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### **PURCHASING PRIORITIES OF EXPENSIVE PRODUCTS: A SURVEY AMONG UNIVERSITY STUDENTS IN TURKEY AND UKRAINE**

This study was conducted among university students in Turkey and Ukraine in order to identify factors that can influence purchasing expensive products. The study also aimed to determine whether there is a relationship between gender and purchasing expensive products. The result concludes that the quality and durability of the product are especially important in purchasing expensive products. On the other hand, the study shows that there is a correlation between gender and purchasing expensive products for comfort among only for Turkish students. This study might be useful for producers aiming to increase the product amount and quality as well as consumer loyalty.

Consumer perceptions always rely on comparisons between different stimuli (Gutsatz and Heine, 2018). Individuals sometimes want to pay more money to the products which are believed to provide prestige. In particular, having prestige is important for clothing shopping (Jin, Sternquist and Koh, 2003). But the price of consumption is not equal across all countries. Consumption is more expensive in countries with high per capita income (Murphy, 2013).

People behave as if the value of their time is higher when they purchase a more expensive goods (Azar, 2011). On the other hand, purchasing behavior of consumers on expensive products may be influenced by an individual's purchasing power as well as emotions. Consumers generally use all the information available before they decide to purchase products. In addition, expensive products cannot be bought by anyone, and they have some advantages over inexpensive products. Generally, there is a belief that expensive products have good quality worth buying. Although the purchase of expensive products involves very complex processes, individual and cultural differences are important determinants affecting purchasing behaviors.

This study is based on an online survey. The survey questionnaire was formulated by the author of this study and shared on social media using Google online hosting platform. Totally 223 students participated in the survey, and only 186 students at bachelor degree were included in the study. The correlation and descriptive statics was used for data analysis.

Figure 1 shows students' purchasing behaviors of expensive products. Most of the students from Ukraine (73.9%) purchase expensive products because they have better quality. The percentage of this item is smaller for Turkish students (64.3%). 60.2% of Ukrainian students prefer to purchase expensive products because they think that expensive products last longer than inexpensive products. On the other hand most Turkish students (72.4%) think that expensive products last longer and they prefer to purchase them. 47.7% of students from Ukraine purchase expensive products for being comfortable; and 48.9% of Ukrainian students prefer to purchase them for receiving good value. On the other hand, 52.0% of Turkish students states that they purchase expensive products because of they are comfortable; and 43.9% of them prefer to buy expensive products for their good value.

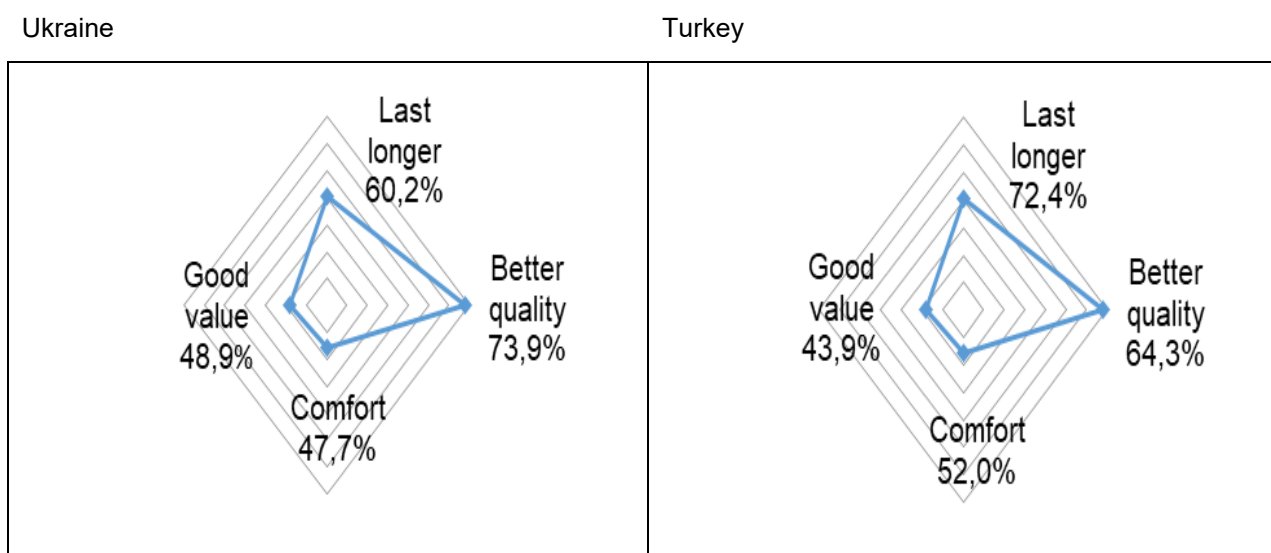


Figure 1 – Purchasing priorities of expensive products

Table 1 represents the correlation result for gender. For Turkish students, there is a correlation between gender and purchasing expensive products for their comfort ( $p < .01$ ). There is no correlation among Ukrainian students.

Table 1 – Descriptive statics and correlation for gender

Country	Variable	N	M	SD	Last longer	Better quality	Comfort	Good value
Ukraine	Male	24	1.77	0.44	.02	.08	.29**	.14
	Female	64						
Turkey	Male	42	1.57	0.49	.07	.10	0.2	.03
	Female	56						

\*\* $p < .01$

The study concludes that there are two main reasons of purchasing expensive products of most of the students from Ukraine and Turkey: Perceived belief on using the product for a long time (last longer) and quality level (better quality) of expensive products. The study also concludes that there is a correlation between gender and purchasing expensive products for their comfort in terms of Turkish students. It can be say that apart from the price, especially quality, durability and comfort are important determinants that might affect to purchase expensive products.

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