- RESEARCH ARTICLE -

CUSTOMER SATISFACTION FROM THE SERVICES OF RETAILING MARKETS: A MODEL PROPOSAL WITH MULTIPLE LOGISTIC REGRESSION[1]

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Abstract

As time passes, purchasing habits of consumers have been changing constantly. Consumption has become a phenomenon that turned into madness due to the acceleration of aggressive sales enhancing efforts based on fierce competition and to the fact that consumers confuse the concepts of need and desire. Confronting the consumers with easily reachable products and broad distribution channels, markets are vital institutions for people. The first aim of this study is to determine the factors increasing and decreasing customer satisfaction. The second aim is to determine whether there is a meaningful correlation between markets and demographic elements. To this end, perceptions of 407 consumers in Diyarbakir who were chosen by convenience sampling method were measured by face-to-face questions. Then their answers were subjected to frequency analysis and chi-square test. In addition, multiple logistic regression analysis has been utilized to see the model. As a result of the study, meaningful differences have been found between consumers' gender and marital status according to the markets they choose to shop. For the proposed model, gender of the customer, gender of the cashier, convenience of entering and exiting the market and satisfaction from hygiene of the market have become prominent variables increasing the satisfaction from retailing.

Keywords: *Customer Satisfaction, Retail Satisfaction, Market Shopping, Multiple Logistic Regression Analysis.*

JEL Codes: *M30, M31.*

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MARKETLERİN SUNDUKLARI HİZMETTEN DUYULAN MEMNUNİYET: ÇOKLU LOJİSTİK REGRESYON İLE BİR MODEL ÖNERİSİ[4]

Öz

Tüketicilerin satın alma alışkanlıklarında değişen zamana bağlı olarak sürekli farklılık gözlenmektedir. Tüketicilerin ihtiyaç ve istek kavramını birbirine karıştırmaları, rekabete bağlı olarak agresif satış arttırıcı çabaların ivme kazanması gibi sebeplerden ötürü tüketim çılgınlık haline dönüşmüştür. Kolayda ürünlerle ve yaygın dağıtım kanalıyla tüketicilerin karşısına çıkan marketler, insanlar için hayati öneme sahip işletmelerdir. Araştırmanın birinci amacı marketlerin sunduğu hizmetten duyulan memnuniyeti arttıran ve azaltan unsurları tespit etmektir. İkinci amaç ise alışveriş yapılan marketler ile demografik değişkenler arasında anlamlı bir ilişkinin var olup olmadığını tespit etmektir. Bu amaçlar doğrultusunda Diyarbakır ilinde kolayda örnekleme yöntemine göre seçilen 407 tüketicinin konu hakkındaki algılarını ölçmeye yönelik yüzyüze anket yöntemine yönelik çeşitli sorular yöneltilmiştir. Gelen yanıtlar istatistik paket programında Frekans analizi ve Ki-kare testlerine tabi tutulmuştur. Ayrıca model kurma noktasında çoklu lojistik regresyon yönteminden faydalanılmıştır. Çalışma sonucunda cinsiyet ve medeni durum ile tercih edilen marketler arasında anlamlı bir ilişki bulunmuştur. Ayrıca tahmin edilen model için müşterinin cinsiyeti, kasiyerin cinsiyeti, markete giriş çıkış kolaylığı ve market temizliğinden duyulan memnuniyet, marketleri sunduğu hizmetlerden memnuniyeti arttıran değişkenler olarak öne çıkmaktadır.

Anahtar Kelimeler: *Müşteri Memnuniyeti, Market Memnuniyeti, Market Alışverişi, Çoklu Lojistik Regresyon.*

JEL Kodları: *M30, M31.*

"Bu çalışma Araştırma ve Yayın Etiğine uygun olarak hazırlanmıştır."

1. INTRODUCTION

Production capacity of firms has increased rapidly with industrial revolution and accompanying mass production. It came to a point that firms with increasing production capacity felt themselves obliged to bring their products and the buyers together in the market. As a result of the perception of meeting the buyer in the market, the term of marketing has come up. In this vein, firms have set aside the conception of *"I sell whatever I produce"* and have been obliged to say *"I sell whatever I produce, only if I know how to sell"* (Altunışık, Özdemir ve Torlak 2012: 16-17). Firms succeeding in selling have made a name for themselves, overcome the harsh competition conditions and eventually got significant market shares. In the definition of modern marketing, human desire and needs are shown to be the source of power

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4   Genişletilmiş Türkçe Özet, İngilizce makalenin aşağısında yer almaktadır.

activating firms. These desire and needs have to be categorized properly and target markets must be determined accordingly. If looked pragmatically rather than academically, it will be seen that with globalization following 70's and 80's competition increased more and more and businesses were forced to take strategic decisions to meet quantitatively and qualitatively increasing needs of consumers (Ghemawt, 2002: 58).

Markets, from where people shop frequently, have an irreplaceable place in everyday life of people with the help of their ability to market convenience goods and their broad distribution web. Increase in population and diversity in consumer desire provided the transition from general store culture to supermarkets and hypermarkets. Moreover, heterogenous character of the consumers made markets targeting different income levels more popular. Such that, it is a crucial example that there are very valuable discount markets in the stock exchange in Turkey. It is another important indication to the level of competition that these markets once did not advertise are now spending money on advertisement. Lastly, digitalization and the effects of Covid-19 pandemic increase the number or markets that reach their customers by e-trade. Thus, markets have been obliged to develop new strategies by taking into consideration demographic, economic and cultural properties of consumers. In this study, the relationship between purchasing habits of market customers and their demographics is examined. In addition, the factors affecting the customer satisfaction are determined. Accordingly, this study is considered to be a field study and realized by establishing face to face survey. The questions in the survey targeted to measure the relationship between the characteristics of the customers and their expectations from the markets they shop.

A model was established with Multiple Logistics Regression Analyses in relation to the customer satisfaction. In this regard, participants who faced the question "Are you satisfied with the service of the market?" were asked to rate their satisfaction level between "0" and "5". Independent variables subject to logistics regression are demographic variables and customer satisfaction from the service of the markets.

1.1. Literature Review

Service quality of the markets is very significant for customers. Customers care about quality-price-presentation trio when deciding what to buy. In this regard, in correlation with the aim of the study, literature on that matter has been scanned and the expectations of the customers from the markets have been investigated.

According to Örücü & Tavşancı (2001:11, 12), packaging has a prominent place in marketing variables influencing the purchasing decision while shopping for food products. Accordingly, if the importance of packaging is understood sufficiently by firms, increase in sales can be obtained with some improvement efforts. Gavcar & Didin's (2007: 31) found out that customers value quality over retail branded promotions. Slack et al. (2020, b) came to the conclusion that the quality of the service of the supermarkets has a profound impact on the

customer satisfaction and loyalty. It was also determined with the said study that customer satisfaction plays a partially intermediary role between quality of the service and loyalty of the customers.

Sapmaz & Yercan (2015) investigated the behaviors of consumers from different perspectives regarding retail branded products. From consumers' perspective, BİM is considered as the cheapest, Kipa is considered as the most reliable and Migros is considered as the most expensive market. It is found out that the most purchased product by consumers is pasta and the least is alcoholic beverages. Fliers and brochures were detected to be the most effective advertisement source. One of the reasons why consumers choose retail branded products is the fact that there are more frequent promotions for them. In Eru's (2013) study, it was found out that mobile advertisement messages from subscribed markets were influential on the consumers' behaviors.

According to the survey results of study of Penpace (2006: 144) factors effecting the purchasing habits have been found respectively as prior experience about the product, recommendation from family members, recommendation from close friends, wandering the markets, seeing the product in someone else, buying from a relative, recommendation of the cashier (Penpace, 2006: 144). Uyar & Oralhan (2019: 47) found the important factors affecting the preference of the customers respectively as; price, properties of the product, discounts. They ranked working hours, having mobile application, having retail branded products among the least effective factors.

In the study of Erkmen and Yüksel, it is pointed out that consumer groups have different purchasing habits in accordance with their different demographic factors like age, gender, education and income level. It is also indicated that consumer groups tend to do shopping with different motives (Erkmen ve Yüksel, 2008: 713). According to the study of Bahar and Durmaz (2011), fathers were found out to be the main shopping members of the families.

In Okumuş & Bulduk's (2003) study, it was found out that, in choosing the market to be shopped, females consider transportation as the most important factor while males consider other factors. Another conclusion drawn from the study was that food products are bought weekly, and cleaning products are bought monthly. Another finding was that while buying food products consumers give utmost attention to expiration date followed by checking whether they are useful for health or not. In the study of Tatlı (2014), it was found that layout of the market, physical condition of the market, non-market features, easiness of shopping, opportunity to try the products and the qualities of the personnel have been found out as important factors affecting the decisions of customers. In the study of Fazlzadeh et al. (2012), diversity of the products, additional services, atmosphere of the market, services, quality images of the markets and their economic values were determined as the factors affecting customer satisfaction positively. The study of Yapraklı and Orhan (2020) revealed that having a wide and easy-going entrance have a positive effect on the purchasing habits.In addition, it

was found that hygiene plays a positive role in the choice of market. However, Merchan et al. (2020) determined that the level of direct connection between hygiene of the markets and customer satisfaction is little.

Chandra (2020) found that majority of consumers (%60,6) in India check expiration dates of food products. According to Demir (2011, p.774) female cashiers are more favorable than male cashiers. In the study of Savaşkan and Çatı (2021) it was found that, female customers spend more time while shopping, pay more attention to discount products, carry reusable bags more often and ask more help from personnel than males customers. Slack et al. (2020) came to the conclusion that showing empathy towards customers have a profound effect on customer satisfaction and reinforce the intent of repurchase.

2. METHOD

This part of the article consists of two parts. The first part will be dealing with determining sociodemographic factors of market customers and in the second part variables affecting the customer satisfaction in retailing will be determined and a model will be proposed. In the survey, big local markets and market chains operating in the province center are taken into account. In this study, Lebe (2006)'s scale to determine the factors that is related to the personal characteristics of customers and their market choice was utilized. And the survey is adapted to Diyarbakir province. Survey results were obtained by convenience sampling method and face-to-face survey technique carried out in busy streets. Survey was applied in proportion to the population of central districts (Kayapınar, Yenişehir, Sur ve Bağlar). Survey was conducted on 420 people 13 of whom didn't answer the questions properly. Therefore, analysis was applied to 407 survey data. In the first part, frequency and Chi-square analyses were done to determine general customer behavior and hypothesis were tested for the variables that have a correlation amongst. In the second part of the study, customer satisfaction from retailing on the basis of the given points and variables affecting this satisfaction were tried to be determined. In addition, a model is proposed by multiple logistic regression analysis. Although there is not a boundary for sampling size in logistic regression, 20 is considered to be a sufficient number for lower boundary. To be able to get stable results there should be at least 50 observations in each independent variable set (Çokluk, Şekercioğlu ve Büyüköztürk 2014: 59). Moreover, to be able to test the success of the model at least 400 observations are needed according to Hosmer and Lemeshow (Alpar 2013: 669). As seen, the set of data in the study meets the requirements.

3. RESULTS

In this section, various results related to the research will be presented.

3.1. Sociodemographic Factors of the Participants and Descriptive Results

In this part of the study, sociodemographic factors of the market customers are provided and hypothesis regarding the variables, which have correlation, are tested. For this, frequency and Chi-square analysis are utilized. Meaningfulness of the hypothesis is tested through cross tables.

3.1.1. Sociodemographic Factors of the Participants

56.3 % of the participants are male and 43.7% are female. 66.3% are married and 33.7% are single. Of the participants, 53.6% are between 18-24, 25.3% are between 25-31, 11.8% are between 32-38, 5.7% are between 39-45, and 3.7% are 46 +. In regard to the answers of the participants about their education level 10.9% are primary school graduate, 48% are high school graduate, 20% are junior college graduate, 17.3% are college graduate and 3.8% have a masters or doctorate degree. 14% of the participants are civil servants, 14% are workers, 10.1% are tradesmen, 13.3 % are self-employed, 8.1% are students, and 39.6% are unemployed. While 34.2% of the participants have an income level more than 2000 TL per month, 65.8% have less than 2000 TL monthly income.

When participants were asked from where they usually shop, their preference was as: 27.3% BİM, 19.7% Carrefour, 13.5% Migros, 13.5% Carmar, 11.3% A101, 5.2% Tezgel Kom, 2.7% Armina and 6.9% other markets. It has been understood that consumers prefer widespread national markets over local ones. 63.1% of the participants stated that they consider the markets they shop clean. They also stated that they usually find the products they look for in the markets (53.3%). 60.4 % of the participants stated that they did not complain when they saw an unstandardized product in the markets they shop. Majority of the participants said that they check the production and expiration dates of the products they purchase. 42.3 % of them stated that they check, 37.1% stated that they always check. Furthermore, when the participants were asked to rate the perception of retailing in Diyarbakir between 1-5, 1 being minimum, 4.2% chose 1, 15.2% chose 2, 42.3% chose 3, 30% chose 4 and 8.4% chose 5.

3.1.2. Descriptive Results

In this part of the study, the degree of correlation between market choices of participants and their age and marital status will be determined. Hypotheses will be tested accordingly.

H1: There is a meaningful correlation between market chosen by participants and their gender.

According to the analysis of H1, Chi-square test statistics is 31.585 and p significance value is 0.000<0.05. Under these circumstances, H1 is true. Therefore, there is a meaningful correlation between market and gender of the participant.

When the cross table created to investigate the relationship between the markets and the genders of the participants is analyzed it can be seen that 30.1% of the males prefer BİM and 25.8% of the females prefer Carrefour.

H2: There is a meaningful correlation between markets chosen by participants and their marital status.

According to the analysis of H2, Chi-square test statistics is 14.840 and p significance value is 0.038<0.05. Under these circumstances, H2 is true. Therefore, there is a meaningful correlation between market and marital status of the participant.

When the cross table is analyzed it can be seen that 33.6% of married participants choose BİM. The reason for BİM to be preferred more by married people can be associated with BİM becoming a discount store. Because with marriage, costs increase, and people think twice before spending money and choose economically.

3.2. Model Proposal for Market Satisfaction

In this part of the study, a model will be proposed on market satisfaction of the participants with regard to the points given to the retailing perceptions.

3.2.1. Logistic Regression

In recent years, there has been a considerable increase in usage of special statistical methods for categorical data especially in social and biomedical sciences (Agresti 2007: XV).

In many socio-economic research, variables can be in binary format like yes-no, positive-negative, satisfied-not satisfied. In the case where variables are categorized into two or more, cause and effect relation between dependent and independent variable is determined by logistic regression analysis (Kayri & Çokluk, 2010: 259).

Mathematical form of the relation between variables is carried out by regression analysis (Güriş ve Astar 2015: 295). To be able to do the regression analysis, some assumptions need to be taken into account. Forecasts realized with the method of least squares are insufficient for nominal scale data since normality of the dependent variable needs to be ensured. And when the dependent variable is nominal scaled this situation cannot be realized (Kalaycı 2010: 273). In addition, logistic regression analysis doesn't require the assumptions like normality of independent variables, linearity and variance, equality of covariance matrices. Besides, logistic regression uses maximum likelihood method instead of the method of least squares (Çokluk, Şekercioğlu, & Büyüköztürk, 2014: 62). Therefore, logistic regression is a more easily applicable method.

In logistic regression method, aim is to predict the categorical dependent variable. Therefore, it <u>contains</u> two main goals. First goal is classification, and second goal is to investigate the

relations between independent variables (Mertler & Vannatta., 2005). These are the reasons why this method has gained more attention in recent years:

- It doesn't bring a limitation to continuity of independent variables.
- Parameters of logistic model are easily interpretable and there are many package programs to be applied.
- It doesn't produce negative estimation possibility. In addition, variables don't need to be in linear relationship. And it can be in exponential and polynomial form (Çokluk, Şekercioğlu, & Büyüköztürk, 2014: 60).

Briefly, logistic regression method is used when dependent variable is categorized into two or more. When dependent variable is categorized into two, binary logistic regression method is used; when dependent variable is categorized into more than two and the variables are not in order multinominal logistic regression method is used; and when dependent variable is categorized into more than two and the variables are ordinal, ordinal logistic regression method is used (Alpar, 2013: 632).

In the study, satisfaction level determined by the given points and variables affecting this satisfaction level have been investigated in Diyarbakir. The scale used by Lebe was utilized and participants were asked to answer a survey of 29 questions. Participants were asked to rate retailing perception in Diyarbakir from 1 to 5, 1 being minimum and feedbacks were gathered accordingly. Afterwards, 3-and-more-point giving participants were considered as satisfied and coded as 1 "satisfied" and 2-and-less-point giving participants were considered as not satisfied and coded as 0 "not satisfied" for the further steps of the analysis. Thus, dependent variables were categorized into two and since independent variables were more than two, it was suitable to use multiple regression method.

3.2.2. Multiple Logistic Regression Analysis

The effect of independent variables those are more than one on dependent variables categorized into two can be determined by multiple regression analysis. Given that, k is the number of variables, independent variables vector and is the frequency:

$$\pi(x) = P(Y = 1|x) = \frac{e^{(\beta_0+\beta_1 x_1+\beta_2 x_2+\cdots+\beta_k x_k)}}{1 + e^{(\beta_0+\beta_1 x_1+\beta_2 x_2+\cdots+\beta_k x_k)}}$$

and,

$$\frac{\pi(x)}{1 - \pi(x)} = e^{\beta_0+\beta_1 x_1+\beta_2 x_2+\cdots+\beta_k x_k}$$

is the odds ratio.

$$g(x) = \ln\left(\frac{\pi(x)}{1 - \pi(x)}\right) = \beta_0 + \beta_1 x_1 + \beta_2 x_2 + \cdots + \beta_k x_k$$

By taking the natural logarithm of odds, logit transformation is realized, and the model becomes linear.

Before starting multiple logistic regression, it is advised to exclude irrelevant variables from the model by investigating the univariate analysis of the independent variables. To this end, tests such as Chi-square or Mann Whitney U can be utilized to add the variables that have a meaningful correlation to the model or univariate logistic regression analysis of the independent variables can be made and as a result of the analysis, variables with p<0,25 significance value can be added to the model (Alpar, 2013: 659).

3.3. Evaluation of the Satisfaction from Retailing in Diyarbakir with Multiple Logistic Regression

Participants were asked to rate their retailing perception in Diyarbakir from 1 to 5, 1 being minimum. Then, 3-and-more-point giving participants were considered as satisfied and coded as 1 "satisfied" and 2-and-less-point giving participants were considered as not satisfied and coded as 0 "not satisfied" for the further steps of the analysis. Thus, dependent variables were categorized into two and multiple regression method could be used. To determine which independent variable to be added to the analysis, the assessment of *"univariate logistic regression analysis of each independent variable can be made and as a result of the analysis, variables with p<0,25 significance value can be added to the model"* (Alpar, 2013: 659) was utilized. Independent variables used in the model and their levels are shown in the Table 1 below.

Table 1: Independent Variables and Their Level

Independent Variables	The Level of Independent Variables
X1:Gender	1:male 2:female
X2:Age	1: (18-24), 2 : (25-31) 3: (32-38) 4: (39-45) 5 (46and+)
X3:Marital Status	1 : Married, 2:Single
X4:Profession	1:civil servant 2: worker, 3 tradesman, 4: self-employed , 5:farmer, 6: retired 7: unemployed, 8: student
X5:Education	1 Primary school,2 :secondary school,3: high school, 4: university 5; postgraduate
X6:Income	1: 0-500 2:501-1000 3:1001-1500 4:1501-2000 5: 2001 and +
X7: What gender would you like the cashier/ clerk to be?	1:male 2: female 3: doesn't matter
X8:Do you want markets to have parking space?	1: Not at all 2:I don't want 3 I don't know 4:I want 5: Very much
X9:How effective is the convenience of entrance and exit on your decision?	1: Not effective in any way 2: Not effective 3: Not sure 4: Effective 5: Very effective
X10:Is good-humored personnel important factor for you?	1 .Not at all, 2:It is not important 3: Not sure 4: Important 5. Very important

X11:Would you like to listen to the music when shopping?	1: Not at all, 2: I don't 3: Not sure 4:I do 5. I like it very much
X12:Do you find the market you shop clean enough?	1:Not clean at all 2: Not clean 3:Not sure 4: Clean 5. Very clean
X13:To what degree do the width and decoration of the market matter?	1 :Not at all, 2:Not important 3: Not sure 4: Important 5. Very important
X14:Are promotions and sales effective on your shopping decision?	1: Not at all 2: Not effective 3: Not sure 4: Effective 5: Very effective
X15S:Would you like your purchases to be taken home for free?	1.:Not at all 2: I don't 3: Not sure 4:I do 5. Very much
X16: Do you think a reception desk to help in various issues is necessary?	1: Not at all 2.Not necessary,3: Not sure,4: Necessary 5:Very necessary
X17:Would you like signs showing the aisles of products?	1: Not at all 2: I don't 3: Not sure 4:I do 5. Very much
X18:Would you like the opportunity of phone and internet order?	1:Not at all 2: I don't 3: Not sure 4:I do 5. Very much
X19:What do you think should be the important thing in a market?	1 Hygiene 2 Quality of the products 3 Closeness 4 Cheapness 5 Width

Results of univariate logistic regression analysis of independent variables are shown in Table 2.

Table 2: Results of Univariate Logistic Regression Analysis of Independent Variables

	B	S.E.	Wald	df	Sig.	Exp(B)
X1	-,472	,252	3,508	1	,061	,624
X2	,170	,126	1,804	1	,179	1,185
X3	-,260	,273	,905	1	,342	,771
X4	-,078	,051	2,317	1	,128	,925
X5	-,183	,148	1,539	1	,215	,832
X6	,220	,104	4,449	1	,035	1,246
X7	-,696	,238	8,535	1	,003	,499
X8	,030	,137	,047	1	,828	1,030
X9	,381	,115	10,870	1	,001	1,463
X10	,217	,149	2,142	1	,143	1,243
X11	,253	,111	5,187	1	,023	1,287
X12	,807	,143	31,809	1	,000	2,241
X13	,233	,135	2,969	1	,085	1,262
X14	,253	,108	5,483	1	,019	1,287
X15	-,186	,103	3,270	1	,071	,830
X16	,110	,139	,626	1	,429	1,117
X17	-,067	,141	,226	1	,635	,935
X18	,223	,106	4,408	1	,036	1,250
X19	-,115	,132	,760	1	,383	,891

According to the Table 2, p significance values of X1, X2, X4, X5, X6, X7, X9, X10, X11, X12, X13, X14, X15, X18 are smaller than 0,25 while p significance values of X3, X8, X16, X17, and X19 are bigger than 0,25. In this situation X3, X8, X16, X17 and X19 are removed from the model.

For the determination of the proper model backward LR is used. When this method is used, computer begins with a model that adds single estimations to the model and then the computer starts removing the predictors until none of the remaining predictors have a significant score statistic (Field, 2009: 272).

In this vein, proper model in the study was determined in 11 steps. Data regarding the model is shown in Table 3.

Table 3: Variables Added to the Model

	B	S.E.	Wald	df	Sig.	Exp(B)
Gender (1)	,692	,278	6,185	1	,013	1,997
Cashier			9,044	2	,011	
Cashier(1)	,873	,713	1,500	1	,221	2,395
Cashier(2)	,851	,295	8,339	1	,004	2,342
S9	,284	,130	4,772	1	,029	1,329
S12	,791	,152	27,029	1	,000	2,206
Constant	-3,076	,718	18,344	1	,000	,046

Variables 1: Gender, Age, Marital status, Profession, Education, Income, Cashier, X9, X10, X11, X12, X13, X14, X15, X18. In the variable gender "females" were taken as base category, in the variable cashier, "it doesn't matter" was taken as base category.

In the predicted model, constant term -3,076 gives the log probability value when the other variables are 0. Gender of the participants, gender of the cashier, convenience of entering and exiting the market and the hygiene of the market were determined to be very important factors.

If the model is analyzed; firstly, when females are considered as the base category, it can be seen that customer satisfaction of females is 1.997 times higher than the satisfaction of males. Secondly, when "it doesn't matter" is taken as the base category in regard to the responses given to the "gender of the cashier", it can be noticed that customer satisfaction of participants who are in favor of female cashier is 2,342 times higher than the satisfaction of participants who answer as "it doesn't matter". Customer satisfaction of participants who are in favor of male cashier is 2,395 times higher than the satisfaction of participants who answer as "it doesn't matter".

It can be seen that customer satisfaction is 1,329 times higher when entrance and exit to the market is easier. In addition, customer satisfaction is 2,206 times higher when markets

are cleaner. In the sense of the compliance of the model, these results were found: Chi-square=53.336; p=0,000<0,05; Cox-Snell = 0,123; and Nagelkerke =0,196. These results being close to 0,20 makes the model meaningful (Alpar, 2013). Hence, established model is statistically meaningful. According to Hosmer-Lemeshow test results, predicted model is considered to be sufficient in regard to guessing the degree of customer satisfaction from markets in Diyarbakir (Chi-square=10,980, sd=8 and P=0,203).

At the end of the study, a model is proposed and gender of the customer, gender of the cashier, convenience of entrance and exit, satisfaction from the hygiene of the market have been identified as the factors affecting the general degree of customer satisfaction from the service of the markets for the said model. In this regard, in a market where cashier is female, if a male customer gives 3 to the convenience of the entrance and exit and hygiene has a probability of 84.4% of being satisfied from the service of the market. Again, if a male customer gives 1 to the convenience of entrance and exit and hygiene to a market where cashier is female, he has a probability of 38.7 % of being satisfied from the service of the market.

Classification success of logistic regression model is shown in Table 4.

Table 4: Classification Success of the Logistic Regression Model

Observation		Prediction	Satisfaction	
Not satisfied		Satisfied		
	Not satisfied	10	69	12,7
	Satisfied	10	318	97,0
Total percentage				80,6

Classification table shows the classification success of the model based on the points given by the participants that determine the satisfaction level. When Table 4 is analyzed logistic regression model seems to be 80,6% successful in assigning the observations. As a result, 10 participants who were actually satisfied were assigned as not satisfied and 10 participants who were not satisfied were assigned as satisfied.

4. DISCUSSION

This study aims to determine the factors increasing and decreasing satisfaction level of customers. The second aim of the study is to detect whether there is a meaningful relation between markets and demographic factors of the customers. If the literature is studied, it will be seen that customers evaluate the quality of the service provided by the markets thoroughly.

The fact that the expectations of customers on hygiene have been met by markets coincide with the finding of Yapraklı and Orhan (2020) that hygiene is a crucial factor in choosing the market. Nevertheless, Merchan et al. (2020) determined that the level of direct connection

between hygiene of the markets and customer satisfaction is little. Cultural differences on hygiene will naturally yield different results for different samples. The fact that customers who prefer female cashiers are more than customers who prefer male cashiers matches with the results of the study of Demir (2011). The fact that female cashiers are more favored can be attributed to the kindness of females and their positive attitude towards customers. Not complaining when faced a problem in the markets is a sociological matter of which background should be studied.

Participants generally check expiration dates of products. This finding indicates a similar result drawn in the study of Chandra (2020). It is evident that customers are conscious on that matter. Participants are usually in favor of national and international markets and local markets seem to be less favored. This finding overlaps with the results of the study of Sapmaz and Yercan (2015). The finding that males favor BİM and females favor Carrefour can be explained by males' rational shopping habits. For women, product range and general atmosphere of the market can be effective factors since emotional dynamics play role. This can be the reason why females prefer Carrefour. Besides, Savaşkan ve Çatı (2021) discovered that female customers follow promotions more closely and are more inclined towards discount products. In this respect, Results in aforementioned study coincide with the results of this study. Different research done with different samples set forth that there is a shift between rationality and emotionality in regard to gender. For example, Şengün (2016) found that females are more conscious customers then males. However, in literature, Results showing males as more conscious are generally observable. This is substantially a result of different samples.

Participants generally check expiration dates of products. This finding indicates a similar result drawn in the study of Chandra (2020). It is evident that customers are conscious on that matter. Participants are usually in favor of national and international markets and local markets seem to be less favored. This finding overlaps with the results of the study of Sapmaz and Yercan (2015). The finding that males favor BİM and females favor Carrefour can be explained by males' rational shopping habits. For women, product range and general atmosphere of the market can be effective factors since emotional dynamics play role. This can be the reason why females prefer Carrefour. Besides, Savaşkan ve Çatı (2021) discovered that female customers follow promotions more closely and are more inclined towards discount products. In this respect, Results in aforementioned study coincide with the results of this study. Different research done with different samples set forth that there is a shift between rationality and emotionality in regard to gender. For example, Şengün (2016) found that females are more conscious customers then males. However, in literature, Results showing males as more conscious are generally observable. This is substantially a result of different samples.

The fact that married couples favor BİM can be associated with BİM being a discount store. Because after marriage, costs increase, and people act more carefully while shopping. In the

study of Sapmaz and Yercan (2015), BİM is positioned as the cheapest market in the minds of people. Again, this can be attributed to the fact that BİM is a discount store. Gender of the customer, gender of the cashier, convenience of entrance and exit and the hygiene of the market have been determined as the factors affecting customer satisfaction and this situation overlaps with the discoveries of the studies of Bahar (2008), Bahar and Durmaz (2011), Demir (2011), Fazlzadeh et al. (2012), Tatlı (2014) and Yapraklı and Orhan (2020).

This study aims to determine customer satisfaction of individuals living only in the city of Diyarbakır. When this fact is considered, it can be said that this study cannot be generalized. Future studies can focus on how markets should get ready to stand to the changes in the concept of service with different samples given the conditions created by Covid-19 pandemic. While importance of hygiene differentiated by each person before pandemic, pandemic brought people under the same umbrella since everyone must obey the hygiene rules anymore. Besides, online shopping has the potential to add another dimension to the studies. It is known that with people getting accustomed to using internet more and more, online shopping has become a daily habit for people. In this context, what markets should do in terms of digitalization to meet the requests and needs of people can be scrutinized.

CONCLUSION

Most of the results of this study, which aims to determine the factors decreasing and increasing the satisfaction level of customers, support the literature while a little do not. According to the first hypothesis, the idea that there is a meaningful relation between market choices of participants and their gender was put forward. According to the Chi-square test statistics p significance value was found to be 0,038 <0,05 and hence hypothesis is verified. According to the cross table analysis, it was found out that 30.1% of the males prefer BİM and 25.8% of the females prefer Carrefour. As a contribution to the literature, markets chosen by customers and gender were found to be related. In the second hypothesis, the idea that there is a meaningful relation between market chosen and marital status of customers was put forward. According to the Chi-square test statistics p significance value was found to be 0,038 <0,05 and hence second hypothesis is also verified. When the cross table is analyzed it can be seen that 33.6% of married participants choose BİM.

The second aim of the study is to detect the factors that increase and decrease satisfaction level of customers. To this end, market customers in the city of Diyarbakır were asked to score the services of the markets. As a result, satisfaction level from the services of female cashiers were found to be higher. In addition, it was found that entrance and exit convenience of markets increase satisfaction level of customers from these markets by 1,329 times. Satisfaction level of customers who find markets clean was found to be 2,206 times higher.

In a market where cashier is female, if a male customer gives 3 to the convenience of the entrance and exit and hygiene has a probability of 84.4% of being satisfied from the service

of the market. Again, if a male customer gives 1 to the convenience of entrance and exit and hygiene to a market where cashier is female, he has a probability of 38.7 % of being satisfied from the service of the market. These Results prove that hygienic markets with female cashiers, and easy entrance and exit are more favored. Therefore, it can be iterated that the quality of the services of the markets is closely related to factors such as the existence of female cashiers, hygiene and easy entrance and exit.

If the results of the study are scrutinized, it can be iterated that some Results which can be labelled as subjective are evident. Expectations from the service of the markets will differ according to the changes in quality and quantity of demographic variables. In addition, the results of this study will serve as important data for markets in gaining competitiveness.

In the light of the results of the study below suggestions can be made:

Local markets need to focus on promotional activity. It will also be logical for them to have broad distribution webs to be able to meet customer needs. Having fierce competition with discount markets, local markets should look for ways to satisfy customers with extra standard services. Customers should be taught their rights to complain to relevant authorities when necessary so that quality of the service will increase eventually. Furthermore, markets making entrance and exit easier for customers, giving attention to the hygiene and keeping the shelves clean will increase customer satisfaction.

In the light of the model proposed on the basis of logistics regression analysis, gender of the customer, gender of the cashier, convenience of entrance and exit and the hygiene of the market have been determined as the factors affecting customer satisfaction. Thereby, these factors should be given due attention.

This study aims to determine customer satisfaction of individuals living only in the city of Diyarbakır. When this fact is considered it can be said that this study cannot be generalized. Future studies can focus on how markets should get ready to stand to the changes in the concept of service with different samples given the conditions created by Covid-19 pandemic. While importance of hygiene differentiated by each person before pandemic, pandemic brought people under the same umbrella since everyone has to obey the hygiene rules anymore. Besides, online shopping has the potential to add another dimension to the studies. It is known that with people getting accustomed to using internet more and more, online shopping has become a daily habit for people. In this context, what markets should do in terms of digitalization to meet the requests and needs of people can be scrutinized.

MARKETLERİN SUNDUKLARI HİZMETTEN DUYULAN MEMNUNİYET: ÇOKLU LOJİSTİK REGRESYON İLE BİR MODEL ÖNERİSİ

1. GİRİŞ

Kolayda ürünler ve yaygın dağıtım ağıyla tüketicilerin sıkça alışveriş yaptıkları marketler, günlük hayatta önemli bir yere sahiptir. Nüfusun artması ve tüketici isteklerindeki çeşitlilik bakkal kültüründen süpermarket ve hipermarketlere geçişi sağlamıştır. Bunun yanında farklı gelir gruplarına da hitap etme adına indirimli mağazalar da popüler hale gelmeye başlamıştır. Ayrıca dijitalleşmenin ve günümüzde etkisini sürdüren Covid -19 pandemisinin etkisiyle e-ticaret kanalıyla da müşterilerine hitap eden marketlerin sayısı hızla artmaktadır.

Bu çalışmada market müşterilerinin satın alma alışkanlıklarının demografik değişkenler ile ilişkisi araştırılmıştır. Ayrıca marketlerin sunduğu hizmetten duyulan memnuniyeti arttıran veya azaltan unsurlar belirlenmeye çalışılmıştır. Dolayısıyla araştırma, bir alan araştırması niteliğinde olup anket uygulanmıştır. Bunun için de katılımcıların demografik bilgilerinin yansıra daha çok tercih ettikleri marketleri ve bu marketlerden beklentilerini ölçmeye yönelik sorular yöneltilmiştir.

2. YÖNTEM

Diyarbakır ilinden 407 tüketici, marketlerin sunduğu hizmetlerin kendi beklentilerini ne ölçüde karşılayıp karşılamadığını ifade etmişlerdir. Gelen yanıtlar Frekans analizi ve Ki-kare testlerine tabi tutulmuştur. Ayrıca model kurma noktasında çoklu lojistik regresyon yönteminden faydalanılmıştır. Çalışmada, Lebe (2006)'nin ölçeğinden faydalanılmış ve anket Diyarbakır iline göre uyarlanmıştır.

3. BULGULAR

Araştırmanın bulgularına bakıldığında ilkin tercih edilen market ile katılımcıların cinsiyeti arasında anlamlı ilişki olduğu görülmüştür. Katılımcıların cinsiyeti ile tercih ettikleri market arasındaki ilişki için oluşturulan çapraz tablo incelenmiş ve erkeklerin %30,1'inin BİM'i; kadınların ise %25,8'inin Carrefour'u tercih ettikleri görülmüştür. Tercih edilen market ile katılımcıların medeni durumu arasında anlamlı ilişki bulunmuştur. Katılımcıların medeni durumları ile tercih ettikleri market arasındaki ilişkiyi gösteren çapraz tablo incelendiğinde evlilerin %33,6 sının BİM'i tercih ettikleri görülmüştür.

Model katsayıları incelendiğinde cinsiyet değişkenine göre kadınlar referans kategori olarak alındığında kadın market müşterilerine göre erkelerde marketlerin sundukları hizmetlerden memnuniyetin 1,997 kat fazla olduğu görülmüştür. Kasiyerin cinsiyeti değişkenine *"fark et-*

mez" referans kategorisine göre kasiyerin *"kadın"* olmasını isteyenlerde marketlerin sundukları hizmetlerden duyduğu memnuniyeti 2,342 kat fazladır. *"Kasiyerin cinsiyeti farketmez"* diyenlere göre erkeklerde memnuniyet 2,395 kat fazladır ancak bu fark anlamlı değildir.

Çalışmada önerilen model için müşterinin cinsiyeti, kasiyerin kim olduğu market giriş çıkış kolaylığı ve market temizliğinden duyulan memnuniyet, marketlerin sundukları hizmetlerden duyulan memnuniyeti etkileyen değişkenler olarak belirlenmiştir. Kasiyeri kadın olan markete giriş çıkış kolaylığını ve temizliği 3 üzerinden değerlendirilen bir markette alışveriş yapan erkek müşterinin marketlerin sundukları hizmetlerden memnun olma olasılığı %84.4 tür. Yine bay müşterinin kadın kasiyer olan bir markette giriş çıkış kolaylığını 1 ve temizliği 1 olarak değerlendirdiği bir marketten memnun olma olasılığı %38.7 dir. Lojistik regresyon modelinin gözlemleri doğru atama genel yüzdesi %80.6 olarak hesaplanmıştır.

4. TARTIŞMA

Araştırmanın amacına yönelik elde edilen bulguların literatürce genel olarak desteklendiği; bazen de desteklenmediği gözlenmiştir. Temizlik konusunun market tercihinde önemli bir faktör olduğuna ilişkin Yapraklı ve Orhan (2020)'ın araştırmalarındaki bulgularla bu araştırmadan elde edilen bulgular örtüşmektedir. Bununla beraber Merchan vd. (2020)'nin araştırmasında market temizliğinin tüketici memnuniyeti ile çok az doğrudan bir ilişki tespit edilmiştir. Temizlik konusundaki kültürel farklılıklar, tabiatıyla farklı örneklemlerde farklı sonuçlar ortaya koyacaktır. Kadın kasiyerden memnun olma oranının daha fazla olması, Demir (2011)'in elde ettiği sonuçla örtüşmektedir. Bu da kadınların müşteriler ile daha çok ilgilenmesi ve yaratılış itibarıyla daha nezaketli olmaları ile ilişkilendirilebilir. Katılımcıların marketlerde karşılaştıkları olumsuzlukları genel olarak şikayet yoluna gitmemesi, konunun sosyolojik arkaplanının da araştırılmasını gerektirmektedir.

Katılımcıların, son kullanma tarihine büyük oranda bakmaları Chandra (2020)'nın çalışmasıyla benzer bir sonucu belirtmektedir. Dolayısıyla katılımcıların bu konuda bilinçli oldukları görülmektedir. Market tercihlerinde ulusal ve uluslararası markaların daha fazla tercih edilmesi yönünde elde edilen bulgu, Sapmaz ve Yercan (2015)'ın çalışmasındaki sonuçla örtüşmektedir. Erkeklerin daha çok BİM'i; kadınların ise daha çok Carrefour'u ercih etmelerinde erkeklerin tüketim alışkanlıklarının rasyonelliği ile açıklanabilir. Kadınlarda ise daha çok duygusal dinamikler hâkim olduğundan ürün çeşitliliği ve mağaza atmosferi kadınların alışverişlerinde daha etkili olabilmektedir. Kadınların bu sebepten Carrefour'u tercih etmiş oldukları söylenebilir. Bunun yanında Savaşkan ve Çatı (2021)'nın çalışmalarında kadın müşterilerin promosyonları yakından takip ettikleri, indirimli ürünlere erkeklere göre daha fazla yöneldikleri bulunmuştur. İlgili araştırmadaki bu bulgu ile bu çalışmadaki bulgu örtüşmemektedir.

Evlilerin BİM'i diğer marketlere göre daha fazla tercih etmesi BİM'in ucuzluk mağazası olması ile ilişkilendirilebilir. Evlilikle birlikte maliyetlerin artması sebebiyle harcamaların daha

dikkatlice yapılması gerekmektedir. Sapmaz ve Yercan (2015)'ın araştırmasında BİM'in, en ucuz market olarak konumlandığı sonucuna ulaşılmıştır. Bu da BİM'in ucuzluk mağazası olması ile ilişkilendirilebilir. Müşterinin ve kasiyerin cinsiyetinin, markete giriş **çıkış** kolaylığının ve market temizliğinden duyulan memnuniyetin, marketlerin sundukları hizmetlerden duyulan memnuniyeti etkileyen değişkenler olarak tespiti; Erkmen ve Yüksel (2008), Bahar ve Durmaz'ın (2011), Demir (2011), Fazlzadeh vd.(2012), Tatlı (2014), Yapraklı ve Orhan (2020)'ın araştırmalarında elde ettikleri bulgularla örtüşmektedir.

Bu çalışma sadece Diyarbakır ilinde yaşayan bireylerin marketlerden memnuniyetlerini ortaya koymayı hedeflemiştir. Bu yönüyle bakıldığında araştırma genelenemez. Yaşanan Covid-19 pandemi süreci de düşünüldüğünde, sonraki çalışmalarda farklı örneklemlerde ve özellikle de marketlerin sunacakları hizmet konseptinde krizle beraber ne tür değişikliklere hazır olmaları gerektiği konusuna bakılabilir. Müşterilerin temizlik konusundaki beklentileri geçmişe göre daha da önem arzetmekteyken; bu süreçle beraber hijyen kurallarına uymak zorunlu hale gelmiştir. Ayrıca, özellikle Covid-19 pandemi sürecinde önemli bir gündem olan online alışveriş konusuyla da bu çalışmaya yeni bir boyut kazandırılabilir. İnternet kullanımına olan ilgilinin her geçen gün artmasının yanında salgın gibi zorunlu nedenler ile bireylerin günlük alışverişlerini de online ortamda yapmaya başladıkları bilinmektedir. Marketlerin bu noktada müşteri istek ve ihtiyaçlarını karşılamak için dijitalleşme ve ötesinde neler yapmaları gerektiği irdelenebilir.

SONUÇ

Marketlerin sunduğu hizmetten duyulan memnuniyeti arttıran ve azaltan unsurları tespit etmek amaçlı yürütülen bu çalışmada bu ilk amaca ilişkin oluşturulan ilk hipotezde katılımcıların alışveriş yaptıkları marketler ile cinsiyetleri arasında anlamlı ilişki olduğu fikri ortaya atılmıştır. Hipotez doğrulanmıştır. Cinsiyet olgusunun alışveriş kültürü üzerindeki etkisini göstermesi açısından bu sonuç önemlidir. Ayrıca literatüre katkı olması anlamında tercih edilen marketin de cinsiyet ile ilişkili olduğu saptanmıştır. İkinci hipotezde alışveriş yapılan market ile medeni durum arasında bir ilişkinin var olduğu yönünde fikir ortaya atılmıştır. Bu hipotez de doğrulanmıştır. Medeni durum değiştikçe tercih edilen marketin daha realist bir düzlemde ele alınması gerektiğini ortaya koyması açısından bu bulgu önemlidir.

Araştırmanın ikinci amacı marketlerin sunduğu hizmetten duyulan memnuniyeti arttıran veya azaltan unsurları belirlemektir. Bu amaç doğrultusunda Diyarbakır ilinde market müşterilerinin marketlerin sunduğu hizmetleri puanlamaları istenmiştir. Bu puanlama neticesinde özellikle kadın kasiyerlerden memnuniyetin daha fazla olduğu tespit edilmiştir. Ayrıca giriş çıkış kolaylığı ve hijyen kurallarına uymanın sunulan hizmetlerden memnuniyeti arttırdığı tespit edilmiştir. Tüm bunlar kasiyeri kadın, hijyenik ve giriş çıkış kolaylığı olan marketlerin daha fazla tercih edildiği sonucunu ortaya koymaktadır. Sunulan hizmetin niteliğinde yapılacak olası değişiklikler için bu sonuç önemli bir yol göstericidir.

Çalışmada çıkan sonuçlara bakıldığında öznel olarak nitelendirilebilecek saptamalara ulaşıldığı ifade edilebilir. Marketlerin sunduğu hizmetlerden beklenilenler demografik değişkenlerin sayı ve niteliğindeki değişimlere bağlı değişiklik arz edecektir. Bunun yanında rekabet gücü de kazanmaları açısından bu çalışmada elde edilen sonuçlar marketlere önemli bir veri olacaktır.

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Veri Toplama ve İşleme / *Data Collecting and Processing*	Verileri toplamak, düzenlenmek ve raporlamak / *Collecting, organizing and reporting data*	Nurettin MENTEŞ
Tartışma ve Yorum / *Discussion and Interpretation*	Bulguların değerlendirilmesinde ve sonuçlandırılmasında sorumluluk almak / *Taking responsibility in evaluating and finalizing the results*	H. İbrahim ŞENGÜN
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