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Üniversite Öğrencilerinin Satın Alma Davranışları: Gıda Satın Alım Yeri Tercihi/ Purchasing Behaviour of University Students: A Case of Food Store Preferences

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A B S T R A C T

University students are net consumers. Majority of these students are consumers that have not earned income. Besides university students spend majority of their income for essential goods. In this respect these consumers differ from other consumer groups. Therefore, examining purchasing behaviour of this consumer group in detail is significant. One of the leading essential goods is food products. Food products can be purchased from different stores. These stores can be expressed as grocery store, green grocer, super market, shopping mall and street market. Stores in this classification have different characteristics, such as sale price, sale place, product quality and communication with consumers. In this study, food store preferences of university students and the determiners of these preferences are examined. University students are believed to be homogeneous about purchasing behaviour, but there can be some differences between this community. This study aims to explain these differences. According to this aim a survey study conducted with approximately 9000 university students in 37 universities nationwide in Turkey. Data obtained from the survey will be analyzed with Multinomial Logit method. Results of this study are thought to be useful for firms produce goods or services for university students and for other decision makers when developing policies about this community.

KEYWORDS University students; place of purchase; Turkey; food

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