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PAGE

FOR REFERENCE

NOT TO BE TAKEN FROM THIS ROOM

A SURVEY OF FACTS AND OPINIONS CONCERNING
THE INCREASING NUMBER OF WORKING WOMEN
IN TURKEY AND ITS IMPLICATIONS ON THE
PROBLEMS OF MARKETING

Cihan Kundakcioglu

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THESIS

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BEBEK, ISTANBUL

PAGE

TABLE OF CONTENTS

	<u>Page</u>
CHAPTER I INTRODUCTION	
Turkish Women's Changing World	1
Women's Changing Role in Turkey	5
The Increasing Number of Working Women in Turkey	9
The Present Situation	11
CHAPTER II PURPOSE OF THE STUDY	
The Problem	15
CHAPTER III DISCUSSIONS OF THE METHODOLOGY	
The Methods Employed	22
The Procedure Used	23
The Forms Used	26
The Questionnaire Used in Interviewing Working Women	27
The Questionnaire Used in Interviewing Full-time Housewives	46
The Sample	49
CHAPTER IV FINDINGS ON THE STUDY	
Findings on the Working Women	52
Findings on the Full-time Housewives	86



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T H E S I S
ROBERT COLLEGE GRADUATE SCHOOL
BEBEK, ISTANBUL

PAGE

	<u>Page</u>
CHAPTER V CONCLUSIONS	115

BIBLIOGRAPHY

APPENDIX

 Questionnaire Used In Interviewing
 Working Women

 Questionnaire Used In Interviewing
 Housewives

T H E S I S
ROBERT COLLEGE GRADUATE SCHOOL
BEBEK, ISTANBUL

PAGE

L I S T O F T A B L E S

	<u>Table No.</u>		<u>Page</u>
CHAPTER I	I	Population of Women Between 1927-1960 .	11
	II	Women in the Labor Force	12
CHAPTER IV	I	Distribution of Working Women by Economic Class	52
	II	Working Women by Type of Occupation . .	54
	III	Family Structure of the Working Women, Amount of Money Spent for Help . . .	55
	IV	Working Wives by Length of Employment and Duration of Marriage	57
	V	On Budget Preparation	58
	VI	Money Contributions of Working Wives to the Family Budget	59
	VII	Average Monthly Household Expenditures of Families of Working Women	60
	VIII	Working Wife and/or Husband in Making Decisions	62
	IX	Main Labor-Saving Devices Owned by Working Women	64
	X	Clothing Items that Make Up the Wardrobe of a Working Woman with the Percentages	65
	XI	Working Women Sewing Their Own Clothes.	66
	XII	Working Women's Attitude Towards Ready- Made Clothing and Fashion	67

THESIS

ROBERT COLLEGE GRADUATE SCHOOL
BEBEK, İSTANBUL

PAGE

<u>Table No.</u>		<u>Page</u>
XIII	Who Cooks for the Family. Time Spent by the Working Women for Cooking	68
XIV	Importance of Ready-Made Food for Working Women .	70
XV	Amount of Food Stuff and Drinks Purchased by the Working Women	72
XVI	How and Where Working Women have Lunch	73
XVII	Recreational Activities Attended by Working Women and Family	74
XVIII	Who Does the Actual Shopping for the Family . . .	76
XIX	Where Working Women Do Their Shopping	78
XX	Mode of Payment Working Women Favor	80
XXI	When do the Working Women Do Their Shopping . . .	82
XXII	Average Number of Stores Visited by Working Women Before Purchasing an Item	83
XXIII	Working Women's Attitude Towards the Use of a Shopping List	84
XIV	The Average Time Working Women Spend for Shopping in a Week	85
IA	Distribution of Housewives by Economic Class . . .	86
IIA	Housewives by Type of Education	87
IIIA	Family Structure of the Housewives	88
IVA	Housewives by Length and Duration of Marriage . .	89
VA	On Budget Preparation	90
VIIA	Average Monthly Household Expenditures of the Families of Housewives	92
VIIIA	Who is More Influential in Buying Decisions the Housewife or Husband	93

T H E S I S
ROBERT COLLEGE GRADUATE SCHOOL
BEBEK, ISTANBUL

PAGE

<u>Table No.</u>		<u>Page</u>
IXA	Main Labor Saving Devices Owned by Housewives . . .	94
XA	Clothing Items that Make Up the Wardrobe of Housewives	95
XIA	Housewives sewing Their Own Clothes	96
XIIIA	Who Cooks for the Family. Time Spent by the Housewives for Cooking	99
XIVA	Importance of Ready-Made Food for Housewives . . .	100
XVA	Amount of Food and Beverages Purchased by Housewives	101
XVIA	Housewives Having Their Husbands or Children Have Lunch at Home	102
XVIIA	Recreational Activities Attended by the Families of Housewives	103
XVIII A	Who does the Actual Shopping for the Family	105
XIXA	Where Do the Housewives Do Their Shopping	106
XXA	Mode of Payment Housewives Favor	108
XXIIA	Average Number of Stores Visited by Housewives When Purchasing an Item	110
XXIIIA	Housewives' Attitude Towards the Use of Shopping Lists	111
XXIVA	The Average Time Housewives Spend in Shopping in One Week	111

THESIS

ROBERT COLLEGE GRADUATE SCHOOL
BEBEK, ISTANBUL

PAGE

CHAPTER I

INTRODUCTION

Turkish Woman's Changing World

The role of the Turkish woman is constantly changing. During the beginning of the 20th century or only recently, she was primarily a home maker, and her main interests were in raising her children and keeping house for her husband. Her duties and contacts outside of the house were so limited that she seldom left the house. The husband was mainly responsible for how his income was spent. He even did most of the family shopping according to his own will and taste.

But times have changed for the Turkish woman just like any other western woman. The days of the husband and father as the complete "boss" in the home have given way to family discussions, and to attitudes toward woman as an equal partner in marriage. The Turkish woman of today is better educated than any other in her history. She has great freedom to come and go as she pleases. If she does not marry, there are various careers open to her.

When a woman marries, she and her husband seldom live with parents as they used to. The young wife takes it for granted that she will move into her own home or apartment not long after she is married. Caring for her home demands much from her. She may even budget her husband's expenditures--a duty

THESIS

ROBERT COLLEGE GRADUATE SCHOOL
BEBEK, ISTANBUL

PAGE 2

quite unknown in her grandfather's day.

The modern Turkish woman tries hard to see that her husband's income stretches to meet "payments" due as well as the ordinary expenses of daily living. In grandfather's day, grandfather took care of all money matters.

The Turkish housewife of today must operate her various machines such as home appliances, plan her decorating schemes, shop for the floor covering and probably help her husband with heavy work such as painting or other do-it-yourself activities.

Today's home-maker has to spend a great deal of time away from home--doing her family shopping, providing taxi service for children and attending meetings of social welfare in her community. And more than ever she may be instrumental in her husband's career; she must be able to entertain his business associates and their wives.

Thus the modern Turkish woman faces a dilemma; her role is to carry out shrewd, thoughtful planning and activities, including wise administration of the family budget, assisting in her husband's career, and taking part in community activities. Yet she is also expected to retain her tender and alluring femininity. No wonder that the woman of today after being enthusiastic about "cutting corners" to save also needs to buy products that express her femininity to others and to herself. Whether a working woman or a house-wife, she must reassure herself and others that she is still a female, despite all the more masculine types of activities that society demands of her.

THE S I S

ROBERT COLLEGE GRADUATE SCHOOL
BEBEK, ISTANBUL

PAGE 3

Although she ba'sks in being the modern Turkish woman, the partner in marriage, both the wife and her husband often denounce the role of woman as a competitor of man. Most women would readily concede that men, if they had the time and inclination, could be good shoppers for the family--they could do anything a woman could and do it better. But the point is that men do not necessarily want to do all these things. They have well educated wives and have provided them with the time to do the buying.

This is natural; after all, the wife is the keeper of the home. She is the one who should do the buying of items directly related to general housekeeping which amount about 40% of the family budget. She is co-buyer of all other items in the family budget. This is a modern-day phenomena, for in the early years the head of the family, the man, did his consulting with the older generation. But the modern "young marrieds" in Turkey today no longer necessarily live in proximity, either in time or distance, to their parents unless they want to. So it is quite natural that men consult their wives.

With more and more women working and with men spending more time at home, it is probable that woman's influence over buying will increase while their actual purchasing may decrease. The open air bazaars in Istanbul have been heavily invaded by men. Today a woman on a bazaar-shopping trip not only must compete against other housewives, but also is likely to find her access to the potatoes barred by a strapping, tall male.

THESIS

ROBERT COLLEGE GRADUATE SCHOOL
BEBEK, ISTANBUL

PAGE 4

Although "women are women"--they still have the babies and the Cleopatra wiles that attract men--and "men are men"--they still have a desire for both cars and women--the roles of woman and man are becoming increasingly alike.

Several interesting and reliable studies have been made on who is the decision maker in America, male or female.¹ It is a matter of fact today in Turkey, as in any other Western country, that economic decisions concerning the home are most commonly made jointly by husbands and wives. The results of several studies on decision making, male or female, are quite enlightening, and substantiate that spending is a cooperative endeavor.² In spite of being the joint decision maker, however, woman's emotional set up is far different from that of her man, and probably always will be.

The decisions to buy are most commonly joint decisions as to home furnishings, equipment, and appliances which account for about 10 percent of the family earnings. However, there are some exceptions to this; sometimes the husband or the wife makes such a decision alone. Conflicts about major decisions to buy or save are much less frequent than mutual adjustment of economic desires.

¹ Wolgast, Elizabeth H., "Do Husbands or Wives Make Purchasing Decisions?" Journal of Marketing, Vol. 23 (October, 1958) pp. 151-158.

² Ibid.

THESIS

ROBERT COLLEGE GRADUATE SCHOOL
BEBEK, ISTANBUL

PAGE 5

Woman's Changing Role in Turkey

The modern Turkish woman of today is quite different from the woman of yesterday. More and more we have seen a gradual breakdown of the traditional role of the woman as a home-maker exclusively. Expanded education and career opportunities for women plus the increase in leisure made possible by a home labor-saving technology have plunged many women into cultural and community activity, education and social welfare.

The Turkish woman of today has a mental potential equal to that of man--and increasingly this is being recognized. Her formal education is getting to be almost on a par with that of her male counterpart. There are about as many young girls going to high schools as there are boys, and more women students attend the Turkish Universities every year.

While working wives are no longer a novelty, many a housewife is still free to plan a twenty-four-hour day. She does not always spend some ten hours away from her home, as her husband usually does. Because of this leisure, she has more time for reading, consulting with neighbors and friends about current problems,--but mostly on fashion--, listening to the radio and shopping. She has a greater opportunity for self-development of her mental potential. And she likewise has far more opportunity to be "in the know" about product qualities.

The working wife has expanded her horizons in a different manner. Because of her labor-saving devices in her home and

THE S I S

ROBERT COLLEGE GRADUATE SCHOOL
BEBEK, ISTANBUL

PAGE 6

her good education, many a woman is not only a wife and mother, but a breadwinner. She supplies a substantial portion of the family income.

Because of her education and wider horizons, modern woman is more secure in herself. This security is accompanied by decreased desire to seek status and go in for social climbing. She is much more casual in her attitudes, and not so bound by custom as her mother was at the same age.

She is more hungry for information about products than ever before. There are so many new products coming out all the time--and she doesn't always know where to get the answers.

The modern woman of Turkey lives for today as well as tomorrow. She is saving and at the same time she is planning for the future, but there isn't quite so much emphasis on leaving money for the children. Instead the modern Turkish mother is giving her children a better education and more worthwhile experiences that prepare them better to provide for themselves.

Her education and family interests have developed a higher level of taste in woman mostly known as the Western style. Because of a keen desire for quality, price may become secondary, but it is still a key factor in her spending. Even though prices are not always a determining factor, she has more sense about money. She not only knows where it comes from and where it goes, but she tries to get her value for each lira spent.

THE S I S

ROBERT COLLEGE GRADUATE SCHOOL
BEBEK, ISTANBUL

PAGE 7

Woman of today like neat, clean, straight-forward facts which make it easy to compare one store's merchandise with another.

Since she frequently spends time out of the home, the woman is busy. She has lots of time problems; her leisure time is becoming more and more crowded. As a result she is interested in time savers that better enable her to fill her role as housewife and career woman. Even so, she is able to appear in public looking so affluent that you might think she did not work, and probably would never have to work.

"In a speech before the "Advertising Age" creative workshop in 1959, Mrs. Charlotte Montgomery, columnist and editor, talked about the modern "Changed Woman". She listed ten changes that affect today's woman as a spender:

1. She is more secure in herself. She has her desire to seek status, to go in for social climbing, to prove she is as good as a man at a job. She's over her resentment of her role as a house-wife--though she still clings at the name "housewife".
2. She sets lessimpossible goals. Her ideals are more attainable. She expects to achieve the modest dreams she dreams.
3. She is better read, better educated. Her horizons are broader.
4. She even comes in different sizes. This affects her thinking not only about clothes but also about food, hobbies, sports. She feels young longer.

THESIS

ROBERT COLLEGE GRADUATE SCHOOL
BEBEK, ISTANBUL

PAGE 8

5. She has better taste. And this is constantly pushing upward. Much of the time she is shopping for finer things than are offered her.
6. She has more sense about money. This means more acumen and more business experience. She welcomes good advertising, and is highly critical of what she regards as bad advertising.
7. She has a true understanding of and desire for quality. This is not to be confused with snobbery or even with earlier standards. She may want plastic dinner ware, but she wants good plastic.
8. She likes "what is new" as never before. "Convenient", "Easy", "Quick", "Instant" are more and more her buy words.
9. She expects business to serve her richly, fully, endlessly. She wants specialized products designed for the pocket book, size, tastes, and needs of her family. Smaller units are larger units.....with the perfume or without.....chocolate--flavored or plain.
10. She takes for granted much that is truly amazing for she belongs to a generation that almost grew up with drip-dry, detergents, aerosols, synthetic fibers, canned or frozen food and instant mixes. Even though she does not make use of all these, they are "every day" to her. It

THESIS

ROBERT COLLEGE GRADUATE SCHOOL
BEBEK, ISTANBUL

PAGE 9

takes something more than this to excite her.¹

Today it is obvious that more than any other time or place in the world, spending is influenced by women, what they think and what they do. Even so, the ladies choose to be naive about some of the things that fascinate men--but their sophistication as spenders is slowly but surely increasing. In the meantime, advertisers will be appealing to woman's emotions and institutions--as well as to the increasingly similar goals of the Western styled male and female.

The Increasing Number of Working Women in Turkey

The employment of women in trade and industry, in the public services and the professions has become part of the fabric of Western life. There can be little doubt that it is as characteristic a feature of it as are an expanding economy and a rising standard of consumption, and that it is likely to last as long as these continue, for both of them are concomitant with the increased use of woman power. As with some other sound phenomena, people have come to live with it almost unaware. Yet to what extent has it become an established pattern of our

¹ Britt, Stewart Henderson, "The Spenders" Where and Why Your Money Goes--McGraw-Hill Book Company, Inc., 1960 pp. 242-243.

THESIS

ROBERT COLLEGE GRADUATE SCHOOL
BEBEK, ISTANBUL

PAGE 10

lives? Do young people, for instance, regard it as a normal expectation when planning their future? What makes a growing number of married women go to work? Do they suffer from the strain of overwork and dual responsibility? Would more married women like to have a job either--full time or part-time, if they had the opportunity? What provision, if any do working mothers make for their children to be looked after while they themselves are out at work?

To know the answers to some of these questions is important not only because they help us better to understand the society in which we live but also because of their implications for various practical aspects of social policy.

The outstanding impression gained from every day experience is that women's lives today as much as ever, are dominated by their role--actual or expected--as wives and mothers. Home and family are the focal point of their interests and are regarded by themselves as well as by others as their main responsibility. All other occupations are subordinated to this central function. The continuous and general increase in the number of working women during recent years is a corollary of the reduction in domestic responsibilities. To the extent to which the stage has narrowed on which women expect to act out their "normal" role, they have walked further afield in search of subsidiary employment for their extra energies. Thus the growth in the number of married woman going out to work is

THESIS

ROBERT COLLEGE GRADUATE SCHOOL
BEBEK, ISTANBUL

PAGE 11

the result of the smaller size of their families and the general reduction in house-work--owing to the modernization of household techniques--combined with a striving to improve their standard of living.

The Present Situation in Turkey

According to the 1960 population census, the number of women living in Turkey is equal to 13,591,000. As a parallel to the increase of the general population, there has been a notable increase in the population of women. The following table will show this increase more clearly.

TABLE I

POPULATION OF WOMEN BETWEEN 1927 - 1960

Year	Number of Women
1927	7,085,000
1935	8,221,000
1940	8,922,000
1945	9,343,000
1950	10,420,000
1955	11,831,000
1960	13,591,000

Source: Cillov, Halûk "Türkiye Ekonomisi"

THESIS

ROBERT COLLEGE GRADUATE SCHOOL
BEBEK, ISTANBUL

PAGE 12

But of these 13,591,000 women, 13,567,918 are entitled to be Turkish citizens.

According to the 1960 population census statistics, 53.8 percent of the women population is married, and this is equal to 7,186,000 in numbers.

The literate women population of Turkey was 2,743,000 which was about 25 percent of the whole women population in 1960.

The increase in the active woman power is quite obvious if we study the following table which shows the active women population of Turkey compared to that of men.

TABLE II

WOMEN IN THE LABOR FORCE

Year	Women Working	Men Working	Working Women as Percentage of the Total Female Population
1927	1,704,000	3,273,000	24 percent
1935	2,909,000	4,063,000	35 "
1940	3,200,000	4,675,000	36 "
1945	4,189,000	4,934,000	45 "
1950	4,766,000	5,956,000	46 "
1955	5,282,000	6,758,000	45 "
1960	5,203,000	7,558,000	39 "

Source: Cillov, Halûk "Türkiye Ekonomisi"

THESIS

ROBERT COLLEGE GRADUATE SCHOOL
BEBEK, ISTANBUL

PAGE 13

The above figures of the working women population include women in all occupations such as women occupied in agriculture, factory workers, domestic workers and cleaners, clerical office workers, personal services such as dressmaker, hairdresser or receptionist, shop assistants and all the other professional women. As can be seen from the table, the number of working women is quite near to that of men because of the fact that the women in the agricultural sector are included among the economically active labor force.

The trend shows a tremendous increase in the percentages of working women compared with the entire population until the year 1945. The figures are rather steady between the years 1945 and 1955 and show a decrease in 1960 even though there is a notable increase in the number of working women. This is due to the fact that the entire population of Turkey increased more rapidly than the number of active women.

THESIS

ROBERT COLLEGE GRADUATE SCHOOL
BEBEK, ISTANBUL

PAGE 14

CHAPTER II

PURPOSE OF THE STUDY

In the light of the discussion in the Introduction as the background to the problem and the numbers given in Statistics, one can easily conclude that the number of working women in Turkey is increasing. With the growing need in our society for administrative, educational, welfare and other services, in other words, with an expansion of the very types of work which women are thought to be particularly well fitted to perform, it seems unavoidable that more and more women will be drawn into the labor force as time goes on. At present, there are enough women in Turkey who in the future might be able and willing to accept either part-time or full-time work in trade, industry and the professions to make it fairly safe to predict that the present trend towards greater employment of women is likely to continue. The more widespread the practice becomes, the more services will become available to relieve housewives who do undertake outside work of part of their domestic duties in the form of organized home keeping, widespread use of deep frozen food, good delivery and laundry services, late shopping hours. Husbands lending a hand in the home should also be included among the above services. At the moment, these are very seldom heard of in Turkey but research on this subject may enlighten the market for these needs and make those who look for new

THESIS

ROBERT COLLEGE GRADUATE SCHOOL
BEBEK, ISTANBUL

PAGE 15

possibilities in the market, aware of the fact that opportunities do exist in the Turkish market. Therefore, one can claim that the problem tackled in this survey is of major importance in Turkey; yet, not even a simple study has been made on the subject.

The Problem

To state the problem in simple words, it is "The increasing number of working women in Turkey and its effects on the problems of marketing". The increasing number of women in employment should be of significant importance to the marketing people due to its direct and indirect effects in the field of marketing. One obvious example of this significance would be the increase in the size of the family incomes and the resulting changes in consumer behavior because in general a high degree of correlation exists between income and education. Income is the most important factor causing variations in the demand for goods and services. The level of a family's income determines to a large extent not only the amount which will be spent on various merchandise but also the nature of the wares purchased. It is quite clear that well-to-do persons will naturally tend to buy higher-priced goods than families with low income would buy. Wealthy people may spend their money on many products, but the poor have absolutely no demand for expensive products and services. For example, trips abroad, luxury furnishing

THESIS

ROBERT COLLEGE GRADUATE SCHOOL
BEBEK, ISTANBUL

PAGE 16

items for the home, furs and jewelry, expensive perfumes are mostly demanded by the rich. More than basic purchases, discretionary spending is affected by the increase in income after a certain level. It is this discretionary spending over which the individual has greater control with respect to expenditures because basic purchases usually do not go beyond necessities. Education and income, therefore, are the direct results of the increasing number of working women on the problems of marketing.

For this study, indirect results and effects are important because working women's influence on consumer buying patterns and consumer motivation are inevitable. Buying patterns of consumers are the actions taken by consumers in order to acquire the goods and services they desire; whereas consumer buying motives are the reasons for the actions taken in order to acquire the desired goods and services.

Among the consumer buying habits to be studied are the who, when, where, how, and what of marketing all related to the increasing number of women working. The problem will become clear if each of the above are further discussed at this point.

"Who" aspect of marketing. Who decides and who buys?

In general the wife and the husband come together to have a discussion before they come to a final decision or agreement

THE S I S

ROBERT COLLEGE GRADUATE SCHOOL
BEBEK, ISTANBUL

PAGE 17

on buying a new product, but there may be instances where the man or the woman may have more to say in the matter. It is important to know the decision maker or the actual customer since the nature of the purchaser or the consumer affects his buying habits. The marketing man must know as much about his customers as possible in order to formulate the best marketing policies. For example, men and women may patronize different retail outlets and different factors may influence their buying behavior. In marketing, one has to know to a certain extent, if not exactly, who uses, who buys, and who influences the purchase and sale of the products in the market.

"When" aspect of marketing. When is the purchase actually made?

The time of the day as well as the time of the year when a customer wants to do his shopping or when he actually does his shopping is an important factor in formulating sales policies. Since most of working women's shopping takes place after 5 o'clock in the afternoons and in the weekends, plenty of merchandise should be available for sale at those times. However, many stores display their new products during the beginning of the week and the left-overs are presented later in the week since retailers are apt to keep their merchandise at minimum over the weekends. This practice is seen mostly in stores selling perishable products such as vegetables and fresh fruits.

THE S I S

ROBERT COLLEGE GRADUATE SCHOOL
BEBEK, ISTANBUL

PAGE 18

"Where" aspect of marketing. Where do the customers like to shop?

The place where the consumer makes his decision to buy a specific product and the place at which he actually makes the purchase are critical factors in marketing. People usually have reasons for shopping in certain areas or at certain stores. The following actors are pertinent in making a choice of a shopping area or store: price, convenience of the purchaser, composition or selection of merchandise, services offered and the ability or personality of salesman or the owner, store image and promotional attraction such as window displays and advertising.

"How" aspect of marketing. How does the customer want to buy goods and why?

Consumers prefer to buy goods in different quantities and qualities. One may want to buy a day's supply while another would like to buy more than a week's supply. One may want to buy the product in paper bags; another may want to buy it in boxes or plastic containers. One may wish to carry the product; another may ask for delivery service. One customer may favor installment buying, another may demand open-book credit, while another prefers to buy on a cash basis. There may be differences in the frequencies of purchase.

THE S I S

ROBERT COLLEGE GRADUATE SCHOOL
BEBEK, ISTANBUL

PAGE 19

"What" aspect of marketing. What products do customers buy?

What product are working women actually buying? The marketing man should know what competitive products his customers are buying and what are their spending patterns. An analysis of what the consumer is actually buying will provide quite valuable insights into what must be done in order to sell to that consumer. Promotional plans may depend upon such information. Product policies, pricing, channels of distribution as well as promotional activities depend on the analysis of the buying habits of the customers, in this study, working women.

Buying motives of a working woman may be both rational and emotional. Rational motives are mostly considerations affecting the full, long run cost of the item to the purchaser. Price, durability, cost in use, reliability, length of usage, servicing are among rational motives, whereas security, comfort, recreation, pride, ego are among emotional motives.

Emotional motives are important because they, like rational motives, affect product policies, pricing, promotion, channels of distribution, etc. For example, fashioning is an important factor in formulating product policies. To what extent do the working women follow fashion? How much preference do they give to comfort? Pricing is also affected by buying motives. To be distinctive or exclusive in the place where they work, women may wear or use highly priced items. Promotion is mostly

THESIS

ROBERT COLLEGE GRADUATE SCHOOL
BEBEK, İSTANBUL

PAGE 20

directed towards "appeal" to the working women. The promotional plans should be focused and built on the knowledge of why the working women pick certain products. Channels of distribution are important because a product that is purchased on the basis of price will usually be marketed through channels that are different from those used for a product which is bought largely on the basis of prestige and snob appeal. An item which is bought mainly on the price basis should go through low-priced merchandise outlets because price-conscious customers are likely to search for them there. For example, the shopping area near the covered Bazaar and the Bazaar itself is suitable for this purpose whereas Beyoğlu is more suitable for products bought on a quality and prestige basis. Quality and style are more emphasized in this shopping area and price is more emphasized in the former. If service or the appearance and behavior of the salesman are important factors for the working women, the manufacturer should choose appropriate outlets when he wants to offer his products to such a group.

To sum up the discussion of the problem, it will be useful to list the following questions, the answers to which will help to solve some of the problems of marketing and to formulate proper marketing policies for working women in the market.

THESIS

ROBERT COLLEGE GRADUATE SCHOOL
BEBEK, ISTANBUL

PAGE 21

- Who will decide on what is to be bought?
- Who will make the actual purchase?
- Who will use the product bought?
- What do customers want to buy?
- What are they buying now?
- Where is the buying decision made?
- Where is the actual purchase made?
- When is it bought?
- How much of the product does the customer want to buy?
- How is the product used?
- How does the buyer go about acquiring the product?
- How often is it purchased?
- Is credit needed?¹

In this particular study we are interested in the differences, with respect to the above behavior indicators, between the households with a working woman and households with a house-wife.

¹ Buskirk, Richard H. "Principles of Marketing" Check List for Making an Analysis of Consumer Buying Habits, p. 151. Holt, Rinehart and Winston, Inc., New York, 1961.

THESIS

ROBERT COLLEGE GRADUATE SCHOOL
BEBEK, ISTANBUL

PAGE 22

CHAPTER III

DISCUSSIONS ON THE METHODOLOGY

The Methods Employed

The survey method has been used in the preparation of this paper. In this method the data are gathered mostly by asking questions; therefore, it may also be called the questionnaire technique. This technique requires that the data be furnished by individuals in a conscious effort to answer question. Combination of the three forms of the survey method which are factual, opinion, and interpretive have been employed in running this study. The factual survey form was used because during the interviews the respondent acts as a reporter answering the questions presented to her. At various points the respondent is asked to express a personal attitude or opinion, to report her own judgement on a specific subject, or to make an appraisal or evaluation of a problem; thus the opinion survey form is used. The interpretive survey form has been used also because in some instances the interviewee besides being a reporter acts as an interpreter when asked to give reasons for her behavior.

When the survey method is employed in any of the forms such as factual, opinion or interpretive, its results are likely to be subject to some errors since one is dealing mainly with human beings. Among these errors we can list errors of memory, inability

THESIS

ROBERT COLLEGE GRADUATE SCHOOL
BEBEK, ISTANBUL

PAGE 23

ty to generalize and the desire to make a good impression on the interviewer as well as some psychological desires and motives. In order to avoid some of these errors and bias a thorough understanding of the psychology of the respondent during the interview is necessary to eliminate any personal elements in gathering data for the survey. A perfect rapport should exist between the respondent and the reporter in order to get reliable answers to the questions asked.

The Procedure Used

In conducting this study basic marketing research procedure has been followed as closely as possible. The first step or phase of the study was the Situation Analysis. The Situation Analysis was made with the purpose of obtaining an adequate background knowledge about the problem and getting a broad view of what information could be found about the problem. It is during this stage that available data pertinent to the problem were sought. Readily available material in the form of articles in magazines or papers and books written on the subject in general were referred to during the Situation Analysis in order to make sure that the problem to be analyzed holds true. In the case of this paper it was to find out that there is an increase in the number of working women in Turkey, and this has certain effects on the general problems of marketing

THE S I S

ROBERT COLLEGE GRADUATE SCHOOL
BEBEK, ISTANBUL

PAGE 24

The second step was the Informal Investigation. This step was basically covered during a course for which a miniature of this paper was prepared last year. Informal interviews were held with three working women and three housewives to test the questionnaire and to get a view and feel of the problem in order to be able to decide on a formal form that the study would actually trace.

The most important step in conducting this study was Planning the Formal Research Project. It was at this stage that the skeleton of the whole paper was constructed. First the specific purposes for conducting the survey were determined, thus leading to a formulated, well defined hypothesis or the problem. Then the types and sources of data that would give a true and reliable appraisal of the hypothesis were selected. The data were to be obtained directly from the working women and housewives through personal interviews. Secondary data were to be sought in publications such as books and magazines where there are articles about the behavior of women in buying. Means of obtaining primary data were determined, and it was decided that a questionnaire should be used during the interviews. Having determined the types and sources of data which will be the most productive in testing the hypothesis the proceeding step was the preparation of the questionnaire. After

THESIS

ROBERT COLLEGE GRADUATE SCHOOL
BEBEK, ISTANBUL

PAGE 25

the questionnaire was prepared and pre-tested, it was necessary to determine the nature of the sample needed for the study. It was decided that the working women would be the experimental group of the sample while housewives would be the control group. It was decided at this point how many calls should be made on both of the groups, and how should they be distributed. Finally a complete sampling plan was drawn up for the future interviews.

Step four was the Collection of the Data necessary for the analysis of the problem. This is the actual field work during which the interviews made first with working women and then with house-wives. Since primary data is gathered only through these interviews a lot of time was spent during each of the interviews to obtain accurate, reliable data so that the study will be successful upon completion.

Tabulation and Analysis followed data collection. During this step the data obtained was classified and edited in order to eliminate some of the errors before the tabulation. During tabulation the tables were prepared and the findings were reported in order to summarize the quantitative results of the study. From the data gathered percentages were computed in order to be able to make comparisons and conclusions. After tabulation and analysis conclusions were drawn.

THESIS

ROBERT COLLEGE GRADUATE SCHOOL
BEBEK, ISTANBUL

PAGE 26

The last step was the Presentation of the Results, which is report writing with all the evidences obtained in the investigations starting with the introduction to the problem and the purpose of the investigation followed by a detailed description of the procedures used. The report includes all the forms used as well as the tables and conclusions drawn from the investigation.

The forms Used

The interviews with working women and housewives were done according to the questions asked in the four parts of the questionnaire, and the answers were first recorded on the questionnaire sheets. The questionnaires enable the interviewer to obtain as completely standardized data as possible because such data contains less personal elements put in by the interviewer.

In this study the same questionnaire has been used for the experimental group, the working women, and the control group, the housewives. However, a few changes were made since some questions not pertinent to housewives were omitted and a few others were added.

The Questionnaire Used in Interviewing Working Women

The questionnaire used in interviewing working wives is made up of four parts. The first part is designed for the Classification data and consists of the information regarding the respondent herself and her family such as age, address, occupation, family structure, economic class, etc. All these data help in classification and identification.

There are several reasons for including the twelve questions in Part I. Name, address and date are the only means to check the work or go back and re-ask some of the questions when necessary. Question 5 is on the occupation of the women. Since the experimental group sample will be limited to professional women only, it was necessary to indicate the field and the profession of the women. This also gives an idea about the educational background of the respondent. Since certain professions do pay a certain amount of money, this also gives light about the economic class of the respondent.

Question 6 asks about the family structure of the respondent. It is essential to find out about this since it is mentioned in the introduction that one of the reasons why married women can go to work is the smaller size of their families and the general reduction in the amount of house-work. It is expected that some of the working women will have their relatives such as mothers or mother-in-laws in their house because these may help her in taking care of the house.

THESIS

ROBERT COLLEGE GRADUATE SCHOOL
BEBEK, ISTANBUL

PAGE 28

Question 7 asks "How many years have you been married?"

This is quite a relevant question for most of the working women do continue to work when they are newly married, quit their jobs when they have children and go back to work when their children reach school age. Some may start to work when their children are grown-ups.

Question 8 deals with the income or economic status of the families of working women. The question is divided into three sections. Section one asks what the total income for the family per month is. Section two asks what the working woman earns each month and section three asks what the husband earns each month. Money is undoubtedly the largest incentive for married women to go out to work. It is, however, by no means the only incentive. Interest in the work, boredom at home and a need for mental stimulus, not enough to do at home, mind not occupied or need of social stimulus, liking meeting people, company or independence, money of one's own could be other reasons as well as making use of training, sense of achievement, etc. It is likely that the lower the social, economic class, the higher the proportion of married women who give money as their main reason to go out to work. Economic class or the size of the family income is also important for another reason, that is, affecting the pattern of consumer expenditures.

In question 9, the occupation of the husband is asked. The answers to this question in a way supplement the information sought in question 8. If the profession of the husband is

THE S I S

ROBERT COLLEGE GRADUATE SCHOOL
BEBEK, ISTANBUL

PAGE 29

one that pays a high income then it is likely that the motive or incentive that cause the wife to have an outside job is generally something other than money. Also information about the educational level of the family is obtained and this helps in choosing the families for the control group.

In question 10, the number of years the wife has been working is asked. The reason for asking this question is to find out if the wife has been working all during her married life or started working recently for some working women give a break when they start having children.

Questions 11 and 12 are put in the Classification data in order to find out if the working wife does all the housework or whether she has paid or unpaid helpers in the home. The answers to question 11 will show if there are any relatives living in the family to help the working woman while she is away from there in cleaning, cooking, washing or child care. On the other hand question 12 is a straight forward one demanding the amount of money paid for outside help each month. Hiring of outside help is a function of income but some women figure out that it pays to have someone in the house doing the housework while the wife works outside in a job she is trained and qualified for. Some of the money she makes may go for this purpose but she has other satisfactions besides money. Some of the working women may have full-time help when the person paid for her help stays all day during the week. Some have

THESIS

ROBERT COLLEGE GRADUATE SCHOOL
BEBEK, ISTANBUL

PAGE 30

them stay with the family over night, others may have part-time help on special days of the week or during certain hours of the day. Some working women prefer to have a cleaning lady or a laundry woman once in two weeks or once a month for such work only.

Part II of the questionnaire deals with the Decision Phase and is designed with the purpose of determining whether the working wife is active in decision making. This part is of primary importance from marketing point of view because marketing man would always like to know who influences the buying of his products, men or women. Usually the distinction between the person who use the product and the person who buys the product should be made. Purchases of consumer durable goods such as automobiles, houses and household equipment, furniture or decisions as to the education of children are mostly said to be made by the male head of the family. However, it is true that wives and children do have important influence on the very decision of what type, brand or color to buy, where to buy, and when to buy. If the wife contributes to such a purchase in terms of money, that is cash, she is likely to have more say on the deal. The questions in this part are mainly designed to measure the degree of influence the working women have on family decisions in purchasing and buying behavior.

Question I of Part II states "Do you make a regular monthly budget?" Since most of the working women to^{be} interviewed for
^

THESIS

ROBERT COLLEGE GRADUATE SCHOOL
BEBEK, ISTANBUL

PAGE 31

this survey will have regular family incomes that do not change from one month to the other, it is very likely that they may have a program for spending the income. In other words they are expected to prepare a monthly budget. But the task of budget preparation is rather time-taking for a woman whose leisure or free time is quite limited so some working women may not have the time to prepare a detailed written budget. A working wife, on the other hand, may know the fixed expenses of the family such as rent, gas, electricity, heat and water and others such as school payments of children in schools. Then the working wife may plan a budget in her mind or may shift the entire burden of budget preparation to the husband. Some women do plan in advance what important or costly products they want to buy during a season or a year. Question 2 is designed to find out whether those, who do not prepare a regular monthly budget, make a seasonal, quarterly or a yearly budget. Question 3 asks, "How do you make this budget?" referring to question 1 and 2. This is asked to find out the money contributions of the working wife and her husband to the family expenditures. Indirectly the answers to this question will also help in analyzing the reasons why the wife has an outside work. As said before, the lower the social class or income, the higher the proportion of married women who give money as their main reason for having a job. Some women feel more independent if they earn money and there will be those who spend the money they earn upon their own for whatever they

THE S I S

ROBERT COLLEGE GRADUATE SCHOOL
BEBEK, ISTANBUL

PAGE³²

want and leave the family expenses to the husband. On the other hand there may be some working women who hand in what they earn to their husbands and let them do the planning and the execution of spending.

Question 4 asks, "What are the major breakdowns of this budget?" It is possible that all the women interviewed may not remember all the major and the minor items in the budget so question 5 follows question 4. "Approximately how much do you allocate for the following items:" Furniture, household appliances, men's, women's and children's clothing, food and beverages, services which include rent and what is paid for outside help, utilities such as gas, water, electricity and heat, drugs and notions, recreation, travel and education, savings such as bank deposits or payments upon mortgage, etc. Engel's law will probably hold true for the answers to this question. As income increases the proportion of the amount spent on food will probably decrease whereas household operations would remain quite the same. On the other hand, the proportion that is spent on clothing, travel, recreation, and education as well as savings will increase as income increases.¹

The most important question of Part II is question 6 because it is directly related to decision making in the family.

¹ Phillips C.F. and Duncan D.J., "Marketing" Principles and Methods, p. 88.
Richard D. Irwin, Inc., Homewood, Illinois, 1964

THESIS

ROBERT COLLEGE GRADUATE SCHOOL
BEBEK, ISTANBUL

PAGE 33

The question is stated as "Relate in detail your latest important purchase with regard to the following points: Kind of purchase, amount spent for the purchase, how the decision was reached, who did the actual purchasing and where was the purchasing made."

Changes are taking place in consumer buying habits with respect to decision making and purchasing for the family. Today it is very likely that women are doing the bulk of the family shopping and are becoming more able buyers. Due to the development of labor saving devices in the home, they have more time to spend for shopping. However this is not so for working women; their time is more limited than their husbands since they perform two jobs at a time. Shorter hours of work give their men more time, therefore, working women may shift some of the burden of shopping to their husbands. (This will be taken up later in the discussion of Part IV of the questionnaire.)

The trend is towards more and more decision making by women as how the family money is saved or spent. And with population and marriages on the rise, women's influence on how money is spent will be greater. Working women are apt to be more active in decision making compared to housewives, but they usually do the shopping with their husbands.

Part III of the questionnaire is primarily designed to determine the Composition of Selected Consumption Goods of the working women. Since she frequently works outside the home,

THESIS

ROBERT COLLEGE GRADUATE SCHOOL
BEBEK, ISTANBUL

PAGE 34

the modern woman is busy. She has lots of time problems. Her leisure time is becoming more and more crowded. As a result, she is interested in time savers that better enable her to fill her role as a housewife and a career woman. The first question of Part III inquires about the laborsaving devices that working women have in their homes. The following are mentioned: gas range with oven, gas range only, washing machine, clothes dryer, refrigerator, dishwasher, vacuum cleaner, floor polisher, sewing machine, mixer or blender, steam iron, other appliances not mentioned. In addition to the above cleaning lady and laundry woman are mentioned also because some working women would rather use those than a washer or a vacuum cleaner. With the electrical appliance she has to tend to work herself whereas with the woman she can be out of the house during the work done at home. This is a function of money because in the long run it is more costly to keep hiring outside help than to buy the appliance. Installment buying gave this possibility of buying household equipment and electrical appliances. Those working women with high incomes would have both the appliances and the cleaning lady or the laundry woman.

Not all of the above time-savers are expected to be present in many of the homes of working women. It is likely that most of them will have a gas stove, washing machine, refrigerator, sewing machine and a vacuum cleaner, only. Other appliances such as clothes dryer, dishwasher, floor polisher, even mixer and blender are at present considered to be luxury goods.

THESIS

ROBERT COLLEGE GRADUATE SCHOOL
BEBEK, ISTANBUL

PAGE 35

They are newly introduced to the women of Turkey by the Turkish market.

The second question is set up to find out what makes up the wardrobe of a working woman. The question is as follows: "Which of the following clothing items do you have the most in your wardrobe: Blouses, sweaters and skirts, suits, coats, simple dresses, afternoon dresses, evening dresses or gowns, slacks, shorts, and other sports wear. Taking the wardrobe as a whole, they will be asked to give the percentage of each of the above items. It is expected that at least 50 percent of the working wife's wardrobe will consist of skirts, sweaters, and blouses. Suits and coats would follow these whereas evening gowns and dresses will be less than above. This will give an idea on where a working wife spends her leisure time the most, whether she attends social activities or not. However, quite a number of working women may feel that a few accessories on a simple sweater may still make her look quite affluent and feminine in public.

Another problem following this is to find out how much of these clothes can a working woman sew herself. Sewing is a time consuming and a rather complicated activity. Not women with plenty of leisure time do have the patience to sit down and sew. Therefore, the answers to the question "Do you sew your own clothes?" will be "No". However, there are some tactful women who find the time to work and to sew; for those the

THESIS

ROBERT COLLEGE GRADUATE SCHOOL
BEBEK, ISTANBUL

PAGE 36

second part of the question is, "Which items do you sew?" if the answer to the first part is "yes".

The next question simply asks "Do you have your clothes made upon order?" In Turkey today most of the clothing worn by women is tailor made. This takes quite a time for one has to buy the material, chose a proper design, find a dressmaker, and have at least two fittings before the dress is ready.

Questions 3 and 4 were leading questions to question 5 which deals with ready-made clothing. The question asks, "Do you favor ready-made clothing?" The question further asks which ready-made clothing items the working wife prefers for herself, for her husband and for the children. Men's ready-made clothing has been quite popular in the last years and so were the children's. Price plays an important role in answering this question, and there may be comments as to this aspect.

Question 6 of Part II of the questionnaire is an opinion question regarding the ready-made clothes available in the Turkish market today. It is, "Do you think the ready-made clothes in the market are: excellent, good, fair, poor, could be better." In the light of this question, quality and price are further discussed with the woman interviewed.

Question 7 is a straight forward one that asks, "Do you knit or sew any of your husband's or children's clothes?" Some women take knitting as a hobby to fill up the time in between work.

THESIS

ROBERT COLLEGE GRADUATE SCHOOL
BEBEK, ISTANBUL

PAGE 37

Question 8 deals with fashion. Woman regardless of her occupation is fashion conscious and fashion-minded, thus fashion has become a major factor in any market today. Styles for women change rapidly and women respond to these changes. Paris, which is accepted as the center of fashion for Turkey, starts to send signals every year if not every season. Of what value is a dress to a woman which is completely out of fashion? Even though it may be quite new, she refuses to wear it and discards it from her wardrobe. Actually, two things must be present in order to have changing fashion behavior that is translated into demand for goods and services. The first is discretionary spending power and the second is leisure time. A person that is not earning enough money to cover basic living needs has little choice of what he buys. Fashion, in a way, is a means to display wealth for some people, and a person fully occupied with her job and house has less time for fashion. But, since fashion behavior is caused by fundamental psychological forces within the individual, every woman will find time to study fashion to a certain extent. Question 8 which asks, "How often and to what extent do you follow fashion?" will be of interest to working women. The alternatives presented with the question are: very closely, often, seldom and never.

So far questions regarding clothing ~~clothing~~ have been discussed, but food is the most important one among the three necessities of life which are foo, clothing and shelter. The next couple of questions will be centered around food and cooking in the life of working women.

THESES

ROBERT COLLEGE GRADUATE SCHOOL
BEBEK, ISTANBUL

PAGE 38

Question 9 is, "Do you cook for the family?" Cooking in the home of the working woman could be done by relatives living with the family, by a cook, by the working woman herself or her husband if he happens to have more time than the wife.

If the answer to question 9 is "yes", then question 10 follows. "On the average how much time do you spend to prepare a regular meal?" The alternatives to chose from are: Half an hour to one hour, one hour to one and a half hours, one and a half hours to two hours, more than two hours. Since a working wife has limited time to spend within the home, she cannot afford to spend a lot of time in the kitchen. She will have to look for quick ways of getting things done. She has few electrical appliances in her kitchen to simplify her work. The amount of time spent to prepare a regular meal will, also, give an idea about the kinds of foods a working wife will be putting on the dinner table. Not many of the typical Turkish dishes can be prepared in a short time such as half an hour or an hour.

Question 11 is an important one for it is mainly designed to determine the place of ready-made food in the life of a working woman. Since frozen food is unheard of in Turkey at the moment, canned food (such as canned vegetables or fruits) semi-cooked food (such as soups, jellies, some mixes, puddings) or ready-to-serve food are thought of when asking this question. Because Turkish men like full stomachs, one of the few things Turkish woman boasts about the most is the way she prepares a

THESIS

ROBERT COLLEGE GRADUATE SCHOOL
BEBEK, ISTANBUL

PAGE 39

special dish of any kind. A direct question such as "Do you use ready-made food?" would never get accurate answers due to the fact that no woman likes to serve something that she has not prepared or given a touch. The question, therefore, is phrased in the following way: "What is the place of ready-made food in your kitchen or on your table?" Canned vegetables, canned fruits, semi-cooked foods and ready to serve foods are listed separately and the frequency at which the above are consumed are checked from the following: In special occasions such as dinner parties, every day, once a week, very seldom, sometimes in winter. Sometimes in winter is especially included for that is the time when most families buy canned summer vegetables that are not in the market.

Question 12 deals with quantity and asks, "How large is each of your food purchase?" Among the different food items asked are: bakery products, cereals, dry or canned vegetables, fresh vegetables, fruits, meat, dairy products, poultry, and beverages. The quantity asked for each is shown as one days' supply, two to three days' supply, four to seven days' supply, more than a weeks' supply. For each of the food item the working woman will check the corresponding purchased supply. There may be some purchases done in bulk where as some women interviewed may prefer to buy their food stuff daily as they come home from work.

THE S I S

ROBERT COLLEGE GRADUATE SCHOOL
BEBEK, ISTANBUL

PAGE 40

Question 13 deals with the way working women have their lunch. It is very seldom that a working wife serves a large meal to her husband during lunch time because they are both out during that time of the day. Therefore, most of the working women have their lunch some place other than their home. The question asks, "Where and how do you have your lunch?" The alternative answers are: take from home, purchase at place of work, eat at a cafeteria, provided by place of work, eat at a restaurant and other. Some of the working women may go home to have their lunch if their home is within the vicinity of their place of work. These will be listed under "other".

Questions 14 and 15 are related to the social or recreational activities of the families of working women. "How frequently does your family eat outside of the home?" is the way question 14 is phrased. The answer to this question is to be checked from one of the following: More than once a week, once a week, once in two weeks, once a month, less than above, on special days such as holidays, anniversaries and birthdays, etc. Families with working women are apt to eat more outside of the house if we think of this as an escape from the kitchen work. However, if they have children and nobody else in the house to take care of the children, then it is difficult for the family to dine outside. Also working woman may come home too tired on weekdays and may want to have a quick dinner at home and rest instead of appearing in public. When a working woman dines outside she probably would not want to think about the work she has left behind at home and would want to be in

THESIS

ROBERT COLLEGE GRADUATE SCHOOL
BEBEK, ISTANBUL

PAGE 41

a relaxing mood. Also eating outside may be too costly for some women who work out of necessity so the number of times those families eat outside will be limited.

Question 15 has a certain link with some of the above problems also. The question is as follows: "Which of the following entertainments do you favor and attend the most as a family?" Activities listed are: family gatherings, informal social gatherings, formal social gatherings (such as dinner parties, cocktails, dances, balls, night clubs, etc.), concerts, plays and the theater including opera and ballet, movies, and picnics. Instead of checking one, the working women interviewed are asked to give the order of their preference, otherwise the cinema would be the only one checked by many of them and it would not be possible to get information on their feelings about other activities. Some of the recreational activities are a function of income. Many of the recreational activities once limited to the rich are now becoming available to middle-income and even lower-income groups. Home is no longer the center of recreational activity and work within the home for such purposes is curtailed as much as possible for the working wife.

Part IV of the questionnaire deals with the execution of the spending power and decision. A large portion of products is bought by people other than those who will ultimately use them. The person who decides what shall be bought may be

THESIS

ROBERT COLLEGE GRADUATE SCHOOL
BEBEK, ISTANBUL

PAGE 42

neither the consumer nor the purchaser, but a third party. Members of a family may be users of goods, but they are not necessarily buyers of goods. There are many men wives of which buy their ties, socks, shirts, pajamas, underwear, etc. Therefore, a distinction should be made between a customer and a consumer and Part IV is included in the questionnaire to help to make such a distinction. The answers to questions such as how, who, where and when will be found mainly in this part.

Question 1 of Part IV is "Who does the actual shopping of the following items?" The items are: furniture, household appliances, men's clothing and shoes, women's clothing and shoes, children's clothing and shoes, food and beverages, drugs and notions. Woman alone, man alone, woman and man together are the alternatives for each of the above items in answering the "who" part of the question. Since a working woman and her husband have the same amount of time to spare for shopping, the possibility is that the answer will only vary from individual to another.

Question 2 asks, "What women's articles does your husband purchase for you?" Shorter hours of work give man more freedom and time for shopping, however, the goods they can buy for woman is limited due to knowledge and taste. Tastes of man and woman differ to a certain extent and they may not have the same knowledge about the products and goods that are manufactured for woman only. Whatever most of the husbands buy for

THESIS

ROBERT COLLEGE GRADUATE SCHOOL
BEBEK, ISTANBUL

PAGE 43

are their wives, upon impulse buying because they usually buy what they see and like and feel the wife may enjoy. Other than that men buy presents for their wives on occasions and special days. On the other hand there may be exceptions to this, and like woman doing all of their husbands shopping, there could be some men doing all of their wife's shopping.

Question 3 is just the opposite of question 2. It is "What items do you buy for your husband?" Not many men like to shop, and they are less able buyers than woman. Woman like to compare quality, price and service and they are more responsive to sales events and price appeals so they usually know when to buy and where to buy. When there are sales in stores they are minded by women rather than men. The goods that women are likely to buy for their husbands are socks, ties, shirts, pajamas, underwear, slacks, etc. Men, on the whole, buy their own suits, coats or raincoats, hats and shoes.

Question 4 deals with the "where" aspect of marketing. It is, "For what items and how frequently do you patronize the following?" Peddlers; items purchased from peddlers and how often. Bazaars; items purchased from bazaars and how often. Stores with delivery service; items purchased from them and how often. Regular stores; items purchased from those and how often. Stores on the way home from work; items purchased from such stores and how often they are purchased. Peddlers or street sellers are not of great help to working woman whereas stores on the way home from work may be very convenient for

THESIS

ROBERT COLLEGE GRADUATE SCHOOL
BEBEK, ISTANBUL

PAGE 44

a woman to stop in and shop. Delivery service could be useful for working if they make proper use of it.

"How often and for which items do you use the following methods?" is the way question 5 of Part IV is phrased. This question will give light to the "how" aspect of marketing. The methods included in the question are cash, open book credit, and installment. Opposite each method there is space provided for the women interviewed to put down the items purchased and the frequency of purchase. Cash is the most popular mode of payment in Turkey and open book credit follows this in some circles. Installment sales are quite new but they have already gained a wide acceptance from middle income families. Working women may be in favor of installment buying because with the extra money she makes the bills could be paid more easily.

Question 6 of Part IV deals with the "when" aspect of marketing. Since time is one of the major problems of a working woman this question is important for this study. A working woman has to rush for her shopping for she does not come out of work before 5 o'clock and works on Saturday morning. Her weekend schedule is over-crowded because shopping takes some of her free hours. This has been realized in the United States where shifts in shopping hours have taken place and evening shopping has become quite popular. The stores are open only for a few hours when the working woman leaves her work. "Where"

THE S I S

ROBERT COLLEGE GRADUATE SCHOOL
BEBEK, ISTANBUL

PAGE 45

working woman shops is also included in this question, since the question asks "When and where do you do most of your shopping" for the following: Furniture and household appliances, clothing and shoes, food and beverages. Next to each of the above items time and the place where bought will be put during the interview.

Question 7 asks, "On the average how many stores do you visit before you buy a clothing item?" This question is also related to time and the shopping habits of working women.

Question 8 is, "Do you make use of a shopping list?" If the answer to this question is "yes", then question 9 is asked. There are always differences between the buying intentions and the actual purchases. Women generally buy more items and a greater variety of products than those that are on their shopping lists. They do not put down the very broad names they will purchase. They may just put down "soap" and may end up buying Komili, Lux or Puro, etc. Question 9 asks, "Under which circumstances do you go beyond your shopping list?" The circumstances suggested following the question are: "When I see or think of something that I failed to put on the shopping list," or "When I see something that I may need in the future sold at a reasonably low price".

Question 10 is a general question to determine the amount of time spent on shopping by the working women during one week. It is, "On the average, how much time do you spend for shopping

in a week?" Even though working women have less free time than housewives they may be seen more in stores buying something. This is due to the fact that they can do their shopping while they are outside and do not have to make special trips from home for shopping. They may drop in any shop while coming back from work while housewives have to get prepared to leave the house for shopping.

The Questionnaire Used in Interviewing Housewives

So far the questionnaire used in interviewing working women has been discussed. This questionnaire with very few changes is used in interviewing the housewives. A few alterations are made since all the questions asked of working wives are not pertinent to housewives.

In Part I of the questionnaire, which is Classification Data, occupation of the working wife is changed to the education of the housewife. Since most of the working women interviewed have at least a Lycée education, it is useful to have an idea about the level of education of the housewives. Educational attributes are one of the objective means of measuring the characteristics of social groups; there may be differences in demand patterns and buying habits among educational groups, especially for home operation and improvement. Expenditures for such may increase as the education increases.

THESIS

ROBERT COLLEGE GRADUATE SCHOOL
BEBEK, ISTANBUL

PAGE 47

In question 8, which is put there to determine the economic class, the monthly income of the wife is discarded since the housewife is not earning money outside of the home. The question asks about the income of the family per month.

Question 10 is changed also. Instead of asking "For how many years have you been working?" the question "Have you ever worked, when, and how long?" will be asked. The reasons why she gave up work, if the answer to the previous question is "yes", will be discussed with the housewife.

In Part II of the questionnaire, question 3 is omitted. This question was on the contributions of the working wife and husband to the family budget. Instead, a question inquiring whether the house-wife has a personal allowance or not is asked. Women's attitudes toward consumption are different from those of men. At times, women are apt to buy merchandise for which they may have relatively little need; they may buy luxuries that in no way can be considered necessities but nevertheless greatly desired by women. These they usually buy out of their own pocket money or savings.

Only one question is changed in Part III. Instead of asking "Where and how do you have your lunch" for question 13, "Does your husband come home for lunch?" will be asked. A housewife may have to serve two big meals a day besides breakfast because her husband may come home to have his lunch. The answer will have some bearing upon the daily activities of

a housewife as well as the composition and supply of daily food items.

Part IV of the questionnaire for housewives stays as it is for the working women. However, there are a few points to be discussed with the housewives. The first one of these is whether they help their husbands with any of his work. A second point is the kind of social or welfare activities they occupy themselves with in their leisure time. It is very probable that some of the housewives will have most of the labor saving devices owned by working women. They may have much free time which they can devote to service clubs, charity organizations, or social clubs.

The last point to be discussed with housewives is whether they ever feel that they would like to have a part-time job outside the home and the main reasons why they don't have any job at present, if they are interested in working. It will be helpful to find out how housewives feel about working women being away from home most of the time.

The Sample

The sample used in this study is made up of two groups. One is the experimental group consisting of working women, and the second is the control group consisting of full-time housewives.

Determining the size of the sample was a problem in itself because very little information is available about the universe from which the samples could be drawn by using a specific probability sampling method such as stratification or clustering.

The only available figure found for the working women is that their number was equal to 5,203,000 in 1960. This includes the female labor force in all the sectors such as the agricultural sector, industry, professions, domestic services, etc. There are no data as to the classification of working women with respect to their occupations since the statistics drawn from the results of the 1965 population census are not published yet. It is only that population census that included the questions the answers to which would give most of the information needed in framing the sample for this study.

Due to the fact that 53 percent of the female population of Turkey is married according to the 1960 figures, the sample is limited to married working women and full-time housewives. However, the percentage of married women in the female labor force is not known and it is only upon the above figure that such a choice has been made. Further limits had to be put in

THE S I S

ROBERT COLLEGE GRADUATE SCHOOL
BEBEK, ISTANBUL

PAGE 50

order to define the universe such as education and city.

Then, the universe may be defined as the married working women with a Lycée or higher education living in Istanbul working in different professions.

No special method of sampling was employed in deciding on the size of the sample. The choice was dictated by convenience and time limits. Thus, a non-probability sampling method, a convenience sample, is used for this study. When one is confronted with the need for information that is not accessible for probability sampling, she has to select samples by rough-and-ready standards which seem feasible and plausible. Non-probability sampling in this case contains a tinge of probability sampling since the sample used is close to simple random samples. The specific units of the sample were chosen at random, that is, calls were made at places of convenience where the working women were chosen at random, choosing any one name from the department. However, in non-probability sampling there is a bias of unknown magnitude and direction since there is a strong appeal for selection according to judgement. As long as the factors that influence the interviewer in her selection of respondents are independent of the phenomenon being investigated, such a process of selection can be rationalized because this leads to the effective randomization of the sample.

In order to make the sample more representative of the universe, four income groups were included in the study.

THESIS

ROBERT COLLEGE GRADUATE SCHOOL
BEBEK, ISTANBUL

PAGE 51

The first income group is one where the total income of the family per month is between 1000-2000 T.L.

The second income group is one where the total income for the family per month is between 2000-3000 T.L.

The third income group is one where the total income of the family per month is between 3001-4000 T.L.

The last income group is one where the total income for the family per month is between 4001-6000 T.L.

For the experimental group 25 working wives were interviewed whereas for the control group 25 full-time housewives were interviewed.

Because of the fact that the lower income group of the samples is more representative of the entire universe more working wives and full-time housewives were interviewed from the income group where the total income per month is between 1000-2000 T.L.

The income group distributions of both samples follow a proportional distribution pattern rather than an even distribution pattern.

CHAPTER IV
FINDINGS OF THE STUDY

Findings on the Working Women

Twenty five married working women were interviewed as the sample for the experimental group in this survey. 52 percent of the working women were from economic class D, 24 percent were from economic class C, 12 percent were from economic class B and the remaining 12 percent were from economic class A.

TABLE I

DISTRIBUTION OF WORKING WOMEN BY ECONOMIC CLASS

Economic Class	No.	%
Economic Class A (Total Income ¹ between 4001-6000 T.L. per month)	3	12
Economic Class B (Total Income between 3001-4000 T.L. per month)	3	12
Economic Class C (Total Income between 2001-3000 T.L. per month)	6	24
Economic Class D, (Total Income between 1000-2000 T.L. per month)	13	52
TOTALS	25	100

¹ Combined income of husband and wife.

Out of 25, 6 working wives constituting 24 percent of the sample for working women, earn more than their husbands. 4 working women, that is 16 percent, have a monthly income equal to that of their husbands. The remaining 15, that is 60 percent, make less than their husbands each month.

The occupational distribution of the working women interviewed is as follows: 2 out of 25 are professors at the School of Chemistry, University of İstanbul. 2 are Lycée teachers. 5 are secretaries; one is employed as a translator-typist by the Turkish Airlines Headquarters and another by Robert College. Another one works at Toprak Mahsulleri Ofisi (a Turkish State enterprise). The last one of the five secretaries works at İş Bankası, Sultan Hamam.

Out of 25 working women, 3 are chemists, one works at the University of İstanbul and two work at Toprak Mahsulleri Ofisi in Beşiktaş. The remaining 13 working women, which amounts to 52 per cent of the sample, classified themselves as "memur" (civil servants) doing clerical work, typing, various other paper work, accounting, etc. These work in several places (mostly banks) such as the İş Bankası, T.C. Ziraat Bankası, and Sümerbank.

Most of the working women interviewed work at business enterprises or service institutions partly owned by the government. By making such a choice one of the various variables

could be controlled. Because they are indirectly paid by the government, the same status applies to all except one who works for a private business enterprise. The privileges in terms of money and leave are quite similar for most of the occupations of the working women interviewed.

TABLE II
WORKING WOMEN BY TYPE OF OCCUPATION

Type of Occupation	No.	%
Professors	2	8
Lise Teachers	2	8
Chemist	3	12
Secretaries, translators	5	20
Memur (Clerical office workers)	13	52
TOTALS	25	100

It is simply a coincidence that there is a similar occupational distribution between the husbands of working women. Out of 25, 5 are running their own businesses, 5 are architects or engineers, 2 are in the army doing their military service, 1 is a doctor and the rest were classified as MEMUR by their wives, and their number is equal to 12.

The average age for the working women is 38. Two were over 50 and 3 were below 30; the rest were between the ages of 35 and 45.

T H E S I S

ROBERT COLLEGE GRADUATE SCHOOL
BEBEK, ISTANBUL

PAGE 55

With respect to the family structure, the largest family had 7 members. Most of the working women interviewed did have children; however, there were 6 families making up 24 percent of the sample where there was only the wife and the husband and no children. Out of 25, 4 had their mothers-in-law living with them. 3 working women had their mothers in the home, 1 had a sister-in-law and 1 had her two brothers living with the family. However, the majority, 64 percent of the sample, had no relatives living in the same house.

TABLE III

FAMILY STRUCTURE OF THE WORKING WOMEN,
AMOUNT OF MONEY SPENT FOR HELP

Total no. of Persons in the family	No.	%	Amount of Money Spent	No.	%
Seven	1	4	375 T.L.	1	4
Six	1	4	350 T.L.	1	4
Five	5	20	300 T.L.	4	16
Four	4	16	250 T.L.	2	8
Three	8	32	150 T.L.	1	4
Two	6	24	80 T.L.	1	4
			30 T.L.	1	4
			None	14	56
TOTALS	25	100	TOTALS	25	100

Out of 25 working women, 8 had full-time paid help in the house. 3 had part-time help for which they paid a certain

amount of money each week. The maximum amount of T.L. paid for outside help is 375 whereas the minimum is only 30 T.L. per month. 14 families which represent 56 per cent of the sample had no outside help and spent no money on housework.

From the interviews it is known that only a few mothers or mothers-in-law help with the housework, and the working women receive no help from any of the other relatives living in the house. As a matter of fact, the working wife has to cater for those extra people; however, some working women get financial help from them. For example, the sister-in-law (a doctor) of one of the working women contributed to the family budget by one half and helped with the education of the children. Another working woman had two brothers going to the university; for that she received financial aid from her parents with which she was able to hire a lady to take care of her two-year old daughter.

48 per cent of the working wives have been working for 1 to 10 years. 44 per cent have been working for 11 to 20 years, and 8 per cent have been working for 21 to 30 years. 29 per cent have been married for 11 - 20 years; 48 per cent have been married for 1 - 10 years, and 24 per cent have been married for 21 - 30 years.

So far, the results of Part I of the questionnaire which is Classification Data have been analyzed. From now on, the findings on Part II of the questionnaire will be recorded and analyzed.

TABLE IV
WORKING WIVES BY LENGTH OF EMPLOYMENT
AND DURATION OF MARRIAGE

Years in Employment	No.	%	Years of Marriage	No.	%
Up to 10 years	12	48	Up to 10 years	12	48
11 - 20 years	11	44	11 - 20 years	7	28
21 - 30 years	2	8	21 - 30 years	6	24
TOTALS	25	100	TOTALS	25	100

In Part II, which is the decision phase, only 9, that is 36 percent of the sample make a regular monthly budget. 48 percent replied that they did not make a regular monthly budget. Only 4 working wives said that their husbands alone prepared such a budget and that they had nothing to do with it.

With respect to a seasonal, quarterly or a yearly budget, 20 percent said "yes" while another 60 percent said "no". One answer was that she seldom makes a seasonal budget, and 4 said that they sometimes make seasonal, quarterly or yearly budgets. They gave an explanation for this. They prepared such a budget because of the "ikramiye" or a special premium they receive at the end of the year. To one, only, such a premium was paid if the business enterprise she works for makes extra profit at the end of the business year then this is distributed among the employees in the form of a premium as an incentive. Among the

4 who replied that their husbands prepare the family budget, 2 stated clearly that the main reason for this was that they spent what they themselves earned as pocket money on their own account and according to their own will.

TABLE V
 ON BUDGET PREPARATION

Do you make a regular monthly budget	No.	%	Do you make a seasonal, quarterly or yearly budget	No.	%
Yes	9	36	Yes	5	20
No	12	48	No	15	60
The Husband makes one	4	16	Sometimes	4	16
			Seldom	1	4
TOTALS	25	100	TOTALS	25	100

The third question dealing with the budget concerned the contributions of the working wife and husband to the budgets in terms of money. The great majority of the working women interviewed contribute to the family spending on the family budget. According to their explanation the husbands and the wives put together what they earn when they receive their salaries, then they spend out of a single fund. Out of 25 only 3 do not contribute to the family budget. In other words the family expenses are all met by the husband, the head of the family. Another 2 occasionally buy clothing items for

their children when they want to. One of these two also helps her married daughter out of her own income.

TABLE VI
MONEY CONTRIBUTIONS OF WORKING
WIVES TO THE FAMILY BUDGET

Who contributes to the family budget	No.	%
Wife only	0	0
Wife and husband equally	22	88
Husband only	3	12
TOTALS	25	100

The major breakdowns of the family budget happen to be fixed expenses such as rent, heat, electricity, gas, water, services such as the amount paid for outside help and to the KAPICI. The others are food, clothing, furniture, and household appliances, recreation, travel and education, drugs, and notions. The last major breakdown is savings such as bank deposits, payments on mortgage or payments for installment.

Out of 25 working wives, 6 do not pay any rent because they own the house they live, 5 refused to give the figures, and 14 pay rent for their housing. The highest rent paid is 1040 T.L. and the lowest is 300 T.L. On the average 33 percent of what is earned is spent on food by working wives. About 10 percent is spent on clothing and accessories. Some working wives

answered that they buy their clothing out of their premiums so they do not make a monthly allocation for this and furniture and equipment. However, on the average 8 percent goes to the latter. 7 percent goes to recreation, travel and education. About 22 percent is spent on home operation and improvement including rent, gas, electricity, water, heat, etc. 3 percent is spent on medical care, drugs and notions. It is only 5 percent that goes to savings or payments due, and 12 percent is left for other expenses.

On the other hand the average income for the 25 families is 2985 T.L. 13 families that is 52 percent falls below this average. In order to compute the average number of Turkish liras spent for all the above percentage expenses the average income figure has been used.

TABLE VII
 AVERAGE MONTHLY HOUSEHOLD EXPENDITURES
 OF FAMILIES OF WORKING WOMEN

Items Spent for	T.L.	%
Food and beverages	985.65	33
Clothing	298.50	10
Furniture and household appliances	238.80	8
Home operation (rent, heat, gas, electricity, water)	656.70	22
Recreation, travel, education	208.84	7
Medical care, drugs and notions	89.55	3

THE S I S
ROBERT COLLEGE GRADUATE SCHOOL
BEBEK, ISTANBUL

PAGE 61

Savings, payments due	149.25	5
Other	358.20	12
TOTALS	2985.00	100

In making a purchase 15 working women out of 25 consider the product they want to buy first, rather than the price they are willing to pay for that product. The other 10, which constitute 40 percent decide on the price first and try to find the product sold near to that price. The price conscious group mostly consist of those with lower incomes.

The analysis of the last question of Part II is partly done on the discussion with the working wives about their latest purchase. This is mainly to measure the degree of importance of each party, the husband or the wife, in reaching decisions. According to the answers the new idea about a purchase is usually introduced by the working wife and is discussed by the couple until they come into an agreement. Out of 25, 1 working woman said that her husband and herself make separate decisions. 32 percent make all their decisions jointly and both sides are equally influencial on the deal, 3 working wives admitted that their husbands have more say in decision making and 48 percent claimed that theirs is always the final word. One working wife refused to answer this question.

TABLE VIII

WORKING WIFE AND/OR HUSBAND
IN MAKING DECISIONS

Who decides on what is bought	No.	%
Working wife	12	48
Wife and husband together	8	32
Husband	3	12
Wife and husband separately	1	4
No answer	1	4
TOTALS	25	100

In Part III, concerning the composition of selected consumption goods, the following results are found. All the working women are in favor of labor-saving devices, but they think of them as a function of income. The higher the income, the more appliances the working wife possesses even when she can afford full-time help in the house. It happens that the working woman with the highest total income per month is the only one to have all the labor-saving devices listed in the questionnaire except the dishwasher. This is something she doesn't buy intentionally for there is always someone in the house to do the dishes.

7 working women interviewed own gas range with oven, 18 own gas range only. Some of these use AYGAZ or IPRAGAZ for

THESIS

ROBERT COLLEGE GRADUATE SCHOOL
BEBEK, ISTANBUL

PAGE 63

cooking while others use natural gas. 84 percent of the working women own a washer for clothes where as only 8 percent own clothes dryer. Washing machine and the refrigerator are the most popular helpers of the working women because they are considered necessities. 80 percent of the working women own a refrigerator. Only 9 out of 25 own a vacuum cleaner. Working women feel that cleaning is not as troublesome as washing so they give to the vacuum cleaner secondary importance. Only 1 woman owns a floor polisher. 17 families own a sewing machine, and only 6 of these sew their own clothes. 6 working women have blenders or mixers in their kitchen and only 7 have a steam iron. 10 working women make use of a cleaning lady as full-time or part-time help in the house, and 5 employ a laundry woman for washing and sometimes for ironing if time is left after the washing. The rest do their own washing with the help of their washers. Out of 25, only 1 working woman washes the clothes by hand with the help of her mother-in-law and she is planning to buy a washer as soon as possible since at the time of the interview a new baby was expected in a few weeks.

THE S I S

ROBERT COLLEGE GRADUATE SCHOOL
BEBEK, ISTANBUL

PAGE 64

TABLE IX

MAIN LABOR-SAVING DEVICES OWNED BY WORKING WOMEN

Appliances owned	No.	%
Gas range with oven	7	28
Gas range only	18	72
Washing machine	21	84
Clothes dryer	2	8
Refrigerator	20	80
Dishwasher	None	0
Vacuum Cleaner	9	36
Floor polisher	1	4
Sewing machine	17	68
Mixer, blender	6	24
Steam iron	7	28
Cleaning lady	10	40
Loundry woman	5	20

As to the wardrobe of a working woman, blouses, sweaters, and skirts have the first place. The average in terms of ^{per-}centage numbers of these clothes owned by 25 working women interviewed is 63. That is 63 percent of the wardrobe of a woman working consists of skirts, sweaters, and blouses. Suits make up 12 percent and coats 10 percent. Simple dresses consist of only 6 percent and afternoon dresses of only 5 percent. Evening dresses make up only 2 percent of the wardrobe of a working woman while sports wear such as slacks, shorts, ski pants and the like consist of 2 percent, too.

TABLE X
CLOTHING ITEMS THAT MAKE UP THE WARDROBE OF
A WORKING WOMAN WITH THE PERCENTAGES¹

Items	%
Sweaters, skirts, blouses	63
Suits	12
Coats	10
Simple dresses	6
Afternoon dresses	5
Evening gowns and dresses	2
Sports wear (slacks, shorts, etc.)	2
TOTALS	100

¹ The above percentages are the averages for percentages given by the 25 working women.

The largest percentage for sweaters and skirts given by the working women interviewed is 85 percent and the smallest is 10 percent. 10 working women gave 50 percent as the answer and the rest varied between 55 percent to 60 percent. The percentages for suits change between 5 percent and 20 percent, for coats between 2 and 20 percent. Out of 25, 5 women have no simple dresses whereas the percentage for the rest changes between 2.5 and 20 percent. The percentage for afternoon dresses varies from 2.5 percent to 10 percent. Only 12 women have evening dresses and the percentage changes between 2.5 and 5 percent. And it is only 7 working women that own any sportswear, and the percentage is between 2.5 to 15%.

THE S I S

ROBERT COLLEGE GRADUATE SCHOOL
BEBEK, ISTANBUL

PAGE 66

Very few working women sew their own clothes. 68 per-
cent answered "no" to the question "Do you sew any of your
own clothes?". There are 6, that is 24 percent, "yes" an-
swers and one woman said that it is very seldom she sews any-
thing; also there is one "sometimes" as the answer.

TABLE XI

WORKING WOMEN SEWING THEIR OWN CLOTHES

Women sewing or not sewing	No.	%
Working women sewing their wown clothes	6	24
" " not sewing their own clothes	17	68
" " seldom sewing their own clothes	1	4
" " sometimes sewing their own clothes	1	4
TOTALS	25	100

Out of 6 "yes" answers 2 women sew all their clothes
except heavy winter coats. The rest sew only skirts, blouses,
slacks and simple dresses with the help of designs.

72 percent of all the working wives interviewed favor
ready-made clothing. 24 percent do not prefer because of
price and quality. One prefers those she buys in Europe.
when visiting because she can find all the proper designs and
quality; she is hesitant to do that in Turkey yet.

Working women prefer to buy everything ready-made for
their children. Only few make simple shorts, skirts or

T H E S I S

ROBERT COLLEGE GRADUATE SCHOOL
BEBEK, ISTANBUL

PAGE 67

dresses that the children wear in summer. For their husband they prefer everything ready-made also except suits and coats. Not a single working woman makes any of her husband's underwear including pajamas. Only 4 women do some knitting as a hobby in between work hours. 11 don't knit or sew anything neither for their husbands nor children.

TABLE XII

WORKING WOMEN'S ATTITUDE TOWARDS READY-MADE CLOTHING AND FASHION

Do you favor ready-made clothing?	No	%	Do you think ready-made clothes are	No	%	How closely do you follow fashion?	No	%
Yes	18	72	Excellent	4	16	Very closely	3	12
No	6	24	Good	14	56	Often	16	64
Sometimes	1	4	Fair	5	20	Seldom	5	20
			Poor	1	4	Never	1	4
			Could be better	1	4			
TOTALS	25	100	TOTALS	25	100	TOTALS	25	100

Cooking is one of the most time taking activities of the working woman in the house. 16 working women do the cooking for the family themselves. In 2 families it is the husband doing the cooking. In 1 family the mother cooks the family meals and 2 working women have paid help for cooking. The

THE S I S

ROBERT COLLEGE GRADUATE SCHOOL
BEBEK, ISTANBUL

PAGE 68

rest of the working women have their relatives living in the house to do the cooking.

TABLE XIII

WHO COOKS FOR THE FAMILY. TIME SPENT BY
THE WORKING WOMEN FOR COOKING

Who does the family cooking?	No.	%	Time spent for cooking per meal	No.	%
Wife alone	16	64	1/2 hour - 1 hour	8	36
Wife with help	1	4	1 hour - 1 1/2 hours	9	36
Husband	2	8	1 1/2 hours - 2 hours	3	12
Relatives in the house	3	12	More than 2 hours	None	0
Cook	3	12			
TOTALS	25	100	TOTALS	20	100

Ready-made or canned food is not very popular even with the working women. However, women are beginnng to realize that such food stuffs lessen the burden of cooking to a certain extent. Canned vegetables that are ready to be cooked have some popularity in winter time when it is the only means of serving summer vegetables. 12 working women cook one of such food at least once a week. 6 answered that they seldom buy and cook canned vegetable, 8 women said that they cook them sometimes in winter. One family does not eat canned vegetables at all.

THESIS

ROBERT COLLEGE GRADUATE SCHOOL
BEBEK, ISTANBUL

PAGE 69

Recently people started buying canned fruits as well as vegetables. Only 4 working women buy these at least once a week. 10 answered that it is very seldom that they buy canned fruits mostly to make jam out of them. Another 10 buy them once in a while in winter. Semi-cooked mixes and soups have a wide acceptance recently. The different kinds of soups, jellies and pudding mixes are used by 4 working women almost everyday. 8 women make use of such at least once a week. 11 working women said that it is seldom that they buy these. Only 1 answer is that she cooks a soup of that kind once in a while in winter time.

Working women do buy ready to serve food for their dinner parties. It is mostly on such occasions that 17 working women buy ready-to-serve food. 1 family has such food on their table everyday, 3 have these at least once a week and 3 others serve ready-to-serve food quite seldom.

TABLE XIV
 IMPORTANCE OF READY-MADE FOOD FOR WORKING WOMEN

Food	On special occasions		Everyday		Once in a week		Seldom		Often in winter	
	No.	%	No.	%	No.	%	No.	%	No.	%
Canned Vegetables	--	--	--	--	12	48	6	24	8	32
Canned fruits	--	--	--	--	4	16	10	40	10	40
Semi-prepared food	--	--	4	16	8	32	11	44	1	4
Ready-to-serve food	17	68	1	4	3	12	3	12	--	--
TOTALS	17	68	5	20	27	108	30	120	19	76

There are several different patterns with regard to the purchasing of food items by working women. 17 working women out of 25 buy their bakery products daily.

Cereals and dry vegetables could be bought in bulk since they are easier to keep for a long time. Only 4 working women buy those daily. 4 buy 4 to 7 days' supply at a time while 17 women buy theirs in larger quantities that last more than a week.

11 working women buy their fresh fruits and vegetables daily, 10 buy 2 or 3 days' supply at a time and 4 buy about a weeks' supply where as noone buys more than a weeks' supply.

6 working women buy their meat and similar products daily. 9 buy about 2 or 3 days'supply at a time. 10 workingwomen buy a weeks' supply and none buys more than a weeks' supply.

6 working women buy their meat and similar products daily. 9 buy about 2 or 3 days' supply at a time. 10 working women buy a weeks' supply and none buys more than a weeks' supply. 15 working women buy their dairy products daily, 4 buy 2 or 3 days' supply, 4 buy about a weeks' supply whereas only 2 buy more than a weeks' supply including milk. Bulk purchases for dairy products is for white cheese and butter mostly since these can be bought in large tin containers containing about 5 kgs. of the product. Poultry are bought daily by 13 working women. Only 1 buys about 2 or 3 days' supply whereas 4 buy more than a weeks' supply of poultry products.

There is a different set of behavior by working women with respect to the purchasing of beverages such as drinks and soft drinks. 7 buy their daily beverages, only 2 buy 2 or 3 days' supply at a time. 4 buy their one weeks' supply whereas 12 do buy more than a weeks' supply.

TABLE XV

AMOUNT OF FOOD STUFF AND DRINKS PURCHASED
BY WORKING WOMEN

Items	One days' supply		2-3 days supply		4-7 days supply		More than a weeks' supply	
	No.	%	No.	%	No.	%	No.	%
Bakery products	17	68	3	12	3	12	2	8
Cereals and dry vegetables	4	16	--	--	4	16	17	68
Fresh fruits and vegetables	11	44	10	40	4	16	--	--
Meat and the like	6	24	9	36	10	40	--	--
Dairy products	15	60	4	16	4	16	2	8
Poultry products	13	52	1	4	7	28	4	16
Beverages	7	28	2	8	4	16	12	48
TOTALS	73	292	29	116	31	124	37	148

Almost all the working women have their lunch away from home. 5 women take their lunch with them from home and eat at the place of work. 9 buy their food from the place of work. 7 working women have their lunch at the place of work provided by the institution they work for, and this is served free to the employees. Only 6 women go home to have their lunch. The reasons why they do that are several. Three live very near to their place of work. One has a small baby that she has to feed during lunch hours, and two of the working women have their husbands and children come home to have lunch occasionally, so they would rather be at home when the others come to have their

lunch. All of the six work in places that are within the vicinity of their homes.

TABLE XVI

HOW AND WHERE WORKING WOMEN HAVE LUNCH

Where and how do you have your lunch?	No.	%
Take from home	5	20
Purchase at place of work	9	36
Provided by place of work	7	28
Eat at a cafeteria		
Eat at a restaurant		
Other (go home for lunch)	6	24
TOTALS ¹	27	108

¹ This table adds to more than 100 percent because some respondents gave more than one answer.

Working women enjoy to have dinner with their families outside of the house. 4 working women replied that they eat out more than once a week. 6 families eat outside only once a week, and another 6 families eat outside once in two weeks. 5 families do eat only once a month and not any more than that. The number of families eating outside on special occasions such as anniversaries, holidays, reunions or birthdays is 6. (The total number of families in the above discussion add up to more than 25 because some of those that gave two alternatives are counted more than once in the classification.)

Working women favor recreational activities during their leisure because this is a kind of escape for them from daily routine work. The kinds of recreational and social activities presented by the questionnaire are ranked according to their degree of importance and acceptance by the working women. Out of 25, 16 working women's first choice is the movies; 4 women gave the cinema second place whereas only 2 gave it third place in preference. The second popular recreational activity for the working women is the theater including the opera and ballet. Family gatherings and informal social gatherings attended by the whole family are quite liked by the working women since they rank third in their list. Only 7 women mentioned concerts, 3 giving them first choice. Formal social gatherings such as dinner dances, cocktails, etc., seem to be least popular among working women and so are the picnics. The following is a list showing how the families of working women spend their leisure money.

TABLE XVII

Activity	Mentioned by	No. of 1st choices
Movies	21	16
Plays, opera, ballet	20	7
Family gatherings	20	3
Informal social gatherings	15	2
Concerts	7	3
Formal social gatherings	9	None
Picnics	9	None

THE S I S

ROBERT COLLEGE GRADUATE SCHOOL
BEBEK, ISTANBUL

PAGE 75

According to the results found in Part IV of the questionnaire, working women seem to be more active with respect to the execution of spending decision. Out of 25 working women 20 do the shopping of furniture jointly with their husbands. 4 working women buy their furniture alone while the number for men is only 1. Household appliances are bought together by 17 couples. 6 women purchase these alone whereas it is only 2 men buying appliances for the home. 3 working women buy all of their husbands' clothes except shoes and suits. 8 shop together with their husbands when buying men's clothes and 14 men purchase their own clothing. 19 of the working women buy their own clothes alone. 6 shop with their husbands when buying dresses, suits, coats and shoes. No husband buys his wife's clothing.

15 working women buy all of their children's clothes. 6 couples shop together for the children and 4 men buy all the clothing and shoes that the children need.

With respect to food and beverages, 10 working women do the shopping for the entire family. 9 husbands buy food and drinks; 6 working wives either take turns or shop together with their husbands when buying food and beverages for the home. The number of women buying drugs and notions is far greater than those of their men. This is partly due to the fact that they are given medical care including medicine by the institution where they work or they are included in the social insurance program again by the institutions where they work.

Two questions were asked to find out what items husbands buy for their wives and what items working women buy for their husbands. The results are rather interesting for the working women buy more for their husbands than their husbands buy for them. 4 women out of

TABLE XVIII

WHO DOES THE ACTUAL SHOPPING FOR THE FAMILY

Items	Women		Men		Together	
	No.	%	No.	%	No.	%
Furniture	4	16	1	4	20	80
Household appliances	6	24	2	8	17	68
Men's clothing and shoes	3	12	14	56	8	32
Women's clothing and shoes	19	76	--	--	6	24
Children's clothing and shoes	15	60	4	16	6	24
Food and beverages	10	40	9	36	6	24
Drugs and notions	13	52	7	28	5	20

25 buy almost everything for their husbands. 7 women only buy presents on special occasions. 14 women listed several articles such as skirts, socks, neckties, all kinds of underwear, pajamas, slippers, handkerchief, neck scarfs, and sweaters as the clothing items they buy for their husbands besides the presents they buy on special occasions.

17 husbands buy only presents for their wives. Out of these 17, 2 would rather give the money to the wife and ask

THESIS

ROBERT COLLEGE GRADUATE SCHOOL
BEBEK, İSTANBUL

PAGE 77

them to buy whatever they need or want. One husband buys quite a lot of clothing items for his wife when he goes to Europe; he does this with the help of a list that his wife gives to him. 2 husbands buy cosmetics and perfume and one buys materials to make dresses. The other four husbands buy stockings, scarfs, handkerchiefs or sweaters for their wives whenever they run into such clothing items that they would like to have on their wives.

The places where working women shop the most are quite consistent. Only 3 working women buy fresh fruits and vegetables from peddlers if they happen to be at home at the time there is one on the street. However, this does not happen more than 2 or 3 times a week. Street sellers selling 'yoğurt' are the most popular since they do sell at later hours in the afternoon.

Out of 25 working women, 9 shop at open air bazaars at least once a week. The reason for going to a bazaar is that they can buy a few days' food supply at reasonably lower prices than they would buy at regular shops. Among the food items bought at the bazaar are fruits and vegetables, rice, dry beans, macaroni, olive oil, butter and margarine, cheese, olives, and soup and the like. 5 of the 9 working women going to the bazaar visit the Beşiktaş bazaar on Saturdays. 7 of the bazaar shoppers are from economic class D; one is from economic class C and the other from economic class B.

Shops with delivery service are not commonly used by the working women because they are not usually at home when the boys come to take orders in the mornings or when they bring the goods ordered. Only 3 working women make use of stores with delivery service by giving the order on the way to work and the orders are sent to their homes in the afternoons after they come home.

Working women favor regular shops the most. 11 working women buy their food items, meat and the like always from the same stores that are near their homes. 14 of the working women buy whatever they need from any store on the way home from work in the afternoons.

TABLE XIX

WHERE WORKING WOMEN DO THEIR SHOPPING

Where and from whom working women buy	No.	%
Peddlers	3	12
Open-air bazaars	9	36
Stores with delivery service	3	12
Regular stores	11	44
Stores on the way home from work	14	48
TOTALS ¹	40	160

¹ Totals add up to more than 100 percent because some respondents gave more than one alternative as the answer.

THESIS

ROBERT COLLEGE GRADUATE SCHOOL
BEBEK, ISTANBUL

PAGE 79

Working women like to make their purchases on cash basis. Out of 25, 22 women consisting of 88 percent do the shopping of food on cash all the time. Only 3 have open-book credit with their grocery store and the butcher to whom they pay their bills at the end of the month when they receive their salaries.

Installment buying is a way of life accepted by several working women. 12 women were in favor of installment sales for the products the buying of which would be impossible for years if it were necessary to accumulate the capital for the purchase. So most products of consequence, such as furniture, electrical appliances and important clothing items, such as suits, coats or fur coats are bought on credit. 75 percent of the working women favoring installment buying are from the lowest economic class of this sample. 2 are from class C and 1 is from class B.

The remaining 13 women buy their furniture, household appliances, and clothing items purely on cash basis. Some of these working women spend the extra premiums that they receive twice or once a year to buy furniture and appliances or they may buy these items out of their savings.

TABLE XX
 MODE OF PAYMENT WORKING WOMEN FAVOR

Mode of Payment	Food stuff		Clothing		Furniture and Appliances	
	No.	%	No.	%	No.	%
Installment	None	--	12	48	12	48
Open-book credit	3	12	None	--	None	--
Cash	22	88	13	52	13	52
TOTALS	25	100	25	100	25	100

Working women do their shopping mostly on Saturday afternoons since it is this afternoon that provides them the largest time for shopping. Out of 25 working women 17 buy their furniture and appliances on Saturdays when they and their husbands work only until noon. 8 working women leave the shopping of such products to the time when they have their yearly leave.

The places where working women shop for their furniture depends on the income level of the family. Those with income more than 3000 T.L. per month mentioned Beyoğlu, Nişantaşı and Osmanbey as the places where they buy their furniture. The working women with income lower than 3000 T.L. per month, prefer places concentrated with furniture stores on the other side of the Bridge because these sell at prices lower than the ones mentioned by the others.

In purchasing clothing and shoes working women do their shopping either on Saturday afternoons or in the late afternoons during the days of the week. Also shopping is done by working women at noon breaks if the shops are near the place of work. 11 women prefer Saturday afternoons while 9 would rather shop in the afternoons after 5 o'clock. 4 mentioned noon-breaks as a good time for buying clothes and shoes. Only one working woman, who happens to be a teacher, mentioned Wednesday afternoon as the day for her shopping. 6 women strictly mentioned Beyoğlu as the place for shopping for clothing and shoes whereas another 9 mentioned Mahmutpaşa or Bahçekapı. 10 do not differentiate the places where they buy their clothing items and shoes.

19 working women buy their foodstuff and beverages every afternoon while they are coming home from work. One working wife said that her husband buys all the food items on Friday afternoons. 9 women buy their food on Saturday afternoons either from stores or the open-air bazaar because they do a lot of cooking on Sundays.

Since working women's time for shopping is rather limited to after work hours and week-ends, the number of stores that they are likely to visit before they actually decide to buy an article are apt to be less than those visited by housewives for the same purpose.

TABLE XXI

WHEN DO THE WORKING WOMEN DO THEIR SHOPPING

TIME	Furniture and appliances		Clothing and shoes		Food and beverages	
	No.	%	No.	%	No.	%
Every day after work	None	--	9	36	19	76
Noon-break	None	--	4	16	None	--
Wednesday afternoon	None	--	1	4	None	--
Friday afternoon	None	--	None	--	1	4
Saturday afternoon	17	68	11	44	5	20
During leave	8	32	None	--	None	--

9 working women out of 25 go into one or two stores before they make a purchase. 7 women visit only 2 or 3 stores, and 3 of the working women look at 3 or 4 different stores when they buy something. 16 percent, that is 4, working women spend more time than the rest by looking at various stores that are more than 4 in number. 2 women were rather hesitant about the number of stores they visit when they buy something so their answer was that it depends on their mood and time. They gave an explanation by adding that when the item they want to buy is costly and of long duration, then they usually search for it until they find the quality they want to buy.

TABLE XXII

AVERAGE NUMBER OF STORES VISITED BY WORKING
WOMEN BEFORE PURCHASING AN ITEM

Number of stores visited	No.	%
1 to 2	9	36
2 to 3	7	28
3 to 4	3	12
More than above	4	16
Don't know	2	8
TOTALS	25	100

Working women like to make a shopping list when they go out deliberately for shopping because their minds are always occupied with many things including work. Out of 25 working women interviewed for this study, 16 make a shopping list. Only 9 working women said that they do not go through the trouble of preparing such a list and that they can keep the items they want to buy in their minds.

It is a fact that most women like to buy a lot of things that they see, mostly impulse goods. Therefore, they are very likely to buy more items than there are on their shopping list. Buying intentions and actual purchases do differ a lot for women. 3 working women replied that they go beyond their shopping list when they come across a product that they have failed to put on the list while 2 gave another reason for the

same action. They said that when they see a product that they may need in the future at a reasonably low price, they would not hesitate to buy it. Out of 16 working women that shop with a list 11 gave both of the above reasons for buying more goods than previously planned.

Out of 9 working women who do not prepare a shopping list 4 said that they wished they could get into the habit of making use of a shopping list.

TABLE XXIII

WORKING WOMEN'S ATTITUDE TOWARDS THE USE OF
A SHOPPING LIST

Do you prepare a shopping list	No.	%
Yes	16	64
No	9	36
When do you go beyond your list	No.	%
When something not put on the list is seen	2	8
When something that would be useful in the future is found at a low price	3	12
Both of the above	11	44

Working women cannot spend as much time for shopping as the housewife. Their shopping mostly consists of necessities of living and is never a pass-time. 15 women interviewed

stated that the average number of hours they spend in shopping during a week is 3 to 4 hours. 5 working women spend only 1 or 2 hours whereas 4 working women spend 5 or 6 hours. Among the 25 working women interviewed only one spends more than six hours during a full week.

TABLE XIV
THE AVERAGE TIME WORKING WOMEN SPEND
FOR SHOPPING IN A WEEK

Time spent for shopping	No.	%
1 to 2 hours	5	20
3 to 4 hours	15	60
5 to 6 hours	4	16
More than above	1	4
TOTALS	25	100

Those working women who spend very little time in shopping have their husbands, relatives or others help them with their buying. If the working women did buy all the food and clothing items themselves the least time they would spend for shopping would probably be more than 3 or 4 hours during the week.

Findings about the Housewives

Twenty-five housewives were interviewed as the control group for this study. 8 percent of the house-wives are from economic class A with incomes more than 4000 T.L. a month. 12 percent are from economic class B and 32 percent are from economic class C. Like the working wives in the experimental

TABLE IA

DISTRIBUTION OF HOUSEWIVES BY ECONOMIC CLASS

Economic class	No.	%
Economic Class A (Total monthly income between 4001-6000 TL)	2	8
Economic Class B (Total monthly income between 3001-4000 TL)	3	12
Economic Class C (Total monthly income between 2001-3000 TL)	8	32
Economic Class D (Total monthly income between 1000-2000 TL)	12	48
TOTALS	25	100

group, the majority of the housewives are from economic class D where in this case the husband earns between 1000 to 2000 TL. The percentage of the workingwives in economic class D was 52 whereas with housewives it is 48 percent.

All of the housewives interviewed for the survey are financially dependent on their husbands since they are the

only ones earning the family income, it just happened that even not a single one had a personal income other than what the husband allocates for her.

The level of education of the house-wives on the average is Lycée. 5 out of 25 had a university degree. One was a graduate of the School of Economics of İstanbul University, another one had a degree from Yüksek Ticaret, as the school was called then. And the other three were educated in Edebiyat Fakültesi. One had her major in archeology, one in Geography and the other had studied philosophy. 12 house-wives out of 25 had Lycée diplomas from Turkish schools and one other had studied in a French School. 7 house-wives were out of Enstitü, a kind of finishing school, when they got married.

TABLE IIA

HOUSE-WIVES BY TYPE OF EDUCATION

Education	No.	%
University	5	20
Lycée	13	52
Enstitü	7	28
TOTALS	25	100

THESIS

ROBERT COLLEGE GRADUATE SCHOOL
BEBEK, ISTANBUL

PAGE 88

As we see in Table 2 (Working women by type of Occupation) and Table 2A (Housewives by type of Education), there is a similarity between the educational levels of the two groups of women interviewed.

The average age of the housewives is 35, the oldest being 48 and the youngest 23. The average age for the working women was 38 and there is a considerably small difference between the age distributions of the two groups.

There are differences with respect to the family structure of the women interviewed. In general the housewives happen to have larger families than the working women.

TABLE III

FAMILY STRUCTURE OF THE HOUSE-WIVES

Total no. of persons in the family	No.	%
Seven	2	8
Six	4	16
Five	5	20
Four	9	36
Three	4	16
Two	1	4
TOTALS	25	100

The family sizes of the housewives are larger because they have more children than the working women. Among the

THESIS

ROBERT COLLEGE GRADUATE SCHOOL
BEBEK, ISTANBUL

PAGE 89

housewives there was only one couple without children while among the working women there were 6. More working women had relatives living with them than the housewives. Only two of the housewives had relatives living with them. One had her mother-in-law and sister-in-law and the other had her mother in the house.

Out of 25 housewives only 2 had full-time help in her home. 3 had a cleaning-lady once a week and the rest did all the chores themselves. Working wives had more paid help than the housewives. There were only 14 of those without a helper. The amount of money spent for help by the housewives, therefore, is less than that spent by working women.

TABLE IVA

HOUSE-WIVES BY LENGTH AND DURATION OF MARRIAGE

Years of marriage	No.	%
Up to 10 years	9	36
11 - 20 years	11	44
21 - 30 years	5	20
TOTALS	25	100

Even though they have more time than working women, housewives do not all prepare a regular monthly budget. This is because their husbands are more involved with the financial problems of the family. However 3 of the housewives inter-

THESIS

ROBERT COLLEGE GRADUATE SCHOOL
BEBEK, ISTANBUL

PAGE 90

viewed take care of the money problems of the family when their husbands hand them a certain amount of money each month to be allocated for different things. With the 13 housewives it is the husband preparing a budget and taking care of such matters. 9 housewives, however, said that they have a division of labor with respect to spending. The food is bought by the housewife and the husband takes care of the rest, and for this they do not have to prepare a budget.

Out of 25, only 3 housewives make a seasonal budget, but this covers only their own clothing items and nothing else. 5 housewives said that their husbands decide what important items they can buy during the coming year each year and act accordingly. They considered this as a yearly budget.

TABLE VA

ON BUDGET PREPARATION

Do you make a regular monthly budget?	No.	%	Do you make a seasonal, quarterly or yearly budget?	No.	%
Yes	3	12	Yes	8	32
No	9	36	No	17	68
The husband makes one	13	52	Sometimes	--	--
TOTALS	25	100	TOTALS	25	100

THE S I S

ROBERT COLLEGE GRADUATE SCHOOL
BEBEK, ISTANBUL

PAGE 91

Since housewives have no salaries, they don't have any contributions to the budget in terms of money. The housewives interviewed do not have personal income from other sources than what their husbands give them. Out of 25 housewives, 14 do have a limited allowance that they get from their husbands. 9 housewives said that they ask their husbands for money when they need it and the remaining 2 have to do with the amount that is left from the money allocated for food and clothing that their husbands hand them each month.

The average income per month for the families of housewives interviewed is 2538 T.L. The highest has 5000 T.L. and the lowest 1300. The distribution for the others varies between these two numbers. According to the breakdown of the budget and the amounts allocated for each, housewives spend 31 percent of their income on food, 10 percent on clothing, 9 percent on furniture and household appliances, 20 percent on home operation, 9 percent on recreation, travel and education, 5 percent on medical care, drugs and notions, 7 percent on payments due upon mortgage and savings, and 9 percent on other miscellaneous expenses.

Housewives are more price conscious in buying than working women. 16 housewives consider the price first when they want to purchase a product. Only 9 consider the product first and then the price. When a housewife decides to buy a coat, she first decides how much money she can spend on that coat,

then look for the material, and the tailor who is going to make the coat. Majority of the housewives said that there were many instances that they wanted to buy something very badly but could not do so because of price.

TABLE VIIA
AVERAGE MONTHLY HOUSEHOLD EXPENDITURES
OF THE FAMILIES OF HOUSEWIVES

Items spent for	T.L.	%
Food and beverages	786.78	31
Clothing	253.80	10
Furniture and household appliances	228.42	9
Home operation (rent, heat, gas, electricity, water)	507.60	20
Recreation, travel, education	228.42	9
Medical care, drugs, and notions	126.90	5
Savings, payments due, etc.	177.76	7
Other	228.42	9
TOTALS	2538.00	100

With respect to the question about decision making when making an important purchase, 5 housewives refused to answer the question either saying that they have not bought anything of this kind lately or not answering the question. 2 housewives said that they propose and decide on what is to be bought in the nature asked in the question. 10 housewives said that the decisions were mostly made together with their husbands

after a discussion and 2 of them included their children, too, in the discussions. 8 housewives admitted that their husbands have more say when deciding to buy an important item and justified this by saying that the husbands ask their opinion on the matter or sometimes the proposal comes from the housewife.

TABLE VIIIA

WHO IS MORE INFLUENTIAL IN BUYING DECISIONS,
THE HOUSEWIFE OR HUSBAND

Who decides on what is bought	No.	%
Housewife	2	8
Housewife and husband together	10	40
Housewife or husband alone	None	--
Husband	8	32
No answer	5	20
TOTALS	25	100

In part III of the questionnaire the answers to the first question show that housewives favor timesaving appliances as much as the working women. Out of 25 housewives, 14 have a gas range with oven, and 11 have gas range only. This in a way shows housewives' interest in cooking. 18 housewives have a washing machine and one has a clothes dryer. 24 housewives happen to own a refrigerator. None of the housewives like the working women have a dishwasher. 11 had vacuum cleaners, 3

had floor polishers which could be attached to the vacuum cleaner. 19 housewives had sewing machines, 9 had mixers or blenders, 5 had steam irons. Only 3 housewives out of 25 had cleaning lady, two of these are in the house full-time anyway. On the other hand 7 of the housewives had laundry woman to wash their clothes.

TABLE IXA
 MAIN LABOR SAVING DEVICES OWNED BY HOUSEWIVES

Appliances owned	No.	%
Gas range with oven	14	56
Gas range only	11	44
Washing machine	18	72
Clothes dryer	1	4
Refrigerator	24	96
Dishwasher	None	--
Vacuum cleaner	11	44
Floor polisher	3	12
Sewing machine	19	76
Mixer, blender	9	36
Steam iron	5	20
Cleaning lady	3	12
Laundry woman	7	28

Working women on the whole have less appliances than the housewives due to the fact that since they spend most of their time in the home they look for convenient ways of doing house-

work. It is not the element of time, as in the case of working women, that motivate them to buy laborsaving devices. For example, 14 housewives own a gas range with oven whereas the working women who have this is only 7. This means a housewife spends more time in the kitchen probably baking and cooking since she had the desire to buy an oven.

TABLE XA
CLOTHING ITEMS THAT MAKE UP THE WARDROBE OF
HOUSEWIVES

Items	%
Sweaters, skirts, blouses	28
Suits	14
Coats	12
Simple dresses	26
Afternoon dresses	13
Evening dresses	4
Sports wear (slacks, shorts, etc.)	3
TOTALS	100

As seen from the above table housewives favor sweaters, skirts and blouses and simple dresses as the clothing items to be worn most of the time. The average percentage for 25 housewives interviewed show that housewives wear simple dresses and skirts and sweaters most of the time, however, the high percentage for afternoon dresses show that they visit people or expect company in the afternoons or at nights to have the

need for afternoon dresses. The rest of the items show a similar trend to that of working women with the exception that housewives have more evening dresses or gowns than working women. This may give a hint that housewives, maybe, attend social gatherings that are formal, or it just happens to be so in this sample.

Among the housewives 19 know how to sew. Not all of the 19 can sew all of their clothes. Two housewives sometimes sew simple dresses or skirts, and 2 sew a few articles for their children. Out of 25 working women interviewed only 6 could sew their own clothes whereas it is 19 with housewives. Only 2 housewives do not know how to sew at all.

TABLE XI A
HOUSEWIVES SEWING THEIR OWN CLOTHES

Women sewing and not sewing	No.	%
Housewives sewing their own clothes	19	76
Housewives not sewing their own clothes	2	8
Housewives seldom sewing their own clothes	2	8
Housewives sometimes sewing their own clothes	2	8
TOTALS	25	100

As the working women do, housewives prefer ready-made clothing. 14 of the housewives interviewed said that they are in favor of ready-made clothing and wished they were a little

THESIS

ROBERT COLLEGE GRADUATE SCHOOL
BEBEK, ISTANBUL

PAGE 97

cheaper. Only 9 said that they have not thought of buying anything that they can sew ready-made except sweater. From their reactions it is known that they do not prefer ready-made clothing. 14 housewives like the idea of buying everything ready-made for their husbands except suits and coats. 18 favor ready-made clothing for their children. 9 housewives want all of their clothing sewn for them. 7 housewives would rather sew clothes for their husbands except suits, skirts, and coats. They sew simple summer skirts, some of the underwear and pajamas, etc. And only 7 housewives like to sew simple dresses, skirts, and pants, shorts for their children plus underwear and pajamas.

Housewives are as fashion conscious as the working wives. 9 housewives replied that they follow fashion very closely; 6 of these can afford it since they make all their dresses themselves, and the other 3 are from upper income class. 12 housewives follow fashion often, that is as much as they can. 3 housewives never pay any attention to fashion and 1 housewife answered that she seldom follows fashion.

TABLE XIIA
HOUSEWIVES ATTITUDE TOWARDS READY-MADE
CLOTHING AND FASHION

Do you favor ready-made clothing?	No.	%	Do you think ready-made clothes are	No.	%	How closely do you fol- low fashion?	No.	%
Yes	16	64	Excellent	5		Very closely	9	36
No	9	36	Good	11		Often	12	48
Sometimes	--	--	Fair	6		Seldom	1	4
			Poor	1		Never	3	12
			Could be better	2				
TOTALS	25	100	TOTALS	25	100	TOTALS	25	100

Cooking is the subject that all the housewives interviewed were very enthusiastic about. 25 housewives, that is 100 per- cent, do their own family cooking. Only 2 of these get some help in the house in cleaning vegetables. 13 housewives said that they prefer cooking to any other house work. From the replies to the questions it is found out that housewives spend more time in the kitchen than the working wife. Out of 25, 14 housewives prepare two meals a day, that is lunch and din- ner, besides breakfast. In other words, they spend at least 3 hours in the kitchen.

T H E S I S

ROBERT COLLEGE GRADUATE SCHOOL
BEBEK, ISTANBUL

PAGE 99

TABLE XIIIA

WHO COOKS FOR THE FAMILY. TIME SPENT BY
THE HOUSEWIVES FOR COOKING

Who does the family cooking?	No.	%	Time spent for cooking	No.	%
Wife alone	23	92	1/2 - 1 hour	2	8
Wife with help	2	8	1 hour - 1 1/2 hours	4	16
Husband	None	--	1 1/2 hours - 2 hours	12	48
Cook	None	--	More than 2 hours	7	28
Relatives in the house	None	--	TOTALS	25	100
TOTALS	25	100			

Housewives do not seem to favor ready-made or canned food. Canned vegetables are used by some housewives only in winter. Very few housewives have ever used semi-cooked food such as soups and mixes. Ready-to-serve food is bought rather seldom on very special occasions or to please the children once in a while.

TABLE XIVA
 IMPORTANCE OF READY-MADE FOOD FOR HOUSEWIVES

Food	On special occasions		Everyday		Once a week		Seldom		Often in winter	
	No.	%	No.	%	No.	%	No.	%	No.	%
Canned vegetables	--	--	--	--	4	8	12	48	9	36
Canned fruits	--	--	--	--	--	--	4	16	2	8
Semi-prepared food	2	8	--	--	--	--	10	40	2	8
Ready-to serve food	7	28	--	--	2	8	9	36	--	--

Out of 25 housewives interviewed 19 buy their bakery products daily. 2 buy 4 to 7 days' supply of these at a time excluding bread, 3 buy 2 to 3 days' supply whereas only 1 housewife buys more than a weeks' supply of bakery products.

Only 2 women buy cereals and dry vegetables daily. 3 buy 2 or 3 days' supply, 9 buy 4 to 7 days' supply and 11 buy more than a weeks' supply.

Fresh fruits and vegetables are bought daily by 14 women who are housewives, 8 buy about 2 or 3 days' supply and 3 buy about 4 to 7 days' supply of fruits and vegetables.

9 housewives buy their meat and the like daily. 3 buy 2 or 3 days' supply at a time; 5 buy about 4 to 7 days' supply and 9 buy more than a weeks' supply of meat and keep it in the refrigerator to have handy anytime of the day.

THESIS

ROBERT COLLEGE GRADUATE SCHOOL
BEBEK, ISTANBUL

PAGE 101

Dairy products are bought daily by 18 housewives. 2 housewives buy 2 to 3 days' supply; 4 buy about 4 to 7 days' supply and 1 buys more than a week's supply excluding milk.

20 housewives buy their poultry products daily; only 1 housewife buys 2 to 3 days' supply; 3 buy 4 to 7 days' supply at a time, and only 1 housewife buys more than a week's supply of poultry products at a time.

6 housewives buy their beverages daily including drinking water. 8 buy 2 to 3 days' supply; 5 buy about a week's supply, and 6 buy more than a week's supply of beverages at a time.

TABLE XV A

AMOUNT OF FOOD AND BEVERAGES PURCHASED BY
HOUSEWIVES

Items	One days' supply		2-3 days' supply		4-7 days' supply		More than a week's supply	
	No.	%	No.	%	No.	%	No.	%
Bakery products	19	76	3	12	2	8	1	4
Cereals and dry vegetables	2	8	3	12	9	36	11	44
Fresh fruits and vegetables	14	56	8	32	3	12	--	--
Meat and the like	9	36	3	12	5	20	9	36
Dairy products	18	72	2	8	4	16	1	4
Poultry	20	80	1	4	3	12	1	4
Beverages	6	24	8	32	5	20	6	24

Since housewives usually eat their lunch at home the question asked to the working women about their lunch is changed and asked as an inquiry whether husbands of housewives come home for lunch. Out of 25, only 9 husbands come home to have lunch. However, 3 women said that their children come home from school to have lunch, and 2 others said that their children leave home to go to school after they eat their lunch.

TABLE XVI A

HOUSEWIVES HAVING THEIR HUSBANDS OR CHILDREN
HAVE LUNCH AT HOME

People having lunch	No.	%
Husbands come home for lunch	9	36
Children come home for lunch	3	12
Children are at home for lunch	2	8
Husbands do not come home for lunch	16	64
Wife eats lunch alone	11	44

The next question asked to housewives is about recreational activities they favor and attend as a family. Movies were mentioned by 23 housewives but only 11 said that it was their first choice. Theater and opera were mentioned by 14 housewives and by 9 they were given first choice. 10 housewives mentioned family gatherings and 5 gave them the first

place. Informal social gatherings were mentioned by 9 housewives and 8 preferred these as their first choice.

Concerts were mentioned by 2 housewives who favored them the most among all, formal social gatherings were marked by 11 housewives and 3 gave them the first choice. Only 3 housewives mentioned picnics and none gave them the first choice.

TABLE XVIIA

RECREATIONAL ACTIVITIES ATTENDED BY THE FAMILIES
OF HOUSEWIVES

Activity	Mentioned by	No. of 1st choices
Movies	23	11
Theater, opera, ballet	14	9
Family gatherings	10	5
Informal social gatherings	9	8
Concerts	2	2
Formal social gatherings	11	3
Picnics	3	None

The questions in Part IV of the questionnaire used in interviewing housewives had answers dealing with the execution of spending decision. In question 1, 2 housewives out of 25 do the shopping of furniture alone, 18 shop together with their husbands, and 5 men alone buy all the furniture items. Household appliances are bought by 5 women alone, by 6 men alone, and by 14 husband and wife together. One house-

THESIS

ROBERT COLLEGE GRADUATE SCHOOL
BEBEK, ISTANBUL

PAGE 104

wife buys all of her husbands clothing except suits and shoes, 20 men buy their clothes alone, 4 housewives shop with their husbands when buying men's clothing and shoes. 14 housewives buy all of their own clothing alone whereas 9 men accompany their wives in buying women's clothing and shoes. Only 2 men buy most of their wives' clothing except shoes. Children's clothing are mostly purchased by housewives. 19 housewives buy all of their children's clothing, 5 shop with their husbands, and 1 man buys all the clothing for his children.

13 housewives buy all the food items and beverages for the entire family. 10 men buy those for the housewife and only two couples do the shopping of food and beverages together. Drugs and notions are mostly bought by the husbands of the housewives. The number of men buying drugs and notions for the family is 16. 7 housewives buy such goods for the family alone and 2 shop with their husbands when buying things from the drugstore.

THE S I S

ROBERT COLLEGE GRADUATE SCHOOL
BEBEK, ISTANBUL

PAGE 105

TABLE XVIIIA

WHO DOES THE ACTUAL SHOPPING FOR THE FAMILY

Items	Women		Men		Together	
	No.	%	No.	%	No.	%
Furniture	2	8	5	20	18	72
Household appliances	5	20	6	24	14	56
Men's clothing and shoes	1	4	20	80	4	16
Women's clothing and shoes	14	56	2	8	9	36
Children's clothing and shoes	19	76	1	4	5	20
Food and beverages	13	52	10	40	2	8
Drugs and notions	7	28	16	64	2	8

Out of 25 housewives interviewed, only 4 buy some of their husband's clothing. Three of these said that because they take care of the clothing items their husbands wear, they get a chance to know what their husbands need, so they go out and buy these without asking them. One housewife said that her husband gives her a list of the things that he needs when she plans to go shopping. Other 9 housewives replied that they buy some articles such as socks, ties, handkerchief when they see that they like during their shopping. 11 housewives buy only presents for their husbands on special occasions. 2 housewives replied that they do not buy anything special or worthwhile to put as an answer and that the husbands make the shopping of clothes for themselves and for the children.

However, the husbands of housewives do a lot of shopping for their wives. Two husbands buy most of the clothing that their wives wear. One housewife replied that the husband likes to make surprises so he buys almost anything for his wife without her knowing. 11 housewives answered that they sometimes ask their husbands to buy material, stockings. One housewife said that her husband never buys anything for her while 8 replied that their husbands buy presents for them, and they also buy some of the presents that the children give their mothers on special days such as the "Mothers day" or on other occasions such as wedding anniversaries or birthdays.

On their buying behavior housewives do differ from working women. Out of 25 housewives interviewed about one half, that is 12, buy things from peddlers. The women favoring peddlers commented that at times those are very handy when the housewife does not want to go out for shopping. Among other

TABLE XIXA

WHERE DO THE HOUSEWIVES DO THEIR SHOPPING

Where they shop	No.	%
Peddlers	12	48
Open-air bazaars	11	44
Stores with delivery service	9	36
Regular stores	16	64
Stores on the way home	1	4
TOTALS ¹	49	196

¹ Totals add up to more than 100 percent because some women gave more than one answer.)

reasons that they gave one was that the calls of street sellers remind them what they want to buy and also suggest, at times, what to buy. The items bought from peddlers are mostly food stuff such as fresh fruits and vegetables and yogurt. One housewife replied that she buys material from a streetseller that comes to her street every thursday mornings displaying materials on a cart, however, she does not do that very often.

11 housewives shop at open-air bazaars at least once a week. They buy most of their fruits and vegetables and other stable goods and convenience goods at these bazaars. These housewives said that there is a large variety of all the products displayed at the bazaar, that they can choose from, and 7 added that the price differences between bazaars and regular stores that it pays to take a taxi in coming home. Besides food stuff, 2 housewives said they buy simple materials or even shoes that they wear everyday from the bazaar, and a few others said that they buy clothing items for their children, such as underwear, shirts and sweaters.

9 housewives buy most of their food stuff and beverages from stores with delivery service. They give their orders every morning when the boy calls on them and the goods are brought in about an hour. They said that they can buy the things without seing since they have been buying from the same store for years. These housewives have open-book accounts with those stores, and 5 pay their bills at the end of each week whereas the others pay at the end of each month.

THESIS

ROBERT COLLEGE GRADUATE SCHOOL
BEBEK, ISTANBUL

PAGE 108

16 housewives buy their foodstuff and clothing items from regular shops. Some of these are the housewives that also buy from the bazaar. Since it is impossible to buy everything from the bazaar, they do buy a few things from regular stores when they need them.

Only 1 housewife likes to shop from any store on her way home coming back from visiting or any place. Even though, she lives on the European side of Istanbul, she said that there were many instances when she bought clothing items or food in Kadıköy. However, most of her shopping is impulse buying.

Most of the housewives interviewed like to buy things on cash basis. 16 housewives buy all their food on cash basis; 19 buy their clothing by paying cash. However, 7 housewives mentioned installment buying with respect to furniture and household appliances.

TABLE XXA

MODE OF PAYMENT HOUSEWIVES FAVOR

Mode of Payment	Food stuff		Clothing		Furniture and appliances	
	No.	%	No.	%	No.	%
Installment	None	--	6	24	7	28
Open-book credit	9	36	None	--	None	--
Cash	16	64	19	76	18	72
TOTALS	25	100	25	100	25	100

THE S I S

ROBERT COLLEGE GRADUATE SCHOOL
BEBEK, ISTANBUL

PAGE 109

6 housewives mentioned installment buying for clothing and they added that it is rather seldom that they make use of installment in purchasing clothing. 19 housewives buy all their clothing, and 18 housewives buy all their furniture, and other important items such as appliances on cash basis.

In answering the "where" part of the questions, some mentioned MAHMUTPAŞA and SULTANHAMAM for purchasing clothing items because of the fact that they can find goods of different qualities and prices in this area. However, 9 housewives were in favor of shopping in BEYOĞLU saying that they feel more relaxed and ease when shopping in this area. They said that they get the proper quality for the price they pay.

As to the time of shopping 19 housewives said that there is no definite time at which they want or like the shop. The possibilities for some of these were to shop when their children were in school, that is, in the morning or early in the afternoon. 6 housewives wanted to add the fact that they do not like to shop late in the afternoon when the shops and the streets are crowded. 9 housewives pointed out that they do not prefer shopping on Saturdays when all the places are overcrowded, however, 2 housewives mentioned shopping on Saturday afternoons with their husbands.

Maybe due to the fact that they have more time for shopping, housewives visit more stores than working women when purchasing something.

TABLE XXIIA
AVERAGE NUMBER OF STORES VISITED BY HOUSEWIVES
WHEN PURCHASING AN ITEM

Number of Stores	No.	%
One to two	3	12
Two to three	7	28
Three to four	6	24
More than above	7	28
Don't know	2	8
TOTALS	25	100

The number of women spending time visiting more than 2 stores is far greater than those visiting one or two stores.

Out of 25 housewives 11 make a shopping list before they go out shopping, and 14 do not prepare one when going shopping. 7 housewives out of those making a shopping list further explained that they start putting down the items they want to buy on the list one by one in advance, and it is only when they get quite a long list that they go shopping. 9 of the housewives not making use of a shopping list replied that they do not usually plan in advance what they are going to buy and go out to shop when they decide to buy something.

TABLE XXIIIA

HOUSEWIVES' ATTITUDE TOWARDS THE USE
OF SHOPPING LISTS

Do you make a shopping list?	No.	%
Yes	11	44
No	14	56
TOTALS	25	100

When do you go beyond your list?	No.	%
When something not put on the list is seen	3	12
When something that would be useful in the future is found at a low price	3	12
Both of the above	5	20
TOTALS	11	44

Housewives interviewed for this survey seem to spend more time in shopping than the working women in general.

TABLE XXIVA

THE AVERAGE TIME HOUSEWIVES SPEND
IN SHOPPING IN ONE WEEK

Time spent	No.	%
1 to 2 hours	3	12
3 to 4 hours	9	36
5 to 6 hours	7	28
More than above	6	24
TOTALS	25	100

THESIS

ROBERT COLLEGE GRADUATE SCHOOL
BEBEK, ISTANBUL

PAGE 112

Only 3 women interviewed as housewives spend about 2 hours in one week for shopping. Two of these belong to the group that makes use of stores with delivery service. The number of hours they spend for shopping is for other items other than food. 9 housewives spend up to 4 hours in one week whereas 7 spend up to 6 hours. There are 6 housewives spending more than 6 hours in shopping. When looked at Table XXIV, one can see that only 1 working woman spends so much time for the shopping.

Out of 25 housewives interviewed only 2 help their husbands with his work. One of the housewives, a graduate of YÜKSEK TİCARET, occasionally helps her husband in accounting when he brings some of his books home. Other than that she sometimes entertains his business friends by inviting them to dinner. The other housewife, a Lycée graduate, helps her husband who is a lawyer in typing some of his papers when he is tired. The rest of the housewives said that their husbands do not want them to help with their business since they themselves don't want to talk about business once they are at home.

6 of the housewives interviewed belonged to social clubs. One of these worked for the KANSER DERNEĞİ; one belonged to TÜRK AMERİKAN ÜNİVERSİTELİLER DERNEĞİ. Another housewife was a member of OKUL AİLE BİRLİĞİ at the school where her son studies. The fourth housewife is a member of YARDIM SEVENLER DERNEĞİ where the last one, a great admirer of classical music,

THE S I S

ROBERT COLLEGE GRADUATE SCHOOL
BEBEK, ISTANBUL

PAGE 113

belongs to FİLARMONİ DERNEĞİ. The rest of the housewives spend most of their free time visiting friends; 2 added that they enjoy to play cards when she gets together with friends.

Over one half of the housewives interviewed who were not otherwise occupied stated that they would not want an outside job. Of the remaining 28 percent, the vast majority said they would like to go out working part-time; 8 percent were undecided between full-time and part-time work, another 8 percent expressed that they might like outside employment in the future. 4 percent, that is 1, expressed a wish to do full-time work.

Most women seem to have given their answers in terms of their present circumstances rather than from a long term point of view. When those housewives who had said that they would like a job, either full-time or part-time, but were not employed at present, were asked why they had no job. The majority gave their children as their reasons. They said that they had no one to look after the children if they went out to work. Some said that they preferred to look after the children themselves and one specifically mentioned the necessity of the full-time of mothers at home. Some said they were too busy in the house to have a job and others had other persons to look after. 5 housewives replied that their husbands disapproved their working, and 2 thought they were rather old to work. Among the other miscellaneous other reasons given for not being employed were transportation difficulties,

THESIS

ROBERT COLLEGE GRADUATE SCHOOL
BEBEK, ISTANBUL

PAGE 114

"no need to work", inability to find anything suitable, "lack of initiative", health not good enough, difficulty of getting domestic help and many others.

CHAPTER IV

CONCLUSIONS

Every year the number of married women working is increasing in Turkey. Even though they are not as large a group as the full-time housewives, they are a patent buying influence, for they earn a great deal of money on their own and affect the purchasing decisions reached in the family. Through going to work they push their families up into the middle income as high income groups and increase their extra buying power. Like the full-time housewife, the working wife often manages the entire family budget.

However, as a group, working wives seem to be harder to sell for they have less time, are harder to reach, are busier. Their greatest problems and needs in some cases are quite different from those of full-time housewives.

Working wives come from all income groups. In the lower middle income groups it often is a necessity for wives to work but, both the husbands and wives have to be aware of this fact and desire it. Married women work for several reasons with economics playing a big part. In many cases, married women work from real necessity to keep their families from being deprived. In other instances, they work to supply the luxuries which have become necessities for their families. They wish to provide better education for their children, buy a home or the expensive

THESIS

ROBERT COLLEGE GRADUATE SCHOOL
BEBEK, ISTANBUL

PAGE 116

furniture items and appliances that go into the home. But more and more women go to work because they want to. They feel a social need to mix with people; some want daily companionship. They desire a change in living habits and pace. They often go to work because they feel work outside of the home is of more worth than work in the house or they may want to continue to work for which they were equipped in school or through experience before they were married. Some working women have reached top levels in the professional and business world. Some married women work in sales positions, in office jobs, as domestics, in factories or in the farm and in other services.

Most of the married women spend as much time as the full-time housewives on chores though she does her work at different times. The working wife crowds her work into the early morning, after dinner hours and weekends. Her leisure hours are few, but she has time for recreation; spends time on her personal appearance.

Working wives have much the same home and family interests as full-time housewives. The major problem of the working wife is time. She is performing two jobs. After a day at work, she comes home to fulfill the duties of home-making. In most cases, she works, cleans, irons in the remaining hours of the day, and also arranges time for company with husband and friends. Despite these demands on their time, it is seen from this survey that working wives do not take great advantage of time-

THESIS

ROBERT COLLEGE GRADUATE SCHOOL
BEBEK, ISTANBUL

PAGE 117

savers in their household jobs. To put it in other words, they do not make more use of time-savers than the full-time housewives. This may be due to the fact that various conveniences have not been strongly promoted directly to working wives in Turkey. They are very seldom approached as a group in advertising even though the appeal of time-saving could gain tremendous interest from them.

The most basic patterns of shopping for working women show slight differences from those of full-time housewives. Where working women shop, when they shop, how and with whom they shop show radically different trends from those of housewives.

The majority of working women show a decided inclination to pick a favorite store and remain loyal to it. They do far less shopping around than is generally imagined. They rely on only one or two stores for each type of goods or service. Convenience and locality play a major part in the store working women choose. They want the grocery to be nearby or on the way home from work. They want a store to hop over in a hurry without a lot of bother. Working women look for variety and dependability in purchasing.

Working women can make fewer shopping trips than full-time housewives. Majority of the working women make one to three trips a week to grocery stores or butchers to purchase food, a daily necessity, and women working going to grocery store daily is becoming a rarity. Working women have to

THESIS

ROBERT COLLEGE GRADUATE SCHOOL
BEBEK, ISTANBUL

PAGE 118

squeeze all the shopping activities to the late afternoons and Saturdays. Evening shopping would be very helpful and convenient for working women because of the element of time, and they get help from their husbands in carrying bundles. Very few working women indicated their approval of stores being open on Sunday. The most popular day of the week with working women for shopping is Saturday. Women working do comparatively little shopping during the middle of the week. The fact that working women have to shop on Saturdays leave less weekend leisure and recreation for the family.

Most of the working women enjoy doing their shopping with their husbands. Husbands of working women shop alone when the wife has a busy schedule and need help or they shop when they are interested. On the big items, at least, husbands and working wives often consult before buying, and in many cases the men go along to help in making the actual purchase. Most of the married women working buy furniture and appliances in the company of their husbands. Working women prefer planned buying rather than impulse buying due to the amount of responsibilities they carry and lack of time; even though they have an extra amount of cash in their pocket books, they are not very likely to indulge in leisurely, sometimes unnecessary buying which is a kind of "boredom" buying for the full-time housewives. Seasonal buying is not an important factor in buying and shopping patterns for working women as it is for housewives since working women show an

THE S I S

ROBERT COLLEGE GRADUATE SCHOOL
BEBEK, ISTANBUL

PAGE 119

inclination to plan and buy ahead items that are still seasonal. Lots of working women do most of their shopping during their vacations due to the fact that they are more carefree. During this time they are inclined to spend more than usual and to buy more extreme styles. To attract the working women vacation spenders, products and stores should create a feeling holiday and pleasure yet the atmosphere should be conservative enough to give a feeling of familiarity.

Working women do buy luxury goods, but the goods and luxuries purchased by the majority of working women are not extravagant or conspicuous display of money and wealth. Luxuries, for working women, have been transformed from expensive play things to usable, useful, enjoyable items for the family.

Majority of the working women do their purchasing on cash but quite a number of them have come to expect credit on almost everything. Installment buying is almost an essential convenience necessary in attracting working women, and it certainly is responsible for the fact that most working women spend more than they would if they were paying cash. Installment buying is not limited to a particular income group of working women but is common to all income levels. Often when buying on the installment plan, a working woman will ask the amount of the monthly payments before the total price. This habit of thinking and budgeting in terms of monthly payments means that every item of significant price must offer easy payment terms to attract today's women.

THESIS

ROBERT COLLEGE GRADUATE SCHOOL
BEBEK, ISTANBUL

PAGE 120

Because working women are buying luxuries and quality items on credit, it does not mean that they have thrown savings overboard. Savings as well as spending is important for working women. Working women play a part in deciding where the savings should go and in making the deposits and payments themselves.

Working women have a high natural interest in clothes and are aware of fashion, but they don't have time to talk about fashion as the full-time housewives. However, working women's interest in clothes is greater than housewives'. But working women are generally cautious about being too dressy and are not inclined to set the pace with new fashions. They are counting less on fashion and more on their own sense of style. They know more about what they can wear, what to pick for themselves, and there seems to be a rise in the quality and taste of the clothes they choose. They are interested in simplicity and show a decided preference for clothing that is casual, comfortable and easy to care for. Clothes that are easy to wear and care for, are more durable, have a head start with the working women. Working women also show an interest in clothes that are basic and will do for many occasions with the help of a few accessories.

Due to their relative lack of leisure time, working wives usually do not spend as much time or have as much interest on the various media. They are seldom reached by day time radio, newspapers and magazines except on the weekend days and even

THESIS

ROBERT COLLEGE GRADUATE SCHOOL
BEBEK, ISTANBUL

PAGE 121

then they have less time to spend on these than the full-time housewives. It is believed that at least as many women in this group as in the other read newspapers. They, too, read the women's magazines and the general magazines but spend time on the articles.

The interest of all working wives in various products and services could be heightened by simply including working women in the sales story, something which is not done in Turkey. They would readily identify with a picture of a woman coming home after work or a phrase such as "On your way home from work."

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T H E S I S
ROBERT COLLEGE GRADUATE SCHOOL
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A P P E N D I X

(ÇALIŞAN HANIMLAR)

BİRİNCİ KISIM

1. İsim ve soyadı Tarih:
2. Yaş (tahmini)
4. Adres
5. Meslek
6. Aile yapısı (ailede kaç kişi vardır)
7. Kaç senedir evli oldukları
8. Aylık gelir Hanımın: Beyin:
9. Beyin mesleği
10. Hanımın kaç senedir çalıştığı
11. Evdeki yardımcı sayısı
12. Ev hizmeti için sarfedilen para

İKİNCİ KISIM:

1. Muntazam aylık bir bütçe yapar mısınız?
2. (1'in cevabı hayır ise) Belirli bir zaman kapsıyan herhangi bir bütçe hazırlar mısınız? Meselâ:
 - Mevsimlik
 - Üç aylık
 - Altı aylık
 - Senelik
3. Bütçeyi nasıl hazırlarsınız? Sizin ve kocanızın iştirakları ne nisbette dir?

4. Bütçenin kısımları nelerdir?
5. Aşağıdaki maddeler için ortalama ne kadar para ayırırsınız?

Maddeler

Ayrılan Miktar

Mobilya

Ev eşyaları

Erkek kadın ve çocuk giyimi

Yiyecek ve içecek

Hizmetler

Gaz, elektrik, su, ve ısıtma

İlâç ve benzerleri

Eğlence ve seyahat

Tasarruflar:

Bankaya yatırılan

Kredi ve ipotek karşılığı ödenen taksitler

6. Herhangi bir alış verişte önce alacağınız madde yoksa ödeyeceğiniz fiat hakkında mı karara varırsınız?
7. En son mühim alış verişinizi aşağıdaki noktaları göze alarak etraflıca anlatınız?

--Alış veriş edilen maddenin nev'i, cinsi

--Ödenen miktar

--Karara nasıl varıldığı

--Alış veriş nerede, nasıl ve kimin yaptığı

ÜÇÜNCÜ KISIM

1. Evinizde aşağıdaki yardımcı araç ve imkânlardan hangileri vardır?

--Havagazı veya elektrik fırın

--Havagazı ocağı

--Çamaşır makinası

--Çamaşır kurutma makinası

--Buz dolabı

--Bulaşık makinası

--Elektrik süpürgesi

- Cilâ makinası
- Dikiş makinası
- Dikiş makinası
- Mixer, meyva sıkıcısı (elektrikli)
- Buharlı ütü
- Diğer
- Temizlikçi kadın
- Çamaşırcı kadın

2. Aşağıdaki giyim eşyalarından gardrobunuzda en fazla hangile-
ri vardır? Bunlar gardrobunuzun aşağı yukarı yüzde kaçını
teşkil eder?

Giyim Eşyaları

% Oranları

- Etek, bluz, süveter, hırka v.s.
- Tayyör, Kostüm
- Palto, pardesü, trençkot
- Sade elbiseler
- Abiye elbiseler
- Gece elbiseleri, tuvaletler
- Pantolon, şort, ve spor kıyafetler
- Diğer

3. Elbiselerinizi kendiniz mi dikersiniz?
Hangilerini veya neler dikersiniz?

4. Elbiselerinizi veya diğer giyeceklerinizi diktirtirmisiniz?

5. Hazır giyim eşyalarını tercih eder misiniz?

Hangi cinsleri

- Kendiniz için
- Kocanız için
- Çocuklarının için

6. Piyasada hazır giyim eşyaları sizce nasıl?

- Çok iyi
- iyi
- orta
- fena
- daha iyi olabilir

THESIS

ROBERT COLLEGE GRADUATE SCHOOL
BEBEK, İSTANBUL

PAGE

7. Kocanızın veya çocuklarınızın giyim eşyalarından hiçbirini dikey veya örer misiniz?

Hangilerini?

8. Modayı ne derece takip edersiniz?

--Çok yakından

--Oldukça çok, mümkün olduğu kadar

--Arasıra, bazen

--Hiç takip etmem

9. Ailenin yemeğini siz mi pişirirsiniz?

10. Normal bir akşam yemeğinin hazırlanması için ne kadar zaman sarfedersiniz?

-- $\frac{1}{2}$ - 1 saate kadar

--1 - $1\frac{1}{2}$ " "

-- $1\frac{1}{2}$ - 2 " "

--iki saatten fazla

11. Konserve veya hazır yiyecek maddelerinin mutfağınızda ve masanızdaki yeri nedir?

Kışın arasıra Ziyafetlerde Hergün Haftadabir Nadiren

--Konserve sebzeler

-- " meyvalar

--Yarı pişmiş maddeler (çorbalar, kompostolar, v.s.)

--Servise hazır maddeler

12. Her defasında aşağıdaki yiyecek maddelerinden ne miktar satın alırsınız?

1 günlük 2-3 günlük 4-7 günlük lhaftadan fazla

--Fırın mamulleri

--Hububat

--Kuru sebzeler

--Yaş sebzeler

--Et ve benzeri

--Sütlü mamulleri

--Kümes Hayvanları

THESIS

ROBERT COLLEGE GRADUATE SCHOOL
BEBEK, İSTANBUL

PAGE

- içecek maddeler
--diğer
13. Öğle yemeğinizi nasıl ve nerede yersiniz?
- Evden götürürüm.
--Çalıştığım yerde alırım
--Çalıştığım müessese verir
--Kafeteryada yerim
--Lokantada yerim
--Diğer
14. Ailece dışarda ne kadar sık yemek yersiniz?
- Haftada bir kereden fazla
--Haftada bir kere
--Onbeş günde bir
--Ayda bir
--Yukardakilerden daha az
--Hususi günlerde (bayram, yıldönümü, v.s.)
15. Aile olarak aşağıdaki eğlence çeşitlerinden hangilerini beğenir ve iştirak edersiniz? Ehemmiyet verdiginiz sıraya göre söyleyiniz.
- Aile toplantıları
--Gayri resmi arkadaş toplantıları
--Resmi toplantılar
(Kokteyl, parti, danslı yemek ve balolar)
--Konserler
--Piyesler ve tiyatro
--Sinema
--Mesire ve piknikler

DÖRDÜNCÜ KISIM

1. Aşağıdaki maddelerin alışverişini kim yapar?

Kadın Erkek Beraber

- Möble
--Ev eşyaları ve cihazları

THESIS

ROBERT COLLEGE GRADUATE SCHOOL
BEBEK, İSTANBUL

PAGE

- Erkek ayakkabı ve giyim eşyası
- Kadın " " " "
- Çocuk " " " "
- Yiyecek ve İçecekler
- İlâç ve benzerleri
- Diğer

2. Ne gibi kadın eşyaları kocanız alır?

3. Siz kocanız için ne gibi alış veriş yaparsınız?

4. Hangi maddeler için ve ne kadar sık aşağıdaki satış şekil ve yerlerini kullanırsınız?

Maddeler Ne kadar sık

- Seyyar satıcılar
- Pazar yerleri
- Ev servisi olan mağaza ve dükkânlar
- Normal dükkânlar
- Evle iş arası yol üzerindeki mağaza ve dükkânlar

5. Hangi maddeler için ve ne kadar sık aşağıdaki alış veriş usullerini kullanırsınız?

Maddeler Ne kadar sık

- Taksitle alış veriş
- Veresiye
- Peşin para

6. Aşağıdaki maddeler için alışverişinizi daha ziyade ne zaman ve nereden yaparsınız?

Zaman Yer

- Möble ve ev eşyası
- Giyecek ve ayakkabı
- Yiyecek ve içecek maddeler

7. Bir giyim eşyası almadan önce ortalama olarak kaç mağaza dolaşırsınız?

THESIS

ROBERT COLLEGE GRADUATE SCHOOL
BEBEK, İSTANBUL

PAGE

8. Alış veriş çıkmadan önce liste yaparmısınız?

--Evet

--Hayır

9. Bu listenin dışına hangi hallerde çıkarsınız?

--Unutulmuş bir maddeye rastlayınca

--İlerde lâzım olacak bir şeyi müsait fiatla bulunca

10. Haftada alış veriş için ortalama ne kadar zaman harcıyorsunuz?

THESIS

ROBERT COLLEGE GRADUATE SCHOOL
BEBEK, İSTANBUL

PAGE

EV HANIMLARI

BİRİNCİ KISIM

1. İsim ve soyadı Tarih
2. Yaş (tahmini)
4. Adres
5. Tahsil derecesi
6. Aile yapısı (ailede kaç kişi vardır)
7. Kaç senedir evli oldukları
8. Aylık gelir Beyin:
9. Beyin mesleği
10. Hiç çalıştınız mı? Ne zaman, ne kadar?
11. Evdeki yardımcı sayısı
12. Ev hizmeti için sarfedilen para

İKİNCİ KISIM

1. Muntazam aylık bir bütçe yapar mısınız?
2. (1'in cevabı hayır ise) Belirli bir zaman kapsıyan her hangi bir bütçe hazırlar mısınız? Meselâ:
 - Mevsimlik
 - Üç aylık
 - Altı aylık
 - Senelik
3. Bütçeyi nasıl hazırlarsınız? Şahsınıza harcıyacağınız herhangi bir gelir veya harçlığınız var mıdır?
4. Bütçenin kısımları nelerdir?

THESIS

ROBERT COLLEGE GRADUATE SCHOOL
BEBEK, İSTANBUL

PAGE

5. Aşağıdaki maddeler için ortalama ne kadar para ayırırsınız?

Maddeler

Ayrılan Miktar

Mobilya

Ev eşyaları

Erkek kadın ve çocuk giyimi

Yiyecek ve içecek

Hizmetler

Gaz, elektrik, su, ve ısıtma

İlâç ve benzerleri

Eğlence ve seyahat

Tasarruflar:

Bankaya yatırılan

Kredi ve ipotek karşılığı ödenen taksitler

6. Herhangi bir alışverişte önce alacağınız madde yoksa ödeyeceğiniz fiat hakkında mı karara varırsınız?

7. En son mühim alışverişinizi aşağıdaki noktaları göze alarak etraflıca anlatınız?

--Alışveriş edilen maddenin nev'i, cinsi

--Ödenen miktar

--Karara nasıl varıldığı

--Alışveriş nereden, nasıl ve kimin yaptığı

ÜÇÜNCÜ KISIM

1. Evinizde aşağıdaki yardımcı araç ve imkânlardan hangileri vardır?

--Havagazı veya elektrik fırın

--Havagazı ocağı

--Çamaşır makinası

--Çamaşır kurutma makinası

--Buz dolabı

--Bulaşık makinası

--Elektrik süpürgesi

--Cilâ makinası

THE S I S

ROBERT COLLEGE GRADUATE SCHOOL
BEBEK, İSTANBUL

PAGE

- Dikiş makinası
- Mixer, meyva sıkıcısı (elektrikli)
- Buharlı ütü
- Diğer
- Temizlikçi kadın
- Çamaşırcı kadın

2. Aşağıdaki giyim eşyalarından gardrobunuzda en fazla hangileri vardır? Bunlar gardrobunuzun aşağı yukarı yüzde kaçını teşkil eder?

Giyim eşyaları

% Oranları

- Etek, bluz, süveter, hırka v.s.
- Tayyör, köstüm
- Palto, Pardesü, trençkot
- Sade elbiseler
- Abiye elbiseler
- Gece elbiseleri, tuvaletler
- Pantolon, şort ve spor kıyafetler
- Diğer

3. Elbiselerinizi kendiniz mi dikersiniz?
Hangilerini veya neler dikersiniz?

4. Elbiselerinizi veya diğer giyeceklerinizi diktirir misiniz?

5. Hazır giyim eşyalarını tercih eder misiniz?

Hangi cinsleri

- Kendiniz için
- Kocanız için
- Çocuklarınız için

6. Piyasada hazır giyim eşyaları sizce nasıl?

- Çok iyi
- İyi
- Orta
- Fena
- Daha iyi olabilir

THESIS

ROBERT COLLEGE GRADUATE SCHOOL
BEBEK, İSTANBUL

PAGE

7. Kocanızın veya çocuklarınızın giyim eşyalarından hiç birini diker veya örer misiniz?
Hangilerini?
8. Modayı ne derece takip edersiniz?
- Çok yakından
 - Oldukça çok, mümkün olduğu kadar
 - Arasıra, bazen
 - Hiç takip etmem
9. Ailenin yemeğini siz mi pişirirsiniz?
10. Normal bir akşam yemeğinin hazırlanması için ne kadar zaman sarfedersiniz?
- ½ - 1 saate kadar
 - 1 - 1½ saate kadar
 - 1½ - 2 " "
 - İki saatten fazla
11. Konserve veya hazır yiyecek maddelerinin mutfağınızda ve masanızdaki yeri nedir?
- Ziyafetlerde Hergün Haftada bir Nadiren Kışın arasına
- Konserve sebzeler
 - " meyvalar
 - Yarı pişmiş maddeler
(çorbalar, kompostolar, v.s.)
 - Servise hazır maddeler
12. Her defasında aşağıdaki yiyecek maddelerinden ne miktar satın alırsınız?
- 1 günlük 2-3 günlük 4-7 günlük 1 haftadan fazla
- Fırın mamulleri
 - Hububat
 - Kuru sebzeler
 - Yaş sebzeler
 - Et ve benzeri
 - Sütlü mamuller
 - Kümes hayvanları

THESIS

ROBERT COLLEGE GRADUATE SCHOOL
BEBEK, İSTANBUL

PAGE

--İçecek maddeler

--Diğer

13. Kocanız öğle yemeğine eve gelir mi?

14. Ailece dışarda ne kadar sık yemek yersiniz?

--Haftada bir kereden fazla

--Haftada bir kere

--Onbeş günde bir

--Ayda bir

--Yukardakilerden daha az

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--Gayri resmi arkadaş toplantıları

--Resmi toplantılar

(kokteyl, parti, danslı yemekler ve balolar)

--Konserler

--Piyesler ve tiyatro

--Sinema

--Mesire ve piknikler

DÖRDÜNCÜ KISIM

1. Aşağıdaki maddelerin alış verişini kim yapar?

Kadın Erkek Beraber

--Möble

--Ev eşyaları ve cihazları

--Erkek ayakkabı ve giyim eşyası

--Kadın " " " "

--Çocuk " " " "

--Yiyecek ve İçecekler

--İlaç ve benzerleri

--Diğer

THESIS

ROBERT COLLEGE GRADUATE SCHOOL
BEBEK, İSTANBUL

PAGE

2. Ne gibi kadın eşyalarını kocanız alır?
3. Siz kocanız için ne gibi alış veriş yaparsınız?
4. Hangi maddeler için ve ne kadar sık aşağıdaki satış şekil ve yerlerini kullanırsınız?

Maddeler

Ne kadar sık

--Seyyar satıcılar

Pazar yerleri

--Ev servisi olan mağaza ve
dükkanlar

--Normal dükkanlar

--Evle iş arası yol üzerindeki
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Maddeler

Ne kadar sık

--Taksitle alış veriş

--Veresiye

--Peşin para

6. Aşağıdaki maddeler için alış verişinizi daha ziyade ne zaman ve nereden yaparsınız?

Zaman

Yer

--Möbleve ev eşyası

--Giyecek ve ayakkabı

--Yiyecek ve içecek maddeler

7. Bir giyim eşyası almadan önce ortalama olarak kaç mağaza dolaşırsınız?

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THESIS

ROBERT COLLEGE GRADUATE SCHOOL
BEBEK, İSTANBUL

PAGE

10. Haftada alış veriř için ortalama ne kadar zaman harcıyorsunuz?
11. Kocanıza işinde herhangi bir şekilde yardımcı olur musunuz?
12. Boř vakitlerinizi dolduracak ne gibi faaliyetleriniz vardır?
13. Hiç bir sosyal Kulübe dahil misiniz, bu yönde ne gibi faaliyetlerde bulunuyorsunuz?
14. Hiç çalışmayı düşündünüz mü? Düşünmüş olmak veya olmamak sebepleriniz nelerdir?