

Lecturer, Eda YAŐA (Ph.D. Candidate)

Çağ University,

Faculty of Economic and Administrative Sciences, Dept. Of. Business Adm.

Adana-Mersin,Karayolu Üzeri Tarsus, MERSIN, TÜRKİYE

Tel: +90 533 716 81 56

E-Mail: edayasa@cag.edu.tr

Lecturer, Burcu MUCAN (Ph.D. Candidate)

Dumlupınar University

Hisarcık Higher Vocational School Şehitler Mahallesi Prof.Dr.Güner ÖNCE Caddesi

No:1 Hisarcık, KÜTAHYA TÜRKİYE

Mobile: +90 5363775817

E-Mail: b_mucan@hotmail.com

FOOD SHOPPING DIFFICULTIES FOR OLDER CONSUMERS : PERSPECTIVE OF FOOD RETAILING STAFF IN TURKEY

ABSTRACT

The quality of the relationship between the salespeople and customers determines the sustainability of long-term relationships. In the previous study, the authors analyzed elderly consumers' experiences while food shopping in order to reach a deeper understanding of their thoughts. The study also indicated the older consumers' problems with staff of retailers which are very big portion. In order to provide satisfied shopping experience trips for especially older consumers, this is ultimately important to be aware of their needs and wants. Within this study, we aim to determine the staff of food retailers' opinions to compare with the previous ones and increase its clarification. By this study, we also investigate the perception and experiences of the staff about the difficulties they meet while serving to the elder ones. Furthermore, their store managers' perceptions are clarified for them to understand better and be aware of these perceptions. However, the population of the study is included all the managers and the staff of food retail stores in Turkey (Migros, Carrefoursa, BIM, Tesco-Kipa, Kiler, Groseri, Adese, and etc.), we had to minimize the sampling due to some limitations. We've collected the data through the days of 1st August and 18th August 2011. The respondents were chosen from the major food retailers lists, both from western and southern part of Turkey. 156 valid respondents and their thoughts & experiences were analyzed by using both quantitative (CIT) and qualitative analysis (descriptive & factor analysis). 61 positive (%59) and 43 negative (%41) incidents were gathered by CIT. According to the results, there are six factors identified and these are explained upto % 67,495 of total variance. The problems are classified according to their factor loadings and contains the following : Lack of types of trolleys, merchandise related, and payment process; Lack of in-out store facilities; lack of cashier number staff and figures of shopping bags; Lack of figures of transportation vehicles & music in the store; Lack of freshness of products and the last one is related with the lack of information on discount & pricing.

Key Words : Elderly People, Retailing, Food Shopping Experience, Turkey.

1. INTRODUCTION

Day by day, the population of the world is decreasing, and the number of people whose ages are equal and above 60, is increasing. As a supportive evidence for this information, according to the latest researches; for instance in Finland, the share of the population of age of 65 and older (17%) exceeded that of children under the age of 15 (Kohijoki, 2011: 370). For Turkey, the people between the ages of 15 and 64 are constituting 67,2% of the population and 7,2% of the population is at the age of 65 and above. (TUIK, 2011). The estimated data and projection show that, in 2020 the population of age of 60 and above 60 years will be aggregated of thirteen percent, and in 2025 this percentage of the aggregated population will increase upto fifteen percent (TUIK, 2009). Given their increasing demographic percentages within the aggregated population, this is a consumer group of great importance and worthy of greater consideration when providing a retail service (Meneely, et al., 2008: 341). Therefore retailers must be aware of the portion of the elderly market segment and they should try to identify and satisfy their needs and wants. In order to identify & meet consumers' needs, retailers must be aware of their purchasing behavior and the factors that impinge upon this behaviour, and they should shape their decisions (Meneely, et al., 2009: 1041). Behavior of mature consumers(older consumers segment is also called mature market/consumers) with regard to retail offerings, shoppings, advertising responses, social support and market interactions, elderly consumers' self perceptions , age differences in information-processing strategies and the leisure activities of elderly are changed (Goulding, 1999:177). They live longer, healthier, more vital and active, and so, they lead to changes in their lifestyle, attitude towards life and in their consumer behavior (Mummel and Prodnik, 2005: 435). According to Moschis and *et al.* (1997), the consumer behavior of individuals in older segments also differs. Differences in consumer responses to marketing offerings can form the bases for selecting targets, position, products and services, and development of marketing programs. Hence, with the rapid aging of most western populations, future services (at least in the medium /high contact categories) would be well advised to adapt to customers' increased sensitivity to the nature of their interpersonal interaction with service providers, and how to best manage clients who on one hand, display loyalty, but on the other hand seek extended social exchanges with staff (and thus impact operational effectiveness (Patterson, 2007:117).

Generally, in the articles which consist of consuming process of elder people, it is argued that the group of older people has been neglected by the researchers so far, but the number of

studies about elderly market segment have been increasing steadily, especially in developing countries such like Turkey. Therefore, we decided to continue to our study on older consumers segment and this study aims to measure retail managers and sales personnel's perceptions in some categories about their services to identify and meet the needs of elderly consumers.

2 LITERATURE REVIEW

This paper deals with the perspective of retail personnel about food shopping experience of their elderly consumers. According to the literature, there are not so many studies that deal with this topic. Hillery et al., (1997), found that, special attention should be given to elderly consumers and retail sales personnel should make themselves available to help elderly consumers. Also, market analyses are similarly repeated with other segments for the elderly. Wei et al., (1999), suggest, that hotel managements have to balance the needs and wants of the older customers. Meneely et al., (2009), found that, retailers should improve their retail offerings and serve better for older population.

This study starts by outlining a theoretical framework built on literature about food shopping experiences for the elderly. Afterwards, retailing sector in Turkey will be discussed and in the last part, findings of the study will be indicated. For analyze of this study, SPSS program is revealed.

Shortly the aims of this study are;

- Understanding of food shopping experiences of older people in terms of the perspectives of retailing staff.
- Analyzing the factors that influence the older ones' preferences to decide which food retailing company should be preferred for shopping.
- Finding out the experiences of staff during elderly's shopping trip,
- Identifying the problems both positively and negatively which may affect elderly shopping experience according to the perspectives of sales managers/people.
- Asking their suggestions to make older ones be more satisfied and loyal.
- Asking what the retailers should do for satisfying needs and wants of older people.

We admit that there are not enough studies in Turkey, so this study will be helpful for marketing scholars, researchers and managers. In our opinion, advices & experiences of sales

team will be very helpful for making better decisions for management level. Therefore, based on these opinions, analytical recommendations may occur.

2.1 Food Shopping Experiences of Older Consumers

There have been many changes in life and especially life styles of consumers. The population of the world is getting older and elders live longer, healthier, more vital and more active than they used to. These kinds of changes affect their shopping behaviors directly or indirectly. The range of difficulties experienced by the elderly is expanding. The immediate difficulties they experience, such as transportation, carrying goods home or portion sizes and long term issues such as dietary and health problems (Kelley, and Parker, 2004, 1). Especially food shopping is getting more and more important for them because of their dietary problems. By reviewing the literacy of food shopping of older people, researches sign point that there are many potentially negative factors influencing the food choice behavior of older people and nutritional status of them with one key area identified as the food shopping environment (Hare, Kirk, Lang, 1999: 213).

In European countries the difficulties for elderly consumers are also the same. It was found that reaching high and low shelves, carrying baskets, and reading price displays were the most difficult issues during shopping (Hare, Kirk, Lang, 1999:216, Leighton et al (1996). The study which was done in Turkey, by Mucan and Yaşa (2011), also showed that there were 443 incidents affecting elderly negatively. % 31 of them is related with the facilities of internal shopping (design, toilets, etc.); % 22 of them is related with merchandise (price, choice, quality, etc.) and % 20 of them is related with the staff issues (unhelpful staff or inadequate staff). In addition to this, this study revealed that, product prices are also not as satisfied for them, except as the second problematic incident in the merchandise related category (32 negative).

Supporting these studies, another study (Mason and Bearden, 1979: 367), shows the factors of dissatisfaction of the older consumers of the United States in food shopping in terms of store-related elements and listed as follows: Difficulties in seeing labels, Package sizes too large, Foods primarily marketed to older people, Meat being packaged, Feeling overcharged, Supermarkets being too cold, Trolleys and buses being difficult to use.

2.2 Elderly Consumers, Aging and Segmentation

Since the developments in nutrition and health care technologies, people live longer than before. Statistical studies on the ageing of the European population have suggested that 40 percent of European population will be older than 50 year-old, by the year 2020 (Mumel, Prodnik, 2005). In the USA, age 65+ consumers are the most affluent of any age segment, with having multiple income sources (Pak and Kambil, 2006). The age of 60 and above are generally defined as older consumers and in addition to this, the fact that the population of older people is increasing and in this term their psychological, social, economic and physical needs change compared to the previous years (Mucan and Yaşa, 2011), thus, marketing strategies and managerial implications should be renewed according to the changing population. Between the years of 2000-2050, the percentage change in the total population of the age groups examined according to other age groups and older group has showed an explicit increase. In 2050, Turkey's population has been projected to be 16 million of elderly (Mucan and Yaşa, 2011).

The research, published in the report *The Golden Economy* (2011) found that, older people are not a homogenous market group and are as disparate and varied as the broader population. It isn't possible to apply a single set of characteristics to a diverse demographic group as such, and as with any other population group, a range of factors influence our values, attitudes and consuming behavior. Such like other age groups, we have a wide diversity of income, wealth and health needs (Agenda for Later Life 2011, p.22).

Early descriptive researches on the elderly assumed that, the elderly are one homogeneous group. However, there is sufficient empirical evidence to suggest that the elderly do not constitute one segment but several distinct segments (Mathur & Moschis, 1999). Benefit segmentation explains the reason why consumers choose to buy or prefer particular product or patronize particular suppliers or providers of products and services (Ahmad, 2003), "Chronological age" is the most common method for scholars. It appears to be the easiest way to segment older consumers, in most cases, it is probably the least effective variable because it doesn't correlate well with behavior (Petermans & Cleempoel, 2010). Indeed, Moschis and Friend (2008), suggested four types of elderly model for segmentation. The gerontographic segmentation analysis provides the following four consumer segments for those aged 55 years and older ones, as "Healthy Hermits", "Ailing Out Goers", "Frail Reclusive" and "Healthy Indulgers". Marketers find out these observable socioeconomic and demographical data

attractive to use, because they are generally easy to obtain, understand and apply (Ong, and et. al., 2008). Besides, segmenting the mature market by demographic and psychographic variables, segmentation by income, gender, geography, education, health, social – professional activities and dependence are possible as well (Petermans and Cleempoel, 2010). Also, the other scholars, Mummel and Prodnik (2005), segment older population into 4 groups, “socially active employee”, “socially inactive employee”, “socially active retired” and “socially inactive retired”. Whilst differences exist within the older age segment and between sectors, they do share some similarities with younger generations (Hare, 2003).

This segmentation process allows organizations to focus on elderly consumers’ managers who should design specific service offerings more effectively and efficiently and increase in a variety of product categories for different segments of their markets.

2.3 Perceptions of Retailing Staff for Elderly

Changing trends in aging and longevity of lives make marketers and retailer managers more sensitive about these mature ones. Especially in Europe, United Kingdom and USA annual researches, aging programs, governmental studies are increasing. In addition to this, in the developing countries such like Turkey, Brazil, China, Malaysia, studies for this segment are rare but developing.

Meneely et al.,(2008) studies proved that, there is a scope for retailers to improve their retail offerings and serve better to the older population. Issues such as access to the store, access to food in-store, affordability and communication, have been identified as key areas where provision could be increased or enhanced to better meet customer needs. To consider how to approach this market, marketers should be aware of what can help to influence aging market (Leventhal,1997:280):

- Understand values,
- Mature consumers are more responsive to emotional stimuli,
- Mature consumers have an increased demand for facts
- The older consumer takes more time in making a buying decision
- The older consumer is less influenced by peer pressure
- The older consumer has a strong need to have trust in company’s product/service
- Refrain from gimmicks,

- Not all older consumers are created equal.
- Develop sensitive graphics standards for the older consumer.

It would be wise for marketers to understand that price and comfort are valued by older consumers regardless of age, gender, income level and ethnicity. Benefit segmentation could provide useful variables to consider when designing marketing strategies to target older consumers (Ong, and, et.al., 2008). Furthermore, promotions and prices should be redesigned for elderly by marketing managers and store staff. They must be also educated especially to have good relationship with that age group, because the people in this segment are also potential actors who are effective for word of mouth marketing (Mucan and Yaşa, 2011).

3. FOOD RETAILING IN TURKEY

There are many global and local retailers in Turkey, the essentials are such like Migros, Carrefoursa, BIM, Tesco-Kipa, Kiler, Groseri, Adese, Metro and others. They have chains throughout Turkey. Their net sales for the year of 2010 are shown in Table 3.1. below. The biggest one is BIM market chains according to their sales volume.

Table 3.1. The Chain of Food Retailing in Turkey and Their Net Sales in 2010

The company	Net Sales of 2010
BIM	6.573.951.000
MIGROS	6.365.124.000
CARREFOURSA	2.484.884.736
TESCO-KIPA	1.783.200.000
KILER	771.218.000
MAKRO MARKET	767.434.733
ADESE	538.675.616
ŞAYPA	277.454.373
UYUM	188.736.400
GROSERI	184.871.316
TOTAL	19.935.550.174

Source: Arditti,Rauf, 2011.

In this section, we try to analyze and show the consequences of the validated reports that are essential for analyzing Turkish Retailing Sector. For retailing in Turkey, the retail sector constitutes the fourth largest sector of Turkey in terms of turnover, generating US\$ 194 bn (>30% of GDP) in 2009 (www.nttd.com.tr/pages/18-sectoral-information#rt, 01.08.2011). Moreover, the consumption in the food retail has been estimated to be the fifth largest in Europe whereas the non-food segment is estimated to be ranking eighth and, there are six main subsectors within Turkish retail market and an additional nine smaller subsectors characterized by a few large players and many small players also exist.

It has captured attention due to the growth in its population and the amount of expense per person in Turkey has caught RUSSIA, the biggest food retailing market in the world. Turkish food retailing is not organized as it is in Russia. There are also not enough consolidation on modern retailing in Turkey. This situation's effect provides improving and growing opportunity for the current firms and also entrance of new brands to the market. Turkish Food Retailing sector is as of 2015 will be reached to a huge potential of 392 billion dollar and that shows that expenses ratio for food will be increased upto % 7.4 by each year (www.sabah.com.tr, Renaissance Capital's research, 15.08.2011).

According to the report of Euro Monitor (www.retailing-in-turkey/report,02,08,2011), in 2010, retailing registered the current value growth, which exceeded that of the previous year. Due to improved economic conditions in the country and an increasing number of outlets, the market registered good growth, however, its performance lagged behind the CAGR of the review period. Market growth in 2010 was not as high as that of in the middle of the review period, when the economic crisis had yet an impact on the country, but it still demonstrated a growth level suggesting that the worst part of the economic crisis was over. For Turkey's retailing, the lead maintains within store-based retailing and grocery retailing continued to hold this leading position. Many local and global companies enhance their shares in Turkish retailing sector. According to the report of Deloitte (2010), Turkey has strong capacity for retailing sector for 2010 and the full share of Turkish retailing sector is covered 187 billion dollar. They identify each sub category according to their market shares, comparing to the report of 2009 the huge part of the shares belongs to the food retailing with 96 billion \$, and from the remaining part, %16 for non food retailing; and %27 for textile retailing. The reporters also estimated that in 2014 the full part of shares will increase to 250 billion dollar (<http://www.retailnews.com.tr>, 05.08.2011).

The report published by Cushman and Wakefield, the retailing sector of Turkey is the 7th in Europe and is the 10th in the world's retailing sector; in addition to this, according to the report that was published in 2008 named by "Global Forces of Retailing of the Year of 2008", Turkey has been the 5th market in Europe in food shopping expenses and for out of food shopping expenses Turkey is the 8th market throughout Europe (www.ampd.org/arastirmalar/default.aspx?SectionId=97).

According to the results of these reports, the sector of retailing in Turkey, especially in food retailing, is growing fast and its attractiveness is increasing day by day in terms of its global concept.

4. METHODOLOGY

As per this study, 60 years of old is accepted as a base and we classified our scale according to Turkish people's life span. We classified the age scale according to the research of World Health Organization (WHO) in Kiev; the following interval scale is accepted as the life time . The scale is as the following , "45-59: middle ages", "60-74: old ages", "75-89: senescence", and "90 and plus: advanced senescence" (Çivitçi and Ağaç, 2010:1050). In the previous study (Mucan and Yasa, 2011) about this topic, the authors identified the problems of elderly consumers which they have met during their food shopping trips. This study is the supplementary part of that one. Therefore, in this study, our ambition is to identify the difficulties that they have met (while older people shopping) by the view of staff. The thoughts and attributions of the staff about the categories in terms of "access to the store", "access to food in-store", "affordability", "access to food at home", "communication", "information", and others. The respondents were chosen both from western and southern part of Turkey. The salespeople/other staff are permanently connecting with all consumers from each segment. Hence, their experiences and thoughts are essential to identify and handle the problems they have. The questionnaire contained three parts, in the first section five-point scale is designed to identify the frequency of the observed difficulties which are observed while they are shopping; in the second section demographic and basic information is being asked and in the following last section the incidents are gathered by asking open-ended questions (positive-negative experiences they have had and recommendations). Likert scales are widely used since they allow the consumers to express their attitudes in a regular and meaningful way and they are easy to use for those who conduct market researches (Koç, 2008:190). The questionnaire and the scale are designed by using the studies of Meneely

(2008; 2009); Hillery etc, (1997); Backstrom and Johansson (2006) and Mucan and Yasa (2011) .

We've collected the data between the day of 1st August and 18th August 2011. Firstly, we developed the form of questionnaire and pre-tested it to ten sales person/managers from one of the well known food shopping retail in Turkey. Then according to the results, we re-formed the questions and revised and arranged the form to be more understandable for respondents.

We have unfortunately no chance to make the survey face to face due to their different working hours and also not to disturb them while working. For that reason, we left the questionnaire forms to the owner/managers of food retailers by getting their permission. We collected the surveys by two methods. One of the methods was web based questionnaire link by sending to the staff's email and by hand to the retailer's managers to complete the forms .

Data was analyzed by both qualitative and quantitative methods. Critical Incident Technique is better than the other qualitative techniques since it is permitted to record the personal experiences (Flanagan, 1954). By the technique, critical incidents are generated by asking individuals, usually subject-matter experts, to describe through interviews, the incidents they (or someone else) handled well or handled poorly and since it focuses on behavior, it can be leveraged in numerous events or circumstances as long as the inherent bias of retrospective judgment is understood (Serrat, 2010:5). We used descriptive statistical analysis, factor analysis and CIT technique to analyze the data. Factor Analysis is a kind of multivariate statistical analysis techniques which is based on the relationship between data and it provides a presentation of more meaningful data and summarize it (Haseki and Yaşa, 2010: 215; Nakip, 2006: 423). Critical Incident Technique is a quantitative technique that the authors used for the first study related with this topic as well. There was no pre-determined size, as CIT allows, the sample size was determined by adequate coverage of incidents. Enough incidents are deemed to be collected, when the respondents have not produced any incidents no more than two sub-categories. Such guidelines were applied to this study and the number of respondents and incidents are similar to comparable studies (Burt and Gabbott, 1995; Hare, Kirk and Lang, 2001). They describe the positive and negative experiences with that factor or with others through prompt questions such as "what happened?"; "why was it good or bad?" and "how it could have been better?" Cronbach Alpha value is calculated and the score of

0,947 is found, meaning that its relation among variables are very highly sufficient for this data.

5. FINDINGS

Table 5.1., indicates the results of the respondents' basic features such as, their gender (% 67; male); their ages (% 70; between 20-34 years old); their education level (% 43; high school graduated); their marital status (% 45; married); their income level (% 73; between 501-1000 TL). This table also shows the results that are related with their working situations such as mode of their working (% 92; full time workers); their positions (% 32; floorwalker; % 23; cashier,.etc.); the year of experience in this sector (% 51; 1-5 years); the year of experience in this retailing market (% 52; between 1-3 years).

Table 5.1. The Basic Features of the Respondents

Gender	Freq.	Perc.	Ages	Freq.	Perc.
Female	48	31%	19&below	4	3%
Male	104	67%	20- 34	109	70%
Missing	4	2%	35-49	37	23%
Total	156	100%	50& above	2	1%
Education	Freq.	Perc.	Missing	4	3%
Primary	14	9%	Total	156	100%
High school	67	43%	Marital St.	Freq.	Perc.
High. Voc.S.	44	28%	Married	71	45%
University	25	16%	Single	69	44%
Master/phd	2	1%	Divorced	12	8%
Missing	4	3%	Missing	4	3%
Total	156	100%	Total	156	100%
Income (TL)	Freq.	Perc.	Work Style	Freq.	Perc.
1-500	4	3%	Part Time	9	5%
501-1000	114	73%	Full Time	143	92%
1001-1500	24	15%	Missing	4	3%
1501-2000	5	3%	Total	156	100%
2001 & up	5	3%	Work. Pos.	Freq.	Perc.
Missing	4	3%	Cashier	36	23%
Total	156	100%	Sell.staff&ch	32	21%
Total Expr.	Freq.	Perc.	Security&clean	5	3%
1-5 years	79	51%	Manager	2	1%
6-10 years	43	28%	Floorwalker	50	32%

11-15 years	20	12%	Missing	31	20%
16 and up	10	7%	Total	156	100%
Missing	4	2%			
Total	156	100%			
Exp.in this Company					
	Freq.	Perc.			
1-3 years	82	52%			
4-6 years	45	29%			
7 and up	24	16%			
Missing	5	3%			
Total	156	100%			

According to the results of KMO (Kaiser-Meyer-Olkin) measure of sampling adequacy, 0.841 is a valid value for determining the data by factor analysis. Also, we may evaluate the value of Barlett's Test of Sphericity's Sig. value if it is equal to 0,000; it means that this data is suitable for factor analysis as per the result of Barlett Sphericity tests (p:0,00) and the data came from multivariate normal distribution (Çokluk and et.al, 2010:208). Data values are suitable for factor analysis (Table 5.2). 39 items were reduced to 23 items and divided into 6 categories. 0,50 and above factor loadings were evaluated and if it is below 0,50 it was removed from the analysis and factor analysis was reapplied. It was found out that the components forming each factor, harmonize with each other conceptually. In this regard, being conceptualized as stated in the literature, total variance explained by each factor (Table 5.3); factors and factor loadings explained by each factor are presented in the following Table, Table 5.4.

Table 5.2. KMO-Barlett's Test results for Factor Analysis

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	0,841
Bartlett's Test of Sphericity	
Approx. Chi-Square	1756,578
Df	253
Sig.	0,00

Results of KMO-Barlett's Tests for Factor analysis

Table 5.3. Rotation Sums of Squared Loadings

Component	Rotation Sums of Squared Loadings		
	Eigenvalue	% of Variance	Cumulative %
1	7,785	33,846	33,846
2	1,952	8,487	42,333
3	1,793	7,795	50,128
4	1,494	6,497	56,626
5	1,403	6,100	62,725
6	1,097	4,770	67,495

In accordance with the analysis, the perceptions of the participants (retailing managers/staff) towards older consumers' food shopping experience have six factors indicated in Table 5.4.

Table 5.4. Identified Factors and Their Loading

Factors and Loads	F. Loads
(Factor 1) Lack of types of trolleys, merchandise related, and payment process	
Weight of shopping trolleys	0,79
Size of shopping trolleys	0,787
Size of food packages	0,712
Inadequate dietary foods	0,646
Inadequate instore directions	0,552
Payment process of products	0,527
(Factor 2) Lack of in-out store facilities	
Lack of / inadequate outstore canopies, waiting places	0,867

Lack of in-store sitting places	0,786
Lack of green places around store	0,714
Lack of in-store toilets	0,693
(Factor 3) Lack of cashier number&staff and figures of shopping bags	
Shopping bags	0,709
Carrying heavy packages to home or car	0,662
Inadequate market transportation vehicles	0,651
Occuring long queques infront of the cashes	0,565
Personnel do not helpful for packaging	0,535
(Factor 4) Lack of transportation vehicles figures & music in the store	
Loudly music tones which is playing in the store	0,759
Not to vantilate store transportation vehicles	0,71
Inadequate places for packages in the store transportation vehicles	0,674
Inadequate food variety	0,531
(Factor 5) Lack of freshness of products	
Products in discount to be close to the expiry date	0,74
Lack of fresh products	0,693
(Factor 6) Lack of info about discount & pricing	
To inform about products in discount	0,762
Product Prices	0,593

Extraction Method: Principal Component Analysis,
Rotation Method: Varimax with Kaiser Normalization;Rotation converged in 12 iterations
Bartlett's Test of Sphericity: 1756,578 (Sig.0,00), Kaiser-Meyer-Olkin: %84 (0,841)

Explanations of Factors:

(Factor 1) Lack of types of trolleys, merchandise related, and payment process:

According to analysis, Lack of types of trolleys are merchandise related, and the payment process explained the amount of 33,846 of total variance. This factor explained the biggest problems of elderly customers while they are shopping according to the sales managers/people perspectives. The list of these problems are aligned; *Weight of shopping trolleys* (0,79), *Size of shopping trolleys* (0,787), *Size of food packages* (0,712), *Inadequate dietary foods* (0,646) , *Inadequate instore directions* (0,552) , *Payment process of products* (0,527).

(Factor 2) Lack of in-out store facilities: This factor explained the amount of % 8,487 of total variance. According to this factor, sales managers/people who were respondents of the study, indicated problems that elderly's experienced mostly; *Lack of / inadequate outstore canopies, waiting places* (0,867), *Lack of in-store sitting places* (0,786), *Lack of green places around store* (0,714), *Lack of in-store toilets* (0,693).

(Factor3) Lack of cashier number of staff and figures of shopping bags:

This factor explained the amount of % 7,795 of total variance. This factor explained Lack of cashier number of staff and figures of shopping bags as another important problematic areas that older customers experienced. Therefore *Shopping bags* (0,709), *Carrying heavy packages to home or car* (0,662), *Inadequate store transportation vehicles* (0,651), *Occuring long queues in front of the cashes* (0,565), *Personnel not helping for packaging* (0,535) are the important sub factors that older customers experienced.

(Factor 4) Lack of transportation vehicles figures & music in the store:

This factor explained the amount of % 6,497of total variance. According to this factor, Lack of transportation vehicles figures & music in the store represents another problematic segment that elderly experienced during their food shopping trip. Sales managers/people observed that, *Loud music tones which is played in the store* (0,759), *Not to vantilate store transportation vehicles* (0,71), *Inadequate places for packages in the store transportation vehicles* (0,674) and *Inadequate food variety* (0,531) are the important factors for elderly.

(Factor 5) Lack of freshness of products: This factor explained the amount of % 6,100 of total variance. According to this factor, lack of freshness of products especially, *Products in*

discount to be close to the expiry date (0,74) , Lack of fresh products (0,693) are important elderly customers and they have complaints about these sub factors.

(Factor 6) Lack of info about discount & pricing:

This factor explained the amount of % 4,770 of total variance. Lack of info about discount & pricing are another important issue for elderly customers. *To inform about products which is on discount (0,762)* and *Product Prices (0,593)* are the core complaints about this factor.

In the questionnaire, the last section had three open-ended questions to carry out the thoughts and experiences of the retailing market's staff. There are 61 positive (%59), 43 negative (%41) incidents, and 64 recommendations provided by this section. Since they have a relationship through their (older consumers) shopping experience, their recommendations are vital for the managerial level to understand and satisfy them in a better way. In Table 5.5, indicates some results of this analysis.

Table 5.5. Positive and Negative Recommendations from Respondents' Experiences

Negative Incidents

“Most of this aged group are the retired ones and they have enough time to visit other retailers to compare the prices, the quality, etc. of every product. They are a difficult age group to persuade” (age between 35-49, Male, floorwalker).

“It is difficult to persuade them mostly because they try to find out the taste of the foods that they used to when they were younger, unfortunately, it is hard to find them” (age between 20-34, Male, salesperson).

“ Problems by reading the labels if they are smaller” (female, aged between 20-34, floorwalker).

“One time, one of our client became ill suddenly and we could not find any sitting place in store so he complained about this situation” (Male, aged between 35-49, floorwalker).

“ One time, one of our client claimed about the content of the song (foreign) that contained slang words in it and constantly complained to us” (Male, aged between 35-49, salesperson).

“They think that they know everything and they have always better opinions than everyone” (Male, aged between 35-49, salesperson)

“They speak loudly just to take attention to themselves, this aged group are always waiting for more attention, relevance & interest to themselves, for that reason they always prefer the salesperson/cashier who was sincere to them in their previous coming” (Female, aged between 20-34, cashier)

“There are inadequate number of wheelchairs and mostly this creates problems ” (Male, aged between 35-49, floorwalker)

“In store, shelf placements of products sometimes occur problems for customers to access in a difficult way to the higher shelves” (Male, aged between 35-49, floorwalker).

Positive Incidents

“They like the detailed information about food usage, and also about harmful products for instance if we advice for keeping cheese in brine to remove the salt.” (Male, aged between 20-34, salesperson).

“They always prefer and look for the person whom they are accustomed to deal with them and provide info during their shopping trip. One time I was on my annual holiday, one of my client came to the market and asked for me and learnt that I was off and he got my home address and came to visit me at home” (Male, aged between 35-49, floorwalker).

“The most of our clients ages are above 60 years old and they forget their loneliness and sadness once they come for shopping, while shopping they focus on building relation with the staff, they are praying for us such as we are their children” (Male, aged between 35-49, manager of the store).

Comparing to younger clients, they are more conscious, polite and patient” (Male, aged between 35-49, manager of the store).

Recommendations

“The complaint boxes in-store can be useful” (Male, aged between 20-34, vice manager)

“Discount hour implementation can be a good opportunity for this age group” (Male, aged between 20-34, vice manager)

“Barcode reading machines can be installed between shelves for this group whose eyes are not so healthy to read the small size of words on the packages ” (Male, aged between 20-34 security-clearance people).

“Specialized staff can be hired, educated & informed just for dealing with these people & their problems” (Female, aged between 20-34, Salesperson)

“Cashier priority can be provided to them to prevent their waiting time on the sequence”. (Female, aged 19 & below, cashier).

“They often seek places to sit in store, the management may provide some places to make their shopping trip comfortable and longer by resting for a while (Female, aged between 20-34, cashier).

“They like the gifts & campaigns more than younger ones. Once upon a time, our market organized a campaign to sell one group of products more and one of our clients just came to the store to buy that group of products to get the gift, however the gift was cheaper than his shopping list” (Female, aged between 20-34, vice manager)

5. CONCLUSION & FURTHER RESEARCH

This study shows again that people aged 60 and above sixty have different values than the remaining population. They are more responsive to emotional stimuli, according to the observations in Table 5.5 indicated those aged groups. Due to being mostly in their retiring time, they have lots of time to compare and make decisions about buying process. It is hard to make them persuade to buy anything related with foods, since they have lots of memories in their early ages, mostly their parents or they themselves had prepared foods home made. At that time, their relations with the staff was mainly the best effective part of their decision process. They demand extra specialty in serving to them, they want to feel themselves special and feel the interest in themselves and if vice versa, they are not satisfied and in the long term they give up shopping from there. Their potential in the aggregated population and their word of mouth marketing effects can not be minimized. We, younger ones, mostly get their advice while shopping. It is a big responsibility of retailers to understand them to meet their needs & wants, to survive in a competitive marketplace.

In conclusion, by this study, the problems are identified by thoughts of workers. It is important to be aware of consumers' feelings and the difficulties they face during shopping to determine in an analytical way. By this study, they have a chance to make empathy for these customers, and it is beneficial for them to think twice before making anything be more difficult for them and analyze their behaviors before and after empathy as well.

The literature review demonstrated that the segmentation of elderly is changing due to the view of profile, economic situation and age discrimination. In this study, we learned that, for this consumer group the store design alterations play an essential role in changing retailing environment. Types of trolleys (*Weight and Size of shopping trolleys*), instore directions, Payment process of products, merchandise related items (*Size of food packages, Inadequate dietary foods*), in-out store facilities (*Lack of / inadequate outside canopies, waiting places, lack of in-store sitting places, green places around store and Lack of in-store toilets*) are some of the important specialities for elderly customers. The store staff understood that elderly need some extra interest from managers for their basic needs during shopping. Other important issues for elderly's cashier, staff and figures of shopping bags, amount of transportation vehicles & music in the store, freshness of products, information on discount & pricing.

Shortly, managers of the stores can make a number of simple adjustments to enhance the shopping experience for elderly consumers. The issues that we found in this study (trolley types, labels, prices, sitting places, green places, relationship with the store staff) are important features for elderly.

We expect that the results will be beneficial for retailers and Turkish marketing scholars will pay more attention to Turkish older consumers' segment where not enough importance is given . In order to carry and overcome the problems that may be faced by having older consumers, the retailers should focus on making practical changes to improve access to the store, in store facilities and others. Finally, because of the limitation of dataset, our study has not adressed the overall view of food retailers perspectives. However, this research is designed as a preliminary research for further researches. In the further research, we are plannig to expand our respondents volume to increase the study's reliability and validity.

6. LIMITATION

This research is accepted by the authors as a preliminary research for the further ones. The limitation of research is to just research on the staff who live in two cities out of 81 cities in Turkey. This research was limited to an identified number of staff in regions. However, it does not represent the whole retailing staff in Turkey. Due to the time limitation we should implement the study to this volume.

7. MANAGERIAL IMPLICATION

The retailers may organize special campaigns just to adress to these age groups, provide special staff to help them, obtain enough number of wheelchairs and provide sitting places in and out of the stores, special cashiers just adress them specifically to ensure their relationship in the long term.

This study again displayed that the age group of people over 60 years old must be taken into account more than before, because their portion in the aggregated population is going to increase. Also, as retired people, they have more time to go shopping and their experiences lead them to go to the same retailing more than one time.

REFERENCES

1. Ahmad, R. (2003), "Benefit segmentation: a potentially useful technique of segmenting and Targeting older consumers", *International Journal of Market Research*, Vol. 45, Quarter 3.
2. Arditti,R., (2011), "Gıda Perakendecisi Para Kazanıyor mu?", <http://www.retailturkiye.com/rauf-arditti/gida-perakendecisi-para-kazanmiyor-mu>,(Access Date, 18.08.2011)
3. Backstrom, K., Johansson, U. (2006), "Creating and Consuming Experiences in Retail Store Environments: Comparing Retailer and Consumer Perspectives" *Journal of Retailing and Consumer Services*, 13, 417-430.
4. Burt,S., Gabbott, M., (1995), *The Elderly Consumer and Non-Food Purchase Behavior*, *European Journal Of Marketing* vol 29, no. 2, pp. 43-57.
5. Çivitçi,Ş., Ağaç,S., (2010), "60 yaş ve üzeri yaşlı erkeklerin giysi satın alma davranışları üzerine bir araştırma", *Uluslararası İnsan Bilimleri Dergisi*, cilt 7, Sayı 1
6. Çokluk, Ö., Şekercioğlu G.,Büyüköztürk, Ş., (2010), *Sosyal Bilimler İçin Çok Değişkenli İstatistik SPSS ve Lisrel Uygulamaları*, Pegem Akademi, I.Baskı, Eylül.
7. Flanagan,J.C.(1954), "The Critical Incident Technique.*Psychological Bulletin*, 51, 4, 327-359.
8. Goulding, C., (1999), "Heritage, Nostalgia, and The Grey Consumer", *Journal of Marketing Practice: Applied Marketing Science*, Vol.5, No. 6/7/8, (1999), pp. 177-199.
9. Hare, C., Kirk, D., Lang, T. (1999), "Identifying the Expectations of Older Food Consumers: More Than a Shopping list of Wants", *Journal of Marketing Practice: Applied Marketing Science*, Vol 5, No 6/7/8, pp. 213-232.
10. Hare,C., Kirk,D., Lang, T. (2001), "The Food Shopping Experience of Older Consumers in Scotland: Critical Incidents", *International Journal of Retail and Distribution Management*, Vol. 29, pp.25-40.
11. Hare,C., (2003), "The Food Shopping Experience: A Satisfaction Survey of Older Scottish Consumers", *International Journal of Retail and Distribution Management*, Vol. 31, No. 5, pp.244-255.
12. Haseki, M.,İ, Yaşa,E., (2010), "Tüketicileri E-alıverişe yönlendiren faktörleri belirlemeye yönelik bir pilot araştırma", *Ç.Ü, Sosyal bilimler Enstitüsü Dergisi*, cilt 19, sayı 3 pp. 211-224.

13. Hillery-Johnson, J., Kang, J., Jan Tuan, W., (1997), "The Difference Between Elderly Consumers' Satisfaction Levels And Retail Sales Personnel's Perception"., *International Journal of Retail & Distribution Management*, Vol. 25, No. 4, pp. 126-137.
14. Kelley, M.F., Parker, J.A., (2004), "A Study of Retail Accessibility for Older People, The Elderly Poor and Their Access to Grocery and Financial Services in Dublin", *The Centre of Retail Studies, National University of Ireland, Dublin*.
15. Koç, Erdoğan, (2008), "Tüketici Davranışları ve Pazarlama Stratejileri: Global ve Yerel Yaklaşım", Seçkin, Ankara.
16. Kohijoki, M.A., (2011), "The Effect of Aging on Consumer Disadvantage in Grocery Retail Services Among the Finnish Elderly", *Journal of Retailing and Consumer Services* 18 (2011) 370–377.
17. Leventhal, C.R., (1997), "Aging Consumers and Their Effects on The Market Place", *Journal of Consumer Marketing*, Vol. 14, No.4, pp. 276-281.
18. Mason, J.B., Beraden, W.O, (1979), "Satisfaction/Dissatisfaction with Food Shopping Among Elderly Consumers", *The Journal of Consumer Affairs*, Winter 1979 pp. 359-369.
19. Mathur, A., Moschis P.G.,(1999), "Socialization Influences on Preparation for Later Life", *Journal of Marketing Practice; Applied Marketing Science*, Vol. 5, No. 6/7/8, 1999, pp. 163-176.
20. Meneely, L., Burns, A., Strugnell, C., (2009), "Age Associated Changes in Older Consumers Retail Behaviour", *International Journal of Retail & Distribution Management*, Vol. 37 No. 12. pp. 1041-1056.
21. Meneely, L., Burns, A., Strugnell, C.,(2008), "Food Retailers' Perceptions of Older Consumers in Northern Ireland", *International Journal of Consumer Studies* 32, 341-348.
22. Moschis, P.G., Friend, B.S.,(2008), "Segmenting the Preferences and Usage Patterns of the Mature Consumer Health-Care Market", *International Journal of Pharmaceutical and Healthcare Marketing* Vol. 2 No. 1, 2008, pp. 7-21.
23. Moschis, P.G, Lee, E., Mathur, A.,(1997), "Targeting the Mature Market: Opportunities and Challenges", *Journal of Consumer Marketing*, Vol. 14, No.4, 1997, pp. 282-293.
24. Mucan B., Yaşa, E.,(2011), "The Food Shopping Experience of Older Consumers in Turkey: Using the Critical Incident Technique (CIT)", In the proceedings of 10th International Marketing Trends Conference, Paris, France, January 20-22, 2011.

25. Mummel, D., Prodnik, J.,(2005), “Grey Consumers are All The Same, They Even Dress The Same – Myth or Reality?”, *Journal of Fashion Marketing and Management*, Vol. 9, No. 4, 2005 pp. 434-449.
26. Nakip, M. (2003), “Pazarlama Arastirmaları Teknikler ve (SPSS Destekli) Uygulamalar”, Ankara, Seçkin Yayıncılık.
27. Ong, S.F., Kitchen, P.J., Jama, T.A., (2008), “Consumption Patterns and Silver Marketing: An Analysis of Older Consumers in Malaysia”, *Marketing Intelligence and Planning*, Vol. 26, No. 7, 2008, pp.682-698.
28. Pak, C., Kambil, A.,(2006), “Over 50 and Ready to Shop: Serving the Aging Consumer”, *Journal of Business Strategy*, Vol. 27, No. 6, 2006, pp. 18-28.
29. Patterson, G.P.,(2007), “Demographic Correlates of Loyalty in a Service Context”, *Journal of Service Marketing*, 21/2 (2007), 112-121.
30. Petermans, A., Cleempoel, V. K.,(2010), “Designing a Retail Store Environment for the Mature Market: A European Perspective”, *Journal of Interior Design*, 35 (2), (2010), pp.21-36.
31. Serrat, O.,(2010), “The Critical Incident Technique”, *Knowledge Solutions*, May 2010/ 86. ss.1-6.
32. Wei, S., Ruys, H., Muller, E.T.,(1999), “A Gap Analysis of Perceptions of Hotel Attributes by Marketing Managers and Older People in Australia”, *Journal of Marketing Practise: Applied Marketing Science*, Vol 5, No. 6/7/8, 1999, pp. 200-212.

Web Pages:

- (1) www.sabah.com.tr/Ekonomi/2011/08/14/perakendede-rusyayi-yakaladik-837841997505, (Access Date, 15.08.2011).
- (2) www.ampd.org/arastirmalar/default.aspx?SectionId=97,
- (3) www.retailnews.com.tr/sn/news/pt/full/lang/tr/catId/62/id/823/seo/2014, (Access Date, 05.08.2011).
- (4) <http://www.euromonitor.com/retailing-in-turkey/report>, (Access Date, 02,08,2011)
- (5) www.nttd.com.tr/pages/18-sectoral-information#rt, (Access Date, 01.08.2011
- (6) www.tuik.gov.tr/PreHaberBultenleri.do?id=8428 “Adrese Dayalı Nüfus Kayıt Sistemi 2010 Yılı Sonuçları”, (Access Date, 28.07.11).

- (7) <http://www.tuik.gov.tr/PreHaberBultenleri.do?id=6178>, (Access Date, 27.07.2011).
- (8) www.5050vision.com/.../agenda-for-later-life-rep-age-uk-may-2011.pdf, “Agenda for Later Life 2011 Public Policy and An Aging Society, (Access Date, 28.08.2011).