are significantly different; there are significant differences when $p \leq 0.05$.

In both instances, females seem to be higher on both of the mean values as compared to males indicating that they believe more than males that promotional activities sponsored by manufacturers to encourage people to buy their products are dishonest most of the time and that when consumers have problems with products they have purchased, it is usually easy to get them corrected.

In case of the Mann-Whitney Test that was conducted for the nonnormally distributed variables, significant differences were found to exist between the two groups in case of the following four variables:

- Generally, advertised products are more dependable than unadvertised ones. (V9)
- Government price control is the most effective way of keeping the prices of consumer goods at reasonable levels. (V17)
- Competition ensures that consumers pay fair prices for products. (V18)
- Most business firms make a sincere effort to adjust to consumer complaints fairly. (V41)

Table 4.2.22. Differences in Attitudes of Female and Male Respondents With Respect to Advertising and Promotion, Prices and Price Control, and Consumerism

Statement	Mean Rank	Cases	U	W	Corrected for Ties	
					z	2-Tailed Prob
V9	178.54 205.28	210 F* 170 M 380 Total	15338.0	34897.0	-2.6459	0.0081
V17	212.46 166.90	211 F 172 M 383 Total	13828.5	28706.5	-4.1996	0.0000
V18	178.67 208.18	210 F 173 M 383 Total	15366.0	36015.0	-3.0767	0.0021
V41	199.86 178.94	210 F 170 M 380 Total	15885.0	30420.0	-2.1022	0.0355

*F = Female; M = Male

It seems that females tend to believe more often than males that government price control is the most effective way of keeping the prices of consumer goods at reasonable levels and that most business firms make a sincere effort to adjust to consumer complaints fairly. On the other hand, males tend to believe more often than females that generally, advertised products are more dependable than unadvertised ones and that competition ensures that consumers pay fair prices for products.

4.2.2.1.1.2. AGE

This variable which was initially composed of six categories was reduced to three categories through a recoding process: Those who were younger than 20 and those who were aged between 20 and 29 were grouped into one category (1), those who were aged between 30 - 39 and 40 - 49 were grouped into a second category (2), and those who were either 50 - 59 or 60 and above years of age were grouped into a third category (3).

Oneway analysis of variance was conducted for the variables that were normally distributed. Only one out of the eighteen variables yielded a significant difference among the different age groups:

- Refusal of consumers to buy expensive products is the most effective way of keeping the prices of consumer goods at reasonable levels. (V16)

Table 4.2.23. Differences in Attitudes of Various Age Groups With Respect to Prices and Price Control

V16 Groups	1	2	3		
	Means			F	F Prob.
1	2.6744	2.8214	3.0471	5.2508	0.0056
2					
3	*				

Box M = 0.541 p = 0.582

Group 1 = Younger than 30; Group 2 = 30 to 49; Group 3 = Older than 50.

* Indicates significant Scheffe Range test results ($p \leq 0.05$).

For this statement, $F = 5.2508$. This F value is significant at the 0.0056 level implying that there are significant differences in the mean acceptance levels of the three groups with different ages. From the given information, the true differences seem to lie among groups 1 and 3. Hence, it seems that particularly those respondents who are below 30 years of age and those who are above 50 years of age tend to feel differently on the idea that refusal of consumers to buy expensive products is the most effective way of keeping the prices of consumer goods at reasonable levels, with the older group accepting the idea stronger than the younger group.

For variables not normally distributed, Kruskal-Wallis Test was applied to analyze potential significant differences. Only two significant results were obtained:

- The most important problem facing consumers today is the high prices of consumer goods. (V13)
- Generally, product guarantees are backed up by manufacturers who make them. (V30)

Table 4.2.24. Differences in Attitudes of Various Age Groups With Respect to Prices and Price Control and Customer Orientation

<u>Statement</u>	<u>Mean Rank</u>	<u>Cases</u>	<u>Age</u>	<u>Corrected for Ties</u>	
				<u>Chi-Square</u>	<u>Significance</u>
V13	197.42	130	< 30	6.9598	0.0308
	177.28	168	30-49		
	212.80	85	> 50		
		383	Total		
V30	205.33	129	< 30	8.0375	0.0180
	186.48	164	30-39		
	171.31	85	> 50		
		378	Total		

In the first instance, those who are older than 50 years of age tend to think more often than the other groups that the most important problem facing consumers today is the high prices of consumer goods.

In the second instance, those who are younger than 30 years of age tend to think more often than the other groups that generally, product guarantees are backed up by manufacturers who make them.

4.2.2.1.1.3. INCOME

The income variable was also recoded. Those who were middle or lower income earners were grouped into one category (1) and those who were high or very high income earners were grouped into a second category (2) calling for a t-test in case of the normally distributed variables. There were three statements for which the two groups showed significant differences in their attitudes:

- High prices are caused primarily by wholesale and retail middlemen taking excessive profits. (V14)
- In general, self-regulation by business itself is preferable to stricter control of business by government. (V23)
- Consumers never try to take advantage of manufacturers and dealers intentionally. (V36)

Table 4.2.25. Differences in Attitudes of Middle/Low and High/Very High Income Groups With Respect to Prices and Price Control, Government Control, and Consumer Responsibilities

<u>State.</u>	<u>Number of Cases</u>	<u>Mean</u>	<u>Std. Dev.</u>	<u>F Value</u>	<u>2-Tail Prob.</u>	<u>Pooled Variance Estimate</u>		
						<u>t value</u>	<u>DF</u>	<u>2-Tail Prob.</u>
V14								
M/L*	281	2.8505	.810					
H/VH	88	2.6364	.833	1.06	0.724	2.15	367	0.032
V23								
M/L	281	2.5943	.828					
H/VH	87	2.8506	.800	1.07	0.724	-2.54	366	0.011
	<u>Number of Cases</u>	<u>Mean</u>	<u>Std. Dev.</u>	<u>F Value</u>	<u>2-Tail Prob.</u>	<u>Separate Variance Estimate</u>		
						<u>t value</u>	<u>DF</u>	<u>2-Tail Prob.</u>
V36								
M/L	280	2.6679	.808					
H/VH	86	2.4186	.641	1.59	0.013	2.96	175.44	0.004

* M/L = Middle/Low Income ; H/VH = High/Very High Income.

In the first and third ideas, it seems that those who are middle and lower income earners believe more often than the high and very high income earners that high prices are caused primarily by wholesale and retail middlemen taking excessive profits and that consumers never try to take advantage of manufacturers and dealers intentionally; whereas in case of the second idea, the high and very high income earners think more often than the middle and lower income earners that in general, self-regulation by business itself is preferable to stricter control of business by government.

With respect to the nonnormally distributed variables for which Mann-Whitney Tests were conducted, there seemed to be three instances in which statistically significant differences existed among opinions of the two groups of respondents:

- Government price control is the most effective way of keeping the prices of consumer goods at reasonable levels. (V17)
- The government should exercise more responsibility for regulating the advertising, sales, and marketing activities of manufacturers. (V21)
- Most business firms make a sincere effort to adjust to consumer complaints fairly. (V41)

Table 4.2.26. Differences in Attitudes of Middle/Low and High/Very High Income Groups With Respect to Prices and Price Control, Government Control and Regulation, and Consumerism

Statement	Mean Rank	Cases	U	W	Corrected for Ties	
					z	2-Tailed Prob
V17	198.33	282 M/L*	9073.0	13078.0	- 4.1321	0.0000
	146.94	89 H/VH				
		371 Total				
V21	196.87	284 M/L	9834.5	13839.5	- 3.3415	0.0008
	155.50	89 H/VH				
		373 Total				
V41	191.87	281 M/L	10152.0	13980.0	- 2.7312	0.0063
	160.69	87 H/VH				
		368 Total				

* M/L: Middle/Low Income; H/VH: High/Very High Income.

In all instances, the middle or lower income earners ranked higher in their mean values as compared to the high/very high income earners. That is, the former group believes more often than the latter group that government price control is the most effective way of keeping the prices of consumer goods at reasonable levels, that the government should exercise more responsibility for regulating the advertising, sales, and marketing activities of manufacturers, and that most business firms make a sincere effort to adjust to consumer complaints fairly.

4.2.2.1.1.4. EDUCATION

This variable was also recoded into two categories: (1) Those who were either lycee / secondary school / primary school graduates and (2) those who were university / post graduates. Then t-tests were conducted for those variables that were normally distributed. There was only one instance in which the two groups seemed to differ in their attitudes:

- When consumers have problems with products they have purchased, it is usually easy to get them corrected. (V40)

Table 4.2.27. Differences in Attitudes of Respondents with Different Education Levels With Respect to Consumerism

State.	Number of Cases	Mean	Std. Dev.	F Value	2-Tail Prob.	Pooled Variance Estimate		
						t value	DF	2-Tail Prob.
V40								
L/SS/PS*	192	2.2083	.751	1.20	0.202	2.77	381	0.006
U/PG	191	2.0052	.684					

*L/SS/PS = Lycee/Secondary School/Primary School Graduates
U/PG = University / Post Graduates

Here the p value is 0.006 which indicates a significant difference among the two groups with respect to their attitudes on this idea, with the university/post graduates having a lower agreement level compared to the lycee/secondary school/primary school graduates.

The nonnormally distributed variables were tested using the Mann-Whitney Test. There were six variables for which statistically significant differences between the two groups seemed to exist:

- Over the past several years, the quality of most products has not improved. (V4)
- Government price control is the most effective way of keeping the prices of consumer goods at reasonable levels. (V17)
- The government should exercise more responsibility for regulating the advertising, sales, and marketing activities of manufacturers. (V21)
- The information needed to become a well-informed consumer is readily available to most people. (V32)
- Manufacturers seem to be more sensitive to consumer complaints now than they were in the past. (V39)

Table 4.2.28. Differences in Attitudes of Respondents with Different Education Levels With Respect to Product Quality, Prices and Price Control, Government Control and Regulation, Consumer Responsibilities, and Consumerism

Statement	Mean Rank	Cases	U	W	Corrected for Ties	
					z	2-Tailed Prob
V4	201.31	192 L/SS/PS*	16164.0	34119.0	- 2.0466	0.0407
	180.52	189 U/PG				
		381 Total				
V17	209.15	192 L/SS/PS	14851.5	32996.5	- 3.2920	0.0010
	173.67	190 U/PG				
		382 Total				
V21	206.09	193 L/SS/PS	15809.5	34145.5	- 2.5496	0.0108
	178.77	191 U/PG				
		384 Total				
V32	211.41	192 L/SS/PS	14417.0	32562.0	- 3.9797	0.0001
	171.38	190 U/PG				
		382 Total				
V39	181.65	191 L/SS/PS	16357.5	34694.5	- 2.1349	0.0328
	201.35	191 U/PG				
		382 Total				

* L/SS/PS = Lycee/Secondary School/Primary School Graduates

U/PG = University/post Graduates.

Except for V39, lycee/secondary school/primary school graduates have higher mean rank values compared to university/post graduates indicating that they agree to a larger extent than the latter group with the ideas that over the past several years, the quality of most products has not improved, that government price control is the most effective way of keeping prices of consumer goods at reasonable levels, that the government should exercise more responsibility for regulating the advertising, sales, and marketing activities of manufacturers, that information needed to become a well-informed consumer is readily available to most people, and that when consumers have problems with products they have purchased, it is usually easy to get them corrected. On the other hand, university/post graduates tend to think more often than lycee/secondary school/primary school graduates that manufacturers seem to be more sensitive to consumer complaints now than they were in the past.

4.2.2.1.1.5. MARITAL STATUS

Another variable that was recoded into two groups was marital status:

(1) Unmarried (single, widowed, divorced) (2) Married.

There were significant differences among the attitudes of the two groups in case of two of the normally distributed variables, V16 and V28, for which t-tests were conducted:

- Refusal of consumers to buy expensive products is the most effective way of keeping the prices of consumer goods at reasonable levels.(V16)
- Generally, the products required by the average family are easily available at convenient places.(V28)

Table 4.2.29. Differences in Attitudes of Unmarried and Married Respondents With Respect to Prices and Price Control, and Customer Orientation

<u>State.</u>	<u>Number of Cases</u>	<u>Mean</u>	<u>Std. Dev.</u>	<u>F Value</u>	<u>2-Tail Prob.</u>	<u>Pooled Variance Estimate</u>		
						<u>t value</u>	<u>DF</u>	<u>2-Tail Prob.</u>
V16								
Unmarried	166	2.6928	.814					
Married	210	2.9143	.826	1.03	0.853	- 2.60	374	0.010
V28								
Unmarried	168	3.0952	.612					
Married	210	2.9571	.573	1.14	0.370	2.26	376	0.024

In the first statement, the married group seems to think more often than the unmarried group that refusal of consumers to buy expensive products is the most effective way of keeping prices of consumer goods at reasonable levels. On the other hand, in the second statement the unmarried group thinks more often than the married group that generally, products required by the average family are easily available at convenient places.

With respect to the nonnormally distributed variables, there were significant differences among the attitudes of the two groups in case of three variables:

- Competition ensures that consumers pay fair prices for products. (V18)
- Concern for the environment does not influence the product choices made by most consumers. (V38)
- Most business firms make a sincere effort to adjust to consumer complaints fairly. (V41)

Table 4.2.30. Differences in Attitudes of Unmarried and Married Respondents With Respect to Prices and Price Control, Consumer Responsibilities, and Consumerism

	Mean Rank	Cases		U	W	Corrected for Ties	
						z	2-Tailed Prob
V18	176.34	166 UM*					
	198.11	210 M		15411.0	29272.0	- 2.2893	0.0221
		376 Total					
V38	198.27	166 UM					
	179.85	209 M		15643.0	32912.0	- 1.9680	0.0491
		375 Total					
V41	197.76	165 UM					
	178.47	208 M		15385.0	32630.0	- 1.9624	0.0497
		373 Total					

* UM = Unmarried ; M = Married.

The married group seems to think more often than the unmarried group that competition ensures that consumers pay fair prices for products. On the other hand, the unmarried group seems to think more often than the married group that concern for the environment does not influence the product choices made by most consumers and that most business firms make a sincere effort to adjust to consumer complaints fairly.

4.2.2.1.1.6. NUMBER OF YEARS MARRIED

Pearson Correlation was used in the analysis of this variable with each of the normally distributed variables in the first question. Significant correlation was found between this variable and the following variable

- Refusal of consumers to buy expensive products is the most effective way of keeping the prices of consumer goods at reasonable levels

with a $\gamma = - 0.1318$ and $p = 0.001$.

As number of years married increases, respondents seem to think less often that refusal of consumers to buy expensive products is the most effective way of keeping the prices of consumer goods at reasonable levels.

4.2.2.1.1.7. OCCUPATION

This variable was recoded into the following categories:

1. Private sector employee
2. Retired
3. Student
4. Self-employed
5. Housewife
6. Government employee

There was only one variable among the normally distributed variables in which a statistically significant difference between the six groups seemed to be present upon conducting a Oneway analysis of variance:

- Generally, the products required by the average family are easily available at convenient places. (V28)

Table 4.2.31. Differences in Attitudes of Various Occupation Groups With Respect to Customer Orientation

V28 Groups	4	2	5	6	1	3	F Ratio	F Prob.
	<u>Means</u>							
4	2.8617	2.8966	3.0200	3.0476	3.1125	3.2927	3.8493	0.0021
2								
5								
6								
1								
3	*							

Box M = 2.228 $p = 0.049$ (Variances not homogeneous)

* Indicates significant Scheffe Range test results ($p \leq 0.05$).

The F value here is 3.8493 and it is significant at the 0.0021 level meaning significant differences in the mean agreement levels of the six groups with different occupations. Given the accompanying information, the true difference lies among the third and the fourth groups. Here, students and the self-employed seem to differ in their attitudes with the students agreeing more than the self-employed that generally, products required by the average family are easily available at convenient places.

There was also only one variable for which significant differences seemed to exist between the various occupation groups in case of the nonnormally distributed variables:

- For most types of products, differences among competing brands are insignificant. (V6)

Table 4.2.32. Differences in Attitudes of Various Occupation Groups With Respect to Product Quality

<u>Statement</u>	<u>Mean Rank</u>	<u>Cases</u>		<u>Corrected for Ties</u>	
				<u>Chi-Square</u>	<u>Significance</u>
V6	159.15	79	1*	12.3608	0.0302
	160.62	30	2		
	194.67	41	3		
	200.30	92	4		
	206.07	49	5		
	193.33	82	6		
		373			

*1 = Private sector employee; 2 = Retired; 3 = Student; 4 = Self-employed
5 = Housewife; 6 = Government employee.

Here, housewives (Group 5) seem to be highest in their mean rank values indicating that they believe to a larger extent than the other groups that for most types of products, differences among competing brands are insignificant.

4.2.2.1.1.8. DISTRICT

Recoding of this variable was realized as follows:

1. Boğaziçi, Bağdat Street, Yeşilköy
2. Beşiktaş, Kadıköy, Bakırköy
3. Zeytinburnu, Cevizli, Ünalın Mahallesi/Ümraniye

With respect to normally distributed variables, there were two statements in which the three groups did not seem to share ideas in the Oneway tests.

- Manufacturers' advertisements usually present a true picture of the products advertised. (V10)
- Many mistakes that consumers make are the result of their own carelessness or ignorance. (V35)

Table 4.2.33. Differences in Attitudes of Respondents Living in Different Districts With Respect to Advertising and Promotion and Consumer Responsibilities

V10

<u>Groups</u>	<u>Means</u>			<u>F Ratio</u>	<u>F Prob.</u>
	3	1	2		
3	1.9182	2.0392	2.1325	3.3738	0.0353
1					
2	*				

Box M = 0.600 p = 0.549

V35

<u>Groups</u>	<u>Means</u>			<u>F Ratio</u>	<u>F Prob.</u>
	2	3	1		
2	2.5000	2.5273	2.7353	3.9418	0.0202
3					
1	*				

Box M = 2.806 p = 0.061

* Indicates significant Scheffe Range test results ($p \leq 0.05$).

In the first instance, there seems to be significant differences among the second (Beşiktaş, Kadıköy, Bakırköy) and third groups (Zeytinburnu, Cevizli, Ünalán / Ümraniye) with the second group agreeing more than the third that manufacturers' advertisements usually present a true picture of the products advertised.

In the second instance, there seems to be significant differences among the first (Boğaziçi, Bağdat Street, Yeşilköy) and second (Beşiktaş, Kadıköy, Bakırköy) groups, with the first group agreeing more than the second that many mistakes consumers make are the result of their own carelessness or ignorance.

With respect to nonnormally distributed variables, four variables yielded statistically significant differences among the three district respondents:

- Generally, advertised products are more dependable than unadvertised ones. (V9)
- Government price control is the most effective way of keeping the prices of consumer goods at reasonable levels. (V17)
- The government should exercise more responsibility for regulating the advertising, sales, and marketing activities of manufacturers. (V21)
- Manufacturers seem to be more sensitive to consumer complaints now than they were in the past. (V39)

Table 4.2.34. Differences in Attitudes of Respondents Living in Different Districts With Respect to Advertising and Promotion, Prices and Price Control, Government Control and Regulation, and Consumer Responsibilities

Statement	Mean Rank	Cases	Corrected for Ties	
			Chi-Square	Significance
V9	166.08	102 1*	7.0333	0.0297
	197.64	165 2		
	190.58	106 3		
		373 Total		
V17	152.20	102 1	18.2736	0.0001
	196.71	166 2		
	210.16	108 3		
		376 Total		
V21	164.36	102 1	9.5310	0.0085
	193.15	166 2		
	207.30	110 3		
		378 Total		
V39	200.17	102 1	8.6487	0.0132
	194.99	166 2		
	167.50	108 3		
		376 Total		

*1 = Boğaziçi/Bağdat Street/Yeşilköy; 2 = Beşiktaş/Kadıköy/Bakırköy;
3 = Zeytinburnu/Cevizli/Ünalán Mahallesi and Ümraniye

Those respondents who live in Zeytinburnu, Cevizli, Ümraniye, and Ünalán Mahallesi seem to believe more than those living in the other districts that government price control is the most effective way of keeping prices of consumer goods at reasonable levels and that the government should exercise more responsibility for regulating the advertising, sales, and marketing activities of manufacturers. Those respondents who live in Beşiktaş, Kadıköy, and Bakırköy think more than those living in the other districts that generally, advertised products are more dependable than unadvertised ones. Those respondents who live in Boğaziçi, Bağdat Street, and Yeşilköy think more than those living in the other districts that manufacturers seem to be more sensitive to consumer complaints now than they were in the past.

4.2.2.1.2. FACTORS LEADING TO THE INITIATION AND DEVELOPMENT OF THE CONSUMER MOVEMENT IN A COUNTRY (THE SECOND QUESTION)

4.2.2.1.2.1. GENDER

No statistical difference was found among opinions of females and males in the normally distributed variables of the second question asking for factors leading to the initiation and development of the consumer movement in a country.

With respect to the nonnormally distributed variables, there were four variables for which statistically significant differences existed among opinions of females and males:

- Increased consumer expectations for product quality (V45)
- A feeling that business should assume greater social responsibilities (V46)
- Lack of public awareness of the legislation which already exists (V64)
- An awareness by many individuals that they have rights and responsibilities as consumers (V66)

Table 4.2.35. Differences in Opinions of Female and Male Respondents With Respect to Factors Leading to the Initiation and Development of the Consumer Movement

Statement	Mean Rank	Cases	U	W	Corrected for Ties	
					z	2-Tailed Prob
V45	200.95	210 F*	15655.0	30190.0	- 2.3318	0.0197
	177.59	170 M				
		380 Total				
V46	201.92	211 F	15842.5	30548.5	- 2.2905	0.0220
	178.65	171 M				
		382 Total				
V64	198.67	208 F	15772.0	30307.0	- 1.9695	0.0489
	178.28	170 M				
		378 Total				
V66	200.70	209 F	15737.0	30443.0	- 2.2726	0.0231
	178.03	171 M				
		380 Total				

* F = Female; M = Male.

As can be seen, mean rank values of the female respondents were higher than those of the male respondents in all of the cases indicating higher agreement rates of females with the ideas 'increased consumer expectations for product quality', 'a feeling that business should assume greater social responsibilities', 'lack of public awareness of the legislation which already exists', and 'an awareness by many individuals that they have rights and responsibilities as consumers', as being factors that lead to the initiation and development of the consumer movement in a country.

4.2.2.1.2.2. AGE

Recoding of this variable was accomplished as was done in the first question. Among the normally distributed variables for which Oneway analysis of variance was conducted, there was only one variable for which significant differences of opinions existed among the three groups:

- Deterioration of business ethics (V62)

Table 4.2.36. Differences in Opinions of Various Age Groups With Respect to the Factors Leading to the Initiation and Development of the Consumer Movement

V62

Groups	Means			F Ratio	F Prob.
	1	2	3.....		
1	2.5846	2.8834	2.9524	5.4568	0.0046
2	*				
3	*				

Box M = 1.299 p = 0.273

* Indicates significant Scheffe Range test results ($p \leq 0.05$).

Here, those younger than 30 (Group 1) and those older than 50 (Group 3) did not share the same ideas; besides, those younger than 30 and those that were aged between 30 and 49 (Group 2) did not share the same ideas, either. In the former instance, the older group and in the latter instance those who were aged between 30 and 49 were higher in their mean values meaning that those who were older than 50 years of age and those who were aged between 30 and 49 years of age seemed to think more often than those who were younger than 30 years of age that deterioration of business ethics was a factor leading to the initiation and development of the consumer movement in a country.

With respect to the nonnormally distributed variables for which Kruskal-Wallis Test was applied, there were no statistically significant differences of opinions among the three groups of respondents for any of the variables involved.

4.2.2.1.2.3. INCOME

The recoding of this variable was accomplished as was done in the first question. T-test results conducted among the normally distributed variables showed significant differences for the two groups only in case of one item;

- A widening consumer information gap (V60)

Table 4.2.37. Differences in Opinions of Middle/Low and High/Very High Income Groups With Respect to Factors Leading to the Initiation and Development of the Consumer Movement

State.	Number of Cases	Mean	Std. Dev.	F Value	2-Tail Prob.	Pooled Variance Estimate		
						t value	DF	2-Tail Prob.
V60								
M/L*	276	2.8116	.667					
H/VH	87	2.6322	.733	1.21	0.256	2.14	361	0.033

* M/L = Middle/Low Income ; H/VH = High/Very High Income.

The t statistic was found to be significant with a p value of 0.033. The associated t value was 2.14. The medium or lower income earners seemed to agree to a greater extent than the high and very high income earners that a widening consumer information gap was a factor leading to the initiation and development of the consumer movement in a country. There seemed to be no other differences in these two groups with respect to the normally distributed variables of the second question.

In case of the nonnormally distributed variables, there were no significant differences for the two groups with respect to their opinions on the factors that are thought to lead to the initiation and development of the consumer movement in a country.

4.2.2.1.2.4. EDUCATION

The recoding of this variable was also the same as in the first question. T-tests were conducted for the normally distributed variables and significant differences were found in case of :

- Deterioration of business ethics (V62)

Table 4.2.38. Differences in Opinions of Respondents With Different Education Levels With Respect to Factors Leading to the Initiation and Development of the Consumer Movement

State.	Number of Cases	Mean	Std. Dev.	F Value	2-Tail Prob.	Pooled Variance Estimate		
						t value	DF	2-Tail Prob.
V62								
L/SS/PS*	189	2.6508	.925					
U/PG	188	2.9415	.903	1.05	0.735	- 3.09	375	0.002

*L/SS/PS = Lycee/Secondary School/Primary School Graduates

U/PG = University/Post Graduates

A p value of 0.002 was obtained from the T-test, implying significant differences of opinions between the two groups, with university / post graduates

having a higher mean value compared to lycee / secondary school / elementary school graduates. This means that university / post graduates think more often than the other group that deterioration of business ethics is a factor that leads to the initiation and growth of the consumer protection movement in a country.

With respect to the nonnormally distributed variables, there were eight variables for which statistically significant differences existed among the lycee/secondary school/primary school graduates and the university/post graduates:

- Greater public concern for social problems (V43)
- Increased consumer expectations for product quality (V45)
- Defective repair work (V50)
- Deceptive packaging and labelling (V52)
- Inadequate guarantees (V53)
- Better educated consumers demanding more information (V58)
- More opportunities for consumer deception than ever before (V61)
- An awareness by many individuals that they have rights and responsibilities as consumers (V66)

Table 4.2.39. Differences in Opinions of Respondents With Different Education Levels With Respect to Factors Leading to the Initiation and Development of the Consumer Movement (Mann-Whitney Test Results)

Statement	Mean Rank	Cases	U	W	Corrected for Ties	
					z	2-Tailed Prob
V43	176.63	193 L/SS/PS*				
	208.53	191 U/PG	15369.5	39829.5	- 3.1743	0.0015
		384 Total				
V45	172.62	189 L/SS/PS				
	207.28	190 U/PG	14671.0	32626.0	- 3.4812	0.0005
		379 Total				
V50	178.28	190 L/SS/PS				
	200.84	188 U/PG	15728.0	37758.0	- 2.2806	0.0226
		378 Total				
V52	175.54	191 L/SS/PS				
	203.76	187 U/PG	15192.5	38102.5	- 2.7184	0.0066
		378 Total				
V53	169.83	191 L/SS/PS				
	208.69	186 U/PG	14101.0	38816.0	- 3.7728	0.0002
		377 Total				
V58	177.56	191 L/SS/PS				
	201.70	187 U/PG	15577.5	37717.5	- 2.3785	0.0174
		378 Total				
V61	178.43	189 L/SS/PS				
	199.62	188 U/PG	15769.0	37.529.0	- 2.0696	0.0385
		377 Total				
V66	179.19	191 L/SS/PS				
	200.98	188 U/PG	15889.5	37784.5	- 2.1965	0.0281
		379 Total				

*L/SS/PS: Lycee/Secondary school/Primary school graduates; U/PG : University/Post graduates.

In all instances, mean rank values of university/post graduates were higher relative to those of lycee/secondary school/primary school graduates, indicating that the former group agreed more often than the latter with the above items as being factors that led to the initiation and development of the consumer movement in a country.

4.2.2.1.2.5. MARITAL STATUS

No significant differences were found between the unmarried and the married groups with respect to their opinions regarding the factors that are thought to lead to the initiation and growth of the consumer movement in a country, in case of the normally distributed variables.

There was only one case in which significant differences were found to exist between the two groups with respect to the nonnormally distributed variables, for which Mann-Whitney Test was conducted:

- Increased consumer expectations for product quality (V45)

Table 4.2.40. Differences in Opinions of Unmarried and Married Respondents With Respect to Factors Leading to the Initiation and Development of the Consumer Movement

Statement	Mean Rank	Cases	U	W	Corrected for Ties	
					z	2-Tailed Prob
V45	202.03	166 UM*				
	174.95	207 M	14686.5	33536.5	- 2.7222	0.0065
		373 Total				

*UM = Unmarried; M = Married.

Here, the unmarried group seems to think more often than the married group that increased consumer expectations for product quality is a factor that leads to the initiation and growth of the consumer movement in a country.

4.2.2.1.2.6. NUMBER OF YEARS MARRIED

There were no significant results with respect to number of years married and factors that are thought to lead to the initiation and development of the consumer movement in a country in case of the normally distributed variables for which the Pearson Correlation Test was applied.

4.2.2.1.2.7. OCCUPATION

No significant differences were found between the six recoded occupation groups with respect to their opinions regarding the factors that are thought to lead to the initiation and growth of the consumer movement in a country, in neither the normally distributed variables nor the nonnormally distributed variables.

4.2.2.1.2.8. DISTRICT

Recoding of this variable was the same as in the first question. Oneway analysis of variance was conducted for the analysis of this variable and the following item was found to yield significant differences among the groups in case of the normally distributed variables.

- The mechanical and impersonal nature of the marketplace (V57)

Table 4.2.41. Differences in Opinions of Respondents Living in Different Districts With Respect to Factors Leading to the Initiation and Development of the Consumer Movement (Oneway Analysis of Variance Results)

V57

Groups	Means			F Ratio	F Prob.
	3	1	2.....		
3	2.5000	2.6931	2.7607	3.6493	0.0270
1					
2	*				

Box M = 1.040 p = 0.354

* Indicates significant Scheffe Range test results ($p \leq 0.05$).

The F value was found to be 3.6493 with a significance level of 0.0270 implying that there are significant differences in the mean acceptance levels of the three groups living at different districts of the city. There seem to be true differences among those living in the second category (Beşiktaş, Kadıköy, Bakırköy) and the third category (Zeytinburnu, Cevizli, Ünalı Mahallesi / Ümraniye) with the former group having a higher mean value. Hence, those respondents living in the second category think more often than those respondents living in the third category that the mechanical and impersonal nature of the marketplace is a factor that leads to the initiation and development of the consumer protection movement in a country.

With respect to the nonnormally distributed variables, there were statistically significant differences in case of six instances:

- Defective products (V49)
- Misleading advertising (V51)
- Deceptive packaging and labelling (V52)
- Inadequate guarantees (V53)
- More opportunities for consumer deception than ever before (V61)
- An awareness by many individuals that they have rights and responsibilities as consumers (V66)

Table 4.2.42. Differences in Opinions of Respondents Living in Different Districts With Respect to Factors Leading to the Initiation and Development of the Consumer Movement (Kruskal-Wallis Test Results)

<u>Statement</u>	<u>Mean Rank</u>	<u>Cases</u>	<u>Corrected for Ties</u>	
			<u>Chi-Square</u>	<u>Significance</u>
V49	172.98	102 1*	11.3110	0.0035
	207.68	165 2		
	173.99	109 3		
		376 Total		
V51	175.68	101 1	7.5834	0.0226
	203.70	164 2		
	174.08	109 3		
		374 Total		
V52	180.18	99 1	11.1898	0.0037
	204.79	164 2		
	164.72	109 3		
		372 Total		
V53	186.34	98 1	7.3470	0.0254
	199.03	164 2		
	166.08	109 3		
		371 Total		
V61	180.37	101 1	6.0543	0.0485
	199.61	162 2		
	170.84	108 3		
		371 Total		
V66	204.85	101 1	6.7044	0.0350
	186.66	164 2		
	170.82	108 3		
		373 Total		

*1 = Boğaziçi/Bağdat Street/Yeşilköy ; 2 = Beşiktaş/Kadıköy/Bakırköy

3 = Zeytinburnu/Cevizli/Ünalan Mahallesi and Ümraniye.

Except for V66, it is the second group of respondents (those who live in Beşiktaş, Kadıköy, and Bakırköy) who think more often than the other groups that defective products, misleading advertising, deceptive packaging and labelling, inadequate guarantees, and more opportunities for consumer deception than ever before are all factors that contribute to the initiation and development of the consumer movement in a country. In case of V66, the first group of respondents (those living in Boğaziçi, Bağdat Street, and Yeşilköy) seem to have a higher mean rank value compared to the other two groups meaning that they believe to a greater extent than the other groups that an awareness by many individuals that they have rights and responsibilities as consumers is such a factor.

4.2.2.1.3. IMPORTANCE OF CONSUMER RIGHTS AND IMPORTANCE GIVEN TO CONSUMER RIGHTS IN OUR COUNTRY (THE THIRD QUESTION)

Importance of the various consumer rights was asked of the respondents in this question together with their opinions on the importance they thought was given to these rights in Türkiye.

All of the variables making up this question were found to be nonnormally distributed upon conducting the normality test. Hence, t-tests and Oneway analysis of variance tests could not be used in this question. Instead, Mann-Whitney and Kruskal-Wallis Tests were preferred in the analysis of this question.

4.2.2.1.3.1. GENDER

Only one of the variables was found to lead to statistically significant differences between females and males with respect to their opinions on the importance of consumer rights and importance these rights is being given to in our country:

- Consumer's right to redress (V70)

Table 4.2.43. Differences in Opinions of Females and Males With Respect to Importance of Consumer Rights

Sentence	Mean Rank	Cases	U	W	Corrected for Ties	
					z	2-Tailed Prob
V70	200.69	211 F*				
	180.15	171 M	16100.5	30806.5	- 2.3234	0.0202
		382 Total				

*F = Female; M = Male.

It seems that females have a higher mean rank value compared to males indicating that they give greater importance to consumer's right to redress than males.

4.2.2.1.3.2. AGE

This variable was recoded as in question I. In case of age, there were six variables for which statistically significant differences were found to exist among the three different age groups:

- Protection of consumer's economic interests (V69)
- Consumer's right to redress (V70)
- Consumer's right to information and education (V71)
- Protection of the rights of defenseless people, especially of children(V74)
- Protection of consumers' private lives (V75)
- Protection of consumer's health and safety (in case of importance this right is believed to be given in Türkiye (V76)

Table 4.2.44. Differences in Opinions of Various Age Groups With Respect to the Importance of Consumer Rights

<u>Sentence</u>	<u>Mean Rank</u>	<u>Cases</u>		<u>Corrected for Ties</u>	
				<u>Chi-Square</u>	<u>Significance</u>
V69	175.04	130	1*	7.0301	0.0297
	195.85	168	2		
	208.27	84	3		
		382	Total		
V70	176.48	130	1	6.4214	0.0403
	195.24	167	2		
	205.04	84	3		
		381	Total		
V71	172.83	130	1	10.8391	0.0044
	193.10	167	2		
	214.95	84	3		
		381	Total		
V74	176.07	130	1	6.1392	0.0464
	195.69	166	2		
	202.58	84	3		
		380	Total		
V75	164.27	130	1	11.7558	0.0028
	202.23	166	2		
	203.73	82	3		
		378	Total		

Table 4.2.45. Differences in Opinions of Various Age Groups With Respect to the Importance Given to Consumer Rights in Türkiye

<u>Sentence</u>	<u>Mean Rank</u>	<u>Cases</u>		<u>Corrected for Ties</u>	
				<u>Chi-Square</u>	<u>Significance</u>
V76	209.33	130	1*	8.2720	0.0160
	178.24	169	2		
	192.85	84	3		
		383	Total		

*1 = Younger than 30; 2 = 30 - 49; 3 = Older than 50.

With respect to opinions on the importance of the various consumer rights, the third age group (those older than 50 years of age) indicated stronger agreement with all of the cited rights compared to the other two groups and this agreement level between the groups was found to be statistically different.

With respect to opinions on the importance these rights is being given to in our country (V76), those respondents who were younger than 30 years of age seemed to believe more often than the other two groups that protection of consumer's health and safety was given importance in Türkiye.

4.2.2.1.3.3. INCOME

Recoding of this variable was the same as in question I. There were two instances in which statistically significant differences existed between the opinions of the two income groups:

- Protection of consumers' private lives (in case of the importance of consumer rights) (V75)
- Protection of consumers' private lives (in case of the importance this right is believed to be given in our country) (V84)

Table 4.2.46. Differences in Opinions of Middle/Low and High/Very High Income Groups With Respect to Importance of Consumer Rights

Statement	Mean Rank	Cases	U	W	Corrected for Ties	
					z	2-Tailed Prob
V75	178.25	280 M/L*				
	204.39	88 H/VH	10570.0	17986.0	- 2.1205	0.0340
		368 Total				

Table 4.2.47. Differences in Opinions of Middle/Low and High/Very High Income Groups With Respect to the Importance Given to Consumer Rights in Türkiye

Statement	Mean Rank	Cases	U	W	Corrected for Ties	
					z	2-Tailed Prob
V84	177.47	279 M/L				
	204.70	88 H/VH	10454.5	18013.5	- 2.3783	0.0174
		367 Total				

*M/L = Middle/Low Income; H/VH = High/Very High Income.

In both of these variables, the second income group (those who were high/very high income earners) was higher in their mean rank values compared to medium/lower income earners. They seemed to believe more often than the latter group that protection of consumers' private lives was important as a consumer right and that this right was being given importance in our country.

4.2.2.1.3.4. EDUCATION

Recoding of this variable was realized as in the first question. Four of the variables seemed to cause statistically significant differences among the two groups (those who were lycee/secondary school/primary school graduates and those who were university/post graduates):

- Protection of consumer's health and safety (V68)
- Consumer's right to have a clean environment (V73)
- Protection of consumers' private lives (V75)
- Consumer representation and participation (in case of the importance this right is believed to be given in our country) (V81)

Table 4.2.48. Differences in Opinions of Respondents With Different Education Levels With Respect to Importance of Consumer Rights

Statement	Mean Rank	Cases	U	W	Corrected for Ties	
					z	2-Tailed Prob
V68	186.07	193 L/SS/PS*				
	199.00	191 U/PG	17190.0	38009.0	- 2.0485	0.0405
		384 Total				
V73	181.65	191 L/SS/PS				
	200.40	190 U/PG	16359.0	38076.0	- 1.9744	0.0483
		381 Total				
V75	174.99	189 L/SS/PS				
	204.01	189 U/PG	15119.0	33074.0	- 2.7212	0.0065
		378 Total				

Table 4.2.49. Differences in Opinions of Respondents With Different Education Levels With Respect to Importance Given to Consumer Rights in Türkiye

V81	201.39	192 L/SS/PS				
	180.45	189 U/PG	16150.0	34105.0	- 2.1550	0.0312
		381				

*L/SS/PS = Lycee/Secondary School/Primary School Graduates

U/PG = University/Post Graduates

In case of the importance of these rights to consumers, university/post graduates had higher mean rank values indicating the higher importance levels they gave to the protection of consumer's health and safety; consumer's right to have a clean environment; and protection of consumers' private lives compared to lycee/secondary school/primary school graduates.

In case of the importance these rights were thought to be given in our country, on the other hand, lycee/secondary school/primary school graduates had a higher mean rank value in consumer representation and participation indicating the higher importance level they thought was being given to this consumer right in our country compared to university/post graduates.

4.2.2.1.3.5. MARITAL STATUS

Recoding of this variable was the same as in question I. The Mann-Whitney Test did not yield any statistically significant differences between the married and the unmarried groups with respect to their opinions regarding the importance of consumer rights and the importance they thought these rights were being given to in our country.

4.2.2.1.3.6. NUMBER OF YEARS MARRIED

No significant results were obtained in the analysis of this variable for which the Crosstab test was applied. Hence, number of years married does not seem to have an effect on opinions of respondents with respect to the importance of consumer rights and the importance they think is given to these rights in Türkiye.

4.2.2.1.3.7. OCCUPATION

Recoding of this variable was the same as in the first question.

There was only one variable for which statistically significant differences were found to exist among the six different occupation groups.

- Protection of consumer's economic interests (V69)

Table 4.2.50. Differences in Opinions of Various Occupation Groups With Respect to the Importance of Consumer Rights

<u>Statement</u>	<u>Mean Rank</u>	<u>Cases</u>		<u>Corrected for Ties</u>	
				<u>Chi-Square</u>	<u>Significance</u>
V69					
	193.06	79	1*	11.0957	0.0495
	237.47	30	2		
	168.71	41	3		
	188.80	93	4		
	183.27	50	5		
	181.42	84	6		
		377	Total		

*1 = Private Sector Employee; 2 = Retired; 3 = Student; 4 = Self-employed;
5 = Housewife; 6 = Government Employee

Here, the second group (retired respondents) seemed to believe more often than the other groups that protection of consumer's economic interests as a consumer right was important.

4.2.2.1.3.8. DISTRICT

Recoding of this variable was the same as in the first question.

In case of two variables, there seemed to be statistical differences among respondents who lived in the three recoded districts of İstanbul.

- Protection of the rights of defenseless people, especially of children (V74)
- Protection of consumers' private lives (V75)

Table 4.2.51. Differences in Opinions of Respondents Living in Different Districts With Respect to the Importance of Consumer Rights

<u>Statement</u>	<u>Mean Rank</u>	<u>Cases</u>		<u>Corrected for Ties</u>	
				<u>Chi-Square</u>	<u>Significance</u>
V74	208.08	100	1*	8.3336	0.0155
	179.82	164	2		
	180.24	<u>110</u>	3		
		374			
V75	212.52	100	1*	9.9148	0.0070
	171.86	163	2		
	184.52	<u>109</u>	3		
		372	Total		

*1 = Boğaziçi, Bağdat Street, Yeşilköy; 2 = Beşiktaş, Kadıköy, Bakırköy
3 = Zeytinburnu, Cevizli, Ünalán Mahallesi and Ümraniye

In both instances, the first group (respondents living in Boğaziçi, Bağdat Street, Yeşilköy) had higher mean rank values than the other two groups, indicating greater concern of this group to these two consumer rights.

4.2.2.1.4. SUBJECTS TO BE INCLUDED UNDER THE TOPIC OF CONSUMER PROTECTION AND THE IMPORTANCE ATTRIBUTED TO THESE SUBJECTS (THE FOURTH QUESTION)

4.2.2.1.4.1. SUBJECTS TO BE INCLUDED UNDER THE TOPIC OF CONSUMER PROTECTION

Subjects to be included under the topic of consumer protection were asked of the respondents in this question inclusive of activities of consumer organizations, unit-pricing applications, ethical values, social problems, technological developments, government control and regulation, and consumer responsibilities.

Normality test was not conducted for the first part of this question as it was nominally scaled (nonmetric scale).

4.2.2.1.4.1.1. GENDER

Crosstabulation was made use of to analyze potential differences of opinions among females and males with respect to subjects to be included under the topic of consumer protection but no significant results were obtained, meaning no statistically significant differences between the two groups with respect to their opinions on the subjects to be included under the topic of consumer protection.

4.2.2.1.4.1.2. AGE

Recoding of this variable was done the same way as in the first question. Crosstabulation results revealed that the three age groups seemed to differ in their opinions in case of :

- Activities of consumer organizations(V86)
- Unit-pricing applications(V87)
- Consumer responsibilities(V92).

Table 4.2.52. Subjects Included Under the Topic of Consumer Protection as Perceived by Different Age Groups

V86	Included	Not Included	Row Total	
Younger than 30	102	28	130	
	78.5	21.5	33.9	
	31.5	47.5		
	26.6	7.3		
30 - 49	151	17	168	
	89.9	10.1	43.9	
	46.6	28.8		
	39.4	4.4		
Older than 50	71	14	85	
	83.5	16.5	22.2	
	21.9	23.7		
	18.5	3.7		
Column Total	324	59	383	
	84.6	15.4	100.0	
<u>Chi-Square</u>	<u>DF</u>	<u>Significance</u>	<u>CC*</u>	<u>Cells with E.F. < 5</u>
7.4290	2	0.0244	0.13794	None

* CC = Contingency Coefficient.

V87	Included	Not Included	Row Total
Younger than 30	101	29	130
	77.7	22.3	33.9
	31.5	46.8	
	26.4	7.6	
30 - 49	143	25	168
	85.1	14.9	43.9
	44.5	40.3	
	37.3	6.5	
Older than 50	77	8	85
	90.6	9.4	22.2
	24.0	12.9	
	20.1	2.1	
Column Total	321	62	383
	83.8	16.2	100.0

Chi-Square	DF	Significance	CC*	Cells with E.F. < 5
6.6767	2	0.0355	0.13090	None

V92	Included	Not Included	Row Total
Younger than 30	114	16	130
	87.7	12.3	33.9
	33.5	37.2	
	29.8	4.2	
30 - 49	157	11	168
	93.5	6.5	43.9
	46.2	25.6	
	41.0	2.9	
Older than 50	69	16	85
	81.2	18.8	22.2
	20.3	37.2	
	18.0	4.2	
Column Total	340	43	383
	88.8	11.2	100.0

Chi-Square	DF	Significance	CC*	Cells with E.F. < 5
8.7648	2	0.0125	0.14957	None

* CC = Contingency coefficient.

In all of the three cases, respondents who were aged between 30-49 years tended to include activities of consumer organizations, unit-pricing applications, and consumer responsibilities as topics under the subject of consumer protection more than the other two groups. In the first case, this group making up 39.4% of the total consumer sample considered activities of consumer organizations as a topic under the subject of consumer protection; in the second case, this percentage was 37.3% for

unit-pricing applications; and in the third case, it was 41% for consumer responsibilities.

4.2.2.1.4.1.3. INCOME

Recoding of this variable was the same as in the first question. Crosstab analysis yielded only one significant result in this case:

- Social problems (V89)

Table 4.2.53. Subjects Included Under the Topic of Consumer Protection as Perceived by Different Income Groups

V89	Included	Not Included	Row Total	
Middle/Low Income	248 87.6 78.2 66.7	35 12.4 63.6 9.4	283 76.1	
High/Very High Income	69 77.5 21.8 18.5	20 22.5 36.4 5.4	89 23.9	
Column Total	317 85.2	55 14.8	372 100.0	
<u>Chi-Square</u> 4.7141	<u>DF</u> 1	<u>Significance</u> 0.0299	<u>CC*</u> 0.11070	<u>Cells with E.F. < 5</u> None

* CC = Contingency coefficient.

Here, the middle/lower income group respondents seem to agree to a greater extent than the high/very high income group respondents that social problems be included under the topic of consumer protection (248 respondents which make up 66.7% of the total consumer sample).

4.2.2.1.4.1.4. EDUCATION

Recoding of this variable was the same as in the first question. No statistically significant differences were found for this variable upon conducting a Crosstab analysis between the university/post graduates and the lycee/secondary school/primary school graduates with respect to their opinions on the subjects to be included under the topic of consumer protection.

4.2.2.1.4.1.5. MARITAL STATUS

Recoding of this variable was the same as in question I. Crosstabulation results showed significance only in case of

- Activities of consumer organizations (V86)

Table 4.2.54. Subjects Included Under the Topic of Consumer Protection as Perceived by Unmarried and Married Respondents

V86	Included	Not Included	Row Total
Unmarried	134	34	168
	79.8	20.2	44.6
	41.9	59.6	
	35.5	9.0	
Married	186	23	209
	89.0	11.0	55.4
	58.1	40.4	
	49.3	6.1	
Column Total	320	57	377
	84.9	15.1	100.0

Chi-Square	DF	Significance	CC*	Cells with E.F. < 5
5.4885	1	0.0191	0.10837	None

Although there is consensus of opinions on the inclusion of activities of consumer organizations as a subject under the topic of consumer protection among the groups, married respondents seem to think more often than unmarried respondents that such activities should be included under the topic. (186 married respondents making up 49.3% of the total consumer sample agree with the inclusion of activities of consumer organizations under the topic of consumer protection; 134 unmarried respondents making up 35.5% of the total consumer sample agree with the idea).

4.2.2.1.4.1.6. NUMBER OF YEARS MARRIED

Crosstab analysis did not yield any significant results for any of the variables involved. Hence, number of years married does not seem to affect respondents' ideas.

4.2.2.1.4.1.7. OCCUPATION

Recoding of this variable was done as in the first question. There was only one variable in which the crosstabulation yielded significant results:

- Unit-pricing applications (V87)

Table 4.2.55. Subjects Included Under the Topic of Consumer Protection as Perceived by Different Occupation Groups

V87	Included	Not Included	Row Total
Private sector employee	65 81.3 20.6 17.2	15 18.8 24.2 4.0	80 21.2
Retired	26 86.7 8.2 6.9	4 13.3 6.5 1.1	30 7.9
Student	27 65.9 8.5 7.1	14 34.1 22.6 3.7	41 10.8
Self-employed	81 86.2 25.6 21.4	13 13.8 21.0 3.4	94 24.9
Housewife	46 93.9 14.6 12.2	3 6.1 4.8 0.8	49 13.0
Government employee	71 84.5 22.5 18.8	13 15.5 21.0 3.4	84 22.2
Column Total	316 83.6	62 16.4	378 100.0

Chi-Square	DF	Significance	CC*	Cells with E.F. < 5
14.2247	5	0.0142	0.19044	1 of 12 (8.3%)

* CC = Contingency coefficient.

It seems from the results that there is a relationship between the occupation a person has and his/her opinion on the inclusion of unit-pricing applications under the topic of consumer protection. Here, the self-employed seem to include unit-pricing applications as a subject in consumer protection more than the other occupation groups, followed by government employees and private sector employees.

4.2.2.1.4.1.8. DISTRICT

Recoding of this variable was accomplished as in the first question. Crosstab analysis revealed only one significant result for this question:

- Social problems (V89)

Table 4.2.56. Subjects Included Under the Topic of Consumer Protection as Perceived by Respondents Living in Different Districts

V89	Included	Not Included	Row Total	
Boğaziçi/	80	22	102	
Bağdat Street/	78.4	21.6	27.1	
Yeşilköy	25.0	38.6		
	21.2	5.8		
Beşiktaş/	139	26	165	
Kadıköy/	84.2	15.8	43.8	
Bakırköy	43.4	45.6		
	36.9	6.9		
Zeytinburnu/	101	9	110	
Cevizli/	91.8	8.2	29.2	
Ünalan/Ümraniye	31.6	15.8		
	26.8	2.4		
Column Total	320	57	377	
	84.9	15.1	100.0	
<u>Chi-Square</u>	<u>DF</u>	<u>Significance</u>	<u>CC*</u>	<u>Cells with E.F. < 5</u>
7.4836	2	0.0237	0.13951	None

* CC = Contingency Coefficient.

From the above table, it seems that eventhough all of the respondents think that social problems as a subject should be included under the coverage of the topic of consumer protection, those respondents living in Beşiktaş, Kadıköy, and Bakırköy include it under the topic more than respondents living in the other districts. (139 respondents in the second group making up 36.9% of the total consumer sample include social problems under the topic of consumer protection).

4.2.2.1.4.2. IMPORTANCE ATTRIBUTED TO THESE SUBJECTS

The second part of the fourth question was passed through the normality test as it was an intervally scaled question asking for the importance attributed to each of the selected subjects in the topic of consumer protection. None of the variables were normally distributed; therefore, neither t-tests nor Oneway analysis of variance could be used. Instead, Mann-Whitney and Kruskal-Wallis Tests were applied.

4.2.2.1.4.2.1. GENDER

No significant differences were found among females and males with respect to the importance they attributed to the selected subjects in the topic of consumer protection.

4.2.2.1.4.2.2. AGE

No significant differences were found among the three groups of respondents with respect to the importance they attributed to the selected subjects in the topic of consumer protection.

4.2.2.1.4.2.3. INCOME

Recoding of this variable was the same as in the first question. There were three variables for which significant differences existed among the two groups:

- Unit-pricing applications (V95)
- Ethical values (V96)
- Social problems (V97)

Table 4.2.57. Differences in Opinions of Middle/Low and High/Very High Income Groups With Respect to the Importance They Attributed to Subjects Under the Coverage of the Topic of Consumer Protection

Statement	Mean Rank	Cases	U	W	Corrected for Ties	
					z	2-Tailed Prob
V95	173.41	272 M/L*	10038.5	16736.5	- 1.9639	0.0495
	196.90	85 H/VH				
		357 Total				
V96	167.66	270 M/L	8684.0	17212.0	- 3.6640	0.0002
	207.37	83 H/VH				
		353 Total				
V97	170.46	272 M/L	9238.0	17537.0	- 3.0616	0.0022
	206.32	85 H/VH				
		357 Total				

*M/L = Middle/Low Income; H/VH = High/Very High Income.

In all instances, the second group (those respondents who were high/very high income earners) were higher in their mean rank values than the first group (those respondents who were medium/lower income earners) indicating that they attributed a higher level of importance to unit-pricing applications, ethical values, and social problems compared to the first group.

4.2.2.1.4.2.4. EDUCATION

Recoding of this variable was the same as in the first question. Statistically significant differences among the two groups were found in the case of :

- Ethical values (V96)

Table 4.2.58. Differences in Opinions of Respondents With Different Education Levels With Respect to the Importance They Attributed to Subjects Under the Coverage of the Topic of Consumer Protection

Statement	Mean Rank	Cases	U	W	Corrected for Ties	
					z	2-Tailed Prob
V96	172.24	178 L/SS/PS*				
	191.39	185 U/PG	14727.0	30658.0	- 2.0572	0.0397
		363				

*L/SS/PS = Lycee/Secondary School/Primary School Graduates

U/PG = University/Post Graduates.

Here, the second group (university/post graduates) were higher in their mean rank value than the first group (lycee/secondary school/primary school graduates) indicating that they attributed a higher level of importance to ethical values compared to the first group.

4.2.2.1.4.2.5. MARITAL STATUS

Recoding of this variable was the same as in the first question. Statistically significant differences among the two groups were found in case of:

- Government control and legislation (V99)

Table 4.2.59. Differences in Opinions of Unmarried and Married Respondents With Respect to the Importance They Attributed to Subjects Under the Coverage of the Topic of Consumer Protection

Statement	Mean Rank	Cases	U	W	Corrected for Ties	
					z	2-Tailed Prob
V99	169.70	166 UM*				
	190.62	195 M	14310.0	28171.0	- 2.1098	0.0349
		361 Total				

*UM = Unmarried; M = Married.

Here, the second group (married respondents) were higher in their mean rank value than the first group (unmarried respondents) indicating that they attributed a higher level of importance to government control and legislation compared to the first group.

4.2.2.1.4.2.6. NUMBER OF YEARS MARRIED

No significant results were obtained from the Crosstab analysis that was conducted to see if importance attributed to the various subjects under the topic of consumer protection varied with respect to the number of years married.

4.2.2.1.4.2.7. OCCUPATION

Recoding of this variable was accomplished as was done in the first question. There was only one variable on which the different occupation groups seemed to differ in their opinions:

- Technological developments (V98)

Table 4.2.60. Differences in Opinions of the Various Occupation Groups With Respect to the Importance They Attributed to Subjects Under the Coverage of the Topic of Consumer Protection

<u>Statement</u>	<u>Mean Rank</u>	<u>Corrected for Ties</u>			
		<u>Cases</u>		<u>Chi-Square</u>	<u>Significance</u>
V98	200.40	77	1*	12.0017	0.0348
	220.02	29	2		
	195.07	40	3		
	169.40	92	4		
	156.59	46	5		
	179.99	82	6		
		366	Total		

*1 = Private Sector Employee; 2 = Retired; 3 = Student; 4 = Self-employed
5 = Housewife; 6 = Government Employee.

In this instance, the second group (retired respondents) were higher in their mean rank values compared to the other groups. It seems that this group gives more importance to technological developments as a subject in the topic of consumer protection than the others.

4.2.2.1.4.2.8. DISTRICT

Recoding of this variable was accomplished as was done in the first question. There were two variables on which the three district respondents seemed to differ in their opinions:

- Unit-pricing applications (V95)
- Social problems (V97)

Table 4.2.61. Differences in Opinions of Respondents Living in Different Districts With Respect to the Importance They Attributed to Subjects Under the Coverage of the Topic of Consumer Protection

<u>Statement</u>	<u>Mean Rank</u>	<u>Cases</u>		<u>Corrected for Ties</u>	
				<u>Chi-Square</u>	<u>Significance</u>
V95	204.53	100	1*	7.9531	0.0188
	170.21	160	2		
	176.63	<u>102</u>	3		
		362	Total		
V97	202.76	100	1*	7.1954	0.0274
	176.27	161	2		
	168.78	<u>101</u>	3		
		362	Total		

*1 = Boğaziçi/Bağdat Street/Yeşilköy; 2 = Beşiktaş/Kadıköy/Bakırköy
3 = Zeytinburnu/Cevizli/Ünalan Mahallesi and Ümraniye.

In both cases, the first group (those respondents living in Boğaziçi, Bağdat Street, and Yeşilköy) were higher in their mean rank values compared to the other groups indicating that they gave more importance to unit-pricing applications and social problems as subjects in the topic of consumer protection than the others.

4.2.2.1.5. WAYS TO IMPROVE THE PREVAILING SITUATION OF CONSUMERS (THE FIFTH QUESTION)

Respondents were asked to rank the six possible ways given in the question to improve the prevailing situation of consumers. These ways were the following: 'more cooperation among government, business, and consumers', 'new consumer relations thinking', 'more voluntary business efforts', 'stricter enforcement of present laws', 'additional legislation', and 'broad consumer education program'.

Normality test was not conducted for this question as it was ordinally scaled (nonmetric scale).

4.2.2.1.5.1. GENDER

No statistically significant differences were found among opinions of females and males with respect to their ranking of possible ways to improve the prevailing situation of consumers, upon conducting the Mann-Whitney Test.

4.2.2.1.5.2. AGE

No statistically significant differences were found among opinions of the three age groups with respect to their ranking of possible ways to improve the prevailing situation of consumers, upon conducting the Kruskal-Wallis Test.

4.2.2.1.5.3. INCOME

No statistically significant differences were found among opinions of the medium/low income and high/very high income groups with respect to their ranking of possible ways to improve the prevailing situation of consumers, upon conducting the Mann-Whitney Test.

4.2.2.1.5.4. EDUCATION

No statistically significant differences were found among opinions of lycee/secondary school/ primary school graduates and university/post graduates with respect to their ranking of possible ways to improve the prevailing situation of consumers.

4.2.2.1.5.5. MARITAL STATUS

Recoding of this variable was accomplished as in the first question. Upon testing the two groups by the Mann-Whitney Test, statistically significant differences were found in the case of:

- Broad consumer education program (V106)

Table 4.2.62. Differences in Opinions of Unmarried and Married Respondents With Respect to Their Ranking of the Ways to Improve the Prevailing Situation of Consumers

Statement	Mean Rank	Cases	U	W	Corrected for Ties	
					z	2-Tailed Prob
V106	161.64	160 UM*	12983.0	25863.0	- 2.7731	0.0056
	191.42	195 M				

*UM = Unmarried; M = Married.

Here, it seems that the married group does not give importance to a broad consumer education program to the extent the unmarried group does. (A higher value is indicative of a lower importance level in this question).

4.2.2.1.5.6. NUMBER OF YEARS MARRIED

No statistically significant differences were found in the Crosstab analysis of this variable with the variables making up this question.

4.2.2.1.5.7. OCCUPATION

Recoding of this variable was accomplished as in the first question.

Statistically significant differences were found among opinions of the six occupation groups with respect to their ranking of possible ways to improve the prevailing situation of consumers in case of:

-Broad consumer education program (V106)

Table 4.2.63. Differences in Opinions of Various Occupation Groups
With Respect to Their Ranking of the Ways to Improve the Prevailing
Situation of Consumers

<u>Statement</u>	<u>Mean Rank</u>	<u>Cases</u>		<u>Corrected for Ties</u>	
				<u>Chi-Square</u>	<u>Significance</u>
V106	175.25	76	1*	13.7722	0.0171
	218.33	27	2		
	145.07	41	3		
	188.94	88	4		
	199.73	44	5		
	162.11	80	6		
		356	Total		

*1 = Private Sector Employee; 2 = Retired; 3 = Student; 4 = Self-employed;
5 = Housewife; 6 = Government Employee.

Here, students seem to rank a broad consumer education program at a higher level compared to other respondents. (A higher value is indicative of a lower importance level in this question).

4.2.2.1.5.8. DISTRICT

Recoding of this variable was accomplished the same way as in the first question. Here, only one variable was found to yield statistically significant differences, upon conducting a Kruskal-Wallis analysis:

- New consumer relations thinking (V102)

Table 4.2.64. Differences in Opinions of Respondents Living in Different Districts
With Respect to Their Ranking of the Ways to Improve the Prevailing
Situation of Consumers

<u>Statement</u>	<u>Mean Rank</u>	<u>Cases</u>		<u>Corrected for Ties</u>	
				<u>Chi-Square</u>	<u>Significance</u>
V102	170.59	95	1*	9.2058	0.0100
	165.94	157	2		
	203.21	103	3		
		355	Total		

*1 = Boğaziçi/Bağdat Street/Yeşilköy; 2 = Beşiktaş/Kadıköy/Bakırköy
3 = Zeytinburnu/Cevizli/Ünalan Mahallesi/Ümraniye

The second group(respondents living in Beşiktaş, Kadıköy, and Bakırköy) seems to rank new consumer relations thinking at a higher level compared to respondents living in other districts. (A higher value is indicative of a lower importance level in this question).

4.2.2.1.6. CONSTRUCTIVE PROGRAMS IN RESPONDING TO CONSUMERIST PRESSURES (THE SIXTH QUESTION)

Ten constructive programs in responding to consumerist pressures were listed in the question and respondents were asked to choose the first five they believed were the most constructive among the ten programs.

Normality test was not conducted for this nominally scaled question.

4.2.2.1.6.1. GENDER

No relationships were found among gender and variables of this question with respect to the most constructive programs in responding to consumerist pressures, upon conducting a cross-tabulation analysis.

4.2.2.1.6.2. AGE

Recoding of this variable was accomplished as in the first question. As a result of the Crosstab analysis, there were statistically significant differences in case of:

- Modifying products for greater safety, ease of use, and repair (V111)
- Supporting industry self-regulation efforts (V113)

Table 4.2.65. Differences of Opinions on Constructive Programs With Respect To Age Groups

V111	Included*	Not Included	Row Total
Younger than 30	99	23	122
	81.1	18.9	32.9
	35.0	26.1	
	26.7	6.2	
30 - 49	113	53	166
	68.1	31.9	44.7
	39.9	60.2	
	30.5	14.3	
Older than 50	71	12	83
	85.5	14.5	22.4
	25.1	13.6	
	19.1	3.2	
Column Total	283	88	371
	76.3	23.7	100.0

<u>Chi-Square</u>	<u>DF</u>	<u>Significance</u>	<u>CC**</u>	<u>Cells with E.F. < 5</u>
11.7135	2	0.0029	0.17495	None

*Included : Those who have included the respective program as a constructive one.

Not included : Those who have not included the respective program as a constructive one.

**CC = Contingency coefficient.

V113	Included	Not Included	Row Total
Younger than 30	38	84	122
	31.1	68.9	32.9
	27.1	36.4	
	10.2	22.6	
30 - 49	62	104	166
	37.3	62.7	44.7
	44.3	45.0	
	16.7	28.0	
Older than 50	40	43	83
	48.2	51.8	22.4
	28.6	18.6	
	10.8	11.6	
Column Total	140	231	371
	37.7	62.3	100.0

<u>Chi-Square</u>	<u>DF</u>	<u>Significance</u>	<u>CC</u>	<u>Cells with E.F. < 5</u>
6.1271	2	0.0467	0.12056	None

In the first instance, those respondents who were aged between 30 and 49 years seemed to think of 'modifying products for greater safety, ease of use, and repair' as a constructive program in responding to consumerist pressures more than the other age groups. (113 respondents making up 30.5% of the total consumer sample). On the other hand, in the second instance, neither of the groups seemed to think that 'supporting industry self-regulation efforts' was a very constructive program; those who were aged between 30 and 49 were more negative in their attitudes toward this program compared to the other two groups. (104 respondents making up 28% of the total consumer sample).

4.2.2.1.6.3. INCOME

Recoding of this variable was accomplished as in the first question. Crosstab results revealed statistically significant differences in :

- Making advertisements more informative (V114)

**Table 4.2.66. Differences of Opinions on Constructive Programs
With Respect To Income Groups**

V114	Included	Not Included	Row Total
Middle/Low Income	100 36.9 84.0 27.8	171 63.1 71.0 47.5	271 75.3
High/Very High Income	19 21.3 16.0 5.3	70 78.7 29.0 19.4	89 24.7
Column Total	119 33.1	241 66.9	360 100.0

<u>Chi-Square</u>	<u>DF</u>	<u>Significance</u>	<u>CC*</u>	<u>Cells with E.F. < 5</u>
6.6368	1	0.0100	0.14119	None

*CC = Contingency coefficient.

Neither the middle/lower income groups nor the high/very high income groups appeared to think that 'making advertisements more informative' was a very constructive program in coping with consumerist pressures. The middle/lower income group was more negative in their attitudes as compared to the high/very high income groups.

4.2.2.1.6.4. EDUCATION

Recoding of this variable was accomplished as in the first question. Upon conducting Crosstab analysis, statistically significant differences were found in case of :

- Making post-sale follow-up calls on consumers (V112)
- Making advertisements more informative (V114)
- Providing more informative product labelling (V117)

**Table 4.2.67. Differences of Opinions on Constructive Programs
With Respect To Education Levels**

V112	Included	Not Included	Row Total
Lycee/	55	130	185
Secondary school/	29.7	70.3	49.9
Primary school	59.8	46.6	
Graduate	14.8	35.0	
University/	37	149	186
Post Graduate	19.9	80.1	50.1
	40.2	53.4	
	10.0	40.2	
Column Total	92	279	371
	24.8	75.2	100.0

<u>Chi-Square</u>	<u>DF</u>	<u>Significance</u>	<u>CC*</u>	<u>Cells with E.F. < 5</u>
4.2999	1	0.0381	0.11317	None

V114	Included	Not Included	Row Total
Lycee/	71	114	185
Secondary school/	38.4	61.6	49.9
Primary school	57.7	46.0	
Graduate	19.1	30.7	
University/	52	134	186
Post	28.0	72.0	50.1
Graduate	42.3	54.0	
	14.0	36.1	
Column Total	123	248	371
	33.2	66.8	100.0

<u>Chi-Square</u>	<u>DF</u>	<u>Significance</u>	<u>CC*</u>	<u>Cells with E.F. < 5</u>
4.0871	1	0.0432	0.11001	None

V117	Included	Not Included	Row Total
Lycee/	90	95	185
Secondary school/	48.6	51.4	49.9
Primary school	56.3	45.0	
Graduate	24.3	25.6	
University/	70	116	186
Post Graduate	37.6	62.4	50.1
	43.8	55.0	
	18.9	31.3	
Column Total	160	211	371
	43.1	56.9	100.0

<u>Chi-Square</u>	<u>DF</u>	<u>Significance</u>	<u>CC*</u>	<u>Cells with E.F. < 5</u>
4.1493	1	0.0417	0.11052	None

*CC = Contingency coefficient.

In the first instance, neither the lycee/secondary school/primary school graduates nor the university/post graduates seemed to think that 'making post-sale follow-up calls on consumers' was a very constructive program. The university/post graduates seemed to be more negative toward this program compared to the lycee/secondary school/primary school graduates.

In the second instance, neither of the two groups seemed to think again that 'making advertisements more informative' was a very constructive program. The university/post graduates seemed to be more negative toward this program compared to the lycee/secondary school/primary school graduates.

In the third instance, too, neither of the two groups seemed to think that 'providing more informative product labelling' was a very constructive program. The university/post graduates seemed to be more negative toward this program compared to the lycee/secondary school/primary school graduates, again.

4.2.2.1.6.5. MARITAL STATUS

This variable was recoded as 1: unmarried and 2: married; and a crosstabulation analysis was conducted to find out the possible relationships between this variable and the variables of this question. Significant results were obtained in only one of the cases:

- Establishing product standards (V109)

**Table 4.2.68. Differences of Opinions on Constructive Programs
With Respect To Marital Status**

V109	Included	Not Included	Row Total	
Unmarried	94	68	162	
	58.0	42.0	44.3	
	49.5	38.6		
	25.7	18.6		
Married	96	108	204	
	47.1	52.9	55.7	
	50.5	61.4		
	26.2	29.5		
Column Total	190	176	366	
	51.9	48.1	100.0	
<u>Chi-Square</u>	<u>DF</u>	<u>Significance</u>	<u>CC*</u>	<u>Cells with E.F. < 5</u>
3.9214	1	0.0477	0.10901	None

* CC = Contingency coefficient.

Married respondents seemed to think to a greater extent than the unmarried respondents that 'establishing product standards' was a constructive program in responding to consumerist pressures. (96 respondents making up 26.2% of the total consumer sample in case of the married group). Eventhough percentage of respondents who did not think this as a constructive program was also larger in case of the married sample (29.5%), the total percentages revealed an overall positive evaluation of this program by the respondents (51.9% of the total consumer sample indicated agreement with the constructiveness of this program while 48.1% did not indicate agreement).

4.2.2.1.6.6. NUMBER OF YEARS MARRIED

No statistically significant results were obtained as a result of the Crosstab test that was conducted to see if number of years married had any effects on opinions of married respondents regarding the constructive programs in responding to consumerist pressures.

4.2.2.1.6.7. OCCUPATION

Recoding of this variable was accomplished as in the first question.

There was only one instance in which significant results were obtained from the Crosstab analysis:

-Creation of new positions dealing with consumer affairs (V116)

Table 4.2.69. Differences of Opinions on Constructive Programs
With Respect To Different Occupations

V116	Included	Not Included	Row Total	
Private	42	34	76	
Sector	55.3	44.7	20.8	
Employee	28.2	15.7		
	11.5	9.3		
Retired	11	18	29	
	37.9	62.1	7.9	
	7.4	8.3		
	3.0	4.9		
Student	14	27	41	
	34.1	65.9	11.2	
	9.4	12.4		
	3.8	7.4		
Self-employed	28	62	90	
	31.1	68.9	24.6	
	18.8	28.6		
	7.7	16.9		
Housewife	19	31	50	
	38.0	62.0	13.7	
	12.8	14.3		
	5.2	8.5		
Government	35	45	80	
Employee	43.8	56.3	21.9	
	23.5	20.7		
	9.6	12.3		
Column Total	149	217	366	
	40.7	59.3	100.0	
<u>Chi-Square</u>	<u>DF</u>	<u>Significance</u>	<u>CC*</u>	<u>Cells with E.F. < 5</u>
11.3874	5	0.0442	0.17371	None

*CC = Contingency coefficient

Here, about two thirds of the total sample (59.3%) did not seem to think of 'creation of new positions dealing with consumer affairs' as being a very constructive program.

The self-employed sample was more pronounced in their attitude (62 respondents making up 16.9% of the total consumer sample) followed by government employees (45 respondents making up 12.3% of the total consumer sample) compared to the other occupation groups. On the other hand, more than half of the private sector employees sample (42 respondents making up 11.5% of the total consumer sample) appeared to be in favor of this program.

4.2.2.1.6.8. DISTRICT

The variable was recoded in the same way as in the first question. Crosstab analysis revealed that

- Making post-sale follow-up calls on consumers (V112)
- Supporting industry self-regulation efforts (V113)

yielded statistically significant results for the three districts.

Table 4.2.70. Differences of Opinions on Constructive Programs
With Respect To the District Respondents Live In

V112	Included	Not Included	Row Total	
Boğaziçi/	28	72	100	
Bağdat Street/	28.0	72.0	27.4	
Yeşilköy	30.4	26.4		
	7.7	19.7		
Beşiktaş/	29	130	159	
Kadıköy/	18.2	81.8	43.6	
Bakırköy	31.5	47.6		
	7.9	35.6		
Zeytinburnu/	35	71	106	
Cevizli/	33.0	67.0	29.0	
Ünalan Mah.	38.0	26.0		
	9.6	19.5		
Column Total	92	273	365	
	25.2	78.4	100.0	
Chi-Square	DF	Significance	CC*	Cells with E.F. < 5
7.9399	2	0.0189	0.14591	None

V113	Included	Not Included	Row Total
Boğaziçi/	48	52	100
Bağdat Street/	48.0	52.0	27.4
Yeşilköy	34.5	23.0	
	13.2	14.2	
Beşiktaş/	61	98	159
Kadıköy/	38.4	61.6	43.6
Bakırköy	43.9	43.4	
	16.7	26.8	
Zeytinburnu/	30	76	106
Cevizli/	28.3	71.7	29.0
Ünalan Mah.	21.6	33.6	
	8.2	20.8	
Column Total	139	226	365
	38.1	61.9	100.0

<u>Chi-Square</u>	<u>DF</u>	<u>Significance</u>	<u>CC*</u>	<u>Cells with E.F. < 5</u>
8.4769	2	0.0144	0.15066	None

* CC = Contingency coefficient

In both of the instances, the programs 'making post-sale follow-up calls' and 'supporting industry self-regulation efforts' are not evaluated as being very constructive. Those respondents living in Beşiktaş, Kadıköy, and Bakırköy seem to be more negative in their attitudes toward the consideration of these two programs as being constructive. (130 respondents making 35.6% of the total consumer sample in the first and 98 respondents making 26.8% of the total consumer sample in the second instance).

4.2.2.1.7. FUTURE OF CONSUMERS ON CERTAIN ISSUES (THE SEVENTH QUESTION)

In this question, respondents were given eight phrases concerning the future of consumers with which they were to complete the sentence, "ten years from now, consumers will be _____".

4.2.2.1.7.1. GENDER

No statistically significant differences were found among females and males with respect to their opinions about the future of consumers on certain issues in neither the normally distributed variables nor the nonnormally distributed variables of this question.

4.2.2.1.7.2. AGE

There were no statistically significant differences among the three age groups in case of both the normally distributed variables and the nonnormally distributed variables with respect to their opinions about the future of consumers on certain issues.

4.2.2.1.7.3. INCOME

For both the normally and the nonnormally distributed variables, for which t-tests and Mann-Whitney tests were conducted, respectively; no statistically significant differences were found among the two income group respondents in any of these variables with respect to their opinions about the future of consumers on certain issues.

4.2.2.1.7.4. EDUCATION

Here again, for both the normally distributed variables for which t-tests were conducted and the nonnormally distributed variables for which Mann-Whitney tests were conducted, no statistically significant differences were found among the two groups in any of the variables with respect to their opinions about the future of consumers on certain issues.

4.2.2.1.7.5. MARITAL STATUS

No statistically significant differences were found between the unmarried and the married groups with respect to their opinions about the future of consumers on certain issues as a result of the t-tests that were conducted among the normally distributed variables and the Mann-Whitney tests that were conducted among the nonnormally distributed variables.

4.2.2.1.7.6. NUMBER OF YEARS MARRIED

Pearson Correlation analysis of this variable with the variables of the question did not reveal any significant results.

4.2.2.1.7.7. OCCUPATION

Oneway analysis of variance was conducted for the normally scaled variables. However, there were no significant differences among any of the six groups of respondents with respect to their opinions about the future of consumers on certain issues. There were no significant differences in case of the nonnormally distributed variables, either, for which Kruskal-Wallis tests were conducted.

4.2.2.1.7.8. DISTRICT

Recoding of this variable was accomplished as in the first question. Oneway analysis of variance of the normally distributed variables did not yield any statistically significant differences between the three groups of respondents living at different districts of the city with respect to their opinions about the future of consumers on certain issues.

The Kruskal-Wallis tests that were conducted for the nonnormally distributed variables yielded significant differences between the three groups in case of only one variable:

- More educated and in a position to protect themselves (V125)

Table 4.2.71. Differences in Opinions of Respondents Living in Different Districts With Respect to Future of Consumers

	<u>Mean Rank</u>	<u>Cases</u>		<u>Corrected for Ties</u>	
				<u>Chi-Square</u>	<u>Significance</u>
V125	167.27	101	1*	11.8476	0.0027
	204.53	165	2		
	176.75	106	3		
		372	Total		

*1 = Boğaziçi/Bağdat Street/Yeşilköy; 2 = Beşiktaş/Kadıköy/Bakırköy
3 = Zeytinburnu/Cevizli/Ünalan Mah.

The second group (those respondents living in Beşiktaş, Kadıköy, Bakırköy) were higher in their mean rank values compared to the other groups indicating that they think more often than the other groups that ten years from now, consumers will be more educated and in a position to protect themselves.

4.2.2.1.8. PACE OF PROGRESS ON VARIOUS CONSUMER ISSUES (THE EIGHTH QUESTION)

In this question, respondents were asked to reveal their expectations about the pace of progress on various consumer issues over the years. These issues were 'quality of most products', 'quality of manufacturers' repair and maintenance services', 'truthfulness in advertising', 'manufacturers' sensitivity to consumer complaints', and 'consumer's lot'.

Normality test was not conducted for this question as the scale was nonmetric.

4.2.2.1.8.1. GENDER

Variables related to pace of progress on consumer issues were analyzed by Crosstab tests for statistical relationships between females and males with respect to their opinions about the pace of progress on various consumer issues. However, no such differences were found in any of the variables.

4.2.2.1.8.2. AGE

The variables were analyzed by Crosstab tests for statistical differences between: 1.those respondents younger than 30 years of age, 2.those respondents who were aged between 30 and 49, and 3.those respondents who were older than 50 years of age. Again, no significant results were obtained in any of the variables.

4.2.2.1.8.3. INCOME

Recoding of this variable was accomplished in the same way as in the first question. Crosstab results yielded statistically significant results for the below stated variables:

- Manufacturers' sensitivity to consumer complaints (better today than ten years ago) (V135)
- Manufacturers' sensitivity to consumer complaints (could be better ideally than today)(V137)
- Consumer's lot (better today than ten years ago) (V138)
- Consumer's lot (will be better ten years from now than today) (V139)

Table 4.2.72. Differences of Opinions Among Income Groups
With Respect To Pace of Progress on Consumer Issues

V135	Included*	Not Included	Row Total	
Middle/ Low Income	122 43.1 69.7 32.8	161 56.9 81.7 43.3	283 76.1	
High/ Very High Income	53 59.6 30.3 14.2	36 40.4 18.3 9.7	89 23.9	
Column Total	175 47.0	197 53.0	372 100.0	
<u>Chi-Square</u> 6.7012	<u>DF</u> 1	<u>Significance</u> 0.0096	<u>CC**</u> 0.13916	<u>Cells with E.F. < 5</u> None

V137	Included*	Not Included	Row Total
Middle/ Low Income	153 54.1 71.5 41.1	130 45.9 82.3 34.9	283 76.1
High/ Very High Income	61 68.5 28.5 16.4	28 31.5 17.7 7.5	89 23.9
Column Total	214 57.5	158 42.5	372 100.0

<u>Chi-Square</u>	<u>DF</u>	<u>Significance</u>	<u>CC**</u>	<u>Cells with E.F. < 5</u>
5.2293	1	0.0222	0.12397	None

V138	Included*	Not Included	Row Total
Middle/ Low Income	102 36.2 68.9 27.5	180 63.8 80.7 48.5	282 76.0
High/ Very High Income	46 51.7 31.1 12.4	43 48.3 19.3 11.6	89 24.0
Column Total	148 39.9	223 60.1	371 100.0

<u>Chi-Square</u>	<u>DF</u>	<u>Significance</u>	<u>CC**</u>	<u>Cells with E.F. < 5</u>
6.1598	1	0.0131	0.13408	None

V139	Included*	Not Included	Row Total
Middle/ Low Income	128 45.4 71.1 34.5	154 54.6 80.6 41.5	282 76.0
High/ Very High Income	52 58.4 28.9 14.0	37 41.6 19.4 10.0	89 24.0
Column Total	180 48.5	191 51.5	371 100.0

<u>Chi-Square</u>	<u>DF</u>	<u>Significance</u>	<u>CC**</u>	<u>Cells with E.F. < 5</u>
4.0960	1	0.0430	0.11070	None

* Included = Those that have marked the respective issue on pace of progress in the questionnaire.

Not Included = Those that have not marked the respective issue.

** CC = Contingency coefficient.

In all of the cases, the middle/low income earners were more pronounced in their opinions on the pace of progress on consumer issues: There was general agreement with the idea that 'manufacturers' sensitivity to consumer complaints could be better ideally than today' with the middle/low income group agreeing to a greater extent than the high/very high income group. On the other hand, there was general disagreement with the ideas that 'manufacturers' sensitivity to consumer complaints is better today than ten years ago', that 'consumer's lot is better today than ten years ago', and that 'consumer's lot will be better ten years from now than today' with the middle/low income group disagreeing this time, to a greater extent than the high/very high income group.

4.2.2.1.8.4. EDUCATION

Crosstab analysis was conducted to see for statistically significant differences between lycee/secondary school/primary school graduates and university/post graduates with respect to their opinions on the pace of progress on various consumer issues. No significant results were obtained for any of the variables involved.

4.2.2.1.8.5. MARITAL STATUS

Crosstab analysis was conducted in this case, as well. No statistically significant differences were revealed among the two groups in any of the variables of this question.

4.2.2.1.8.6. NUMBER OF YEARS MARRIED

Crosstab analysis did not yield any significant results in this case, either.

4.2.2.1.8.7. OCCUPATION

The six recoded occupation groups were analyzed for possible significant differences with respect to their opinions on the pace of progress on various consumer issues by using Crosstab analysis. However, no statistically significant differences were found in any of the tests.

4.2.2.1.8.8. DISTRICT

The variable was recoded the way it was done in the first question. The three groups were later analyzed by Crosstabs for statistically significant results with respect to their opinions on the pace of progress on various consumer issues. Here, there were such differences in case of

- Manufacturers' sensitivity to consumer complaints (will be better than today, ten years from now). (V136)

**Table 4.2.73. Differences of Opinions Among Districts
With Respect to Pace of Progress on Consumer Issues**

V136	Included	Not Included	Row Total	
Boğaziçi/	53	48	101	
Bağdat Street/	52.5	47.5	26.8	
Yeşilköy	27.7	25.8		
	14.1	12.7		
Beşiktaş/	93	73	166	
Kadıköy/	56.0	44.0	44.0	
Bakırköy	48.7	39.2		
	24.7	19.4		
Zeytinburnu/	45	65	110	
Cevizli/	40.9	59.1	29.2	
Ünalan Mah.	23.6	34.9		
	11.9	17.2		
Column Total	191	186	377	
	50.7	49.3	100.0	
Chi-Square	DF	Significance	CC*	Cells with E.F. < 5
6.2283	2	0.0444	0.12748	None

*CC = Contingency coefficient

As can be seen, overall results showed that half of the respondents living in the three districts were in agreement with the idea that 'manufacturers' sensitivity to consumer complaints will be better than today, ten years from now'. Those respondents living in Beşiktaş, Kadıköy, and Bakırköy seemed to agree with this idea to a greater extent than respondents living in other districts.

4.2.2.1.9. SOCIAL RESPONSIBILITY RANKING (THE NINTH QUESTION)

In this question, respondents were asked to rank the various groups they thought a company was socially responsible. These groups were stated to be 'customers', 'stockholders', 'employees', 'local community where company operates', 'society at large', 'suppliers', and 'the State'.

Normality test was not conducted for this ordinally scaled question as it was not metric.

4.2.2.1.9.1. GENDER

In this question, there was only one variable in which Mann-Whitney test results were significant, meaning differences of attitudes among females and males:

- The State (V147)

Table 4.2.74. Differences in Social Responsibility Ranking
With Respect To Females and Males

<u>Statement</u>	<u>Mean Rank</u>	<u>Cases</u>	<u>U</u>	<u>W</u>	<u>Corrected for Ties</u>	
					<u>z</u>	<u>2-Tailed Prob</u>
V 147	193.45 168.69	203 Females 161 Males 364 Total	14118.5	27159.5	- 2.2659	0.0235

From the foregoing, females are higher on their mean values as compared to males. With respect to the various groups a company is thought to be socially responsible, it seems that females believe the State to be a less important group than do males. (1:most important group...7: least important group)

4.2.2.1.9.2. AGE

Recoding of this variable was accomplished as in the first question. Kruskal-Wallis results yielded a significant difference for only

- Local community where company operates (V144)

Table 4.2.75. Differences in Social Responsibility Ranking
With Respect To Age

<u>Statement</u>	<u>Mean Rank</u>	<u>Cases</u>	<u>Corrected for Ties</u>	
			<u>Chi-Square</u>	<u>Significance</u>
V144	187.67 194.76 156.16	127 1* 161 2 79 3 367 Total	7.4731	0.0238

*1 = Those younger than 30; 2 = Those who are aged between 30 and 49;
3 = Those older than 50.

The Chi-square value of 7.4731 is significant at the 0.0238 level implying statistically significant differences in the mean acceptance levels of the three groups with different ages. Here, the second group (aged between 30 and 49) seems to rank local community at a lower level relative to the other groups, whereas the third group (older than 50) seems to rank it at a higher level relative to the other groups. (1 = most important 7 = least important group)

4.2.2.1.9.3. INCOME

No statistically significant differences were found among opinions of the medium/low income and high/very high income groups with respect to their ranking of the various groups a company was thought to be socially responsible, upon conducting the Mann-Whitney test.

4.2.2.1.9.4. EDUCATION

Recoding of this variable was accomplished as in the first question. The two groups were then tested by Mann-Whitney tests and four variables were found for which statistically significant differences existed among the two groups:

- Customers (V141)
- Society at large (V145)
- Suppliers (V146)
- The State (V147)

Table 4.2.76. Differences in Social Responsibility Ranking
With Respect To Education Levels

Statement	Mean Rank	Cases		U	W	Corrected for Ties	
						z	2-Tailed Prob
V141	199.18	183	1*	14790.5	36449.5	- 2.4671	0.0136
	173.17	188	2				
		371	Total				
V145	197.28	179	1	14269.0	35314.0	- 2.4711	0.0135
	170.30	187	2				
		366	Total				
V146	167.87	179	1	13938.5	30048.5	- 2.8086	0.0050
	198.46	187	2				
		366	Total				
V147	164.47	177	1	13357.5	29110.5	- 3.2331	0.0012
	199.57	187	2				
		364	Total				

*1 = Lycee/Secondary School/Primary School Graduates;

2 = University/Post Graduates.

In the first two cases, lycee/secondary school/primary school graduates ranked customers and the society at large lower than the university/post graduates in revealing their opinions about the social responsibility a company has towards various groups. On the other hand, in the other two cases, university/post graduates ranked the suppliers and the State lower than the lycee/secondary school/primary school graduates.

4.2.2.1.9.5. MARITAL STATUS

No statistically significant differences were found among the opinions of the two groups with respect to social responsibility ranking, upon conducting the Mann-Whitney Test.

4.2.2.1.9.6. NUMBER OF YEARS MARRIED

Recoding of this variable was accomplished as in the first question. Significant results were obtained in only one case:

- Local community where company operates (V144)

Table 4.2.77. Differences in Social Responsibility Ranking
With Respect to Number of Years Married

<u>Statement</u>	<u>Mean Rank</u>	<u>Cases</u>	<u>Corrected for Ties</u>	
			<u>Chi-Square</u>	<u>Significance</u>
V144	13.25	12 1*	6.3514	0.0418
	23.00	12 2		
	23.00	<u>15</u> 3		
		39 Total		

*1 = 1 to 10 years of marriage; 2 = 11 to 24 years of marriage; 3 = 25 and above years of marriage

From the results, it appears that those couples who are married for longer than ten years rank local community at a lower importance level compared to those couples who are married for less than ten years. (1 = most important 7 = least important)

4.2.2.1.9.7. OCCUPATION

The six groups were analyzed with the Kruskal-Wallis Test to find out about the statistically significant differences in opinions with respect to ranking of the various groups a company was thought to be socially responsible. However, no significant differences were obtained in any of the variables studied.

4.2.2.1.9.8. DISTRICT

Recoding of this variable was accomplished as in the first question. Kruskal-Wallis Tests were then applied with the purpose of finding out if there were significant differences among the respondents living in the three different districts with respect to their ranking of the various groups a company is thought to be socially responsible. The tests yielded statistically significant differences for:

- Stockholders (V142)
- Local community where company operates (V144)
- Society at large (V145)
- Suppliers (V146)
- The State (V147)

**Table 4.2.78. Differences in Social Responsibility Ranking
With Respect to Districts**

<u>Statement</u>	<u>Mean Rank</u>	<u>Cases</u>		<u>Corrected for Ties</u>	
				<u>Chi-Square</u>	<u>Significance</u>
V142	156.10	95	1*	7.8202	0.0200
	191.02	161	2		
	189.80	<u>106</u>	3		
		362 Total			
V144	162.98	94	1	6.6863	0.0353
	179.87	163	2		
	200.61	<u>105</u>	3		
		362 Total			
V145	182.80	93	1	7.4069	0.0246
	165.88	161	2		
	200.70	<u>106</u>	3		
		360 Total			
V146	200.60	93	1	10.0561	0.0066
	185.14	161	2		
	155.82	<u>106</u>	3		
		360 Total			
V147	218.67	92	1	31.4428	0.0000
	184.22	161	2		
	137.95	<u>105</u>	3		
		358 Total			

*1 = Boğaziçi/Bağdat Street/Yeşilköy; 2 = Beşiktaş/Kadıköy/Bakırköy;
3 = Zeytinburnu/Cevizli/Ünalan Mah.

Respondents living in Boğaziçi, Bağdat Street, and Yeşilköy ranked 'stockholders' and 'local community where company operates' at higher levels compared to respondents living in the other districts; on the other hand, respondents living in Beşiktaş, Kadıköy, and Bakırköy ranked 'society at large' at higher levels and respondents living in Zeytinburnu, Cevizli, Ümraniye and Ünalan Mahallesi ranked 'suppliers' and 'the State' at higher levels compared to respondents in the other districts. The three groups seemed not to differ in their opinions in this question only in case of customers and employees.

4.2.2.2. THE MANUFACTURER SAMPLE

In case of the manufacturer sample, each question was analyzed with respect to the variables of respondent's position at company, impact of the consumer protection movement on the company, type of ownership, and the industry the company operates in.

4.2.2.2.1. ATTITUDES TOWARD MARKETING PRACTICES, GOVERNMENT CONTROL, CUSTOMER ORIENTATION, CUSTOMER RESPONSIBILITIES, AND CONSUMERISM (THE FIRST QUESTION)

Normality test conducted for the variables of the first question revealed that all of them were normally distributed. Hence, nonparametric tests were not used in question I.

4.2.2.2.1.1. POSITION AT COMPANY

The variable was recoded into three categories: non-marketing managers, marketing managers, non-managers(i.e. chiefs, specialists, supervisors, assistants).

The Oneway analysis of variance yielded no significant differences for the three categories of respondents with respect to their attitudes toward product quality, advertising and promotion, prices and price control, government control, customer orientation, consumer responsibilities, and consumerism.

4.2.2.2.1.2. IMPACT OF THE CONSUMER PROTECTION MOVEMENT ON THE COMPANY

The variable was recoded into two groups : 1.very much, 2.not very much and t-tests were conducted to see if there were differences of attitudes between the two groups with respect to statements in the first question. There were two statements for which the results showed statistically significant differences between the groups:

- Generally, manufacturers are more interested in making profits than in serving consumers (V27)
- Concern for the environment does not influence the product choices made by most consumers (V38)

Table 4.2.79. Differences in Attitudes of Those Who Think Impact of the Consumer Movement To Be Very Much on Their Company Versus Those Who Do Not Think So With Respect to Customer Orientation and Consumer Responsibilities

<u>State.</u>	<u>Number of Cases</u>	<u>Mean</u>	<u>Std. Dev.</u>	<u>F Value</u>	<u>2-Tail Prob.</u>	<u>Pooled Variance Estimate</u>		
						<u>t value</u>	<u>DF</u>	<u>2-Tail Prob.</u>
V27								
Group 1*	17	1.8824	0.600	1.55	0.364	- 3.30	42	0.002
Group 2	27	2.5926	0.747					
V38								
Group 1	17	2.6471	0.702	2.18	0.072	- 3.85	43	0.000
Group 2	28	3.3214	0.476					

*Group 1 = Those who believe the impact of the consumer protection movement to be 'very much' on their company ; Group 2 = Those who believe the impact 'not to be very much' on their company.

The two variables are statistically significant with p values of 0.002 and 0.000, respectively. And from the mean values it seems that those respondents who believe the impact of the consumer protection movement not to be very much on their company have higher means compared to the other group, implying that they agree with these two ideas to a greater extent than those respondents who believe the impact of the consumer protection movement to be very much on their company.

4.2.2.2.1.3. TYPE OF OWNERSHIP

Foreign capital ownership (Group 1) and local ownership (Group 2) were the two categories of this variable. Upon conducting t-tests, statistically significant differences were found in the following case:

- Problems of consumers are more serious now than they were in the past.(V31)

Table 4.2.80. Differences in Attitudes of Foreign Company and Local Company Respondents With Respect to Consumer Responsibilities

	<u>Number of Cases</u>	<u>Mean</u>	<u>Std. Dev.</u>	<u>F Value</u>	<u>2-Tail Prob.</u>	<u>Pooled Variance Estimate</u>		
						<u>t value</u>	<u>DF</u>	<u>2-Tail Prob.</u>
V31								
Foreign	12	1.7500	0.452	1.97	0.231	- 2.16	43	0.037
Local	33	2.1818	0.635					

Locally owned company respondents seem to share the idea that problems of consumers are more serious now than they were in the past to a greater extent relative to foreign capital ownership company respondents.

4.2.2.2.1.4. INDUSTRY

This variable was recoded into the following categories taking into consideration the industrial field codes prepared by the Chamber of Industry. List of companies in each of the below fields is given in Appendix IV.

- 1.weaving
- 2.other chemical products
- 3.food
- 4.ready-wear
- 5.electrical machinery
- 6.other

Upon conducting the Oneway analysis of variance test, it was found that these groups had significant differences in their attitudes with respect to only one statement:

- Many mistakes that consumers make in buying products are the result of their own carelessness or ignorance. (V35)

Table 4.2.81. Differences in Attitudes of Respondents in Various Industries With Respect to Consumer Responsibilities

V35	Means						F Ratio	F Prob.
Groups	1	3	5	4	2	6		
1	2.2000	2.2500	2.6667	2.7143	2.8333	3.0000	3.7111	0.0076
3								
5								
4								
2								
6		*						

Box M = 0.423 p = 0.833

* Indicates significant Scheffe Range test results ($p \leq 0.05$).

Here, the F value of 3.7111 is significant at the 0.0076 level which is indicative of statistically significant differences between the groups. The true difference seems to lie between group 1 (weaving industry) and group 6 (other) with the latter group believing to a greater extent than the former group that many mistakes consumers make are due to their own carelessness or ignorance. (The other category includes companies in the following sectors: vehicles, rubber, machinery, beverages, various petroleum and carbon derivatives, wooden furniture, glass and glass products, main chemicals, and paper and paper products).

4.2.2.2.2. FACTORS THAT LEAD TO THE INITIATION AND DEVELOPMENT OF THE CONSUMER MOVEMENT IN A COUNTRY (THE SECOND QUESTION)

The question asked for choice of those factors among a total of twenty five which the respondent thought led to the initiation and development of the consumer movement in a country.

Among the variables that formed the second question only one variable was found to be nonnormally distributed.

4.2.2.2.2.1. POSITION AT COMPANY

The Oneway analysis of variance and the Kruskal-Wallis tests yielded no significant differences for the three categories of respondents with respect to their opinions about the possible underlying causes of the initiation and development of the consumer movement.

4.2.2.2.2.2. IMPACT OF THE CONSUMER PROTECTION MOVEMENT ON THE COMPANY

This variable was recoded as in the preceding question. With respect to t-test results, there were statistically significant differences between the two groups in case of:

- Increased consumer expectations for product quality (V45)
- A feeling that business should assume greater social responsibilities (V46)
- Lack of governmental enforcement of the current consumer protection law (V67)

Table 4.2.82. Differences in Opinions of Those Who Think Impact of the Consumer Movement To Be Very Much on Their Company Versus Those Who Do Not Think So With Respect to Factors Leading to the Initiation and Development of the Consumer Movement

<u>State.</u>	<u>Number of Cases</u>	<u>Mean</u>	<u>Std. Dev.</u>	<u>F Value</u>	<u>2-Tail Prob.</u>	<u>Pooled Variance Estimate</u>		
						<u>t value</u>	<u>DF</u>	<u>2-Tail Prob.</u>
V45								
Group 1*	16	3.6250	0.500	1.29	0.552	2.58	42	0.013
Group 2	28	3.2500	0.441					
V46								
Group 1	16	3.2500	0.683	1.12	0.841	2.57	42	0.014
Group 2	28	2.6786	0.723					
V67								
Group 1	16	3.1875	0.544	1.16	0.785	2.45	42	0.019
Group 2	28	2.7500	0.585					

*Group 1 = Those who think the impact is very much;
Group 2 = Those who think the impact is not very much.

P values are 0.013, 0.014, and 0.019, respectively, showing that there are significant differences among the groups. And in all of the variables, mean values of the 'very much' group are higher than the 'not very much' group. Those respondents who believe that the impact of the consumer protection movement is very much on their company think more often than the respondents who believe the impact not to be very much that increased consumer expectations for product quality, a feeling that business should assume greater social responsibilities, and lack of governmental enforcement of the current consumer protection law are factors leading to the initiation and growth of the consumer movement in a country.

Mann-Whitney test results did not yield statistically significant differences for the nonnormally distributed variable.

4.2.2.2.2.3. TYPE OF OWNERSHIP

With respect to this variable, there was only one instance in which t-test results showed statistically significant differences between foreign and local company respondents:

- Lack of governmental enforcement of the current consumer protection law (V67)

Table 4.2.83. Differences in Opinions of Foreign Company and Local Company Respondents With Respect to Factors Leading to the Initiation and Development of the Consumer Movement

	<u>Number of Cases</u>	<u>Mean</u>	<u>Std. Dev.</u>	<u>F Value</u>	<u>2-Tail Prob.</u>	<u>Pooled Variance Estimate</u>		
						<u>t value</u>	<u>DF</u>	<u>2-Tail Prob.</u>
V67								
Foreign	12	3.3333	0.492	1.33	0.635	3.14	42	0.003
Local	32	2.7500	0.568					

Here, foreign company respondents seem to think more often than the local company respondents that lack of governmental enforcement of the current consumer protection law is a factor leading to the initiation and development of the consumer movement in a country.

Mann-Whitney test results did not yield statistically significant differences for the nonnormally distributed variable.

4.2.2.2.2.4. INDUSTRY

Oneway analysis of variance of this variable with respect to the normally distributed variables and the Kruskal-Wallis analysis with respect to the only nonnormally distributed variable of the second question revealed no statistically significant differences of opinions among the respondents working at the companies in the recoded industries.

4.2.2.2.3. IMPORTANCE OF CONSUMER RIGHTS AND IMPORTANCE GIVEN TO CONSUMER RIGHTS IN OUR COUNTRY (THE THIRD QUESTION)

Importance of the various consumer rights was asked of the respondents in this question together with their opinions on the importance they thought was given to these rights in Türkiye.

Among the variables that formed this question, four were found to be nonnormally distributed.

4.2.2.2.3.1. POSITION AT COMPANY

For the normally distributed variables, Oneway analysis of variance results did not yield any statistically significant results between the three groups with respect to their opinions on the extent consumer rights were important to them and also with respect to their opinions on the extent each of these rights was given importance to in our country.

No significant results were obtained from the Kruskal-Wallis tests in case of the nonnormally distributed variables, either.

4.2.2.2.3.2. IMPACT OF THE CONSUMER PROTECTION MOVEMENT ON THE COMPANY

Recoding of this variable was accomplished as in the first question. T-tests were applied in case of the normally distributed variables and there were only two variables, both on opinions of respondents regarding the extent consumer rights were important to them, for which statistically significant differences existed:

- Consumer's right to have a clean environment (V73)
- Protection of consumers' private lives (V75)

Table 4.2.84. Differences in Opinions of Those Who Believe the Impact of the Consumer Protection Movement to be Very Much Versus Those Who Do Not Believe This Impact to be Very Much On Their Company With Respect to Importance They Gave to Consumer Rights

	<u>Number of Cases</u>	<u>Mean</u>	<u>Std. Dev.</u>	<u>F Value</u>	<u>2-Tail Prob.</u>	<u>Pooled Variance Estimate</u>		
						<u>t value</u>	<u>DF</u>	<u>2-Tail Prob.</u>
V73								
Group 1*	17	3.5882	0.618	1.45	0.442	2.57	43	0.014
Group 2	28	3.0357	0.744					
V75								
Group 1	17	3.1765	0.809	1.79	0.223	2.92	43	0.005
Group 2	28	2.2857	1.084					

*1 = Those respondents who believe the impact to be very much;

2 = Those respondents who believe the impact not to be very much on their company.

In both cases, those respondents who believed the impact of the consumer protection movement to be "very much" on their company had higher mean values compared to those who believed the impact "not to be very much" implying that they gave more importance to consumer's right to have a clean environment and protection of consumers' private lives than the latter group.

For the nonnormally distributed variables, there were significant differences in case of one variable:

- Protection of the rights of defenseless people, especially of children (V74)

Table 4.2.85. Differences in Opinions of Those Who Believe the Impact of the Consumer Protection Movement to be Very Much Versus Those Who Do Not Believe This Impact to be Very Much on Their Company With Respect to the Importance They Gave to Consumer Rights

Statement	Mean	Cases		U	W	Corrected for Ties	
	Rank					z	2-Tail Prob
V74	29.65	17	1*	125.0	504.0	- 3.0353	0.0024
	18.96	28	2				
		45	Total				

*1 = Those who believe the impact to be very much;

2 = Those who believe the impact not to be very much on their company.

Those respondents who believed the impact of the consumer protection movement to be "very much" on their company had a higher mean rank value on this consumer right compared to those who believed the impact "not to be very much", indicating that they gave more importance to protection of the rights of defenseless people than the second group.

4.2.2.2.3.3. TYPE OF OWNERSHIP

T-tests that were conducted among the normally distributed variables and the Mann-Whitney tests that were conducted among the nonnormally distributed variables yielded no statistically significant differences between foreign and local companies with respect to their opinions on the extent consumer rights were important to them and the extent each of these rights was being given importance to in our country.

4.2.2.2.3.4. INDUSTRY

For the normally distributed variables, Oneway analysis of variance was applied; however, no statistically significant differences were obtained among the recoded industry groups with respect to their opinions on the extent consumer rights were important to them and the extent each of these rights was being given importance to in our country.

No significant results were obtained from the Kruskal-Wallis Tests that were conducted for the rest of the variables which were not normally distributed, either.

**4.2.2.2.4. SUBJECTS TO BE INCLUDED UNDER THE
TOPIC OF CONSUMER PROTECTION AND THE
IMPORTANCE ATTRIBUTED TO THESE SUBJECTS
(THE FOURTH QUESTION)**

Subjects to be included under the topic of consumer protection together with the importance of the selected subjects were asked of the respondents in this question inclusive of activities of consumer organizations, unit-pricing applications, ethical values, social problems, technological developments, government control and legislation, and consumer responsibilities.

**4.2.2.2.4.1. SUBJECTS TO BE INCLUDED UNDER
THE TOPIC OF CONSUMER PROTECTION**

Normality test was not conducted in this part of the question as it was nominally scaled.

4.2.2.2.4.1.1. POSITION AT COMPANY

Crosstab results did not yield any significant differences among the three groups of respondents with respect to their opinions on the subjects they thought should be included under the topic of consumer protection.

**4.2.2.2.4.1.2. IMPACT OF THE CONSUMER
PROTECTION MOVEMENT ON THE COMPANY**

This variable was recoded as in the first question. Crosstab results yielded a significant relationship in only one case among the two groups of respondents with respect to their opinions on the subjects they thought should be included under the topic of consumer protection.

-Government control and legislation (V91)

Table 4.2.86. Subjects to be Included Under the Topic of Consumer Protection As Perceived by Those Who Believe the Impact of the Consumer Protection Movement to be Very Much Versus Those Who Do Not Believe This Impact to be Very Much on Their Company

V91	Included	Not Included	Row Total	
Very Much Impact	17 100.0 48.6 37.8		17 37.8	
Not Very Much Impact	18 64.3 51.4 40.0	10 35.7 100.0 22.2	28 62.2	
Column Total	35 77.8	10 22.2	45 100.0	
Chi-Square	DF	Significance	CC*	Cells with E.F. < 5
5.8765	1	0.0153	0.38448	1 of 4 (25%)

* CC = Contingency coefficient

The Chi-square value of 5.8765 with 1 degrees of freedom is highly significant. ($p = 0.0153 < 0.05$). This shows that impact of consumer protection on a company influences opinions on the inclusion of the subject of government control and legislation under the topic of consumer protection. From the given information, it appears that those who believe the impact of consumer protection 'not to be very much' on their company (18 respondents making 40% of the total manufacturer sample) include this subject more under the topic of consumer protection than those who believe the impact to be 'very much'. Yet, there are also respondents in this former category who do not think that this subject should be included under the topic (10 respondents making up 22.2% of the total manufacturer sample) whereas there are no respondents in the "very much" impact category who do not think that this subject should be included under the topic.

4.2.2.2.4.1.3. TYPE OF OWNERSHIP

Crosstabulation results of this variable with the variables of the first part of question IV did not reveal any significant results, indicating no relationships between the variables in question.

4.2.2.2.4.1.4. INDUSTRY

Again, crosstabulation was made use of to analyze potential relationships between the variables in question as all were nominally scaled; however, no significant results were obtained in this case, either.

4.2.2.2.4.2. IMPORTANCE ATTRIBUTED TO THESE SUBJECTS

Upon conducting the normality test, following results were obtained.

4.2.2.2.4.2.1. POSITION AT COMPANY

For the normally distributed variables, Oneway analysis of variance was conducted to see for differences among the three groups with respect to the importance they attributed to each of the selected subjects mentioned in 4.2.2.2.4.1. However, no statistically significant differences were obtained.

Statistically significant differences were not obtained in case of the nonnormally distributed variables, either, for which Kruskal-Wallis tests were conducted.

4.2.2.2.4.2.2. IMPACT OF THE CONSUMER PROTECTION MOVEMENT ON THE COMPANY

This variable was recoded as in the first question. T-tests were used in case of the normally distributed variables to check for statistically significant differences between the two groups with respect to the importance they attributed to each of the selected subjects. No such difference was obtained.

In the nonnormally distributed variables, only one variable yielded significant results:

- Government control and legislation (V99)

Table 4.2.87. Differences in Opinions of Those Who Believe Impact of the Consumer Protection Movement To Be Very Much Versus Those Who Do Not Believe This Impact To Be Very Much On Their Company With Respect to the Importance They Attributed to the Selected Subjects in the Topic of Consumer Protection

Statement	Mean	Cases		U	W	Corrected for Ties	
	Rank					z	2-Tail Prob.
V99	17.00	16	1*	136.0	272.0	- 2.1501	0.0315
	24.96	27	2				
		43	Total				

*1 = Those who believe the impact of the movement to be very much;

2 = Those who believe the impact of the movement not to be very much on their company.

Here, those respondents who believed the impact of the consumer protection movement on their company "not to be very much" thought more often than the other group who believed this impact to be "very much" that government control and legislation as a subject should be included under the topic of consumer protection.

4.2.2.2.4.2.3. TYPE OF OWNERSHIP

For the normally distributed variables t-tests were applied and for the nonnormally distributed variables Mann-Whitney tests were applied to see if there existed significant differences between foreign and local companies with respect to the importance they attributed to each of the selected subjects; but no such differences were found.

4.2.2.2.4.2.4. INDUSTRY

Oneway analysis of variance conducted in case of the normally distributed variables and Kruskal-Wallis analysis conducted in case of the nonnormally distributed variables yielded no significant differences among the industry groups with respect to the importance attributed to each of the selected subjects.

4.2.2.2.5. WAYS TO IMPROVE THE PREVAILING SITUATION OF CONSUMERS (THE FIFTH QUESTION)

Respondents were asked to rank the six possible ways given in the question to improve the prevailing situation of consumers. These ways were the following: 'more cooperation among government, business, and consumers', 'new consumer relations thinking', 'more voluntary business efforts', 'stricter enforcement of present laws', 'additional legislation', and 'broad consumer education program'.

Normality test was not conducted for this ordinally scaled question.

4.2.2.2.5.1. POSITION AT COMPANY

Kruskal-Wallis Test results revealed no significant differences among the three groups of respondents with respect to their ranking of the possible ways to improve the prevailing situation of consumers.

4.2.2.2.5.2. IMPACT OF THE CONSUMER PROTECTION MOVEMENT ON THE COMPANY

Recoding of this variable was done as in the first question. Mann-Whitney Test results revealed a significant relationship in case of only one variable:

- More cooperation among government, business, and consumers (V101)

Table 4.2.88. Difference in Opinions With Respect to Ways to Improve the Prevailing Situation of Consumers (those who believe the impact of the consumer protection movement to be very much on their company versus those who do not think so)

V 101

<u>Mean</u>	<u>Cases</u>		<u>U</u>	<u>W</u>	<u>Corrected for Ties</u>	
<u>Rank</u>					<u>z</u>	<u>2-Tailed p</u>
28.22	16	1*	100.5	451.5	- 2.8694	0.0041
17.37	26	2				
	42	Total				

*1 = Those who believe the impact of consumer protection on their company to be 'very much'

2 = Those who believe the impact of consumer protection on their company 'not to be very much'.

As a higher value is indicative of a lower importance level in this question, it seems that those respondents who believe the impact of consumer protection 'to be very much' on their company rank 'more cooperation among government, business, and consumers' at a lower level than those respondents who believe the impact 'not to be very much'.

4.2.2.2.5.3. TYPE OF OWNERSHIP

Mann-Whitney Test was conducted in case of this variable to see if there were statistically significant relationships among foreign and local company respondents with respect to their ranking of the possible ways to improve the prevailing situation of consumers. No such difference was obtained.

4.2.2.2.5.4. INDUSTRY

Kruskal-Wallis Test results revealed no significant differences among the six groups of respondents with respect to their ranking of the possible ways to improve the prevailing situation of consumers.

4.2.2.2.6. CONSTRUCTIVE PROGRAMS IN RESPONDING TO CONSUMERIST PRESSURES (THE SIXTH QUESTION)

Ten constructive programs in responding to consumerist pressures were listed in the question and respondents were asked to choose the first five they believed were the most constructive among the ten programs.

Normality test was not conducted for this nonmetric question.

4.2.2.2.6.1. POSITION AT COMPANY

Crosstab analysis of the variables in question did not reveal any significant differences among the three groups of respondents with respect to their opinions on the most constructive programs in responding to consumerist pressures.

4.2.2.2.6.2. IMPACT OF THE CONSUMER PROTECTION MOVEMENT ON THE COMPANY

This variable was recoded as in the first question. Crosstab tests that were conducted to find the statistically significant differences between those respondents who thought the impact of the consumer protection movement to be very much on their company versus those who thought this impact not to be very much with respect to their opinions on the most constructive programs in responding to consumerist pressures yielded significant results in only one case :

-More informative advertisements (V114)

Table 4.2.89. Differences of Opinions on the Constructive Programs Among Those Who Believe the Impact to be Very Much Versus Those Who Believe It Not to be Very Much

V114	Included	Not Included	Row Total	
Very Much Impact	5 29.4 100.0 11.1	12 70.6 30.0 26.7	17 37.8	
Not Very Much Impact		28 100.0 70.0 62.2	28 62.2	
Column Total	5 11.1	40 88.9	45 100.0	
Chi-Square	DF	Significance	CC*	Cells with E.F. < 5
6.5261	1	0.0106	0.41320	2 of 4 (50%)**

* CC = Contingency coefficient

** Results need to be interpreted with caution.

It seems that impact of consumer protection on a company influences opinions on the choice of most constructive programs in responding to consumerist pressures. There seems to be consensus of opinions among the two groups of respondents in that neither of them considers this program as being a very constructive one. Yet, those who believe the impact of consumer protection 'not to be very much' on their company appear to be more negative in their opinion compared to those who believe the impact to be 'very much': Whereas only 12 respondents in the 'very much impact' category making 26.7% of all respondents in the manufacturer sample do not choose this aspect as a constructive program, 28 respondents in the 'not very much impact' category making 62.6% of all respondents in the manufacturer sample do not choose this aspect as a constructive program.

4.2.2.2.6.3. TYPE OF OWNERSHIP

No significant results were obtained from the Crosstab analysis in case of this variable, either, meaning foreign company respondents and local company respondents did not differ in their opinions on the most constructive programs in responding to consumerist pressures.

4.2.2.2.6.4. INDUSTRY

Recoding of this variable was done as in the first question. Crosstab analysis results yielded only one significant result among the six groups of respondents with respect to their opinions on the most constructive programs in responding to consumerist pressures.

- More informative labelling (V117)

Table 4.2.90. Differences of Opinions on the Constructive Programs Among the Various Industries

V117	Included	Not Included	Row Total	
Weaving	7 70.0 28.0 15.6	3 30.0 15.0 6.7	10 22.2	
Other chemical products	3 50.0 12.0 6.7	3 50.0 15.0 6.7	6 13.3	
Food	7 87.5 28.0 15.6	1 12.5 5.0 2.2	8 17.8	
Ready-wear	5 71.4 20.0 11.1	2 28.6 10.0 4.4	7 15.6	
Electrical machinery	1 33.3 4.0 2.2	2 66.7 10.0 4.4	3 6.7	
Other	2 18.2 8.0 4.4	9 81.8 45.0 20.0	11 24.4	
Column Total	25 55.6	20 44.4	45 100.0	
Chi-Square 11.7633	DF 5	Significance 0.0382	CC* 0.45523	Cells with E.F. < 5 10 of 12 (83.3%)**

*CC = Contingency coefficient

** Results need to be interpreted cautiously

It seems that industry in which a company operates has an influence on opinions on the choice of most constructive programs in responding to consumerist pressures. Those respondents working in the weaving and food industries seem to include this aspect more than respondents in the other four industries as a constructive program in responding to consumerist pressures. On the other hand, those respondents in the 'other industry' category inclusive of vehicles, rubber, machinery, beverages, various petroleum and carbon derivatives, wooden furniture, glass and glass products, main chemicals, and paper and paper products industries tend not to think of 'more informative labelling' as a constructive program in responding to consumerist pressures.

4.2.2.2.7. FUTURE OF CONSUMERS WITH RESPECT TO CERTAIN ISSUES (THE SEVENTH QUESTION)

In this question, respondents were given eight phrases concerning consumers to complete the sentence, "ten years from now, consumers will be _____".

Normality test that was conducted for the variables of this question showed that all of these variables were normally distributed; hence, t-tests and Oneway analysis of variance tests could be used in this question depending on the independent variables involved.

4.2.2.2.7.1. POSITION AT COMPANY

Oneway analysis of variance of the variables did not reveal any significant differences between the three groups of respondents with respect to their opinions about the future of consumers on certain issues.

4.2.2.2.7.2. IMPACT OF THE CONSUMER PROTECTION MOVEMENT ON THE COMPANY

No statistically significant differences were found between those respondents who thought the impact of the consumer protection movement to be "very much" on their company versus those who thought this impact "not to be very much" with respect to their opinions about the future of consumers on certain issues.

4.2.2.2.7.3. TYPE OF OWNERSHIP

T-tests revealed statistically significant differences in only one case:

- More satisfied with the products they purchase (V124)

Table 4.2.91. Differences of Opinions on the Future of Consumers on Certain Issues Among Foreign and Local Company Respondents

State	Number of Cases	Mean	Std. Dev.	F Value	2-Tail Prob.	Pooled Variance Estimate		
						t value	DF	2-Tail Prob.
V124								
Foreign	12	2.8333	0.577	1.06	0.843	- 2.15	43	0.037
Local	33	3.2424	0.561					

The p value of 0.037 is indicative of a statistically significant difference and from the mean values, it can be seen that local company respondents agree to a greater extent as compared to foreign company respondents that ten years from now, consumers will be more satisfied with the products they purchase.

4.2.2.2.7.4. INDUSTRY

Recoding of this variable was done as in the first question. Oneway analysis of variance of the variables in question revealed significant differences among the six industry groups only in case of:

- More educated and in a position to protect themselves (V125)

Table 4.2.92. Differences of Opinions on the Future of Consumers on Certain Issues Among Various Industries

V125 Groups	Means						F Ratio	F Prob.
	5	3	6	4	2	1		
5	2.3333	3.1250	3.1818	3.2857	3.3333	3.9000	4.8963	0.0014
3								
6								
4								
2								
1								

Box M = 0.843 p = 0.519

* Indicates significant Scheffe Range test results ($p \leq 0.05$).

The F value is 4.8963 with a probability of 0.0014. The true differences were found to exist between the weaving industry and the electrical machinery industry with the former having a higher mean value. Hence, it seems that those respondents working in the weaving industry agree to a greater extent than respondents working in the electrical machinery industry that ten years from now, consumers will be more educated and in a position to protect themselves.

4.2.2.2.8. PACE OF PROGRESS ON VARIOUS CONSUMER ISSUES (THE EIGHTH QUESTION)

In this question, respondents were asked to reveal their expectations about the pace of progress on the given consumer issues over the years. These issues included the following: 'quality of most products', 'quality of manufacturers' repair and maintenance services', 'truthfulness in advertising', 'manufacturers' sensitivity to consumer complaints', and 'consumer's lot'.

Normality test was not conducted for this nonmetric question composed of fifteen variables.

4.2.2.2.8.1. POSITION AT COMPANY

Crosstab analysis conducted to see for differences between the three groups of respondents with respect to their opinions on the pace of progress on various consumer issues did not yield any significant results.

4.2.2.2.8.2. IMPACT OF THE CONSUMER PROTECTION MOVEMENT ON THE COMPANY

Recoding of this variable was done as in the first question.

Crosstab results revealed statistically significant differences in case of

- Manufacturers' sensitivity to consumer complaints (could be better ideally than today) (V137)

Table 4.2.93. Differences of Opinions With Respect To Pace of Progress on Consumer Issues Among Those Who Believe the Impact of the Movement on Their Company to be Very Much Versus Those Who Do Not Think So

V137	Included	Not Included	Row Total	
Very Much Impact	13 76.5 59.1 28.9	4 23.5 17.4 8.9	17 37.8	
Not Very Much Impact	9 32.1 40.9 20.0	19 67.9 82.6 42.2	28 62.2	
Column Total	22 48.9	23 51.1	45 100.0	
Chi-Square	DF	Significance	CC*	Cells with E.F. < 5
6.6386	1	0.0100	0.39498	None

* CC = Contingency coefficient.

It seems that impact of consumer protection on a company influences opinions on the pace of progress with respect to manufacturers' sensitivity to consumer complaints. Although neither of the groups agree to a large extent that manufacturers' sensitivity to consumer complaints could be better ideally than today, those who believe the impact to be "very much" on their company tend to think more often than those who believe this impact "not to be very much" that manufacturers' sensitivity to consumer complaints could be better ideally than today. (13 respondents in the "very much impact" category making 28.9% of the total manufacturer sample think that way whereas 19 respondents in the "not very much impact" category making 42.2% of the manufacturer sample think the opposite).

4.2.2.2.8.3. TYPE OF OWNERSHIP

Crosstab analysis did not yield any statistically significant results in case of this variable.

4.2.2.2.8.4. INDUSTRY

Recoding of this variable was done as in the first question.

Crosstab analysis results revealed only one significant difference among the six groups of respondents with respect to their opinions on the pace of progress on various consumer issues:

-Manufacturers' sensitivity to consumer complaints (could be better ideally than today) (V137)

Table 4.2.94 Differences of Opinions With Respect to Pace of Progress on Consumer Issues Among Various Industries

V137	Included	Not Included	Row Total	
Weaving	2	8	10	
	20.0	80.0	22.2	
	9.1	34.8		
	4.4	17.8		
Other chemical products	3	3	6	
	50.0	50.0	13.3	
	13.6	13.0		
	6.7	6.7		
Food	7	1	8	
	87.5	12.5	17.8	
	31.8	4.3		
	15.6	2.2		
Ready-wear	4	3	7	
	57.1	42.9	15.6	
	18.2	13.0		
	8.9	6.7		
Electrical machinery		3	3	
		100.0	6.7	
		13.0		
		6.7		
Other	6	5	11	
	54.5	45.5	24.4	
	27.3	21.7		
	13.3	11.1		
Column Total	22	23	45	
	48.9	51.1	100.0	
Chi-Square	DF	Significance	CC*	Cells with E.F. < 5
11.3171	5	0.0454	0.44828	9 of 12 (75%)**

* CC = Contingency coefficient

** Results need to be interpreted cautiously.

Here, respondents in the food industry seem to believe to a greater extent than respondents in the other five industries that manufacturers' sensitivity to consumer complaints could be better ideally than today. On the other hand, respondents in the weaving industry seem to think more often than other respondents that it could not be better ideally than today. (7 respondents making up 15.6% of the total sample in the former case; 8 respondents making up 17.8% of the total sample in the latter case).

4.2.2.2.9. SOCIAL RESPONSIBILITY RANKING (THE NINTH QUESTION)

Respondents were asked to rank the various groups a company was thought to be socially responsible in this last question. These groups were the following: customers, stockholders, employees, local community where company operates, society at large, suppliers, and the State.

Normality test was not conducted in this ordinaly scaled question.

4.2.2.2.9.1. POSITION AT COMPANY

Kruskal-Wallis analysis results did not yield statistically significant differences in any of the variables studied.

4.2.2.2.9.2. IMPACT OF THE CONSUMER PROTECTION MOVEMENT ON THE COMPANY

This variable was recoded as in the first question.

Mann-Whitney analysis results yielded statistically significant differences only in case of:

- Customers (V141)

Table 4.2.95. Differences in Social Responsibility Ranking Among Those Who Believe the Impact To Be Very Much Versus Those Who Do Not Think So

Statement	Mean	Cases	U	W	Corrected for Ties		
	Rank				z	2-Tailed Prob.	
V141	18.06	16	1*	153.0	289.0	- 2.1199	0.0340
	25.04	28	2				
		44	Total				

*1 = Those who believe the impact to be very much

2 = Those who believe the impact not to be very much.

Here, those respondents who thought impact of the consumer protection movement to be "very much" on their company had a lower mean value compared to the other group of respondents who thought this impact "not to be very much". This means that the former group ranks customers at a higher level relative to the latter group in citing the various groups a company is thought to be socially responsible to. (1 = most important group 7 = least important group)

4.2.2.2.9.3. TYPE OF OWNERSHIP

Only one significant result was obtained from the Mann-Whitney Tests in case of this variable:

-The State (V147)

Table 4.2.96. Differences in Social Responsibility Ranking Among Foreign Versus Local Company Respondents

<u>Statement</u>	<u>Mean Rank</u>	<u>Cases</u>		<u>U</u>	<u>W</u>	<u>Corrected for Ties</u>	
						<u>z</u>	<u>2-Tailed Prob.</u>
V147	29.00	11	1*	110.0	319.0	- 1.9837	0.0473
	20.33	33	2				
		44	Total				

*1 = Foreign Company Respondents ; 2 = Local Company Respondents

Foreign company respondents have a higher mean rank value compared to local company respondents indicating that local company respondents rank the State at a higher level relative to foreign company respondents in citing the various groups a company is thought to be socially responsible to.

(In this question, 1 = most responsibility.....7 = least responsibility)

4.2.2.2.9.4. INDUSTRY

Kruskal-Wallis Test results revealed no significant differences among the six industry groups with respect to their ranking of the various groups a company is thought to be socially responsible.

4.2.2.3. THE RELATED INSTITUTIONS SAMPLE

In case of the related institutions sample, each question was analyzed with respect to the variable 'institution the respondents worked for'.

Recoding of this variable was accomplished as follows:

1. Public and quasi-public institutions (Ministries, Turkish Standards Institute, İstanbul Chamber of Commerce, n = 11)
2. Municipalities (n = 12)
3. Private institutions (consumer organizations, media, n = 7)

4.2.2.3.1. ATTITUDES TOWARD MARKETING PRACTICES, GOVERNMENT CONTROL, CUSTOMER ORIENTATION, CONSUMER RESPONSIBILITIES, AND CONSUMERISM (THE FIRST QUESTION)

Normality test revealed that most of the variables in the first question were normally distributed.

Oneway analysis of variance of these variables with the above mentioned independent variable yielded statistically significant differences in five instances:

- The wide variety of competing products makes intelligent buying decisions more difficult.(V5)
- Refusal of consumers to buy expensive products is the most effective way of keeping prices of consumer goods at reasonable levels.(V16)
- The government should exercise more responsibility for regulating the advertising, sales, and marketing activities of manufacturers.(V21)
- Consumers never try to take advantage of manufacturers and dealers intentionally. (V36)
- From the consumer's viewpoint, procedures followed by manufacturers in handling complaints and settling grievances of consumers are not satisfactory.(V42)

Table 4.2.97. Differences in Attitudes of Respondents Working for Various Institutions With Respect to Product Quality, Prices and Price Control, Government Control and Regulation, Consumer Responsibilities, and Consumerism

V5 Means				F Ratio	F Prob.
Groups	3	2	1		
3	1.7143	2.1667	2.9091	4.0874	0.0281
2					
1	*				

Box M = 1.310 p = 0.270

V16 Means				F Ratio	F Prob.
Groups	1	3	2		
1	2.2000	2.4286	3.0833	4.1990	0.0263
3					
2	*				

Box M = 1.055 p = 0.348

V21 Means				F Ratio	F Prob.
Groups	2	3	1		
2	1.7500	2.4286	2.9091	4.2298	0.0252
3					
1	*				

Box M = 0.283 p = 0.754

V36 Means				F Ratio	F Prob.
Groups	1	3	2		
1	2.2727	2.5714	3.0000	4.1888	0.0260
3					
2	*				

Box M = 0.125 p = 0.883

V42 Means				F Ratio	F Prob.
Groups	3	2	1		
3	2.3333	2.4167	3.1818	4.7253	0.0178
2					
1	*				

Box M = 2.311 p = 0.100

* Indicates significant Scheffe Range test results ($p \leq 0.05$).

In case of the statements 'the wide variety of competing products makes intelligent buying decisions more difficult' and 'from the consumer's viewpoint, procedures followed by manufacturers in handling complaints and settling grievances of consumers are not satisfactory', the true differences seem to lie between opinions of respondents in public/quasi-public institutions and private institutions, with the former group agreeing with these ideas to a greater extent than the latter group. On the other hand, for the other three variables, the true differences seem to lie between

public/quasi-public institutions and municipalities. In case of 'refusal of consumers to buy expensive products is the most effective way of keeping prices of consumer goods at reasonable levels' and 'consumers never try to take advantage of manufacturers and dealers intentionally', respondents in municipalities seem to agree with the ideas more compared to respondents in public/quasi-public institutions. However, respondents in public/quasi-public institutions appear to think more often than respondents in municipalities that 'the government should exercise more responsibility for regulating the advertising, sales, and marketing activities of manufacturers'.

With respect to the nonnormally distributed variables, no significant results were obtained from the Kruskal-Wallis tests.

4.2.2.3.2. FACTORS THAT LEAD TO THE INITIATION AND DEVELOPMENT OF THE CONSUMER MOVEMENT IN A COUNTRY (THE SECOND QUESTION)

Oneway analysis of variance of the normally distributed variables yielded statistically significant differences in case of:

- Deterioration in business ethics (V62)

Table 4.2.98. Differences of Opinions With Respect to Factors That Lead to the Initiation and Development of the Consumer Movement Among the Institutions

V62 Groups	Means			F Ratio	F Prob.
	3	1	2		
3	2.2857	3.0000	3.2500	3.6062	0.0409
1					
2	*				

Box M = 0.004 p = 0.996

* Indicates significant Scheffe Range test results ($p \leq 0.05$).

There seem to lie significant differences between the second (municipalities) and the third (private institutions) groups with the second group thinking more often than the third that deterioration in business ethics is a possible underlying cause of the growth and development of the consumer movement in a country.

No significant results were obtained from the Kruskal-Wallis tests in case of the nonnormally distributed variables.

4.2.2.3.3. IMPORTANCE OF CONSUMER RIGHTS AND IMPORTANCE GIVEN TO CONSUMER RIGHTS IN OUR COUNTRY (THE THIRD QUESTION)

Importance of the various consumer rights was asked of the respondents in this question together with their opinions on the importance they thought was given to these rights in Türkiye.

Oneway analysis of variance of the normally distributed variables did not yield any statistically significant differences among the three groups of respondents with respect to the extent consumer rights were important to them and the extent each of these rights they thought was being given importance to in our country.

Statistically significant differences were not obtained for the rest of the variables that were nonnormally distributed, either.

4.2.2.3.4. SUBJECTS TO BE INCLUDED UNDER THE TOPIC OF CONSUMER PROTECTION AND IMPORTANCE ATTRIBUTED TO SELECTED SUBJECTS (THE FOURTH QUESTION)

4.2.2.3.4.1. SUBJECTS TO BE INCLUDED UNDER THE TOPIC OF CONSUMER PROTECTION

Subjects to be included under the topic of consumer protection were asked of the respondents in this question inclusive of activities of consumer organizations, unit-pricing applications, ethical values, social problems, technological developments, government control and regulation, and consumer responsibilities.

Normality test was not conducted for this nonmetric part of the question.

Crosstab analysis did not yield any significant results in this question meaning no relationship between the type of institution in which the respondents worked and the subjects they tended to include under the topic of consumer protection.

4.2.2.3.4.2. IMPORTANCE ATTRIBUTED TO THE SELECTED SUBJECTS

Oneway analysis of variance of the normally distributed variables did not yield any statistically significant differences among the three groups with respect to the importance they attributed to each of the above selected subjects.

In case of the nonnormally distributed variables, significant differences were found among the groups in case of:

- Government control and legislation (V99)

Table 4.2.99. Differences of Opinions Among Institutions With Respect To Importance Attributed To The Selected Subjects

	<u>Mean</u>			<u>Corrected for Ties</u>	
	<u>Rank</u>	<u>Cases</u>		<u>Chi-Square</u>	<u>Significance</u>
V99	9.73	11	1*	9.0955	0.0106
	18.27	11	2		
	18.14	<u>7</u>	3		
		29 Total			

*1 = Public/quasi-public institutions; 2 = Municipalities; 3 = Private institutions.

Here, the second group (municipalities) had a higher mean rank value compared to the other two groups indicating that respondents in municipalities believed to a greater extent than respondents in the other groups that 'government control and legislation' was important as a subject in the topic of consumer protection.

4.2.2.3.5. *WAYS TO IMPROVE THE PREVAILING SITUATION OF CONSUMERS (THE FIFTH QUESTION)*

Respondents were asked to rank the six possible ways given in the question to improve the prevailing situation of consumers. These ways were the following: 'more cooperation among government, business, and consumers', 'new consumer relations thinking', 'more voluntary business efforts', 'stricter enforcement of present laws', 'additional legislation', and 'broad consumer education program'

Normality test was not conducted for this ordinally scaled question.

Kruskal-Wallis analysis of the variables by the three groups of respondents yielded significant differences in only :

- New consumer relations thinking (V102)

Table 4.2.100. Differences of Opinions Among Institutions With Respect To Ways To Improve the Prevailing Situation Of Consumers

	<u>Mean</u>			<u>Corrected for Ties</u>	
	<u>Rank</u>			<u>Cases</u>	<u>Chi-Square</u>
V102	9.55	11	1*	7.5507	0.0229
	18.85	10	2		
	16.07	<u>7</u>	3		
		28 Total			

1 = Public/quasi-public institutions; 2 = Municipalities; 3 = Private institutions.

From the above table, it seems that respondents in public/quasi-public institutions rank 'new consumer relations thinking' as a way to improve the prevailing situation of consumers at a higher level compared to respondents in municipalities and private institutions. (In this question, 1 = most important.....6 = least important)

4.2.2.3.6. CONSTRUCTIVE PROGRAMS IN RESPONDING TO CONSUMERIST PRESSURES (THE SIXTH QUESTION)

Ten constructive programs in responding to consumerist pressures were listed in the question and respondents were asked to choose the first five they believed were the most constructive among the ten programs.

No normality test was conducted for this nonmetric scaled question. Crosstab analysis of the variables by the three groups of respondents did not reveal any statistically significant results in the groups with respect to their opinions on the most constructive programs they have chosen in responding to consumerist pressures.

4.2.2.3.7. FUTURE OF CONSUMERS WITH RESPECT TO CERTAIN ISSUES (THE SEVENTH QUESTION)

In this question, respondents were given eight phrases concerning consumers, to complete the sentence, "ten years from now, consumers will be _____" and they were asked to state their degree of agreement with each of the eight statements.

The normality test yielded only one nonnormally distributed variable in this question:

-More quality conscious (V120)

Table 4.2.101. Differences of Opinions Among Institutions on the Future of Consumers With Respect to Certain Issues

V120

<u>Mean</u> <u>Rank</u>	<u>Cases</u>	<u>Corrected for Ties</u>	
		<u>Chi-Square</u>	<u>Significance</u>
14.55	11 1*	6.9872	0.0304
18.95	11 2		
9.50	7 3		
	29 Total		

*1 = Public/quasi-public institutions; 2 = Municipalities; 3 = Private institutions.

It seems that respondents in municipalities tend to think more than respondents in public/quasi-public and private institutions that ten years from now, consumer will be more quality conscious.

All the other variables were normally distributed. Oneway analysis of variance of the normally distributed variables showed that there were no statistically significant differences among the three groups of respondents with respect to their opinions about the future of consumers on certain issues.

4.2.2.3.8. PACE OF PROGRESS ON VARIOUS CONSUMER ISSUES (THE EIGHTH QUESTION)

Respondents were asked to reveal their expectations about the pace of progress on the given consumer issues over the years. These issues were the following : 'quality of most products', 'quality of manufacturers' repair and maintenance services', 'truthfulness in advertising', 'manufacturers' sensitivity to consumer complaints', and 'consumer's lot'.

Normality test was not conducted for this question. Upon Crosstab analysis of these variables, statistically significant differences were found among opinions of the three groups of respondents in case of one instance:

-Manufacturers' sensitivity to consumer complaints (could be better ideally than today) (V137)

Table 4.2.102. Differences of Opinions Among Institutions With Respect to Pace of Progress on Consumer Issues

V137

	Included	Not Included	Row Total	
Public/ quasi-public institutions	3	8	11	
	27.3	72.7	36.7	
	14.3	88.9		
	10.0	26.7		
Municipalities	11	1	12	
	91.7	8.3	40.0	
	52.4	11.1		
	36.7	3.3		
Private institutions	7		7	
	100.0		23.3	
	33.3			
	23.3			
Column Total	21	9	30	
	70.0	30.0	100.0	
<u>Chi-Square</u>	<u>DF</u>	<u>Significance</u>	<u>CC*</u>	<u>Cells with E.F. < 5</u>
15.2453	2	0.0005	0.58047	4 of 6 (66.7%)**

* CC = Contingency coefficient

** Results need to be interpreted cautiously.

Overall results show that respondents in the three types of institutions generally think that manufacturers' sensitivity to consumer complaints could be better ideally than today (70% of all respondents in the related institutions sample have agreed with the idea). Among the three groups, respondents in private institutions and municipalities seem to agree with this idea that manufacturers' sensitivity to consumer complaints could be better ideally than today, to a greater extent than respondents in public/quasi-public institutions.

4.2.2.3.9. SOCIAL RESPONSIBILITY RANKING (THE NINTH QUESTION)

In this last question, respondents ranked the various groups they thought a company was socially responsible. These groups were : 'customers', 'stockholders', 'employees', 'local community where company operates', 'society at large', 'suppliers', and 'the State'.

Normality test was not conducted for this ordinally scaled question.

Kruskal-Wallis analysis of these variables yielded statistically significant differences in case of only one variable:

- Local community where company operates (V144)

Table 4.2.103. Differences of Opinions Among Institutions With Respect to Social Responsibility Ranking

V144

<u>Mean</u>			<u>Corrected for Ties</u>	
<u>Rank</u>	<u>Cases</u>		<u>Chi-Square</u>	<u>Significance</u>
19.70	10	1*	6.8378	0.0327
10.64	11	2		
13.14	7	3		
	28	Total		

*1 = Public/quasi-public institutions; 2 = Municipalities; 3 = Private institutions.

It seems that respondents in municipalities rank 'local community where company operates' as a more important group to which a company is thought to be socially responsible compared to respondents in public/quasi-public and private institutions. (In this question, 1 = most important.....7 = least important).

5. CONCLUSIONS AND IMPLICATIONS

Summary and interpretation of the findings and implications of the study for various parties; namely, consumers, the business world, the State and related institutions together with future researchers will be presented in this chapter.

5.1. CONCLUSIONS : SUMMARY AND INTERPRETATION OF THE FINDINGS

As has been indicated in the research design and methodology section, the main purpose of this study was to have an understanding of the subject of consumer protection in Türkiye from the different perspectives of consumers, the business world, and related institutions and also to find out about the expectations, opportunities, and limitations to be confronted with in dealing with consumer protection issues in the years to come. In achieving this end, the following was investigated: attitudes of consumers, the business world, and related institutions, in general, toward marketing practices, government regulation and control, consumerism, customer orientation, and consumer responsibilities in Türkiye; opinions about underlying causes of consumerism's growth and development; importance given to consumer rights from the point of view of the three parties, and also level of importance respondents believed was given to these rights in our country; level of awareness of these three entities with respect to the coverage of the subject of consumer protection and level of importance they attributed to the various topics under the coverage of the subject; opinions about ways to improve the prevailing situation of consumers and about constructive programs in responding to consumerist pressures; expectations about 'consumers in the future' and pace of progress on consumer issues in Türkiye on various aspects; and various parties respondents believed companies had social responsibility to.

Data for this study was collected through structured questionnaires distributed among the three groups of consumers, manufacturers, and related institutions. A total of 385 questionnaires was gathered from the consumer sample, 45 from the manufacturer sample, and 30 from the related institutions sample. Eventhough the questionnaires consisted of the same questions for all of the three samples except for the demographic variables, these sample sizes did not permit comparative statistical analyses; hence, comparisons among the three samples were made on a qualitative basis.

5.1.1. SUMMARY ON FINDINGS RELATED TO FREQUENCY DISTRIBUTIONS

With respect to attitudes toward marketing practices in Türkiye, inclusive of product quality, advertising and promotion, and prices, it was revealed that a majority of all respondents in the three groups believed that manufacturers made an effort to design products to fit the needs of consumers, with the manufacturer sample being more positive on this dimension than the other two samples. Another dimension on which there was consensus of opinions, with the manufacturer sample having a more optimistic view again, was the improvement of the quality of most products over the years. It was believed by more than half of the respondents in all of the samples that differences among competing brands were significant for most types of products. On

the other hand, whereas the manufacturer and related institutions samples thought that the wide variety of competing products did make intelligent buying decisions more difficult, the consumer sample did not share this idea to the extent the other samples did. For the other attitudes regarding product quality, there were differences of attitudes among the manufacturer sample on the one hand and the consumer and related institutions samples, on the other: Whereas the majority of the former sample thought that manufacturers did not withhold important product improvements from the market in order to protect their own interests, more than half in each of the latter sample thought the opposite. Again, although most of the manufacturer sample did not share the idea that manufacturers intentionally designed products that would wear out as quickly as possible, the other samples thought that manufacturers did design such products. It is quite logical to have contradictory attitudes on these last two dimensions as manufacturers would not accept that they withheld important product improvements from the market to protect their own interests and that they intentionally designed products that would wear out as quickly as possible.

With respect to attitudes toward advertising and promotion, it was found that the consumer and the related institutions samples mostly thought that manufacturers' advertisements were not reliable sources of information about the quality and performance of products. Interestingly enough, more than half of the manufacturer sample shared this idea, as well. One other idea on which there was a high level of agreement in all of the three groups was related to dependability of advertised products. Advertised products were not considered to be more dependable than unadvertised ones. Differences of opinions existed among the manufacturer sample on one hand and the consumer and related institutions samples, on the other, with regard to the following: Although more than half of the manufacturer sample thought that advertisements usually presented a true picture of the products advertised and that most product advertising was believable, more than half of the respondents in the other two samples thought the opposite in both of the instances. From the foregoing, attitudes of the manufacturer sample on advertisements seem to be somewhat contradictory. There was only one case in which opinions of the manufacturer and the related institutions samples matched whereas those of the consumer sample were different: More than half of the consumers agreed that promotional activities sponsored by manufacturers to encourage people to buy their products were dishonest most of the time whereas a majority of the other two samples indicated that they did not find such activities dishonest.

In case of attitudes toward prices and price control, it was widely believed by respondents in all of the three samples that the most important problem facing consumers today was the high prices of consumer goods. It was also widely believed that considering wage rates and income levels today, most consumer products were not priced fairly, and that competition ensured that consumers paid fair prices for products. However, in keeping the prices of consumer goods at reasonable levels, the manufacturer sample and the consumer and related institutions samples differed in their opinions; the manufacturer sample did not agree that refusal of consumers to buy expensive products was the most effective way whereas the other two samples agreed with the idea. In case of government price control, more than three quarters of the manufacturer sample did not share the idea that it was the most effective way of keeping prices at reasonable levels. The related institutions sample did not agree with this idea, either, but at lower rates of disagreement. On the other hand, the consumer

sample agreed with the idea that government price control was the most effective way of keeping the prices of consumer goods at reasonable levels. Another statement on which there was no total consensus of opinion among the three groups was that of middlemen taking excessive profits. Whereas the manufacturer and the related institutions samples did not agree with the idea that high prices were caused primarily by wholesale and retail middlemen taking excessive profits, the consumer sample agreed with it.

There was consensus of opinions among the three samples on statements related to government control except for responsibility the government should exercise for regulating the advertising, sales, and marketing activities of manufacturers. Here, the manufacturer sample did not agree with the idea that government's responsibility in these areas should be more. More than half of the respondents in the other two samples, on the other hand, seemed to agree with this idea. There was a very high agreement with the idea that a Central Department of Consumer Protection at the national level was needed to protect and promote the interests of consumers in case of all of the samples. One other dimension that has received high levels of agreement from all groups was that the government should set minimum standards of quality for all products sold to consumers. There was also quite a high degree of agreement with the idea that in general, self-regulation by business itself was preferable to stricter control of business by government in case of all respondents although the consumer sample had a lower rate of agreement relative to others. 'The government should test competing brands of products and make results of these tests available to consumers' was one last sentence in the group of attitudes toward government control for which there was a high level of agreement in the consumer and related institutions samples relative to the manufacturer sample. From these findings, it seems that more government involvement with consumer protection issues is looked forward to by both consumers, related institutions, and the business world.

With respect to attitudes toward customer orientation, attitudes of the three groups did not match very much except for three sentences: It was widely accepted by all the three samples that products required by the average family were easily available at convenient places, that generally product guarantees were backed up by manufacturers who made them, and that the quality of repair and maintenance service provided by manufacturers and dealers was thought to be getting better. In the last sentence, agreement level of the manufacturer sample was higher than the other two groups. For the other statements related to attitudes toward customer orientation, there were differences of opinions among the manufacturer sample on the one hand and the consumer and related institutions samples, on the other: Although more than half of the manufacturer sample thought that most manufacturers operated on the philosophy that the consumer was always right, the level of agreement of the other two samples with this statement was quite low. Besides, although the majority of the manufacturer sample did not agree that most manufacturers thought like: "Let the buyer beware", rate of disagreement with this statement was not as high as the manufacturer sample in case of the other two samples. Another idea with which the manufacturer sample was in high agreement was that manufacturers did not shirk their responsibility to the consumer, most of the time. On the other hand, most of the respondents in the other two samples did not agree with this idea meaning, they believed that manufacturers shirked their responsibility to the consumer in most of the cases. Another area of contradiction was that the manufacturer sample did not agree

that manufacturers were more interested in making profits than in serving consumers, whereas the consumer and the related institutions samples agreed to a very large extent that manufacturers were generally more interested in making profits than in serving consumers. From the foregoing it appears quite understandably that manufacturers do not see themselves as being irresponsible to their customers or as operating only for themselves and for making profits.

In the attitudes toward consumer responsibilities, the groups seemed to share similar views except for a few statements: Although more than half of the consumer and manufacturer samples thought that problems of consumers were not more serious now than in the past, more than three quarters of the related institutions sample thought that problems of consumers were more serious now. In the statement "consumers never try to take advantage of manufacturers and dealers intentionally", more than half of the manufacturer sample did not agree with the idea, whereas more than half of the respondents in the other two samples agreed with it. For the other statements making up this group, there was consensus of opinions among the three samples: Information needed to become a well-informed consumer was not believed by a majority in all of the samples to be readily available to most people. Again, more than half of the respondents in all of the groups did not share the idea that problems of the consumer were relatively unimportant when compared with other questions and issues faced by the average family. There was a high level of agreement with the statement that for most types of products, consumers did not find it worthwhile to shop around to find the best buys and it was the consumer sample who was in almost complete agreement with this statement. More than half of the respondents in all groups agreed that many mistakes consumers made in buying products were the result of their own carelessness or ignorance. All the groups shared the same ideas with very high levels of agreement in case of environmental issues: Accordingly, the average consumer was not willing to pay higher prices for products that would cause less environmental pollution, and concern for the environment did not influence the product choices made by most consumers.

In the last group of statements related to attitudes toward consumerism, there was a high level of agreement with the idea that manufacturers seemed to be more sensitive to consumer complaints now than they were in the past. There seems to be a contradiction in opinions of all the three samples with respect to this idea because in case of progress on various consumer issues (question eight), except for manufacturers, the samples did not seem to think that manufacturers' sensitivity to consumer complaints was better today than ten years ago (64.4% of the manufacturer sample; 47.9% of the consumer sample; 41.1% of the related institutions sample). It was widely disagreed by all the groups that when consumers had problems with products they purchased, it was usually easy to get them corrected. Furthermore, although it was widely believed by the manufacturer sample that most business firms made a sincere effort to adjust to consumer complaints fairly, this idea was widely disagreed by the other two samples. Besides, even though three quarters of the consumer and the related institutions samples did not find the procedures followed by manufacturers in handling complaints and settling grievances of consumers, satisfactory, more than half of the manufacturer sample believed such procedures to be satisfactory. These opinions seem to suggest that although business firms are more sensitive to consumer complaints now than in the past (at least it has been indicated as

such in this question), this is not sufficient in handling complaints, settling grievances, and solving problems of consumers satisfactorily and easily.

Coming to identification of opinions about the possible underlying causes in the initiation and development of the consumer movement in a country, the factors which have received the highest rates of agreement and hence indicating a general consensus of opinions among the three samples were the following:

1. Increased consumer expectations for product quality
2. An awareness by many individuals that they have rights and responsibilities as consumers
3. Greater public concern for social problems
4. Lack of public awareness of the legislation which already exists
5. Lack of consumer protection at the state level
6. Defective products
7. A feeling that business should assume greater social responsibility

Looking at only the above listed factors that have received high levels of agreement from all the three groups of respondents, it seems that factors that are thought to play a role in the initiation and development of the consumer protection movement are mostly believed to be economic and social in character rather than being due to business and marketing practices because only one of the factors (defective products) is a direct outcome of business practices and hence pertains to business and marketing practices.

There was no consensus of opinion among the manufacturers on the one hand and the consumers and respondents in the related institutions on the other, in case of the following factors (manufacturers seemed to disagree with these factors to a greater extent than the other two samples which was quite logical):

1. Failure of business to meet new and increasing needs of modern society
2. Deterioration in product quality
3. Deterioration in business ethics
4. A recognition that voluntary business efforts do not work
5. A sudden awareness that many problems, particularly a lack of product safety, actually exist
6. Price increases in essential food items

Those factors for which there was consensus of opinion among groups although the rate of agreement was higher in case of the related institutions sample relative to the other two samples were as follows:

1. More opportunities for consumer deception than ever before (here, the manufacturer sample was much lower in the degree of agreement relative to the others)
2. Misleading advertising
3. Deceptive packaging and labelling
4. Defective repair work

The manufacturer sample ranked lower relative to the consumer and the related institutions samples in their degree of agreement in the following:

1. A sense of frustration on the part of shoppers
2. A widening consumer information gap

On the other hand, the manufacturer sample was higher on their level of agreement relative to the other samples in case of inadequate guarantees.

In three factors, the related institutions sample was lower on their level of agreement relative to the other samples:

1. The advance of science and technology which has resulted in highly sophisticated products
2. Better educated consumers demanding more information
3. Lack of governmental enforcement of the current consumer protection law

The rest of the factors were also agreed on by all of the three groups but the rates of agreement were relatively lower, indicative of significant number of respondents not agreeing with the ideas:

1. The mechanical and impersonal nature of the marketplace
2. The political appeal of consumer protection legislation

Next, it was aimed at having an idea about the importance given to consumer rights from the point of view of the three parties and about the level of importance respondents believed was being given to each of these rights in Türkiye:

As might be expected, all respondents agreed to a very large extent that the listed consumer rights were either somewhat important or very important in their point of view. The highest level of agreement with the 'very important' category in all of the three samples was achieved in case of the protection of consumer's health and safety. On the other hand, it was widely shared by all the groups that protection of consumers' private lives was not an extremely important right.

With respect to importance given to each of these rights in our country, consensus of opinion appeared to exist among the three samples in that they have indicated that these rights were mostly given 'quite little' importance in Türkiye. In approximately one fifth of the responses, the consumer sample has stated that importance was not being given to protection of consumer's health and safety at all. Besides, the 'no importance' category was highest in case of consumers' and related institutions' evaluations of the protection of consumer's economic interests and their evaluations of consumer representation and participation. In case of consumer's right to information and education, three out of every ten manufacturers thought this right was given 'quite much' importance and about one out of every four manufacturers thought consumer's right to redress was given 'quite much' importance in Türkiye. It seems that manufacturers are more positive on the importance these two rights receive in our country relative to the other two samples. Although respondents somewhat differed in few of their opinions with regard to the importance given to various consumer rights in Türkiye, it seems from the foregoing that at least some form of consciousness has been formed in people's minds by now with respect to the importance of protection of the consumer and of his rights.

Understanding the levels of awareness of the respondents with respect to the coverage of the topic of consumer protection was also aimed at in the study. Respondents have mostly marked two of the listed topics as topics to be included under the coverage of the subject of consumer protection: Consumer complaining behavior and ethical values. Yet, taking into consideration the unmarked subjects, it appears that many respondents are unaware that all the listed subjects are in fact to be included under the topic of consumer protection: Approximately one fifth of the

manufacturer sample has not marked activities of consumer organizations; about one third of the manufacturer sample and one third of the related institutions sample have not marked unit-pricing applications; one third of the manufacturer sample and one fourth of the related institutions sample have not marked social problems; one fifth of the consumer sample and nearly half of the manufacturer sample have not marked technological developments; one fifth of the manufacturer sample has not marked government control and legislation. The results seem to be indicative of a lack of knowledge about the multidimensionality of the subject of consumer protection, with the manufacturer sample being worse in their responses relative to the consumer and the related institutions samples.

Coming to importance attributed to each of the subjects in the topic of consumer protection, respondents ranked the topics they have indicated to be included under the topic of consumer protection in the first part of the question, with respect to their importance. Here, consumer complaining behavior was perceived to be the most important subject to be included under the topic of consumer protection together with ethical values, which were followed by consumer responsibilities.

As has been mentioned before, finding out about opinions on the possible ways to improve the prevailing situation of consumers was also among the aims of this study. The results suggested that more cooperation among government, business, and consumers was the most favored way, by all of the three samples, to be used in improving the prevailing situation of consumers. This was followed by stricter enforcement of present laws in case of the consumer and the related institutions samples and by a broad consumer education program in case of the manufacturer sample. As the third preferred way, a broad consumer education program was chosen by the consumer and the related institutions samples and stricter enforcement of present laws was chosen by the manufacturer sample. On the other hand, the consumer and the manufacturer samples considered additional legislation as being the least preferred way to improve the prevailing situation of consumers while the related institutions sample considered more voluntary business efforts as the least preferred way, followed by additional legislation.

The three samples somewhat differed in their ranking of the most constructive programs in responding to consumerist pressures:

For the consumer sample, the first five programs were:

1. Upgrading product quality and performance standards
2. Modifying products for greater safety, ease of use and repair
3. Increasing research commitments to better identify consumer wants and needs
4. Developing owners' manuals on product use, care, and safety
5. Establishing industry product standards

For the manufacturer sample, the first five programs were:

1. Upgrading product quality and performance standards
2. Establishing industry product standards
3. Increasing research commitments to better identify consumer wants and needs
4. Developing owners' manuals on product use, care, and safety
5. Providing more informative product labelling

For the related institutions sample, the first five programs were:

1. Modifying products for greater safety, ease of use, and repair
2. Upgrading product quality and performance standards
3. Creating new organizational positions to deal with consumer affairs
4. Increasing research commitments to better identify consumer wants and needs
5. Developing owners' manuals on product use, care, and safety.

As can be seen above, three of the five chosen programs were the same for all of the samples except for their ranking.

Coming to expectations concerning the future of consumers and pace of progress on various consumer issues, there were no marked differences of opinions among the three samples. In case of the former aspect, there was mostly consensus of opinions in all of the samples except for one phrase : Whereas the consumer and the related institutions samples agreed with the idea that 'ten years later, consumers will be more cynical about what marketers say and do', the manufacturer sample did not agree with it. All the samples were very much in agreement with the phrases 'more quality conscious', 'more price conscious', 'more informed about purchasing products', 'more satisfied with the products they purchase', and 'more educated and in a position to protect themselves' with the manufacturer sample being more positive relative to the other samples. On the other hand, degree of agreement of the manufacturer sample was lower relative to the other samples in case of the idea 'more critical of business'. In case of 'more willing to spend time comparison shopping', all of the samples agreed with the idea; yet, relative to other ideas in the question, their degree of agreement was lower. Overall, responses to this question seemed to reflect the optimistic views of the three samples with respect to consumers in the future.

With respect to the latter aspect, more than half of the respondents in all groups thought that quality of most products was better today relative to ten years ago and that it would be better ten years from now than today. More than half of the respondents in all samples thought that quality of manufacturers' repair and maintenance services was better today than ten years ago. Besides, both the manufacturer and the related institutions samples had optimistic views with respect to the future of this dimension. In this case, whereas less than half of the manufacturer sample stated that it could be better ideally than today, more than half of the related institutions sample thought that way. The least optimistic views were obtained in this question in case of truthfulness in advertising. A majority of all samples did not consider this aspect to be better today than ten years ago and there was not a very optimistic expectation with regard to the future of this aspect. However, compared to the consumer and the related institutions samples, the manufacturer sample seemed relatively positive about the future of this issue. Except for manufacturers again, the samples did not seem to think that manufacturers' sensitivity to consumer complaints was better today than ten years ago. Manufacturers also appeared to be more positive with respect to the future of this dimension relative to the other samples. The consumer sample did not seem to believe that their situation was better today than ten years ago and that it would be better ten years from now than today. The other samples were more optimistic on this dimension; more than half of the respondents in both samples thought that consumer's lot was better today than ten years ago and the manufacturer sample was even more positive about the future of consumers relative to the related institutions sample. In case of all the issues given in the question (quality of

most products, quality of manufacturers' repair and maintenance services, truthfulness in advertising, manufacturers' sensitivity to consumer complaints, and consumer's lot), the related institutions sample thought more often than the other samples that these issues could be better ideally than today whereas the manufacturer sample was the last to think that these issues could be better ideally than today.

The last dimension studied was related to the various parties a company was thought to be socially responsible. For all of the samples, the first group a company was thought to be socially responsible was the 'customers' followed by 'society at large' and 'employees' in case of the consumer and the related institutions samples, and by 'employees' and 'stockholders' in case of the manufacturer sample. On the other hand, the groups toward which a company was thought to be least socially responsible were the State for the consumer sample and suppliers for the manufacturer and related institutions samples.

5.1.2. SUMMARY ON FINDINGS RELATED TO RELATIONSHIPS AND DIFFERENCES AMONG VARIABLES WITHIN THE INDIVIDUAL SAMPLES

With respect to analyses by demographic characteristics, the nine questions were analyzed by the demographic characteristics of gender, age, income, education, marital status, occupation, and district of the city the respondent lived in, in the case of the consumer sample; position at company, impact of the consumer protection movement on the company, type of ownership, and industry in the case of the manufacturer sample and institution the respondent worked for in the case of the related institutions sample.

5.1.2.1. THE CONSUMER SAMPLE

In general, consumers seemed to share many opinions about marketing practices, government control and regulation, consumer responsibilities, customer orientation, and consumerism in Türkiye independent of their demographic and socio-economic backgrounds.

The only differences with respect to gender lie in only six instances out of a total of 41. Two of these were related to attitudes toward advertising and promotion: Here, females appeared to believe more often than males that promotional activities sponsored by manufacturers to encourage people to buy their products were dishonest most of the time and that generally, advertised products were not more dependable than unadvertised ones. Two other were related to attitudes toward prices and price control: Females seemed to think more often than males that government price control was the most effective way of keeping the prices of consumer goods at reasonable levels while males thought more often than females that competition ensured that consumers paid fair prices for products. There were two other instances in which the two groups had different opinions; these were attitudes toward consumerism: In both of these instances, females seemed to think more often than males that when consumers had problems with products they purchased, it was usually easy to get them corrected and that most business firms made a sincere effort to adjust to consumer complaints fairly.

There were only three instances for which differences of opinions existed with respect to age of respondents. Two of these were related to attitudes toward prices and price control and one was related to attitudes toward customer orientation. Those who were older than 50 years of age seemed to believe more often than those younger than 30 years of age that refusal of consumers to buy expensive products was the most effective way of keeping the prices of consumer goods at reasonable levels; the older group also seemed to believe more often than the others that the most important problem facing consumers today was the high prices of consumer goods. Coming to attitudes toward customer orientation, those who were younger than 30 years of age thought more often than the other respondents that generally, product guarantees were backed up by manufacturers who made them.

There were six instances for which different ideas were prevalent among the two income groups with respect to their attitudes toward prices and price control, government control and regulation, consumer responsibilities, and consumerism: The middle and low income earning group believed more often than the high and very high income earning group that high prices were caused primarily by wholesale and retail middlemen taking excessive profits and that government price control was the most effective way of keeping the prices of consumer goods at reasonable levels. On the other hand, the high and very high income group tended to believe more often that self-regulation by business itself was preferable to stricter control of business by government while the middle and lower income group appeared to believe that government should exercise more responsibility for regulating the advertising, sales, and marketing activities of manufacturers. Again the middle and lower income group had higher acceptance rates as compared to the high and very high income group in case of the ideas that consumers never tried to take advantage of manufacturers and dealers intentionally and that most business firms made a sincere effort to adjust to consumer complaints fairly.

The highest number of differences in opinions toward product quality, prices and price control, government control and regulation, consumer responsibilities, and consumerism seemed to exist in case of the education variable: Here, lycee/secondary school/primary school graduates appeared to think more often than university/post graduates that over the past several years, quality of most products had not improved, that government price control was the most effective way of keeping the prices of consumer goods at reasonable levels, that the government should exercise more responsibility for regulating the advertising, sales, and marketing activities of manufacturers, that the information needed to become a well-informed consumer was readily available to most people, and that when consumers had problems with products they had purchased, it was usually easy to get them corrected. There was only one instance in which the university/post graduates indicated higher levels of agreement relative to the lycee/secondary school/primary school graduates. According to them, manufacturers seemed to be more sensitive to consumer complaints now than they were in the past.

The unmarried group agreed to a larger extent with the following ideas relative to the married group: In their point of view, products required by the average family were easily available at convenient places; concern for the environment did not influence the product choices made by most consumers; most business firms made a sincere effort to adjust to consumer complaints fairly. On the other hand, the married

group seemed to agree to a larger extent than the unmarried group with the following ideas: According to them, refusal of consumers to buy expensive products was the most effective way of keeping the prices of consumer goods at reasonable levels and that competition ensured that consumers paid fair prices for products.

There were only two variables in which significant differences of opinions existed among the six occupation groups: In the first case, the true difference seemed to lie between the student and the self-employed groups; here, the former group believed to a greater extent than the latter that products required by the average family were easily available at convenient places. In the second case, housewives seemed to believe more often than the other groups that for most types of products, differences among competing brands were insignificant.

There were relatively more differences of attitudes in the case of the district variable. The chosen districts were thought to represent high income, medium income, and low income districts of the city. Here, those living in Beşiktaş, Kadıköy, and Bakırköy (middle income districts) believed to a greater extent than those living in Zeytinburnu, Cevizli, Ünalın Mahallesi and Ümraniye (low income districts) that manufacturers' advertisements usually presented a true picture of the products advertised. On the other hand, those living in Boğaziçi, Bağdat Street, and Yeşilköy believed to a greater extent than those living in Beşiktaş, Kadıköy, and Bakırköy that many mistakes consumers made were the result of their own carelessness or ignorance. Besides, the latter group thought more often than the other groups that advertised products were more dependable than unadvertised ones. Those living in Boğaziçi, Bağdat Street, and Yeşilköy thought more often than the others that manufacturers seemed to be more sensitive to consumer complaints now than they were in the past. Lastly, those living in Zeytinburnu, Cevizli, Ünalın Mahallesi and Ümraniye believed to a greater extent than the other groups that government price control was the most effective way of keeping the prices of consumer goods at reasonable levels and that the government should exercise more responsibility for regulating the advertising, sales, and marketing activities of manufacturers. Hence, it seems respondents living in middle income districts of the city believed in the truth of advertisements and dependability of advertised products more than those living in low income districts. Those living in high income districts appeared to think more often than the other groups that many mistakes consumers made were due to their own carelessness and that manufacturers seemed to be more sensitive to consumer complaints now than they were in the past. Those living in the low income districts seemed to be more in favor of government involvement in regulation of marketing activities of manufacturers including prices, advertising, and sales compared to respondents living in the other districts.

Female and male respondents differed in their opinions with respect to the factors leading to the initiation and development of the consumer movement in a country in case of four instances out of a total of 25. Increased consumer expectations for product quality, a feeling that business should assume greater social responsibilities, lack of public awareness of the legislation which already existed, and an awareness by many individuals that they had rights and responsibilities as consumers were all factors that were accepted more often by females than males as leading to the initiation and development of the consumer movement in a country.

Those respondents younger than 30 years of age were lower than both the 30-49 years of age group and the 50 and above years of age group in their mean values in case of only one instance indicating that they had a lower acceptance rate for the variable 'deterioration of business ethics' as being a factor leading to the initiation and development of the consumer movement in a country relative to the other two groups.

There was only one difference again among opinions of the two income groups with respect to the factors that were thought to lead to the initiation and development of the consumer movement in a country: A widening consumer information gap. The middle and lower income earning group thought more often than the high and very high income earning group that this was a factor leading to the consumer movement.

Most of the differences existed in case of the 'education' variable: University/post graduates thought more often than lycee/secondary school/primary school graduates that deterioration of business ethics, greater public concern for social problems, increased consumer expectations for product quality, defective repair work, deceptive packaging and labelling, inadequate guarantees, better educated consumers demanding more information, more opportunities for consumer deception than ever before, and an awareness by many individuals that they had rights and responsibilities as consumers were factors that led to the initiation of the consumer protection movement in a country.

There was only one difference between attitudes of the unmarried versus the married groups with respect to factors that were thought to lead to consumer movement in a country: The former group seemed to think more often than the latter that increased consumer expectations for product quality was such a factor.

No difference seemed to exist among the various occupation groups with respect to their opinions on the factors that are thought to lead to the initiation and development of the consumer movement in a country.

Seven differences were found to exist among the respondents living in the various districts of İstanbul with respect to this question. Respondents living in Beşiktaş, Kadıköy, and Bakırköy thought more often than those living in Zeytinburnu, Cevizli, Ünalın Mahallesi and Ümraniye that the mechanical and impersonal nature of the marketplace was a factor that led to the initiation and development of the consumer movement in a country. Besides, the former group thought more often than the other groups that defective products, misleading advertising, deceptive packaging and labelling, inadequate guarantees, and more opportunities for consumer deception than ever before were all factors that contributed to the initiation and development of the consumer movement in a country. In case of 'an awareness by many individuals that they had rights and responsibilities as consumers', those respondents living in the Boğaziçi, Bağdat Street, and Yeşilköy seemed to have a higher mean rank value compared to the other groups, indicating a higher agreement level on their part.

Coming to importance given to various consumer rights by respondents, it was revealed with respect to 'gender' that females gave greater importance to consumer's right to redress than males.

In case of 'age', those respondents who were older than 50 years of age indicated stronger agreement with all of the cited rights compared to the other two groups. With respect to opinions on the importance these rights was given to in our country, those respondents who were younger than 30 years of age seemed to believe more often than the other two groups that protection of consumer's health and safety was given importance.

Coming to 'income', those respondents who were high or very high income earners seemed to believe more often than the middle or low income earners that protection of consumers' private lives was important as a consumer right and that this right was given importance in our country.

University/post graduates gave more importance to the protection of consumer's health and safety, consumer's right to have a clean environment, and protection of consumers' private lives compared to lycee/secondary school/primary school graduates. On the other hand, in case of the importance these rights were thought to be given in our country, lycee/secondary school /primary school graduates had a higher mean rank value in consumer representation and participation indicating the higher importance level they thought was given to this consumer right in our country compared to university/post graduates.

No significant differences were found with respect to opinions of the unmarried and the married groups regarding the importance of consumer rights to them and the importance they thought was being given to these rights in Türkiye.

The retired respondents seemed to believe more often than the other occupation groups that protection of consumer's economic interest as a consumer right was important.

Respondents living in Boğaziçi, Bağdat Street, and Yeşilköy indicated greater concern for the protection of the rights of defenseless people, especially of children and protection of consumers' private lives relative to respondents living in the two other districts of the city.

No significant differences were obtained among females and males with respect to their opinions on the subjects to be included under the topic of consumer protection as well as the importance they attributed to these subjects.

Those respondents who were aged between 30 and 49 years tended to include activities of consumer organizations, unit-pricing applications, and consumer responsibilities as subjects to be included under the topic of consumer protection more often than the other age groups. No significant differences were found among the three age groups with respect to the importance they attributed to the selected subjects in the topic of consumer protection.

The middle/lower income earning group seemed to agree to a greater extent than the high/very high income earning group that social problems should be included under the topic of consumer protection. The high/very high income group, on the other hand, seemed to attribute a higher level of importance to unit-pricing

applications, ethical values, and social problems compared to middle/lower income groups.

No difference was found among lycee/secondary school/primary school graduates and university/post graduates with respect to their opinions regarding the subjects to be included under the topic of consumer protection. In the case of importance given to subjects under the topic of consumer protection, university/post graduates attributed a higher level of importance to ethical values compared to lycee/secondary school/primary school graduates.

Married respondents appeared to think more often than unmarried respondents that activities of consumer organizations should be included under the topic of consumer protection. They also seemed to attribute a higher level of importance to government control and legislation compared to unmarried respondents.

Self-employed respondents seemed to include unit-pricing applications as a subject in consumer protection more than the other occupation groups. On the other hand, the retired seemed to give more importance to technological developments as a subject in the topic of consumer protection than the other occupation groups.

Respondents living in Beşiktaş, Kadıköy, and Bakırköy appeared to include social problems as a subject under the topic of consumer protection more than respondents living in the other districts. On the other hand, respondents living in Boğaziçi, Bağdat Street, and Yeşilköy gave more importance to unit-pricing applications and social problems as subjects in the topic of consumer protection than the others.

With respect to opinions on the ways to improve the prevailing situation of consumers, the consumer sample seemed to share the same ideas independent of their gender, age, income, education, and number of years married.

For the rest of the demographics, there were only a few differences: The married group did not seem to give importance to 'a broad consumer education program' to the extent the unmarried group did.

Students seemed to rank 'a broad consumer education program' at a higher level compared to other occupation group respondents.

Those respondents living in Beşiktaş, Kadıköy, and Bakırköy ranked 'new consumer relations thinking' as a possible way to improve the prevailing situation of consumers to a greater extent than those respondents living in the other districts.

No significant results were obtained among females and males with respect to their opinions on the most constructive programs in responding to consumerist pressures.

Respondents who were aged between 30 and 49 seemed to think more often than respondents who were either aged below 30 or above 50 that modifying products for greater safety, ease of use, and repair was a constructive program in responding to consumerist pressures. None of the groups seemed to think that 'supporting industry

self-regulation efforts' was a very constructive program; those who were aged between 30 and 49 were more negative in their attitudes toward this program compared to the other two groups.

Making advertisements more informative was not considered to be a very constructive program in responding to consumerist pressures by the middle/low and high/very high income groups. The former group was more negative in their attitudes as compared to the latter group in this instance.

In the case of the education variable, making post-sale follow-up calls on consumers, making advertisements more informative, and providing more informative product labelling were not considered to be very constructive programs in responding to consumerist pressures. The university/post graduates were more negative toward all of these programs compared to the lycee/secondary school/primary school graduates.

Married respondents seemed to think to a greater extent than the unmarried respondents that establishing product standards was a constructive program in responding to consumerist pressures.

Overall, 'creating new organizational positions to deal with consumer affairs' was not evaluated by different occupation groups as a constructive way in responding to consumerist pressures. Yet, self-employed respondents seemed to be more negative in their attitude.

With respect to opinions of respondents living in different districts of the city, 'making post-sale follow-up calls on consumers' and 'supporting industry self-regulation efforts' were not evaluated as being very constructive. Those respondents living in Beşiktaş, Kadıköy, and Bakırköy seemed to be more negative in their attitudes toward the consideration of these two programs as being constructive.

The consumer sample seemed to share opinions on the future of consumers on various issues (which have been stated in the seventh question in the questionnaires), independent of their gender, age, income, education, marital status, and occupation.

With respect to the districts the respondents lived in, those living in Beşiktaş, Kadıköy, and Bakırköy thought more often than the other groups that ten years from now, consumers would be more educated and in a position to protect themselves.

In the case of pace of progress on various consumer issues, no significant differences of opinions existed among females and males; the different age groups; lycee/secondary school/primary school graduates and university/post graduates; the unmarried and the married respondents; and the different occupation groups.

On the other hand, there was general agreement of middle/lower income group as compared to high/very high income group with the idea that manufacturers' sensitivity to consumer complaints could be better ideally than today. However, there was general disagreement with the ideas that manufacturers' sensitivity to consumer complaints was better today than ten years ago, that consumer's lot was better today than ten years ago and that consumer's lot would be better ten years from now than

today, with the middle/lower income group disagreeing to a greater extent than the high/very high income group.

One other variable for which there was a difference of opinion in case of the pace of progress on certain consumer issues was 'district'. Those living in Beşiktaş, Kadıköy and Bakırköy seemed to agree with the idea that ten years from now, manufacturers' sensitivity to consumer complaints would be better than today, to a greater extent than respondents living in other districts.

With respect to the various groups a company was thought to be socially responsible, no statistically significant differences were found among opinions of the different income groups, the unmarried and the married respondents, number of years married, and the various occupation groups.

On the other hand, it appeared that females believed the State to be a less important group than did males.

In the case of different age groups, those who were aged between 30 and 49 seemed to rank local community at a lower level relative to those younger than 30 and those older than 50 years of age.

Lycee/secondary school/primary school graduates ranked customers and the society at large, lower than the university/post graduates in revealing their opinions about the social responsibility a company had towards various groups. However, university/post graduates ranked suppliers and the State lower than the lycee/secondary school/primary school graduates.

Coming to districts, respondents living in Boğaziçi, Bağdat Street, and Yeşilköy ranked stockholders and local community where company operates at higher levels compared to respondents living in the other districts; on the other hand, respondents living in Beşiktaş, Kadıköy, and Bakırköy ranked society at large at higher levels and respondents living in Zeytinburnu, Cevizli, Ünalán Mahallesi, and Ümraniye ranked suppliers and the State at higher levels compared to respondents in the other districts. The three groups did not differ in their opinions in this question only in case of customers and employees.

From the above results related to the consumer sample, it may be concluded that most of the differences in opinions exist when analyzed with the variables 'education' and 'district the respondents live in', followed by 'income'. There was a total of 28 differences in the questionnaire with respect to the variable 'district', 27 differences with respect to 'education', and 18 with respect to the variable 'income'. These were followed by a total of 16 differences in case of 'age', 12 in case of 'gender', 10 in case of marital status, and 7 in case of 'occupation'. Taking into consideration that the questionnaire was composed of a total of 144 dependent variables for which tests were conducted, respondents seem to share the same ideas with respect to the subject of consumer protection in general, regardless of their demographic characteristics. Furthermore, it may be seen from the results that differences of opinions among the respondents were at most 5% (6 cases) with respect to each one of the seven independent variables studied across the 144 dependent variables except for only two cases (second question, variables 'education' and 'district'). There was only one case

for which differences of opinions seemed to exist in the seventh question (future of consumers with respect to certain issues) across all the independent variables; three in the fifth question (ways to improve the prevailing situation of consumers); seven in the first part of the fourth question (subjects to be included under the topic of consumer protection); seven in the eighth question (pace of progress on various consumer issues); eight in the second part of the fourth question (importance attributed to the selected subjects in the topic of consumer protection); eleven in the sixth question (constructive programs in responding to consumerist pressures); and eleven in the ninth question (social responsibility ranking). The above explanations are based on the table given below, reflecting the number of cases in which significant differences were found to exist with respect to each one of the questions and independent variables in the consumer questionnaire:

Table 5.1.1. Number of Differences With Respect To Questions and Independent Variables in the Consumer Questionnaire

Question	Gender	Age	Income	Education	Marital St.	Occupation	District	Total
I	6	3	6	6	5	2	6	34
II	4	1	1	9	1	—	7	23
III	1	6	2	4	—	1	2	16
IVa	—	3	1	—	1	1	1	7
IVb	—	—	3	1	1	1	2	8
V	—	—	—	—	1	1	1	3
VI	—	2	1	3	1	1	2	10
VII	—	—	—	—	—	—	1	1
VIII	—	—	4	—	—	—	1	5
IX	1	1	—	4	—	—	5	11
Total	12	16	18	27	10	7	28	

(The first question was composed of a total of 41 dependent variables, the second question of 25 variables, the third question of 16 variables, the fourth question of 8 variables in the first part and 8 variables in the second part, the fifth question of 6 variables, the sixth question of 10 variables, the seventh question of 8 variables, the eighth question of 15 variables, and the ninth question of 7 variables).

Most of the differences in opinions seem to exist in the first, second, and third questions, composed of relatively more variables. It is interesting to note the relative relation of the three variables (income, education, district) for which high numbers of differences appear to exist with respect to the questions involved. It may be expected that those with higher income levels are educated better and live in the rather high-income districts of the city, sharing the same ideas with respect to various issues. This expectation was confirmed by the findings: Those with higher income and education levels who lived in Boğaziçi, Bağdat Street, and Yeşilköy were against government intervention or increased government control in that they thought government price

control was not the most effective way of keeping the price of goods at reasonable levels and that government should not exercise more responsibility in the advertising, sales and marketing activities of manufacturers. Again, these groups gave more importance to protection of consumers' private lives more than any other single group. Besides, those with high income and education levels attributed great importance to ethical values as a subject in the topic of consumer protection. Unit-pricing applications and social problems were also given much importance as subjects in the topic of consumer protection by high income respondents living in the high income districts of the city. One other idea shared by 'high income' and 'high education' respondents was that they believed making advertisements more informative was not among the most constructive programs in responding to consumerist pressures. Manufacturers were considered to be more sensitive to consumer complaints now than they were in the past by high and very high income groups with higher education levels. Awareness by individuals that they have rights and responsibilities as consumers was perceived by highly educated respondents living in the high income districts of the city to be a factor leading to the initiation and development of the consumer movement in a country. Another area of consensus between opinions of highly educated respondents living in the high income districts of the city was related to their social responsibility ranking: They ranked suppliers and the State at lower levels compared to other respondents as being groups a company had social responsibility for.

5.1.2.2. THE MANUFACTURER SAMPLE

There were even less significant differences with respect to the studied demographic variables in case of the manufacturer sample.

With respect to attitudes toward marketing practices, government control and regulation, consumer responsibilities, customer orientation, and consumerism in Türkiye, no significant differences were obtained among marketing managers, non-marketing managers, and non-managers. On the other hand, those respondents who believed the impact of the consumer protection movement not to be very much on their company agreed to a greater extent than those respondents who believed this impact to be very much on their company that generally, manufacturers were more interested in making profits than in serving consumers and that concern for the environment did not influence the product choices made by most consumers. Locally owned company respondents seemed to share the idea that problems of consumers were more serious now than they were in the past to a greater extent relative to foreign capital ownership company respondents. Respondents in the 'other' industry (inclusive of companies in the vehicles, rubber, machinery, beverages, various petroleum and carbon derivatives, wooden furniture, glass and glass products, main chemicals, and paper and paper products industries) seemed to believe to a greater extent than respondents working in the weaving industry that many mistakes consumers made were due to their own carelessness or ignorance.

Respondents seemed to share opinions on the factors that were thought to lead to the initiation and development of the consumer movement in a country regardless of the position they had in a company and the industry in which the company operated. Hence, it appears that these two independent variables do not have effects on opinions of respondents so as to cause significant differences among them with

respect to this question. However, those respondents who believed that the impact of the consumer protection movement was very much on their company thought more often than respondents who believed the impact not to be very much that increased consumer expectations for product quality, a feeling that business should assume greater social responsibilities, and a lack of governmental enforcement of the current consumer protection law were factors leading to the initiation and growth of the consumer movement in a country. Besides, foreign company respondents seemed to think more often than local company respondents that lack of governmental enforcement of the current consumer protection law was a factor leading to the initiation and development of the consumer movement in a country.

In the case of importance of consumer rights to the respondents and importance the respondents thought was given to these rights in our country, no significant differences were found to exist among opinions of respondents with respect to the position they held in the company, type of ownership of the company, and the industry in which the company operated. Only those respondents who believed the impact of the consumer protection movement to be very much on their company appeared to think more often than those respondents who believed the impact not to be very much that consumer's right to have a clean environment, protection of consumers' private lives, and protection of the rights of defenseless people, especially of children were important as consumer rights. This group did not differ in the case of the importance they thought was given to these rights in our country.

There were no significant differences of opinions between respondents in case of any of the demographic variables with respect to subjects to be included under the topic of consumer protection and the importance attributed to the selected subjects except for one instance in each. With respect to subjects to be included under the topic of consumer protection, those who believed the impact of consumer protection not to be very much on their company included government control and legislation more than those who believed the impact to be very much. And with respect to the importance attributed to the selected subjects, only those respondents who thought the impact of the consumer protection movement on their company not to be very much attributed a greater importance to government control and legislation as a subject to be included under the topic of consumer protection compared to those respondents who believed that impact to be very much, again.

Position of the respondents in the company, type of ownership of the company, and industry in which the company operated did not appear to cause differences among respondents with respect to their opinions on the ways to improve the prevailing situation of consumers. Only those respondents who believed the impact of the consumer protection movement not to be very much on their company thought more often than those who believed the impact to be very much that 'more cooperation among government, business, and consumers' was a more relevant way to improve the prevailing situation of consumers.

Respondents in the manufacturer sample seemed to share opinions on the constructive programs in responding to consumerist pressures independent of the position they had in their company, and type of ownership of the company. Those respondents who believed the impact of consumer protection not to be very much on their company did not include 'more informative advertisements' as a constructive

program to the extent as those who believed this impact to be very much even though neither of the groups considered this program as being a very constructive one. With respect to the industry in which the company operated, those working in the weaving and food industries seemed to include 'more informative labelling' as a constructive program in responding to consumerist pressures, compared to respondents in the other four industries.

Coming to the future of consumers with respect to certain issues, position at company and impact of the consumer protection movement on the company did not seem to cause significant differences of opinions among respondents. In the case of type of ownership, local company respondents agreed to a greater extent as compared to foreign company respondents that ten years from now, consumers would be more satisfied with the products they purchased. Besides this finding, it was revealed that those respondents working in the weaving industry agreed to a greater extent than respondents working in the electrical machinery industry that ten years from now, consumers would be more educated and would be in a position to protect themselves.

Position held at the company and type of ownership of the company did not seem to yield significant differences with respect to opinions of respondents regarding pace of progress on various consumer issues. On the other hand, although neither of the groups agreed to a large extent that manufacturers' sensitivity to consumer complaints could be better ideally than today, those respondents who believed the impact of the consumer protection movement to be very much on their company thought more often than those who believed this impact not to be very much that manufacturers' sensitivity to consumer complaints could be better ideally than today. Also, respondents in the food industry seemed to think to a greater extent than respondents in other industries that manufacturers' sensitivity to consumer complaints could be better ideally than today. On the other hand, respondents in the weaving industry seemed to think more often than other respondents that it could not be better ideally than today.

Coming to social responsibility ranking, no significant differences were found to exist in case of opinions of respondents with different positions in the companies and opinions of those working in different industries. It seemed from the results that those who believed the impact of the consumer protection movement to be very much on their company ranked customers at a higher level relative to those who thought the impact not to be very much on their company, in citing the various groups a company was thought to be socially responsible to. And local company respondents ranked the State at a higher level compared to foreign company respondents.

From the foregoing it may be concluded that respondents in the manufacturer sample seemed to share many opinions with respect to the general subject of consumer protection regardless of their position in the company, impact of the consumer protection movement on the company, type of ownership, and the industry in which the company operated. Most of the differences in opinions existed when analyzed with the variable 'impact of the consumer protection movement on the company', followed by 'type of ownership of the company'. There were a total of 14 differences in the questionnaire with respect to the variable 'impact of the consumer protection movement' and 4 differences with respect to the variable 'type of ownership of the company'. It may be seen from the results that differences of opinions among the

respondents were at most 2% (3 cases) with respect to each one of the four independent variables studied across the 144 variables.

The below information reflects the number of cases in which significant differences were found to exist with respect to each one of the questions and independent variables in the manufacturer questionnaire:

Table 5.1.2. Number of Differences With Respect To Questions and Independent Variables in the Manufacturer Questionnaire

Question	Position at company	Impact of the movement	Type of ownership	Industry	Total
I	—	2	1	1	4
II	—	3	1	—	4
III	—	3	—	—	3
IVa	—	1	—	—	1
IVb	—	1	—	—	1
V	—	1	—	—	1
VI	—	1	—	1	2
VII	—	—	1	1	2
VIII	—	1	—	1	2
IX	—	1	1	—	2
Total	—	14	4	4	

Impact of the consumer movement on the company was the variable for which the highest number of differences were obtained with respect to opinions of respondents in the manufacturer sample. From the given responses it seems that those who believe the impact of the consumer protection movement to be very much on their company are more sensitive to these topics, care more about consumers, and think that business has a role to play in the process of bringing the subject of consumer protection to the place of importance it deserves. In these companies, it seems profit making as a sole objective is somewhat replaced by consumer satisfaction.

5.1.2.3. THE RELATED INSTITUTIONS SAMPLE

The related institution sample was analyzed using only one independent variable which seemed to be meaningful: Institution the respondent worked for. These were either public or semi-public institutions such as the Ministries, the Turkish Standards Institute or the İstanbul Chamber of Commerce; municipalities; or private institutions inclusive of consumer associations and the media. The recoding of this variable was done in this way as the sample sizes permitted this type of a recoding only.

Very few significant differences seemed to exist with respect to this variable when it was analyzed across the dependent variables of this sample.

With respect to attitudes toward marketing practices, government control, customer orientation, consumer responsibilities, and consumerism in Türkiye, there were five significant differences between the institutions: Respondents in public/quasi-public institutions seemed to believe to a greater extent than respondents in private institutions that the wide variety of competing products made intelligent buying decisions more difficult and that from the consumer's viewpoint, procedures followed by manufacturers in handling consumer complaints and settling grievances of consumers were not satisfactory. On the other hand, respondents in municipalities tended to think more often than respondents in public/quasi-public institutions that refusal of consumers to buy expensive products was the most effective way of keeping prices of consumer goods at reasonable levels and that consumers never tried to take advantage of manufacturers and dealers intentionally; whereas respondents in public/quasi-public institutions tended to think more often than respondents in municipalities that the government should exercise more responsibility for regulating the advertising, sales, and marketing activities of manufacturers.

In case of the factors that are thought to lead to the initiation and development of the consumer protection movement in a country, there seemed to lie significant differences between respondents in municipalities and respondents in private institutions with the former group thinking more often than respondents in private institutions that deterioration in business ethics was a possible underlying cause of the growth and development of the consumer movement in a country.

No significant differences were obtained with respect to opinions of respondents on the importance of consumer rights to them and the importance they thought was being given to consumer rights in our country.

With respect to subjects to be included under the topic of consumer protection, significant results were not obtained between the three groups of respondents. Regarding the importance attributed to the selected subjects, respondents in municipalities attributed greater importance to 'government control and legislation' as a subject in the topic of consumer protection relative to the other two groups.

Coming to ways to improve the prevailing situation of consumers, respondents in the public/quasi-public institutions ranked 'new consumer relations thinking' as a way to improve the prevailing situation of consumers at a higher level compared to respondents in municipalities and private institutions. Apart from this, there were no other statistically significant differences with respect to opinions of the three groups in this question.

Respondents in related institutions seemed to share ideas with respect to constructive programs in responding to consumerist pressures, independent of the institution they worked for.

In case of future of consumers with respect to certain issues, respondents in municipalities tended to think more than respondents in public/quasi-public institutions that consumers would be more quality conscious in time.

Coming to pace of progress on various consumer issues, respondents in the three types of institutions generally thought that manufacturers' sensitivity to consumer complaints could be better ideally than today; among them, respondents in municipalities seemed to agree with this idea to a greater extent than respondents in the other institutions.

With respect to social responsibility ranking, respondents in municipalities ranked the local community where company operated as a more important group to which a company was thought to be socially responsible compared to respondents in public/quasi-public and private institutions.

As can be concluded from the foregoing, there were very few differences of opinions between the three groups of respondents (those working in public/quasi-public institutions; those working in municipalities; those working in private institutions) with respect to all of the questions in the questionnaire which was composed of 144 dependent variables. Therefore, it will not be wrong to state that regardless of the institution they worked for, these respondents shared the same opinions to a very large extent with respect to the subject of consumer protection, in general. The below information reflects this situation:

Table 5.1.3. Number of Differences With Respect To Questions and the Independent Variable in the Related Institutions Questionnaire

<u>Question</u>	<u>Institution worked for</u>
I	5
II	1
III	—
IVa	—
IVb	1
V	1
VI	—
VII	1
VIII	1
IX	1
Total	11

5.2. IMPLICATIONS OF THE STUDY

Qualitative comparison of the consumer, manufacturer, and the related institutions samples revealed that the three parties shared opinions regarding the topic of consumer protection and consumer related issues in Türkiye, in general. Among the three groups, consumers and respondents in related institutions appeared to share ideas to a greater extent than manufacturers. However, agreement rates of respondents in all groups were considerably high in case of importance given to consumer rights, importance attributed to subjects in the topic of consumer protection, evaluation of ways to improve the prevailing situation of consumers, choice of the most constructive programs in responding to consumerist pressures, expectations regarding the future of consumers with respect to certain issues, and ranking of the various groups a company was thought to be socially responsible. General consensus of opinions is important because achievement of cooperation among the groups to enhance protection of consumer interests will be easier if the respective perspectives of all these parties match each other.

Statistical analyses conducted in case of the individual samples did not yield much difference within the samples, either, with respect to attitudes related to the general topic of consumer protection and consumer related issues in Türkiye.

In light of these encouraging findings, implications of the study for consumers, the business world, the State and related institutions together with further research will be presented in this section.

5.2.1. IMPLICATIONS FOR CONSUMERS

It should never be forgotten that rights are not given but are taken and it is the consumer's duty to be conscious enough to ask for his rights. To be a conscious consumer necessitates an awareness on the part of the consumer with respect to his rights as well as his responsibilities. Consumers have to be able to choose wisely, decide carefully before making a purchase, and act in a responsible manner both for themselves and their environment. They should list their needs before shopping, make a budget, buy only those products they have on their list, shop around to find the best buys and hence make quality and price comparisons among products, be aware of misleading tactics, and should read instructions and labelling of products (where possible), care about the production and expiry dates of food products, ask for environmentally friendly packaged goods, look for guarantee certificates and service facilities together with spare part possibilities, and also, report defective goods to manufacturers in the first place and to other institutions if sufficient help cannot be obtained from manufacturers (Başaran, 1996) (Borak, 1992).

It is believed by more than half of the respondents in all samples that many mistakes consumers make are the result of their own carelessness or ignorance and that for most types of products, consumers do not find it worthwhile to shop around to find the best buys. Hence, it is advisable that consumers try to be more conscious and rational in their buying habits and that they try to help themselves in the first place, not waiting to be helped by others; even the best of laws cannot accomplish much without some form of consciousness and action on the part of consumers.

It is also important to realize that consumers need to be concerned more about the environment in making their product choices. There is need to be concerned with the resources of our country and to use them carefully.

Expectations of the consumer sample related to the future of consumers seem to be quite optimistic, just like the other samples. They think that consumers will be more price and quality conscious, more informed about purchasing products, more satisfied with the products they purchase and more educated and will be in a position to protect themselves. Hence, they tend to believe that in the years to come much will change in a positive direction with respect to many consumer related issues with efforts of all parties.

5.2.2. IMPLICATIONS FOR THE BUSINESS WORLD

"Consumerism should be regarded as one of the uncontrollable variables that constitute a firm's environment" (Nicoulaud 1987, p.15) and should be treated with care so as to yield profitable results both for business and the society.

Although manufacturers do not seem to share the ideas that they withhold product improvements from the market to protect their own interests, that they intentionally design products that wear out as quickly as possible, and that they are more interested in making profits than in serving consumers, consumers and respondents in related institutions think the opposite. Hence, even though they do not see themselves as being irresponsible to their customers or as operating only for themselves and for making profits, manufacturers need to take into consideration that there is at least some form of prejudice against them from their customers and they should try to change this negative image in order to improve both their situation and welfare of the society.

There is also much scepticism on the part of consumers and related institutions toward advertising. Advertisements are not perceived to be reliable sources of information about the quality and performance of products and they usually are seen as being unbelievable. Besides, it is widely thought that advertised products are not more dependable than unadvertised ones. Given that manufacturers also think that advertised products are not more dependable than unadvertised ones and that they seem to have contradictory attitudes among themselves with respect to advertising, they may wish to reconsider their advertising strategies.

Although manufacturers think that differences among the many competing products on the market do not make intelligent buying decisions difficult, consumers do not think like this; therefore, consumers seem to need more information regarding the products they are to purchase: more informative product labelling may be a possible solution as advertisements are not valued much by consumers.

Consumers complain about wholesale and retail middlemen for making excessive profits and hence increasing prices of products they purchase. Companies may reconsider their distribution strategies, as well, in satisfying their customers.

Although business firms are perceived to be more sensitive to consumer complaints now than in the past, this is not considered to be sufficient in handling complaints, settling grievances, and solving problems of consumers satisfactorily and easily.

Eventhough manufacturers seem to disagree with 'failure of business to meet new and increasing needs of modern society', 'deterioration in product quality', 'deterioration in business ethics', 'a recognition that voluntary business efforts do not work', 'a sudden awareness that many problems, particularly a lack of product safety actually exist', and 'price increases in essential food items' as being factors that lead to the initiation and development of the consumer movement in a country, both consumers and respondents in related institutions think them as being such factors. Hence, reconsideration of these factors by the manufacturers is recommended.

Manufacturers may consider upgrading product quality and performance standards, increasing research commitments to better identify consumer wants and needs, developing owners' manuals on product use, care, and safety, modifying products for greater safety, ease of use and repair, establishing industry product standards, providing more informative product labelling, and creating new organizational positions to deal with consumer affairs in contributing to flourishing of consumer protection efforts in our country.

Expectations of the manufacturer sample related to the future of consumers seem to be quite optimistic, just like the other samples. They believe that consumers will be more price and quality conscious, more informed about purchasing products, more satisfied with the products they purchase and more educated and in a position to protect themselves. Hence, they tend to believe that in the years to come much will change in a positive direction with respect to many consumer related issues with efforts of all parties.

A company is thought to be mostly responsible to its customers by all of the respondents. Employees, stockholders, and all other groups are considered after customers. This is because a company is nothing without its customers and customers are the sole reason of the existence of a company. This is most pronounced in case of the manufacturer sample; those respondents who think impact of the consumer protection movement to be 'very much' on their company seem to be more sensitive to subjects in relation to consumer protection, care more about consumers, and think that business has a role to play in the process of bringing the subject of consumer protection to the place of importance it deserves.

Analyses with demographic characteristics in case of the consumer sample revealed that just as in other marketing practices, business firms have to consider needs and desires of their target markets. A few of the findings showing the necessity of this consideration may be cited as follows: Females believe more often than males that promotional activities sponsored by manufacturers are not honest most of the time. Besides, they think that advertised products are not more dependable than unadvertised ones compared to males. Furthermore, housewives believe that for most types of products, differences among competing products are insignificant. Hence, when a company, whose target market is females, is involved in promotional activities

inclusive of advertising, it needs to consider that there is more skepticism from females toward the products of the company and such activities should be planned carefully.

For companies whose target market is the elderly, expensive products may be a factor in keeping the consumers from buying those products if there is competition on the market because it is mostly those people who are aged above 50 that think 'refusal of consumers to buy expensive products is the most effective way of keeping prices of consumer goods at reasonable levels'. In such a case the company may wish to reconsider its pricing strategies.

Middle and low income groups seem to be concerned about wholesale and retail middlemen making excessive profits. Taking into consideration that these groups are also in favor of government price control to keep prices at reasonable levels, it may be advised that companies whose target market is the middle and low income groups reconsider their pricing strategies as they do not want government intervention.

If the target market of a company is the low income districts, it needs to be aware that people living in those districts do not think that advertisements present a true picture of the products advertised. They are also in a position to buy unadvertised products given that they do not consider advertised products to be more dependable than unadvertised products. Hence, a cut in advertising budgets may be reflected in lower prices to these customers who also are in favor of government price control and more government regulation in case of advertising, sales and marketing activities of manufacturers.

5.2.3. IMPLICATIONS FOR THE STATE AND THE RELATED INSTITUTIONS

The State will be one of the parties to play a major role in the development of the consumer protection movement in our country. It was revealed in the study that more than anything else a broad education program is necessary to create the potential for further development of the movement in Türkiye. Not only consumers but also manufacturers and related institutions need such a program. It seems that there is even a lack of knowledge about the multidimensionality of the subject and that the subject includes macro as well as micro considerations. Especially manufacturers appear to be unaware of this and need some form of education. Türkiye has an opportunity with regard to this aspect because a large percentage of the population is very young which means higher chances of creating more consciousness on consumer protection issues if necessary actions can be implemented correctly.

Although manufacturers are not in favor of more responsibility on the part of government in regulating the advertising, sales, and marketing activities of manufacturers, consumers and related institutions are in favor of this. Moreover, the consumer sample also appears to be in favor of government price control in keeping prices at reasonable levels. The government may seek to find constructive ways in dealing with these aspects given also that respondents are in favor of self-regulation by business itself to stricter control of business by government.

A Central Department of Consumer Protection at the national level is considered to be very desirable by all respondents to protect and promote the interests of consumers.

The government may set *minimum* standards of quality for all products sold to consumers. Besides, it may test competing brands of products and make results of these tests available to consumers.

Consumer rights are given much importance by respondents in all groups; especially, 'protection of consumer's health and safety' is considered to be of utmost importance. The State should develop policies so as to improve and maintain health and safety of consumers. Besides, it is also believed by most of the respondents that consumer rights are given quite little importance in Türkiye. Measures need to be taken by the State to change this situation.

In improving the prevailing situation of consumers, 'more cooperation among government, business, and consumers' and 'stricter enforcement of present laws' are among the most preferred ways. How this cooperation can be achieved is an important consideration that needs to be taken up by both the State and all parties related with the subject, inclusive of consumers and manufacturers. Besides, 'additional legislation' is the least preferred way implying that the State is expected at this stage to implement the present law, rather than create new legislation.

Expectations of the related institutions sample regarding the future of consumers seem to be quite optimistic, just like the other samples. They believe that consumers will be more price and quality conscious, more informed about purchasing products, more satisfied with the products they purchase and more educated and in a position to protect themselves. Hence, they tend to believe that in the years to come much will change in a positive direction with respect to many consumer related issues with efforts of all parties.

Media, being one of the related institutions, is an important force and has many responsibilities in the further development of consumer protection in our country. Eventhough some television channels and newspapers have programs and corners, respectively, related to the subject of consumer protection, such efforts need to be encouraged more so as to educate people and create more consciousness on the part of consumers and all other related parties (such as manufacturers). The State may be more enthusiastic in the preparation of such programs in case of public channels.

Consumer associations try to educate consumers and create conscious individuals; however, with their limited budgets they are faced with many problems. The State may consider providing financial help to such efforts. However, it is the responsibility of consumer organizations, in the researcher's opinion, to cooperate with each other and not to quarrel over rather unimportant issues because it must not be forgotten that all aim at the same objective. There is no need to create problematic situations which will prevent these establishments from being of much value to consumers. Besides, uncoordinated efforts cannot foster the development of consumer protection; hence, some form of coordination needs to be established. With this purpose a research and information center may be established providing expert assistance to consumer organizations and promoting consumer protection.

Looking at efforts with respect to the protection of consumers in countries of the European Union, at least some of the following may be accomplished by the State:

For consumer education in schools, the State may produce publications and training packs for schools and adult education. Besides, a service providing educational material on consumer issues and ideas to primary schools may be established to improve consumer education. Hence, young people may be assisted to acquire skills and knowledge to become mature consumers. Much attention has to be paid to train especially teachers and consumer associations.

Laboratories may be set up by the State to carry out tests related to both consumption goods and consumer durables. The results of these tests may be published in a special magazine prepared for this purpose only. Also, a free advisory service by phone may be provided giving advice on a wide range of topics continuously.

An institution may be set up for issuing informative labels so as to enable consumers decide what to buy on the basis of comparisons of objective information about individual products. To make consumers more aware of the informative labels, these labels may be promoted through TV spots within consumer programs, newspaper advertising, distribution of leaflets and educational materials and published articles in newspapers and magazines.

A consumer agency may be established cooperating with the mass media to reach the ordinary consumer with information and advice. It may also take part in TV-programs. This agency may, as well, publish booklets on subjects like nutrition and health, safety, household problems, and environmental issues. In educating consumers about the environment, explaining of problems and passing on knowledge together with informing and advising individuals about how to behave with regard to the environment may be realized. Environmentally-friendly products must be promoted and manufacturers have to be led to have more responsibility with respect to environmental issues; consumers have to be made aware of the importance of choosing environmentally-friendly products in their purchases.

An institution carrying out seminars and workshops for consumer advisers and developing models and principles for consumer information and education may be established by the State, also employing media and material for this purpose.

Publications concerning consumer protection and consumer policy in Türkiye should be encouraged, guides to give information to consumers on specific purchase decisions and in solving common consumer problems should be published, and small guides on practical issues like telephone, heating, electricity, banking, and medicines should be promoted. Some of these guides may even be distributed in magazines in the form of inserts.

5.2.4. IMPLICATIONS FOR FURTHER RESEARCH

Although it is of utmost importance, the topic of consumer protection has not received much attention in Türkiye until quite recently. Hence, unfortunately, compared to industrialized countries of the West, consumer protection as a topic is still at its infancy in Türkiye.

This research, being one of the first works conducted on the general topic of consumer protection in our country, has aimed at finding out where we, as a nation, stood with respect to protection of consumers for the time being. In figuring out this, perspectives of consumers, the business world, and related institutions were sought for. It was believed that if respective perspectives of the three parties matched, achievement of cooperation among them to enhance the interests of consumers would be high. Most of the findings were encouraging with regard to this dimension, indicating general consensus of opinions on many aspects. However, much research is still needed to help related parties in taking steps to bring the topic to the place of importance it deserves.

In the researcher's opinion, it is desirable to conduct such research on a wider basis, including more respondents from both the business world and the related institutions so as to be able to make quantitative comparisons among the groups, rather than only qualitative evaluations.

Besides, different sectors may be studied one at a time, with more companies in each industry. In this study, companies were chosen among the 500 largest in Türkiye; it may be interesting to study the situation in medium and small scaled companies, as well. Again in this study, only one respondent in each company replied to the questionnaire; it may be fruitful to have more respondents fill out the questionnaires in each company; for example, responses of marketing managers versus non-marketing managers would also be of interest.

In case of the related institutions, too, more respondents in each institution would add to the value of the study. Interviews with respondents in these institutions might also reveal much information regarding the situation of consumer related issues in our country. Besides, related Ministries could be visited in Ankara to be able to gather information from the most authorized entities.

One other important consideration is the need to have longitudinal studies on the topic so as to be able to see the differences of opinions in the samples and possibly the developments with regard to consumer issues in Türkiye, over time.

In the case of analyses for which no significant results could be obtained, it may be desirable to reconduct the study with larger sample sizes than the ones that have been used in this study.

With respect to questions that were asked in the questionnaire, the main difficulty the researcher was confronted with was related to the dates of studies from which the relevant variables were taken. Most of these studies were conducted in the

1970's. However, no recent original study could be found related to the general topic of consumer protection from which to take variables, upon careful study of the literature. Future researchers should bear this difficulty in mind.

Also, detailed analyses of past experiences of both the United States and countries of the European Union together with some other countries in which the topic of consumer protection is at a superior level may be helpful if consequences of those experiences can be adapted to our country.

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Bu anket, Boğaziçi Üniversitesi Sosyal Bilimler Enstitüsü İşletme Anabilim Dalı bünyesinde ve Prof. Dr. Eser Borak danışmanlığında hazırlanan doktora tezinin bir parçası olup, yurdumuzda tüketicinin korunması ve tüketici hareketleri konularında araştırma yapmak amacıyla düzenlenmiştir. Sonuçlar genel olarak değerlendirileceği için isim yazmanız gerekmemektedir. Ancak, çalışmamın güvenilirliği açısından tüm soruları tam olarak yanıtlamanız çok önemlidir. Ankete gösterdiğiniz ilgi ve yardımlarınız için teşekkür ederiz.

I. Aşağıdaki cümleler genel olarak ürünlerin kalitesi, fiyatı, tanıtımı, hükümet tarafından konulabilecek kurallar, tüketicilerin sorumlulukları ve tüketicilerin korunmasına yönelik konuları kapsamaktadır. Yurdumuzu göz önüne aldığımızda bu cümlelerin sizin görüş ve düşüncelerinizi ne ölçüde yansıttığını lütfen belirtilen sıralamaya göre daire içine alınız.

1. Kesinlikle aynı fikirdeyim
2. Aynı fikirdeyim
3. Aynı fikirde değilim
4. Kesinlikle aynı fikirde değilim

-Üreticiler genel olarak tüketicilerin ihtiyaçlarına cevap verecek ürünler üretme konusunda çaba gösterirler.	1	2	3	4
-Üreticiler, çıkarlarını korumak için, ürünlerdeki gelişmeleri çoğu zaman tüketicilere duyurmazlar.	1	2	3	4
-Geçmiş yıllar boyunca çoğu ürünün kalitesinde bir iyileşme olmamıştır.	1	2	3	4
-Rekabet halindeki ürünlerin çok çeşitli oluşu, tüketicinin bir malı satın alırken akıllı seçim yapmasını zorlaştırmaktadır.	1	2	3	4
-Çoğu ürün için rakip markalar arasındaki farklılıklar önemsizdir.	1	2	3	4
-Üreticiler kasıtlı olarak, mümkün olduğunca çabuk tüketilecek ürünler üretirler.	1	2	3	4
-Reklamlar ürünlerin kalite ve performansı hakkında bilgi veren güvenilir kaynaklardır.	1	2	3	4
-Reklamı yapılan ürünler genel olarak reklamı yapılmayan ürünlerden daha güvenlidir.	1	2	3	4
-Reklamlar çoğunlukla reklamı yapılan ürünü doğru bir şekilde tanıtır.	1	2	3	
-Çoğu reklam inanılabilir niteliktedir.	1	2	3	
-İnsanların belli bir ürünü satın almaları için düzenlenen ve üretici tarafından desteklenen tanıtım faaliyetleri çoğunlukla dürüst değildir.	1	2	3	

-Günümüzde tüketicilerin karşı karşıya oldukları en önemli sorun tüketim mallarının pahalı oluşudur.	1	2	3	4
-Pahalılık, esas olarak aşırı kâr eden toptancı ve perakendecilerden kaynaklanmaktadır.	1	2	3	4
-Günümüzdeki ücretleri ve gelir düzeylerini göz önüne aldığımızda çoğu tüketim malının uygun fiyatlı olduğunu söyleyebiliriz.	1	2	3	4
-Fiyatları makul seviyelerde tutabilmenin en iyi yolu, tüketicilerin pahalı malları almayı reddetmeleridir.	1	2	3	4
-Fiyatları makul seviyelerde tutabilmenin en iyi yolu, hükümetin fiyat kontrolu yapmasıdır.	1	2	3	4
-Rekabet, tüketicilerin satın aldıkları mallara uygun fiyat ödemelerini sağlar.	1	2	3	4
-Hükümet, rakip markaların ürünlerini kalite kontrolundan geçirmeli ve bu testlerin sonuçlarını halka açıklamalıdır.	1	2	3	4
-Hükümet, satışa sunulan bütün mallar için belli bir kalite düzeyi belirlemelidir.	1	2	3	4
-Hükümet, ürünlerin reklam, satış ve pazarlanmasında daha fazla sorumluluk üstlenmelidir.	1	2	3	4
-Tüketicilerin çıkarlarını koruyup gözetecek devlete bağlı bir Tüketiciyi Koruma Dairesi'ne gerek vardır.	1	2	3	4
-Genel olarak, firmaların kendi kendilerini denetlemeleri, devletin uygulayacağı daha sıkı bir denetime tercih edilir.	1	2	3	4
-Çoğu üretici tüketicinin daima haklı olduğu görüşüne göre hareket eder.	1	2	3	4
-Çoğu üretici şu şekilde düşünür: "Sorumluluk Müşteriye Aittir".	1	2	3	4
-Üreticiler çoğu zaman tüketiciye karşı olan sorumluluklarından kaçınmazlar.	1	2	3	4
-Genel olarak, üreticiler tüketiciye hizmetten çok elde edecekleri kâr ile ilgilidirler.	1	2	3	4
-Genel olarak, sıradan bir ailenin ihtiyacı olan ürünler kolaylıkla bulunabilecek yerlerde satılmaktadır.	1	2	3	4
-Genel olarak, üreticilerin ve satıcıların sağladıkları tamir ve bakım hizmetlerinin kalitesi gün geçtikçe düzelmektedir.	1	2	3	4
-Genel olarak, ürünler için verilen garantiler üretici firmanın güvencesi altındadır.	1	2	3	4
-Tüketicilerin günümüzde karşılaştıkları problemler eskiden karşılaştıkları problemlere göre daha ciddidir.	1	2	3	4

-İyi bilgilendirilmiş bir tüketici olmak için gereken bilgiyi çoğu insan zahmetsizce edinebilmektedir.	1	2	3	4
-Sıradan bir tüketici daha az çevre kirliliğine yol açacak ürünler için daha yüksek fiyatlar ödemeye hazırdır.	1	2	3	4
-Aile fertlerinin tüketici olarak karşılaştıkları problemler, karşılaştıkları diğer problemlere göre daha önemsizdir.	1	2	3	4
-Tüketicilerin satın aldıkları mallarda yaptıkları yanlışların bir çoğu kendi dikkatsizliklerinden ya da önem vermeyişlerinden kaynaklanır.	1	2	3	4
-Tüketiciler hiçbir zaman kötü niyetle hareket ederek üretici ve satıcılardan faydalanmaya çalışmazlar.	1	2	3	4
-Çoğu ürün için tüketiciler satın alacakları malda en iyi şartları bulana kadar dolaşma zahmetine katlanmazlar.	1	2	3	4
-Çevrenin korunması kaygısı çoğu tüketicinin ürün seçimini etkilemez.	1	2	3	4
-Günümüzde üreticiler tüketici şikayetleri ile eskiden olduğundan daha çok ilgilenmektedir.	1	2	3	4
-Tüketiciler satın aldıkları ürünlerde sorunlarla karşılaştıklarında bunları çözmek genellikle kolay olmaktadır.	1	2	3	4
-Çoğu firma tüketici şikayetlerini çözümlemek için içtenlikle çaba gösterir.	1	2	3	4
-Tüketici açısından, şikayetlerin ve sorunların çözümü sırasında üreticilerin izledikleri yol tatmin edici değildir.	1	2	3	4

II. Bir ülkede tüketiciyi koruma hareketinin başlamasında ve gelişmesinde rol oynayan etkenlere katılma derecenizi aşağıda belirtilen sıralamaya göre daire içine alınız.

1. Kesinlikle katılıyorum
2. Katılıyorum
3. Katılmıyorum
4. Kesinlikle katılmıyorum

-Halkın sosyal içerikli problemlere karşı tepkisinin artması	1	2	3	4
-Ürünlerin kalitesinde düşüş	1	2	3	4
-Ürün kalitesi yönünden tüketici beklentilerinin artması	1	2	3	4
-Firmaların daha fazla "sosyal sorumluluk" üstlenmesi gerektiği şeklinde bir düşünce	1	2	3	4

-Alışveriş edenlerin karşılaştıkları olaylar sonunda hissettikleri düş kırıklığı	1	2	3	4
-Birçok problemin ve özellikle ürünlerde bir güven eksikliğinin gerçekten var olduğunun aniden farkına varılması	1	2	3	4
-Kusurlu ürünler	1	2	3	4
-Hatalı tamir hizmeti	1	2	3	4
-Yanltıcı reklamlar	1	2	3	4
-Aldatıcı paketleme ve etiketleme	1	2	3	4
-Yetersiz garantiler	1	2	3	4
-Hızla gelişen bilim ve teknoloji sonucunda piyasaya pek çok gelişmiş ürünün çıkması	1	2	3	4
-Firmaların gönüllü çabalarının işlemediğinin anlaşılması	1	2	3	4
-Temel gıda maddelerindeki fiyat artışları	1	2	3	4
-Satıcı ile doğrudan temas imkânının azaldığı ya da kaybolduğu yeni alışveriş tarzı	1	2	3	4
-Daha çok bilgi talep eden, daha iyi eğitim görmüş tüketiciler	1	2	3	4
-Tüketiciyi koruma yasasının politik açıdan çekiciliği (politikacılar yönünden)	1	2	3	4
-Tüketicinin giderek büyüyen bilgi açığı	1	2	3	4
-Tüketicinin aldatılmasına yol açabilecek durumların fazlaşması	1	2	3	4
-İş ahlâkında bir gerileme	1	2	3	4
-Tüketiciyi koruma konusunda devlet düzeyinde bir eksiklik	1	2	3	4
-Mevcut olan yasanın kamuoyunca yeterince bilinmemesi	1	2	3	4
-Firmaların modern toplumun artan ihtiyaç ve taleplerine cevap verememesi	1	2	3	4
-Birçok kişinin tüketici olarak birtakım hak ve sorumluluklara sahip olduklarının bilincine varmaları	1	2	3	4
- Var olan Tüketiciyi Koruma Yasası'nın yeterince uygulanamaması	1	2	3	4

III.

a) Tüketici haklarının genel olarak aşağıdakileri kapsadığı görüşü hakimdir. Lütfen sıralanan her hakkın *sizce* ne derece önem taşıdığını cevabınızı daire içine alarak belirtiniz.

1. Çok önemli
2. Oldukça önemli
3. Oldukça önemsiz
4. Hiç önemli değil

-Tüketicinin sağlık ve güvenliğinin korunması	1	2	3	4
-Tüketicinin ekonomik çıkarlarının korunması	1	2	3	4
-Tüketicinin hakkını araması; yasal haklarını koruma zemininin kurulması	1	2	3	4
-Tüketicinin aydınlatılması ve bilgilendirilmesi	1	2	3	4
-Tüketicinin görüşlerinin alınması ve temsili	1	2	3	4
-Tüketicinin temiz bir çevreye sahip olması	1	2	3	4
-Savunmasız kişilerin, özellikle çocukların haklarının korunması	1	2	3	4
-Tüketicilerin özel hayatlarının korunması	1	2	3	4

b) Sizce *ülkemizde* bu haklara ne derece önem verilmektedir? Cevabınızı daire içine alarak belirtiniz.

1. Çok
2. Oldukça çok
3. Oldukça az
4. Hiç

-Tüketicinin sağlık ve güvenliğinin korunması	1	2	3	4
-Tüketicinin ekonomik çıkarlarının korunması	1	2	3	4
-Tüketicinin hakkını araması; yasal haklarını koruma zemininin kurulması	1	2	3	4
-Tüketicinin aydınlatılması ve bilgilendirilmesi	1	2	3	4
-Tüketicinin görüşlerinin alınması ve temsili	1	2	3	4
-Tüketicinin temiz bir çevreye sahip olması	1	2	3	4
-Savunmasız kişilerin, özellikle çocukların haklarının korunması	1	2	3	4
-Tüketicilerin özel hayatlarının korunması	1	2	3	4

IV. Sizce aşağıdakilerden hangileri tüketiciyi koruma konusu kapsamına dahil edilmelidir? Konu kapsamına dahil olması gerektiğini düşündüklerinizin yanında bırakılan boş yere (✓) işareti koyup sizin için önem derecesini belirtiniz.

1. Çok önemli
2. Oldukça önemli
3. Oldukça önemsiz
4. Hiç önemli değil

-Tüketici şikayetleri	()	1	2	3	4
-Tüketici örgütlerinin faaliyetleri	()	1	2	3	4
-Birim fiyatlandırma uygulamaları (satılan malın kilogram başına fiyatının belirtilmesi)	()	1	2	3	4
-Ahlâkla ilgili değerler (çevre kirliliği, aldatıcı reklam...)	()	1	2	3	4
-Sosyal problemler (ülke kaynaklarının israfı...)	()	1	2	3	4
-Teknolojik gelişmeler	()	1	2	3	4
-Hükümet kontrolü ve yasalar	()	1	2	3	4
-Tüketicinin sorumlulukları	()	1	2	3	4

V. Aşağıda tüketiciyi koruma konusu ile ilgili altı çözüm önerisi sunulmaktadır. Sizin için en geçerli olanı 1, daha sonra geçerli olanı 2, ... en az geçerli olanı da 6 şeklinde, 1'den 6'ya kadar numaralandırarak belirleyiniz.

- Devlet, iş dünyası ve tüketiciler arasında daha fazla işbirliği _____
- İşyerlerinin tüketici ile olan ilişkilerinin yeniden tanımlanması _____
- İş dünyasının daha yoğun gönüllü çaba sarfetmesi _____
- Mevcut yasanın daha sıkı şekilde uygulanması _____
- Ek yasalar _____
- Geniş bir tüketici eğitimi programı _____
- Diğer (Lütfen belirtiniz) : _____

VI. Aşağıda tüketici baskılarına karşı geliştirilebilecek yapıcı programlar sıralanmaktadır. Bunların içinden sizce en yapıcı olan *ilk beş programı* yanlarına (✓) işareti koyarak belirleyiniz.

- Ürün kalitesinin ve performans standartlarının yükseltilmesi ()
- Sektör bazında ürün standartları konulması ()
- Tüketici istek ve ihtiyaçlarının daha iyi belirlenmesi için araştırma çalışmalarının fazlaştırılması ()
- Ürünlerin daha fazla güvene, kullanım ve tamir kolaylığına sahip olacak şekilde geliştirilmesi ()
- Tüketicilere satış sonrası takip telefonları ile ulaşılması ()
- Sanayinin kendi kendini denetleme çabalarının desteklenmesi ()
- Reklamların daha bilgilendirici yapılması ()
- Ürünün kullanımı, bakımı ve güvenliği için kullanım kılavuzlarının geliştirilmesi ()
- Firmalarda tüketici işleri ile uğraşacak yeni pozisyonlar yaratılması ()
- Paketlerde daha fazla bilgilendirici etiketleme yöntemi kullanılması ()

VII. Tüketiciler bundan on yıl sonra _____
Yukarıdaki cümle aşağıda sıralanan söz grupları ile tamamlandığında ortaya çıkan fikirlere katılma derecenizi belirtilen sıralamaya göre daire içine alınız.

1. Kesinlikle katılıyorum
2. Katılıyorum
3. Katılmıyorum
4. Kesinlikle katılmıyorum

- İş alemine karşı daha eleştirel gözle bakacaklardır. 1 2 3 4
- Pazarlamacıların yaptıklarına ve söylediklerine daha fazla şüphe ile bakacaklardır. 1 2 3 4
- Kalite konusunda daha bilinçli olacaklardır. 1 2 3 4
- Fiyatlar konusunda daha bilinçli olacaklardır. 1 2 3 4
- Kıyaslamalı alışveriş yapmak üzere zaman harcamayı daha çok göze alacaklardır. 1 2 3 4
- Satın alma ile ilgili daha çok bilgilendirilmiş olacaklardır. 1 2 3 4
- Satın aldıkları ürünlerden daha çok tatmin olacaklardır. 1 2 3 4
- Daha eğitilmiş ve kendi kendilerini koruyabilecek düzeye gelmiş olacaklardır. 1 2 3 4

VIII. Aşağıda a, b, c şeklinde belirtilmiş olan fikirlerden hangilerine katılıyorsanız uygun yerlere (✓) işareti koyunuz. (Her satırda birden fazla boşluğu işaretleyebilirsiniz)

	a)Bugün 10 yıl önce- sine göre daha iyi durumda	b)10 yıl sonra bugün- künden daha iyi olacaktır.	c)Şu anda,bugün olduğundan daha iyi olabilirdi.
-Çoğu ürünün kalitesi	()	()	()
-Üreticilerin tamir ve bakım hizmetlerinin kalitesi	()	()	()
-Reklamlardaki gerçeklik payı	()	()	()
-Üreticilerin tüketici şikayetlerine olan duyarlılığı	()	()	()
-Tüketicinin durumu	()	()	()

IX.Bir firmanın sosyal sorumlulukları olduğunu düşündüğünüz değişik grupları önem sırasına göre 1'den 7'ye kadar numaralandırarak belirleyiniz. (Sosyal sorumluluk konusu kapsamına giren bazı alanlar, enerji ve doğal kaynakların sorumlu bir şekilde kullanılması, firmanın çevreye verebileceği zararın bilincinde olması ve bunun telâfisi ile ilgili tedbirler alınması, uzun dönemde kârın en üst düzeye çıkarılması, firmada çalışanların tatminini sağlayacak her türlü girişimde bulunulması ...olarak sıralanabilir).

(1. En çok sorumlu olduğu grup 2. İkinci derecede sorumlu olduğu grup
3. Üçüncü derecede sorumlu olduğu grup 7. En az sorumlu olduğu grup)

- Müşteriler (Tüketiciler) _____
- Hissedarlar _____
- Çalışanlar (Şirket elemanları) _____
- Firmanın yakın çevresindeki toplum _____
- Genelde toplum _____
- Mal / hammadde temin ettiği yerler _____
- Devlet _____
- Diğer (Lütfen belirtiniz) : _____

X.

Cinsiyetiniz

_____ Bayan

_____ Bay

Yaş grubunuz

_____ 20 den küçük

_____ 30 - 39

_____ 50 - 59

_____ 20 - 29

_____ 40 - 49

_____ 60 ve yukarısı

Toplam net aile gelirinize göre kendinizi aşağıdaki gelir gruplarından hangisinde görmektesiniz?

_____ Çok düşük

_____ Düşük

_____ Orta

_____ Yüksek

_____ Çok Yüksek

Son mezun olduğunuz okul

_____ İlkokul

_____ Üniversite / Yüksekokul

_____ Ortaokul

_____ Lisansüstü

_____ Lise

_____ Diğer (lütfen belirtiniz)

Medeni durumunuz

_____ Bekar

_____ Evli (Kaç yıllık?) _____

_____ Dul

_____ Boşanmış

Mesleğiniz

Oturduğunuz semt

Bu anket, Boğaziçi Üniversitesi Sosyal Bilimler Enstitüsü İşletme Anabilim Dalı bünyesinde ve Prof.Dr.Eser Borak danışmanlığında hazırlanan doktora tezinin bir parçası olup, yurdumuzda tüketicinin korunması ve tüketici hareketleri konularında araştırma yapmak amacıyla düzenlenmiştir. **Soruları yanıtlarken olaya tüketici kimliğinizle değil, firmanızın bu konulardaki görüşleri doğrultusunda yaklaşmanızı rica ederiz.** Sonuçlar genel olarak değerlendirileceği için isim yazmanız gerekmemektedir. Ancak, çalışmanın güvenilirliği açısından tüm soruları tam olarak yanıtlamanız çok önemlidir. Ankete gösterdiğiniz ilgi ve yardımlarınız için teşekkür ederiz.

I.Aşağıdaki cümleler genel olarak ürünlerin kalitesi, fiyatı, tanıtımı, hükümet tarafından konulabilecek kurallar, tüketicilerin sorumlulukları ve tüketicilerin korunmasına yönelik konuları kapsamaktadır. Yurdumuzu göz önüne aldığınızda bu cümlelerin sizin görüş ve düşüncelerinizi ne ölçüde yansıttığını lütfen belirtilen sıralamaya göre daire içine alınız.

1. Kesinlikle aynı fikirdeyim
2. Aynı fikirdeyim
3. Aynı fikirde değilim
4. Kesinlikle aynı fikirde değilim

-Üreticiler genel olarak tüketicilerin ihtiyaçlarına cevap verecek ürünler üretme konusunda çaba gösterirler.	1	2	3	4
-Üreticiler, çıkarlarını korumak için, ürünlerdeki gelişmeleri çoğu zaman tüketicilere duyurmazlar.	1	2	3	4
-Geçmiş yıllar boyunca çoğu ürünün kalitesinde bir iyileşme olmamıştır.	1	2	3	4
-Rekabet halindeki ürünlerin çok çeşitli oluşu, tüketicinin bir malı satın alırken akıllı seçim yapmasını zorlaştırmaktadır.	1	2	3	4
-Çoğu ürün için rakip markalar arasındaki farklılıklar önemsizdir.	1	2	3	4
-Üreticiler kasıtlı olarak, mümkün olduğunca çabuk tüketilecek ürünler üretirler.	1	2	3	4
-Reklamlar ürünlerin kalite ve performansı hakkında bilgi veren güvenilir kaynaklardır.	1	2	3	4
-Reklamı yapılan ürünler genel olarak reklamı yapılmayan ürünlerden daha güvenlidir.	1	2	3	4
-Reklamlar çoğunlukla reklamı yapılan ürünü doğru bir şekilde tanıtır.	1	2	3	4
-Çoğu reklam inanılabilir niteliktedir.	1	2	3	4
-İnsanların belli bir ürünü satın almaları için düzenlenen ve üretici tarafından desteklenen tanıtım faaliyetleri çoğunlukla dürüst değildir.	1	2	3	4

-Günümüzde tüketicilerin karşı karşıya oldukları en önemli sorun tüketim mallarının pahalı oluşudur.	1	2	3	4
-Pahalılık, esas olarak aşırı kâr eden toptancı ve perakendecilerden kaynaklanmaktadır.	1	2	3	4
-Günümüzdeki ücretleri ve gelir düzeylerini göz önüne aldığımızda çoğu tüketim malının uygun fiyatlı olduğunu söyleyebiliriz.	1	2	3	4
-Fiyatları makul seviyelerde tutabilmenin en iyi yolu, tüketicilerin pahalı malları almayı reddetmeleridir.	1	2	3	4
-Fiyatları makul seviyelerde tutabilmenin en iyi yolu, hükümetin fiyat kontrolü yapmasıdır.	1	2	3	4
-Rekabet, tüketicilerin satın aldıkları mallara uygun fiyat ödemelerini sağlar.	1	2	3	4
-Hükümet, rakip markaların ürünlerini kalite kontrolundan geçirmeli ve bu testlerin sonuçlarını halka açıklamalıdır.	1	2	3	4
-Hükümet, satışa sunulan bütün mallar için belli bir kalite düzeyi belirlemelidir.	1	2	3	4
-Hükümet, ürünlerin reklam, satış ve pazarlanmasında daha fazla sorumluluk üstlenmelidir.	1	2	3	4
-Tüketicilerin çıkarlarını koruyup gözetecek devlete bağlı bir Tüketiciyi Koruma Dairesi'ne gerek vardır.	1	2	3	4
-Genel olarak, firmaların kendi kendilerini denetlemeleri, devletin uygulayacağı daha sıkı bir denetime tercih edilir.	1	2	3	4
-Çoğu üretici tüketicinin daima haklı olduğu görüşüne göre hareket eder.	1	2	3	4
-Çoğu üretici şu şekilde düşünür: "Sorumluluk Müşteriye Aittir".	1	2	3	4
-Üreticiler çoğu zaman tüketiciye karşı olan sorumluluklarından kaçınmazlar.	1	2	3	4
-Genel olarak, üreticiler tüketiciye hizmetten çok elde edecekleri kâr ile ilgilidirler.	1	2	3	4
-Genel olarak, sıradan bir ailenin ihtiyacı olan ürünler kolaylıkla bulunabilecek yerlerde satılmaktadır.	1	2	3	4
-Genel olarak, üreticilerin ve satıcıların sağladıkları tamir ve bakım hizmetlerinin kalitesi gün geçtikçe düzelmektedir.	1	2	3	4
-Genel olarak, ürünler için verilen garantiler üretici firmanın güvencesi altındadır.	1	2	3	4
-Tüketicilerin günümüzde karşılaştıkları problemler eskiden karşılaştıkları problemlere göre daha ciddidir.	1	2	3	4

-İyi bilgilendirilmiş bir tüketici olmak için gereken bilgiyi çoğu insan zahmetsizce edinebilmektedir.	1	2	3	4
-Sıradan bir tüketici daha az çevre kirliliğine yol açacak ürünler için daha yüksek fiyatlar ödemeye hazırdır.	1	2	3	4
-Aile fertlerinin tüketici olarak karşılaştıkları problemler, karşılaştıkları diğer problemlere göre daha önemsizdir.	1	2	3	4
-Tüketicilerin satın aldıkları mallarda yaptıkları yanlışların bir çoğu kendi dikkatsizliklerinden ya da önem vermeyişlerinden kaynaklanır.	1	2	3	4
-Tüketiciler hiçbir zaman kötü niyetle hareket ederek üretici ve satıcılardan faydalanmaya çalışmazlar.	1	2	3	4
-Çoğu ürün için tüketiciler satın alacakları malda en iyi şartları bulana kadar dolaşma zahmetine katlanmazlar.	1	2	3	4
-Çevrenin korunması kaygısı çoğu tüketicinin ürün seçimini etkilemez.	1	2	3	4
-Günümüzde üreticiler tüketici şikayetleri ile eskiden olduğundan daha çok ilgilenmektedir.	1	2	3	4
-Tüketiciler satın aldıkları ürünlerde sorunlarla karşılaştıklarında bunları çözmek genellikle kolay olmaktadır.	1	2	3	4
-Çoğu firma tüketici şikayetlerini çözümlemek için içtenlikle çaba gösterir.	1	2	3	4
-Tüketici açısından, şikayetlerin ve sorunların çözümü sırasında üreticilerin izledikleri yol tatmin edici değildir.	1	2	3	4

II. Bir ülkede tüketiciyi koruma hareketinin başlamasında ve gelişmesinde rol oynayan etkenlere katılma derecenizi aşağıda belirtilen sıralamaya göre daire içine alınız.

1. Kesinlikle katılıyorum
2. Katılıyorum
3. Katılmıyorum
4. Kesinlikle katılmıyorum

-Halkın sosyal içerikli problemlere karşı tepkisinin artması	1	2	3	4
-Ürünlerin kalitesinde düşüş	1	2	3	4
-Ürün kalitesi yönünden tüketici beklentilerinin artması	1	2	3	4
-Firmaların daha fazla "sosyal sorumluluk" üstlenmesi gerektiği şeklinde bir düşünce	1	2	3	4

-Alışveriş edenlerin karşılaştıkları olaylar sonunda hissettikleri düş kırıklığı	1	2	3	4
-Birçok problemin ve özellikle ürünlerde bir güven eksikliğinin gerçekten var olduğunun aniden farkına varılması	1	2	3	4
-Kusurlu ürünler	1	2	3	4
-Hatalı tamir hizmeti	1	2	3	4
-Yanıltıcı reklamlar	1	2	3	4
-Aldatıcı paketleme ve etiketleme	1	2	3	4
-Yetersiz garantiler	1	2	3	4
-Hızla gelişen bilim ve teknoloji sonucunda piyasaya pek çok gelişmiş ürünün çıkması	1	2	3	4
-Firmaların gönüllü çabalarının işlemediğinin anlaşılması	1	2	3	4
-Temel gıda maddelerindeki fiyat artışları	1	2	3	4
-Satıcı ile doğrudan temas imkânının azaldığı ya da kaybolduğu yeni alışveriş tarzı	1	2	3	4
-Daha çok bilgi talep eden, daha iyi eğitim görmüş tüketiciler	1	2	3	4
-Tüketiciyi koruma yasasının politik açıdan çekiciliği (politikacılar yönünden)	1	2	3	4
-Tüketicinin giderek büyüyen bilgi açığı	1	2	3	4
-Tüketicinin aldatılmasına yol açabilecek durumların fazlalaşması	1	2	3	4
-İş ahlâkında bir gerileme	1	2	3	4
-Tüketiciyi koruma konusunda devlet düzeyinde bir eksiklik	1	2	3	4
-Mevcut olan yasanın kamuoyunca yeterince bilinmemesi	1	2	3	4
-Firmaların modern toplumun artan ihtiyaç ve taleplerine cevap verememesi	1	2	3	4
-Birçok kişinin tüketici olarak birtakım hak ve sorumluluklara sahip olduklarının bilincine varmaları	1	2	3	4
- Var olan Tüketiciyi Koruma Yasası'nın yeterince uygulanamaması	1	2	3	4

III.

a) Tüketici haklarının genel olarak aşağıdakileri kapsadığı görüşü hakimdir. Lütfen sıralanan her hakkın *sizce* ne derece önem taşıdığını cevabınızı daire içine alarak belirtiniz.

1. Çok önemli
2. Oldukça önemli
3. Oldukça önemsiz
4. Hiç önemli değil

-Tüketicinin sağlık ve güvenliğinin korunması	1	2	3	4
-Tüketicinin ekonomik çıkarlarının korunması	1	2	3	4
-Tüketicinin hakkını araması; yasal haklarını koruma zemininin kurulması	1	2	3	4
-Tüketicinin aydınlatılması ve bilgilendirilmesi	1	2	3	4
-Tüketicinin görüşlerinin alınması ve temsili	1	2	3	4
-Tüketicinin temiz bir çevreye sahip olması	1	2	3	4
-Savunmasız kişilerin, özellikle çocukların haklarının korunması	1	2	3	4
-Tüketicilerin özel hayatlarının korunması	1	2	3	4

b) Sizce *ülkemizde* bu haklara ne derece önem verilmektedir? Cevabınızı daire içine alarak belirtiniz.

1. Çok
2. Oldukça çok
3. Oldukça az
4. Hiç

-Tüketicinin sağlık ve güvenliğinin korunması	1	2	3	4
-Tüketicinin ekonomik çıkarlarının korunması	1	2	3	4
-Tüketicinin hakkını araması; yasal haklarını koruma zemininin kurulması	1	2	3	4
-Tüketicinin aydınlatılması ve bilgilendirilmesi	1	2	3	4
-Tüketicinin görüşlerinin alınması ve temsili	1	2	3	4
-Tüketicinin temiz bir çevreye sahip olması	1	2	3	4
-Savunmasız kişilerin, özellikle çocukların haklarının korunması	1	2	3	4
-Tüketicilerin özel hayatlarının korunması	1	2	3	4

IV. Sizce aşağıdakilerden hangileri tüketiciyi koruma konusu kapsamına dahil edilmelidir? Konu kapsamına dahil olması gerektiğini düşündüklerinizin yanında bırakılan boş yere (✓) işareti koyup sizin için önem derecesini belirtiniz.

1. Çok önemli
2. Oldukça önemli
3. Oldukça önemsiz
4. Hiç önemli değil

-Tüketici şikayetleri	()	1	2	3	4
-Tüketici örgütlerinin faaliyetleri	()	1	2	3	4
-Birim fiyatlandırma uygulamaları (satılan malın kilogram başına fiyatının belirtilmesi)	()	1	2	3	4
-Ahlâkla ilgili değerler (çevre kirliliği, aldatıcı reklam...)	()	1	2	3	4
-Sosyal problemler (ülke kaynaklarının israfı...)	()	1	2	3	4
-Teknolojik gelişmeler	()	1	2	3	4
-Hükümet kontrolü ve yasalar	()	1	2	3	4
-Tüketicinin sorumlulukları	()	1	2	3	4

V. Aşağıda tüketiciyi koruma konusu ile ilgili altı çözüm önerisi sunulmaktadır. Sizin için en geçerli olanı 1, daha sonra geçerli olanı 2, . . . en az geçerli olanı da 6 şeklinde, 1'den 6'ya kadar numaralandırarak belirleyiniz.

- Devlet, iş dünyası ve tüketiciler arasında daha fazla işbirliği _____
- İşyerlerinin tüketici ile olan ilişkilerinin yeniden tanımlanması _____
- İş dünyasının daha yoğun gönüllü çaba sarfetmesi _____
- Mevcut yasanın daha sıkı şekilde uygulanması _____
- Ek yasalar _____
- Geniş bir tüketici eğitimi programı _____
- Diğer (Lütfen belirtiniz) : _____

VI. Aşağıda tüketici baskılarına karşı geliştirilebilecek yapıcı programlar sıralanmaktadır. Bunların içinden sizce en yapıcı olan *ilk beş programı* yanlarına (✓) işareti koyarak belirleyiniz.

- Ürün kalitesinin ve performans standartlarının yükseltilmesi ()
- Sektör bazında ürün standartları konulması ()
- Tüketici istek ve ihtiyaçlarının daha iyi belirlenmesi için araştırma çalışmalarının fazlaştırılması ()
- Ürünlerin daha fazla güvene, kullanım ve tamir kolaylığına sahip olacak şekilde geliştirilmesi ()
- Tüketicilere satış sonrası takip telefonları ile ulaşılması ()
- Sanayinin kendi kendini denetleme çabalarının desteklenmesi ()
- Reklamların daha bilgilendirici yapılması ()
- Ürünün kullanımı, bakımı ve güvenliği için kullanım kılavuzlarının geliştirilmesi ()
- Firmalarda tüketici işleri ile uğraşacak yeni pozisyonlar yaratılması ()
- Paketlerde daha fazla bilgilendirici etiketleme yöntemi kullanılması ()

VII. Tüketiciler bundan on yıl sonra _____
Yukarıdaki cümle aşağıda sıralanan söz grupları ile tamamlandığında ortaya çıkan fikirlere katılma derecenizi belirtilen sıralamaya göre daire içine alınız.

1. Kesinlikle katılıyorum
2. Katılıyorum
3. Katılmıyorum
4. Kesinlikle katılmıyorum

- İş alemine karşı daha eleştirel gözle bakacaklardır. 1 2 3 4
- Pazarlamacıların yaptıklarına ve söylediklerine daha fazla şüphe ile bakacaklardır. 1 2 3 4
- Kalite konusunda daha bilinçli olacaklardır. 1 2 3 4
- Fiyatlar konusunda daha bilinçli olacaklardır. 1 2 3 4
- Kıyaslamalı alışveriş yapmak üzere zaman harcamayı daha çok göze alacaklardır. 1 2 3 4
- Satın alma ile ilgili daha çok bilgilendirilmiş olacaklardır. 1 2 3 4
- Satın aldıkları ürünlerden daha çok tatmin olacaklardır. 1 2 3 4
- Daha eğitilmiş ve kendi kendilerini koruyabilecek düzeye gelmiş olacaklardır. 1 2 3 4

VIII. Aşağıda a, b, c şeklinde belirtilmiş olan fikirlerden hangilerine katılıyorsanız uygun yerlere (✓) işareti koyunuz. (Her satırda birden fazla boşluğu işaretleyebilirsiniz)

a) Bugün 10 yıl önce- b) 10 yıl sonra bugün- c) Şu anda, bugün
sine göre daha iyi künden daha iyi olduğundan daha
durumda olacaktır. iyi olabilir.

-Çoğu ürünün kalitesi	()	()	()
-Üreticilerin tamir ve bakım hizmetlerinin kalitesi	()	()	()
-Reklamlardaki gerçeklik payı	()	()	()
-Üreticilerin tüketici şikayetlerine olan duyarlılığı	()	()	()
-Tüketicinin durumu	()	()	()

IX. Bir firmanın sosyal sorumlulukları olduğunu düşündüğünüz değişik grupları önem sırasına göre 1'den 7'ye kadar numaralandırarak belirleyiniz. (Sosyal sorumluluk konusu kapsamına giren bazı alanlar, enerji ve doğal kaynakların sorumlu bir şekilde kullanılması, firmanın çevreye verebileceği zararın bilincinde olması ve bunun telâfisi ile ilgili tedbirler alınması, uzun dönemde kârın en üst düzeye çıkarılması, firmada çalışanların tatminini sağlayacak her türlü girişimde bulunulması ...olarak sıralanabilir).

(1. En çok sorumlu olduğu grup 2. İkinci derecede sorumlu olduğu grup 3. Üçüncü derecede sorumlu olduğu grup 7. En az sorumlu olduğu grup)

- Müşteriler (Tüketiciler) _____
- Hissedarlar _____
- Çalışanlar (Şirket elemanları) _____
- Firmanın yakın çevresindeki toplum _____
- Genelde toplum _____
- Mal / hammadde temin ettiği yerler _____
- Devlet _____
- Diğer (Lütfen belirtiniz) : _____

X.

Cinsiyetiniz ____ Bayan ____ Bay

Yaş grubunuz ____ 30 dan küçük ____ 40 - 49

____ 30 -39 ____ 50 - 59 ____ 60 ve yukarısı

Son mezun olduğunuz okul

____ İlkokul ____ Üniversite / Yüksekokul

____ Ortaokul ____ Lisansüstü

____ Lise ____ Diğer (Lütfen Belirtiniz)

Firmadaki pozisyonunuz

____ Genel Müdür

____ Genel Müdür Yardımcısı

____ Pazarlama Müdürü

____ Üretim Müdürü

____ Finans Müdürü

____ Diğer (Lütfen Belirtiniz)

Firmanın sektör içindeki büyüklüğü

____ Büyük ölçekli ____ Orta ölçekli ____ Küçük ölçekli

Sizce tüketiciyi koruma hareketinin firmanız üzerindeki etkisi

____ Çok fazla ____ Fazla ____ Biraz ____ Az ____ Çok az

Pazarlama yaklaşımının firmanız açısından önemi

____ Çok önemli ____ Oldukça önemli ____ Oldukça önemsiz ____ Hiç önemli değil

Sektörünüz

____ Kamu ____ Özel

(Özel ise) ____ Çok uluslu şirket ____ Yerli sermayeli şirket

Faaliyet gösterilen sektör _____

Bu anket, Boğaziçi Üniversitesi Sosyal Bilimler Enstitüsü İşletme Anabilim Dalı bünyesinde ve Prof.Dr.Eser Borak danışmanlığında hazırlanan doktora tezinin bir parçası olup, yurdumuzda tüketicinin korunması ve tüketici hareketleri konularında araştırma yapmak amacıyla düzenlenmiştir. *Soruları yanıtlarken olaya tüketici kimliğinizle değil, mensup olduğunuz kuruluşun bu konulardaki görüşlerini göz önünde bulundurarak yaklaşmanızı rica ederiz.* Sonuçlar genel olarak değerlendirileceği için isim yazmanız gerekmemektedir. Ancak, çalışmanın güvenilirliği açısından tüm soruları tam olarak yanıtlamanız çok önemlidir. Ankete gösterdiğiniz ilgi ve yardımlarımız için teşekkür ederiz.

I.Aşağıdaki cümleler genel olarak ürünlerin kalitesi, fiyatı, tanıtımı, hükümet tarafından konulabilecek kurallar, tüketicilerin sorumlulukları ve tüketicilerin korunmasına yönelik konuları kapsamaktadır. Yurdumuzu göz önüne aldığımızda bu cümlelerin sizin görüş ve düşüncelerinizi ne ölçüde yansıttığını lütfen belirtilen sıralamaya göre daire içine alınız.

1. Kesinlikle aynı fikirdeyim
2. Aynı fikirdeyim
3. Aynı fikirde değilim
4. Kesinlikle aynı fikirde değilim

-Üreticiler genel olarak tüketicilerin ihtiyaçlarına cevap verecek ürünler üretme konusunda çaba gösterirler.	1	2	3	4
-Üreticiler, çıkarlarını korumak için, ürünlerdeki gelişmeleri çoğu zaman tüketicilere duyurmazlar.	1	2	3	4
-Geçmiş yıllar boyunca çoğu ürünün kalitesinde bir iyileşme olmamıştır.	1	2	3	4
-Rekabet halindeki ürünlerin çok çeşitli oluşu, tüketicinin bir malı satın alırken akıllı seçim yapmasını zorlaştırmaktadır.	1	2	3	4
-Çoğu ürün için rakip markalar arasındaki farklılıklar önemsizdir.	1	2	3	4
-Üreticiler kasıtlı olarak, mümkün olduğunca çabuk tüketilecek ürünler üretirler.	1	2	3	4
-Reklamlar ürünlerin kalite ve performansı hakkında bilgi veren güvenilir kaynaklardır.	1	2	3	4
-Reklamı yapılan ürünler genel olarak reklamı yapılmayan ürünlerden daha güvenlidir.	1	2	3	4
-Reklamlar çoğunlukla reklamı yapılan ürünü doğru bir şekilde tanıtır.	1	2	3	4
-Çoğu reklam inanılabilir niteliktedir.	1	2	3	4
-İnsanların belli bir ürünü satın almaları için düzenlenen ve üretici tarafından desteklenen tanıtım faaliyetleri çoğunlukla dürüst değildir.	1	2	3	4

-Günümüzde tüketicilerin karşı karşıya oldukları en önemli sorun tüketim mallarının pahalı oluşudur.	1	2	3	4
-Pahalılık, esas olarak aşırı kâr eden toptancı ve perakendecilerden kaynaklanmaktadır.	1	2	3	4
-Günümüzdeki ücretleri ve gelir düzeylerini göz önüne aldığımızda çoğu tüketim malının uygun fiyatlı olduğunu söyleyebiliriz.	1	2	3	4
-Fiyatları makul seviyelerde tutabilmenin en iyi yolu, tüketicilerin pahalı malları almayı reddetmeleridir.	1	2	3	4
-Fiyatları makul seviyelerde tutabilmenin en iyi yolu, hükümetin fiyat kontrolü yapmasıdır.	1	2	3	4
-Rekabet, tüketicilerin satın aldıkları mallara uygun fiyat ödemelerini sağlar.	1	2	3	4
-Hükümet, rakip markaların ürünlerini kalite kontrolünden geçirmeli ve bu testlerin sonuçlarını halka açıklamalıdır.	1	2	3	4
-Hükümet, satışa sunulan bütün mallar için belli bir kalite düzeyi belirlemelidir.	1	2	3	4
-Hükümet, ürünlerin reklam, satış ve pazarlanmasında daha fazla sorumluluk üstlenmelidir.	1	2	3	4
-Tüketicilerin çıkarlarını koruyup gözetecek devlete bağlı bir Tüketiciyi Koruma Dairesi'ne gerek vardır.	1	2	3	4
-Genel olarak, firmaların kendi kendilerini denetlemeleri, devletin uygulayacağı daha sıkı bir denetime tercih edilir.	1	2	3	4
-Çoğu üretici tüketicinin daima haklı olduğu görüşüne göre hareket eder.	1	2	3	4
-Çoğu üretici şu şekilde düşünür: "Sorumluluk Müşteriye Aittir".	1	2	3	4
-Üreticiler çoğu zaman tüketiciye karşı olan sorumluluklarından kaçınmazlar.	1	2	3	4
-Genel olarak, üreticiler tüketiciye hizmetten çok elde edecekleri kâr ile ilgilidirler.	1	2	3	4
-Genel olarak, sıradan bir ailenin ihtiyacı olan ürünler kolaylıkla bulunabilecek yerlerde satılmaktadır.	1	2	3	4
-Genel olarak, üreticilerin ve satıcıların sağladıkları tamir ve bakım hizmetlerinin kalitesi gün geçtikçe düzelmektedir.	1	2	3	4
-Genel olarak, ürünler için verilen garantiler üretici firmanın güvencesi altındadır.	1	2	3	4
-Tüketicilerin günümüzde karşılaştıkları problemler eskiden karşılaştıkları problemlere göre daha ciddidir.	1	2	3	4

-İyi bilgilendirilmiş bir tüketici olmak için gereken bilgiyi çoğu insan zahmetsizce edinebilmektedir.	1	2	3	4
-Sıradan bir tüketici daha az çevre kirliliğine yol açacak ürünler için daha yüksek fiyatlar ödemeye hazırdır.	1	2	3	4
-Aile fertlerinin tüketici olarak karşılaştıkları problemler, karşılaştıkları diğer problemlere göre daha önemsizdir.	1	2	3	4
-Tüketicilerin satın aldıkları mallarda yaptıkları yanlışların bir çoğu kendi dikkatsizliklerinden ya da önem vermeyişlerinden kaynaklanır.	1	2	3	4
-Tüketiciler hiçbir zaman kötü niyetle hareket ederek üretici ve satıcılardan faydalanmaya çalışmazlar.	1	2	3	4
-Çoğu ürün için tüketiciler satın alacakları malda en iyi şartları bulana kadar dolaşma zahmetine katlanmazlar.	1	2	3	4
-Çevrenin korunması kaygısı çoğu tüketicinin ürün seçimini etkilemez.	1	2	3	4
-Günümüzde üreticiler tüketici şikayetleri ile eskiden olduğundan daha çok ilgilenmektedir.	1	2	3	4
-Tüketiciler satın aldıkları ürünlerde sorunlarla karşılaştıklarında bunları çözmek genellikle kolay olmaktadır.	1	2	3	4
-Çoğu firma tüketici şikayetlerini çözümlemek için içtenlikle çaba gösterir.	1	2	3	4
-Tüketici açısından, şikayetlerin ve sorunların çözümü sırasında üreticilerin izledikleri yol tatmin edici değildir.	1	2	3	4

II. Bir ülkede tüketiciyi koruma hareketinin başlamasında ve gelişmesinde rol oynayan etkenlere katılma derecenizi aşağıda belirtilen sıralamaya göre daire içine alınız.

1. Kesinlikle katılıyorum
2. Katılıyorum
3. Katılmıyorum
4. Kesinlikle katılmıyorum

-Halkın sosyal içerikli problemlere karşı tepkisinin artması	1	2	3	4
-Ürünlerin kalitesinde düşüş	1	2	3	4
-Ürün kalitesi yönünden tüketici beklentilerinin artması	1	2	3	4
-Firmaların daha fazla "sosyal sorumluluk" üstlenmesi gerektiği şeklinde bir düşünce	1	2	3	4

-Alışveriş edenlerin karşılaştıkları olaylar sonunda hissettikleri düş kırıklığı	1	2	3	4
-Birçok problemin ve özellikle ürünlerde bir güven eksikliğinin gerçekten var olduğunun aniden farkına varılması	1	2	3	4
-Kusurlu ürünler	1	2	3	4
-Hatalı tamir hizmeti	1	2	3	4
-Yanıltıcı reklamlar	1	2	3	4
-Aldatıcı paketlenme ve etiketlenme	1	2	3	4
-Yetersiz garantiler	1	2	3	4
-Hızla gelişen bilim ve teknoloji sonucunda piyasaya pek çok gelişmiş ürünün çıkması	1	2	3	4
-Firmaların gönüllü çabalarının işlemediğinin anlaşılması	1	2	3	4
-Temel gıda maddelerindeki fiyat artışları	1	2	3	4
-Satıcı ile doğrudan temas imkânının azaldığı ya da kaybolduğu yeni alışveriş tarzı	1	2	3	4
-Daha çok bilgi talep eden, daha iyi eğitim görmüş tüketiciler	1	2	3	4
-Tüketiciyi koruma yasasının politik açıdan çekiciliği (politikacılar yönünden)	1	2	3	4
-Tüketicinin giderek büyüyen bilgi açığı	1	2	3	4
-Tüketicinin aldatılmasına yol açabilecek durumların fazlalaşması	1	2	3	4
-İş ahlâkında bir gerileme	1	2	3	4
-Tüketiciyi koruma konusunda devlet düzeyinde bir eksiklik	1	2	3	4
-Mevcut olan yasanın kamuoyunca yeterince bilinmemesi	1	2	3	4
-Firmaların modern toplumun artan ihtiyaç ve taleplerine cevap verememesi	1	2	3	4
-Birçok kişinin tüketici olarak birtakım hak ve sorumluluklara sahip olduklarının bilincine varmaları	1	2	3	4
- Var olan Tüketiciyi Koruma Yasası'nın yeterince uygulanamaması	1	2	3	4

III.

a) Tüketici haklarının genel olarak aşağıdakileri kapsadığı görüşü hakimdir. Lütfen sıralanan her hakkın *sizce* ne derece önem taşıdığını cevabınızı daire içine alarak belirtiniz.

1. Çok önemli
2. Oldukça önemli
3. Oldukça önemsiz
4. Hiç önemli değil

-Tüketicinin sağlık ve güvenliğinin korunması	1	2	3	4
-Tüketicinin ekonomik çıkarlarının korunması	1	2	3	4
-Tüketicinin hakkını araması; yasal haklarını koruma zemininin kurulması	1	2	3	4
-Tüketicinin aydınlatılması ve bilgilendirilmesi	1	2	3	4
-Tüketicinin görüşlerinin alınması ve temsili	1	2	3	4
-Tüketicinin temiz bir çevreye sahip olması	1	2	3	4
-Savunmasız kişilerin, özellikle çocukların haklarının korunması	1	2	3	4
-Tüketicilerin özel hayatlarının korunması	1	2	3	4

b) Sizce *ülkemizde* bu haklara ne derece önem verilmektedir? Cevabınızı daire içine alarak belirtiniz.

1. Çok
2. Oldukça çok
3. Oldukça az
4. Hiç

-Tüketicinin sağlık ve güvenliğinin korunması	1	2	3	4
-Tüketicinin ekonomik çıkarlarının korunması	1	2	3	4
-Tüketicinin hakkını araması; yasal haklarını koruma zemininin kurulması	1	2	3	4
-Tüketicinin aydınlatılması ve bilgilendirilmesi	1	2	3	4
-Tüketicinin görüşlerinin alınması ve temsili	1	2	3	4
-Tüketicinin temiz bir çevreye sahip olması	1	2	3	4
-Savunmasız kişilerin, özellikle çocukların haklarının korunması	1	2	3	4
-Tüketicilerin özel hayatlarının korunması	1	2	3	4

IV. Sizce aşağıdakilerden hangileri tüketiciyi koruma konusu kapsamına dahil edilmelidir? Konu kapsamına dahil olması gerektiğini düşündüklerinizin yanında bırakılan boş yere (✓) işareti koyup sizin için önem derecesini belirtiniz.

1. Çok önemli
2. Oldukça önemli
3. Oldukça önemsiz
4. Hiç önemli değil

-Tüketici şikayetleri	()	1	2	3	4
-Tüketici örgütlerinin faaliyetleri	()	1	2	3	4
-Birim fiyatlandırma uygulamaları (satılan malın kilogram başına fiyatının belirtilmesi)	()	1	2	3	4
-Ahlâkla ilgili değerler (çevre kirliliği, aldatıcı reklam...)	()	1	2	3	4
-Sosyal problemler (ülke kaynaklarının israfı...)	()	1	2	3	4
-Teknolojik gelişmeler	()	1	2	3	4
-Hükümet kontrolü ve yasalar	()	1	2	3	4
-Tüketicinin sorumlulukları	()	1	2	3	4

V. Aşağıda tüketiciyi koruma konusu ile ilgili altı çözüm önerisi sunulmaktadır. Sizin için en geçerli olanı 1, daha sonra geçerli olanı 2, . . . en az geçerli olanı da 6 şeklinde, 1'den 6'ya kadar numaralandırarak belirleyiniz.

- Devlet, iş dünyası ve tüketiciler arasında daha fazla işbirliği _____
- İşyerlerinin tüketici ile olan ilişkilerinin yeniden tanımlanması _____
- İş dünyasının daha yoğun gönüllü çaba sarfetmesi _____
- Mevcut yasanın daha sıkı şekilde uygulanması _____
- Ek yasalar _____
- Geniş bir tüketici eğitimi programı _____
- Diğer (Lütfen belirtiniz) : _____

VI. Aşağıda tüketici baskılarına karşı geliştirilebilecek yapıcı programlar sıralanmaktadır. Bunların içinden sizce en yapıcı olan *ilk beş programı* yanlarına (✓) işareti koyarak belirleyiniz.

- Ürün kalitesinin ve performans standartlarının yükseltilmesi ()
- Sektör bazında ürün standartları konulması ()
- Tüketici istek ve ihtiyaçlarının daha iyi belirlenmesi için araştırma çalışmalarının fazlaştırılması ()
- Ürünlerin daha fazla güvene, kullanım ve tamir kolaylığına sahip olacak şekilde geliştirilmesi ()
- Tüketicilere satış sonrası takip telefonları ile ulaşılması ()
- Sanayinin kendi kendini denetleme çabalarının desteklenmesi ()
- Reklamların daha bilgilendirici yapılması ()
- Ürünün kullanımı, bakımı ve güvenliği için kullanım kılavuzlarının geliştirilmesi ()
- Firmalarda tüketici işleri ile uğraşacak yeni pozisyonlar yaratılması ()
- Paketlerde daha fazla bilgilendirici etiketleme yöntemi kullanılması ()

VII. Tüketiciler bundan on yıl sonra _____
Yukarıdaki cümle aşağıda sıralanan söz grupları ile tamamlandığında ortaya çıkan fikirlere katılma derecenizi belirtilen sıralamaya göre daire içine alınız.

1. Kesinlikle katılıyorum
2. Katılıyorum
3. Katılmıyorum
4. Kesinlikle katılmıyorum

- İş alemine karşı daha eleştirel gözle bakacaklardır. 1 2 3 4
- Pazarlamacıların yaptıklarına ve söylediklerine daha fazla şüphe ile bakacaklardır. 1 2 3 4
- Kalite konusunda daha bilinçli olacaklardır. 1 2 3 4
- Fiyatlar konusunda daha bilinçli olacaklardır. 1 2 3 4
- Kıyaslamalı alışveriş yapmak üzere zaman harcamayı daha çok göze alacaklardır. 1 2 3 4
- Satın alma ile ilgili daha çok bilgilendirilmiş olacaklardır. 1 2 3 4
- Satın aldıkları ürünlerden daha çok tatmin olacaklardır. 1 2 3 4
- Daha eğitilmiş ve kendi kendilerini koruyabilecek düzeye gelmiş olacaklardır. 1 2 3 4

VIII. Aşağıda a, b, c şeklinde belirtilmiş olan fikirlerden hangilerine katılıyorsanız uygun yerlere (✓) işareti koyunuz. (Her satırda birden fazla boşluğu işaretleyebilirsiniz)

a) Bugün 10 yıl önce- b) 10 yıl sonra bugün- c) Şu anda, bugün
sine göre daha iyi künden daha iyi olduğundan daha
durumda olacaktır. iyi olabilirdi.

-Çoğu ürünün kalitesi	()	()	()
-Üreticilerin tamir ve bakım hizmetlerinin kalitesi	()	()	()
-Reklamlardaki gerçeklik payı	()	()	()
-Üreticilerin tüketici şikayetlerine olan duyarlılığı	()	()	()
-Tüketicinin durumu	()	()	()

IX. Bir firmanın sosyal sorumlulukları olduğunu düşündüğünüz değişik grupları önem sırasına göre 1'den 7'ye kadar numaralandırarak belirleyiniz. (Sosyal sorumluluk konusu kapsamına giren bazı alanlar, enerji ve doğal kaynakların sorumlu bir şekilde kullanılması, firmanın çevreye verebileceği zararın bilincinde olması ve bunun telâfisi ile ilgili tedbirler alınması, uzun dönemde kârın en üst düzeye çıkarılması, firmada çalışanların tatminini sağlayacak her türlü girişimde bulunulması ...olarak sıralanabilir).

(1. En çok sorumlu olduğu grup 2. İkinci derecede sorumlu olduğu grup 3. Üçüncü derecede sorumlu olduğu grup 7. En az sorumlu olduğu grup)

- Müşteriler (Tüketiciler) _____
- Hissedarlar _____
- Çalışanlar (Şirket elemanları) _____
- Firmanın yakın çevresindeki toplum _____
- Genelde toplum _____
- Mal / hammadde temin ettiği yerler _____
- Devlet _____
- Diğer (Lütfen belirtiniz) : _____

X.

Cinsiyetiniz _____ Bayan _____ Bay

Yaş grubunuz

_____ 30 dan küçük _____ 40 - 49

_____ 30 - 39 _____ 50 - 59 _____ 60 ve yukarısı

Son mezun olduğunuz okul

_____ İlkokul _____ Üniversite / Yüksekokul

_____ Ortaokul _____ Lisansüstü

_____ Lise _____ Diğer (Lütfen Belirtiniz)

Bağlı olduğunuz kuruluş

_____ Sanayi ve Ticaret Bakanlığı

_____ Sağlık Bakanlığı

_____ Tarım ve Köyisleri Bakanlığı

_____ İl Özel İdaresi

_____ Belediye

_____ Türk Standartları Enstitüsü

_____ İstanbul Ticaret Odası

_____ Tüketiciyi Koruma Derneği

_____ Medya (Lütfen Belirtiniz)

_____ Diğer (Lütfen Belirtiniz)

Kuruluştaki Pozisyonunuz _____

This questionnaire, being part of the PhD thesis prepared under the supervision of Prof. Dr. Eser Borak in the Social Sciences Institute - Department of Business Administration of the Bosphorus University, has been designed with the purpose of doing research on the subjects of consumer protection and consumer movements in our country. You do not have to write your name on the questionnaire as the results will be evaluated on a general basis. However, for purposes of reliability, it is very important that you answer all the questions completely. We thank you for the interest you have shown in the questionnaire and for your help.

I. The following statements reflect ideas relating to quality, price, and promotion of products, rules that may be exercised by the government, responsibilities of consumers, and consumer protection, in general. Taking our country into consideration, please indicate to what extent these statements reflect your opinion on these subjects by circling the appropriate number according to the below stated ranking.

1. Certainly Agree
2. Agree
3. Disagree
4. Certainly Disagree

-In general, manufacturers make an effort to design products to fit the needs of consumers.	1	2	3	4
-Manufacturers often withhold important product improvements from the market in order to protect their own interests.	1	2	3	4
-Over the past several years the quality of most products has not improved.	1	2	3	4
-The wide variety of competing products makes intelligent buying decisions more difficult.	1	2	3	4
-For most types of products, the differences among competing brands are insignificant.	1	2	3	4
-Manufacturers intentionally design products that will wear out as quickly as possible.	1	2	3	4
-Manufacturers' advertisements are reliable sources of information about the quality and performance of products.	1	2	3	4
-Generally, advertised products are more dependable than unadvertised ones.	1	2	3	4
-Manufacturers' advertisements usually present a true picture of the products advertised.	1	2	3	4
-Most product advertising is believable.	1	2	3	4

- Promotional activities sponsored by manufacturers to encourage people to buy their products are dishonest most of the time. 1 2 3 4
- The most important problem facing consumers today is the high prices of consumer goods. 1 2 3 4
- High prices are caused primarily by wholesale and retail middlemen taking excessive profits. 1 2 3 4
- Considering wage rates and income levels today, most consumer products are priced fairly. 1 2 3 4
- Refusal of consumers to buy expensive products is the most effective way of keeping the prices of consumer goods at reasonable levels. 1 2 3 4
- Government price control is the most effective way of keeping the prices of consumer goods at reasonable levels. 1 2 3 4
- Competition ensures that consumers pay fair prices for products. 1 2 3 4
- The government should test competing brands of products and make results of these tests available to consumers. 1 2 3 4
- The government should set minimum standards of quality for all products sold to consumers. 1 2 3 4
- The government should exercise more responsibility for regulating the advertising, sales, and marketing activities of manufacturers. 1 2 3 4
- A Central Department of Consumer Protection at the national level is needed to protect and promote the interests of consumers. 1 2 3 4
- In general, self-regulation by business itself is preferable to stricter control of business by the government. 1 2 3 4
- Most manufacturers operate on the philosophy that the consumer is always right. 1 2 3 4
- Most manufacturers think like this: "Let the buyer beware". 1 2 3 4
- Manufacturers do not shirk their responsibility to the consumer, most of the time. 1 2 3 4
- Generally, manufacturers are more interested in making profits than in serving consumers. 1 2 3 4
- Generally, the products required by the average family are easily available at convenient places. 1 2 3 4

- In general, the quality of repair and maintenance service provided by manufacturers and dealers is getting better. 1 2 3 4
- Generally, product guarantees are backed up by the manufacturers who make them. 1 2 3 4
- The problems of consumers are more serious now than in the past. 1 2 3 4
- The information needed to become a well-informed consumer is readily available to most people. 1 2 3 4
- The average consumer is willing to pay higher prices for products that will cause less environmental pollution. 1 2 3 4
- The problems of the consumer are relatively unimportant when compared with other questions and issues faced by the average family. 1 2 3 4
- Many mistakes that consumers make in buying products are the result of their own carelessness or ignorance. 1 2 3 4
- Consumers never try to take advantage of manufacturers and dealers intentionally. 1 2 3 4
- For most types of products, consumers do not find it worthwhile to shop around to find the best buys. 1 2 3 4
- Concern for the environment does not influence the product choices made by most consumers. 1 2 3 4
- Manufacturers seem to be more sensitive to consumer complaints now than they were in the past. 1 2 3 4
- When consumers have problems with products they have purchased, it is usually easy to get them corrected. 1 2 3 4
- Most business firms make a sincere effort to adjust to consumer complaints fairly. 1 2 3 4
- From the consumer's viewpoint, the procedures followed by manufacturers in handling complaints and settling grievances of consumers are not satisfactory. 1 2 3 4

II. Please circle the appropriate number according to the below stated ranking in reflecting the extent to which you agree with the factors that play a role in the initiation and development of the consumer protection movement in a country.

1. Certainly Agree
2. Agree
3. Disagree
4. Certainly Disagree

-Greater public concern for social problems	1	2	3	4
-Deterioration in product quality	1	2	3	4
-Increased consumer expectations for product quality	1	2	3	4
-A feeling that business should assume greater social responsibilities	1	2	3	4
-A sense of frustration on the part of shoppers	1	2	3	4
-A sudden awareness that many problems, particularly a lack of product safety, actually exist	1	2	3	4
-Defective products	1	2	3	4
-Defective repair work	1	2	3	4
-Misleading advertising	1	2	3	4
-Deceptive packaging and labelling	1	2	3	4
-Inadequate guarantees	1	2	3	4
-The advance of science and technology which has resulted in highly sophisticated products	1	2	3	4
-A recognition that voluntary business efforts do not work	1	2	3	4
-Price increases in essential food items	1	2	3	4
-The mechanical and impersonal nature of the marketplace	1	2	3	4
-Better educated consumers demanding more information	1	2	3	4
-The political appeal of consumer protection legislation	1	2	3	4
-A widening consumer information gap	1	2	3	4
-More opportunities for consumer deception than ever before	1	2	3	4
-Deterioration of business ethics	1	2	3	4

-Lack of consumer protection at the state level	1	2	3	4
-Lack of public awareness of the legislation which already exists	1	2	3	4
-Failure of business to meet new and increasing needs of modern society	1	2	3	4
-An awareness by many individuals that they have rights and responsibilities as consumers	1	2	3	4
-Lack of governmental enforcement of the current consumer protection law	1	2	3	4

III.

a) It is generally agreed that consumer rights are composed of the following. Please indicate to what extent each of these rights is important to *you*, by circling your answer.

1. Very important
2. Somewhat important
3. Somewhat unimportant
4. Very unimportant

-Protection of consumer's health and safety	1	2	3	4
-Protection of consumer's economic interests	1	2	3	4
-Consumer's right to redress	1	2	3	4
-Consumer's right to information and education	1	2	3	4
-Consumer representation and participation	1	2	3	4
-Consumer's right to have a clean environment	1	2	3	4
-Protection of the rights of defenseless people, especially of children	1	2	3	4
-Protection of consumers' private lives	1	2	3	4

b) How much importance do you think is being given to these rights *in our country*?
Please indicate by circling your answer.

1. Much
2. Quite much
3. Quite little
4. None

-Protection of consumer's health and safety	1	2	3	4
-Protection of consumer's economic interests	1	2	3	4
-Consumer's right to redress	1	2	3	4
-Consumer's right to information and education	1	2	3	4
-Consumer representation and participation	1	2	3	4
- Consumer's right to have a clean environment	1	2	3	4
- Protection of the rights of defenseless people, especially of children	1	2	3	4
-Protection of consumers' private lives	1	2	3	4

IV. Which of the following do you believe should be included under the coverage of the subject of consumer protection? Please put a check mark (✓) in the relevant parantheses for those items you think should be included and state the level of their importance for you.

1. Very important
2. Somewhat important
3. Somewhat unimportant
4. Very unimportant

-Consumer complaining behavior	()	1	2	3	4
-Activities of consumer organizations	()	1	2	3	4
-Unit-pricing applications (specification of the price of the product per kilogram	()	1	2	3	4
-Ethical values (environmental pollution, deceiving advertisements...)	()	1	2	3	4
-Social problems (waste of resources of the country...)	()	1	2	3	4
-Technological developments	()	1	2	3	4
-Government control and legislation	()	1	2	3	4
-Consumer responsibilities	()	1	2	3	4

V. Below are proposed six possible ways to improve the prevailing situation of consumers. Please indicate the relevance of each of these possibilities for you by ranking them from 1 (most relevant).... to 6 (least relevant).

- More cooperation among government, business, and consumers _____
- New 'consumer relations' thinking _____
- More voluntary business efforts _____
- Stricter enforcement of present laws _____
- Additional legislation _____
- Broad consumer education program _____
- Other (Please indicate) : _____

VI. Constructive programs in responding to consumerist pressures are listed below. Please mark (✓) the first five programs you believe should be considered the most constructive.

- Upgrading product quality and performance standards ()
- Establishing industry product standards ()
- Increasing research commitments to better identify consumer wants and needs ()
- Modifying products for greater safety, ease of use, and repair ()
- Making post-sale follow-up calls on consumers ()
- Supporting industry self-regulation efforts ()
- Making advertisements more informative ()
- Developing owners' manuals on product use, care, and safety ()
- Creating new organizational positions to deal with consumer affairs ()
- Providing more informative product labelling ()

VII.

Ten years later, consumers will be _____

Please state the extent you agree with the above given phrase when it is completed with the below stated ideas.

1. Certainly Agree
2. Agree
3. Disagree
4. Certainly Disagree

-more critical of business.	1	2	3	4
-more cynical about what marketers say and do.	1	2	3	4
-more quality conscious.	1	2	3	4
-more price conscious.	1	2	3	4
-more willing to spend time comparison shopping.	1	2	3	4
-more informed about purchasing products.	1	2	3	4
-more satisfied with the products they purchase.	1	2	3	4
-more educated and in a position to protect themselves.	1	2	3	4

VIII. Please put a check mark (✓) in the appropriate parentheses reflecting various ideas which have been stated as a, b, and c. (You may mark more than one parenthesis in each row).

	a) better today than ten years ago	b) will be better ten years from now than today	c) could be better ideally than today
-Quality of most products	()	()	()
-Quality of manufacturers' repair and maintenance services	()	()	()
-Truthfulness in advertising	()	()	()
-Manufacturers' sensitivity to consumer complaints	()	()	()
-Consumer's lot	()	()	()

IX. Please indicate the various groups you think a company has social responsibility to by ranking them from 1 to 7. (Some of the areas that are included under the subject of social responsibility are the responsible use of energy and of natural resources, awareness on the part of the company of the possible harm it may give to the environment and search for compensation, profit maximization in the long run, all kinds of efforts to guarantee the satisfaction of employees/workers of the company, etc.).

(1. The group it is most responsible to.....

7. The group it is least responsible to)

- Customers (Consumers) _____
- Stockholders _____
- Employees _____
- Local community where company operates _____
- Society, at large _____
- Suppliers _____
- Government _____
- Other (Please indicate): _____

X.

Gender

_____ Female _____ Male

Age

_____ Less than 20 _____ 30-39 _____ 50-59
 _____ 20-29 _____ 40-49 _____ 60 and above

With respect to your total net family income, in which of the below given income groups do you feel you belong?

_____ Very low _____ Low _____ Medium _____ High _____ Very high

Last school you have graduated from

_____ Primary school _____ University
 _____ Secondary school _____ Post graduate
 _____ Lycee _____ Other (please specify)

Marital status☐ Bachelor☐ Married (How many years?) ☐ Widow☐ Divorced**Occupation** **District of the city you live in**

This questionnaire, being part of the PhD thesis prepared under the supervision of Prof. Dr. Eser Borak in the Social Sciences Institute - Department of Business Administration of the Bosphorus University, has been designed with the purpose of doing research on the subjects of consumer protection and consumer movements in our country. *When answering the questions, please, do not take your own views as a consumer into consideration but the view of your company in respect to these issues.* You do not have to write your name on the questionnaire as the results will be evaluated on a general basis. However, for purposes of reliability, it is very important that you answer all the questions completely. We thank you for the interest you have shown in the questionnaire and for your help.

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2. Agree
3. Disagree
4. Certainly Disagree

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-Manufacturers often withhold important product improvements from the market in order to protect their own interests.	1	2	3	4
-Over the past several years the quality of most products has not improved.	1	2	3	4
-The wide variety of competing products makes intelligent buying decisions more difficult.	1	2	3	4
-For most types of products, the differences among competing brands are insignificant.	1	2	3	4
-Manufacturers intentionally design products that will wear out as quickly as possible.	1	2	3	4
-Manufacturers' advertisements are reliable sources of information about the quality and performance of products.	1	2	3	4
-Generally, advertised products are more dependable than unadvertised ones.	1	2	3	4
-Manufacturers' advertisements usually present a true picture of the products advertised.	1	2	3	4
-Most product advertising is believable.	1	2	3	4

- Promotional activities sponsored by manufacturers to encourage people to buy their products are dishonest most of the time. 1 2 3 4
- The most important problem facing consumers today is the high prices of consumer goods. 1 2 3 4
- High prices are caused primarily by wholesale and retail middlemen taking excessive profits. 1 2 3 4
- Considering wage rates and income levels today, most consumer products are priced fairly. 1 2 3 4
- Refusal of consumers to buy expensive products is the most effective way of keeping the prices of consumer goods at reasonable levels. 1 2 3 4
- Government price control is the most effective way of keeping the prices of consumer goods at reasonable levels. 1 2 3 4
- Competition ensures that consumers pay fair prices for products. 1 2 3 4
- The government should test competing brands of products and make results of these tests available to consumers. 1 2 3 4
- The government should set minimum standards of quality for all products sold to consumers. 1 2 3 4
- The government should exercise more responsibility for regulating the advertising, sales, and marketing activities of manufacturers. 1 2 3 4
- A Central Department of Consumer Protection at the national level is needed to protect and promote the interests of consumers. 1 2 3 4
- In general, self-regulation by business itself is preferable to stricter control of business by the government. 1 2 3 4
- Most manufacturers operate on the philosophy that the consumer is always right. 1 2 3 4
- Most manufacturers think like this: "Let the buyer beware". 1 2 3 4
- Manufacturers do not shirk their responsibility to the consumer, most of the time. 1 2 3 4
- Generally, manufacturers are more interested in making profits than in serving consumers. 1 2 3 4
- Generally, the products required by the average family are easily available at convenient places. 1 2 3 4

- In general, the quality of repair and maintenance service provided by manufacturers and dealers is getting better. 1 2 3 4
- Generally, product guarantees are backed up by the manufacturers who make them. 1 2 3 4
- The problems of consumers are more serious now than in the past. 1 2 3 4
- The information needed to become a well-informed consumer is readily available to most people. 1 2 3 4
- The average consumer is willing to pay higher prices for products that will cause less environmental pollution. 1 2 3 4
- The problems of the consumer are relatively unimportant when compared with other questions and issues faced by the average family. 1 2 3 4
- Many mistakes that consumers make in buying products are the result of their own carelessness or ignorance. 1 2 3 4
- Consumers never try to take advantage of manufacturers and dealers intentionally. 1 2 3 4
- For most types of products, consumers do not find it worthwhile to shop around to find the best buys. 1 2 3 4
- Concern for the environment does not influence the product choices made by most consumers. 1 2 3 4
- Manufacturers seem to be more sensitive to consumer complaints now than they were in the past. 1 2 3 4
- When consumers have problems with products they have purchased, it is usually easy to get them corrected. 1 2 3 4
- Most business firms make a sincere effort to adjust to consumer complaints fairly. 1 2 3 4
- From the consumer's viewpoint, the procedures followed by manufacturers in handling complaints and settling grievances of consumers are not satisfactory. 1 2 3 4

II. Please circle the appropriate number according to the below stated ranking in reflecting the extent to which you agree with the factors that play a role in the initiation and development of the consumer protection movement in a country.

1. Certainly Agree
2. Agree
3. Disagree
4. Certainly Disagree

-Greater public concern for social problems	1	2	3	4
-Deterioration in product quality	1	2	3	4
-Increased consumer expectations for product quality	1	2	3	4
-A feeling that business should assume greater social responsibilities	1	2	3	4
-A sense of frustration on the part of shoppers	1	2	3	4
-A sudden awareness that many problems, particularly a lack of product safety, actually exist	1	2	3	4
-Defective products	1	2	3	4
-Defective repair work	1	2	3	4
-Misleading advertising	1	2	3	4
-Deceptive packaging and labelling	1	2	3	4
-Inadequate guarantees	1	2	3	4
-The advance of science and technology which has resulted in highly sophisticated products	1	2	3	4
-A recognition that voluntary business efforts do not work	1	2	3	4
-Price increases in essential food items	1	2	3	4
-The mechanical and impersonal nature of the marketplace	1	2	3	4
-Better educated consumers demanding more information	1	2	3	4
-The political appeal of consumer protection legislation	1	2	3	4
-A widening consumer information gap	1	2	3	4
-More opportunities for consumer deception than ever before	1	2	3	4
-Deterioration of business ethics	1	2	3	4

-Lack of consumer protection at the state level	1	2	3	4
-Lack of public awareness of the legislation which already exists	1	2	3	4
-Failure of business to meet new and increasing needs of modern society	1	2	3	4
-An awareness by many individuals that they have rights and responsibilities as consumers	1	2	3	4
-Lack of governmental enforcement of the current consumer protection law	1	2	3	4

III.

a) It is generally agreed that consumer rights are composed of the following. Please indicate to what extent each of these rights is important to *you*, by circling your answer.

1. Very important
2. Somewhat important
3. Somewhat unimportant
4. Very unimportant

-Protection of consumer's health and safety	1	2	3	4
-Protection of consumer's economic interests	1	2	3	4
-Consumer's right to redress	1	2	3	4
-Consumer's right to information and education	1	2	3	4
-Consumer representation and participation	1	2	3	4
-Consumer's right to have a clean environment	1	2	3	4
-Protection of the rights of defenseless people, especially of children	1	2	3	4
-Protection of consumers' private lives	1	2	3	4

b) How much importance do you think is being given to these rights *in our country*?
Please indicate by circling your answer.

1. Much
2. Quite much
- 3 Quite little
4. None

-Protection of consumer's health and safety	1	2	3	4
-Protection of consumer's economic interests	1	2	3	4
-Consumer's right to redress	1	2	3	4
-Consumer's right to information and education	1	2	3	4
-Consumer representation and participation	1	2	3	4
- Consumer's right to have a clean environment	1	2	3	4
- Protection of the rights of defenseless people, especially of children	1	2	3	4
-Protection of consumers' private lives	1	2	3	4

IV. Which of the following do you believe should be included under the coverage of the subject of consumer protection? Please put a check mark (✓) in the relevant parantheses for those items you think should be included and state the level of their importance for you.

1. Very important
2. Somewhat important
3. Somewhat unimportant
4. Very unimportant

-Consumer complaining behavior	()	1	2	3	4
-Activities of consumer organizations	()	1	2	3	4
-Unit-pricing applications (specification of the price of the product per kilogram	()	1	2	3	4
-Ethical values (environmental pollution, deceiving advertisements...)	()	1	2	3	4
-Social problems (waste of resources of the country...)	()	1	2	3	4
-Technological developments	()	1	2	3	4
-Government control and legislation	()	1	2	3	4
-Consumer responsibilities	()	1	2	3	4

V. Below are proposed six possible ways to improve the prevailing situation of consumers. Please indicate the relevance of each of these possibilities for you by ranking them from 1 (most relevant).... to 6 (least relevant).

- More cooperation among government, business, and consumers _____
- New 'consumer relations' thinking _____
- More voluntary business efforts _____
- Stricter enforcement of present laws _____
- Additional legislation _____
- Broad consumer education program _____
- Other (Please indicate) : _____

VI. Constructive programs in responding to consumerist pressures are listed below. Please mark (✓) the first five programs you believe should be considered the most constructive.

- Upgrading product quality and performance standards ()
- Establishing industry product standards ()
- Increasing research commitments to better identify consumer wants and needs ()
- Modifying products for greater safety, ease of use, and repair ()
- Making post-sale follow-up calls on consumers ()
- Supporting industry self-regulation efforts ()
- Making advertisements more informative ()
- Developing owners' manuals on product use, care, and safety ()
- Creating new organizational positions to deal with consumer affairs ()
- Providing more informative product labelling ()

VII.

Ten years later, consumers will be _____

Please state the extent you agree with the above given phrase when it is completed with the below stated ideas.

1. Certainly Agree
2. Agree
3. Disagree
4. Certainly Disagree

-more critical of business.	1	2	3	4
-more cynical about what marketers say and do.	1	2	3	4
-more quality conscious.	1	2	3	4
-more price conscious.	1	2	3	4
-more willing to spend time comparison shopping.	1	2	3	4
-more informed about purchasing products.	1	2	3	4
-more satisfied with the products they purchase.	1	2	3	4
-more educated and in a position to protect themselves.	1	2	3	4

VIII. Please put a check mark (✓) in the appropriate parantheses reflecting various ideas which have been stated as a, b, and c. (You may mark more than one paranthesis in each row).

	a) better today than ten years ago	b) will be better ten years from now than today	c) could be better ideally than today
-Quality of most products	()	()	()
-Quality of manufacturers' repair and maintenance services	()	()	()
-Truthfulness in advertising	()	()	()
-Manufacturers' sensitivity to consumer complaints	()	()	()
-Consumer's lot	()	()	()

IX. Please indicate the various groups you think a company has social responsibility to by ranking them from 1 to 7. (Some of the areas that are included under the subject of social responsibility are the responsible use of energy and of natural resources, awareness on the part of the company of the possible harm it may give to the environment and search for compensation, profit maximization in the long run, all kinds of efforts to guarantee the satisfaction of employees/workers of the company, etc.).

(1. The group it is most responsible to.....

7. The group it is least responsible to)

-Customers (Consumers) _____

-Stockholders _____

-Employees _____

-Local community where company operates _____

-Society, at large _____

-Suppliers _____

-Government _____

-Other (Please indicate): _____

X.

Gender _____ Female _____ Male

Age _____ Less than 30 _____ 40-49

_____ 30-39 _____ 50-59 _____ 60 and above

Last school you have graduated from

_____ Primary school _____ University

_____ Secondary school _____ Post graduate

_____ Lycee _____ Other (please specify)

Position at the company

_____ General manager _____ Production manager

_____ Assistant general manager _____ Finance manager

_____ Marketing manager _____ Other (please specify)

Scale of the company

☐ Large scale ☐ Medium scale ☐ Small scale

Impact of the consumer protection movement on your company

☐ Very much ☐ Much ☐ Not so much ☐ Little ☐ Very little

Importance of the marketing approach to your company

☐ Very important ☐ Somewhat important

☐ Somewhat unimportant ☐ Not important at all

Sector

☐ Public ☐ Private

(if private) ☐ Multinational company ☐ Local company

The field in which the company operates _____

This questionnaire, being part of the PhD thesis prepared under the supervision of Prof. Dr. Eser Borak in the Social Sciences Institute - Department of Business Administration of the Bosphorus University, has been designed with the purpose of doing research on the subjects of consumer protection and consumer movements in our country. *When answering the questions, please, do not take your own views as a consumer into consideration but the view of the institution you work for in respect to these issues.* You do not have to write your name on the questionnaire as the results will be evaluated on a general basis. However, for purposes of reliability, it is very important that you answer all the questions completely. We thank you for the interest you have shown in the questionnaire and for your help.

I. The following statements reflect ideas relating to quality, price, and promotion of products, rules that may be exercised by the government, responsibilities of consumers, and consumer protection, in general. Taking our country into consideration, please indicate to what extent these statements reflect your opinion on these subjects by circling the appropriate number according to the below stated ranking.

1. Certainly Agree
2. Agree
3. Disagree
4. Certainly Disagree

-In general, manufacturers make an effort to design products to fit the needs of consumers.

1 2 3 4

-Manufacturers often withhold important product improvements from the market in order to protect their own interests.

1 2 3 4

-Over the past several years the quality of most products has not improved.

1 2 3 4

-The wide variety of competing products makes intelligent buying decisions more difficult.

1 2 3 4

-For most types of products, the differences among competing brands are insignificant.

1 2 3 4

-Manufacturers intentionally design products that will wear out as quickly as possible.

1 2 3 4

-Manufacturers' advertisements are reliable sources of information about the quality and performance of products.

1 2 3 4

-Generally, advertised products are more dependable than unadvertised ones.

1 2 3 4

-Manufacturers' advertisements usually present a true picture of the products advertised.

1 2 3 4

-Most product advertising is believable.

1 2 3 4

- Promotional activities sponsored by manufacturers to encourage people to buy their products are dishonest most of the time. 1 2 3 4
- The most important problem facing consumers today is the high prices of consumer goods. 1 2 3 4
- High prices are caused primarily by wholesale and retail middlemen taking excessive profits. 1 2 3 4
- Considering wage rates and income levels today, most consumer products are priced fairly. 1 2 3 4
- Refusal of consumers to buy expensive products is the most effective way of keeping the prices of consumer goods at reasonable levels. 1 2 3 4
- Government price control is the most effective way of keeping the prices of consumer goods at reasonable levels. 1 2 3 4
- Competition ensures that consumers pay fair prices for products. 1 2 3 4
- The government should test competing brands of products and make results of these tests available to consumers. 1 2 3 4
- The government should set minimum standards of quality for all products sold to consumers. 1 2 3 4
- The government should exercise more responsibility for regulating the advertising, sales, and marketing activities of manufacturers. 1 2 3 4
- A Central Department of Consumer Protection at the national level is needed to protect and promote the interests of consumers. 1 2 3 4
- In general, self-regulation by business itself is preferable to stricter control of business by the government. 1 2 3 4
- Most manufacturers operate on the philosophy that the consumer is always right. 1 2 3 4
- Most manufacturers think like this: "Let the buyer beware". 1 2 3 4
- Manufacturers do not shirk their responsibility to the consumer, most of the time. 1 2 3 4
- Generally, manufacturers are more interested in making profits than in serving consumers. 1 2 3 4
- Generally, the products required by the average family are easily available at convenient places. 1 2 3 4

- In general, the quality of repair and maintenance service provided by manufacturers and dealers is getting better. 1 2 3 4
- Generally, product guarantees are backed up by the manufacturers who make them. 1 2 3 4
- The problems of consumers are more serious now than in the past. 1 2 3 4
- The information needed to become a well-informed consumer is readily available to most people. 1 2 3 4
- The average consumer is willing to pay higher prices for products that will cause less environmental pollution. 1 2 3 4
- The problems of the consumer are relatively unimportant when compared with other questions and issues faced by the average family. 1 2 3 4
- Many mistakes that consumers make in buying products are the result of their own carelessness or ignorance. 1 2 3 4
- Consumers never try to take advantage of manufacturers and dealers intentionally. 1 2 3 4
- For most types of products, consumers do not find it worthwhile to shop around to find the best buys. 1 2 3 4
- Concern for the environment does not influence the product choices made by most consumers. 1 2 3 4
- Manufacturers seem to be more sensitive to consumer complaints now than they were in the past. 1 2 3 4
- When consumers have problems with products they have purchased, it is usually easy to get them corrected. 1 2 3 4
- Most business firms make a sincere effort to adjust to consumer complaints fairly. 1 2 3 4
- From the consumer's viewpoint, the procedures followed by manufacturers in handling complaints and settling grievances of consumers are not satisfactory. 1 2 3 4

II. Please circle the appropriate number according to the below stated ranking in reflecting the extent to which you agree with the factors that play a role in the initiation and development of the consumer protection movement in a country.

1. Certainly Agree
2. Agree
3. Disagree
4. Certainly Disagree

-Greater public concern for social problems	1	2	3	4
-Deterioration in product quality	1	2	3	4
-Increased consumer expectations for product quality	1	2	3	4
-A feeling that business should assume greater social responsibilities	1	2	3	4
-A sense of frustration on the part of shoppers	1	2	3	4
-A sudden awareness that many problems, particularly a lack of product safety, actually exist	1	2	3	4
-Defective products	1	2	3	4
-Defective repair work	1	2	3	4
-Misleading advertising	1	2	3	4
-Deceptive packaging and labelling	1	2	3	4
-Inadequate guarantees	1	2	3	4
-The advance of science and technology which has resulted in highly sophisticated products	1	2	3	4
-A recognition that voluntary business efforts do not work	1	2	3	4
-Price increases in essential food items	1	2	3	4
-The mechanical and impersonal nature of the marketplace	1	2	3	4
-Better educated consumers demanding more information	1	2	3	4
-The political appeal of consumer protection legislation	1	2	3	4
-A widening consumer information gap	1	2	3	4
-More opportunities for consumer deception than ever before	1	2	3	4
-Deterioration of business ethics	1	2	3	4

-Lack of consumer protection at the state level	1	2	3	4
-Lack of public awareness of the legislation which already exists	1	2	3	4
-Failure of business to meet new and increasing needs of modern society	1	2	3	4
-An awareness by many individuals that they have rights and responsibilities as consumers	1	2	3	4
-Lack of governmental enforcement of the current consumer protection law	1	2	3	4

III.

a) It is generally agreed that consumer rights are composed of the following. Please indicate to what extent each of these rights is important to *you*, by circling your answer.

1. Very important
2. Somewhat important
3. Somewhat unimportant
4. Very unimportant

-Protection of consumer's health and safety	1	2	3	4
-Protection of consumer's economic interests	1	2	3	4
-Consumer's right to redress	1	2	3	4
-Consumer's right to information and education	1	2	3	4
-Consumer representation and participation	1	2	3	4
-Consumer's right to have a clean environment	1	2	3	4
-Protection of the rights of defenseless people, especially of children	1	2	3	4
-Protection of consumers' private lives	1	2	3	4

b) How much importance do you think is being given to these rights *in our country*?
Please indicate by circling your answer.

1. Much
2. Quite much
3. Quite little
4. None

-Protection of consumer's health and safety	1	2	3	4
-Protection of consumer's economic interests	1	2	3	4
-Consumer's right to redress	1	2	3	4
-Consumer's right to information and education	1	2	3	4
-Consumer representation and participation	1	2	3	4
- Consumer's right to have a clean environment	1	2	3	4
- Protection of the rights of defenseless people, especially of children	1	2	3	4
-Protection of consumers' private lives	1	2	3	4

IV. Which of the following do you believe should be included under the coverage of the subject of consumer protection? Please put a check mark (✓) in the relevant parantheses for those items you think should be included and state the level of their importance for you.

1. Very important
2. Somewhat important
3. Somewhat unimportant
4. Very unimportant

-Consumer complaining behavior	()	1	2	3	4
-Activities of consumer organizations	()	1	2	3	4
-Unit-pricing applications (specification of the price of the product per kilogram	()	1	2	3	4
-Ethical values (environmental pollution, deceiving advertisements...)	()	1	2	3	4
-Social problems (waste of resources of the country...)	()	1	2	3	4
-Technological developments	()	1	2	3	4
-Government control and legislation	()	1	2	3	4
-Consumer responsibilities	()	1	2	3	4

V. Below are proposed six possible ways to improve the prevailing situation of consumers. Please indicate the relevance of each of these possibilities for you by ranking them from 1 (most relevant).... to 6 (least relevant).

- More cooperation among government, business, and consumers _____
- New 'consumer relations' thinking _____
- More voluntary business efforts _____
- Stricter enforcement of present laws _____
- Additional legislation _____
- Broad consumer education program _____
- Other (Please indicate) : _____

VI. Constructive programs in responding to consumerist pressures are listed below. Please mark (✓) the first five programs you believe should be considered the most constructive.

- Upgrading product quality and performance standards ()
- Establishing industry product standards ()
- Increasing research commitments to better identify consumer wants and needs ()
- Modifying products for greater safety, ease of use, and repair ()
- Making post-sale follow-up calls on consumers ()
- Supporting industry self-regulation efforts ()
- Making advertisements more informative ()
- Developing owners' manuals on product use, care, and safety ()
- Creating new organizational positions to deal with consumer affairs ()
- Providing more informative product labelling ()

VII.

Ten years later, consumers will be _____

Please state the extent you agree with the above given phrase when it is completed with the below stated ideas.

1. Certainly Agree
2. Agree
3. Disagree
4. Certainly Disagree

-more critical of business.	1	2	3	4
-more cynical about what marketers say and do.	1	2	3	4
-more quality conscious.	1	2	3	4
-more price conscious.	1	2	3	4
-more willing to spend time comparison shopping.	1	2	3	4
-more informed about purchasing products.	1	2	3	4
-more satisfied with the products they purchase.	1	2	3	4
-more educated and in a position to protect themselves.	1	2	3	4

VIII. Please put a check mark (✓) in the appropriate parantheses reflecting various ideas which have been stated as a, b, and c. (You may mark more than one paranthesis in each row).

	a) better today than ten years ago	b) will be better ten years from now than today	c) could be better ideally than today
-Quality of most products	()	()	()
-Quality of manufacturers' repair and maintenance services	()	()	()
-Truthfulness in advertising	()	()	()
-Manufacturers' sensitivity to consumer complaints	()	()	()
-Consumer's lot	()	()	()

IX. Please indicate the various groups you think a company has social responsibility to by ranking them from 1 to 7. (Some of the areas that are included under the subject of social responsibility are the responsible use of energy and of natural resources, awareness on the part of the company of the possible harm it may give to the environment and search for compensation, profit maximization in the long run, all kinds of efforts to guarantee the satisfaction of employees/workers of the company, etc.).

(1. The group it is most responsible to.....

7. The group it is least responsible to)

- Customers (Consumers) _____
- Stockholders _____
- Employees _____
- Local community where company operates _____
- Society, at large _____
- Suppliers _____
- Government _____
- Other (Please indicate): _____

X.

Gender ____ Female ____ Male

Age

____ Less than 30 ____ 40-49

____ 30-39 ____ 50-59 ____ 60 and above

Last school you have graduated from

____ Primary school ____ University

____ Secondary school ____ Post graduate

____ Lycee ____ Other (please specify)

Institution you work for

- ☐ **Ministry of Industry and Trade**
- ☐ **Ministry of Health**
- ☐ **Ministry of Agriculture and Rural Affairs**
- ☐ **Special Administration**
- ☐ **Municipality**
- ☐ **Turkish Standards Institute**
- ☐ **İstanbul Chamber of Commerce**
- ☐ **Consumer Protection Association**
- ☐ **Media (Please specify)**
- ☐ **Other (Please specify)**

Your position in the institution _____

CODING INSTRUCTIONS SHEETS

(FOR THE CONSUMER QUESTIONNAIRE)

QUESTION NUMBER	VARIABLE NUMBER	COLUMN	RANGE	VARIABLE DESCRIPTION	INSTRUCTION
	001	1 - 3	001	Questionnaire Number	
<i>I</i>	002	4	1-4, 9	Attitude toward product quality	SA : 1 A : 2 DA : 3 SDA: 4 Missing: 9
	003	5	1-4, 9	"	Same as V002
	004	6	1-4, 9	"	"
	005	7	1-4, 9	"	"
	006	8	1-4, 9	"	"
	007	9	1-4, 9	"	"
	008	10	1-4, 9	Attitude toward advertising/promotion	Same as V002
	009	11	1-4, 9	"	"
	010	12	1-4, 9	"	"
	011	13	1-4, 9	"	"
	012	14	1-4, 9	"	"
	013	15	1-4, 9	Attitude toward prices	Same as V002
	014	16	1-4, 9	"	"
	015	17	1-4, 9	"	"
	016	18	1-4, 9	"	"
	017	19	1-4, 9	"	"
	018	20	1-4, 9	"	"
	019	21	1-4, 9	Attitude toward government control	Same as V002
	020	22	1-4, 9	"	"
	021	23	1-4, 9	"	"

	022	24	1-4, 9	"	"
	023	25	1-4, 9	"	"
	024	26	1-4, 9	Attitude toward customer orientation	Same as V002
	025	27	1-4, 9	"	"
	026	28	1-4, 9	"	"
	027	29	1-4, 9	"	"
	028	30	1-4, 9	"	"
	029	31	1-4, 9	"	"
	030	32	1-4, 9	"	"
	031	33	1-4, 9	Attitude toward consumer responsibilities	Same as V002
	032	34	1-4, 9	"	"
	033	35	1-4, 9	"	"
	034	36	1-4, 9	"	"
	035	37	1-4, 9	"	"
	036	38	1-4, 9	"	"
	037	39	1-4, 9	"	"
	038	40	1-4, 9	"	"
	039	41	1-4, 9	Attitude toward consumerism	Same as V002
	040	42	1-4, 9	"	"
	041	43	1-4, 9	"	"
	042	44	1-4, 9	"	"
II	043	45	1-4, 9	Opinion about underlying causes of consumerism's growth & development	SA : 1 A : 2 DA : 3 SDA:4 Missing:9
	044	46	1-4, 9	"	Same as V043
	045	47	1-4, 9	"	"
	046	48	1-4, 9	"	"

	047	49	1-4, 9	"	"
	048	50	1-4, 9	"	"
	049	51	1-4, 9	"	"
	050	52	1-4, 9	"	"
	051	53	1-4, 9	"	"
	052	54	1-4, 9	"	"
	053	55	1-4, 9	"	"
	054	56	1-4, 9	"	"
	055	57	1-4, 9	"	"
	056	58	1-4, 9	"	"
	057	59	1-4, 9	"	"
	058	60	1-4, 9	"	"
	059	61	1-4, 9	"	"
	060	62	1-4, 9	"	"
	061	63	1-4, 9	"	"
	062	64	1-4, 9	"	"
	063	65	1-4, 9	"	"
	064	66	1-4, 9	"	"
	065	67	1-4, 9	"	"
	066	68	1-4, 9	"	"
	067	69	1-4, 9	"	"
III	068	70	1-4, 9	Importance given to the consumer right by respondents	VI :1 SI :2 SUI:3 VUI:4 Missing:9
	069	71	1-4, 9	"	Same as V068
	070	72	1-4, 9	"	"
	071	73	1-4, 9	"	"
	072	74	1-4, 9	"	"
	073	75	1-4, 9	"	"
	074	76	1-4, 9	"	"

	075	77	1-4, 9	"	"
	076	78	1-4, 9	Importance respondents believe is given to consumer rights in our country	"
	077	79	1-4, 9	"	"
	078	80	1-4, 9	"	"
	079	1 - 3	001-	Questionnaire Number	
	080	4	1-4, 9	Same as V076	Same as V076
	081	5	1-4, 9	"	"
	082	6	1-4, 9	"	"
	083	7	1-4, 9	"	"
	084	8	1-4, 9	"	"
<i>IV</i>	085	9	1-2, 9	Level of awareness with respect to the coverage of subject	Who have signed it : 1 Who have left it empty : 2 Missing: 9
	086	10	1-2, 9	"	Same as V085
	087	11	1-2, 9	"	"
	088	12	1-2, 9	"	"
	089	13	1-2, 9	"	"
	090	14	1-2, 9	"	"
	091	15	1-2, 9	"	"
	092	16	1-2, 9	"	"
	093	17	1-4, 8, 9	Level of importance given to this aspect of the subject	VI : 1 SI : 2 SUI: 3 VUI: 4 Who have left 'TVa' empty : 8 Missing: 9

	094	18	1-4, 8, 9	"	Same as V093
	095	19	1-4, 8, 9	"	"
	096	20	1-4, 8, 9	"	"
	097	21	1-4, 8, 9	"	"
	098	22	1-4, 8, 9	"	"
	099	23	1-4, 8, 9	"	"
	100	24	1-4, 8, 9	"	"
<i>V</i>	101	25	1-6, 9	Opinion about this possible way to improve situation of consumers	Most imp: 1 Least imp: 6 Missing: 9
	102	26	1-6, 9	"	Same as V101
	103	27	1-6, 9	"	"
	104	28	1-6, 9	"	"
	105	29	1-6, 9	"	"
	106	30	1-6, 9	"	"
	107	31-32	01- , 99	If the question has been answered as "other"	What that "other" is 01 02 03 ...
<i>VI</i>	108	33	1-2, 9	Opinion about this constructive program in responding to consumerist pressures	Who have signed it: 1 Who have left it empty: 2 Missing: 9
	109	34	1-2, 9	"	Same as V108
	110	35	1-2, 9	"	"
	111	36	1-2, 9	"	"
	112	37	1-2, 9	"	"
	113	38	1-2, 9	"	"

	114	39	1-2, 9	"	"
	115	40	1-2, 9	"	"
	116	41	1-2, 9	"	"
	117	42	1-2, 9	"	"
VII	118	43	1-4, 9	Expectation about future consumers	SA :1 A : 2 DA :3 SDA :4 Missing:9
	119	44	1-4, 9	"	Same as V118
	120	45	1-4, 9	"	"
	121	46	1-4, 9	"	"
	122	47	1-4, 9	"	"
	123	48	1-4, 9	"	"
	124	49	1-4, 9	"	"
	125	50	1-4, 9	"	"
VIII	126 (a)	51	1-2, 9	Expectation about pace of progress on consumer issues	Who have signed it : 1 Who have left it empty : 2 Missing :9
	127 (b)	52	1-2, 9	"	Same as V126
	128 (c)	53	1-2, 9	"	"
	129 (a)	54	1-2, 9	"	"
	130 (b)	55	1-2, 9	"	"
	131 (c)	56	1-2, 9	"	"
	132 (a)	57	1-2, 9	"	"
	133 (b)	58	1-2, 9	"	"
	134 (c)	59	1-2, 9	"	"
	135 (a)	60	1-2, 9	"	"
	136 (b)	61	1-2, 9	"	"
	137 (c)	62	1-2, 9	"	"

	138 (a)	63	1-2, 9	"	"
	139 (b)	64	1-2, 9	"	"
	140 (c)	65	1-2, 9	"	"
<i>IX</i>	141	66	1-7, 9	Social responsibility ranking	The most: 7 The least: 1
	142	67	1-7, 9	"	Same as V141
	143	68	1-7, 9	"	"
	144	69	1-7, 9	"	"
	145	70	1-7, 9	"	"
	146	71	1-7, 9	"	"
	147	72	1-7, 9	"	"
	148	73-74	01-...,99	If the question has been answered as "other"	What that "other" is 01 02 03...

CODING INSTRUCTIONS FOR THE REST OF
THE CONSUMER QUESTIONNAIRE

<i>X</i>	149	75	1-2, 9	Gender	Female : 1 Male : 2 Missing: 9
	150	76	1-6, 9	Age	Less than 20 : 1 20-29 : 2 30-39 : 3 40-49 : 4 50-59 : 5 60 & above : 6
	151	77	1-5, 9	Income Level	VL : 1 L : 2 M.: 3 H. : 4 VH : 5 Missing: 9
	152	78	1-6, 9	Education Level	PS : 1 SS : 2 L : 3 U : 4 PG : 5 Other : 6 Missing : 9

153	79	1-4, 9	Marital Status	UM : 1 M : 2 W : 3 D : 4 Missing :9
154	80	0	End of line	
155	1 - 3	001 -...	Questionnaire Number	
156	4 - 5	01-...98, 99	Number of years they have been married	The year as it is If the above is not answered as 2 : 98
157	6 - 7	01-10, 99	Occupation	
158	8	0-8, 9	District of the city they live in	Boğaz :1 Bağdat Str.:2 Beşiktaş :3 Kadıköy :4 Zeytinburnu :5 Cevizli :6 Yeşilköy :7 Bakırköy :8 Ümraniye :0

CODING INSTRUCTIONS FOR THE REST OF
THE MANUFACTURER QUESTIONNAIRE

X	149	73	1-2, 9	Gender	Female: 1 Male : 2 Missing:9
	150	74	1-5, 9	Age	Less than 30:1 30-39:2 40-49:3 50-59:4 60 & above:5 Missing:9
	151	75	1-6, 9	Education Level	PS : 1 SS: 2 L: 3 U: 4 PG: 5 Other: 6 Missing:9
	152	76	1-6, 9	Position at the company	Gen. Mn.:1 As. Gen.Mn.:2 Mrktg. Mn.:3 Prod. Mn.:4 Finance Mn.:5 Other:6 Missing:9

153	77	1-..., 9	If the above is "other"	What that "other" is If the above is not "other":8
154	78	1-3, 9	Size of company	LS: 1 MS: 2 SS: 3 Missing:9
155	79	1-5, 9	Effect of consumer protection on comp.	VM: 1 M: 2 NM: 3 L: 4 VL: 5 Missing:9
156	80	1-4, 9	Importance of marketing to the company	VI: 1 SI: 2 SUI: 3 NIA:4 Missing:9
157	1 - 2	01-...	Questionnaire Number	
158	3	1-2, 9	Sector	Public:1 Private:2 Missing:9
159	4	1-2, 9	If private	Multinat.:1 Local own.:2 Missing:9
160	5 - 6	01-,99	Sector in which the company operates	Sector as it is: 01 02...

CODING INSTRUCTIONS FOR THE REST OF
THE RELATED INSTITUTIONS QUESTIONNAIRE

X	149	72	1-2, 9	Gender	Female: 1 Male: 2 Missing:9
	150	73	1-5, 9	Age	Less than 30:1 30-39:2 40-49:3 50-59:4 60 & above:5 Missing:9
	151	74	1-6, 9	Education Level	PS: 1 SS: 2 L: 3 U: 4 PG: 5 Other: 6

152	75 -76	01-10, 99	Institution	As it is
153	77	1-...,8, 9	Specification of "media"	Reply as it is: 1... If the above is not answered as "media" :8 Missing:9
154	78	1-...,8, 9	Specification of "other"	Reply as it is: 1... If the above is not answered as "other" . 8 Missing:9
155	79 - 80	01-,99	Position in the organization	Reply as it is:01... Missing:99

**LIST OF COMPANIES
THAT HAVE RESPONDED TO THE QUESTIONNAIRE
(in alphabetical order)**

- 1) Akın Tekstil A.Ş.
- 2) Alarko Sanayi ve Ticaret A.Ş.
- 3) Altınyıldız Mensucat ve Konfeksiyon Fabrikaları A.Ş.
- 4) Arçelik A.Ş.
- 5) Aygaz A.Ş.
- 6) Bayer Türk Kimya Sanayi Limited Şirketi
- 7) Beko Elektronik A.Ş.
- 8) Beldesan Motorlu Vasıtalar Sanayi A.Ş.
- 9) Besler Gıda ve Kimya Sanayi Ticaret A.Ş.
- 10) Bozkurt Mensucat Sanayi A.Ş.
- 11) Ciba Geigy İlaç ve Kimya Ürünleri Sanayi ve Ticaret A.Ş.
- 12) Colgate Palmolive Hacı Şakir Sabun Sanayi ve Ticaret A.Ş.
- 13) Çak Tekstil Sanayi ve Ticaret A.Ş. (Big Star)
- 14) Çetinkaya Mensucat Sanayi ve Ticaret A.Ş.
- 15) Deva Holding A.Ş.
- 16) Dinarsu İmalat ve Ticaret T.A.Ş.
- 17) Dünya Halı A.Ş.
- 18) Erciyas Biracılık ve Malt Sanayi A.Ş. (Efes Pilsen)
- 19) Glaxo Wellcome İlaçları Sanayi A.Ş.
- 20) Good Year Lastikleri T.A.Ş.
- 21) Görkem Giyim Sanayi ve Ticaret A.Ş.
- 22) Gümüşsuyu Halı Sanayi ve Ticaret A.Ş.
- 23) İstanbul Çorap Sanayi A.Ş.
- 24) İstanbul Giyim Sanayi A.Ş. (İGS)
- 25) İpek Kağıt Sanayi ve Ticaret A.Ş.
- 26) Kelebek Mobilya ve Kontraplak Sanayi A.Ş.
- 27) Kent Gıda Sanayi A.Ş.
- 28) Lever Temizlik Maddeleri Sanayi ve Ticaret A.Ş.
- 29) Levi Strauss İstanbul Konfeksiyon Sanayi ve Ticaret A.Ş.
- 30) Maret Marmara Besicilik ve Et Sanayi ve Ticaret A.Ş.
- 31) Marshall Boya ve Vernik Sanayi A.Ş.
- 32) Mavi Jeans
- 33) Merloni Elettrodomestici Beyaz Eşya Sanayi ve Ticaret A.Ş.
- 34) Mis Süt Sanayi A.Ş.
- 35) Paşabahçe Cam Sanayi A.Ş.
- 36) Renault-Mais A.Ş.
- 37) Roche Müstahzarları Sanayi A.Ş.
- 38) Sagra Gıda Üretim Pazarlama Sanayi ve Ticaret A.Ş.
- 39) Saray Halı A.Ş.
- 40) Tat Konserve Sanayi A.Ş.
- 41) Türk Henkel Kimyevi Maddeler Sanayi ve Ticaret A.Ş.
- 42) Türk Pirelli Lastikleri A.Ş.
- 43) Unilever Sanayi ve Ticaret Türk A.Ş.
- 44) Vakko Tekstil ve Hazır Giyim Sanayi İşletmeleri A.Ş.

A total of 45 questionnaires were gathered from the above listed 44 companies.

- 17)Şişli Belediyesi Zabıta Baş Komiserliği
(Municipal Police Superintendency of Şişli)
- 18)Şişli Kaymakamlığı
(Governorship of Şişli District)
- 19)Tarım ve Köy İşleri Bakanlığı İstanbul İl Müdürlüğü
(İstanbul Directorate of the Ministry of Agriculture and Rural Affairs)
- 20) TRT-2 Tüketici Dünyası Programı
(TRT-2 Consumer World Program)
- 21)Tüketiciler Derneği
(The Association of Consumers)
- 22) Tüketiciyi Koruma Derneği
(The Association for Protection of the Consumer)
- 23)Tüm Tüketicileri Koruma Derneği
(The Association for Protection of All Consumers)
- 24)Tüketiciyi Koruma Derneği
(The Association of Consumer Protection)
- 25)Türk Standardları Enstitüsü İstanbul Bölge Müdürlüğü (TSE)
(Turkish Standards Institution Regional Administration of İstanbul)
- 26)Zeytinburnu Kaymakamlığı
(Governorship of Zeytinburnu District)

A total of 30 questionnaires were obtained from the above listed 26 institutions.

INDUSTRIES IN WHICH THE COMPANIES OPERATE

WEAVING INDUSTRY

Akm Tekstil
Altınyıldız Mensucat
Bozkurt Mensucat
Çetinkaya Mensucat
Dinarsu Halı
Dünya Halı
Gümüşsuyu Halı
İstanbul Çorap
Saray Halı

OTHER CHEMICAL PRODUCTS

(Dyes, Pharmaceuticals, Soap, Detergents,
Other Chemical Substances)

Bayer Türk Kimya
Ciba Geigy İlaç
Colgate Palmolive Sabun
Deva İlaç
Glaxo Wellcome İlaç
Lever Endüstriyel
Marshall Boya
Roche Müstahzarları

FOOD

Besler Gıda
Kent Gıda
Maret
Mis Süt
Sagra Gıda
Tat Konserve
Unilever

READY-WEAR

Çak Tekstil
Görkem Giyim
İGS
Levi's
Mavi Jeans
Vakko

ELECTRICAL MACHINERY

Arçelik
Beko
Merloni

OTHER INDUSTRIES

MACHINERY

Alarko

RUBBER PRODUCTS

Goodyear
Pirelli

GLASS AND GLASS PROD.

Paşabahçe

VARIOUS PETROLEUM AND CARBON DERIVATIVE

Aygaz

MAIN CHEMICALS

Türk Henkel

WOODEN FURNITURE

Kelebek Mobilya

PAPER AND PAPER PROD.

İpek Kağıt

VEHICLES

Beldesan
Renault

BEVERAGES

Erciyas Biracılık

Summary Table of the Literature Review

The 1960-1969 Period

1) *Silent Spring*

Author : Carson (1962)

A book that may be considered one of the first works serving as a base for the consumer movement of the later years, pointing out to the various factors that have harmful effects on the environment.

2) *Unsafe at Any Speed*

Author : Nader (1965)

A book criticizing the US automobile manufacturing industry of the 1960's due to the then prevailing production preferences of manufacturers who did not give the needed importance to the safety dimension in designing and producing cars.

3) "The Dialogue That Never Happens"

Authors : Bauer and Greyser (1967)

An article pointing out to the continuous friction between government and business spokesmen with respect to consumer related issues and aiming at exploring what lies behind the dialogue that does not take place between the two parties; also suggesting the things that can be done on both sides to develop more meaningful and effective business-government interactions.

4) "What Effect Will Fair Packaging and Labeling Act Have on Marketing Practices?"

Author : Twedt (1967)

An article giving a detailed summary of the provisions of the Fair Packaging Act together with a brief legislative history of 'Truth in Packaging' and also questioning its value.

5) "Fair Packaging and Labeling - the Cost to Consumers"

Author : Burditt (1967)

An article discussing the "cost" of the Act to consumers, as Burditt puts.

6) "Consumer Practices of the Poor"

Author : Richards (1967)

A report on some research findings with respect to various consumer practices, including how the poor spend money and what kinds of behavior go along with their income disbursement. The author describes such behavior of poor consumers within the framework of "good consumership rules".

7) "We're Still in the Jungle"

Author : Nader (1967)

An article on meat not covered by adequate inspection laws.

8) "Watch That Hamburger"

Author : Nader (1967)

An article pertaining to distribution of food derived from diseased animals which were masked by antibiotics, preservatives, and seasoning agents.

9) "Business Crime"

Author : Nader (1967)

An article pointing out to the similarity between street crime and business crime, defining the latter as taking property away from those entitled to keep it and threatening or injuring the physical security of persons just like the former.

10) "X-ray Exposures"

Author : Nader (1967)

An article discussing X-ray treatments and their long-term hazardous effects on people.

11) "The Corporate Deaf Ear"

Author : Weiss (1968)

An article focusing on the missing communication link between consumers and the business world and pointing out to the potential dangers inherent in such communication problems. Also emphasizing the need for business to become socially oriented besides being profit oriented.

12.) "Is Advertising Wasteful?"

Author: Backman (1968)

An article that presents an overview of the debate in the area of advertising, among those who are in favor of advertising on the one hand and those who are against it, on the other. In concluding his article, the author notes that advertising is an invaluable competitive tool in spite of the various criticisms it receives and that it contributes to an expanding market for new and better products.

13) "The Great American Gyp"

Author : Nader (1968)

An article suggesting various techniques or forces that may be used to create new approaches to the enforcement of the rights of consumers and, in turn, to judge and influence corporate behavior.

14) "Consumerism in Canada: The Future"

Author : Leighton (1968)

An article pointing out to the broadening concerns of consumers in Canada late in the 1960's with respect to issues related to consumerism.

15) "Aiding the Poor"

Author : Berton (1968)

An article pointing out to the various deceptive selling practices of business in the ghetto areas and stating that it is necessary to understand behavior of the low-income consumer in order to develop policies to assist him in his purchase decisions..

16) "Poverty, Minorities, and Consumer Exploitation"

Authors : Sturdivant and Wilhelm (1968)

One of the earliest studies in the literature related to consumers.

The purpose of the study was to learn whether exploitation of consumers in the marketplace was a function of economic status (low income) or minority group status (Negro/Mexican-American).

Dependent variable : Exploitation of consumers in the marketplace

Independent variables : Economic status, minority group status(race and ethnicity).

Findings : Consumer problems in the ghetto were not due to racial discrimination but rather to economic forces in the marketplace, affected also by poverty conditions. Installment purchases, which especially characterized the purchasing behavior of the disadvantaged produced major variations in the prices paid by the poor. Disadvantaged minority shoppers paid more, but especially in the ghetto.

17) "Economic Report on Installment Credit and Retail Sales Practices of District of Columbia Retailers"

By : The Federal Trade Commission (1968)

A report presenting the results of a survey of installment credit and sales practices involving household furnishings and appliances in the District of Columbia.

The purpose of the study was to obtain a precise picture of the finance charges, prices, gross margins and profits, legal actions taken in collecting delinquent accounts, and the assignment relationships between retailers and finance companies.

Findings : Installment credit was widely used in marketing appliances and home furnishings to low-income families; yet, it turned out to be too costly to these people. Disadvantaged minority shoppers did pay more to their purchases, but particularly in the ghetto areas. The marketing system for the distribution of durable goods to low-income consumers was costly.

18) "They Are Still Breathing"

Author : Nader (1968)

An article reflecting the situation of coal miners in the United States in those years, describing the toxic environment of the mines and proposing safer working standards, engineering techniques for dust control, and methods of disease recognition and treatment.

19) "Something Fishy"

Author : Nader (1968)

An article stating the low quality in fishery products resulting from poor standards and improper practices.

20) "The Package, Legislation, and the Shopper - Customer Behavior Should Determine Regulations"

Author : Gardner (1968)

An article concentrating on the actual purchase behavior of shoppers and on the shopper-package relationship as a criterion for future legislation.

21) "Establish a Department of Consumer Affairs"

Author : Furness (1969)

An article arguing for the need to have greater government intervention in the protection of consumer interests. According to the author, even with the best of intentions, voluntary standards and practices to be established by the business world would not be enough to protect the interests of consumers.

22) "Caveat Emptor"

Author : The Wall Street Journal (1969)

Symptoms of consumerism are taken up in the article together with the various courses of action that can be taken in responding to those symptoms..

23) "What Are We Made Of? - Time for a Deep Look and a Steady Resolve"

Author : Nader (1969)

An article concentrating on food articles consumed by humans, questioning the somatic and genetic impacts of the thousands of chemicals present in food articles on people and pointing out to the need for safety guidelines and monitoring procedures.

24) "The Consumer as King: the Economics of Precarious Sovereignty"

Author : Birmingham (1969)

An article focusing on the Fair Packaging and Labeling Act and evaluating its purpose and impact in light of economic theory.

The 1970-1979 Period

25) "A Guide to Consumerism"

Authors : Day and Aaker (1970)

An introductory article to the subject of consumerism revealing the various underlying causes of consumerism together with its scope and the authors' projections with respect to the future of the consumer movement.

26) "Consumerism - An Interpretation"

Authors : Buskirk and Rothe (1970)

Another introductory article related to the subject of consumerism. Causes of consumerism, catalysts in the consumer movement, and implications of consumerism were cited by the authors together with some guidelines for corporate policy that could be useful in solving the communication problem between firms and consumers.

27) "What Business, Government, and Consumer Spokesmen Think About Consumerism"

Author : Gaedeke (1970)

An article concentrating on the different perceptions of business, government, and consumer spokesmen pertaining to the causes of consumerism and what might be done about it.

Findings : The three parties differed in their opinions with respect to possible underlying causes of consumerism. There were also differences in perception over the choice of certain correctives. On the other hand, they all mentioned the same basic factors as contributing to the evolution of consumerism. Besides, there was a consensus of opinion that the best interests of consumers could only be served through an effective cooperation among consumers, business, and government and a broad consumer education program.

28) "Consumerism : Its Goals, Organizations, and Future"

Author : Herrmann (1970)

An article on the consumer unrests of the 1900's, 1930's, and 1960's attempting to identify the causes of consumer unrest in each and comparing them. Also describing the various groups making up the consumer movement as being the adaptationists, the protectionists, and the reformers. Included in the article are a part on the future course of consumerism and an implication part for marketing.

29) "Corporate Responses to Consumerism Pressures"

Authors : Aaker and Day (1972)

An article emphasizing the opportunities inherent in management responses to consumerism and suggesting how corporate managements could make future consumer-oriented programs more efficient and effective.

30) "What Consumerism Means for Marketers"

Author : Kotler (1972)

An introductory article in which a definition of consumerism has been given that has later become a very widely used one. Also offering a new concept of societal marketing to replace the marketing concept. Besides these, reviewing in detail the historical developments with respect to the consumer movements of our century and explaining what is meant by "consumerism was inevitable; will be enduring; will be beneficial; is promarketing; and can be profitable".

31) "Consumer Attitudes Toward Marketing and Consumerism"

Authors : Barksdale and Darden (1972)

An empirical study on consumer reactions to business policies and practices. Consumers' attitudes toward philosophy of business, product quality, advertising, other marketing activities, consumer responsibilities, consumerism, and government regulation were gathered and evaluated so as to convey some implications for marketing management.

Dependent variables : Consumer attitudes toward the above mentioned categories.

Independent variables : Sex, age, family size, number of children, occupation, home ownership, political predisposition, geographic location, and city size.

Operationalization of variables : 40 Likert-type statements operationalizing the above mentioned categories representing the dependent variables were used, ranging from 1:strongly agree to 5:strongly disagree, including an uncertain response, as well.

Findings : Except for age and political predisposition, attitudes expressed by respondents were found to be independent of the independent variables. The buying public had more confidence in government enforcement than in voluntary business efforts to meet consumer expectations. Respondents wanted additional government regulation as a means of solving consumer problems. They thought that consumer problems were important and deserved more attention than they then received. Most consumers recognized and valued highly particular aspects of the free-enterprise system.

32) "Consumer Dissatisfaction: The Effect of Disconfirmed Expectancy on Perceived Product Performance"

Author : Anderson (1973)

An empirical study arguing that consumer dissatisfaction is a function of the disparity between expectations and perceived product performance together with unrealistic consumer expectations generated by excessive promotional exaggeration. Four psychological theories (cognitive dissonance; contrast; generalized negativity; assimilation-contrast) are considered in the article in determining the effects of disconfirmed expectations on perceived product performance and consumer satisfaction.

Dependent variable: Product perceptions

Independent variable: Expectations

Findings: The experiment revealed that there was a point beyond which consumers would not accept increasing disparity between product claims and actual performance, at least for certain relatively simple or easily understood products. When this threshold of rejection was reached, consumers would perceive the product less favorably than at a slightly lower level of expectations.

33) "Toward the Internationalization of Consumerism"

Authors : Gaedeke and Udo-Aka (1974)

An article basically comparing the situations in the industrialized countries and the developing countries with respect to consumer protection issues by asking for opinions of diplomatic representatives of the governments of eighty countries in Washington D.C. Also introducing the various international organizations that are actively involved in various aspects of consumer protection including the Council of Europe, the Organization for Economic Cooperation and Development (OECD), the Arab Organization for Standardization and Metrology (ASMO), the International Organization of Consumers Unions (IOCU), and UN agencies such as the World Health Organization (WHO), and the Food and Agriculture Organization (FAO).

Findings : According to the diplomatic representatives, consumers in their home countries were mostly concerned about the quality and safety of products. In case of the industrialized countries, there was greater concern for consumer protection due to already existing laws and high levels of literacy and standards of living. On the other hand, in light of the pressing economic, social, and political problems facing the non-industrialized countries, consumer protection ranked low among governmental priorities in case of less developed countries.

34) "Ecologically Concerned Consumers: Who Are They?"

Authors : Kinnear, Taylor, Ahmed (1974)

The purpose of the study was to empirically explore the relationship between the socioeconomic and personality characteristics of consumers and the amount of ecological concern they indicated.

Dependent variable : Concept of ecological concern

Independent variables : Twenty independent variables were examined as possible predictors of scores on the ecological concern index. Seven were socioeconomic variables, twelve were provided by scores on standard personality scales, one was perceived consumer effectiveness.

Operationalization of the variables: An index composed of some behavioral and attitudinal measures of ecological concern was used.

Findings : The results indicated that personality variables were better predictors than socioeconomic variables. No demographic characteristics were found to be statistically significant in relation to the ecological concern index. Implications of the study for marketers and public policy makers were also revealed in the article. Individuals who were more open to new ideas were more ecologically concerned than the average. Those with a strong desire to know how things worked were also more ecologically concerned than the average.

35) "How Have the Current Approaches to Consumer Protection Failed?"

Authors : Sheth and Mammana (1974)

An article arguing that none of the entities involved in the subject of consumer protection (the government, the business world, and the consumer activists) can be effective in solving consumer problems either by itself or in a joint effort due to several reasons. Besides citing these reasons, the authors have mentioned some fundamental long-term changes that are necessary to take place so as to yield success in the protection of consumer interests.

36) "Consumerism as a Retailer's Asset"

Author : Peterson (1974)

In her article, Peterson, the consumer advisor to the president of Giant Food Company, explains in detail various aspects of the program they have adopted, hoping that it could serve as a model for businesses selling directly to the public. Among the aspects of the program were product safety, full disclosure of ingredients, honest point-of-purchase promotion, and unit pricing applications.

37) "Probing Opinions - Business is Adapting to Consumerism"

Authors : Greyser and Diamond (1974)

An empirical study reporting opinions of Harvard Business Review subscribers on the causes and growth of consumerism and its impact on marketing and other business practices, together with the potential business reactions to it.

Findings : Chief reasons for consumerism's growth were believed to be the combination of consumer concern over rising prices and over the problems of product performance and quality. The "buyer beware" philosophy of the marketplace was seen as fast eroding. Despite their problems, consumers were seen as still able to make sensible buying decisions. Businessmen held the view that advertising should be made more factual and informative. Business regulation was the most favored alternative. Improving product quality and performance was seen as the most constructive consumer-oriented program companies could overtake. Executives generally thought that consumerism was good for both business and the consumer.

38) "Consumerism and Marketing Management"

Authors : Kangun, Cox, Higginbotham, Burton (1975)

A study conducted among the three groups of university students, nonemployed adult women, and businessmen to make comparisons between their opinions with respect to the meaning of consumerism, importance of certain issues, choice of corrective actions as they relate to specific consumer problems, and perceived importance of the consumer movement in the 1970's and the future.

Findings : Consumerism was perceived to encompass a wide variety of issues and most of the respondents in all of the three groups believed that issues of

information, health and safety, repair and servicing, pricing, product quality, and consumer representation in government should be considered within the domain of consumerism showing that the domain of consumerism was broadening. It was also believed by the majority of all three groups that consumerism was quite important and that it would grow in strength in the years ahead.

39) "Remedies for Consumer Protection: Prevention, Restitution, or Punishment"

Author : Cohen (1975)

An article examining federal remedies, an element of the legal process relating to consumer protection, imposed for fraudulent and deceptive practices. The federal remedies including prevention, restitution, and punishment are reviewed in detail and pros and cons of each are discussed.

40) "Consumer Education : Marketers Take Heed"

Authors : Bloom and Silver (1976)

An article describing the many consumer education programs of the 1970's and hypothesizing on what their success might mean for consumers, marketers, and public policy makers.

41) "The Development of a Scale to Measure Consumer Discontent"

Authors : Lundström and Lamont (1976)

A report concerning the procedures used and results obtained in the development of an attitude scale to measure consumer discontent. The results suggested that marketing and marketing-related constructs specific to the business system were potentially scalable properties that could meet rigorous reliability and validity criteria.

42) "Consumer Protection Movement in a Developing Economy - The Case of Turkey"

Authors : Kaynak and Çulpan (1978)

One of the first articles reflecting the historical overview of the consumer movement in Türkiye. Pointing out to problems and complaints of Turkish consumers, describing the consumer protection organizations and consumer cooperatives in Türkiye in those years, together with their strengths and weaknesses in hopes of formulating policies to protect Turkish consumers.

43) "Consumer Views of Redress Needs"

Authors : Diener and Greyser (1978)

A survey designed to reveal the extent of dissatisfaction and response in taking action in case of personal care products. The research found that problems with personal care products were low in frequency and importance and were characterized by infrequent consumer need to seek redress through active complaint to a retail outlet or to a manufacturer.

44) "Satisfaction / Dissatisfaction in the Purchase Decision Process"

Authors : Westbrook, Newman, Taylor (1978)

A survey aimed at learning more about satisfaction and dissatisfaction felt during the period of purchase decision making in buying a major household appliance with respect to various aspects such as availability of product, prepurchase information, store visits, worry about outcome and the like. It was revealed as a result of the

study that consumers found enjoyment and satisfaction in their buying experiences for durables considerably more often than they found difficulty and discontent.

45) "The Economic Determinants of Consumer Complaints"

Authors : Morris and Reeson (1978)

A study concerned with the economic rather than the socioeconomic /psychological characteristics of complaints. Based on the results of a study of consumer complaints conducted in England and Wales, the authors argued that consumer durables as a purchase category were more likely to be complained about than other purchases and that the volume of complaints were to a large extent determined by the availability of agencies to complain to and also the 'opportunity' to make a complaint.

The 1980-1989 Period

46) "The Information Seekers: Multinational Strategy Target"

Authors : Thorelli and Becker (1980)

An article in which the authors have developed the concept of search behavior in market segmentation strategy together with how this concept can be linked with the characteristics of information seekers and their concerns. They have also compared characteristics of US versus German information seekers and have discussed the strategic implications of the information seeker segments for multinational corporations.

47) "The Maturing of Consumerism"

Authors : Bloom and Greyser (1981)

Included in the article is a review of the history of the consumer movement and an analysis on the likely directions for consumerism in the 1980's. Also offering strategies available for the business world so as to help them cope with the mature consumerism of the 1980's. Besides these, an analysis of the different types of consumerist organizations according to the sorts of changes they seek for society and discussion of the likely future of these competing groups are contained in the article.

48) "The Hidden Agenda of Consumer Complaining"

Authors : Day, Schaetzle, Grabicke, and Staubach (1981)

An article pointing out to the detrimental effects of dissatisfied consumers on business firms, who never communicate with the manufacturer but do engage in a variety of activities affecting manufacturers adversely. Also presenting a conceptual approach to understand consumer complaining behavior and methods of dealing with it.

49) "Developing Effective Corporate Consumer Information Programs"

Author : Aaker (1982)

An article basically commenting on consumer information programs and explaining how to develop such programs so as to improve customer satisfaction and company effectiveness.

50) "Consumer Attitudes Toward Marketing in England and the United States"

Authors : French, Barksdale, and Perreault (1982)

Research comparing attitudes of consumers living in the United Kingdom and the United States toward marketing, consumerism, and related regulations.

Dependent variable : Consumer attitudes toward product quality, promotion, prices and price control, government regulation, customer orientation, consumer responsibilities, and consumerism.

Independent variables : Gender, age, family size, occupation, home ownership, and political predisposition

Findings : The English consumer was not positive about the then-prevailing marketing practices concerning standards of product quality, truth in advertising, and fairness of prices and the British marketing system's efficiency. This was thought to be an outcome of the economic situation in the United Kingdom in those years (high unemployment and inflation rates).

51) "The Ecology of Consumer Markets in Less and More Developed Countries"

Authors : Thorelli and Sentell (1982)

A study on the less developed countries with respect to their prevalent consumer market ecosystems based on a major field study of the authors on Thai consumer markets together with their similar studies in Kenya and Türkiye. The results are also compared with similar study findings on more developed countries.

52) "The Concerns of the Rich / Poor Consumer"

Authors : Preston and Bloom (1983)

An article discussing the complex problems US consumers of the 1980's were confronted with, involving both scarcity (of information and of time) and abundance (of products and services), at the same time. Also included in the article is a review of the previous consumer policy of the 1960's and formulation of a new consumer policy agenda as a guide to policy making, both private and public.

53) "Consumer Complaining and Community Involvement: An Exploration of Their Theoretical and Empirical Linkages"

Authors : Warland, Herrmann, and Moore (1984)

The relationship between consumer complaining behavior and political and citizen participation is investigated in the article.

Dependent variable: An index based on the use of nine consumer complaining methods (covering a range of behaviors)

Independent variables: Gender, age, income, education.

Findings : It is proposed that consumers who complain are also likely to be active in other areas of social, economic, and political life. It was found that complaining behavior was significantly related to community involvement in a multivariate analysis in which other key variables were held constant.

54) "The Political Economy of Consumer Protection: An Examination of State Legislation"

Author : Meier (1985)

A study examining state-to-state variation in the laws regulating consumer transactions and offering new indicators of important concepts in policy analysis.

Dependent variables : The food purchasing laws, sales regulation laws, drug and health regulation laws, landlord-tenant laws, repair services regulation, legal reforms.

Independent variables : Industry pressures, consumer groups, bureaucratic forces, elected officials.

Findings : Each independent variable was positively related to overall consumer protection policy. Simplistic theories of regulation postulating regulation is supplied in direct proportion to the demands of industry were found to be inconsistent with the realities of the world. Consumer groups, even though they lacked the resources of industry groups, were not irrelevant to the regulatory process. Bureaucracies could be treated as a separate, independent actor in the policy process.

55) "Methodological Framework for a Cross-National Comparison of Consumerism Issues in Multiple Environments"

Authors : Kaynak and Wikström (1985)

A comparative study on consumerism issues in Sweden, Canada, and Türkiye. Also developed in the article are concepts together with a framework for analysis of the consumerism issues in a better perspective. Besides, the probable consumer-related problems multinational companies may be faced with in marketing their products in these countries have been discussed in the article.

56) "Consumerist Movement and Advertising Regulation in the International Environment: Today and the Future"

Authors : Ryans, Samiee, and Wills (1985)

An article pointing out to the consumer organizations of the 1980's, opinions of different parties regarding these organizations, and the future direction of these groups' regulatory efforts. Included in the article are the results of research conducted among German and Swiss advertising executives and American international marketing vice presidents.

Findings : It was found that consumer organizations were playing an influential role in the general move to stronger advertising regulation. The results of the study showed that both European and American executives saw these consumer organizations as being nonrepresentative of consumers in general, and as being self-interested and using government legislation to achieve their ends. At the same time, the consumerists were viewed as misunderstanding the consumer and underestimating his intelligence.

57) "Orientations Toward Consumerism: A Test of a Two-Dimensional Theory"

Authors : Kroll and Stampfl (1986)

A study in which a two-dimensional theory of consumerism orientations (composed of a support dimension and a solution preference dimension) is developed and tested.

Findings : Four groups were revealed based on their demographic-political profiles with respect to their consumerism-orientations: 1. Choice -limiting supporters; 2. Choice -allowing supporters; 3. Choice -limiting nonsupporters; 4. Choice -allowing nonsupporters.

58) "Consumerism and Consumer Protection Issues in Turkey"

Author : Borak (1986)

An article discussing the evolution of the subject of consumer protection in Türkiye together with the factors underlying it and consisting of an empirical study on responses to various complaint situations and on perception of legal rights.

Dependent variable : Responses of consumers to the given problem situations (a total of eleven types of responses).

Independent variables : Complaint / problem situations (a total of ten such situations) and demographic characteristics of respondents.

Findings : In case of all the problem situations, the most frequently taken actions were rather passive types of responses rather than active. Consumers attempted to resolve their complaints at the place of purchase, most of the time. Private action taking was the most favored redress-seeking behavior while the least frequently practiced redress-seeking behavior was found to be taking legal action through going to court. Majority of the respondents were unaware of their legal rights as consumers.

59) "The Index of Consumer Sentiment Toward Marketing"

Authors : Gaski and Etzel (1986)

An article in which the authors have proposed an index of general consumer sentiment toward marketing practice that might regularly or periodically be used to report relevant information to the marketing/consumer research community.

60) "Consumer Protection Laws: Violator Detection and Enforcement Strategy"

Authors : LaBarbera and Melnick (1987)

An article pointing out to the need for evaluating the effect of consumer protection laws so as to enable government agencies make modifications in the laws or in their enforcement. Also presenting a dynamic approach to the evaluation and management of consumer protection regulation and proposing a model for the enforcement policy of such regulation.

61) "Consumerism and Marketing Management's Responsibility"

Author : Nicoulaud (1987)

A study presenting some views of European marketers regarding consumerism issues and marketing responsibility towards the enhancement of consumers' rights. It was concluded in the article that consumerism should be regarded as one of the uncontrollable variables that constituted a firm's environment.

62) "Consumerism in New Zealand"

Author : Barker (1987)

A study on the attitudes and perceptions of New Zealanders toward consumerism issues and comparison of the results with Australia, Canada, the United Kingdom, and the United States based on the earlier study of Barksdale et. al. (1982).

Findings : New Zealanders seemed to share many opinions about consumerism independent of their demographic and socio-economic backgrounds. There appeared to be lack of general confidence in business regarding its attitude toward meeting consumers' expectations. Product quality, deceptive advertising, and high prices were the main areas of concern for most New Zealanders. The theory of consumer product life cycle suggesting the development of national consumer movements was not supported by the data obtained in New Zealand.

63) "Demographic Discontinuity: Another Explanation for Consumerism?"

Authors : Carlson and Kangun (1988)

An article proposing a different explanation for consumerism, explaining its emergence in light of some unique demographic characteristics experienced in the 1960's and early 1970's in the United States; namely, the DD (the disproportionate increase or decrease of a particular age group segment relative to other age segments) and the BB (the baby boom).

64) "Consumer Protection in China: The Current State of the Art"

Authors : Ho and Sin (1988)

An article describing the transformation of the political system from the extreme left to the more moderate communist practice in China together with the major changes that have taken place with respect to various aspects of life and the area of consumer protection.

The 1990-1995 Period

65) "Consumers' Attitudes Towards Marketing Practices, Consumerism, and Government Regulations: Cross-national Perspectives"

Authors : Varadarajan and Thirunarayana (1990)

A study that focuses on the attitudes of consumers towards marketing practices, consumerism, and government regulation in India. Also concentrating on the consumerism life cycle concept.

Findings : The results of the survey revealed a high level of consumer scepticism regarding the operating philosophy of business, discontent with marketing practices, and support for the consumer movement and greater government regulation. Furthermore, the results lended empirical support for the consumerism life cycle concept.

66) "The Role of Litigation in Consumer Protection"

Author : Morrison (1991)

An article pointing out to consumer abuse by banks and discussing the class action litigation that seeks money damages, typically in small amounts for injuries to individual consumers where the number of affected consumers is large.

67) "Consumer Education and Information in a Developing Country: The Case of Türkiye"

Author : Borak (1992)

An article aiming at providing a framework for setting up a consumer education and information system in Türkiye. Besides, historical evolution of consumer protection in Türkiye is discussed together with the factors underlying the present state of consumerism and consumer protection issues in Türkiye. Also included in the article are implications of the study for the state, policy makers, consumers, business, and future research.

68) "Cross National Comparison of Consumer Attitudes Toward Consumerism in Four Developing Countries"

Authors : Darley and Johnson (1993)

A study reporting on attitudes toward consumerism in four developing countries; namely, Singapore, India, Nigeria, and Kenya. Also reviewing research conducted in developed countries and developing countries together with those related to the consumerism life cycle pattern.

Findings :Regardless of the state of the marketing system, at least some degree of consumer discontent appeared in the sample. Results showed that Singaporeans were the most skeptical of the four countries regarding greed of business, lack of concern for customers, and desire for more government control and intervention in the marketplace to protect consumers. India appeared the least skeptical of the four when considering 'government regulation' and 'help from firms' factors. The study provided partial support for the consumerism life cycle pattern theory.

69) *Tüketicinin Korunması Meselesine Gelişimci Bir Yaklaşım* (A Developmental Approach to the Issue of Consumer Protection)

Author : Ferman (1993)

A book consisting of six main parts involving the following subjects: 1. The common identification of the contemporary consumer and realities in the protection of consumers; 2. The eight basic consumer rights and the United Nations Manifestation of Consumer Protection; 3. Developmental approaches to consumer protection; 4. Applications of consumer protection in the European Union; 5. Evaluations with respect to the protection of consumers in our country; 6. Possible solutions and recommendations related to this subject.

70) "Tüketicinin Tatmini ve Şikayet Davranışı: Dayanıklı Tüketim Mamüllerinde Tüketicinin Şikayet Davranışının Araştırılması" (Consumer Satisfaction and Complaining Behavior: Investigation of Consumer Complaining Behavior In Case of Durable Products)

Author : Kılıç (1993)

A study related to the concepts of consumer satisfaction and complaining behavior. Besides, the Consumer Complaining Behavior Model has been developed so as to be used in specifying the conditions leading to complaining behavior. Based on this model, a field study has also been conducted.

Dependent variable: Consumer complaining behavior.

Independent variables: Other variables affecting the consumer complaining behavior.

Findings :Consumer complaining behavior is due to factors such as the satisfaction level of the consumer, characteristics of the distribution channel, characteristics of consumers, and situational factors. Most of the respondents were found to be satisfied with the durable goods they purchased within the preceding two years. Almost half of the dissatisfied consumers were passive complainers.

71) "Executives' Attitudes Toward Consumerism and Marketing: An Exploration of Theoretical and Empirical Linkages in an Industrializing Country"

Authors : Varadarajan, Bharadwaj, and Thirunarayana (1994)

A study examining the similarities and differences in the attitudes of marketing and nonmarketing executives towards marketing practices, consumerism, and government regulation in India. The study originally developed by Barksdale and

Darden (1972) was taken as a base. Also included in the article is a discussion of the results and the managerial and public policy implications of the study, as well as an outline of directions for future research.

Findings : The results revealed a high level of skepticism regarding the operating philosophy of business, discontent with marketing practices, and support for the consumerism movement among executives in both groups.

72) "Evolution and Applications of the Term Consumerism: Theme and Variations"

Author : Swagler (1994)

An article reviewing the evolution of the term consumerism and pointing out to the potential negative usage of the term which is becoming more common among social critics. Also offering the term 'consumer movement' to be used instead of 'consumerism' not to cause any misleading interpretations.

73) "The Customer is Not Always Right"

Author : Sorell (1994)

An article that questions the morality of various consumer demands imposed on the business world and that points out to cases when deference to the customer or customer satisfaction is not called for.

74) *Tüketici ve Tüketicinin Korunması* (The Consumer and Protection of the Consumer)

Author : Akan (1995)

A book composed of various articles of the author on the following topics:

1.Environmental pollution and the protection of consumers; 2.Unit pricing: A necessary application for the protection of consumers; 3.Social responsibility of advertisers; 4.Food and Nutrition Labeling Regulations in the USA; 5.The role of marketing in the process of economic development and social change in Türkiye; 6.Sales taxation and the consumer; 7.Impacts of structural adjustments in Türkiye since 1980 on the Turkish consumer.

75) "Development of Consumer Consciousness in Türkiye - Policy of Consumer Protection Through Reformation"

Author : Borak (1995)

An article composed of two main parts. In the first part, evolution of consumer protection in Türkiye has been analyzed with respect to the Era of the Ottoman Empire and the Era of the Turkish Republic while in the second part, comparative results of two field studies, conducted in 1983 and 1990 have been discussed so as to reveal similarities and differences in the perception of consumers of their problems and the actions taken in case dissatisfaction arose as a result of the purchase of various products and services, over the years.

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